

CANADIAN MUSIC TRADES JOURNAL

WANTS THE JOURNAL FOR HIS SALESMEN

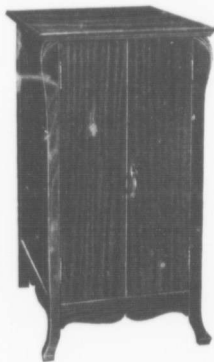
"Enclose herewith Bank Draft for \$2.00 for a club of three subscriptions for Canadian Music Trades Journal. Send one to me as usual and the other two to my salesmen I find the Journal very valuable and instructive and appreciate your effort in making it better from time to time."

H. J. M. GLOECKLER,
Saskatoon, Sask.

THE NEWBIGGING LINE

IS THE TRADE MARKED LINE

Top 18 x 22½ Deep

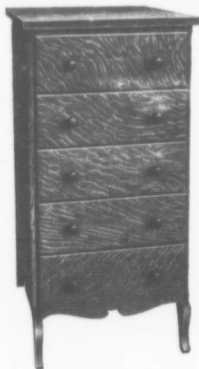


No. 65 Oak, No. 66 Mahogany
No. 67 Mission or Fumed
For Victor or Columbia

If you see our trade mark on it, you know that it is guaranteed good workmanship and

MADE IN CANADA

We are very particular about crating our goods so as to give you the maximum of protection with the minimum of freight charges.



No. 59 Oak No. 60 Mahogany
Capacity 150 records



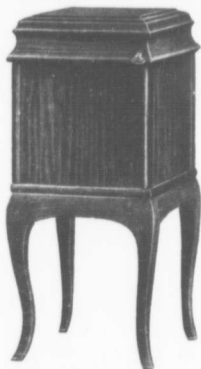
NEWBIGGING CABINET CO.

LIMITED

HAMILTON - ONTARIO



THE SIMPLEST, NEATEST, HANDIEST
MUSIC CABINET EVER PRODUCED

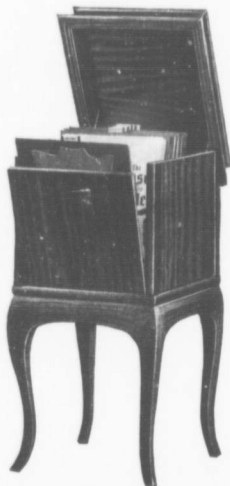


No. 76 Closed

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

COULD ANYTHING BE HANДИER?

Just put some sheet music in one of these cabinets and stand it on your floor so that musical people can see it and then listen to the comments. We will guarantee they will be favorable because there has never been anything to equal it for convenience in finding a piece of music.



No. 76 Open

TRY A SAMPLE



Here's a Secret of Human Nature that applies to the piano business

Nine out of ten people who buy a piano, are more anxious about what their friends will think of it than what their own judgment tells them it is!

Think it over. People who buy a piano are never entirely satisfied with their own opinion, and are only quite at ease regard-

ing their purchase when friends and musical acquaintances have passed a favorable opinion on the instrument.

So, even when the piano has left your hands, the sale is not consummated in its fullest and most satisfactory sense until some weeks after the date of shipment. Now, when you sell a

Martin-Orme Piano

the same laws apply; but you know beforehand what the verdict of the most critical musical friend **must** be; you know that the gifted ones in the buyer's circle of acquaintance **must** enthuse and **must** applaud the purchaser's judgment.

Apply this undoubted tendency of piano buyers to your own business. Sell the instrument that turns what is a very human propensity into a source of future sales and active word-of-mouth commendation. Write for fullest particulars.

WE INVITE CORRESPONDENCE FROM AGENTS IN OPEN TERRITORY

THE MARTIN-ORME PIANO CO., LTD.

OTTAWA

CANADA

THE NEWCOMBE

ESTABLISHED 1870

NEVER SUFFERS BY COMPARISON



NEWCOMBE MISSION "B"

The Newcombe's Instant Appeal

You work hard on a prospect, you get him to your store to look around. What you need then is a piano that appeals to him at once. Then you have an interested listener while you go into details.

That requirement is best exhibited in the Newcombe—reason—superior tone and appearance

WRITE FOR AGENCY TERMS

Only Newcombe Pianos

are equipped with Howard Patent Straining Rods, which counteract the great strain of the 228 strings. They give strength to the pianos. By relieving the immense strain of the strings, they make better tone possible.

Our Player Pianos

with human-like control contain all the latest improvements and devices. They are perfect in tone, artistic in design, and capable of life-long service.

The Newcombe Piano Co., Limited

Head Office:
359 Yonge Street

TORONTO, CANADA

Factory:
121-131 Bellwoods Ave.

What Piano Shall I Buy?

asks the Customer

The Gourlay comes as a real solution to this important problem—musical pleasure and education in the home.

¶ On the purchase of a piano depends permanent satisfaction and pleasure, or disappointment and regret. It is therefore an investment that requires most careful thought and investigation.

¶ The thousands of Gourlay owners throughout Canada are the most enthusiastic supporters of the Gourlay tone-producing qualities. It retains its intrinsic value—winning true and sympathetic friends wherever it is played or heard.

¶ The marked success which gives the Gourlay

piano a recognized place among the best grade pianos of the world, is based on detailed perfection of workmanship, and finest qualities of materials. Each stage of construction reflects the highest human skill in piano making.

¶ The cost of manufacture has always been a secondary consideration—first and only thought being given to quality and perfect workmanship.

¶ You can make no mistake if you sell the Gourlay.

Gourlay, Winter & Leeming

188 YONGE ST.

Toronto - Canada



The Allies are Bound to Win

Karn Pianos—Morris Pianos—and You

KARN

pianos and players

MORRIS

pianos and players

KARN

reed organs

pipe organs



Karn Piano—Louis Design

YOU know Karn and Morris instruments by reputation. Do you know them as the basis of your selling efforts? The goods are all you could desire them to be—but Karn-Morris service can only help you when you make use of it.

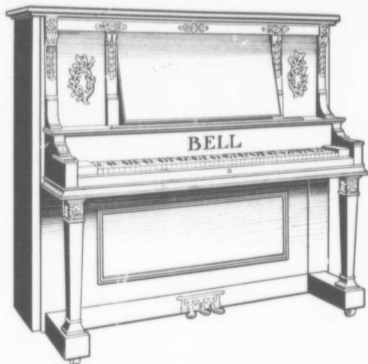
MAKE THE TEST NOW !

The Karn-Morris Piano & Organ Co., Ltd.

Head Office—WOODSTOCK, ONTARIO

Factories—WOODSTOCK and LISTOWEL

Bell Pianos



Musically and mechanically as near perfection as human ingenuity can get. The work of inventors enables pianists to get most pleasing results from Bell Pianos. (You should know the Bell, but if not, it is worth while writing to ask about it)

The Bell Piano & Organ Co., Limited

Toronto, Ont.

GUELPH

London, Eng.

Enquiries invited from
Dealers in open territory

Made in Canada

GEO. W. STONEMAN & CO.

PIANO VENEERS

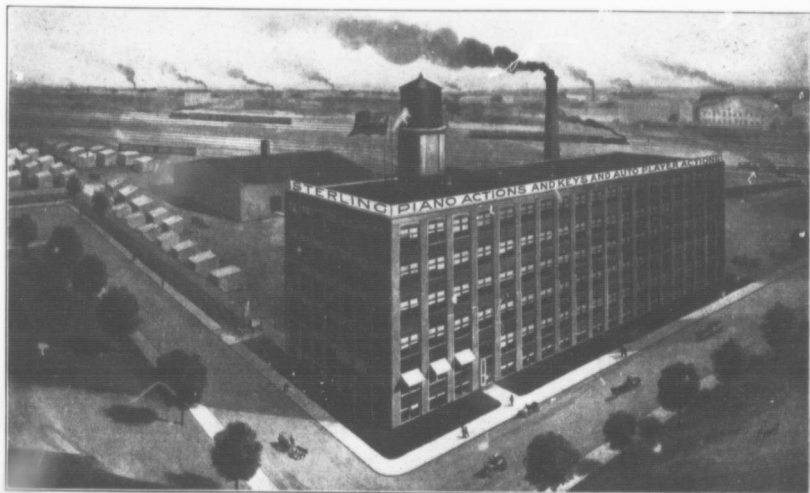
Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS.



STERLING ACTIONS & KEYS
LIMITED
TORONTO **NOBLE STREET** **CANADA**

MANUFACTURERS OF

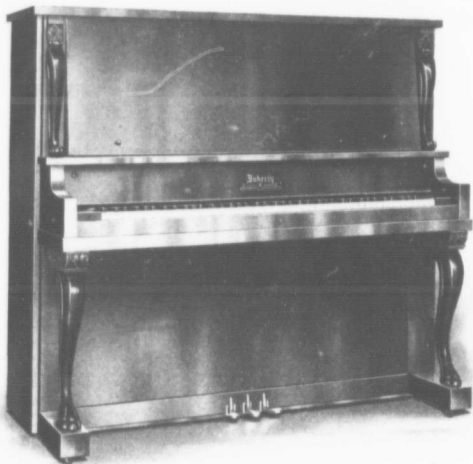
Sterling
Piano Actions

Sterling
Piano Keys

This is the oldest piano supply manufacturing house in Canada and the products of this factory have a reputation for durable service that dates back to the delivery of the first action.

The Sterling Individual Brass Flange Action has strength and durability above the requirements that will be put upon it. In the event of a repair being necessary the work is done easily and quickly. This action is especially adapted to meet the extra work put on the action of a player piano.

For less costly instruments the Sterling ordinary wood flange action will be found to possess all the advantages of high class materials and accuracy in workmanship.



THE NEW
DOHERTY
 LOUIS DESIGN

4 ft. 7 in., in mahogany
 or walnut

Higel brass flange action, ivory
 keys, hammers, best of felt, full
 plate, bush pins, improved scale,
 Empire top, full $7\frac{1}{2}$ octaves.
 10 year guarantee.

Doherty Piano Co., Limited
CLINTON ESTABLISHED 1875 **ONTARIO**
 Branches—WINNIPEG, CALGARY, EDMONTON

“CHAPEL”

World-Renowned
DOHERTY
 ORGAN

40 Years

The Leader in all
 parts of the
 civilized world

The Organ
That Sells

Over 70,000 satisfied owners
 of Doherty Instruments.



ANYTHING of genuine artistic merit does not spring into existence with a bound.

The Nordheimer Instruments of to-day are evidence of the sure foundation upon which the business was established seventy-five years ago.

It requires knowledge and skill, coupled with patient persistent effort, to achieve the desired result, and it is for this reason that the Nordheimer player piano stands supreme in Canada to-day.



STYLE "F"

ESTABLISHED 1840
NORDHEIMER



PLAYER-PIANO



The Nordheimer Piano & Music Co., Ltd.

Head Office, 15 King St. E., Toronto
Branches and Agencies throughout the Dominion

Haines Bros. Pianos

Made in Canada

Have for forty years received the endorsement of the Canadian public, and owners of Haines Bros. instruments of the early make are constantly refusing to replace them with any but a modern piano of the same name and fame.



**Foster-Armstrong
Company, Limited**

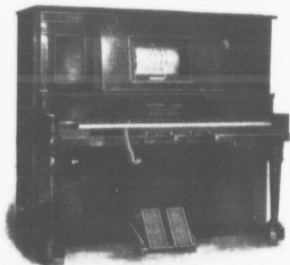
HEAD OFFICE
4 Queen Street East

- - Toronto, Canada

J. W. WOODHAM, General Manager.

E. BIRCH, Factory Superintendent.

J. BETZNER, Accountant.



PROTECTION

Against Dissatisfied Customers

is secured by handling Evans Bros. Pianos and Players. The same amount of money you have to ask for an EVANS BROS. instrument cannot be invested anywhere in a piano to obtain better value. You make a return to your customer in absolute honest quality of dollar for dollar.

Your first step is to get an Evans Bros. sample on your floor. It will back up every one of your statements about excellence of tone, and construction; and the price will clinch the deal.

Don't Delay.

Evans Bros. Piano and Manufacturing Co., Ltd.

INGERSOLL :: :: ONTARIO



Bohne Hammers and Strings

EVERY set of Bohne Hammers that goes into a piano has at its back the Bohne reputation. You pay for first-class quality in every part, in every material used, but Bohne reputation costs you nothing. Bohne workmanship is an axiom in the trade.

ABSOLUTELY A1 Strings are necessary to secure the required tone. Upon this fact is based our policy of buying the finest materials obtainable for Bohne Strings and making them up with the utmost skill and care. Bohne Strings take the lead like Bohne Hammers.

W. BOHNE & COMPANY

516 Richmond St. W.

Toronto, Canada

134th Street and Brook Ave., New York

One Direct Route to Piano Profits is the Wright Piano—Endorsed by Owners

Outstanding Value among
"Made-in-Canada" Products



Style 65

WRIGHT PIANOS increase retail trade. Increased trade means more profit. More profit permits expansion. Expansion means still more profit. Don't procrastinate over allying yourself with the WRIGHT line.

Our range of designs—each one with the distinctive Wright tone and construction—permits your customer to choose according to his tastes.

Our prices and values simply can't be beaten.

Wright Piano Co., Ltd.
STRATHROY - ONTARIO

THE GODERICH ORGAN CO., LIMITED

GODERICH - CANADA

MANUFACTURERS OF

ORGANS

For HOME
SCHOOL and
CHURCH

We also make
High Art Cabinets for
Player Pianos
Talking Machines
and Phonographs
Piano Benches Piano Stools

We own and control the PATENT ANGLO-AMERICAN RECORD CABINET

We employ no Travellers, doing business by mail. Order just what you need. We can ship promptly.

Ask for our Catalogues and Prices



NEW CHAPEL ORGAN

THE HIGH GRADE PLAYER PIANOS

MADE
IN
CANADA
BRITAIN
UNITED STATES
AUSTRALIA
FRANCE
ITALY
RUSSIA

are fitted with
**THE OTTO HIGEL
PLAYER ACTION**

BECAUSE
OF ITS
Accuracy Efficiency Durability

Time, labor and money have never been spared in research, investigation or experiment in making the Otto Higel Player Action, the world's leader because of what it will do. Player Piano makers, dealers and users all want just the qualities that make the Otto Higel Player Action easy to operate by woman or child—dependable in any climate and any weather conditions—durable under even unusually frequent usage. Built so carefully and true that the hand playing of the most skilled artist can be excelled. Every desirable feature in player pianos is found in those instruments containing a Player Action

MADE-IN-CANADA BY

THE OTTO HIGEL CO.
LIMITED
TORONTO CANADA

C. F. GOEPEL & COMPANY

137 EAST 13 STREET

SUPPLIERS OF

NEW YORK

High Grade Commodities

TO THE

PIANO AND PLAYER TRADE**Player Accessories.**

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

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

**Felts, Cloths,
Punchings**

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

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

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

Soft Yellow Poplar Veneers

FOR

CROSS BANDING

Write to

The Central Veneer Co.**HUNTINGTON**

200,000 feet daily.

W. Va.

SAFETY FIRST!

NOTHING is more productive of Player troubles than the use of cheap, inferior music-rolls. The Player-Piano dealer who sells low-grade, imperfectly constructed rolls to his customers is deliberately breeding dissatisfaction, inviting complaints—**cutting off his chances for new business.**

Why handle a high-grade Player and music-rolls which, because of the price at which you buy them, you know are below par in quality? No Player is better than the roll it is playing.

“SAFETY FIRST”

A HIGH-GRADE music-roll represents musical knowledge and manufacturing skill, care, equipment and experience—it is not merely a few cents worth of cheap paper punched with a multitude of holes.

Protect yourself, your trade, and the entire Player industry by throwing the weight of your influence on the side of the high-grade roll. Use the same slogan you long ago adopted for your Player Department and hang it in your Roll Department where all may read—“Not how **cheap**, but how good.”

Greet the music-roll man with—“What’s your quality?” Not—“What’s your discount?”

“SAFETY FIRST”

- ☞ Adopt the Universal Roll—the roll of Quality.
- ☞ The roll that assures Player satisfaction to manufacturer, dealer and customer.
- ☞ The pioneer roll that has developed with the Player.
- ☞ The roll, in the production of which **cost** is secondary, quality first.
- ☞ The roll that has been one of the largest contributing elements to the success of the Player-Piano.
- ☞ The roll that is used as the standard for roll comparison.

If you're not handling the Universal Roll, the roll of Quality, send a trial order and ask for set of Catalogs.

THE UNIVERSAL MUSIC CO.

10½ Shuter St.

TORONTO

The Oldest and Largest Music Roll Company in the World.

MENDELSSOHN PIANO CO.



NEW STYLE "E" 88 NOTE PLAYER PIANO IN MAHOGANY

HIGH GRADE UPRIGHT AND PLAYER PIANOS

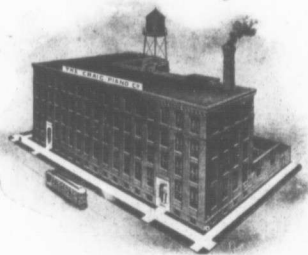
Charming tone quality. Artistic cases of original designs. Used and endorsed by leading Conservatories of Music. Appeals to the refined and cultured musical public.

Agencies in all the leading cities of the Dominion.

Correspondence with responsible dealers solicited. Write for Catalogue.

Factory and Warerooms:

110 ADELAIDE ST. WEST
TORONTO, CANADA



OUR STYLE "A" PLAYER-PIANO IS
A POPULAR INSTRUMENT. TRY IT.

The Craig Piano Co.

MONTREAL, - CANADA

ESTABLISHED 1856

Getting Together

ON THE

Craig Proposition

WHAT the honest dealer cannot forget—and what starts a man's business on the down grade if he does forget—is that when the Piano is sold the transaction is not closed. The buyer rightly expects value for his investment.

Right there is the "forte" of the Craig line. The presence of quality value for every dollar charged is so evident from the day of showing it to your prospect on through years of use, that you have the retail opportunity of the day in CRAIG Instruments.



The TONE of the
THOMAS

is the individual quality
that gives value to
the name.

CHAPEL MODEL
OAK

Catalogue on application.

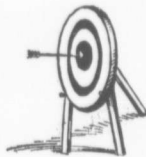
**Thomas Organ &
Piano Co.**

WOODSTOCK, - ONT.

In the manufacture of
Piano Hammers
AND
Piano Strings



Our Aim Is
Perfection



D. M. BEST & CO.

455 King St. West

Toronto - Canada

MATERIALS FOR

PIANO MANUFACTURERS

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

CORRESPONDENCE INVITED

HAMMACHER, SCHLEMMER & COMPANY
 NEW YORK, since 1848
 4th AVENUE and 13th STREET

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:

Saw Mills:

Dolgeville, N. Y.

Fulton Chain and Tupper Lake

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

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

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

SAMPLES and PRICES furnished on request.

In addition to
covering all Canada**Canadian Music Trades Journal**is read in Great Britain, United States,
Australia, New Zealand, South Africa,
South America and France.**Subscription Price:**

Canada \$1.00 per year

Club rate—3 copies for \$2.00

United States \$2.00 per year

Great Britain and Colonies . . 5s. per year

Office of Publication:

56-58 Agnes St. - Toronto, Canada

“Superior” Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

BRANTFORD
PIANO CASE CO., Ltd.
 BRANTFORD, - CANADA
EQUIPMENT
Factory

Length, 250 feet

Width, 50 feet

2 stories high

Dry Kilns

With a drying capacity of 10,000 feet per day. Our kiln system guarantees that the lumber will never shrink nor swell, as all sap is taken from the lumber instead of being dried in it.

Boiler and Engine House

40 feet by 70 feet

With factory, machinery, men and experience to manufacture as no other firm can, in any finish and any quantity.

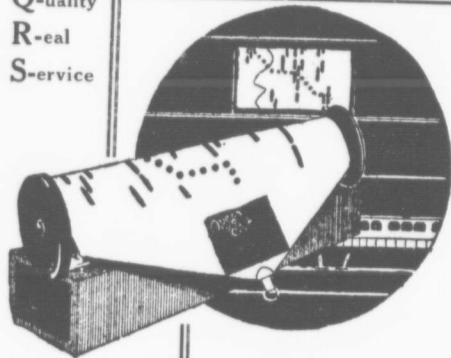
PIANO CASES
BENCHES
CABINETS
FOR
PLAYER ROLLS
DISC RECORDS
TALKING MACHINES

Get us to submit designs or we can work from your own drawings

Brantford Piano Case Co., Ltd.
 BRANTFORD - - - CANADA

M. S. PHELPS, President and General Manager

Q-quality
R-eal
S-ervice



Lower Prices

For the Famous

Autograph
HAND PLAYED

AND
Q.R.S.
Standard 88-Note

Music Rolls

Will Increase Music-Roll Trade by Double

MUSIC roll dealers throughout the whole Dominion are greatly interested in the announcement that new list prices have been adopted for the famous "Autograph" (Hand-Played) and Q.R.S. Standard 88-note Music Rolls, which are about

40% Lower than Former Prices

The "Autograph" Rolls will now sell retail at 50c. to \$1.50 instead of from 75c. to \$3.00 and Q.R.S. Rolls 30c. to \$1.20 instead of 50c. to \$1.75.

Think of how this will increase your sales. The public will actually get the hand-played reproductions from the fingers of such famous players as Carrie Jacobs-Bond, Lee S. Roberts, Theodora Sturkow-Ryder and other eminent pianists at prices as low as the ordinary straight-cut rolls. On the other hand, Q.R.S. Standard 88-note rolls always have the most up-to-date music from 30 to 60 days ahead of all others, and they can now be had at lower prices than other straight-cut lines.

This large cut in price will open up an entirely new field for these lines, which will mean a much larger trade for dealers and will give the buying public the benefit of being able to purchase the same high quality at a much lower, standard price.

The manufacturers of these rolls have long realized that the future success of the Music Roll Trade depended on setting lower prices and then maintaining the prices rigidly. The tremendous growth of the Q.R.S. business has now made this possible.

To those business men who are farighted enough to see that this step is going to create a big demand for Q.R.S. "Autograph" and Standard rolls, we would like to talk business. We can give quick service. Write for trade prices and our trade offer.

Better
Value
For Less
Money

More
Business

No Price-
Cutting

Send
For Our
Trade
Offer

SEALED

A NEW feature which will be appreciated by our dealers is the use of a paper seal on Q.R.S. "Autograph" & Standard Rolls which, if unbroken, allows our dealers the privilege of returning within six months from date of purchase, any music roll, thereby protecting the dealer from the necessity of "Over-stock" sales and insuring the public of always getting unused goods. This novel feature is offered on no other line in this country.

New Prices

(Retail)

AUTOGRAPH
Hand-played
50c. to \$1.50

Q.R.S.
STANDARD
30c. to \$1.20

40% Lower

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

WINNIPEG

145 Yonge Street, TORONTO

CALGARY

MONTRÉAL

CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

In the interests of the Musical Industries in Canada, including Piano, Organ, Player Piano, Supply, Talking Machine, Musical Merchandise, Sheet Music and all kindred trades.

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

PUBLISHED BY

Fullerton Publishing Co.
56-58 Agnes St. - Toronto, Canada
TELEPHONE MAIN 3589

John A. Fullerton, - Proprietor

Residence phone Gerrard 965

Harvey A. Jones - Associate Editor

Residence phone Gerrard 2267

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

OFFICERS FOR 1915.

Henry Durke, Toronto,

Hon. President.

David Allan, Guelph,

President.

F. Kuller, Toronto,

Treasurer.

G. Y. Chown, Kingston,

1st Vice-Pres.

Harry Sykes, Woodstock,

2nd Vice-Pres.

NOMINATING COMMITTEE:

F. Bull, Oshawa.

H. H. Mason, Toronto.

C. H. Bender, Toronto.

EXHIBITION COMMITTEE:

Henry Durke, Toronto.

J. E. Hoare, Toronto.

T. J. Howard, Toronto.

EXECUTIVE COMMITTEE:

Robt. S. Gourlay, Toronto.

Albert Nordheimer, Toronto.

Henry H. Mason, Toronto.

W. N. Manning, London.

James G. Merrick, 4 Queen St. E., Toronto,

Secretary.

VOL. XV.

TORONTO, MAY, 1915.

No. 12

TRADE POSSIBILITIES WITH AUSTRALIA.

By D. H. Ross, Canadian Trade Commissioner at Melbourne, supplementing the information given in the January issue regarding the Australian market.

AT the beginning of the European war, Australian importers of pianos were faced with the complete severing of their principal buying arrangements which, in many instances, had been in continuous operation for over a score of years with German factories. Some shipments of German instruments were received after the war began, but the continued depletion of accumulated stocks has made it imperative for Australian buyers to seek new sources from which to obtain future requirements. Reputable makes of German pianos were firmly established upon the market, by consistent advertising of Australian importers in the newspapers, and through attractive literature sent through the mails. Some of the largest importers in the Commonwealth have been supplied with information respecting Canadian manufacturers of pianos and player pianos, and, in recent months, several Australian buyers have been in the Dominion for the purpose of investigating on the spot the manufacturing facilities, and with the object of making satisfactory arrangements for future supplies to be obtained from Canada, or within the Empire. Other large buyers, leaving for Vancouver this month, en route to Eastern Canada, have in their possession all the data which could be furnished in regard to Canadian piano factories, and the latter have also been advised, in advance of the approaching visit of these Australian commercial men.

Australian Importations of Pianos.

The value of the Australian market, as a territory for Canadian piano manufacturers to exploit, is at once apparent by reference to the appended schedule, showing the total number of instruments and the total value of the importations into the Commonwealth from all countries, in comparison with the importations from Germany, during the years 1911, 1912 and 1913:—

	1911	1912	1913
Grand pianos imported—	1911	1912	1913
Total number	176	169	162
Total value	£ 11,909	£ 10,795	£ 11,919
Value from Germany	50	151	322
Upright pianos imported—	5,820	9,334	9,216
Total number	39,548	20,856	14,575
Total value	£ 461,614	£ 322,239	£ 374,492
Value from Germany	16,291	17,937	12,277
Value from Germany	£ 372,058	£ 432,377	£ 306,008

Details as to the imports from all countries in 1912 and 1913 were published in the January issue of this Journal.

German Grand and Upright Pianos.

As the figures given above demonstrate, the Australian importations of grand pianos (including "baby grands") are relatively unimportant, yet with the principal competition off the market the trade may offer some inducement to a Canadian factory making a specialty in this class of instrument.

Obviously the Australian requirements of upright pianos should be particularly attractive to Canadian manufacturers desirous of cultivating export business. They should not be discouraged through being aware that some cheap lines of pianos, sold in recent years in Australia, were purchased at as low a price as £14 (\$68.13) at the factory in Germany, plus cost of casing and inland transit to Hamburg or Antwerp. These cheap pianos were, as a rule, not stocked by strictly musical instrument dealers, but rather by retail furniture houses selling goods extensively upon the time payment system.

The bulk of the German upright pianos which in recent years commanded the most extensive sale were laid down, duty paid, in the Australian importers' warehouse at from £30 to £40 (\$146 to \$194.67). Owing to the recent advance in freights and customs duty, the figures quoted would now show an appreciable advance, but as a basis for making an all round estimate for wholesale quantities the values can stand.

Some dealers have ordered every year quite 1,000 instruments at the prices quoted, with slight variation in action and design of cases, from the German factory for which they had the purchasing agency. Irrespective of pianos of local manufacture, the bulk of the German pianos will require to be replaced by importations from other countries, and, with such large orders in view, it should be worth the effort of Canadian manufacturers to specialize in instruments suitable for the Australian trade.

Small Upright Pianos in Demand.

Australian piano importers indicate that the principal objection to Canadian pianos is that the instruments are too large for the popular demand. The trade calls for a compact piano with a case devoid of extravagant decoration. A pair of brass candle brackets is supplied

with each piano, but this is an unimportant item. In going through the extensive stocks of several firms, it was emphasized that Canadian manufacturers desirous of exploiting the trade must supply pianos in size and appearance in strict conformity with Australian requirements, otherwise no large orders could be placed.

The following details relative to the sizes and mechanism of one leading popular make of German pianos, giving particulars of the Australian retail prices ruling on 1914 importations, are submitted for the information of Canadian manufacturers:—

German Pianos.

No. 1 Piano—4 feet high, 4 feet 8 inches wide, 2 feet deep. Overstring, full iron frame, brass pin-plate, over-damper, best repeating action with brass hammer rest, finest ivory engraving or quite plain.

Retail price, 1914, in Australia, £53 (\$257.68).
No. 2 Piano—4 feet 1 inch high, 5 feet wide, 2 feet deep. Overstring, full iron frame extending to top of wrest-plank, under-damper, best repeating action with iron supports, brass hammer rest, good ivory keys. In burr walnut, high rosewood case with gold engraving or brass marquetry with mother of pearl or quite plain.

Retail price, 1914, in Australia, £58 (\$282.27).
No. 3 Piano—4 feet 3 inches high, 5 feet wide, 2 feet 2 inches deep. Overstring, fine bronzed iron frame extending to top of wrest-plank, best finished, repeating action with bronzed ironstands, patented overdamper or underdamper, fine ivory keys. This piano furnished with the latest improvements is of remarkable depth of tone and is built in rosewood, black or in burr walnut case, plain or with modern marquetry.

Retail price, 1914, in Australia, £65 (\$309.90).
No. 4 Piano—4 feet 4 inches high, 5 feet wide, 2 feet 2 inches deep. Overstring, full iron frame extending to top of wrest-plank, underdamper, best repeating action with iron supports, brass hammer rest, best ivory keys. In walnut, dull and polished.

Retail price, 1914, in Australia, £75 (\$365).
No. 5 Piano—4 feet 5 inches high, 5 feet wide, 2 feet 2 inches deep. Overstring, fine bronzed iron frame extending to top of wrest-plank, overdamper, best finished repeating action with bronzed ironstands and patented damper-rail, best ivory keys. In black, rosewood, or finest burr walnut case, plain or with marquetry of brass with mother of pearl.

Retail price, 1914, in Australia, £80 (\$389.33).
No. 6 Piano—4 feet 8 inches high, 5 feet 2 inches wide, 2 feet 2 inches deep, 7½ octaves. Overstring, full iron frame, extending to top of wrest-plank, underdamper, best repeating action with iron supports, brass hammer rest, best ivory keys. In handsome burr walnut, black or rosewood case, gold engraving or quite plain.

Retail price, 1914, in Australia, £85 (\$413.67).
Piano Cases Must be French Polished.

The finish of German piano cases has been effected by the process known as French polishing, which makes it a comparatively easy matter to remove an injury caused by damage in transit or subsequent scratching. Australian buyers insist upon a similar finish upon all pianos purchased by them. With rare exception, Canadian pianos are varnished and should the varnish be scratched or injured it is impossible to satisfactorily remedy the defect. This has been the experience of Australian importers, and hence they are insistent upon manufacturers supplying them with polished cases only.

Player Pianos.

As outlined in a previous article in the January issue a number of inquiries have been received from interested Australian firms relative to the player pianos and piano players. This trade, under normal conditions, is a growing one and the attention of the Canadian manufacturers is directed to the demand. The duty upon player pianos (i.e., when included as an integral part of the piano) is similar to that computed upon grand pianos.

Piano Parts and Accessories.

The imports of piano parts and accessories, for the last three years for which the trade returns are available, are shown thus:—

1911, £82,124; 1912, £91,644; 1913, £76,031

Importations from Germany predominated, with the United Kingdom and the United States following. Early

in May, a director of one of the leading Australian companies manufacturing pianos will be in Canada with the view of obtaining some necessary parts hitherto purchased in Germany.

Packing Pianos for Export.

German pianos imported into Australia have invariably been packed in zinc-lined cases to ensure safe transit during the long sea voyage. The cost of the outside cases, with zinc lining, varied from £2 to £3 (\$9.73 to \$14.60) according to the size and value of the piano. The measurement of export cases should be about two inches, in each direction, larger than the size of the piano, to allow for the necessary inside packing and to permit of the piano being removed without injury.

List of Australian Piano Importers.

Canadian manufacturers may obtain the addresses of the principal musical instrument importers in Australia upon reference to the recent issue of the Directory of Foreign Importers published by the Department of Trade and Commerce, Ottawa.

Computation of Landed Cost of Pianos.

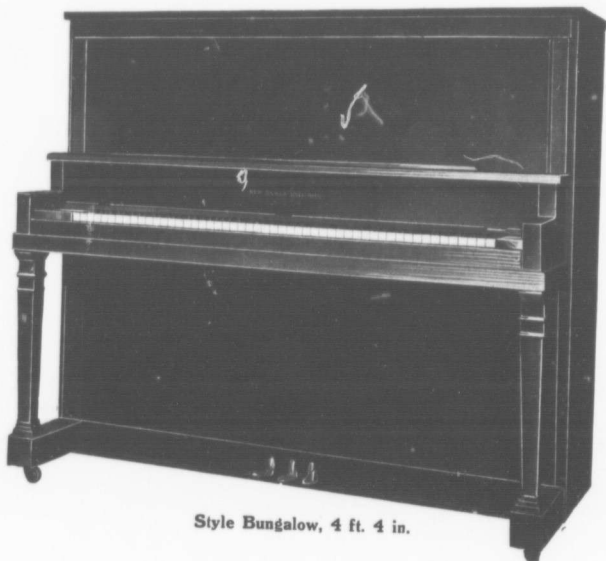
Canadian piano manufacturers desirous of securing orders from Australia should, in their own interests, submit their quotations upon such a basis as that importers can readily compute the landed cost of the instruments in their warehouses. The manufacturers who facilitate the buyers' interests by clearly indicating the actual charges, as required by them and the Australian customs, are assured of their quotations receiving more consideration than those who do not furnish this essential information. Particulars as to the freight from Montreal or St. John can be obtained upon application to the New Zealand Shipping Company, Board of Trade Building, Montreal.

The following procedure is suggested in submitting quotations:—

1. Cost of piano at factory—dutiable.
2. Cost outside cases and zinc lining—not dutiable.
3. Cost and labor and materials inside packing—dutiable.
4. Freight from factory to ocean port—dutiable.
5. Marine freight to port of destination—not dutiable.
6. Marine insurance—not dutiable.
7. Bank exchange—not dutiable.
8. Cash discount for prompt payment—not dutiable.

Germany dominated South African Market.

OUT of a year's imports in musical instruments quoted at practically \$897,000, Germany supplied the South African market with \$622,000 worth. Shortly after the war broke out the musical critic of the Natal Mercury went into this question of German predominance in this trade, and interviewed a number of prominent dealers in the colony on the subject. They all admitted that practically nine-tenths of the pianos imported into this part of South Africa were of German manufacture, and said that so far as the moderate priced instrument was concerned—and for this there is by far the largest demand—the British manufacturers appeared to be unable to hold their own and that as a rule the German moderate grade piano compared most favorably with that from Britain. The German supply is now cut off and it will be interesting to see what manufacturers secure the South African trade.



Style Bungalow, 4 ft. 4 in.

THE latest among New Scale Williams designs. Built specially to supply an urgent demand for New Scale Williams dealers. Has proved an instantaneous seller and "profit-getter" for the dealer. With this style added to the other popular styles, New Scale Williams dealers are equipped to land every high-grade buyer that comes their way.

If not already represented in your district, now is the time to secure this profitable agency.

Three full lines of pianos and player pianos.

To-morrow may be too late.

Now is the time to write.

The Williams Piano Co., Limited

Oshawa . . . Ontario

ARGENTINA MARKET FOR PIANOS, ORGANS AND STOOLS.

By H. R. Poussette, Canadian
Trade Commissioner, Buenos Aires.

THE trade in pianos in normal times is an important branch of business, as the people are fond of music, particularly the Italian element, which is a large one. Those who are truly musical desire only the best instruments, and will make sacrifices if necessary to have one, but probably the larger body whose tastes and talents are less cultivated, are satisfied with pianos that would be classed as medium grade. As this latter class forms the greater part of the output of the factories in Canada, a large clientele should be open to Canadian manufacturers, if they are able to compete with other countries, notably Germany and the United States.

As may be seen from the statistics which appear below, the annual imports amount to between 5,000 and 6,000 pianos. Although up to 1912 United States manufacturers enjoyed but a small share of the trade, it is probable that in the future they will have a larger proportion, especially now that German competition is for the time being eliminated.

Styles of Pianos.

The styles of case most preferred are those made of black ebony, mahogany and walnut, although Circassian and other figured veneers are also employed. The folding lids are not liked in Argentina. Lids should be round and made in one piece, and the music racks can be inside. There is a prejudice against cases in which the whole front piece comes out; there is a preference for a front divided into three panels, the centre one of which opens out and forms a rack for the music. Furthermore the centre panel should be a little larger than the other two, and should be plain; the candelabra can be fixed to the two outer ones to form an ornamental effect. The candelabra need not accompany the pianos, as it can be purchased in Buenos Aires. It is not necessary that the front should be divided into three panels; there is a French piano being sold that has a front composed of scroll work on a veneered background. If the makers will adapt their styles to suit the tastes of this country Canada should be able to compete for the trade in medium class pianos. The style so much in use in Canada with a plain case and the keyboard and legs fixed half-way up the front, is not acceptable.

The upright piano is most in demand, and next comes the baby grand, which, however, is only purchased in well-known marks.

Except amongst those people whose musical talents have been highly cultivated, the action does not seem to be of great importance; the ordinary purchaser apparently not being aware of the differences between the higher grades. One of the best known actions in the country is made in France.

Prices.

The average price for an upright piano made in the United States would be from \$120 to \$150, f.o.b. New York, including paper-lined packing. A small grand of German make, known in this market, was quoted at 800 marks, f.o.b. Hamburg, before the outbreak of the war with long terms of payment.

Piano Accessories.

Stools are more used in Argentina than benches, and a popular style is a cane-seated stool made in Austria. The seats are said to wear out very quickly, and this leads to repeat orders. There is a good sale also for music cabinets, and there is no reason why Canada should not compete for a share of the trade in such goods.

Terms.

As a great number of the pianos are sold in Argentina on the instalment plan, importers usually ask for long terms. United States companies do not seem averse to granting these. In two contracts entered into by American companies the terms of payment were as follows: Cash if possible, but if not, four months' sight, or if still not convenient, then six months' sight. The terms of payment in one of these contracts have been amended during the last few months by cablegram, to read three, six and twelve months. In the contracts the companies agree to supply the agent with samples, and they further undertake to ship goods within ninety days of receiving an order.

Packing.

Tin-lined cases are not used in exporting pianos from the United States to this country. The reasons given are that they cost from \$15 to \$20 each, and that the sea air does not appear to have any injurious effects on the pianos. The pianos should be contained in strong wooden cases strapped with iron, and the instrument should be so blocked and padded inside that movement within the case is impossible. The packing should also be so arranged so that no matter in what position the case is placed, the weight of the piano cannot fall upon any delicate part.

Selling.

The best plan for a Canadian piano manufacturer who contemplates entering South American markets, would be to send down a capable representative, who thoroughly understands the goods which he is handling, and is able to demonstrate their selling points. For this purpose it is perhaps needless to say, that a command of either Spanish or French, and preferably the former, is necessary. Two or three instruments should also accompany the representative, provided they are made according to the styles in vogue.

One of the reasons that the Germans have been so successful is on account of the very efficient salesmen which they have been sending out, men with address, musical talent, command of languages, and adaptability.

Market for Organs.

As organs are not classified apart from musical instruments in the customs statistics, there is no way of arriving at the number which enter the market. They are not in general demand, but nevertheless are found on a fair number of estancias and in not a few homes in the camp. One dealer is said to sell about 400 organs a year.

The taste is for a very plain instrument, mirrors and high ornamental tops not being liked. A top with a little ornamentation is desired, but nothing of the rather imposing type which Canadian manufacturers have found to be so popular in South Africa. In small churches and private chapels, imitation pipes are used

on organs, but these are separate, and can be attached or detached as desired.

Imports of Pianos into Argentina.

	1907-11	1911	1912	1913	First 9
	units	units	units	mos.	units
Germany	19,747	4,011	3,954
Spain	2,196	316	337
France	1,783	397	406
United States	1,697	365	341
United Kingdom	633	152	218
All countries	26,927	5,358	5,415	5,527	2,338

Prospects for Trade in the Present Year.

The changes in volume and ratio of total trade, as they affect the trade relations of Argentina with foreign countries, will probably be even more marked in the present than they have in the past year. While the volume of imports has not yet ceased to decline, it may be expected a change in this respect will take place during the coming year, as the stocks of merchandise should soon become depleted. A counteracting factor is presented by the scarcity of ships to carry away the produce, which is abundant, and at the current prices there would be a very handsome profit for the agriculturists and estancieros. It is to the interest of Argentina to press her wheat on the European markets, as the forcing of the Dardanelles and the consequent opening of the Black Sea would lower present prices in view of the large quantities of Russian wheat available for export.

With conditions as they are at present it is difficult to predict the course which foreign trade will take during the next ten months, or until the close of the war. While it may be taken for granted that Germany and her ally will for all practical purposes disappear from the trans actions of the various customs houses of South America, it is doubtful as to whether the United Kingdom and France will be able to maintain their respective positions. The United States will no doubt materially improve their position. The latest development, the submarine menace, should react in their favor, through its influence on marine insurance rates. Canada may be able to enjoy equal advantages with the United States in so far as shipping goes, and might even through her banks participate in those advantages which may be expected from the future course of exchange.

British West Indies Import \$100,000.

HAVING in mind the possibilities of enlargement of Canadian trade with the British West Indies Mr. Watson has prepared a series of articles from which is taken this reference to musical instruments: "The blacks are naturally musical, but most of them have had no musical training and the masses of the people cannot afford expensive musical instruments. The statistical reports of most of the colonies do not classify the different kinds of musical instruments but include all together under one heading. Imports of musical instruments into British Guiana were valued at \$14,999, imports into Trinidad at \$30,206, Barbados, \$24,926, and Windward Islands, \$9,847. The complete returns for the Leeward Islands are not yet published for last year, but the previous year they amounted in value to \$6,024. Thus the imports of musical instruments of the colonies that have joined in the Preferential Agreement were not much below \$100,000 in value. The imports of musical instruments into Jamaica for last year are not given in the

latest statistical report available, but they amounted in value to \$2,690 the year before.

The United Kingdom supplied most of the musical instruments, but the imports of American musical instruments into the preferential colonies were valued at \$18,758.40. Germany supplied a number of musical instruments, but less than the United States. In making pianos and organs for the West Indies it must be remembered that in the tropics ants will attack them as readily as they will furniture.

THE PLAYER PIANO AND ITS EFFICIENCY.

Certain responsibility rests on Dealers and Tuners.

FOLLOWING the article on "The Care of the Player-piano" appearing in our last issue, we take up the question of efficiency, and how to maintain it.

It is only reasonable to assume that manufacturers do not allow player pianos to leave their hands unless they are in good working condition. After passing into possession of the dealer, or his customer, continued efficient service can only be secured through having the instrument maintained in good working order.

A player action cannot be said to be more delicate than a piano action; both are affected by atmospheric changes, and both require periodical adjustment to maintain efficiency.

The purchaser of a piano realizes the fact that it should be tuned, and that he has to pay for it; and the purchaser of a player piano, if he does not now, must come to realize that in addition to tuning he must assume the expense of having the player action adjusted when such is required. This like tuning being a natural after-expense; the dealer or his salesman must take sufficient interest in the matter to make the point clear to the purchaser, otherwise he paves the way to trouble for himself and unmerited criticism of the maker of the instrument.

The general public (taking for granted that a man who works on pianos should know all about them—whatever their composition)—accepts, with confidence, any service offered by a tuner; if his work is a failure, it may reflect on him, but more frequently it falls on the instrument, on the assumption that it possesses some weakness a tuner cannot overcome.

Proper adjustment of the player action is of vital importance, and, equally so getting the right man to do it, and the dealer should make it his business to know who to get when necessity requires. So few tuners have yet studied the player mechanism it is sometimes hard to get a man sufficiently skilled to do the work; we might go a step further, and say that a man who does not possess a knowledge of players should under no circumstance be sent even to tune one, because, in the operation he may displace something, and cause untold trouble, necessitating the calling in of a player expert to put it right.

With the increasing sale of players there is a corresponding demand for men who know how to adjust them, and every tuner who has the ambition to be up-to-date must study player mechanism, otherwise his usefulness is limited to the "straight" piano.

It should not be necessary to call in two men, one to tune, and the other to adjust the player action; but it will be so unless tuners realize their own deficiency, and study the player until they know it thoroughly. In the U. S. there are schools where player construction can be

studied; in England too they recognize its importance, and lectures are being given to tuners who wish to qualify for player work. In Canada, while no such movement has yet taken place, the question of qualifying to do the work is none the less important; and there is no doubt but that a tuner having ambition to learn, and prepared to devote the necessary time to it, would find opportunity by communicating with some maker of player pianos, or maker of player actions.

The Inefficient Piano Injures Dealer and Maker. Competent Tuners Should be Certified.

SOME time ago an article appeared in one of the trade papers across the line, emphasizing the need of educating the public to the proper care of the piano. This is a question which should engage the attention of manufacturer and dealer to a much greater extent than in the past. If a canvass were made among piano purchasers, it would likely reveal a surprisingly small percentage who have had their pianos tuned within the last twelve months. Few people recognize the need of having their piano tuned until it is badly out of order; in this, they do both themselves and the maker injustice. While out of order, some musical friend may have occasion to try it, unfavorable criticism may follow, to the detriment of the maker. The unfortunate part of it is, neither the maker, nor the man who sold the piano may know of it until, perhaps, a sale or two is lost, through the unfavorable influence created by that one piano.

The dealers should take a keener interest than they do, in such matters. If they made it their business to find out from time to time whether the pianos they sold had been properly cared for, they would do themselves, and the maker, a great service, because a piano in good condition is a speaking advertisement, while one in bad order is a sale killer. The writer has heard of people who have allowed their pianos to go without tuning for seven or eight years, and when the work had to be done, they complained of the expense; the expense was greater, because it took more than one application, and, naturally the tuner charged according to the work done.

Too much emphasis cannot be placed on the need of the dealer telling the purchaser, when the piano is sold, that it will require tuning, and at regular intervals. Some dealers conceal the fact, fearing it might spoil the prospect of a sale. That is poor policy, because it only means trouble later on, yet, if gone about judiciously, the need could be made known, the sale would be made, and a satisfied customer assured, to say nothing of having sustained the reputation of the instrument.

One point the dealer and customer should carefully consider, when the time for tuning arrives, is the ability of the tuner. Only a properly qualified tuner can do good work; many a good piano has been spoiled through incompetency. Every dealer should make it his business to know who are and who are not qualified. Protection would be afforded dealer and customer alike if tuners carried certificates of competency, which could be obtained from some of the piano manufacturers; this would also have the effect of giving the proficient tuner a standing, and at the same time protection against any poorly equipped rivals. If such a course were pursued, it would place "outside tuning" on a higher plane, the call would be for a "certified tuner," and better results would follow.

Acts of Unreliable Salesmen.

UNRELIABLE men on the selling staff are decreasing in numbers steadily. The majority of Canadian salesmen measure high. Unfortunately, however, there are still a few whose practices are anything but commendable. One case was cited in the February issue of the Journal where there was a gross discrepancy between the contract with the customer and the contract turned into his firm by the salesman. A companion case has been forwarded the Journal by an Ontario subscriber, who furnishes details of names and places as a guarantee of their correctness.

The subscriber states: "We have noted in Canadian Music Trades Journal where you have expressed your views very plainly in regard to a creature calling himself a 'piano salesman' who will go to a customer after a sale is closed and contract signed, and run down the piano and tell him he paid far too much, etc. Then offer him one at a big cut price, where previous to sale being closed they had given the party their very best price and terms, and then went away below the price after the writer had sold.

"This happened last week, when the writer was in Ontario, and one of So-in-so's agents, one Blank by name, did exactly as above stated, and succeeded in getting the party to write and cancel the order.

"The writer would like to see this matter referred to in the next issue of Canada Music Trades Journal, as a creature who is mean enough to do a trick like this should not get employment from any self respecting company. This is the third time the same agents have been guilty of this offence. On one occasion last September in after the piano had been delivered and payment made on it, they tried to get the party to cancel the order, even going so far as to tell the man that if his house was in his wife's name, I could not make him pay for the piano. Mr. Salesman, who is in the firm's employ did this, and Mr. was the party he tried to get to cancel the sale after the piano was delivered. We would like to see creatures of this type exposed."

Why Be Ashamed of Piano Selling?

WHY should a piano salesman be ashamed of his job? For no reason in the world if he does business on the level. The fact that his calling is disfigured by others so oblique morally that they hesitate at nothing to make a sale or upset the other fellow's sale does not require that the honorable man should apologize for his calling every time occasion should arise for his referring to it.

Three or four men, by force of circumstances, were thrown into each other's company. Though unacquainted with each other conversation was not lacking. Some unusual experiences of one caused another's curiosity of his occupation to ask, "What kind of goods do you sell anyway?" "Pianos," was the response and the piano man at once changed the subject.

After he left the group one of the remaining men asked more in the nature of a soliloquy than a question, "Now why did he look so sheepish when he said he sold pianos?" That is the question, why did he or why should he? Others will accept him at his own valuation if he feels that he must apologetically admit that he is in the business of selling pianos. It may be that his

methods are so seamed with sharp practices that he is genuinely ashamed, in which case he should change his methods.

It is quite unnecessary to reiterate what has so often been said concerning the honor and high calling of the business of making and marketing musical instruments, but the fact remains that the ranks still include men so unscrupulous that they care nothing for the rights of others nor their own reputations. So long as employers permit or condone crookedness on the part of themselves or their salesmen, the industry will continue to harbor those whose tactics prejudice the public against the piano man.

Signs of the Times.

SO persistent and so optimistic, without any suggestion of exaggeration, is the following editorial from the May issue of "The Williams' Echo" that it is well worth reading and passing on.

"Six months ago, stunned by the realization that we were emmeshed in the most titanic trouble ever waged in history, it required considerable optimism and courage to continue an aggressive business policy with faith in the immediate future.

"Let us consider now (six months later) what changes have taken place in Canadian conditions and what the present and future outlook hold in store for us.

"While at the outset of the war most everybody felt confident that the Allies would eventually triumph they had no reason for this belief except their confidence and loyalty. They had absolutely no basis of judging the future or discounting the probable business conditions.

"We were confronted with an entirely new and strange condition. We were obliged to grope our way along. Business caution necessitated retrenching and contracting until some light could be seen. It was like a man groping in the dark with pitfalls and possible destruction on every side. Not wishing to stop altogether he groped his way along carefully and cautiously, not taking any undue chances.

"That is the way most business men felt six months ago.

"Now, however, the dawn has broken, and we find that there are not so many pitfalls or dangerous conditions as we presumed. We know without question or reasonable doubt in our hearts that the Allies will be victorious in the war. We have discovered that Canada and the United States are able to sustain themselves without outside help and at the same time lend great and valuable assistance to those on the other side. We have found that we have no reason to jump every time we hear of a slight reverse for the Allies. We have seen the utter futility of letting the great struggle prey on our minds and probably more than anything else we are coming to realize we are a great nation in ourselves capable of conducting our own affairs and of doing business independently despite adverse circumstances.

"This confidence which cannot entirely be expressed in words is permeating the entire country. It is creeping into the daily lives of the public and with the fragrant, budding blossoms of springtime and with the glorious invigorating, inspiring sunshine comes a corresponding blossoming of business conditions and public sentiment.

"Furthermore, this is no temporary or exaggerated condition that will cause a reaction to follow, it is but a

simple realization of our own strength and power. Surprised, and more or less doubtful at first to find that we were equal to the occasion, this has been followed by an unbounded faith in our own capabilities. Nor is this faith misplaced.

"This, then, is the difference in conditions both commercial and human that exist now from those that existed six months ago.

"What then does the future hold in store for us?

"From every side comes the almost unanimous expression of business men and men who are in a position to know that, barring a catastrophe to the Allies, we have seen the worst of the war for Canada. There can be no doubt that there will be great loss of life, great suffering and possibly temporary reverses, but Canada has adjusted itself to all these and in fact has discounted a great many of them, consequently she is in a position to withstand any shock short of absolute disaster and the almost unanimous consensus of opinion seems to be that we are "trading up" now, and will continue to improve, possibly slowly, but nevertheless surely.

"Business men, merchants and the public can foster and improve this condition by prudent but consistent buying.

"The 'Buy It Now' campaign is the greatest movement that has ever struck Canada. It is bound to spread through the whole Empire, because it is based on a sound, fundamental principle that if the public will spend the money they can afford to spend for the articles they want and need, the public prosperity will increase, more men will become employed and conditions throughout the Dominion will steadily improve.

"Everyone can do their part by carrying out this policy of "Buy It Now" in their own daily life and can also recommend it among their friends, their business acquaintances, in their advertising and in their letters. By holding off your purchases you do no one any good and do a great deal of harm.

Ten Cent Rolls Cause Repossessions of Player Pianos.

"PIANO dealers who imagine that they will increase profits by boosting music rolls of poor quality which sell as low as ten cents will find sooner or later that the cost of repairing the player pianos upon which they are used will far offset the few cents saved on the rolls, and the chance they take of losing player piano sales out on the instalment plan is too great to take the risk," is the published opinion of Mr. G. E. Lind, of Chicago, who has made an unusually thorough study of the roll and its effects. "The people are certain to blame the player and not the rolls, which cause the damage by shedding lint into the delicate mechanism producing all sorts of uncanny trouble. The trade at the present time is threatened with the invasion of the cheap rolls. The manufacturers and dealers must educate the public on the roll question by pointing out that high-grade rolls, conforming to the standard of musical and mechanical accuracy and made of the best materials, cannot be put on the market to retail at such a ridiculous price as 10 cents. Even if the customer has no musical taste, other considerations of a purely business nature ought to restrain the dealer.

"In order to make a music-roll department pay it must be properly managed. To begin with, the dealer should make it a point to handle a high-grade product,



SOME DEALERS MUST BE SELLING

SHERLOCK - MANNING PIANOS

"CANADA'S BIGGEST PIANO VALUE"

This letter from the Northern Navigation Company, Limited, will force home the truth of this statement.

Notwithstanding that 1914 marked the opening of the war, when many lost their usual nerve, the Steamship Company's books show that,—

**THE TONNAGE IN SHERLOCK-MANNING PIANOS IN 1914,
JUST ABOUT DOUBLED THAT OF 1913**

Grand Trunk Route

NORTHERN NAVIGATION COMPANY

R. V. Robinson, General Freight Agent.

In your reply please refer to file No. 639.

Sarnia, Ontario, April 15th, 1915.

The Sherlock-Manning Co.,
London, Ont.

Gentlemen:—

Our tonnage reports for the past season indicate that we have handled a larger tonnage for you than we did in the season of 1913, viz., 38,595 pounds in 1913, 66,010 pounds in 1914.

It is particularly pleasing to note that in spite of the great business depression in the West some firms were able to show an improvement in the season just past.

We wish to congratulate your firm upon this and trust that the coming season may further improve Western business conditions as far as your firm is concerned.

We anticipate that navigation will open about April 24th, but you will be advised by card as to the dates of sailings.

If you have any suggestions to offer as to the handling of your freight, or are in need of any information as to tariffs, routings, etc., we shall be only too pleased to do anything that we can in order to show appreciation of past favors.

Yours very truly,

(Signed) R. V. ROBINSON,

General Freight Agent.

W WT.

The men who are quietly yet confidently going after "Business as Usual" with Sherlock-Manning 20th Century pianos are selling.

**GET A SAMPLE SHIPMENT
LET YOUR CUSTOMERS SEE THE VALUE**

THE SHERLOCK - MANNING PIANO COMPANY

LONDON

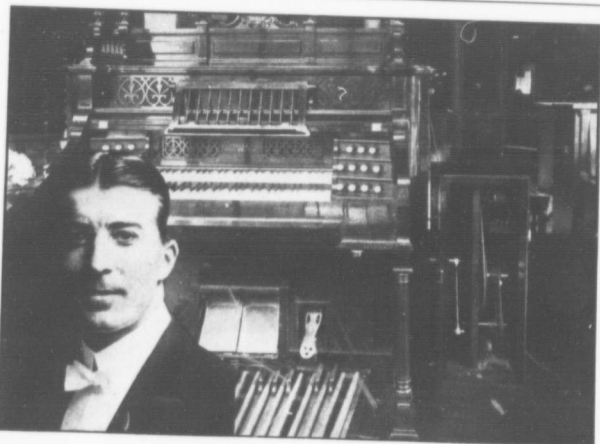
(No street address necessary)

CANADA

because the best music-rolls are none too good for the exacting requirements made upon them by the player piano. Great care should be taken in making selections which will meet the particular requirements of customers. In other words, only rolls which will sell ought to be selected. Some dealers make the mistake of over-stocking; others fail to display the rolls in a manner which will attract attention. If possible, the latest rolls should be displayed in the window as well as in the store. One dealer who had all his rolls stocked in the rear of his store told me of a woman who bought a player piano from him, but for some reason never bought any rolls. One day he asked her where she bought her music rolls. She answered that she bought them at the

department store across the street. When the dealer asked her why she did not patronize him she answered in surprise that she did not know he handled music rolls.

"The common custom of giving away a quantity of rolls free with a player piano is detrimental to the music-roll business because it tends to cheapen the roll proposition in the estimation of the customer. Dealers in the various cities should get together and agree to some sort of definite plan in regard to the number of rolls that should go with the sale of a player piano and also agree on a fixed retail price on rolls sold by different dealers but made by the same manufacturer."



Mr. H. G. Harris and his organ-blowing motor.

Winnipeg Letter

THE accompanying photographic reproduction shows the invention of a well-known local tuner, Mr. H. G. Harris, the Winnipeg Piano Co.'s head tuner. Speaking of it this firm said: "After considerable time and expense spent on experiments by our tuning staff trying to invent a satisfactory and silent arrangement at a moderate price for automatically pumping the larger Reed Organs, Mr. Harris has at last achieved the end desired, so that it is not necessary now to pay from \$150.00 to \$250.00 for a satisfactory Organ Blowing Motor as hitherto." One of these Motors coupled up with a New Westminster Bell Organ has been demonstrated in their window and has attracted considerable attention. The blower is driven by a one-eighth h.p. electric motor—speed 1200—110 volts—running from any electric light socket. It is geared to make forty-five strokes per minute with large exhaust in back of bellows. The switch is under the right side of the key board for organist's control and operates noiselessly.

Mr. Geo. Suckling, well-known to the piano trade, has taken over the management of the Nordheimer Piano Co.'s Winnipeg Branch at 286 Main St., where they will handle the Nordheimer and Steinway Grand Pianos exclusively. Mr. Hemphill, who has been connected with

the Nordheimer Piano Co. for some time, will assist Mr. Suckling. Several Steinway Grands have been sold recently and a good amount of cash has been made as first payment on all purchases.

Mason & Risch, Ltd., are finding business a little more encouraging than it was the first of the year, operations showing a slight improvement also.

Mr. Fitch, Western manager for Balsom Bros. Edison Phonograph Dealers, is at present on an extended visit to Portland, Oregon, combining business and pleasure.

The Fowler Piano Co. furnished a Knabe Grand Piano for the Patriotic Concert given by the Daughters of the Empire, also one for the Symphony Orchestra Concert given by Mr. W. G. Rutherford and his fine orchestra. Collections for April were hardly up to the March standard with this firm. Piano business is reported as fair.

Mr. H. E. Stenberg has joined the sales force of the Fowler Piano Co.

The Columbia Phonograph Co.'s manager, Mr. Robert Shaw, has no complaints in regard to phonograph business, as it is keeping up to the mark. Goods are now being received steadily from the factory and excellent Columbia service can be given dealers.

(Continued on page 57.)

Made in CanadaThe Crest
of Quality

Kitchener is Back of the Army Is the Willis Agency at Your Back?



On the train the other day a certain traveller said "I can sell anything." But he was wrong. You can't settle in a community and sell anything—not and stay there. You want quality goods with a quality name; with a factory service and guarantee behind them. Your move is for the WILLIS agency.

Sole representatives in Canada for the celebrated Knabe grand and upright pianos. Where unrepresented, WILLIS dealers can secure the agency of this world's leader.

Made in CanadaThe Crest
of Quality

The Desire to Own One always follows every demon- stration of a Willis Player.



The results do it. Your customer sees the tone, the splendid compositions he or she can play—and play well, the ease with which the player mechanism is controlled, and the same beautiful appearance characteristic of all WILLIS PIANOS.

The talking points are all at hand to show the prospect. The WILLIS PLAYER convinces.

NOW IS THE TIME
TO GET POSTED

WILLIS & CO., LTD.

HEAD OFFICES:

580 St. Catherine St. West, Montreal

Factories: St. Therese, Que.

Montreal Letter

GENERAL business in Montreal continues to improve as spring advances. The music industries are cheerful under the benign influence of a little more activity and a brightening of the outlook. The strong tone of Stock Exchange trading and the rapid rise in prices of some securities has helped to drive out pessimism and the prospect lists of the various dealers are assuming greater importance in view of the improved financial condition of many whose names appear thereon.

H. R. Hale, one of the directors of C. W. Lindsay, Limited, has invested in a new automobile and on Sunday last had a lease of several streets and avenues in the town for educational purposes. They say that he is now qualified to run the machine, although he is not entitled to a certificate of competency until he has overrun some dog, cat or human being.

On the occasion of his leaving the Ottawa branch to assume a higher position at the head office in Montreal, Mr. W. D. Willis of the firm of Willis & Co., Limited, was the recipient of a gold watch and address from the members of the staff and employees. Mrs. W. D. Willis was remembered with a basket of flowers.

An Edison Diamond Disc Phonograph loaned by Layton Brothers provided music while Patheoscope views were shown at a recent entertainment held by the Fairmount Methodist Church. Layton Bros. also supplied an Edison machine for the closing of the winter season at a concert held by the Montreal West Curling Club.

A decision given by Chief Justice Archibald in the Court of Review that a husband's creditors have no right to seize goods said to belong to the wife, may be news to some. The facts were that L. Goulet et al obtained judgment against C. A. Gratton and proceeded to attach the furniture which they considered to be the property of Mr. Gratton. Mrs. Gratton objected, claiming that she was the owner, because the articles were either marriage gifts or purchased out of \$1,000 which her husband by marriage contract had agreed to pay her. She also pleaded that many articles were bought out of her savings which she had made on \$10 a week which her husband allowed her for household expenses. His lordship in rendering judgment said that a husband's contract with his wife is a debt that is like any other debt, and is a debt that is authorized by the Code, and may be collected by the wife when due. The idea that the creditor of the husband could intervene after that money had actually been paid to the wife under the contract, and say it was illegally paid because the gift was in contemplation of death, was absurd.

With the same progressiveness that has always characterized his efforts as assistant-manager of C. W. Lindsay, Limited, branch at Ottawa, Mr. A. T. Bailey of that firm has purchased a motor car for the convenience of his many customers in reaching the warehouses and selecting instruments. Mr. Bailey's efforts to better on his own initiative the efficiency of C. W. Lindsay service, are to be highly commended and will be appreciated by those with whom he is dealing.

The annual meeting of the shareholders of C. W. Lindsay, Limited, was held at the head office of the company in Montreal on April 13th and was largely attended. The annual statement of the company's auditor, Mr. A. K. Pisk, showed that the corporation was in a

most satisfactory condition, notwithstanding the extraordinary conditions contended with for the past eight months. The annual dividends were declared, 7 per cent on the preferred and 8 per cent on the common shares. The new board of directors comprise: C. W. Lindsay, Alf. McDiarmid, H. R. Hale, J. A. Hebert, and A. W. Brown with B. A. Edward as secretary, and E. Hamilton as treasurer. Touching reference was made to the loss sustained by the president and company in the death of Mrs. C. W. Lindsay and a resolution of condolence was embodied in the minutes. In addition to the two warehouses at Montreal, the company operates branches at Ottawa, Quebec, Kingston, Brockville, Renfrew, Pembroke, Arnprior, Cornwall, Hawkesbury, Smith's Falls, Carleton Place and Three Rivers.

A bird's eye view of the Willis Piano factory appeared in all the local dailies the past week, with the caption "The Willis Piano Factory," then followed, "Never stopped since the war—The Government needs the taxes, the people need the work, Let Us Go Forward."

J. W. Shaw & Company, the well-known Gerhard Heintzman representatives who have been handling the Columbia and Pathe lines for some time with signal success, have just arranged to materially increase their representation of these products in order to keep pace with existing requirements.

The Leach Piano Company had a full exhibit of Leach pianos at the Made in Canada exhibition which was held in the Arena the week of April 10th to 17th.

George W. Pringle, piano tuner and player piano expert has started business for himself in Ottawa. He makes a specialty of converting 65 note player pianos to play with both 65 and 88 note music.

J. W. Rayner, the well-known local tuner has no reason to be a pessimist as he has had tunings right along, enough to keep him on the move all the time.

C. W. Lindsay, Limited, during certain weeks in April offered Q. R. S. and Autograph guaranteed hand played piano perforated rolls at a discount of 33 1-3 per cent.

The Delmar Music Co., Ltd., have removed to 273 Bleury St., right near St. Catharine St.

The last orchestral concert of the season under the direction of the McGill Conservatorium of Music took place the latter part of April. Among the items on the programme was a patriotic song entitled "The Colors of the Flag," which with orchestral accompaniment was sung by W. W. Marshall. The words of this song are by the Rev. Canon Scott of Quebec, who is now with the troops at the front and are set to music by Dr. Perrin of the McGill Conservatorium of Music.

"Our present customers are our strongest boosters," said the Leach Piano Company, Limited, referring to Leach Pianos the sales of which are picking up materially, especially in cash business offered. Gourlay and Bell lines continue to merit popular demand.

"There is a better tone to business," said the House of C. W. Lindsay Limited, "we are kept busy with Montreal removals, tunings, and summer rentals, whilst the call for Nordheimer instruments is good. The whole we forecast as a forerunner of the return to normal conditions so confidently expected."

The number of orders closed lately and the number of Grafonolas delivered manifests a better feeling for

the immediate future, is the opinion of the Canadian Graphophone Company, Limited, wholesale and retail distributors of Columbia products.

J. H. Mulhollin is quite satisfied with business under existing conditions and is most optimistic for the future sale of Evans Brothers pianos and players.

"The past week with its fair weather has proven a good stimulus to trade," said Willis & Company, Limited, "and we are as hopeful as ever that we are now on the high road to better times."

"There is nothing remarkable to report about business for the past month," said C. Culross, the Martin-Orme representative, "we are holding our own and have lately put out a number of players of this make for spot cash, as well as some uprights."

"With the approach of summer there is perceptibly more activity and we look for an immeasurably increased sale of Pathephones and records. We are at present handling increased business both locally and provincially," said J. A. Hurteau & Co., Ltd., distributors for these goods.

"Our April sales constituted absolutely the best month's business since August last," said Gervais & Whiteside, "Karn-Morris players and pianos sharing the prosperity of the month's selling."

"Business as Usual" was the greeting accorded the Journal by Layton Brothers, who produced evidence that the month of April produced good results. This firm, among other Mason & Risch sales closed, took an order for one of the regular designs to be made up in a special case, the customer bringing to the warerooms a sample of the wood to be matched.

J. W. Shaw & Company note a perceptible improvement in country trade. Gerhard Heintzman and Shaw instruments sold two months ago or more and held for May removal, are now being delivered in addition to regular selling. A. E. Moreland, the well-known and much-liked manager of this firm, has been boosting Gerhard Heintzman and Shaw goods for a long time, and his popularity with customers increases as the years roll by.

The bass drum presented to the 38th Battalion Band, Ottawa, by Miss McHenry, is one of the famous Besson make, with which a number of the overseas regiments have already been equipped and was supplied by C. W. Lindsay, Limited, Sparks Street.

An event of unusual interest took place at St. James the Apostle Church, Montreal, on April 27th, when the Rev. Allan Shtatford performed a pleasing ceremony that united in marriage Florence Seymour, third daughter of the late Edward and Mrs. Ellen Kingstone, Montreal, and William Lindsay Leach, secretary treasurer of the Leach Piano Company, Ltd., eldest son of W. H. Leach, president of the same company. The number of handsome wedding gifts received attested to the popularity of the contracting parties.

Mr. J. W. Woodham, representing the Foster-Armstrong Company, was in Montreal the latter part of April in the interests of his firm.

The Record Exchange, which firm has worked up a splendid clientele in the exchanging of Talking Machine Records, have removed from 532 St. Catherine Street West to larger and more spacious quarters at 55c Metcalfe Street.

LETTER TO THE EDITOR.

Northern Ontario dealer writes
on advance duty charges.

Editor, Canadian Music Trades Journal:

We appreciate your Canadian Music Trades Journal very much and the good articles it contains. I notice though you have not criticized the new duty on music which is nearly double what it was before, *i.e.*, 17½ per cent instead of 10 per cent, an advance of 75 per cent, instead of a shade over 20 per cent as most of the other lines are. Why this extra charge by the powers that look after our welfare? Music must have lost its charm to soothe the savage tariff maker.

Yours truly,

A Music Retailer.

UNIVERSAL MELODY ROLLS FOR MAY.

A trying over of the player roll selections for May brought out by the Universal Music Co. reveals a number of splendid pieces. "Songs of Sunny Italy" (42185) introducing A Frangosa, Oh! Marie, Creibiribin, O Sole Mio, and Funiculi in a well-arranged medley that deserves a good run. In more of the popular vein is "March of the Nations" (42179) Themostyle, 301743 88-note Melody).

"Last Night Was the End of the World" (202095), "Who Knows" (201917), "There's a Little Spark of Love Still Burning" (42187), are all well arranged rolls of hits that will be sure to be in demand. The One-Step Medley "A-Hurrah" in both Themostyle and straight 88-note, "Hesitation Hits" (301723) and "Maid in America" (301729) all introduce a number of popular airs with which people are familiar. "Hesitation Hits" is a fine dance roll. The Universal list for May in full is this:

- UNI-RECORD (Hand Played).
201445 Love in My Garden, Valse, Reginald Benyon, \$1.00.
201399 Mattinata, F. Paolo Tosti, \$1.25.
202079 My Little Dream Girl, Annet Friedland, 75c.
201719 Runaway Jane, Harold Freeman, \$1.00.
201017 Who Knows?, Ernest H. Ball, \$1.00.
202089 Destiny Waltz—Hesitation Waltz, Sydney Baynes, \$1.00.
202083 Last Waltz, Ford T. Dalbey, \$1.00.
202063 Maybe a Day, Maybe a Year, James V. Monaco, \$1.00.
202075 Face to Face With the Girl of My Dreams, Richard Howard, \$1.00.
202095 Last Night Was the End of the World, Harry Von Tilzer, \$1.00.
THEMOSTYLE (Accented).
42167 Sonata Op. 74, No. 1, B. Flat, Second Movement, Andante, Alexandre Glazounov, \$1.75.
42169 A-Hurrah—One-Step Medley, \$1.00.
42173 Estelita—Valse, Victor Herbert, \$1.50.
42175 Floating Down the Mississippi—One-Step, Von Tilzer, 75c.
42177 Geraldine—Valse, Hesitation, Henry Lodge, \$1.00.
42179 March of the Nations, Julius Leuzberg, \$1.00.
42183 The Peasant Girl—Selection, Crawford, \$1.00.
42185 Songs of Sunny Italy, Arr. by H. A. Wade, \$1.50.
42187 There's a Little Spark of Love Still Burning, Fred Fischer, 75c.
42189 Woodland Echoes, Op. 34, Addison P. Wyman, 75c.
UNIVERSAL (Melody Rolls).
301725 A-Hurrah—One-Step Medley, Arr. by H. A. Wade, \$1.50.
301679 A La Carte—One-Step, Abe Holzmann, 75c.
301683 Belgian National Air, La Brabançonne, F. Campehout, \$1.00.
301713 Don't Take My Darling Boy Away—One-Step, Albert Von Tilzer, 75c.
301717 Good-bye Virginia—Medley One-Step, Jean Schwartz, 75c.
301723 Hesitation Hits, Arr. by H. A. Wade, \$1.50.
301729 Maid in America, Selection, (Winter Garden), Schwartz, Lomborg and Baynes, \$1.50.
301743 March of the Nations, J. Leuzberg, \$1.00.
301745 Music Box Rag—Fox Trot, C. L. Roberts, \$1.00.
301675 Tipperary Guards—March and One-Step, E. T. Paull, 75c.

Mr. H. H. Schroeder of Westbourne, Man., was a recent visitor to Chicago.

An Evansville, Ind., resident has been granted an F. S. patent for a new form of piano in which gongs are substituted for the strings now used.



Uniting to Locate Lost Machines.

BUFFALO talking machine dealers have found that too many machines are being lost track of through the slick work of unscrupulous buyers. There are always some dead beats in every city, who figure on paying as little as possible down and the balance when they are caught. At a recent meeting the Buffalo men discussed the matter and agreed to tabulate the names and last known addresses of those persons who have "stolen machines" in their custody. Each dealer is to submit his losses to the secretary, who in turn with the rest of the members will compare lists, compile the names and then prepare a permanent list which will be sent to all members for reference. It seems that often dealers are able to run down machines that are thus stolen, and with a list always before them it is thought the evil will not only be lessened, but may aid in the recovery of a number. The dealers agreed to send in names from time to time, or as often as they were "stung" by buyers.

Get Out the Canoe Model.

THE owner of the big cabinet talking machine is the most responsive "prospect" for the little machine suited to camp or summer cottage life. The man who has the means of musical entertainment in his home provided by the talking machine and record so readily appreciates the enjoyment of the same means of music on his vacation that he sees the advantage and economy in an additional machine.

The retailer usually knows who of his present customers would be the best "prospects" so that he need waste no ammunition or time in the hunt for this additional business which of course will include some records of summery music. The small model of whatever make he handles may be featured as the "Canoe Model," "Summer Model," "Camp Model," or whatever the dealer may fancy. It is not too soon to get plans under way for some special summer trade.

Better Salesmanship A Need.

PROGRESS in the talking machine field has brought with it a demand for greater efficiency in salesmanship. The criticism of a prominent musician who is also a capable business man is that the talking machine business is laboring under a heavy handicap in the very limited numbers of men or women capable of properly demonstrating.

"Many a sale is nipped in the bud," said he "because the salesman has not realized that all records do not show up to the best advantage at the same speed. It is a very simple matter to learn the speed at which the various singers are heard in proper pitch. Then when demonstrating a record the clerk does not spoil his 'prospect's' inclination to purchase by an uncanny and unnatural reproduction.

"I admit," continued the musician quoted, "that according to theory all records of each make are re-recorded for reproduction at the same speed but the fact remains the best results cannot be obtained unless the speed is so regulated as to play up the music in proper pitch. In selling talking machines and records something more is required than to be able to read the figures on the price ticket, the customer can do that himself."

Salesmen Must Be Informed.

AFTER a visit of some weeks among customers a wholesaler had some interesting observations to make concerning the degrees of interest taken in the talking machine department by the dealers. "Some of them—too many of them—" he said, "still labor under the delusion that any kind of help is good enough, to sell talking machines and records. They forget that the day is long past when an apprentice could be transferred direct from a wagon shop or cheese factory to the talking machine department and make good.

"I spent most of my time on this trip drilling salesmen and impressing upon dealers how necessary it is to know the whys and wherefores. People want to know about the lateral cut, the horizontal cut, the two spring motor, the loud needle, the speed, tone-waves, etc., etc., and it is up to the dealer to see that the men in his employ know. They are supplied with literature enough if only they will read, but unfortunately the popular prejudice against circulars and pamphlets is so great that many good points of information are overlooked. No salesman knows so much that he cannot learn more and the better he knows his lines the more efficient will his service be. Whether people are buying sewing machines, typewriters, automobiles or plows they prefer to deal with people who inspire confidence through their knowledge as well as their courtesy.

A Jobber's Complaint.

"THE trouble with the talking machine departments in some stores," complained the jobber is that they specialize too much on machines and not enough on records. Mind you we have no fault with their wanting to sell more machines and we will supply all we can get but when supply is impossible then why need the dealer get all excited about it? We can always supply all the records any dealer wants, but so many dealers seem to be trying to do business with as few records as they can and as many machines as they can. Selling more machines will make more record customers for the dealer—if he has the records—but why consume all his energy and capital in getting machines out for some other dealer to supply records for?

"The basis on which to sell the talking machine is primarily as a means of meeting the desire for music that already exists. True, the music cannot be provided with records alone, any more than with the machine alone. Each is necessary, but every household that has a machine should be a regular record customer for the dealer that sold him the machine and not for a competitor."

Direct Educational Value.

THAT the girls and boys of the rising generation have a great musical advantage in the talking machine and player piano, and such as their parents did not have, is emphasized by a writer in the "Century

Magazine." This writer, B. H. Shaufler, discusses the educational value of the player and talking machine under the title of "The Mission of Mechanical Music" and sums up his observation with the following: "The supreme value of mechanical music is its direct educational value. By this I mean something more than its educational value to the many thousands of grown men and women whose latent interest in music it is suddenly awakening. I have in mind the girls and boys of the rising generation. If people can only hear enough good music when they are young, without having it forcibly fed to them, they are almost sure to care for it when they come to years of discretion. The reason why America is not more musical is that we men and women of to-day did not yesterday, as children, hear enough good music. Our parents probably could not afford it. It was then a luxury, implying expensive concert tickets or an elaborate musical training for some one in the family.

"The invention of mechanical instruments ended this state of things forever by suddenly making the best music as inexpensive as the worst. There exists no longer any financial reason why most children should not grow up in an atmosphere of the best music, and I believe that as soon as parents learn how to educate their children through the phonograph or the mechanical piano, the world will realize with a start that the invention of these wonderful devices is doing more for musical culture than the invention of printing once did for literary culture."

The Mission of Mechanical Music.

A MECHANICAL instrument that goes is better than a new concert grand shut up" observes R. H. Shaufler in Century Magazine, in the course of a discussion of "The Mission of Mechanical Music," from which the following excerpts are reproduced.

"I wonder if any other invention has ever, in such a brief time, made so many joyful hearts as the invention of mechanical music? It has brought light, peace, gladness and the gift of self expression to every third or fourth villa, flat and lonely farm house in the land. Its voice has literally gone through all the earth, and with a swiftness more like that of light than of sound. . . . To-day, from wherever civilized man has obtained even a temporary foothold, there rise without ceasing the accents of mechanical music, which speaks persuasively to all in a language so general that even the beasts understand it, and cock applauding ears at the sound of the master voice. So that, while the magazine writers address the million, composers and players and singers make their bows to the billion.

"Their omnipresence is astonishing. They are the last to bid you farewell when you leave civilization and the first to greet you on your return.

"One of the most promising things about mechanical music is this: no matter what quality of performance or kind of music it offers you, you presently long for something a little better, unless your development has been arrested. It makes no difference in this respect which one of the three main varieties of instrument you happen to own. It may be the phonograph. It may be the kind of automatic piano which accurately reproduces the performances of the master pianists. It may be the piano player which indulgently supplies you with tech-

nic ready-made, and allows you to throw your own soul into the music, whether you have ever taken lessons or not. For the influence of these machines is progressive. It stands for evolution rather than for devolution or revolution. Often, however, the evolution seems to progress by sheer accident.

"Jones is buying records for the family phonograph. One may judge of his particular stage of musical evolution by his purchases, which are: 'Meet me in St. Louis, Louis,' 'Dance of the Honey Bells,' 'Fashion-Plate March,' and 'I know That I'll Be Happy When I Die.' He also notices in the catalog a piece called 'Tannhauser March,' and after some hesitation buys that, too, because the name sounds so much like his favorite brand of beer that he guesses it to be music of a convivial nature—a medley of drinking songs, perhaps. But that evening in the parlor it does not seem so much like beer. When the Mephisto Military Band strikes it up, far from sounding in the least alcoholic, it exhilarates nobody.

"So Jones interns the record in the darkest corner of the music cabinet, and the family devote themselves to the cake-walks and comic medleys, the fandangoes and tangos, the xylophone solos, the shake-downs and breakdowns, and the rags and tatters of their collection, until they have thoroughly exhausted the delights thereof. Then, having had time to forget somewhat the flatness of 'Tannhauser,' and for want of anything better to do, they take out the despised record, dust it, and insert it into the machine. But this time, curiously enough, the thing does not sound so flat. After repeated playings, it even begins to rival the 'Fashion-Plate March' in its appeal. And it keeps on growing in grace until within a year the 'Fashion-Plate March' is as obsolete as fashion-plates have a habit of growing within a year. While 'Tannhauser' has won the distinction of being the best-wearing record in the cabinet.

"Then it begins to occur to the Jones family that there must be two kinds of musical food, candy and staples. Candy, like the 'Fashion-Plate March,' tastes wonderfully sweet to an unsophisticated palate as it goes down, but it is easy to take too much of it. And the less wholesome the candy, the swifter the consequent revulsion of feeling. As for the staples, there is nothing very piquant about their first flavor; but if they are of first quality, and if one keeps his appetite healthy, one seems to enjoy them more and more, and to thrive on them three times a day.

"Accordingly, Jones is commissioned, when next he visits the music store, to get a few more records like 'Tannhauser.' On this occasion, if evolution is running on schedule-time, he may even be rash enough to experiment with a Schubert march or a Weber overture, or one of the more popular movements of a Beethoven sonata. And so the train of evolution will rush forward, bearing the Joneses' with it until fashion-plate marches are things of the misty backward horizon, and the family has little by little come to know and love the whole blessed field of classical music. And they have found that the word 'classical' is not a synonym for dry rot, but it simply means the music that wears best.

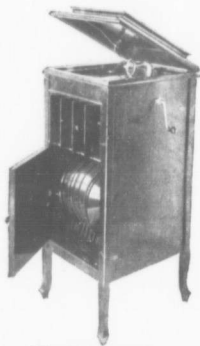
"However the glorious mistake occurs, it is being made by somebody every hour. And by such hooks and crooks as these good music is finding its way into more and more homes."



Big Demand for Columbia Records

right now surely indicates a clean merchandising policy and a distinctive line of quality merchandise.

Columbia dealers are so well satisfied with the multiplication-table increase of Columbia business pretty nearly everywhere, that we can't for the life of us see how any Ontario not-yet-Columbia dealer can be.



The Patricia \$78

BETTER EQUIPPED THAN EVER

Just started on our fifth year better equipped than ever with clean stock, complete lines and rapid despatch facilities to give the efficient service which, combined with Columbia quality has made this business what it is. April, 1915, just double last April, surely shows the popularity of Columbia lines. If you are a Columbia dealer push harder than ever. If you are not in the magic circle of Columbia profit, no time to lose. "Note the Notes."

Music Supply Co.

JOHN A. SABINE

Telephone Main 4716

CHAS. R. LEAKE

TORONTO - 36 Wellington St. E. - ONTARIO



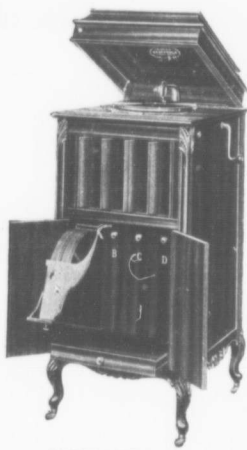
When you are looking for the *best* record playing instrument to handle, look for this:



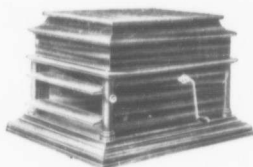
When you look for records to sell, look for this:



Trade on this Trade-Mark—Note the Notes



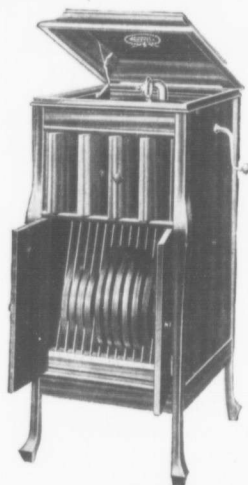
THE DE LUXE \$250



THE FAVORITE \$65



THE ECLIPSE \$32.50



THE LEADER \$100

COLUMBIA

Graphophone Co., Toronto, Canada

Columbia Products are Made in Canada



The first four months of this year have made a Columbia showing which totals more than eleven months of 1914. And if we could have supplied the demand, the increase would have been even greater.

—**DEMAND** is doing it. Our problem is to do the best that can possibly be done to meet our dealers' requirements.

All of which must indicate a clean merchandising policy and a distinctive line of quality merchandise.

There are so many things to tell you about the reasons for handling this extremely active and very profitable line that we would like to be asked to lay them before you.

And we take this occasion to suggest that you write for certain live information to

COLUMBIA

Graphophone Co., Toronto, Canada

Columbia Products are Made in Canada

READ THE TWO PRECEDING PAGES

\$ \$ MILLIONS \$ \$

\$ FOR THE WEST \$

In the months since the breaking out of the great European conflict now being waged, more money has come to Canada than during any whole year under normal conditions. The terrific struggle did not shut off the flow of money to this country, but increased it by millions. What this means for the 1915 harvest in the west cannot be calculated, but the farmer's harvest is

A Harvest For Columbia Dealers

such as they have never before experienced. Good prices for food-stuffs are assured, and with an increase of 40 to 50 per cent. in the Western acreage, the Columbia possibilities are enormous. But you must be ready. You must have the Grafonolas, Graphophones and Records when they are wanted. Don't let a customer find you without the goods.

We are here to serve you—To provide factory service almost at your door—We can take care of any sized order—always—but don't wait until fall to make your plans. Act now. If you are already a Columbia man look your stock over, size up your requirements, and let us know. If you have not yet arranged for the "Note the Notes" trade mark on your store front, write me personally for particulars of the Columbia agency proposition.

ROBERT SHAW, Manager,
Columbia Graphophone Dept.



The WESTERN FANCY GOODS Co.

168 Market Street East

WINNIPEG

DID YOU READ THE TWO PRECEDING PAGES?

Have You a Talking Machine?

Question asked by Unusual Editorial in Daily Paper.
Remarkable Tribute to the Talking Machine.

A NEWSPAPER in Canton, Ohio, the "Daily News," publishes an unusual style of editorial that is a remarkable tribute to the talking machine. It is good enough to pass along to retailers in Canada and good enough for retailers in Canada to pass along to their customers and "prospect" lists. The editorial follows:

"About a score of years ago men used to go around to village churches and city school rooms with a magical instrument which reproduced the sounds of the human voice. One such man came to Canton. He went to the superintendent of schools, 'I have here,' he said, 'a wonderful instrument, the product of the ingenious brain of a man named Thomas Edison—perhaps you have heard of him—a machine which will talk. Think of it! This machine of wood and iron and steel will talk.'

"The superintendent of schools had heard of this marvelous invention and he was half disposed at the start to grant the desired permission to exhibit the instrument for a small fee before the pupils of the high school. What entirely won him over was this: 'Here! You talk into this machine and then I will give your oration back to you,' said the demonstrator of the magic box which could talk. The superintendent did so, and sure enough he heard his own voice repeating his favorite sentences.

"So he said to the man who was trying to interest the American public in Edison's invention: 'All right. You may take this machine into the school rooms and show the pupils how man has been able to invent an apparatus which will talk and sing.'

"The man did so, and some of the pupils of Canton's schools heard for the first time the wonderful Edison 'talking machine.' So it was in the village churches and in the crossroads stores. And Thomas Edison was to the imagination of America the most captivating personality of that day.

"All that was back in the nineties. The boys and girls who then heard for the first time the tone-reproducing machine which the great genius had constructed are now men and women with boys and girls of their own.

"That crude talking machine which they all remember—a little box with rubber tubes and pieces which you put into your ears has vanished. In its place are the new machines. The old early days of whiney, scratchy music, the old early days when the ravings of John McCulloch, great tragedian unfortunately gone mad, made up the favorite record, have passed away.

"To-day it is not a little oblong box, with projecting rubber tubes, from which issues the mysterious speech and more mysterious melody. To-day the great artists of the world step forth from a beautiful cabinet and are almost in actual person present.

"Have you a 'talking machine?' They come in all sorts of designs and at all sorts of prices—from \$25 up to hundreds of dollars. One hundred dollars will buy a good tone-reproducing instrument and bring to your fireside the musical genius of the world.

"This is not an advertisement. Merchants pay for the publication of big type elsewhere in this newspaper of the merits of their respective wares. And mention

in this column they cannot buy with all the wealth of the Indies, with all the gold the 'forty-niners' won from creeks on the sunset slope of our land. This is just a heart-to-heart inquiry. Have you a 'talking machine?' Perhaps you cannot afford one. If so—and many of us are in that plight—do not buy one. But if you can 'raise the wind' it will blow you sweeter melodies and greater surcease from care than other similar expenditure. Surcease from care! It is what we are all after.

"And all this little time-wasting talk grows out of the fact that one of the boys in the office—in our office, the Daily News office—bought a talking machine as a Christmas present to his family. He has children—three dandy youngsters—and the present writer has been interested in watching the contribution of that 'talking machine' to the home of its purchaser.

"What has been the result? Why, little Doris Ann goes around the house now humming what? Not 'High-lee, high-low,' but such melodies as Traumerci, and the sextet from Lucia and Massenet's Eleyg—the best of the old and the best of the new operating numbers. When she grows up, if that 'talking machine' does not break down, this little Doris Ann is going to have quite a musical education.

"The other day the machine was out of adjustment. For one whole long twenty-four hours they waited for it to be put into shape. And there was quite a bit of silent gloom thereabouts—quite a bit of homesickness for this latest visitor to their home.

"Have you a talking machine? Perhaps you cannot afford one. If so do not buy one. But if you have the money there is no better way in which to spend it. The 'talking machine' has done more to spread the knowledge of good music and an interest in good music than any other agency. For a few cents per appearance you can have with you the great artist whom to hear in person costs you a \$2 bill—oh, rare commodity!

"You want your children to like music, and you want them to like good music. How often have you or they a chance to hear the latter? Almost never, save through this wonderful 'talking machine,' which demonstrators exhibited before high school pupils a score of years and more ago. A musical education for your whole family for a couple of hundred of dollars at the most! It is worth thinking about."

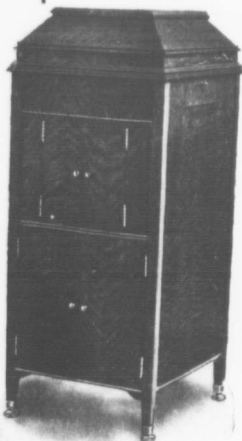
Service in Selling.

SERVICE in merchandising talking machines and records means a little more than supplying the customer with the goods he asks for. Service may be divided into at least two classes. There is the service the goods themselves give and there is the service that keeps the machine in good running order. This latter class also includes the supplying of such records to the customer as the customer will appreciate, and that the dealer knows are desirable for him to own.

The talking machine dealer can afford to look around him for service ideas. He might get an idea from the company supplying households in this city with gas. This company is naturally interested in promoting the use of gas ranges in the homes and maintains a department for the sale of ranges. The sale includes the additional service of having the range regularly inspected and if any adjustment or instruction is necessary this is given. The householder gets better results and there

THE PHONOLA DISC TALKING MACHINE

**Gives The Customer Greater Value
Gives The Dealer Greater Profit**



The "Princess." One of the seven Phonola Types

It is made in Canada by Canadians, and there is no duty added to the price.

It will play any needle disc record, and play it better than any other machine.

It has a noiseless, durable motor and a concealed winding crank. This is patented.

It is made in seven different sizes, the prices ranging from \$20 to \$160.

It is an open agency proposition. Handle anything else you like with the Phonola.

PHONOLA DEALERS

have the one supreme record proposition in the talking machine field, embracing such artists as John McCormack, Slezak, Bonci, Amato, Kubelik, Zenatello, de Lucia, Didur, Irish Guards Band, Imperial Infantry Guards Band, Beecham's Infantry Orchestra.



FONOTIPIA

Double-Side 11 and 12 inch, \$1.50 to \$3.00



ODEON

Double-Side 10-11 and 12 inch, \$0.90 to \$3.00



JUMBO

Double-Side 10 inch, 85 cents each

These records are entirely free from needle scratch. They play longer than any other record of equal size. Every record has attractive selections on both sides. There is never a blank or a poor choice. They can be played on any make of disc talking machine and will improve the tone of the machine.

THE POLLOCK MFG. CO., Limited

Manufacturers of the PHONOLA

BERLIN

CANADA

WHALEY, ROYCE & CO., Ltd., Toronto
For Ontario and Maritime Provinces

Wholesale Distributors

THE NATIONAL TALKING MACHINE CO., Ltd., Winnipeg
For Western Canada

is a relationship between customer and company that always has back of it more business.

The talking machine dealer may not make regular inspections of the machines he sells, but occasional visits by a man capable of knowing whether the machine is in good shape or not will tend to keep up the interest of the customer and cause him to want more records.

A Manager's Opinion.

THE business manager of George Copeland, pianist, offers, in an interview, the following tribute to the accomplishments of the talking machine. "The enormous sale of talking machines shows the the hunger for music among classes of people. It is understood that one concern alone sold machines to the value of \$50,000,000 in 1914. The public is thus becoming educated, and the trend is toward the better class of music. This advancement in musical appreciation is beginning to show itself in intelligent selection of the better grade of musical instruments of all kinds, especially pianos. Heretofore the public, having had little appreciation of the artistic value of instruments, bought blindly. Copeland's willingness to depart from the conventional piano program has invited criticism, but he has many times expressed his gratitude to critics who have tried to analyze his playing from the standpoint of the listener."

Reasons For Keeping At It.

REGULAR and persistent advertising by the dealer is more necessary than ever. The public memory is a short one. It can forget in a week that a certain specified store is the best one in the town for service in records, for courteous treatment, and for everything else that marks good merchandising, if the retailer discontinues advertising that fact.

There are more record customers than ever there were and there are more prospective machine purchasers than ever there were but there are also more retailers ready and anxious to supply the demand than ever there were. Fortunately the principle of price maintenance prevents cut prices being made an inducement to buy so that competition forces greater efficiency. Efficiency in store service and in stock avails nothing if the public does not know and there never was a time when all the people who are possible or probable customers of a store knew at one time about that store. There are always newcomers to be informed or old ones to be kept from forgetting. The advertising of the manufacturers or the wholesaler is not enough. The dealer must do his part as is being proved every month by the sales returns of those retailers who are the most regular and intelligent advertisers.

A PATHE RECITAL.

The Chicago proprietors of the newly opened Pathé-Pathéphone shop recently gave a novel rendition of the entire opera of "Rigoletto" by means of the Pathéphone. Over 100 people attended and at the conclusion signified their appreciation of the performance in a most emphatic fashion. The opera was given practically in its entirety, and fifteen double disc fourteen inch records were necessary. The idea was so successful that within a short time "Carmen" will be produced and provision made for a much larger audience.

NEW RECORDS

PATHE RECORDS FOR JUNE.

14-INCH RECORDS.
2186 Meistersinger Overture, Part I. (Wagner.) The Pathe Symphony Orchestra. Under the direction of Miss Lillian Bryant.
Meistersinger Overture, Part II. (Wagner.) The Pathe Symphony Orchestra. Under the direction of Miss Lillian Bryant.

11-INCH RECORDS.
5029 The Rose, Shamrock and Thistle Patrol. (Sousa.) Reg. Band H. M. Scots Guards. Conducted by Mr. F. W. Wood.
The Kiltie's Courtship. (Gordon Mackenzie.) Reg. Band H. M. Scots Guards. Conducted by Mr. F. W. Wood.
5009 Fancy Dress. (Henry Coates.) The Imperial Symphony Orchestra.
La Biondia Valse. (Felix Bord.) The Imperial Symphony Orchestra.

Instrumental.
551 Then You'll Remember Me "Bohemian Girl." (Balfe.) The Ackroyd Trio: Mr. G. Ackroyd, Flute; Mr. F. Weist-Hill, Violin; Signor Lorenzi, Harp.
Whisper and I Shall Hear. (Pierolomini.) The Ackroyd Trio: Mr. G. Ackroyd, Flute; Mr. F. Weist-Hill, Violin; Signor Lorenzi, Harp.

Vocal.
433 Spring's Awakening. (Wilford Sanderson.) Miss Rosina Buckman, Soprano. With pianoforte accomp.
The Fairy Pipes. (A. H. Gifford.) Miss Rosina Buckman, Soprano. With pianoforte accomp.
366 Peg O' My Heart. (Fred Fischer.) Miss Perle Barti, Soprano. With orchestral accomp.
My First and Only Love. (Jack Glogan.) Miss Perle Barti, Soprano. With orchestral accomp.
5012 My Heart Still Clings to You. Miss Carrie Herwin, Contralto. With Orchestral accomp.
In the Chimney Corner. Miss Carrie Herwin, Contralto. With Orchestral accomp.
29 I Hear You Calling Me. (Marshall.) Mr. Jose De Moraes, Tenor. With Pianoforte accomp.
Maensha. (Bernard MacLaurough.) Mr. Jose De Moraes, Tenor. With pianoforte accomp.
5039 She Alone Chasteth My Sadness. (Gounod.) Mr. Harry Reynolds, Bass-Baritone. With Orchestral accomp.
Revenge. (Hutton.) Mr. Harry Reynolds, Bass-Baritone. With Orchestral accomp.

10-INCH RECORDS.
8873 Betrothal. (Arthur J. Leno.) The Empire Orchestra.
Coulour de Rose. (Dennis Ashleigh.) The Empire Orchestra.

Vocal.
9009 My Sweetheart When a Boy. (Wilford Morgan.) Mr. W. Boland, Tenor. With pianoforte accomp.
Here's to the Maiden of Bashful Fifteen. (Old English Ballad.) Mr. W. Boland, Tenor. With pianoforte accomp.
8960 When I'm With You. (Mellor, Gifford and Trevor.) Mr. Brett Barry, Baritone. With pianoforte accomp.
Love Me Just a Little Bit. (Reg. Low.) Mr. Brett Barry, Baritone. With pianoforte accomp.
8967 When She Sees Me in My Sunday Suit of Clothes. (Thurban and Ellerton.) Little Tich, Comedian.
The Steeple-Jack. (Thurban and Rohmer.) Little Tich, Comedian.
8997 The Funny Little Bunny Sonny Had. (Carter.) Harry Cham-At Our Christening. (Barley and Ball.) Harry Champion, The Quick Fire Comedian.
5563 Here's to the Maiden of Bashful Fifteen. (Old English Ballad.) W. Boland, Tenor. With Pianoforte accomp.
My Sweetheart When a Boy. (Wilford Morgan.) W. Boland, Tenor. With pianoforte accomp.
344 The Steeple-Jack. (Thurban and Rohmer.) Little Tich, Comedian.
When She Sees Me in My Sunday Suit of Clothes. (Thurban and Ellerton.) Little Tich, Comedian.
434 "Messiah." But thou did'st not love. (Handel.) W. Boland, Tenor. With orchestral accomp.
"Elijah." If with all your hearts. (Mendelssohn.) W. Boland, Tenor. With orchestral accomp.
435 "Messiah." Behold and see. (Handel.) W. Boland, Tenor. With orchestral accomp.
"Creation." In native worth. (Haydn.) W. Boland, Tenor. With orchestral accomp.

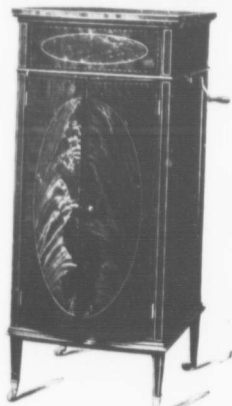
NEW EDISON RECORDS FOR MAY.

CONCERT LIST—\$1.00 EACH.

28204 Mein Heber Schwan! (My Faithful Swan)—Lohegrin (Richard Wagner) Jacques Ursin
28205 Voci di Primavera (Spring Voices) Waltz-Song (Johann Strauss) Alice Verlot
Soprano, orchestra accompaniment.

REGULAR LIST—70¢.
2590 After Sunset (Arthur Pryor) Edison Concert Band
2605 A. O. Edison Concert Band
2595 At the Ball That's All (G. Leubner) Edward Meeker
Harry Mayo and Harry Tally
Tenor and Bass, orchestra accomp.
2597 Dying Poet (L. M. Gottschalk) Sodero's Band
2608 Flaming Arrow (F. H. Losey) Sodero's Band
2587 Happy. That's All (Van Avery) Edison Concert Band
Yankeeville specialty, orchestra accomp.
2588 I'm a Millionaire—To-Night's the Night (Paul A. Rubens) Joseph A. Phillips and Chorus
Bariotone, orchestra accomp.
2598 Insect Powder Agent Billy Gordon and James Marlow
Coun vaudeville sketch with banjo

Here's an Opportunity for You



The "TOSCA"

This Model is a handsome English-made Cabinet, specially grained solid Mahogany, luxurious design, and of Sheraton style, with curved front including the Pathé systematic Disc envelopes.

This model can also be had in silver-grey wood.

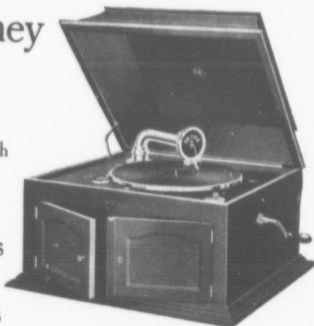
SPECIFICATION:
Solid Polished Mahogany Cabinet. Silent running Double Saring, Swiss-nickel Motor playing about 15 minutes. Accurate Speed Indicator, 12-in. Turn-table. Pathé Multitone Sound Box, with unwearable Sapphire. Height 42 ins., width 18½ ins., depth 10½ ins., weight 10 lbs.

Reproduces the human voice or a complete Orchestra with absolute fidelity.

to Make Money

Seize the
"Pathephone"
Record opportunity which provides
Martial Music
Stirring Numbers
Patriotic
Programmes
and everything the public wants at the moment.

Good profit—increased
prestige—good returns.



The "NEW ORPHEUS"

Special attention is called to this exquisite Hornless Model, which gives a remarkable reproduction, its mellowness and purity of tone being unsurpassed. It can be had either in Mahogany or Oak.

SPECIFICATION:

Polished Solid Cabinet, Mahogany or Oak. English make, with hinged lid and doors. Silent running double spring Swiss nickled Motor. Extra strong New Pathé Multitone Sound Box, with unwearable Sapphire. Accurate Speed Indicator, 12-in. Turn-table. Height 14½ ins., width 21 ins., depth 10 ins., weight 34 lbs.

The Pathé Multitone



A child can use it. The tone can be easily adjusted to the capacity of a flat, a house or concert room.
No Needles Required.

Adaptable to All Sound Reproducing Machines

Everything that science and money can have been utilised to perfect the **PATHEPHONE**—the last word in Talking and Singing reproducing Machines—the finest production of its kind. Now and in the years to come the **PATHE Discs** will be regarded as faithfully representative of present day happenings. Dealers should take time by the fore-lock and get the **PATHEPHONE** profits right now. Write today for full information and complete Catalogues.

Wholesale distributors for Ontario

Messrs. **THE GLENDON PIANO CO.**, Ryrie Building, Yonge and Shuter Streets, Toronto.

For Western Provinces
THE CANADIAN PHONOGRAPH & SAPPHIRE DISC CO., 204 Builders Exchange Bldg.,
Corner Portage and Hargrave, Winnipeg, Man.

For Quebec
J. A. HURTEAU & Co. Ltd., 316 St. Catherine Street E., Montreal.

For Maritime Provinces
The JOHNSON PIANO CO., 168 Hollis Street, Halifax, N.S.

- 2603 In the Garden of the Gods (Ernest R. Ball). Thomas Chalmers
1959 Irish Eyes of Love—Heart of Paddy Whack (Ernest R. Ball)
2586 Little House Upon the Hill Frank N. Doyle
2592 Love's Tolden Dream (Lindsay Lemox)
2589 Love's Melody Waltz—Hesitation (Leo Dandiford)
2604 Music Box Rag—Fox Trot (C. Luckhly Roberts)
2594 My Sunshine (O' Solo Mio) (Eduardo di Capua)
2606 Night's Frolic—Descriptive (Andrew Hermann)
2602 O, That We Two Were Mating (Alice Mary Smith)
2591 Same Sort of Girl—The Girl from Utah (Jerome Kern)
2607 Simple Melody—Watch Your Step (Irving Berlin)
2593 Some Baby—One-Step (Julius Lenzenberg)
2601 Vigoroso March (F. H. Losen)
2600 When I'm Gone You'll Soon Forget Me (E. Austin Keith)
2596 You're Plenty Up-to-date for Me (Walter Van Brunt)

- 1474 I Love You Truly (Jacob-Bull). Grace Kerns, soprano, Or-
chestra accomp.
14751 The Bridge (Lindsay). Columbia Stellar Quartette, Orchestra
accomp.
Come Back to Erin (Claribel). Columbia Stellar Quartette,
Orchestra accomp.
14753 Mighty Lak' a Rose (Nevin). Columbia Ladies Quartette,
Orchestra accomp.
Lullaby (Ibrahim). Columbia Ladies Quartette, Orchestra ac-
comp.
12-INCH BLUE LABEL DOUBLE-DISC RECORD—\$1.50.
55667 Maritana (Wallace). Angels (Angels that around us hover),
Columbia Opera Chorus, Orchestra accomp.
Il Trovatore (Verdi). Aveli Chorus, Columbia Opera Chorus,
Orchestra accomp.
55668 I Feel Thy Angel Spirit (Hoffman). Grace Kerns, soprano,
and Albert Weiderhold, baritone, Orchestra accomp.
Mavis (Craxton). Reed Miller, tenor, Orchestra accomp.
10-INCH DOUBLE-DISC RECORDS—85c.
14714 My Task (Ashford). Henry Burr, tenor, Orchestra accomp.
The Beautiful City (Wilson). Mabel West, contralto, and
Edgar Stoddard, baritone, Orchestra accomp.
14715 Uncle Josh at the Roller Rink (Stewart). Cal Stewart, comic
sketch.
Uncle Josh Has His Photo Taken (Stewart). Cal Stewart, comic
sketch.
14716 The Dog Fight, Talking.
Backyard Conversation Between Two Jealous Irish Washerwomen,
Talking.
14713 Uncle Josh at the Highthouse (Stewart). Cal Stewart, comic
sketch.
Uncle Josh and the Labor Union (Stewart). Cal Stewart, comic
sketch.
14724 Carnival Maid, March and Two-step, Thomas Mills, xylo-
phonist.
14719 The Jolly Tars (Von der Mehden). Peerless Quartette, Or-
chestra accomp.
Nautical Medley (Peters). Peerless Quartette, Orchestra accomp.
14750 Letter to Manton (Gillet). Prince's Orchestra, Incidental
violin solo by George Stehl.
14752 A Hunting Song (Buralotti). Prince's Orchestra
The Happy Blacksmith (Von der Mehden). Prince's Orchestra,
Descriptive.
14761 It's Mine When You've Done With It, Comic Song, Billy
Williams, Orchestra accomp.
Wait 'Till I'm As Old As Father, Comic Song, Billy Williams,
Orchestra accomp.
14757 My Own Venetian Rose (Piantadosi, Glogau and McCarthy).
Sam Ash, tenor, Orchestra accomp.
The Pensive Girl (Prinz). Miriam Clark, soprano, and John
Barnes Wells, tenor, Orchestra accomp.
14760 My Bird of Paradise (Berlin). Peerless Quartette, Or-
chestra accomp.
One Wonderful Night (Jones). Henry Burr, tenor, Orchestra
accomp.
14745 Don't Take My Darling Boy Away (A. Von Tilzer). Billy Bur-
ton, tenor, Orchestra accomp.
Virginia Lee (Lange). Sam Ash, tenor, Orchestra accomp.
14759 Sprinkle Me With Kisses (Ball). Ada Jones, soprano, and
Kentucky Home (Donaldson). Arthur Collins, baritone, and
Byron G. Harlan, tenor, Orchestra accomp.
14755 Baby (Beaumont). James Reed, tenor, and James F. Harrison,
baritone, Orchestra accomp.
My Little Dream Girl (Friedland). James Reed, tenor, and
James F. Harrison, baritone, Orchestra accomp.
14756 Runaway June (Freeman). Albert Campbell, first tenor, and
Henry Burr, second tenor, Orchestra accomp.
I'm On My Way to Dublin Bay (Murphy). Herbert Stuart,
baritone, and Billy Burton, tenor, Orchestra accomp.
14754 The Little Ford Rumbled Right Along (Gay) Arthur Fields,
baritone, Orchestra accomp.
81's Been Drinking Cider (Berlin). Arthur Collins, baritone,
and Byron G. Harlan, tenor, Orchestra accomp.
14758 Moonlight on the Rhine (Snyder). Sam Ash, tenor, Orchestra
accomp.
My Rose of Argentine (Gray). Peerless Quartette, Orchestra
accomp.

ODEON AND JUMBO RECORDS.

- 12-INCH ODEON POPULAR, \$1.25.
GX44 I'll sing thee songs of Auld (Glen).
I know a lovely garden (Guy de Hardelot).
XM81 Celeste Aida (Verdi).
Salve Dimora (Gianmud).
XM45 Duet, Home to our mountains Verdi, with Miss Jesse Broughton,
Duet, Parigi Carlo (Verdi), with Miss Duris Carter.
10-INCH JUMBO 85c.
Band of Winnipeg Canadian Light Infantry.
1248 Tipperary March.
Washington Greys March (S. Graffula).
1249 United Empire March (A. W. Hughes).
In Old Quebec March (A. W. Hughes).
1250 Salute au Dragon March (C. Kerhof).
Men of the North March (Major F. J. Murray).
4914 It's a long way to Tipperary March (arranged by Shipley
Douglas).
The Rose, Shamrock and Thistle Patrol (Souza).
902 Velvet eyes (H. E. Darcowick).
In my little cabin home (Godfrey and Wright).
Miss Ella Reford (Comedienne).
1216 Who paid the rent for Mrs. Hip Van Winkle (Fred Fisher).
You're here and I'm here (D. D. Kern).
Mr. Arthur Aiston (Character Comedian).
1123 Katie.
I'm not going home till the morning.
Descriptive Record.
1233 Our Tommies in the Trenches.
Tommy Atkins returns home from the front.
6-INCH BABY ODEON RECORDS, 20c.
The Odeon Military Band.
1914 Rule Britannia.
God Save the King.
1915 La Marseillaise.
Russian National Anthem.

COLUMBIA RECORDS FOR JUNE.

- 12-INCH SYMPHONY DOUBLE-DISC RECORDS—\$1.00.
55665 Jewels of the Madonna (Wolf-Ferrari).
Madonna, con sospiri' tano, tenor, and orchestra.
Jewels of the Madonna (Wolf-Ferrari).
Madonna dei dolori' (Madonna of the sorrows), Eduardo Ferrari-Fontan, tenor,
and orchestra.
55664 Route Marchin' (Stock). David Bispham, baritone, Orchestra
accompaniment.
The Old Guard (Rodney). David Bispham, baritone, Or-
chestra accompaniment.
55669 Low Back'd Car (Lover). Alice Neilson, soprano, Orchestra
accompaniment.
Oh! I'm Not Myself At All (Lover). Alice Neilson, soprano,
Orchestra accomp.
55670 Love's Old Sweet Song (Molloy). Alice Neilson, soprano,
Orchestra accomp.
Bendemeer's Stream (Gatty). Alice Neilson, soprano, Orches-
tra accomp.
10-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.00.
14746 Staccato Caprice (Vogler). Manolita Funes, pianist.
Shepherds All And Maidens Fair (Nevin). Manolita Funes,
pianist.
14747 Kawahina—Waltz, July Paka, guitar.
Hawaiian Medley, Introducing "Kawika," "Hawaiian Maiden,"
"Waikiki," July Paka, guitar.

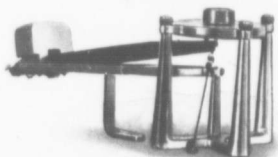
- 12-INCH DOUBLE-DISC RECORDS—\$1.25.
55665 Monastery Bells—Kamenoi-Ostrow (Rubenstein). Prince's Or-
chestra.
Lobengrin (Wagner). Introduction to Third Act, Prince's Or-
chestra.
55666 Up the Street (Robt. G. Morse). March, Prince's Band.
Bay State Commandery (Robt. G. Morse). Prince's Band.
JUNE DANCE RECORDS.
55671 Mighty Lak' a Rose (Nevin-McKee). Waltz, Prince's Band.
Nightingale Waltz (Nevin-Davis). Prince's Orchestra.
55672 Bubi Fox-Trot (Kollo). Prince's Band.
55673 Hawaiian Medley Waltz (Kaufman). Prince's Band.
Bing! Bing! Fox-Trot (Murphy). Prince's Orchestra.
55674 I'm on My Way to Dublin Bay (Murphy). One-step, Prince's
Band.
Chinatown, My Chinatown (Cobb and Schwartz). Medley One-
step, Prince's Band.
55675 Blame It On the Blues (Cooke). Fox-trot, Prince's Band.
There's a Little Spark of Love Still Burning (Fischer). Fox-
trot, Prince's Band.

Mr. A. G. Farquharson of Toronto, manager of the Columbia Graphophone Co.'s business in Canada was a recent visitor to his firm's headquarters in New York.

The Soul of the Vitaphone



Cord set to play Needle Records



Cord set to play Jewel Records

The story of the VITAPHONE is partly told by the above illustration. Notice the solid black part, which represents the solid wood arm of the VITAPHONE reproducing device and is the soul of the entire instrument

Do you buy a violin made of metal? Yet the VITAPHONE is the only reproducing instrument using wood as the principal vibrating member. What are the results? The VITAPHONE practically eliminates all metallic tones from instrumental music, the nasal twang from vocal selections, and the needle scratch which is too often so prominent and disturbing to real lovers of music.

The result is you get a distinctive VITAPHONE tone that is different, and it is this something in the quality of tone that the VITAPHONE has succeeded in reproducing.

The reasons for the VITAPHONE'S superior tone quality is its wooden arm. This is its distinctive feature, the wooden arm being the conductor of its tone vibration from the steel needle to the stationary reproducing diaphragm, and like the violin, the older it becomes the better it gets to be. The mellow, reproductive quality of the wood becomes sweeter, richer and fuller by repeated use and tone vibration.

The VITAPHONE can play records of all makes, either steel, sapphire or diamond point needle, and is regulated to play backwards certain foreign records, all without a mechanical change of diaphragm, or extra attachment.

Catalogues mailed on request.

Very liberal discount to dealers.

Dealers wanted in all unrepresented Cities and Towns.

Prices range from \$18.00 to \$135.00

Canadian Vitaphone Co., Limited

COR. CARLAW AND EASTERN AVES.

Toronto

Canada

NEW TALKING MACHINE COMPANY.

Under the title of "Vanophone Company Limited" a Dominion charter has been taken out by a number of law students, and a bookkeeper whose employers, according to the Toronto directory are the law firm of Day, Ferguson & O'Sullivan, "to manufacture and deal in talking machines, gramophones, phonographs, musical instruments and supplies to be used in any way in connection with the same."

The company whose headquarters are to be at Toronto, is capitalized at two hundred thousand dollars. The charter is a comprehensive one embracing a wide range of activities.

PRIZE CONTEST AWARDS.

In connection with the special Columbia record giving David Bispham's rendition of "It's a Long Way to Tipperary," the Music Supply Co. of Toronto inaugurated a prize contest. They offered cash prizes for the best window cards featuring this record. The awards have now been made and announced as follows, the prizes running from five to ten dollars in cash:—T. Claxton, Ltd., Toronto; Burnett Grafonola Co., Toronto; W. W. Porte, Brighton, Ont.; Baldwin, Robinson, St. Thomas; John Northway Co., Tillsonburg; R. K. Lawrence, Brooklyn.

AMONG THE NEW PATHÉ RECORDS.

The latest list of Disc Records announced by Messrs. Pathé Frères indicate that this firm is keeping the flag flying by maintaining their policy of meeting popular requirements with their excellent records, the sales of which should reach a high figure.

Well merited success has attended the venture of Mr. Robt. Courtneidge in giving an operatic season at the Shaftesbury Theatre, London, during which the works are sung in English by British artists. An outstanding feature is the singing of Miss Rosina Buckman, who, in the title role of "Madame Butterfly" and Musetta in "La Bohème," is the subject of great praise. Miss Buckman appeared in the latter part at Covent Garden during the 1914 season with tremendous success. Messrs. Pathé Frères' records by this prima donna are proving a special attraction. The June list includes an 11 inch disc containing "Spring's Awakening" (Wilfred Sanderson) and "The Fairy Pipers" (A. H. Brewer). A 14 inch disc with "Musetta's Valse Song" and "They call me Mimi," both from "La Bohème" (Puccini) was issued in May, while the April list featured an 11 inch disc on which are "Ave Maria," Intermezzo "Cavalleria Rusticana" (Mascagni) and "Angels Guard Thee" (Godard). A perusal of Messrs. Pathé Frères' complete catalogue will disclose other discs by Miss Buckman. The reproductions display to the full the perfection of her voice, the remarkable breath control, the full volume of tone, while the clearness of articulation is a constant source of gratification.

A grand 14 inch disc is among the Pathé June issues, namely, "Meistersinger Overture" (Wagner). The music of the great master will remain undisturbed by the great world tragedy. The magnitude and grandeur of his compositions are almost beyond description. The Overture is magnificently performed by the Pathé Symphony Orchestra under the brilliant direction of

Miss Lilian Bryant. The reproduction is remarkable for its fidelity, and is in the well known Pathé style.

A vocalist deserving special attention is Mr. Jose de Moraes, Tenor, whose magnificent voice is heard to advantage on the Pathé record just issued, containing "I Hear You Calling Me" and "Maenshla," two favorites brilliantly sung and reproduced.

Laughter is one of the necessities of life. Everyone knows the beneficial and exhilarating effect of a good laugh. Messrs. Pathé Frères' June list provides a brace of laughter-making discs, one by the famous Little Tich contains "When she sees me in my Sunday suit of clothes" and "The Steeple Jack," rendered in droll fashion. The other is by Harry Champion, the quick-fire comedian, the humorous numbers recorded being "The funny little Bunny Sonny had" and "At our Christening." The reproductions are excellent, every word and voice inflection being perfectly distinct.

A charming disc from Messrs. Pathé Frères' June supplement is that recorded by the Ackroyd Trio of instrumentalists (Violin, Flute and Harp), the musical works being "Whisper and I shall hear" (Piccolomini) and "Then you'll remember me," "Bohemian Girl" (Balle). Both these popular numbers are splendidly reproduced.

Members of the Detroit Music Trades Association have different opinions as to submitting records on approval being good business. It was stated that the approval plan created business and that at the home all the family tastes influenced the purchase where at the store only one person's desires are catered to. On the other hand it was realized that there is a tendency to take advantage of the dealer.

Mlle. Alie Verlet, known abroad as the Belgian soprano and who has been christened "the French Tetrizzini," is now on the Edison list of artists.

At a complimentary dinner tendered Mr. Geo. W. Lyle former general manager of Columbia Graphophone Co., New York, he was presented with a gold watch by employees of that firm's executive offices.

WAR STAMP INFORMATION.

Enquiries having been received in regard to postage stamps being used for the prepayment of war duties on bank cheques, bills of exchange, promissory notes, express money orders, proprietary or patent medicines, perfumery, wines or champagne, as well as upon letters and postcards, postal notes and postoffice money orders, notice is hereby given that this use of postage stamps is in strict accordance with the provisions of the special War Revenue Act, 1915, which provides that postage stamps may be used in lieu of Inland Revenue Stamps in fulfillment and discharge of any requirement under the Act that adhesive stamps be affixed.

The public is at liberty at all times to use postage stamps for any purpose for which Inland Revenue War Stamps may be used, but it is especially provided in the Act that *Inland Revenue War Stamps are not to be used on letters, postcards, postal notes or Post Office money orders*, the only stamps allowed on these being ordinary postage stamps or postage stamps upon which the words "War Tax" have been printed.

ASCHERBERG HOPWOOD & CREW, LTD. January and February List

SONGS

Tiny Toes	(Key F, G.)	Kathleen Evans
Mignonette	(G Minor, F. Sharp Minor)	A. Harris
Come to Me		E. Newton
O Night Divine	(D flat, E flat, F)	Calamari
Little White Gate		F. Waddington
My Heart's Own Song		Percy Elliott
Rose Love		S. Mann
Cap'n Garge		Merlin Morgan

DANCE AND PIANOFORTE

Allied Forces' March		Felix Godin
Mauresque		Gino
The Russian Patrol		B. Lestrangle
Fidgety Feet		Grace Hawkins
Life of a Soldier		J. Ord Home
Promenade Militaire		Alfred West
Prince of Wales' March		Archibald Joyce

PATRIOTIC SONGS

'Till the Boys Come Home	(Key F & G)	I. Novello
The Day	(E flat and F)	G. d'Hardelot
Hip-Hip-Hooray	(E flat)	H. Matheson
Mother England	(B flat)	Merlin Morgan
Boys of the Ocean Blue	(F, G, B flat)	Theo. Bonheur
Shoulder to Shoulder	(G)	Arthur Wood

A Special Number

MATE O' MINE Percy Elliott

OF ALL MUSIC SELLERS OR

16 MORTIMER ST., LONDON, ENG.

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

EVANS & CO'S

NEW AND STANDARD SONGS

My Connemara Home	Maxime Heller
Erin My Home	Arthur St. Ives
There's a Garden in Erin	Eileen Dore
Maggie Mackintosh	J. M. Capel
(Words by F. E. Weatherly.) Sung by Miss Evie Greene	
The Miles Away	J. M. Capel

(SACRED SONGS)

Lead, Kindly Light	Ciro Pinsuti
The True Shepherd	A. Berridge
Sun of My Soul	Francis Hope
Jesu, Lover of My Soul	V. Hemery
Rock of Ages (also as a duet)	V. Hemery
Faithful Unto Death	Joseph H. Adams

(IN KEYS TO SUIT ALL VOICES)

SPECIAL NOTICE. The successful march fantasia **THE ALLIES**, by Valentine Hemery, is now published as a piano duet.

Evans & Co.

24 Castle St., Oxford St. LONDON, W., ENGLAND

Cary & Co.'s Ballad Successes

"A Wild, Wild Rose" (Bb, C, D and Eb)	Dorothy Forster
"Come—for it's June" (C, Db, Eb and F)	Dorothy Forster
"Your Daddy was a Soldier" (C, D, Eb and F)	
"Bon Jour, Marie!"	Dorothy Forster
"Dreaming Heart" (Eb, F and Ab)	Max Brunell
"Home that is calling for me" (Eb, F and G)	F. S. Breville-Smith
"Dawn Skies" (F, Ab and Bb)	Frederick Drummond
"The Lover Hills" (Eb, F and G)	Frederick Drummond
"Songs from Love's Garden" (Medium)	Frederick Drummond

Cary & Co.'s Dance Successes

"Très Moutarde" (One-Step or Fox Trot)	Cecil Macklin
"Anticipation" (Valse)	Cecil Macklin
"Cockney Crawl" (One-Step)	Cecil Macklin
"Caper Sauce" (One-Step)	Cecil Macklin
"Paradise" (Valse)	Dorothy Forster
"Bonita" (Tango)	Dorothy Forster
"Rosemaiden" (Valse)	Montagu Jones
"Gloria" (Valse)	Montagu Jones and C. Macklin
"Coons' Parade" (One-Step)	Harold Garstin

CARY & CO.

13-15 Mortimer Street, London

Publishers of

"The Hawley Edition" of Pianoforte Classics
and "The Avison Edition"

of Instrumental Work by British Composers

THE HOUSE OF JOSEPH WILLIAMS LIMITED

The Analytical Edition of BEETHOVEN'S SONATAS

Edited, Phrased and Fingered by
STEWART MAGPIERSON
(Professor, Examiner and Lecturer at the Royal
Academy of Music, London)

This Edition is unique in the fact that each Sonata is preceded by a complete analysis of its several movements, based upon the principles set forth in the EDITOR'S "FORM IN MUSIC" (4/6 net). It is therefore of special educational value to the student.

Numbers Already Published

No. 1—Op. 2 No. 1 net 1/-	No. 9—Op. 14 No. 1 net 1/-
No. 2—Op. 2 No. 2 net 1/-	No. 10—Op. 14 No. 2 net 1/-
No. 3—Op. 2 No. 3 net 1/6	No. 12—Op. 26 - net 1/6
No. 4—Op. 7 - net 1/6	No. 14—Op. 27 No. 2 net 1/-
No. 5—Op. 10 No. 1 net 1/-	No. 19—Op. 49 No. 1 net 9d
No. 7—Op. 10 No. 2 net 1/-	No. 20—Op. 53 No. 2 net 9d
No. 8—Op. 13 (Pathétique) net 1/6	No. 21—Op. 53 (Waldstein) 2/-

No. 23 Op. 57 (Appassionata) 2/-

(The other Sonatas will be issued periodically)

A POPULAR SONG TO STOCK

Sympathy (Four Keys) Charles Marshall

JOSEPH WILLIAMS (Limited)

32 Great Portland St., London, W.
or c/o Anglo-Canadian Music Publishing Co.,
TORONTO



Merchandise and Sheet Music

PARCELS of music are entering Canada from the United States on which the publisher's printed wrappers are inside out. In other words the printed side is folded in leaving the outside of the wrapper plain. The parcel, therefore, has the appearance of coming from a private individual rather than a business firm and it frequently enters this country duty free. Another way of making inroads on Canadian trade at the dealer's expense!

LAST time such a parcel was opened in the presence of one of the Journal editors and he saw the inside of the wrapper which should have been the outside it brought to mind the expression, "sailing under false colors." Let United States music fly the flag of its particular house and pay its way. There are United States publishers dealing legitimately in Canada in a straight, aboveboard manner, but the methods of others are not to be admired and tend to engender thoughts of contempt for the former class as well, when they by no means deserve to suffer through the questionable methods of others in the same business.

HOW many in your community are receiving bon-bon dishes, sets of scissors, necklaces, guest towels, suitcases, cameras and other premiums or cash to secure subscriptions for an American musical monthly enclosing free in each issue music in competition with that which it is your right to sell over the counter? Are you content to continue having your business undermined in this way?

THESSE inside-out wrappers have been shown the Journal several times. It's a pretty piece of strategy to get through our postal customs offices. The point is these parcels thus disguised are getting through duty free and this in addition to the thousands of compositions that come in each month enclosed in the musical magazines, also duty free.

SINCE the February issue in which the Journal directed the trade's attention to the possibilities of increasing the sales of Russian music, arrangements have been made for the communities of which Montreal and Toronto are the centres to hear the Russian Symphony Orchestra under the great conductor, Modest Altschuler. This organization, the greatest of its kind in the world, subsidized by the Imperial Russian Government, remained in North America this year at the Czar's order, to acquaint people with the Russia of the war through its great national music. The Journal again advises the featuring by display and personal recommendation of the music at our disposal by Russian composers.

Canadian Reference Book on Copyrights Now Practically Ready for Printing.

DURING the month revised proofs have reached Canada of the book being issued by the Music Publishers' Association of London to provide a comprehensive list of musical publications for which copyright is claimed in Canada and of which it is an infringement of copyright to import and sell unauthorized American or other reprints. This book which has now reached the size of 78 pages will go to press without further delay and the Journal is informed that it will be distributed to the trade throughout the Dominion by August.

This catalogue has been specially prepared for the information of music dealers, the profession, the universities, colleges, convents and schools of Canada, in response to a generally expressed desire for an authoritative list of British and European Continental Musical Copyrights and Editions of which it is illegal to import and sell in the British Dominions any American or other reprints; the original publication, issued by or with the consent of the owners of the copyright, being the only edition that can be legally sold.

BUSINESS HONESTY AND PRICE CUTTING.

An Editorial from the Popular Monthly.

THERE was a time when the simplest and most rudimentary code of ethics was enough for honesty in business. Under that code it was a simple matter of bargain and sale when a man contracted with a child to work for long hours and little wages, and a perfectly honest thing for the employer to do. Under a slightly older system any man was free to sell himself as a slave, and it was a perfectly honest thing for a man to buy and hold a slave. About fifty years ago even negro slavery ceased to be good form in business, and at present there are a lot of laws regulating the hours a child is permitted to work which show a higher sense of right and wrong and a higher sense of responsibility. There was a time also when a retail dealer could make what profit he could on an article he bought from a wholesaler, and charge as little or as much for it as he wanted, but it seems that that time must be passing also. Advertising plays so great a part in the manufacturers' campaign to-day that it seems as if he had some moral right to say what the retailer should charge for an article. He tries to fix a price for his article, and one retailer may spoil the business of a hundred others by cutting the price of that one article below any margin of profit with the idea of getting customers into his store and inducing them to purchase at high prices other things on which no price has been put at the factory. Naturally this hurts the retailers who try to sell at the fixed price, and also the manufacturer who fixes a price. The very fact that he makes such a price shows that he is honestly convinced that it is worth that, and that he intends to maintain that price with all. We all know well enough that the best, most honest retailers run one-price stores, and that no amount of haggling will induce them to lower the price for the benefit of an individual. It is this broad, general one-price system affording a square deal to every one which has raised all sorts of retail business to a higher standard of ethics, dignity, and profit.

CHOICE MUSIC TO STOCK

SUCCESSFUL SONGS

Rise Beautiful Dawn	Jack Thompson
Come Sing to Me	"
You—Just You	"
Love is Divine	"
Sleep and Roses	Arthur Tate
In your Grey Eyes	"
Somewhere a Voice is Calling	"
Chimes	Elsa Maxwell
Carry On	"
The Joy Bird	Lewis Barnes
Rosebud	- Drummond
Carillon	- Elgar
Fall In!	Sir F. Cowen
We Sweep the Seas	"
The Home Flag	Harold Craxton
Land of the Red, Red Rose	Sylvia Lynd
Only a Little Box of Soldiers	"
	Fred Leigh
Motherland's a Calling	Gordon Temple
Our Island Home	Jack Trelawny
The Women Who Stay at Home	"
His Majesty the King	"
	Edward St. Quentin
Hail! King George	"
For King and Country	W. H. Jude

PLUCK THIS LITTLE FLOWER

None Will Know	Landon Ronald
Little Red House on the Hill	Landon Ronald
	Edmund La Touche
Two Troubled Eyes	Percy Elliot
Just	John Bradford
Throne of Roses	Katherine Barry
Passing By	Edward G. Parcell

SONGS BY

CANADIAN COMPOSERS	
The Call of the Motherland	
We'll Never Let the Old Flag Fall	(14th Thousand)
We are Coming Mother England	
Canadian Jack	A splendid marching song

ALBUMS OF SPLENDID

MODERN PIANO CLASSICS

Rubinstein Album (with port.)	\$1.00
Brahms Hungarian Dances	\$1.00
(with portrait)	
Tschaikovsky Album	\$1.00
(with portrait)	
Heller Album (with portrait)	\$1.00
Liszt Album (with portrait)	\$1.00
Schumann Album (with port.)	\$1.00
Chopin Album (with portrait)	\$1.00
Edward German Album	\$1.00
(with portrait)	
Album Francaise	\$1.00
Album Russe	\$1.00

STANDARD

PIANO COMPOSITIONS

Chanson du Soir	Wachs
Matinee de Printemps	Wachs
Capricante	Wachs
Hunting March	Aletter
Song Without Words	Halzel
Brise d'Ete	Sanderson
Lady Betty	Oltzer
Djorah	Janoszki
Evensong	Martin
Chanson d'Amour	Ambrise
Danse Characterisque	Ambrise

Anglo-Canadian Music Co., 144 Victoria Street, Toronto

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

HOUSE OF CHAPPELL

IMPORTANT TRADE ANNOUNCEMENT

"USEFUL TEACHING SONGS"

FOR ALL VOICES

EDITED AND COMPILED BY

LIZA LEHMANN

Now ready:

Volume I., Soprano; Volume II., Mezzo-Soprano; Volume III., Contralto;
Volume IV., Tenor; Volume V., Baritone and Bass.

PRICE, \$1.50 EACH VOLUME. Special rate to the trade.

CHAPPELL & Co., Limited

347 Yonge St., Toronto

And at LONDON - NEW YORK - MELBOURNE

BETTER MUSIC FOR SOLDIERS.

With a view to having better military music for the Canadian soldiers the Minister of Militia, Major-Gen. Hughes has appointed a committee to arrange suitable marching music for the military bands. The committee is composed of Lieut. John Slatter, bandmaster Toronto Highlanders; Lieut. John Waldron, bandmaster Toronto Grenadiers and Lieut. Light, bandmaster of the Artillery Band, Kingston. When General Hughes was reviewing the militia in Toronto the band played "The Lass from old Ontario." The General ordered this stopped and had the band play the "British Grenadiers" as being a more suitable marching piece.

"DAWN SKIES"—OTHER DRUMMOND SONGS.

Undoubtedly one of the most beautiful little drawing room songs to appear in recent months is "Dawn Skies," by Frederick Drummond, who has accomplished in this number a most effective setting to the words. The absence of anything intricate, without lowering the standard of the music in any way, makes the song one that the dealer can recommend to practically everyone of his clientele. To date "Dawn Skies" has experienced an extraordinary run. Sharing with the composer in the credit for its production is Cary & Co., London, the publishers of the song. The same firm has already issued other prominent compositions by Frederick Drummond, such as "The Lover Hills," "Home that is Calling for Me," and "Songs from Love's Garden," a cycle of four songs—The First Spring Day, In Violet Time, Roses For You, and Summer Begins.

LIFE IN KITCHENER'S ARMY.

A Descriptive Grand Military Fantasia on the life of a soldier in Kitchener's army selected and arranged by Lieut. J. Ord Hume under the title of "For King and Country" is being featured by Ascherberg, Hopwood & Crew, Ltd., London, for whom Leo. Feist Inc., of New York, is selling agent in Canada. Among the contents are noticed: The Young Recruit, One of the "King's Own," His First Guard, Here upon Guard am I, Lights Out, Here We Are Again, The Big Drum Major, Rumours of War, We don't want to Fight, but, by Jingo, if we do, Old England and the New, I'll die an "Englishman," Wrap me up in My Old Stable Jacket, Mobilization, Till the Boys Come Home, Tramp, Tramp, Tramp, Embarkation, A Life on the Ocean Wave, Partant pour la Syrie, Allied Troops Assemble, The British Grenadiers, St. Patrick's Day, The Men of Harlech, National Anthems of the Different Allies, An Alarm, True Till Death, Battle Music, The Roll Call, Three Cheers for the Red, White and Blue, When Tommy Comes Marching Home Again, Adieu Fair France and Rulo Britannia.

Other march novelties by this house are: "Promenade Militaire," by Alfred H. West (composer of "The Heroine Patrol"). "The Little White Gate," Song, By Frances Waddington and Harold Simpson. "My Heart's Own Song," by Leslie L. Cooke and Percy Elliott.

"The Song of Songs," by Moya has just been issued as a duet for soprano and contralto or tenor and baritone voices by Chappell & Co.

A WONDERFUL RECORD OF SUCCESSFUL BALLAD WRITING.

Miss Dorothy Forster, the well known composer.

THE Journal remembers reading somewhere that ballad writers are many, public taste is fickle, and only a few of to-day's ballads will live to be sung a generation or two hence. Among the few that enjoy a longer life than the many should number some of the best compositions by Dorothy Forster.

This composer of so many of our popular songs does not belong to that School of Musicians whose aim appears to be to write music, the chief characteristic of which is that it is seldom understood. The success of Miss Forster's songs is to a great extent explained by the fact that they suggest an atmosphere that is both appreciated and understood by all of us.

She was a student at the Royal Academy of Music for six years, making solo pianoforte playing her first study under the late Mr. Walter Macfarren. It was not until a year after her marriage with Mr. Leo J. Cary who is the proprietor of Messrs. Cary & Co. music publishers, London, that she took up composing seriously, her first song "Rose in the Bud" achieving instant popularity, which it still retains. This song was followed by such world-wide successes as "Mifanwy," "Rosamund," "Perhaps," "Your Smile," "A Stolen Pearl," "Wonderful Garden of Dreams," and "Dearest I Bring You Daffodils." These are all published by Messrs. Chappell & Co., Ltd., who also find steady requests coming in from Canadians for two Dorothy Forster song cycles, "Songs of Farewell," and "Songs of the Highway."

This composer's latest successes "Come—for it's June," and "A Wild, Wild Rose" both do her great credit. In each the melody is appealing and the accompaniment particularly attractive. These two are jointly published by Cary & Co., London, and Mr. Thomas J. Donlan, 503 Fifth Ave., New York, and are meeting with success all over the world. "Your Daddy Was a



BOOSEY & CO.

THE HOUSE THAT IS NOTED FOR SONG SUCCESSES

have been especially fortunate this season in their New Issues. The Songs here listed have met with exceptional favor, and the attention of Singers and Teachers who are looking for new vocal material of **real worth and melodic beauty** is confidently directed to these numbers:

Sung by the World-Renowned Tenor


JOHN McCORMACK

- "MAVIS"—The Melody Song (4 keys) Harold Craxton
 "TWO VIOLETS" (2 keys) Alicia Scott
 "WHEN THE DEW IS FALLING" (3 keys) Edwin Schneider

Sung by

MISS FELICE LYNE

- The Successful Young American Prima Donna
 "DREAM FANCY, A" (3 keys) Charles Marshall
 "TRUE LOVE FAILETH NEVER" (3 keys) Vernon Eville
 "WINGS OF MORNING" (3 keys) Haydn Wood

 **Representative Music Dealers will carry a stock of these Songs**

The Most Popular English Composer
WILFRID SANDERSON

has excelled himself in these four songs

- "ALL JOY BE THINE" (4 keys)
 "HILLS OF DONEGAL" (3 keys)
 "SPRINGTIDE OF LOVE" (4 keys)
 "WHEN YOU PASS" (3 keys)

PROBABLY "THE PICK OF THE BASKET" are two popular songs which are being sung everywhere by Artists of every degree

- "THE GARDEN OF YOUR HEART" (3 keys) Francis Dorel
 "IN AN OLD-FASHIONED TOWN" (4 keys) W. H. Squire

TWO GREAT NATIONAL SONGS OF THE HOUR

- "ON HIS MAJESTY'S SERVICE" (2 keys) Joan Trevalsa
 "CANADA EVER" (3 keys) Laura Lemon

BOOSEY & CO.

TORONTO

NEW YORK

LONDON



BOSWORTH'S

PORTRAIT CLASSICS

constitute a record in cheap, correct, high class English Productions.

BEE THOVEN:

Sonatas.

560 pages.
price 5s. net.

CHOPIN:

Waltzes.

80 pages.
price 1s. net.

MENDELSSOHN:

Songs without Words.

131 pages. 1s. 8d. net.

Having again been thoroughly searched for incorrections, they are now the finest editions the world can produce.

BOSWORTH & CO. - 8 Heddon St., Regent St. - LONDON, W.

Publishers of the four great BRITISH PIANO METHODS:
BERINGER'S TU TOR, — GRAHAM P. MOORE'S FIRST PRINCIPLES, — WARD'S PROGRESSIVE
and WICKENS' RAPID TUTOR. Each 2s. 6d. net.

Soldier," a recent song by the same writer is apropos in the present crisis.

Apart from song writing, Miss Forster is the composer of more than one of Cary & Co's recent dance successes such as "Paradise Valse," and "Bonita" (A Southern Dance).

WHEN THE SALESMAN HAS TO SUGGEST.

The other day a lady went into a music store for a couple of songs. She, like many others, did not know what she wanted. She said: "I cannot sing the ordinary sentimental songs in public and I don't want patriotic numbers because they have been overdone at the meetings I have been asked to sing for. There are no sacred songs on the program so what would you suggest?"

That is a poser for many a sheet music salesman. The case in point when related to Chappell & Co. brought these suggestions from their music: "Visitors" (Waddington Cooke), "Shadow March" (Teresa del Riego), words from Robert Louis Stevenson's "A Child's Garden of Verses," "Angus Macdonald" (Roedel), "The Distant Shore" (Sullivan), "Drummer Boy" (Edward German), "You'll Get Heaps O' Licks" (Conningsby Clarke) and "A Fat Li'l Feller wid His Mammy's Eyes" (Sheridan Gordon).

A CORNER WITH THE HOUSE OF ENOCH.

Mr. Chas. D. Enoch, member of the well-known music publishing firm of Enoch & Sons, London, is now at the front with his regiment in France.

A glance over the music of the month introduced by this house reveals a number of important issues. "Nights of Italy" is the title of an intermezzo by the well-known composer Leoncavallo. Two numbers of Dr. R. H. Bellair's "Progressive Pianist" have just been issued. They are an expressive "Clair du Berger" by G. H. Chatsam and a melodious little sketch entitled "Fleur de Lys" by Easthope Martin. In dance music there is "Congratulations" a swinging waltz by James Reese Enrope.

Regarding new issues of vocal music, Musical Opinion has this word of commendation to say: "The item of greatest importance in the present issue of songs by Messrs. Enoch & Sons is Landon Ronald's 'Five Canzonets,' the words by Helen Taylor. Each number is a gem, and we hardly know to which to give the palm unless it be to the last. The songs are charming and the pianoforte accompaniments are graceful and musically. The titles of the canzonets are 'Sylvan,' 'When Summer Comes,' 'A Sunset Song,' 'A Song of Rest,' and 'A Little Love Serenade.'

"An expressive love song is David Emmell's 'The Golden Day,' the words and music of which should endear it to the drawing room vocalist. Julius Harrison's 'Fulfillment' is a musically and well written song. In 'We Sweep the Seas,' Marie Corelli and Sir Frederic Cowen collaborate in the production of an inspiring patriotic ditty. A harmonized version of the refrain for mixed voices is provided. 'The Immortal Song' is a setting by C. Edgar Ford of some quasi-religious verses by Frederic G. Bowles. Anglo-Canadian Music Co., Toronto, handle these publications for Canada.

NEW MUSIC

Copyrights
entered at
Ottawa

30126. "Pictures of Memory." Music by W. G. Butt. Words by Ralph R. Todey, Ottawa, Ont.
30127. "Babe." Words and music by Harold A. Clack. Strathclair, Man.
30129. "Boys from Canada." Words and music by Alta-Lind Cook, Meaford, Ont.
30130. "The Empire's Sons Reply to Britannia's Call to Arms." Words and music by Fred G. Finch, Toronto, Ont.
30134. "We Will Fight For Our Flag Forever." Music by T. M. Aver. Words by J. A. Bell, Paris, Ont.
30137. "Our Own Canadian Boys." Words by Frances Wilbers. Music by Dorris A. Wilbers, Collingswood East P.O., Vancouver.
30142. "Dead Mountain Flowers." Words by Lord Tenyson. Music by David Dick Slater. The Frederick Harris Company, Toronto, Ont.
30143. "Twilight of Love." Words by Jean C. Havez. Music by Herman Paley.
30144. "Amana Jubilee." Words by Jack Yellen. Music by George L. Cobb.
30145. "I'm On My Way To Dublin Bay." Words and Music by Stanley Murphy.
30146. "Ever Thine." By Harry P. Guy (Heustation Waltz).
30147. "Let the Words of My Mouth." (Sentences.) By John Edwarson. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
30151. "God of Our Fathers." (Recreational.) Words by Rud. Publishers' Association, Limited, London, Eng. and Toronto.
30156. "The Call to Arms." Words by Laura E. McCully. Music by Marie Tasse, Ottawa, Ont.
30157. "Mizpah." Soldiers' Marching Song. Words by Mrs. George Williams. Music by Mrs. A. E. J. McCreary, Montreal, Que.
30159. "The Garden Here Below." Words by Mrs. Geo. W. Loree. Music by Vician Brooks. Mrs. Geo. W. Loree, Rockwood, Ont.
30160. "Good Bye Lad (Your Country Wants You.)" Words and music by John Stewart, Hamilton, Ont.
30164. "March, Loyal Canadians." Words by D. H. Waterbury. Music by W. W. Swainston, St. John, N.B.
30166. "When the Ocean Shall Cease to Roll." Words and Music and Travel Club, Limited, Toronto.
30168. "Soldiers of Canada." Words and music by Mrs. Verne M. Whittman. Mrs. Mollie Wren Whittman, St. Andrews, N.B.
30172. "Hoe-Hav." Fox-Trot. By Pete Wendling and Milton Ager.
30177. "The Boy in Khaki." Patriotic Song. Words and music by Louise Harwood, Forest, Ont.
30180. "Lay Thy Hand Upon Me." Hymn-Anthem, by Franklyn Bantempo. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
30182. "Meet Me in Rosy Roseland." Sunshine Song. Words and music by Frederick L. Plant. Empire Music and Travel Club, Limited, Toronto, Ont.
30183. "We are Colonialists." The Patriotic Song of Canada. Words by Frank Gordon. Music by Ted Neum. Frank Gordon and Ted Neum, Toronto, Ont.
30189. "Forward the Union Jack." Words by J. A. Hendry. Music by C. A. Yates, J. A. Hendry and C. A. Gates, Minneapolis, Minn.
30198. "I Love You Dear." Words by G. Franklin Proctor and Alfred Anderson. Music by De Koren Thompson.
30199. "Ja Japan with Mi-Mo-San." Words and music by Anita Owen.
30200. "I Didn't Raise My Dog to be a Sausage." Words by Chas. McCreron. Music by Herman Paley.
30203. "Song of the Saskatchewan." Words and music by Edna Price Phillips, Edmonton, Alberta.
30205. "Bow Valley." Words and music by Edna Price Phillips, Edmonton, Alberta.
30208. "Gullant 51st." Words by Sergt. Horace B. Gibbs. Music by Mrs. A. C. de L. Harwood. M. C. de Lotbiniere Harwood, Edmonton, Alberta.
30209. "King Be Tango." By P. H. Loney.
30210. "Hearts of Promise." Waltz. By Carl Loveland.
30211. "I. I. Rug." Words and music by Melville Platt, London, Ont.
30213. "Knitting Socks for Daddy's Men." Words and music by Jean Munro Mulloy, Kingston, Ont.
30214. "You're Up A Tree, Old Bird, You're Up A Tree." Words and music by Harry Taylor. Lee Grove and Harry Taylor, Toronto, Ont.
30221. "A Mid-Summer-Night's Dream." Words by Joe Young. Music by Bert Grant.
30222. "The Standard of Britain." Words by Chas. Calvert. Music by M. E. Calvert, Saint John, N.B.

RENEWAL OF COPYRIGHTS.

3208. "Echoes." Duet for Soprano and Mezzo-Soprano. Words by G. Clifton Bingham. Music by Frank L. Moir. Eleanor Moir, County of Surrey, England.
3244. "Candy Duvall." Song. Words by F. E. Weatherley. Music by J. L. Molloy. Clarice Molloy, County of London, England.
3296. "Thody O'Pinn." Song. Words by W. S. Gilbert. Music by J. L. Molloy. Clarice Molloy, County of London, England.
3298. "Saturday Night." Ballad. Words by F. E. Weatherley. Music by J. L. Molloy. Clarice Molloy, County of London, England.
3429. "The Wide, Wide Sea." Song. Words by F. E. Weatherley. Music by Stephen Adams. (Michael Maybrick.) Laura Maybrick, Ryde, Isle of Wight.
3528. "Never Despair." Words by William Bossey. Music by J. L. Molloy. Clarice Molloy, County of London, England.

THE GREAT CANADIAN WAR SONG

"JOHNNIE CANUCK'S THE BOY"

By JEAN MUNRO MULLOY, wife of Trooper Mulloy, South Africa

Already in its Second Edition is the Great Success of the Season. The first copy having come from the printers two-and-one-half months ago, it has Swept through Canada with ever increasing success, and as the Toronto Globe, of May 3rd, says:—"It is probably the most popular patriotic song in Canada to-day."

"This song has such an aptness to this time of war, such a ringing appeal, so much of patriotism, such a virile swing and uplift in both music and words, that it is no wonder it has reached its second edition."—April 12th, Lindsay, Ont., Post.

"There is martial fire and military virility in every line of the words."—Feb. 18, Kingston Standard.

"It has a rollicking chorus that goes with a dash that is sure to make it popular."—Feb. 20th, Guelph, Ont., Herald.

"Compared with other patriotic songs we have seen, 'Johnnie Canuck's the Boy'

is by far the best."—Peterboro Review, Feb. 20th.

"'Johnnie Canuck's the Boy' is a great song."—Galt, Ont., Reporter, May 3rd.

"'Johnnie Canuck's the Boy' promises to become one of the most popular songs of the day. It is being whistled and sung by all classes and ages."—April 12th, Medicine Hat, Alta., News.

"It has a rollicking chorus that goes with a swing and a dash that is sure to make it both a favorite with the public and Tommy on the march."—"Musical Canada," Toronto, March 1st.

"A stirring new war song."—April 13th, Vancouver, B.C., Journal.

"By far the best war song yet published."—Feb. 17th, Kingston British Whig.

"'Johnnie Canuck's the Boy' has a swing about it that is sure to make it a favorite."—Feb. 27th, Winnipeg Tribune.

"We all know 'Johnnie Canuck's the Boy,' but it is doubly delightful to be told it by this captivating song, with its manly march of melody, and the dash of its catchy chorus."—April 9th, Peterboro Examiner.

The Best Seller in Canada To-day

HEART SONGS OF CHILDHOOD—"KNITTING SOCKS FOR DADDY'S MEN."
"NURSING DADDY'S MEN"—By the Same Composer

Special prices to the trade from May 15th. For stock and information write

ANGLO-CANADIAN MUSIC CO. NORDHEIMER PIANO & MUSIC CO., Ltd.
144 VICTORIA STREET, TORONTO 15 KING STREET EAST, TORONTO

Dealers should stock these

Songs That Sell

Beloved (B flat & D flat) Ethel Reed
When Only You are Near (D & F) Howard Straker
If You Ask Me Emily Clark
The Summer is Sweet (B flat & F) Herbert Goldstein
Son of My Heart (C & D) Frank E. Tones
Your Soul Noel Johnson
Dublin Town Hilary Vaughan
A Soldier Austin Keane
You! (Words by C. Fox-Smith) Charles Bradwell
A Song of Four Counties L. Kingston-Stewart

Coloured Titles are issued with these

Delightful Dances

Paddy's Outing (An Irish outburst) P. C. Holiday
The Girl in the Box (Waltz) C. B. Yearsley
Penitence (Intermezzo) Guy Jones
Svan-Maiden (Belgian Waltz) G. Fandenduck
Jumping Jim (One-step) Ceilán Kottawa
Le Grand Prix (Waltz) Maurice Wyczer

Special Novelty Terms

Dealers in touch with Canadian Composers should communicate with us.

West & Co. "THE HOUSE OF PROGRESSIVE IDEAS"

23-24 Rathbone Place, Oxford St.
LONDON, ENG.

Kerr's Collection of Reels and Strathspeys, etc. for the Pianoforte

is known all over the world. It contains 113 of these characteristic Scottish compositions about which Mr. Granville Bantock has spoken so highly. A selection of these has been specially arranged for the Scottish Orchestra and performed by them with unparalleled success (triple encores being demanded) under the eminent Russian Conductor, Mr. Emil Mlynarski.

A FEW OF THE CONTENTS

REELS AND STRATHSPEYS	Reel of Tulloch
Clean Pease Strae	Smith's a Gallant Fireman, The
Deil among the Tailors	Soldier's Joy, The
Drummer, The	Speed the Plough
Duke of Gordon	Stirling Castle, or Grey Daylight
Fairy Dance, The	Stumpie
Gillie Callum	Tullochgorum
High Road to Linton, The	Wind that Shakesthe Barley, The
Jenny's Bowhee	JIGS
Kate Dalrymple	Biddy of Sligo
Keel Row, The	Blue Bonnets, The
Lady Mary Ramsay	Campbells are Coming, The
Loch Earn	Connaughtman's Rambles, The
Marquis of Huntly	The Fagan
Marquis of Huntly's Highland	Hundred Pipers
Fling	Irish Whisky
Miss Lysall	Irish Washerwoman, The
Miss Drummond of Perth	Lanagan's Ball
Miss Johnston	March of Donuil Dhu
Mrs. M'Leod	Rory O'More
Neil Gow	Rollicking Irishman, The
Rachel Rae	Tenpenny Bit
Hornpipes, Highland Schottisches, Country Dances, Etc., Etc.	

Send for sample copy, post free on receipt of trade card. Special terms

JAMES S. KERR, Music Publisher

314 Paisley Road - - Glasgow, Scotland

3297. "A Penny for Your Thoughts." Words by J. Malcolm Watson. Music by Cecile S. Hartog. Cecile S. Hartog, London, Eng.
 3421. "In the Chimney Corner." Song. Words by F. E. Weatherley. Music by Frederick H. Cowen. Frederick H. Cowen, London, England.
 3529. "Love is a Dream." Words by S. F. Housley. Music by F. H. Cowen. Frederick H. Cowen, London.

FAIRYLAND FANCIES. SCHOOLROOM MARCHES.

A cycle of four fairy songs for mezzo-soprano voice with words by Margaret A. Sinclair and music by Robert McLeod, has just been issued by Bayley & Ferguson of Glasgow, Scotland. This book is entitled "Fairyland Fancies" and contains, "Fairy Bells," "Fairy Tears," "Fairy Lullaby," and "Fairyland," all with easy accompaniments. The frequency with which songs of such character are wanted should make this little collection worthy of all dealers' attention.

Messrs. Bayley & Ferguson are also marketing three 25 cent books of "Marches for the Schoolroom," each containing from 28 to 31 selections. Book I is arranged by Alfred Moffat; Book II by E. A. Dicks; and Book III by F. A. Challinor.

A STUDY OF MODERN HARMONY.

A new addition to their series of handbooks on music is "A Study of Modern Harmony," by Rene Lenormand, with English translation by Herbert Ancliffe, just issued by Messrs. Joseph Williams Ltd., London. This is a stiff-covered book of 142 pages, profusely illus-

trated with musical examples. M. Lenormand's work, "Etude sur l'Harmonie Moderne," of which the handbook under review is a translation, has aroused much discussion and has won for the author many high tributes.

NEW SONGS AND VIOLIN MUSIC.

"Pretendy Land," by J. A. Robertson, "It's Really a Wonderful Country" and "Two Little Flutterers," by Patrick Thayer, the latter two from "The Follies," are three of Joseph Williams Ltd., London, later songs in the lighter vein.

In the Berners' Edition are "Three Sketches" for piano in one cover, "Gossamer," "Shadows," and "A Paper Chase," by Evangeline Livens; "Spohr's 45 Exercises for the Violin," edited by H. Wessely; "Norwegian Fantasia," by Carse for violin solo and orchestra or piano.

This firm's violin music also includes "Four Dance Measures" for violin with piano accompaniment by A. C. Mackenzie, other of whose compositions are also published by the House of Joseph Williams Ltd.

One of the latest song successes is "The Vales of Arcady," words by Ed. Teschemacher, music by Henry Gehl. This is an Ashdown publication, Anglo-Canadian Music Co. in Canada.



WESTERN SNAP-SHOTS TAKEN BY MR. T. D. THOMPSON, OF CHAPPELL & CO. LTD., ON HIS RECENT TRIP TO THE COAST.

Watkin Mills, Choir Leader and Baritone Soloist, Broadway Methodist Church, Winnipeg.

Bert Myers' Music Store, Carlyle, Sask.

Messrs. Bert and Percy Forrester in the doorway of Assiniboia Music Co., Medicine Hat.

Interior View of Hudson's Bay Store Music Department, Calgary.

Mr. A. J. Martin, manager T. Eaton Co.'s Music Department, Winnipeg.

Mr. Harold S. Eastman, brother of Mr. Walter Eastman, of Chappell & Co., Toronto and New York. Mr. Harold Eastman is a Corporal in the 25th Battalion of Canada's 2nd Contingent.

WHALEY ROYCE TO PUBLISH HESSELBERG SONGS.

It is learned upon good authority that Messrs. Whaley Royce & Co., Ltd., are coming out with several splendid songs composed by Edward Hesselberg, the well-known Russian musician; also that this house will publish shortly another song by Irene Humble, composer of "We're From Canada," which has had a widespread sale.

Three good Whaley Royce sellers of the month are "You're Up a Tree Old Bird, You're Up a Tree," by Harry Taylor, "Boys From Canada," by Alta-Lind Cook, and "Boys of the New Brigade," by Laura E. Thompson, the wife of a prominent business man. The first mentioned, "You're Up a Tree, Old Bird, You're

Up a Tree," was sung widely in Toronto the last of April and the first of this month, it being used by Percy Haswell's company at the Royal Alexandria. The frontispiece is a splendid cartoon by Lou Skuee depicting one viewpoint of the critical European situation.

Mr. Chas. M. Passmore of Boosey & Co. has been appointed organist of College St. Baptist Church, Toronto, and took up his duties there on May 1st.

Announcement is made in the English press that Chappell & Co., publishers of Paul Rubens' "Your King and Country Want You," have already forwarded \$25,000 to the treasurer of the Queen Mary's Work for Women Fund, to which the entire proceeds of the song are being contributed.

HOUSE OF CHAPPELL

The following is a list of our best selling publications issued during recent months. This selection has been made up purely on the record of sales, and consequently is positively a list of only those newer numbers which are in demand.

SONGS

Haydn Wood,
Love's Garden of Roses.
O Flower Divine.
The Gunner.
Khaki and Gold.

Montague Phillips,
Wake Up!

Edward German,
The Drummer Boy.

Charles Willeby,
A Heap of Rose-Leaves.

Ethel Barnes,
Soul of Mine.

Leslie Elliott,
On the Road to Ballyshee.

Hermann Lohr,
I Dream of a Garden of Sunshine.

Kennedy Russell,
The Stars that Light My Garden.
Who's For This Flag?

H. Lyall Phillips,
Friends Again.

Guy d'Hardelot,
Roses of Forgiveness.
My Garden.
Your Heart.

Wilfrid Sanderson,
A Longing.

Teresa Del Riego,
My Son.

Dorothy Forster,
Dearest, I Bring You Daffodils.
Just a World of Roses.
I Wonder if Love is a Dream.

May H. Brahe,
The Call of the May-Time.

Sivori Levey,
He Met Her on the Stairs.
Daddy and Babsy.
His Little Teddy Bear.

SONG CYCLES

Desert Love Songs.....Robert Coningsby Clarke

Songs of the Southern Isles.....Hermann Lohr

VALES

La Valse que nous AimonsArmand Vecsey
Rose in the BudDorothy Forster
"Petrograd" Russian ValseM. Michel
London Pride

Love in My GardenReginald Benyon
The River of DreamsAlbert Sirmay
Where My Caravan Has Rested.....Hermann Lohr
.....Felix Bord

PRODUCTIONS

Oh! This Love, (Papa's Darling).
Whoopsy Daisy, (After Want Girl).
Good-bye Girls I'm Through, (Chin Chin).
Just Because It's You, (The Little Cafe).

Love Moon, (Chin Chin).
Ragtime Temple Bells, (Chin Chin).
The Only Way, (To-night's the Night).

REGULAR STOCK LINES

Knitting.....Muriel Bruce and Baron Aliotti
Your King and Country Want You..Paul A. Rubens
Where My Caravan Has Rested.....Lohr
Wonderful Garden of Dreams.....Dorothy Forster

Little Grey Home in the West.....Lohr
A Little Love, a Little Kiss.....Silesu
Song of Songs.....Moya

WRITE FOR TERMS ON ABOVE LINES

Chappell & Co., Ltd. 347 Yonge St., Toronto

And at LONDON - NEW YORK - MELBOURNE

ORGANIZATION OF THE CANADIAN SHEET MUSIC TRADE COMPLETED AT SECOND MEETING.

The second monthly meeting of the Canadian Sheet Music Trade Association was held on Monday, May 10th, at the Board of Trade Hotel, Toronto, when details of organization were completed. The members had six o'clock dinner together after which the business meeting was held with President John Hanna in the chair.

The chief item of business was the reception of the report by the executive committee instructed at the initial meeting in April to draft a suggested form of constitution and by-laws for general approval. The draft submitted was gone over clause by clause, and the resulting form of constitution and by-laws adopted unanimously.

A number of questions brought up for discussion were dealt with. Secretary W. J. Roberts was asked to convey by letter to the B. F. Wood Music Co., Boston, the Association's deep regret at the passing away of their Mr. C. C. Durgin, who was held in high esteem by the sheet music men in Canada. The late Mr. Durgin was affectionately called "Daddy" by the men here.

Although no action was taken upon a suggestion to have an afternoon's outing during the summer for the enjoyment of members and their families, the idea seemed to be approved by all present and it is not improbable that a holiday jaunt of some nature will be arranged later.

A commendable spirit of fraternity and a willingness to be progressive in instituting and pursuing various policies adopted are being displayed by the members on every hand so that there is every promise of Canadian Sheet Music Trade Association maintaining the status of a going concern.

BOOSEY'S LATEST ISSUES.

The short extract from Longfellow's well-known *Tales of a Wayside Inn*, "Ships That Pass in the Night," is the basis of T. Wilkinson Stephenson's new song of that title. This number is of a very high order. The melody is intoned over a deep and full-chorded accompaniment, each made effective in contrast to the other. "Ships that Pass in the Night" easily deserves a place in the better music used by our Canadian people.

Two melodious songs of the class that impress upon first rendering and that dealers are apt to find easy to introduce are "Mine" by Dr. Herbert Brewer, and "Love Bells" by Francis Dovel, composer of "The Garden of Your Heart."

"When the Dew is Falling" by Edwin Schneider, is being used a good deal by Jack McCormack. Although very different in sentiment, "Timothy" by Harold Craston, and "Daffadowndilly" by Percy Bowie are very suitable for encore songs although by no means limited to that purpose.

The other new Boosey issues are a stirring martial song "On the March" by Herbert Oliver from the cycle "Songs of a Vivandiere"; "The Call of the Roses" a bright waltz song for both teaching and recital use by Harold Samuel; "Love's Offertory" by C. Linn Seiler and "To Pyrrha" by Richard Walthev.

WIFE OF SOUTH AFRICAN WAR HERO WRITES SONGS.

It is fitting that Mrs. Jean Munro Mulloy, wife of Trooper Mulloy of South African War fame, should have a prominent part in the production of Canada's martial music to which she has made three well-known contributions and a fourth is just recently out. For some time past Mrs. Mulloy has been giving her services singing at points throughout Ontario in connection with the Women's Patriotic work. This composer's best known song is "Johnnie Canuck's the Boy," about which a Kingston newspaper said, "All Kingston is singing it."

Lieut.-Col. W. S. Hughes, commanding the 21st Battalion C. E. F., has written the following letter to Mrs. Mulloy which is self-explanatory: "I have to express my sincere appreciation of your generosity in sending to me the copies of your beautiful song, 'Johnnie Canuck's the Boy,' and to thank you on behalf of the battalion for the same. The members of the 21st Battalion are already practising the singing of your song, and we hope to be able to sing it with great gusto, when, after our arms are victorious, we shall have demonstrated to the world that 'Johnnie Canuck's the Boy.'" Below are the words of its stirring chorus.

"We're off to Sunny France,

To make the Germans dance,

Their goose-step on the way to old Berlin.

Johnnie Canuck's the Boy,

You'll hear our shouts of joy,

When we go marching in.

We'll beat the Kaiser's hordes,

We'll bring you back their swords,

And scores of iron crosses never fear,

When we come marching home

Across the raging foam.

Hip! hip! hurrah! you'll hear our ringing cheer."

In writing her other two songs "Nursing Daddy's Men" (All of my Dolls are Soldiers Now) and "Knitting Socks for Daddy's Men," Mrs. Mulloy has treated her theme from the child's viewpoint thereby distinguishing her work from a great percentage of the patriotic songs brought out since the opening of the war. "Trooper Mulloy March," an instrumental number will be introduced to the trade later and band arrangements of it are in course of preparation.

The newspapers of Ontario are unstinted in their praise of Mrs. Mulloy's songs which are offered the dealers now at special discounts.

LOVE'S GARDEN OF ROSES.

In announcing this new song, Chappell & Co. express themselves very confidently with regard to its success. To say the least, they are very sanguine as to its appeal, not only to teachers and vocalists, but also to the great public. There is no doubt as to its being more than superficially attractive. It is just that kind of a song that at the first hearing leaves something more than a passing impression of pleasure; the sort of song snatches of which one unconsciously whistles or hums and feels one would like to hear from beginning to end again.

Enterprising dealers, especially in the West, have taken up this song with every confidence in its rapidly becoming one of the best selling numbers. The composer is Haydn Wood, and it is published in three keys.

Won by Quality—Held by Service

“IMPERIAL”

Guitars, Banjos,
Mandolins, Violins,
Harmonicas,
Strings, Rosin

One freight or express bill when you get your small goods, music, and talking machine supplies from this house.

BAND
INSTRUMENTS

“Imperial”
“Ideal” and “Sterling”
Brands

Anything you require at any time in music, music books or musical instruments can be obtained from this house at lowest prices.

That's the relation between Whaley-Royce Dealers and this House

There is no let-up in the demand

for the “Imperial” Edition of
50 cent books such as:

Elementary Classics
Famous Classics
Melodious Recreations
Primary Classics
First Pieces in Easy Keys

Also for these:

Mammoth Instrumental Folio
Empire Song Folio
120 Scotch Songs
Read's Easy Tutor
Church and Home Sacred Songs
Bellak Methods

You cannot duplicate our offer for
your Talking Machine Department

The Phonola, with Odeon, Jumbo, and Fonotopia records by a long list of eminent Artists, Bands and Orchestras.

When ordering needles get our special quotation for quantity lots.

Whaley, Royce & Co., Limited

237 Yonge Street, Toronto

Winnipeg, Man.

EIGHT BUCKEYE HITS

Book of 10 Songs by M. McClure

Retails at 75c. To the Trade 36c. each.

WHEN TOMMY ATKINS COMES MARCHING HOME
Positive Hit. Retails 30c. To the Trade 16c.

PIANOPHIEND
Instrumental Novelty. Retails 25c. To the Trade 14c.

And the

Following Popular Numbers—Trade Rate 8c.

BETTY'S BASTING BELLY-BANDS FOR BELGIANS
BY THE BRIGHT WHITE LIGHT OF THE MOON
I'M ON MY WAY TO SUNNY TENNESSEE
YOU'RE THE MOST CHARMING GIRL I EVER
KNEW

I'VE GOT THE RUMATIZ

SPECIAL OFFER

Send us your order and check for 50 or more assorted. We'll prepay expressage and duty. This does not apply on smaller orders, or on open account orders. Address

BUCKEYE MUSIC PUB. CO.

CHAS. ROY COX, Pres. COLUMBUS, OHIO.

or order from your jobber.

BEARE & SON

VIOLIN EXPERTS and
MUSICAL INSTRUMENT DEALERS
TO THE TRADE ONLY

117 King St. W. - TORONTO



To our many and respected clients: Please read an extract from a letter from England of Dec. last:

“Even at the cost of losing some of our business over here, we shall send to you all the stock we can, whatever the cost may be to

us, so that you may, as far as possible, execute all orders received from the Catalog.”

So reliable have Beare & Son's Strings become that we have recently trebled our sales. Do you carry our lines? If not send immediately for a Trade Catalog.

OPEN FOR MSS. FROM CANADIAN COMPOSERS.

Review of West & Co.'s Newer Publications.

In a communication to the Journal Messrs. West & Co. of London, Eng., who have adopted the slogan "The House of Progressive Ideas," intimate that they are open to discover talent among new composers and shall be pleased to get in touch through dealers with Canadian composers of merit, whose mss. will receive their careful consideration. The firm's full address will be found in their trade advertisement on another page.

In dance music Messrs. West & Co. have recently issued six new numbers. They are to be particularly congratulated upon the waltz "Dear Soul" by Claude B. Yearsley, which is very effective and should prove a ready seller. The other five are "The Girl at the Lattice" by Douglass Bedwell, "Happy Herbert" one-step and "Paddy's Outing" both by Montague Ewing, under the nom-de-plume of P. C. Holiday; "The Girl in the Box" waltz, which has gone successfully; and "The Chicken Walk" by Olive Langdon Davies.

"Penitence" piano solo by Guy Jones, although only out a very short time is going well. It is also published for violin and piano, cello and piano, small orchestra, string quartette and organ solo.

"There's a Long, Long Trail" by Zo Elliott is a song of considerable merit, rendered catchy by the contrast between the music of the verses and the chorus. "Beloved" is by Ethel Read, cousin of Daisy McGloch, well-known as the composer of "Two Eyes of Grey"

and other successes. "Beloved" is being sung by several leading artists. "Son of My Heart" is another number to the credit of Frank E. Tours. Of particular interest to Canadians is the patriotic song "You" by Miss C. Fox-Smith who is a Canadian.

Other successful West & Co. songs by modern composers are "The Summer is Sweet" (Herbert Goldstein), "Pray for Me, Dear" and "Your Soul" (both by Noel Johnson), "If You Ask Me" (Emilie Clarke) "A Song of Four Counties" (A. Kingston-Stewart), "The Little White Cross" (Pierre d'Or), "Give Me Not Love" (Edward J. W. Abbott), "A Soldier" (Austin Keane), and "Love of Mine" (Hilary Vaughan).

MICHAEL O'LEARY, V.C.

"Victoria Cross: Lance-Corporal Michael O'Leary, 1st Battalion, Irish Guards. For conspicuous bravery at Cuneby on the 1st of February, 1915. When forming one of the storming party which advanced against the enemy's barricades, he rushed to the front and himself killed five Germans who were holding the first barricade after which he attacked a second barricade about 60 yards further on which he captured after killing three of the enemy and making prisoners of two more. Lance-Corporal O'Leary thus practically captured the enemy's position by himself and prevented the rest of the attacking party from being fired upon."

This stirring incident is the basis of John McGrath's words that Sir Frederick Bridge has just set to music which is published by Messrs. Enoch & Sons and which Anglo-Canadian Music Co., Toronto, are introducing into Canada.

MARCHES FOR THE SCHOOLROOM

Especially arranged for Pianoforte
Three Books, Each 48 Pages, Music Size, 25c. each net

Book I. 31 Marches. Arranged by Alfred Moffat.

Adeste Fideles
Country Life
Curfew march, The
Dulce domum
Freedom march
Grand march
Hearts of oak
In the garb of old Gaul.
John Brown's body.
La Brabançonne
Let Erin remember.
March, Tannhauser.
March, William Tell.
March in Scipio.
March, Norma.
Marsellaise, La

Maxwellton march
Mermaid, The
Non più mesto
Old folks at home
Partant pour la Syrie
Rank and file
Red, white and blue
Retreat, The
Roses of Allendale
Sentinel march
Soldiers' march
Sons of Greece
War march of the priests
March from Eli
Ye mariners of England

Book II. 30 Marches. Arranged by E. A. Dicks

Birthday march
Bridal march, Lohengrin
British Grenadiers
Hack, how for thee
Hohenfriedberger
Huntsman's chorus
Liberty Bell
March
Marche de Plates
March for wind instruments
March from Alicea
March from Bohemian Girl
March, Julius Marenbauer
March from Figaro
March from Preciosa

March from Rinaldo
March from Zouberlote
March, gavotte
March, Cenerentola
Men of Harlech
Merry peasant
National march
Norma
Occasional march
Old Dessauer march
Soldier's chorus, Faust
Sons la tomba
Turkish march
Washington post
Ye mariners of England

Book III. 28 Marches. Arranged by F. A. Challinor

Avril March
Cheer, Boys, Cheer
Cherry ripe
Come back to Erin
Coronation March
Flower Girl's March
Gipsies' March
God bless the Prince of Wales
Highland Laddie
High School March
Hommes d'Armes
La el Dorem
March, Casse Noisette
March

Marche des Sabres
Marche Flambeaux
Marche des Troubadours
March in D
March of the Boy Scouts
March of the Elves
Maple March
O who will o'er?
Peasant's Wedding
Rataplan
Silver Trumpets
Triumphal March
Trumpet March
Young Brigade

WHEN TOMMY ATKINS COMES MARCHING HOME.

The above is the title of a patriotic number distinct in its sentiment toward the Allies, by E. V. Holden, being published by the Buckeye Music Co. of Columbus, Ohio, who say that wherever it is featured dealers report a big sale. The song has a good marching swing. It is listed as a 60 cent number with the usual discount.

This publishing house are also featuring James J. Clark's waltz hit "You're the Most Charming Girl I Ever Knew," "Bright White Light of the Moon," "I'm on My Way to Sunny Tennessee;" also an instrumental number "Pianophied" and a book of ten songs by M. McClure.

Established 1852 Call Telephone M. 55

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—Beane & Co., of London, Eng.
Pelleon Blaescht & Co., of Lyons, France.
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lambert Hill - Montreal

London—BAYLEY & FERGUSON—Glasgow

STANLEY PIANOS TORONTO

ESTABLISHED 1896

We welcome the dealers visiting Toronto to visit our new retail building at 241 Yonge, formerly occupied by the ART METROPOLE. Our largely increasing retail trade required larger and more central premises, and we think the success we have had in building up this large retail trade cannot but help the selling of our pianos by the dealer.

Let us hear from you if you want to handle a profitable line.

Our 4 ft. 2 in. boudoir upright has sold very largely. A sample will certainly lead to more.

Keep your eye on the Stanley, it will pay you to handle them

FRANK STANLEY

241 YONGE STREET

TORONTO

BELL BRAND HARMONICAS

"MADE IN AMERICA"



Have won a national reputation because of their remarkable and durable qualities. They are not the best merely because they are American made, and the only

harmonicas made in the U.S., but they stand competition with the products of the world, embodying the very best musical qualities and workmanship.

Orders from Great Britain in the last two months have amounted to over 1500 gross



THE NATIONAL MUSICAL STRING CO.
NEW BRUNSWICK - - NEW JERSEY

WINNIPEG LETTER (Continued from page 27.)

The Karn-Morris Piano Co. have had several good piano cash sales. Collections are reported as being rather slow in coming in.

Mr. J. L. Bartlett, who has been a very successful salesman for the Cross, Goulding & Skinner Co. has left the piano selling field and has gone into the auto supply business.

Miss Louise McKay, lately arrived from Europe, now one of Winnipeg's leading vocalists, recently purchased a New Scale Williams Baby Grand Piano.

Mr. H. P. Bull, manager of Cross, Goulding & Skinner, Ltd., has a very encouraging report. Collections being ahead of the previous month. This firm are breaking records of the year previous month after month with sales and collections.

Mrs. Winslow, who has been associated with the Doherty Piano Co. for some time as stenographer is giving up commercial work and Miss Jackson will now occupy this position.



who have a great many splendid talking points in regard to their machines, are doing good business considering conditions.

Miss Jessie Morgan, cashier for the Doherty Piano Co. is leaving shortly to return to her home in Ontario, her brother Lt. R. C. Morgan, having gone to the front. Miss Morgan is going home to remain with her parents. Miss Tanner will replace Miss Morgan as cashier.

The Doherty Piano Co. are now handling a new phonograph, the Sonora Disc Machine, which has the permanent needle and will play any kind of disc record. They have met with good success with this machine.

MOUTH ORGANS IN SERVICE.

An officer of an ambulance corps at the front, writing to a friend says: "Our mouth organ band out here is lovely. The men really play the organs quite well. I am sending the men to a church service in a house some three miles away this afternoon, and the only music to start the hymns will be the mouth organs."

View of the Winnipeg Piano Company's premises at Winnipeg, Man. The store has 40 feet frontage on Portage Ave., 130 feet of plate glass on Hargrave St., facing Eaton's, 8 graphophone parlors upstairs, and 5 individual piano parlors. This firm has a staff of 37, including bookkeepers, salesmen, tuners, polishers, etc.

Mr. Robert Barrowclough, has again joined the staff of the Doherty Piano Co., and is securing some good business for his firm.

Major Lightfoot, who was the proprietor of the Big Four Transfer, and who did a good deal of piano moving for the dealers is reported as being wounded, but expects to be with the troops again shortly.

Mr. C. H. Bull of Ottawa is coming west in behalf of the Williams Piano Co.'s Wholesale Dept. Mr. Bull, who on a visit to the west became fascinated with this country, is of the opinion that he will make his home here. He and some friends had some rare sport goose shooting, at which he was successful in bagging a number. They also had a delightful time trying to run down a couple of prairie wolves, which they found they couldn't get within five miles of.

Mr. Ross of the J. J. H. McLean Piano Co. has just returned from an enjoyable three months' vacation spent at Nassau.

The Canadian Phonograph and Sapphire Disc Co., Western Distributors for the Pathe Freres Pathophone,

WESTERNERS ARE OPTIMISTIC.

Mr. N. J. Porter of Moose Jaw, who has taken over the complete control of the Porter Art and Music Co., which firm was operated during 1912 and 1913 as a limited liability company, says of conditions in his locality. "The seed in our district is practically all in the ground, and many of the fields are beginning to show green, and prospects have never looked better at this season of the year. The ground was in excellent condition, and the acreage is far in excess of any previous year, and with a favorable season we cannot but look forward to a bountiful harvest. We Westerners are naturally optimistic and as soon as the seed is sown we immediately begin to count the bushels."

The Porter Art & Music Co. still maintain two stores. Mr. Porter's old stand and the business formerly carried on by J. E. McClelland under the name of Assiniboia Music Co. At the High Street store Gourelay and Sherlock-Manning lines are featured and at the Main Street store Gerhard Heintzman and Sherlock-Manning lines. Edison Phonographs are featured in both places.

Satin Finish for Piano Cases

Representative Dealers Favor It. Public in Need of Education Re Advantages of This Finish Over Plate Glass Surface.

THE piano industry in Canada is several years behind other industries in getting public appreciation of "satin" finish for their goods. In the jewelry, furniture and stationery industries for example the "satin" or dull finish, known by various terms, has been selling as the fashionably correct thing for five or six years past. The introduction of this finish in the industries named brought a prompt response from the retailers who showed it, recommended it and who did not even anticipate that it would be considered otherwise than correct.

The piano trade has followed the line of least resistance. For so many years retailers and manufacturers exploited the plate glass finish of their goods that public opinion was not ready to suddenly about turn in favor of the more artistic and more durable finish. The progress of the "satin" finish for pianos and players in Canada therefore has been slow.

During the past four or five years there have been sporadic attempts to popularize the "satin" finish. The Canadian Piano and Organ Manufacturers' Association went on record as endorsing and recommending the "satin finish," but most of the members went on supplying the highly finished cases. Until this year there was no earnest, concerted effort to get the dealers and the public interested in the more up-to-date finish, but now there is an interest awakened that promises much for the general popularity of the "satin" finish.

Individual firms have been educating their own patrons and with purchasers of the better grades this is not difficult. Persons of refined taste readily agree that the "satin" finish is more artistic and the chief reason that many pianos and players with highly finished cases have been delivered instead of cases in "satin" finish is because the latter was not shown or only shown with indifferent interest.

To ascertain the attitude of representative dealers toward the "satin" finish this Journal addressed a letter to a number of representative firms in various parts of Canada asking expressions of opinion for publication. These were also asked for opinions concerning the suggestion that the word "satin" is more expressive and a better term than any other to describe the finish that it is desirable to popularize.

The replies received to the Journal's letter up to the time of going to press are reproduced in the order received.

Bowman & Company, Ingersoll.

Gentlemen:

"Answering your esteemed favor of the 29th, we think "satin" is certainly the best name for a dull finished case. By all means let us develop a demand for this finish of piano."

Winnipeg Piano Company, Winnipeg, Man.

Gentlemen:

"We are in receipt of your favor of the 27th inst. re the question of satin finish and can sum up the situation here in a few words.

"No part of the country or climate needs the satin finish more than here; no piano dealers need it more than those in this territory. Unfortunately, however, the judges of the proposition, i.e., our customers, do not take to it, many regarding an instrument so finished as too dull if not second-hand. If all the manufacturers would make a law that no pianos would be furnished otherwise than in satin and no dealer

could offer the different finish, then it would be alright, and we would be pleased to co-operate. Outside of this it would mean almost doubling one's stock to carry both finishes."

Gervais & Whiteside, Montreal.

Gentlemen:

"In reply to yours of April 27th beg to say that the majority of pianos finished in satin we have handled thus far have not been satisfactory, particularly in mahogany and other dark woods. They smudge and look very bad, particularly if one undertakes to dust or rub them the least bit.

"We have not found them at all saleable, only occasionally in the high grade pianos. Of course if it is of advantage to the manufacturers to make pianos in the dull or satin finish and the time ever comes when it will be impossible to get them otherwise, the dealers will be obliged to sell and the public to accept them.

Orme Limited, Ottawa.

Dear Sirs:

"Your favor of the 29th ulto, received and in reply would say that we are in favor of the satin finish and find that pianos finished in this way give less trouble than the highly polished cases. At the same time we do not think the public are yet sufficiently alive to the advantages of this finish to justify the high polish being abandoned entirely."

The J. M. Greene Music Co., Limited, Peterborough.

Gentlemen:

"Yours of the 29th received re 'satin' or 'art' finished pianos, and we have been pleased to see you have been taking this question up in the Journal for some time.

"We cannot see why this would not be advantageous to all concerned, more especially the consumer. There is no one but that admires the highly finished surfaces, but when it comes to a question of durability it is a different matter. All piano dealers know the difficulty they have in maintaining the high finish our Canadian makers put on their instruments, without covering the points, and those who have handled the 'satin' finish too know the advantages. From a dealer's standpoint this would be more noticeable on instruments that have been in stock for some time, for with continual dusting and cleaning the high glossy finish becomes marred and soiled, thereby depreciating the value and making it more difficult to dispose of, and get the price you should. To a great extent these troubles are done away with in the 'satin' finish.

"Take from the band instrument standpoint. It is a very rare sale that is made to-day of silver plated instruments with the burnished finish. Where a purchaser decides on a plated band instrument, he of course wants it in the 'satin' finish. During the past ten years we can hardly place our hands on one sale of a band instrument sold in the burnished finish.

"We are strongly in favor of the 'satin' finish, and trust that all manufacturers can be induced to take up the matter unitedly, and thereby do away with any trouble in the selling end of our line."

J. S. Sweet, Galt.

Dear Sirs:

"In reply to your favor of April 30th, I am certainly in favor of a satin finish for pianos, they are much easier kept clean and free from blemishes while in stock, and require less care and look far better than the glaring high polish when in the parlor. I also favor the word 'Satin,' I think it more appropriate as the word 'Art' may mean any kind of finish artistically executed. This has been my opinion for some time and I hope the manufacturers will adopt it generally."

The Ajello Piano Co., Vancouver.

Gentlemen:

"In answer to your communication of April 26th, in reference to 'satin' or 'bright' finish to pianos, this is a question of educating the public taste, and lies in the hands of the retailers. If the latter wish to push the satin finish, they have only to inform the public that satin finish is the latest and most up-to-date style, and follow that up by exhibiting the bulk of the stock in that finish.

"It is certainly to the benefit of everyone concerned to have the satin finish, as whether the piano is in the store or the private house it must be regularly dusted, in doing so little scratches are constantly being rubbed over the polish which would not show on the satin finish.

"We certainly support the satin finish."

Hicks & Lovick Piano Co., Limited, Vancouver.

Dear Sirs:

"We believe the average buyer prefers a varnish finish, especially now that the piano case designs are so severely plain.

"The mahogany and walnut is often so tame looking, that a brilliant finish seems to be needed, to please the eye, and give a Fresh-from-the-Factory Newness. When very choice veneers can be used, with attractive tree-marking, satin finish would be quite suitable."

Willis Piano & Organ Co., Halifax.

Dear Sirs:

"We have your letter of the 27th ult. re the advantages of satin finish in pianos and players and speaking on this matter, personally we would be much pleased to see this idea carried out and have no doubt that it would be equally advantageous to the piano buying public as well as the retailer and we believe that if an extensive advertising campaign were conducted, setting forth the advantages of satin finish, the public would soon become educated in this style and if this were accomplished it would be a big thing for piano men generally. Any such campaign would have our endorsement and hearty approval."

Fletcher Bros. Ltd., Vancouver.

Gentlemen:

"Replying to yours of the 26th, concerning satin finish as a future stock finish on pianos, we believe this would undoubtedly be to the better satisfaction of all concerned. We are assured by the manufacturers there is less possibility of check-falls to appreciate a satin over the brightly polished case. We highly commend the efforts to reform the trade in this respect, and sincerely wish them success."

The Johnson Piano Co., Halifax.

Gentlemen:

"You ask our opinion of using the 'satin' and 'dull' finish. We would say that so far only a limited number of this kind of finish has been sold here, and while it is desirable that most of this should be used on account of its being more serviceable we find that the use of it could not be brought into vogue down here with the public, and even to some extent with dealers."

The Porter Art & Music Co., Ltd., Moosejaw.

Dear Sirs:

"We are in receipt of your kind favor of the 26th ult., asking for our opinion in connection with the introduction of the 'satin' finish on piano and player cases, and in this connection we beg to say that we very heartily endorse the change, and the writer has instructed his salesmen to exploit the 'dull' finish, and in doing so to point out the advantages of all manufacturers to attain. We find the 'satin' finish overcomes the 'bugbear' of varnish checking to a considerable extent, and especially in this Western climate where many of the highly polished pianos have been placed in homes that have not been free of frost in the winter and extreme heat in the summer, you will readily understand the amount of complaints we have from time to time to contend with.

"The writer is of the opinion that after this finish has been introduced, and the people educated along these lines, that it will eventually overcome many of the dealers' troubles from possibilities of the defects, and as an illustration of the possibilities of the industry, it is worthy of note that every sale the writer of the dealers, through your valuable Journal, and where the piano had to be ordered from the factory, the finish was designated as 'satin.'"

J. J. H. McLean & Co., Limited, Winnipeg.

Dear Sirs:

"Your letter of the 27th ult. to hand, in reference to 'satin' finish piano and player cases, and we are pleased to say that we thoroughly endorse 'satin' finish, and sell a great many, and find that the best class of trade demand 'satin' finish.

"The public are beginning to realize that it is almost impossible to keep a highly polished piano in nice condition as a highly polished finish shows finger marks, scratches, and the usual wear and tear on a piano, much more readily than 'satin' finish."

SENSATIONAL AUTOMOBILE HUNT.

W. N. Manning of London Chases Auto Thieves In Another Car.

Following close on the "hold-up" at the offices of Sterling Actions & Keys Ltd., Toronto, as reported in the April issue of the Journal was an automobile robbery and sensational chase at London in which the Sherlock-Manning Piano Co. prominently figured. A Ford touring car belonging to the firm was stolen from the street at about three o'clock in the afternoon, while Mr. W. D. Stevenson, the firm's accountant, was making a business call.

From inquiry he learned that two men and two women were seen heading east on Dundas Street, in the stolen car, which was easily identified by reason of carrying three spare tires.

Mr. Stevenson notified Mr. W. N. Manning and with a local detective in another car, started in pursuit but could pick up no trail. An hour and a half later Mr. Manning decided to have another try and with his chauffeur and Mr. John Freeman started out in his 60-horse power Chalmers. While some trace was found they could get no sight of the stolen car and decided to give up the chase temporarily. On turning into the Governor's road to return to London they spotted the stolen car with its occupants just ahead. They planned to follow it to the city. The thieves planned otherwise and pulled to one side to let the big car pass. The big car remained behind and the driver of the stolen car becoming suspicious opened the throttle to the limit of the engine.

"He certainly handled that car well and took it through some ticklish situations," said Mr. Manning in telling of his experience. The big car easily kept up however and when finally a farmer's rig in a narrow part of the road made it necessary to slow down Mr. Manning and Mr. Freeman jumped out and advanced to the stolen car. They were promptly confronted with a drawn revolver and told to "keep off." They kept off and the pursuit again commenced. A delay of 15 minutes to replace a tire in the Chalmers let the Ford get out of sight but at Dorchester its trail was again picked up but it did not lead to the city. Around the 15 mile square the chase went a second time. Twice in the race the Ford was turned right around and directed head on for the big car at full speed. It was given the road. Once more the chase brought them to the Governor's Road and toward London. Suddenly the little car was found in the ditch with its occupants heading Londonwards on foot. On coming up to them Mr. Manning was again confronted with the revolver and told to "keep off." The party arrived in the city with the Ford in tow at about 8.30 having covered some 80 or 90 miles in the chase. A woman's hat was the only clue the joy riders left.

BRITISH MUSIC TRADES CONVENTION.

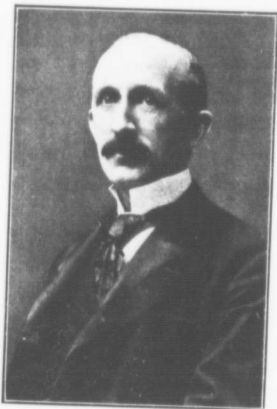
By the time this issue of the Journal is received by readers the annual convention of the music trades in Britain will be over. The dates were May 7 to 11. This year it was decided to make the meetings business ones pure and simple, omitting all amusements and social functions. A further reference to this convention will appear later.

DEATH OF COLUMBIA COMPANY'S PRESIDENT. Mr. Edward D. Easton Passes Away.

Conspicuous Figure in Talking Machine Progress.

A great personal loss to all officials and employees of the Columbia Graphophone Co. is the death of the President and founder of that firm, Mr. Edward D. Easton, which occurred on Friday, April 30th, at Central Valley, N.Y. The late Mr. Easton's death came as a great shock to a very wide circle of business and social friends in the United States. Those in the talking machine trade in Canada who had the opportunity of making his acquaintance greatly regret his demise. He was only fifty-nine years of age.

Deceased was born in Gloucester, Mass. He was a graduate of the law school of the University of Georgetown and was an expert stenographer. In the latter capacity he was in the Government employ when the Bell and Tainter patent was granted. Seeing the model he promptly realized the utility of the machine and at once became active in what has since developed into so wonderful an industry and one of such great magnitude.



The late Edward D. Easton, President of the Columbia Graphophone Co.

In a "Short History of the Industry and its Creator" written by Mr. Marion Dorian, treasurer of the company, whose son, Mr. Otis C. Dorian of Toronto is assistant manager of the Canadian business, is an interesting account of Mr. Easton's active association with the phonograph industry. "He was the first man in the world to offer talking machines for use, sale or rental" says his biographer.

Speaking of the late President of his company Mr. Otis C. Dorian, who had served as his private secretary, said, "Mr. Easton was the most wonderful man I ever met and to have his friendship was a great privilege. His was a strong personality. He was a wonderful organizer and won the loyalty of everyone that worked for or with him. One would come out of his private office after an interview enthused and encouraged and ready to cheerfully tackle any proposition."

Mr. A. G. Farquharson, manager of the Canadian

business of the Columbia firm also feels the death of Mr. Easton as a keen personal loss and his predecessor, Mr. James P. Bradt, now general sales manager of the company with headquarters in New York was an intimate friend of his late chief.

Mr. Easton is survived by a widow, four daughters and one son, Mr. Mortimer D. Easton, a director of the company and who was summoned from California to the deathbed of his father.

TORONTO SUPPLY MAN BEREAVED.

Mrs. Harry A. Smith Passes Away.

Mr. Harry A. Smith, secretary of the Otto Higel Co., Ltd., Toronto, has the genuine sympathy of many friends in the trade in the death of his wife at their home in Toronto on May 5. The late Mrs. Smith, who before her marriage was Miss Ethel May McKinley, had been ill since February with a stomach trouble that the doctors were unable to diagnose. Besides her husband the late Mrs. Smith, who was only thirty-three years of age, is survived by a little girl of four years. Her father is Mr. McKinley of the M. Langmuir Mfg. Co. Interment took place in Mount Pleasant cemetery.

ALBERT McCausland Returns to Canada. General Factory Superintendent for Otto Higel Co.

Mr. Albert McCausland, at one time an employee of the Otto Higel Co., Ltd., Toronto, but who has been in the United States for the past fifteen years has returned to the above named firm in the capacity of general factory superintendent. When Mr. McCausland left Canada fifteen years ago for wider fields of activity he was foreman of the Otto Higel Co.'s action department. His return is a distinct gain for the Canadian trade owing to his long experience, wide knowledge and all round capabilities in the manufacture of such products as are specialized in by the Otto Higel Co. Mr. McCausland's rejoining this firm is in line with their policy of efficient service.

ONE GUNMAN CAPTURED.

The Toronto police have one of the trio, who on the afternoon of April 9th took part in the "hold-up" at the offices of Sterling Actions & Keys Ltd., and under cover of loaded revolvers got out with pay envelopes containing about \$1,500. The prisoner, Arthur Connolly, was arrested at Niagara-on-the-Lake, where he was without funds and, it is stated, unarmed, though he was considered a dangerous gun-man. He was identified at police headquarters by Miss Robinson and Miss Helstrop, whose presence of mind prevented the gang from getting another seven hundred dollars from Sterling Actions & Keys Ltd.

The two other men concerned in the robbery are supposed to be the same pair that in company with a couple of women, stole an automobile belonging to the Sherlock-Manning Piano Co., of London. The car which was taken in daylight was recovered after an exciting chase extending over some 80 or 90 miles.

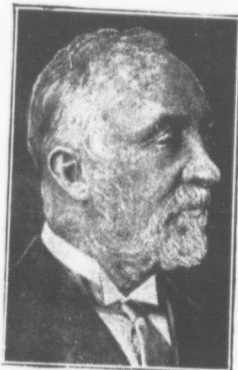
PATENT NOTICE.

Canadian Patent No. 124668 for musical apparatus owned by the Cable Company, Chicago, U. S. A. The nominal working of the invention has commenced and the invention is for sale or use at the reasonable price. John H. Hendry, Bank of Hamilton Buildings, Hamilton, Canada.

NEW LINDSAY BUILDING OPENED AT QUEBEC.

The new Lindsay building at Quebec, an illustration of which was shown in the last issue of the Journal, was formally opened on Saturday, April 24th. The local manager, Mr. C. A. Hurteau, is justly proud of the new premises in which this important branch is now housed. For the opening he had arranged a choice musical programme for the orchestra and there was also a player-grand recital. The event was a great success and many hundreds of persons visited the new salesrooms.

Mr. C. W. Lindsay, Montreal, head of the firm, was



Mr. C. W. Lindsay,
President
C. W. Lindsay Ltd.



Mr. C. A. Hurteau,
Manager Quebec City branch
C. W. Lindsay Ltd.

present at the opening as also were Mr. Fred Killer and Mr. B. S. Stright of Gerhard Heintzman, Ltd., Toronto, and Mr. Clement Hurteau of Montreal, father of Mr. C. A. Hurteau, manager of the Quebec branch of C. W. Lindsay, Ltd.

Mr. Hurteau reports business for April very satisfactory, many fine sales having been closed including a Gerhard Heintzman studio grand to one of the most prominent merchants of Quebec.

THE NEW STANLEY PIANO STORE.

Between looking after regular business and watching the progress of carpenters, bricklayers, plasterers, painters, plumbers, electricians and teamsters to say nothing of seeing the necessary permits through city hall circumlocution, Frank Stanley of Toronto is having a strenuous month. He is removing to the new place purchased by him last year at 241 Yonge Street and at the same time making alterations to the premises being vacated at 14 Temperance Street for his tenants. The large freight elevator at the latter place is being removed to the new store.

Owing to increased retail trade in Toronto in Stanley pianos and players Mr. Stanley found more space and better display facilities necessary, and the purchase of 241 Yonge Street resulted. The improved showrooms and more conspicuous location, Mr. Stanley figures, will also help his retailers throughout the country very materially. In spite of so much time being necessary with contractors, of store alterations and the disadvantages of doing business with workmen around April proved to be the best April in the firm's history, with the increase largely credited to retail business.

A NEW PHONOLA.

A new type is being added to the Phonola family of disc talking machines by the Pollock Mfg. Co., Ltd., of Berlin, Ont., which is quite a radical departure from anything on the market. This is the invention of Mr. A. H. Welker, secretary-treasurer of the company, and the principle is strongly endorsed by experts in Canada and the United States who have seen a model. Skilled musicians have pronounced on the wonderful tone improvement that is gained by means of a series of resonant chambers. These are in scientifically arranged sizes and have the effect of clarifying and amplifying the tone. In the next issue will probably be shown illustrations of this new Phonola.

**TRUSTED EMPLOYEE GOES WRONG.
DEFAULTER ARRESTED.**

W. T. Ott, formerly the Columbia Graphophone Co.'s bookkeeper at Toronto and who did not return to his duties after arranging for three or four days leave of absence has been arrested and is being brought back from South America. The specific charge is one of obtaining \$5,006 from a local bank by means of forged cheques. His shortage with his former employers is estimated at over twenty thousand dollars. A minute audit of the Columbia firm's books has been found necessary owing to his extensive manipulation of accounts to cover up his defalcations that it is supposed have been going on for some time.

Ott is a Canadian of German extraction, a young man of pleasant personality and who would readily inspire confidence. His employers had every confidence in him though he did not have power of attorney. In addition to his position with the Columbia firm he had a manufacturers' agency business. He was married on March 1st and at that time did not remain away but planned a honeymoon trip at a later date. His arrest, however, put an end to his trip. A new automobile was among his recent purchases.

SUPPLY HOUSE BUSINESS ENCOURAGING.

The American trade press says that returns from Walter E. Goepel, head of C. F. Goepel & Co., the New York supply house, are to the effect that March was the largest month in the history of the concern to that date and that April was even better than March. "When you consider," said Mr. Goepel, "that we cut out all slow paying houses you will admit that this record is worthy of comment. It is not my purpose to bore anybody with personal matters, but we have worked hard for the past year endeavoring to show the trade that we can render a service that is complete, and judging from the increased orders, I believe that the houses of this country and Canada are recognizing that Goepel service is what they require."

OFFERING ROLLS AT SPECIAL WHOLESALE PRICES.

Dealers have received a communication from the Universal Music Co. relating to special roll quotations offered on a surplus stock at Canadian headquarters. In introducing their offer this firm says: "After a careful study of conditions as they exist in Canada at this particular time and having just completed a thorough inspection of our music roll stock, we find we have a surplus of about 5,000 88-note music rolls consisting of popular, operatic, dance and classical music. In order to reduce this stock to its normal proportions and to do so quickly, we feel justified in figuring these surplus rolls right down to cost, and thus offering the Canadian trade an opportunity to secure a special bargain, and in turn, on this particular music—all of which is absolutely new—to offer special inducements to customers, thus stimulating business in both their player and roll departments."

A similar offer is made for a considerable quantity of 65-note music.

FOR COLUMBIA DEALERS.

Splendid selling ammunition for Columbia dealers is to be found in two booklets recently issued by Columbia Graphophone Co. The one details this concern's contributions to the talking machine industry within the past ten years. The other written by the company's treasurer, Mr. Marion Dorian, is "A Short History of the Talking Machine Industry and its Creator." In view of the recent lamentable death of Mr. Edward D. Easton, the company's president, this latter booklet is doubly interesting. Columbia dealers who have not read these works should do so and have their salesmen do so.

PIANOS IN AUSTRALIA.

Mr. D. H. Ross, Canadian Trade Commissioner in Melbourne, Australia, has been most zealous in his endeavor to promote Canadian piano business in Australia. In the Government's report No. 588 is illustrated a German piano that was popular in Australia before the war. Mr. Ross sends particulars of this and others which are also illustrated. The particular instrument shown in report 588 retailed in 1914 for £53 or \$257.93. The sizes and specifications of this piano as set forth in a circular issued by the Australian selling agents are as follows: 4 feet high, 4 feet 8 inches wide,

2 feet deep. Overstrung, full iron frame, brass pin-plate, overdampers, best repeating action with brass hammer rest, finest ivory keys. In black, rosewood or burr walnut case, with gold engraving or quite plain.

These particulars together with similar particulars for other styles of the same make of piano were published in Weekly Report No. 587. Illustrations of these other styles may be seen on application at the Department of Trade and Commerce, Ottawa. (Refer File No. A 1376.)

CATALOGUE OF PLAYER MUSIC OUT.

A new catalogue of Solo-Artist Records and Solodant Music Rolls has just been issued by The Otto Higel Co., Limited, of Toronto, and which supersedes all previous catalogues and supplements up to January, 1915.

In addition to listing the titles alphabetically there are alphabetical lists of composers of both the Solo Artist Records and the Solodant Music Rolls. There are also special lists of sacred music, and the index of contents on page two of the catalogue will be appreciated.

The list of Solo Artist Records, which are all hand played recordings has grown to important proportions and is being added to each month. Retailers should each month paste the supplement as soon as it is received in the section of the catalogue specially provided for the purpose.

It is reported that Grinnell Bros. of Detroit have purchased the property at the corner of Woodward and Pasadena Avenues, in Highland Park, the best residential district of the city. It is proposed to make a complete salesrooms for high class trade.

A despatch from Los Angeles, Cal., announces the death in that city of Mr. Theodore Pfaffin, who was well-known to many in the music trades of Canada. Mr. Pfaffin was at one time in charge of the Montreal branch of the Nordheimer Piano & Music Co., resigning that managership in June, 1908. Deceased was well-known in the United States. For several years he had been in poor health. His widow and daughter survive.

At the annual meeting of the New York Piano Manufacturers' Association the following officers were elected: President, J. A. Coffin; First Vice-President, Geo. W. Gittins; Second Vice-President, Julian Mayer; Treasurer, Chas. Jacob, and Secretary, Albert Behning.

Miss Lucy Goldsmith, in charge of the Aeolian Co.'s export business has gone to South America in the interests of her department. Miss Goldsmith, who is an accomplished linguist, as well as experienced in the piano business, sailed to England to secure passage to Latin-America.

The New York Piano Club, the key-note of which organization is "Get-together," have decided to hold their annual outing on July 13. A steamer has been chartered to take members and guests to Karatsonyi's, Glenwood, L. I.

POSITION WANTED.

A young lady thoroughly experienced and competent to act as assistant bookkeeper, stenographer, etc. desires position as saleslady with a responsible piano firm. Has had selling experience with Montreal and Ottawa piano houses. Best of references can be furnished. Reply in first instance to Box 1064, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

TRADE NEWS IN BRIEF.

Mr. A. A. Beemer of Mason & Risch, Ltd., Toronto, was appointed on the executive committee of the Canadian Club at that organization's recent annual meeting.

A son of Mr. S. Fred Bauleh of Gerhard Heintzman, Ltd., Toronto, who enlisted for overseas service is with the second contingent.

D. M. Best & Co., hammer and string manufacturers, Toronto, are cheerful over trade. "Considering conditions we are well pleased," said the head of this firm.

Mark Hambourg, the well-known pianist, has made a number of player piano records for the American Piano Co's Rythmodik catalogue.

Mr. W. E. Geary of the Dominion Organ & Piano Co's office, Bowmanville, is treasurer of the local Patriotic Fund to which has already been subscribed a substantial amount.

"The Rag of Rags" Syncoper by Wm. E. Macquinn as "displayed" by Fred. A. Stone in Chin-Chin is reported to be taking hold in New York. Chappell & Co. are publishers.

Nova Scotia is to have the attention of Mr. Fred, R. Gorham, who has been recently appointed manager of the Cote Piano Mfg. Co's wholesale business in New England and Nova Scotia.

L. J. Burrows of Toronto, the popular Ontario exponent for Willis & Company, Ltd., representing them in the Province of Ontario, was united in the holy bonds of matrimony in the Queen City on May 8th.

Mr. W. Bohne, the well-known piano hammer and string manufacturer of Toronto, has returned from a visit of several weeks in the South, where he went because of the poor health of Mrs. Bohne.

The music stores of Toronto have shortened business

hours for the summer months. Commencing May 1st the retail houses will close at one o'clock on Saturday and at five o'clock on the other business days of the week.

Mr. M. S. Phelps, president and general manager of the Brantford Piano Case Co., Ltd., reports very pleasing business in piano cases and talking-machine cabinets. Mr. Phelps visited Montreal recently in the interests of his firm.

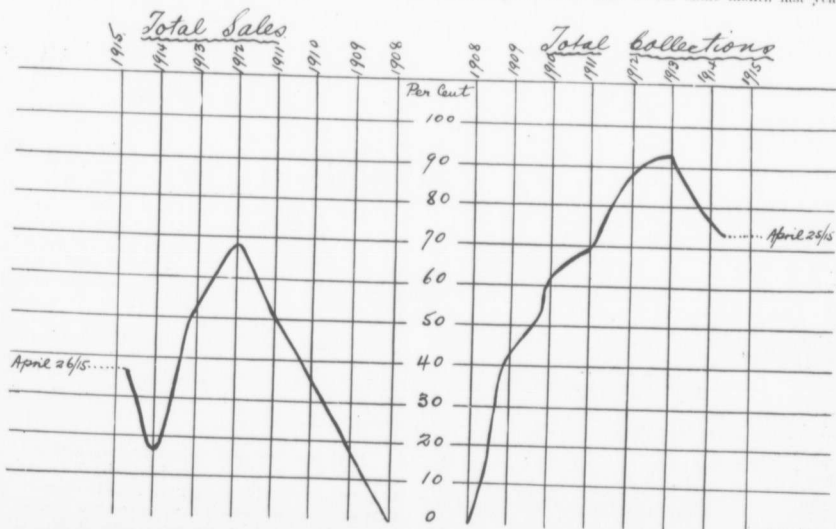
The Nordheimer Piano Co., Toronto, have been conducting a removal sale in anticipation of going into their new Yonge Street warerooms, which they expect to occupy at an early date. They used large display advertising in the local dailies.

Talking machine dealers of New York at a general meeting decided to charge interest on all instalment sales of talking machines, commencing May 1st. Reference was made to a new Edison contract incorporating an interest clause.

The "trade-in" problem is one that occupied the attention of members of the Detroit Music Trades Association at a recent meeting. It was generally conceded that dealers make too great allowances on instruments taken in exchange.

Mr. John L. Purves, music dealer of Rochelle, Ill., and a practical piano man, who learned his trade in Canada, visited Toronto recently. Mr. Purves, who still takes a keen interest in trade doings in Canada, attended the funeral of a relative in this city.

Mr. J. A. Sabine of the Music Supply Co., Toronto, considers that his recent treatment at Battle Creek was wonderfully efficacious. He returned in good time and good shape to see April sales of Columbia products by his firm just double those of the same month last year.



A pretty good barometer submitted by a piano mathematician, showing how the piano business has prospered in the West during the past five years. This chart shows the rise and fall of one of the largest piano houses in Western Canada.

Mr. W. R. Fosdick, vice-president and general manager of Canadian Vitaphone Co., Ltd., Toronto, visited New York recently in the interest of his firm. A marked increase in the sale of Vitaphones is reported as these instruments become better known.

Mr. W. Despoens of the Canadian Graphophone Co., Montreal, distributors of Columbia lines, visited the factory at Toronto recently. Mr. Despoens' firm each year extends its operations and is planning for even greater business than they have yet handled.

Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., Toronto, is just out of the hospital after a serious operation performed to relieve a complaint of the head and ear. Mr. Easson was on the operating table for two hours and was forced to remain in the hospital for two weeks.

Mr. George H. Rife of Brandon, Man., is opening up a retail store at 1 Alexander Block in that centre known as Rife's Music Store. He will handle pianos, players, organs, talking machines and records, player rolls and all kinds of sheet music, featuring Dominion instruments and Columbia lines.

The members of the recently formed Lonsdale Piano Co., Toronto, formerly employees of Frank Stanley, Toronto, were by him entertained to a dinner at which he took occasion to express his good wishes for their success. Messrs. Johnson, Mortlock and Pye greatly appreciated this consideration of Mr. Stanley's.

Mr. A. L. Ebbels of New York, one of the personnel that comprises the new ownership of the American Piano Supply Co., visited his Canadian customers recently. The new firm are successors to the piano and organ department of the American Felt Co. and have arranged for a full line of supplies such as the Canadian trade are familiar with.

Mr. Ralph O. Higel, son of Mr. Otto Higel head of the well-known Toronto supply house bearing his name, has been giving some time to the firm's Buffalo branch. Mr. Higel, Jr., also visited the trade in a number of United States centres with good success. He has made a special study of the player and music roll branches of the business in which he has had practical experience in the Toronto plant.

Mr. Fred Killer, secretary-treasurer of Gerhard Heintzman, Ltd., Toronto, and Mr. B. S. Stright of the same firm visited Montreal and Quebec recently. In the latter city they attended the formal opening of the new warehouses of C. W. Lindsay, Ltd. Mr. Killer was greatly impressed with the magnificence and completeness of the building. Hundreds of Quebec people visited the opening of the new warehouses where they were welcomed by the manager, Mr. C. A. Hurteau and his obliging staff.

A Help to Lonesome Lives.

THAT the talking machine is performing a very important mission in helping to make less monotonous the lives of those in lonely and remote localities everyone knows. So valuable an influence is the talking machine in country life that the Secretary of Agriculture for the State of Missouri has referred to it in a government report.

"The lack of variety in country life," he says, "is an important source of dissatisfaction," and a system of interchanging records for talking-machines is one of

the remedies suggested to make less monotonous the lives of those, who, by reason of their location, have too few hours of recreation.

BIRTHDAY CELEBRATION.

Mr. and Mrs. R. A. Willis, Grey Ave., Notre Dame de Grace, Montreal, entertained at a family dinner on May 11th in honor of the seventieth birthday of Mr. A. P. Willis, President of the firm of Willis & Co., Ltd. A large birthday cake decorated the centre of the table, which was arranged in a yellow and white color scheme. The other guests were: Mrs. A. P. Willis, the Rev. J. J. and Mrs. Willis, Mr. and Mrs. W. D. Willis, Mr. and Mrs. G. H. Willis, Miss Willis, Mr. A. P. Willis, Jr., Mr. Inglis Willis and Mr. James Buchanan.

GOES WITH JOHN RAPER PIANO CO.

Mr. F. R. Pratt, who has for the last five years managed the C. W. Lindsay Company's business, west of Ottawa, has severed his connection with that firm to accept a similar position with the John Raper Piano Company, as general travelling manager for Eastern Ontario. In taking this step Mr. Pratt recognized the great merits and the increasing popularity among discriminating buyers of Mason & Risch pianos and players, for which this firm are the sole agents in Eastern Ontario, having sold over five thousand instruments in Ottawa and surrounding district in the past twelve years. He is very enthusiastic as to future business prospects.

ANTICIPATES GOOD FALL TRADE.

Sending in renewal of his subscription to this Journal Mr. J. H. Robinson of Wetaskiwin says: "This is the time of year when the farmers are working overtime on the land, and is of course the quiet season in the piano, organ and talking machine business. All present indications point to another big crop in Alberta this year, as there has been abundant moisture this spring, and with a considerably larger acreage under crop than last year, business in all lines ought to be good this coming fall and winter, as prices for all farm products are likely to rule high."

Referring to this remittance Mr. Robinson says: "I consider the Journal well worth the money."

"How many tools do you own," is one of the first questions that a Milwaukee foreman asks a workman who applies for a job. If the man has a trade which demands hand tools, and he has but few of his own, it speaks poorly for his provident habits and consequently for his general ability. As a general thing the man who has a well-filled kit and who says, "I'm going to have such-and-such a tool as soon as I can afford it," is a safe man to hire. The small kit man is liable to be careless and is almost certain to be a borrower. The tool kit, in fact, is a pretty good index to the man.—*Canadian Manufacturer.*

"Hardware, Tools and Supplies," designated as catalogue No. 500, has just been issued by Hammacher, Schlemmer & Co. of New York. The book, which is one of 1200 pages has been in preparation for months by experts working under the supervision of Mr. Dean Park, the company's secretary and who has been with this house for eighteen years.

Gerhard Heintzman Pianos

Pianos of
Prestige



Built in Canada
Over 50 Years

Choice of Designs

Choice of Finishes

But every
instrument
**GERHARD
HEINTZMAN**
Quality

Householders of wealth and critical tastes select Gerhard Heintzman pianos and player pianos—not because they are the most expensive but because money cannot secure better ones. Constructed according to the highest principles, and all governed by a Master Mind for the past half century has placed the **Gerhard Heintzman** where it is to-day—Canada's Best Piano.

Never before was it so easy for music dealers to put it within the reach of the public in their several territories to attain to an intimate knowledge of the best music. There are countless owners of **Gerhard Heintzman Player Pianos** who thank these instruments for a whole new world of culture and enjoyment.

Gerhard Heintzman, Ltd.

Factories
61-75 Sherbourne St.



TORONTO,
CANADA



By reason of resources, experience, stability and reputation, the Mason & Risch organization is actually qualified to step out of the broil of competition into the clean, unassailable position of "Makers of The Best Piano Built."

The Mason & Risch instrument is Canada's accepted standard, the best result of progress in piano building in the twentieth century, embodying every point known to man about piano-perfection in the true sense of the word.

Mason & Risch Limited

230 Yonge Street
Toronto