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# CANADIAN MUSIC TRADES JOURNAL

## Features of the June Issue

- I. Contributed Articles
  - (a) The Square Piano.
  - (b) Interest in Instalment Piano Sales.
  - (c) Window Display Ideas.
- II. The Sheet and Book Music Situation.

The Imperial Copyright explained - New Music.
- III. Ivory and Its Substitutes.
- IV. Editorials on Current Trade Subjects.
- V. Advance Lists of Talking Machine Records.
- VI. News of the Music Trades from Coast to Coast.



Victor-Victrola IV, \$20  
Oak



Victor-Victrola VIII, \$52.  
Oak

# Victor-Victrola

The big opportunity in the music trade

The Victor-Victrola occupies the most commanding position in the entire musical world.

From a purely musical standpoint, the Victor-Victrola is the most wonderful musical achievement of modern times.

And on the business side, the Victor-Victrola has a record of accomplishments which establish it as the most influential force that ever entered into the music trade.

Around the Victor-Victrola centres the prevailing prosperity of the musical industry—a prosperity reflected in the handsome and luxurious salesrooms of to-day; a prosperity that extends right down to the very foundation of the music trade, which it has placed upon a more dignified and more substantial basis.

The Victor-Victrola keeps right on bringing greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.



Victor-Victrola XI, \$135  
Mahogany or oak



Victor-Victrola XIV, \$200  
Mahogany or quartered oak.

**BERLINER GRAM-O-PHONE CO., Limited**  
**MONTREAL**



**MARTIN-ORME**  
**PIANOS**  
**OTTAWA**



THE  
**SEAL**  
OF  
**APPROVAL**

THE general excellence and exceptional saleability of the different designs of Martin-Orme Pianos and Players is attested by the increasing amount of the orders placed with us for them.

This fact should interest you because you are judged by the goods you sell. Every piano and player on your floor will some day find its way into the homes of your customers—there to represent you and your judgment. Therefore the featuring of these instruments, of whose dependability you are absolutely certain, is good business, and more—it's plain, homely common sense.

Hence — this message to you.  
Get a business acquaintance  
with the Martin-Orme Pianos  
and Players.

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THE  
**MARTIN - ORME**  
**PIANO COMPANY,**  
LIMITED.  
**OTTAWA - CANADA**

*"Never Suffer by  
Comparison"*

**88 NOTE PLAYER  
STYLE 77**

**NEW ART DESIGN**

Ready to Play by hand.

Mahogany or Walnut

Height, 4 ft. 9 in.

Width, 5 ft. 4 in.

Depth, 2 ft. 4½

Equipped with "Howard  
Patent Straining Rod."



## The Strongest Chain

**R** EACHING from the dealer in musical instruments to the party to whom he has sold a piano or a player is a chain composed of several links. The weakest of these links represents the strength of the entire chain. Every time the weakest of these links is strengthened the whole chain becomes stronger.

Since 1870 The Newcombe Company has been strengthening this chain, link by link, until to-day the Canadian Music Dealer is offered in the Newcombe line of pianos and players a merchandising proposition that is attractive from the standpoint of profit, and from the standpoint of prestige.

Every Newcombe instrument is equipped with the "Howard Patent Straining Rod," a feature found in no other line offered to the trade.

**THE NEWCOMBE PIANO CO., Limited**

**Toronto - Canada**

Head Office  
17-19 RICHMOND ST. WEST

Factory  
121-131 BELLWOODS AVE.





**KARN  
PIANOS**

**KARN-MORRIS  
PIPE  
ORGANS**

**MORRIS  
PIANOS**

**KARN  
PLAYERS**

**MORRIS  
PLAYERS**



## A Piano Retailing Incident

SEVENTEEN years ago a gentleman, prominent in Canadian public life and influential in his own home town, purchased a Karn piano from a firm who for years have staked their reputation and business success on the Karn-Morris lines. A few weeks ago the same gentleman wishing to purchase a new instrument for his beautiful new residence went to the same retail house and bought the same make as he had years before—  
A Karn

**Does not such an incident  
speak its own message?**

It simply means the first piano has stood the test of time in tone, in appearance, and in power of endurance, with the result that the purchaser was fully satisfied.

**Karn Players are all that  
Karn Pianos are with a  
player action embodying  
all the latest improve-  
ments.**

**The  
Karn - Morris  
Piano and Organ Co., Ltd.**

Head Offices

Factories

**Woodstock  
Ont.**

**Woodstock  
and  
Listowel**



## The Gourlay Stamina

¶ Stamina — long life — durability — are built into every inch of the Gourlay Piano with the result that it is lasting in tone, in action, and in appearance.

¶ Every single detail of the manufacture of the Gourlay Piano is basically correct — representative of the highest and most exacting standard of workmanship and material. These things count. They are the concomitant of perfection. They make the Gourlay Piano an artistic triumph — an instrument in which the artistic is joined to the material to form a medium of musical expression deft and subtle for the trained musician, and staunch and durable for constant everyday use. Stamina is a necessary qualification in a piano whether it is manipulated under the masterful hands of an artist, or the plodding uncertain hands of a beginner — stamina is an artistic and economic necessity.

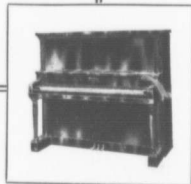
¶ When the question of "what piano to buy" comes up, see The Gourlay — investigate its claims to preference — see why it should be your final choice on artistic and economic grounds.

**Gourlay, Winter & Leeming**

188 Yonge St.

Toronto

Canada



# A BELL PIANO



is indispensable to those who desire all that is best in the piano-makers' art.

.....

Musicians find in the Bell a delightful tone, and a touch so light, it makes practice a pleasure.

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Dealers find in the Bell the quality and attractiveness which make a ready seller.

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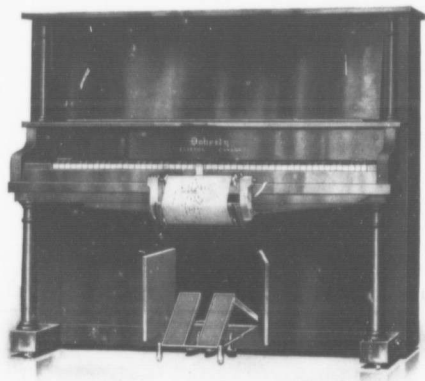
**The BELL PIANO  
& ORGAN CO., Limited**

TORONTO, ONT.  
146 Yonge Street

**Guelph - - Ontario**

LONDON, ENG.  
49 Holborn Viaduct

## The Doherty Attachable Player Action



### PLAYS THE KEYS The Natural Hand Touch

can be successfully produced only by a Piano Player which operates the keys This is the distinctive characteristic of the

### DOHERTY ATTACHABLE PLAYER

The above cut illustrates the Doherty "Metropolitan Design," the smallest Piano made in Canada, fitted complete with a Doherty Player Action—Player open ready for use. Any Doherty design can be supplied with Player Action installed: A Perfect Player Piano.

Dealers:—

We have opened an entirely new field for business. You can now deal with well-to-do owners of Pianos, transforming their "Silent Pianos," making them "Player Pianos," regardless of size, make, or scale.

Write for details to

**W. DOHERTY PIANO AND ORGAN CO., LIMITED**

FACTORIES AND HEAD OFFICES: CLINTON, ONT., CANADA

WINNIPEG, MAN., 324 Donald St.

BRANCHES:

CALGARY, ALTA., Lougheed Bldg.

*Deererville, Jan. 23/19.*  
 W. Doherty Piano Co.  
 Clinton Ont.  
 Dear Sirs,—

The player action installed in our piano a short time ago, we are glad to say has come up to our expectations.

We are much pleased with the simplicity of the player action, and the instrument as a whole is very satisfactory.

We also thought you that you need not hesitate to recommend the Doherty player action, and would be pleased to advise any one should they write me personally.

Yours Respectfully  
 Chas. Schir

# Universal Rolls

for

## Player-Pianos

### As Music

FROM the music standpoint Universal Rolls offer advantages - par excellence. They are accurately cut to furnish good music. Your needs which, of course, are governed by the tastes of your customers, whether for popular airs or Standard Classical pieces, can all be supplied from the Universal Catalogue. Our musicians are constantly in touch with the new hits as they make their appearance.

**WATCH OUR MONTHLY  
BULLETINS.**

### Player Owners

SHOULD your aim be to harness the musical desires of the owners of player-pianos in your town or city, and thus developing "power" for your business - the key to the situation is Universal Music Rolls. Their composition, price, and the "service" the Company has to offer furnish the soundest kind of foundation on which to build up an extensive and profitable trade.

**TRY A REPRESENTATIVE  
STOCK AND SEE**

### To Clinch the Player Sale

AFTER you have spent time for perhaps weeks back to interest a party in your player-pianos, and he or she finally calls at your showrooms to hear just what your player can do - then is the time you require Universal Rolls for immediate use. They will help you clinch the sale. After that person becomes an owner of a player it is but natural that he or she should ask for Universal Rolls whenever purchasing more new music.

UNIVERSAL ROLLS are made by the oldest and largest manufacturers of music rolls in the world.

UNIVERSAL ROLLS are in the line for dealers to handle, - the right rolls, at the right price, with the right profit.

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## Universal Music Co.

**Toronto**     -     **10½ SHUTER ST.**     -     **Canada**  
NEW YORK     -     CHICAGO     -     SAN FRANCISCO



## MENDELSSOHN PLAYER PIANO

**Player mechanism  
thoroughly re-  
sponsive.**

**Player Piano con-  
struction up-to-  
date in its capa-  
bilities as a  
Player and  
Piano.**

**Music lovers satis-  
fied by its un-  
limited capacity  
for expressing  
musical feeling.**

## MENDELSSOHN PIANO CO.

110 ADELAIDE ST. WEST

TORONTO, ONTARIO

## Said Disraeli :

*"I know not what profit there may be  
in the recorded experience of the past,  
if it be not to guide us in the present."*



**M**OST business men place value on past experiences. If you are prepared to profit by what many other Canadian Dealers have found out during their last twelvemonth's buying and selling the result will be a new and broader conception of the value of the "Wright" Agency.

*Write for catalogue. Prices on application.*

## WRIGHT Piano Co.

LIMITED

Strathroy, - Ontario

# THE WORMWITH PIANO CO. LIMITED

KINGSTON . . . ONTARIO

Is alive to the wants of the people.



Height 4 ft. 6 in.  
Width 5 ft. 1  $\frac{1}{2}$  in.  
Depth 2 ft. 3 in.  
7  $\frac{3}{4}$  Octaves

Figured  
Mahogany

Here is our Style Louis "E" Cabinet Grand, which is proving a great seller. Repeat orders for same being an evidence.

# NORDHEIMER

"Quality Tone"

## PIANOS

ARE THE STANDARD OF CANADA

The Nordheimer Grand possesses in a large degree that same singing quality of tone which has made all Nordheimer Pianos so justly famous. The wonderful resourcefulness of this instrument, makes it a favorite with the most exacting musicians, and its size and design will harmonize with the most artistic home.

We would like to correspond with dealers in unrepresented districts.

The **NORDHEIMER PIANO & MUSIC CO., LTD.**

Head Office, 15 King St. E., Toronto

Branches and Agencies Throughout the Dominion.



ESTABLISHED 1840

DRAWING ROOM  
GRAND.

## STANLEY PLAYERS

are unexcelled for  
TONE and  
FINISH



OUR NEW FACTORY

## STANLEY PIANOS

are high in Quality  
and Fair in  
Price

We have been busy for 17 years developing our retail trade in Toronto, and now we can give our dealers an assured Toronto reputation for quality to build our growing wholesale trade upon.

You will certainly like the STANLEY in Players and Uprights both for tone and finish.

# STANLEY PIANOS

TORONTO





# Haines Bros.

Toronto  
AND  
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THE  
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4 Queen St. East, Toronto  
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## PERFECTION

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### Best Hammers

Perfection in workmanship, materials and results.  
**Best Hammers** are covered with only the highest  
grade felts.

The World's Best  
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Canadian Agents for  
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the world's gold medalists for fine felts.  
The best European and American makes carried  
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## We Are Manufacturing High Grade Piano Strings

We have added this department,  
equipped with the best machines that  
can be purchased. We are starting off  
with a complete plant in charge of a  
thoroughly experienced string maker  
and are now in a position to fill orders  
for high grade strings.

**D. M. BEST & CO.**

455 King St., W.

Toronto,

Ont.

# The Goderich Organ Co., Limited

GODERICH - - CANADA

Makers of

## THE GODERICH ORGAN



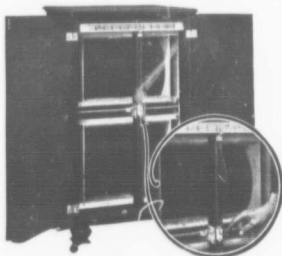
Style 20, Interior View.

and Piano Stools, Benches,  
Music Cabinets.

The Anglo American Disc  
Record Cabinet.

The finest cabinet work, match-  
ing the finest machine.  
Records always on hand.  
Prevents rubbing.  
Any record produced instantly.  
Every dealer invited to write  
for catalogue.

Office and Works at  
GODERICH, ONTARIO



Style 30, Interior View

Piano  
Hammers

# BOHNE

Piano  
Strings

**Bohne  
Hammers**

Covered with WEICKERT  
FELT have those special  
qualities necessary to with-  
stand the severe wear of  
player piano usage.

**Bohne  
Strings**

All that a first-class equip-  
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supervision and the best  
materials obtainable can  
make them.

**W. Bohne & Co.** 516 RICHMOND ST. W., TORONTO  
134th St. and Brook Ave. - New York

# C. F. GOEPEL & COMPANY

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High Grade Commodities

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SOLE AGENTS

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FOR

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Tuning Pins

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

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

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

## Felts, Cloths, Punchings

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

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

# Soft Yellow Poplar Veneers

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Write to

**The Central Veneer Co.**

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**GEO. W. STONEMAN & CO.**

**PIANO VENEERS**

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**Maryland Walnut**

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

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

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

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## THE THING YOU NATURALLY EXPECT: THAT—

There **MUST** be a line that will please you and meet the ideas of your clientele. Every dealer has his own standards. If **YOURS** are high; if you have determined notions on Tone, Quality, Design and Finish . . . then you can save your time and money by placing your order with us.

### EVANS BROS. PIANOS

They have taken their place among Canada's greatest instruments.

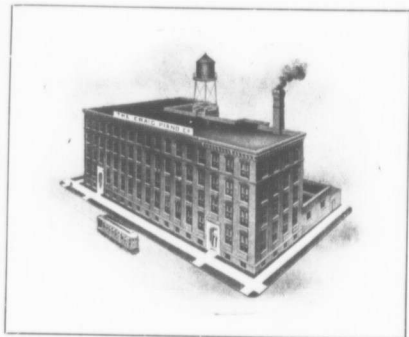
They have hosts of friends that stick.

### EVANS BROS. PLAYERS

**THE Evans Bros. Piano and Manufacturing Co., LTD.**

INGERSOLL

ONTARIO



**T**HE CRAIG PIANO Factory is truly a source of supply for handsome pianos of unusual character—the kind that appeal to people of taste.

Considered artistically and commercially, Craig Pianos are of a high grade, and they enjoy the endorsement of both the trade and the public.

Craig instruments on the floor of your showrooms represent absolute value, dollar for dollar, for their cost.

# The Craig Piano Co'y

ESTABLISHED 1856.

**MONTREAL,  
CANADA.**

The making of electric coin controlled pianos and orchestrions is our specialty. It is the only thing we do and we do it right.



STYLE H.

**SOLO-ORCHESTRION**

Height 7 ft. 3 in. Width 6 ft. 4 in. Depth 2 ft. 10 in.

A marvel of case design and orchestration. Contains 68 pipes giving effect of Violin, Piccolo, Flute, and Clarinet; high grade Piano, Mandolin, Bass and Snare drums, Cymbals, Triangle, Tympany, Castanets and Xylophone.

A strong feature is the soft drum effects patented by the company, enabling instrument to give wonderful solo effects. The case is of mission oak, with carved wood Caryatids at each side, representing "Beauty and Strength," holding up the top of the case. The double doors on front are of very high grade art-glass with brass pipes thereon in bas-relief. From the top hang three very artistic art-lamps, and on the inside there are four lamps which illuminate the art-glass at the corners and side of top only.

Equipped with tempo-regulator, magazine slot registering from 1 to 20 coins. Roll contains 10 to 20 selections on famous Seeburg rewind system.

Write for new catalogue entitled "Art and Music" showing complete line of Seeburg instruments.

**J. P. SEEBURG PIANO CO.**

Manufacturers and Art Style Originators.

General Offices  
Republic Building, State and  
Adams Streets.

CHICAGO, ILL.  
U. S. A.

913-921 Factory  
West Van Buren  
Street.



No. 64 Player Bench.

## Here's a good one

A Player Bench that will hold 50 rolls. Moveable partitions to save space.

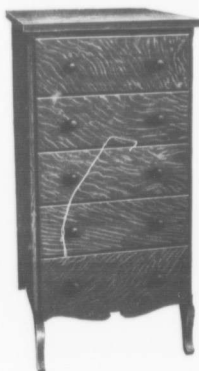
Just lift the lid and your boxes are standing on end—labels up.

Could anything be handier?



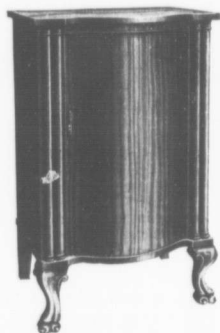
### Oak and Mahogany.

For Edison Amberola V. and VI.  
Capacity 90 Records.



### Oak and Mahogany.

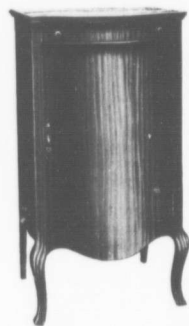
For Edison Amberola V. and VI.  
Capacity 150 Records.



### Solid Mahogany.

No. 61 Player Roll Cabinet.

Fitted with our patent adjustable steel rod shelving.  
Capacity about 100



### Solid Mahogany.

No. 62 Player Roll Cabinet.

Capacity about 80  
Fitted with our adjustable steel rod shelving.

## Newbigging Cabinet Co. Limited

Specialists in Player Roll and  
Phonograph Record Cabinets.

**Hamilton,**

**Ontario**





## How Much of Your Net Profit Do You Get?

**Y**OUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profit—you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

*Write for further information*

**The National Cash Register Company**

285 Yonge St., TORONTO

Canadian Factory: TORONTO

## The "PEERLESS" Invasion into Canada

In the history of Autopneumatic Musical Instrument Industry no make of automatic piano has so quickly gained and maintained an enviable name as a piano adhering solely to the highest standard of manufacture: as has the **Peerless**.

It is an incontestable fact that the **Peerless** was the first successful automatic or coin-operated piano made, and we all know that experience, combined with progressive ability, is of the utmost importance in reaching a high degree of success.

All the superior points contained in the **Peerless** help to increase its earning capacity, which has the highest record of any automatic piano made.



PEERLESS AUTOMATIC PIANO

Model "Elite."

Supplied in Dark Wax Finished Oak. Scenic Panels.

## Peerless Piano Player Company

(F. Engelhardt & Sons, Props.)

St. Johnsville, New York

NEW YORK  
14-16 E. 33d St.

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316-318 S. Wabash Ave.

**THE  
BRITISH AND COLONIAL  
PIANO AND MUSIC TRADES  
JOURNAL**

Published on the 7th of the month

Is the leading literary trade journal in  
Britain, and ought to be of interest  
to those connected with the  
Music Trades in Canada.

Single copies, Post Free, 3d.  
Annual Subscription, Post Free, 3s.

Specimen Copy sent Free on application to  
**R. W. SIMPSON & CO., Ltd.**  
HERALD PRESS  
RICHMOND, SURREY, ENGLAND



**Piano  
Strings**

(Patented 1904)

**of Highest Grade**

Canadian Agents for Rudolf  
Geise's German Music Wire

**Toronto Piano String  
Manufacturing Company**

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**Perfection in Finish**

IS OBTAINED  
WITH

**Jamieson's  
Varnishes and Stains**

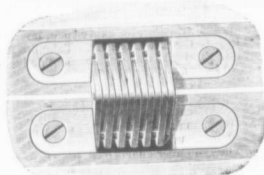
NONE BETTER CAN BE  
PRODUCED

**R. C. JAMIESON & CO., Limited**

Established 1898

**MONTREAL AND VANCOUVER**

Over Fifty Years of Experience Guarantees the Quality of  
Our Products



When you don't see the hinges on a  
player-piano you may know it  
is equipped with

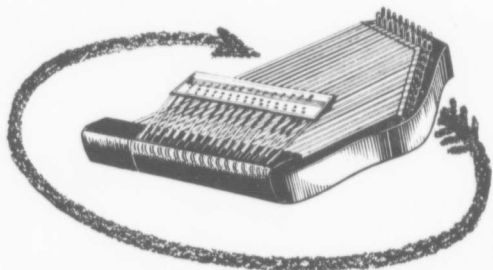
**SOSS  
Invisible Hinges**

**Most Players Have Soss Hinges**

Because Soss Hinges help sales. Have some  
manual pianos made up with Soss Hinges and  
note results.

**The SOSS INVISIBLE HINGE CO., Ltd.**  
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A NEW  
MUSICAL  
WONDER  
FOR  
EVERY  
HOME



JUST THE  
TIME  
OF YEAR  
FOR  
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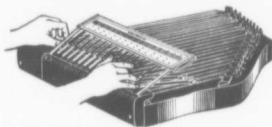
## If You Want A Big Money-Maker Stock The Celestaphone

Here is a new musical instrument combining the qualities of the mandolin and guitar, with such utter simplicity that an absolute novice can, by simply striking a key, secure effects not possible for a skilled musician to obtain.

### Anyone Can Play It

No musical training, no experience, no ability is required to play the Celestaphone. Take fifteen minutes for practice and you can get the most delicate effects, chords and trills.

A specially arranged number-chart whereby the strings are indicated by numbers 1 exactly over the keys to be struck, makes it possible for an inexperienced person to become an accomplished player in a short time. These number-charts have been transposed from a great variety of selections, including late hits, of which an assortment is furnished with every instrument sold.



### Plays Like A Piano

It is played by pressure of the fingers on keys like a piano. It gives either a clear, trilling, repeated tone like the mandolin, or a single tone like the piano. It can be played by one hand or both. The keys can be struck singly, in double stops, or in chords. It is light, easily portable, and sold in a substantial box to keep and carry it in. Just the instrument for the summer holidays.

## 12 Sold in One Day

One firm put in a window display with demonstration inside and sold 12 the first day. Another firm ordered 25 as soon as they saw our announcement and have since increased their order. Reports from all dealers tell the same story of quick sales and great popularity. They will go especially fast in summer. We

are behind orders now. The retail price, only \$7.75, makes them a quick seller.

With every order for one or more Celestaphones we will furnish an advertisement for your local paper FREE, on request. But you must ASK FOR IT when ordering. It will bring results.

Almost 100% Profit. WRITE for Inside Prices and Literature TODAY.

**THE WILLIAMS & SONS CO.** 145 YONGE  
**R.S. LIMITED. TORONTO**  
*MUSICAL INSTRUMENTS OF QUALITY*

## 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

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TELEPHONE MAIN 3589

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Residence phone Gerrard 965

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## CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

OFFICERS FOR 1913.

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<b>F. Bull, Oshawa,</b> President.	<b>G. C. Heintzman, Toronto,</b> 2nd Vice-Pres.
<b>F. Killee, Toronto,</b> Treasurer.	

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VOL. XIV.

TORONTO, JUNE, 1913.

No. 1.

### Cash Sales.

THE relation between cash piano sales and savings bank accounts is not very striking through the mere statement that a recent government return showed Canada's savings bank deposits in the chartered banks to be over \$631,000,000. But when any one community's share of that amount is considered, alongside of the number of cash sales to the people there, the comparison should not be unprofitable. One locality has been cited where in a town of perhaps 600 people, the centre of a first class farming district, within reasonable distance of more than one important centre, the number of cash sales in a year were practically nil, and the number of player sales equally as trivial compared with the length of a prospect list that could be compiled. And yet the local branch of one of our chartered banks has, to the writer's knowledge, \$170,000 on deposit. Incidentally one of the purchasers of an instrument will have it paid for in two years from the date of purchase, while his bank balance of \$4,000 has been and is drawing 3 per cent. interest.

### Uncultivated Territory.

ARISING from the foregoing paragraph is the question of uncultivated territory. The editor and correspondents of this Journal have been told time and time again, particularly from Western Canada, that some dealers are attempting to work too much ground, and are doing so to their own loss. One piano merchant states that he has realized this fact upon centralizing his efforts in closing more sales with much less inconvenience. This same party adds, "No matter how badly a man may want a piano or a player piano, if he can't afford it he is of no immediate interest to you; but the man who has the price is of interest, whether he wants it or not. In the latter case if you don't sell him, some other salesman will." There is no class of retailers who are apt to lose more by attempting to look after too much territory than piano merchants.

### Distribution by Dealers.

DEALER distribution should be obtained before consumer demand. This statement, made by chairman Britton of the Federation of Trade Press Associations, is supported by various manufacturers and the heads of their sales departments. Commenting editorially on Mr. Britton's assertion, "The Presto," the

Chicago piano paper, says, "This truism applies with especial force to pianos. It is the dealer who makes the direct appeal to the consumer. It is the dealer who in a large sense makes or breaks the manufacturer—in more senses than one. It is the dealer who must be convinced if the manufacturer is to move forward, and he must be interested before the consumer demand can be met in a way satisfactory to the producer—especially in the piano business, though it applies also in all other trades." Only a few days ago a piano man was emphasizing to the Editor the importance in piano distribution in Canada of the dealer who sold from twelve to twenty-five instruments a year.

### No Room for Doubt.

UPON more than one occasion the representative of Canadian Music Trades Journal has been talking with the exception to the rule. By this, we mean a retailer who had not firmly established in his mind the idea that the player piano is a very important, established musical instrument, surrounding the manufacture and marketing of which are hundreds of enthusiastic retailers and salesmen. Twice our informant put up the argument that in the United States many of the prominent manufacturers had not identified themselves with installing the player mechanism in their pianos. These statements are separated by such long periods of time, and are held by so few of the trade, that we merely pass on the statement of a Chicago authority, who says: "Only two of the great American piano industries still hold out against installing player actions in their cases. And but one of the two remains wholly obdurate. It is probable that before very long there will be only one American piano of note, the makers of which will continue to declare against ever producing player pianos. It will be a unique exception at a time when more player pianos will be sold than were ever sold of pianos."

### Their Place in Music Assured.

FOR the following compliment paid to the solid establishment in the musical sphere of the player piano and the talking machine, the musical instrument dealers of this country are indebted to the Editor of "The Musician," a publication in the interests of music teachers and students. The Canadian Music Trades Journal believes that this acknowledgement could be used with

profit by retailers and their salesmen, for whose benefit it is here given in full:

"Some teachers of piano playing, as well as other teachers who specialize in vocal music, feel that the mechanical devices, such as the player piano and the talking machine, menace the future well-being of the music teaching profession. Whether there is truth in this fact or not the present writer is unable to say, since he has at hand no reliable data bearing on the subject. One thing seems to be true, however, namely, just as much music is sold now as was the case ten years ago.

"If the teacher feels that his future success is threatened it will be well for him to get busy to see how he can fit himself to the new conditions which have come and are certain to stay. The teacher who laments the popularity of the talking machine and the player piano and decries their excellence, will do nothing to help the situation. His only chance is to adapt himself to the changed conditions. Such is our advice to any one of our readers who is concerned over the possible inroads upon his business opportunities which he fears the mechanical devices we have mentioned may make.

"Why not accept the fact that the talking machine and the mechanical player are boons to the folks at home! There is more music in the American home to-day than there was ten years ago. If the daughter of the house studied piano playing she was not as ready to make music for father as she should have been. Now he can do his own playing. The effect may be a little crude, but he does the best he can, and he may learn to do better, and he learns the music. Perhaps another daughter was not ready to sing for father when she was asked. He can now insert a record and hear what he wants, an artist of the first rank or a favorite vaudeville singer.

"Some one says, 'Well, does not that indicate a narrowing demand for instruction in piano playing and singing?' Yes, if one goes no farther. But no father will always prefer the player piano or the talking machine to the music his daughter's hands will play or her voice sing. What we need is the feeling that one gets the greatest good out of music when one makes that music himself.

"The teacher's cue is right there: He must strive to make his pupils desirous and capable of self-expression, and to impress this idea upon all his friends and pupils. And then those who can express themselves through music should be willing to play and sing for others."

#### Selling Service.

SOME salesmen by their attitude would convey the impression that their duties began and ended with giving customers what they asked for. They seem to put themselves on a plane with the slot machine, which will do that much and give satisfaction to the customer, for the customer expects no more of the slot machine than what it actually does. Customers expect more of a human being, and the price of the article they buy is supposed to include efficient service. Efficient service in retailing talking machines and records, for example, includes a little more than merely handing out the records the people ask for. It includes learning the tastes of the customers and catering to those tastes or improving them, by suggesting certain titles or numbers. Many owners of talking machines are hungering for someone to recommend records of good music, not necessarily grand opera, at all times, but perhaps compositions that are comparatively well known, and yet not common.

One Ontario dealer has built up an excellent business in a short time by working the service idea. As soon as the new records come in he goes over the lot and almost instinctively picks out certain records for certain customers. For example, when a well known violinist of his city happened in to the dealer's store one morning the dealer told his clerk to play over a certain violin record. He did so, and it pleased the local musician so

well that he bought it. Later in the day a local choir leader who had a liking for quartette singing amounting almost to a mania, was invited to listen to a quartette that the dealer knew would appeal to him, and it did. This dealer has stated that his way of doing business made it a pleasure and not an effort.

#### The Price of Homage.

ONCE when King Edward VII, paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

But the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

Some business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop advertising in the summer months. By paying homage to tradition, custom, superstition, they have allowed summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by advertising? Do you realize how much momentum you now lose in the summer that must be regained in the fall? Don't let your advertising fires die out this summer.

#### Should Honesty be Limited?

HE has but carelessly read the spirit of the age who cannot see how necessary honesty is to successful merchandising in musical instruments. Be it from a sordid, selfish viewpoint, or be it from taking high grounds for the sake of principle, honesty is the only method of winning out these days. This question was emphasized very strongly in the address by Mr. D. C. Harmon, published on pages 37 and 38 of the last issue of the Journal. It is also the heart of the article "Selling on Confidence," given on page 35 of that same issue.

But should honesty be confined to certain limits? There are some who evidently think it should, and to such, current discussions on honesty in advertising have little interest, and therefore little corrective influence. Yet public opinion has come to the conclusion that much of the advertising of the past contained a great deal of unjustified exaggeration—yes, and statements that were plainly dishonest.

In the republic to our South seven states have enacted laws against fraudulent advertising, modelled on what is known as the Printers' Ink Bill, and Federal laws along that same line are now advocated. The moral effect of this act should be good. On the other hand it has a direct bearing on procuring the merchant's co-operation to eliminate fraudulent ads. Thinking men see more clearly than ever the close connection between their publicity and their reputation. The situation has



### Why The Harmonic Bridge?

THE different tones in a piano scale are the result of vibrations of wires of varying diameters and lengths. Roughly speaking, the larger or longer the wire the lower the tone. Absolute purity of tone comes only from strings whose vibrations are confined solely to the space between the bridge at the bottom and the pressure bar just below the tuning pins at the top. If the strings vibrate beyond the pressure bar they of course make "harsh" tones so often recognized by the cultured ear in even the best pianos.

When you play heavily upon other pianos you force the vibrations beyond the pressure bar, and these harsh tones invariably follow.

Through a patented invention belonging exclusively to

### Williams Piano

these vibrations beyond the pressure bar are purified, and made to harmonize with the true tone of each string, just as notes one octave apart harmonize.

Without the **BRASS AGRAFFE HARMONIC BRIDGE** indicated by the arrow in the illustration, none can hope to equal the unparalleled tone of the New Scale Williams Piano. Your interest in securing the best piano from every standpoint will surely lead you to choose the instrument which combines with exclusive features of mechanical supremacy the most beautiful of cases and the approval of nearly every one of the world's great musicians. Come in to-day and arrange to own one of these superb instruments.

The Williams Piano Company Limited  
Oshawa Ontario

been commented on extensively by the press all over this continent, and Walt Mason, whose rhyming prose makes interesting many ordinary cases, sizes up the matter in a few words by saying:—"Jim Peach, who runs the corner store, has published frequent 'ads' for many years, or maybe more, and he takes in the seads. The people found out long ago that Jim will tell no lie, so gladly to his store they go, and buy and buy and buy. When he gets up a special sale, his 'ads' are always true; he doesn't try to work off stale or damaged goods for now. He often says: 'None but a dunce that way will put up ice. A man may fool his patrons once, or he may fool them twice; but soon or late they'll all see through his little game, and then there's nothing he can say or do to get their trust again. When once they have you written down as one they cannot trust, you might as well desert the town, for if you stay you'll bust.' Oh, many merchants advertise in many smiling towns, and daily dish up gorgeous lies about their hand-me-downs, their pianos or hoot and shoes, their coffins or their gin, and then they have the mouldy blues, so little trade comes in. And when their stores are on the blink, and life's a great big ache, they bitterly call printers' ink a failure and a fake. 'We advertised,' they wail, 'for trade we scratched with nail and tooth.' A strong campaign they surely made—but failed to tell the truth. Oh, merchant, if you wish to reach folks' hearts and pocketbooks, you'll have to do like old Jim Peach, and tell the truth, gad-zooks!"

#### Rejuvenating a Dealer.

**O**CCASIONALLY a talking machine dealer is met with who has lost his enthusiasm for the line, having become lukewarm with increasing competition, and failing to appreciate the increased demand. One of these was just about to throw up his talking machine department when the wholesaler's representative happened along, having noticed a dropping off in his orders. He came charged with optimism, and succeeded in reviving his customer. One of the reasons the dealer gave for wanting to quit was that "everyone around that will ever buy has bought."

The traveller got him to make out a list of farmers on several of the concessions in the township. He got him to give particulars about each. The very first one on his list, named Henry Dewar, had a one hundred acre farm, and it was paid for. He had good buildings, stock, and implements and money in the bank. "Has he a piano?" inquired the traveller. "Yes, I sold it to him four years ago."

"Paid for?"

"Yes, he paid cash when he bought it."

Then why don't you sell him a machine? You say he has four children, a musical wife and can afford one."

The upshot of the conversation was that the traveller hired a livery and both drove out that evening to see Mr. Dewar, taking a machine and some carefully selected records. They entertained Dewar and his family on his own verandah, and while the impromptu concert was being held, Mr. Dewar sent one of the boys over to his brother-in-law's house, a little distance away, and he was soon on the scene with his family. Everybody had a splendid evening.

The talking machine wasn't sold, however, and there was no hint made of a sale other than that the traveller

showed Mr. Dewar's oldest girl, Cassie, how to operate the instrument. Then he and the dealer drove back to town.

"Now," said the traveller, on the way home, "just leave that machine until a week from to-day, and if you can't sell it when you go after it, I'll take your entire stock off your hands, for you will be no use to us."

The dealer merely granted, but before the week was out the traveller's firm received a telephone order from this dealer for three machines and a list of records that they thought would last him about a year. But he knew what he was doing. Like Aunt Mary of operatic fame he was rejuvenated, and he became a live wire dealer. He gives the traveller all the credit he deserves, but his tabulated list of homes that should have talking machines is his real incentive. He has it card indexed, and gives the list such attention that he knows almost to a day when he can sell a man, or whether he can sell at all. The list tells what each man's speciality is, i.e., whether he sends much milk to the local creamery and when he gets his cheques, or whether he raises many hogs and when he sells, or whether he is a horse breeder, and he keeps track of his horse sales, or those he hears of. In fact he knows more about the families in his community than any other individual, and he never asks impertinent questions. He has, by quiet and conscientious attention to business earned the confidence of the people, and at least three quarters of the people think so much of him that if any other dealer tried to sell them, he would be simply making business easy for the hero of this story, for they wouldn't buy without consulting him anyway.

#### A Talking Machine Dealer's Experience.

**T**HE following incident may be merely suppositious, but it is relevant enough to be worth copying, and at the same time is probably true. A music dealer who had taken on talking machines, worked hard for over a month before he made a single sale. He displayed the stock to advantage, sent out circulars and took every legitimate means that he could think of to let the people know he had the line. He was actually working up a number of "prospects" that were to mature about the same time, but this he did not realize until afterwards.

An acquaintance of his was to be married to a young woman with whom he was also acquainted. He learned that quite a large party of friends of both families who were well known, were to be entertained, and if the weather proved favorable, the time being June, they were to have the wedding dinner on the lawn. He wrote a polite letter to the mother of the prospective bride offering to send out a nice machine with a list of good music, the titles of which he enumerated. These were selected with care, and with an idea of the fitness of things. He emphasized the fact that he was not seeking a sale, and would instruct the young man he would send not to talk business, or if they preferred, he would show one of their own family how to run the machine, and a stranger need not be present. He worded his letter in such a way that the recipient's of his courtesy could not consider themselves under any obligation if they accepted. He frankly told them that if his instrument gave pleasure to the guests that he would be amply repaid for any trouble he took.

His offer was accepted and the instrument placed



on the verandah on the morning of the wedding. The dealer himself was imperturbed by telephone to come to the wedding, but he gracefully declined and his assistant, who unobtrusively dropped in and mingled with the guests, played over the records while the dinner was in progress. The idea made a hit, and after the dinner the guests crowded around to ask questions and say how well they liked the music. Four outfits were sold within the month to guests at the wedding, and the dealer says he has long ago lost track of the sales that could be directly attributed to this inexpensive advertising stunt.

#### COLLECTING INSTALMENT ACCOUNTS.

UPON the collections the success of any credit or instalment business very largely depends. Many commercial failures are directly attributable to neglect of this branch of the business, which is a most vital one in piano and talking machine retailing. A business may be a success from the selling end, but a failure because of inertia in the collection department. Because of the present tightness of the money market many dealers are being forced to give closer attention to their collections. The following article in this connection, which is reproduced from "The Echo," the house organ of the R. S. Williams & Sons Co., is worth careful reading, especially as the editor of that publication states that it is from the pen of an experienced collector, whose collections average over ninety per cent. of all accounts each month.

"We notify all customers, in advance, of the instalment due, and if the instalment is not paid at that time follow up our notice with a second and plainer letter within a week or two weeks from the due date. Then, if the second notice has not the desired effect, follow it up again in a similar length of time with a stronger letter. The advance notice, however, is the important one and the one that has the most effect when sent regularly.

"If a customer happens to live in the country or some distance from the post office it might be well to let a longer time elapse between notices, as your letters may not be received as promptly as they would be where they have a delivery or where the post office is handy.

"When a customer replies, making an indefinite promise, exact a definite date. Look for payment at that time and let the customer understand that you are expecting it exactly as promised. Customers will at times promise payments "shortly" or "as soon as possible," which might mean any time, and if you accept a promise like this you are then unable to again ask for payment for probably a longer period than would be necessary if the exact date were set.

"A great majority of people, that is even those who are considered good pay, are likely to overlook an instalment, or to allow five or six weeks to elapse between payments, which of course means that several instalments are skipped within a year's time, whereas if they are reminded regularly they can not overlook the date. They also know that their account is being watched carefully, it naturally having a tendency to make them more prompt and careful.

"Never grant an extension of time, or make any concessions in the terms of the contract without first ascertaining the why and the wherefore, as in a great

many cases the time is not really required, and besides if requests of this kind are granted promiscuously, the customer is more likely to make a similar request again in a short time, thinking that it makes little or no difference to you or thinking that all they have to do is to ask for the additional time when it will be granted. If you consider, however, that an extension is really required and you feel that the customer is deserving of leniency, do not grant the same begrudgingly as you would often hurt the feelings of your customer, and would in some cases stand in the way of them recommending new business, and would defeat your very object in granting it—cementing his good will.

"If a customer offers a smaller amount than is due, without making any comments, draw his attention to the fact that the payment is short, asking for the full amount, or asking that the shortage be made up within a certain length of time. If this course is not pursued customers will pay partial instalments, and if nothing is said at the time, they naturally think you are satisfied and will most likely drift into the habit of making short payments each month or quarter, as the case may be. This, of course, you wish to avoid.

#### System.

"We have found one of the best plans of keeping track of an instalment account to be the card system and a diary or tickler, that is, having all particulars of the sale on the front of the card, in fact have it practically the same as the page of your ledger, and then arrange these cards alphabetically, entering the names in your diary several days before the due date, or several days before you wish it to next come before your notice.

"When all your accounts are arranged in this system, take each day's cards, giving them the necessary attention, enter the names forward on the dates that you next wish them to come under your notice. By keeping the payments posted regularly, and noting all memorandums, such as letters sent, extensions granted or promises made, on the back of the card, you have at all times a true history of the account from the start.

"Customers are likely to request a month's extension on the strength of a promise to catch up the following month or at a future date, and if you have not a system in vogue for keeping track of such promises they are liable to be overlooked and the customers will in many cases, when not reminded, just pay the current monthly or quarterly instalment without making an attempt to include the back payments as promised.

#### Courtesy.

"Always greet your customers in a friendly manner, no matter how bad a delinquent he or she may be, or even though you know that you intend talking pretty plainly to the extent of threatening suit or enforcing the lien.

"Let them also leave with a pleasant good-bye, no matter how you have had to scold, as your scolding then has a better effect and more weight, they understanding that it is entirely business and not in any way personal animosity.

"Of course no set rules can be made governing all cases, as many times an individual case requires special leniency, or again it may be that it would not be policy to be as liberal with some parties as you would ordinarily.

"The writer feels that if the above hints are acted upon that instalment accounts as a whole can be kept up to as high a standard as possible, but of course it is impossible to collect one hundred per cent. of the amount due each month at all times."

#### The Sheriff's Deputy.

By F. M. Paul, of the Burroughs Adding Machine Co.

**I**N nine stores out of ten the sheriff has a "deputy." He is the lack of knowledge which would allow the retailer to know which things to do first—the lack of knowledge which keeps him so busy doing the wrong things that he never has time to do the profitable things—to work out plans that mean more business and less expense.

He represents neglected opportunities—lost chances to do the big profitable things overlooked because the records do not show the merchant which of his efforts are most successful—does not allow him to know in which direction his real opportunities lie.

He is the dead stock which lies on the shelves, eating the profits the live lines earn—the idle dollars which earn no profits and cause the failure to grow.

He is the hidden leaks that do not come to the manager's eye but exist just the same—the dangerous leaks that could not exist in the face of accurate, search-light accounting any more than darkness could exist under a glaring, high power street lamp.

#### The First Printed Music.

By Felix Borrowski in the Etude.

**T**HE gratitude of music-lovers should go out to the man who first made printed music possible. Now the art of printing music followed very shortly the invention of printing books. The first to print music of any kind from type was Ulrich Hahn, a Roman-printer, who brought out a Roman missal with notes in 1476. His work was quickly taken up by other printers. Our modern system of printing sheet music from engraved copper plates was invented by Simone Verovio, of Rome, who published, by this method his collection of Canzonets entitled *Diletto Spirituale* in 1856. But music typography has, to be sure, undergone remarkable changes and improvements since that time.

By the time the sixteenth century had well started the rapid dissemination of printed music led to the not less rapid development of different forms in the art itself. But the century had grown old before any important inventions bearing upon modern music came into existence. It was the rise of instrumental art which was responsible for many of the inventions which, primitive enough three hundred years ago, have since grown into wonderful and complicated forms of art; but in the sixteenth century instrumental music as a separate and independent branch was in its infancy, and it was the handmaid of vocal art. Yet neither the opera nor the oratorio could here come into existence without it.—

A Chicago piano concern is making use of the moving picture shows to advertise its line. The company is furnishing its dealers with a set of slides drawn by expert in the advertising picture line and these can be used between the pictures.

#### THE SQUARE PIANO.

This article was contributed by one of the Journal's thoughtful readers, and it opens up a very practical trade question, that other readers might profitably discuss in the columns of their trade paper.

**W**HAT is ultimately to become of the old square piano? This question must occur to the dealer very often, and the writer who has charge of a large retail business, has wondered if some plan could not be evolved and carried out, by at least all the large dealers, that would in time mitigate the square piano trouble to a large degree. For instance, how would it do for the dealers to agree to do away with all square pianos of—

1st. The flat or harp-scale, which must be at least fifty years old.

2nd. The octagon leg, thirty-five to fifty years old.

3rd. All square pianos of the more modern (carved legged, round cornered type), which come in with the sounding board or bridges, or both, badly cracked.

Speaking of pianos in class 1, everyone knows that these pianos, on account of the extreme shallowness of the touch and even more shallow tone, are not fit for even the poorest class of beginner to practice on.

With regard to class 2, the market value of this piano is so small that we believe that for the future of the piano business, the trade could well afford to take the legs off these pianos and make them into pedestals and flower stands, making steam out of all other parts which will burn.

With regard to class 3, it rarely ever pays to try to repair these old pianos when the bridges are gone. People who buy them from reliable houses expect at least a fair measure of satisfaction, and where the bridges are cracked around the divider-pins, it is utterly impossible to make them stand in tune, and the result is that complaints come in and the tuner is sent (which means cost) and in the end there is a dissatisfied customer, which everyone knows is not in the best interest of the business.

There are a great many other reasons which might be advanced, which are all too obvious to the retailer, why it would be a benefit to the trade to do away with these old pianos altogether, and for everyone done away with in this manner, the piano man's troubles would be lessened by at least that much.

The writer would not approve of any open wholesale destruction (such as was carried out in the States a year or so ago, when a large number were hauled out and burned). This has the effect of making a lot of very poor people resent the action of the piano people in destroying what they think would have been of great value to them. Then it also makes it hard to realize any price for the square pianos which still have some value.

So that all things considered, the writer believes that if the dealers would, with or without an agreement, just quietly destroy the old instruments of the kinds referred to, and thereby gradually clear them out of the way, that the trade would be very much the gainer in the end.

A Philadelphia dealer has just introduced for the first time the 5-cent music roll exchange, an arrangement by means of which customers may purchase music rolls at an original cost of \$1, and exchange the same every fifteen days upon payment of 5 cents.

## INTEREST IN PIANO INSTALMENT SALES.

By "Jock" Smith, Winnipeg.

Possibly the following table will prove valuable to the many readers of the Canadian Music Trades Journal and serve as a ready reckoner in determining the amount of interest on a piano sold on the instalment plan.

Provision has been made by assuming the customer pays \$10 as a cash payment (which unfortunately is too often the case in the piano business) on sales from \$250 to \$450, by deducting the \$10 from the sales value, payable on terms of \$8 and \$10 a month at 7 per cent. interest. If a piano is sold at \$350, with a \$25 cash payment, of course, the net amount is taken into consideration in calculating the interest.

Provided the interest is calculated at 6 per cent., deduct one-seventh; and if 8 per cent., add one-seventh.

Rule.—Interest on amount of sale, less cash payment, for full term, plus one month, and divide by two.

Example.—Total interest on \$570, payable \$15 monthly, with interest at 6 per cent., should be actually \$55.575—full term 38 months, plus 1 month—39 months' interest on \$570 at 6 per cent.—\$111.15 divided by 2—\$55.575. Taken in even cents for each payment, a half cent being calculated as one, the total would be \$55.72. If 2½ cents is charged as 5c., the total interest payable would be \$56.05. The actual amount due monthly decreases by 7½c. a month from \$2.85, to 7½c. on final payment.

## INTEREST TABLE.

Net Amount.	at 88 a month.		at \$10 a month.
	at 7%	at 8%	
\$240	\$21 70	\$17 50	
250 "	23 50	18 95	
265 "	26 30	21 65	
275 "	28 35	22 85	
290 "	31 60	25 40	
300 "	33 65	27 10	
315 "	37 10	29 90	
325 "	39 45	31 75	
340 "	43 15	34 75	
350 "	45 70	36 75	
365 "	49 65	39 90	
375 "	52 35	42 10	
390 "	56 60	45 50	
400 "	59 50	46 65	
415 "	64 00	51 45	
425 "	67 10	53 90	
440 "	71 85	57 75	
450 "	75 15	60 40	
475 "	83 65	67 20	
500 "	92 60	74 35	

## STANDARD MUSIC VS. RAGTIME.

"Exit Ragtime" was the opinion expressed by President Joseph E. Weber of the recent convention in Toronto of the American Federation of Musicians. Mr. Weber stated in an interview that "The musical development of this country is going ahead by leaps and bounds. The people are demanding better music and music by standard composers," and he declared that the day of ragtime had passed. "So far as the concert stage is concerned ragtime is dead. It has its uses. It appeals to the legs instead of the brains of the people. It was never destined to be a permanent development. It was really a passing fever."

## WINDOW DISPLAY IDEAS FOR THE MUSIC DEALER.

By a Traveller.

IN my wanderings over the country I can tell at once the "type" of man who directs a business by just looking into the windows of the establishment. There is stamped a man's personality, indicating his knowledge of human nature, reflecting his process of thinking, whether logical or disorderly. The "window display" has crystallized his ideas—the contents of his mind.

It has been only in recent years that analysis and classification of the mind have been made and that knowledge employed to advantage in business. Man possesses certain qualities, collectively belonging to the intellect, emotion and body, that govern their functioning and all are controlled by the mind. You can make them all vibrate, respond to you, if you know them as well as a musician knows where the tones lie in his instrument. By knowing you can produce harmony, not discord, in the people you aim to reach.

Scientific window displays embody three fundamental principles of getting attention, arousing interest, creating desire, and all supported by underlying laws.

The laws of a window display are as follows:

Laws.	Principles.
1. Light.	Getting attention.
2. Motion.	(Holding mind).
3. Color-scheme.	Arousing interest.
4. Mass.	(Agitating mind).
5. Utility.	Creating desire.
6. Seasonableness.	(Impelling mind).
7. Taking advantage of public opinion created by advertising.	
8. Location.	
9. Arrangement.	
10. Position.	
11. Sound or silence.	
Revealing values.	
Personal suggestions.	

In using light you are playing on a primary human instinct. Observe where the crowd congregates—on one street will promenade over one hundred thousand, while on the dark streets a block away they can be counted on your fingers. Even the arc lights verify the attraction of light, if you will glance up at the myriad insects hovering about it on summer nights.

We need but motion in any direction to get attention. The law of color harmony is a science in itself. There is much art in the use of color. The color or colors to use can only be determined when associated with the things to be displayed and the temperaments of the people would be most likely to purchase them. If for cultured people, use simple display, artistically arranged colors of a soft and quiet contrast. The nearer you get to the people of the soil, choose colors that are heavier and stronger, always sealing the graduation with the article displayed. Small articles should have light color support. Remember the article is to get the attention, not the display.

The importance of the laws of light, motion and color-scheme as a medium to attract attention is revealed by the enormous expenditure, by the large advertisers who use electrical display in the various cities. I need but motion in any direction to get attention.

Mass, I want to place particular stress upon, for

in its analysis there is used an axiom of physics, which is that every inorganic substance in this universe is held together by the reciprocal attraction of its units (molecules) upon one another. The greater the mass the greater the attraction. Sizes and distances, ratios and proportions are subjects to give consideration to in window display.

Utility. What should be displayed? Display that which is of greatest use to the greatest number. Necessities become luxuries, that which comes within the means of the masses instead of the higher classes. The object should be to "catch" everybody and get them into your store, where you can personally take control of their minds. Everybody passes your store; compel them to come in, to get acquainted with you and your merchandise, service and saving. They form only half a judgment from your window, just enough to influence them to "step in" or "stay out."

Sound hardly need be commented upon. To me the most impressive sounds are the musical evidences of the human voice. It is difficult to put this law into operation—sometimes silence is a greater force.

Location. Get as near the centre of gravity, the hub of commerce, as possible, for you have there hundreds of agencies co-operating in enterprising ways for mutual success.

Seasonableness. There are seasons in your business that make special offerings of particular classes of merchandise the most salable. Easter, graduation time, vacations, national holidays, religious holidays and many other special events call for special display. I hardly need comment on the advantage of harnessing to your business the public opinion by the national advertisers.

Position. Make your display accommodate itself to the passers-by; get it within their sphere of vision, not making it necessary for them to stoop down to make inspection. Displays should be built up, so that from across the street people could discern what is shown in the window. The window should be apportioned off or mapped out, for different parts of the window have varying degrees in value. The center always is the choicest position, and there your leaders should be shown or the strongest appeal in the shape of a sign set.

Arrangement must have the true artistic touch. At that pastime you must awaken your sensibilities; you must feel that that active force that holds, influence and impels people is at work in your windows; that although in the silence it says nothing, yet it persuades most eloquently.

Creating desire is gained by associating with the above laws the vital force of making statements of personal interest to the public by the use of suggestion.

#### GETTING CHOICE LOGS.

Commenting on the veneer situation, Mr. William Seiber, president of the Central Veneer Co., Huntington, W. V., writes to this Journal, saying, "We are very busy at our plant producing the largest output we have ever known. The business outlook is very encouraging. We have a very choice consignment of logs coming in, and with the present new facilities will be in shape to take care of all orders promptly." This company specializes in soft yellow poplar veneers for cross banding for the piano trade.

#### IVORY AND ITS SUBSTITUTES.

APROPOS of the innumerable attempts to exploit a substitute for ivory, it is of interest that no substance or composition has yet been discovered to take the place of this standard article in the making of piano keys. The usual substitute in the manufacture of cheap pianos is celluloid, but in Canada celluloid is very little used, the makers preferring to use the cheaper grades of ivory, though the price is much higher. From time to time celluloid is demanded, but is invariably given up for ivory.

Much has been expected of a manufactured substance known as "galalith," the cost of which is about one-third that of ivory, and about double that of celluloid. It is much used in England and on the continent, but has no demand in Canada. It is an exceedingly hard substance, costly to work up, but lacks that touch that only ivory seems to possess. Mr. J. M. Loose of Toronto has experimented with galalith, and at the present time has a sample that he has had for months, occasionally comparing it with ivory. While there is an absence of grain, the substitute when new looks exceedingly well, but in a few months has quite a decided cream color in comparison with ivory. With all the advantages claimed for galalith it, like celluloid, lacks that affinity with the human touch found only in ivory. It does not warm up to the touch, and perhaps because of its density is tiring after much playing. A skilled pianist, or one accustomed to handling ivory can readily detect the substitution of galalith. In short the ivory touch is lacking in either celluloid or galalith.

It is generally supposed that for the required supply of ivory the market is dependent upon the annual kill of elephants. This is not the case, however, as the ivory supply resulting from the annual kill of elephants is far below the demand. A great proportion of the annual consumption is literally "dug up," having been buried in the ground years ago by African chiefs, or collected in other ways. The production of ivory is not an industry, in the sense that the natives who find it market it only as they require to pay for their humble requirements. This trading is similar to the former barter with the North American Indians, who exchanged valuable furs and skins for blankets and beads.

A correspondent in the London "Music Trade Review," in what he terms "a technical chat" on this subject, writes the following:—

"In the history of piano keyboards ivory, no doubt, takes up a dominating position, and justly so, as it is one of the most precious products of Nature, without which, in times gone by, a piano seemed to be unthinkable. However, this idea has had to give way to another, owing to the enormous consumption of natural ivory.

"Good ivory is principally imported from Africa, but not nearly in such quantities as it used to be. While, formerly, the elephant frequented all parts of the Dark Continent, he is now met with only in the tropical parts, on account of his having been subjected to the same kind of persecution as the bison in the country of the Red Man. In consequence of these cruel persecutions the elephant, in many part of Africa, has been decimated, and, like the bison, he will die out before long.

"Formerly tusks up to 99 kilos, viz., about 1 $\frac{1}{2}$  cwt., were not at all rare; but nowadays a pachyderm armed

with such weapons may only be met with as a curiosity in a menagerie.

"The wholesale consumption of ivory, caused by the gigantic development of the piano industry, has led, on the one hand, to the decrease of the proboscideans, and, on the other hand, to a proportionate increase in the price of the raw material. This regrettable fact gave the incentive to look out for a substitute.

"In the first instance the hippopotamus took the place of the elephant, his canine teeth providing a bony substance which does not turn yellow too quickly under the influence of air, like the ivory provided by the tusk of the elephant. However, the number of hippopotami not being very large, they will never be of any importance as far as the ivory market is concerned.

"Next, the canine teeth of the walrus were thought of, but their bone does not possess the necessary degree of hardness, and, when polished, does not achieve the smoothness which is a characteristic of ivory, and the use of this substitute will, therefore, always be limited.

"The bone of the narwhal, as well as fossil ivory, will also be out of the question, as to obtain both kinds considerable difficulties are met with.

"Marble, which, when played on, causes an uncomfortable cold sensation, could not maintain its place on account of this questionable quality, nor could mother-of-pearl, which, on account of its opalescence, is not good for the eyes.

"Besides several other substitutes, we have to mention celluloid. For some time it seemed as if it would take the place of ivory. However, experience proved that it was a dangerous and unreliable material to deal with. First of all, it was the inflammability, peculiar to celluloid, the consequences of which nobody cared to chance, for the combustion gases of celluloid produce prussic acid in such quantities that 5 grammes of this material are sufficient to kill a person. Lastly, this questionable production, on account of its softness, requires a considerably heavier manufacture than ivory or other modern substitutes.

"But should our modern industry, which has given an adequately new feature to the whole of our culture, be really incapable of producing, aided by scientific and technical knowledge, a material in every respect of the same value as natural ivory, the price of which is now almost prohibitive, and the supplies of which are becoming less and less? No. We have every reason to be proud of our industry. Just as substitutes have been found for other valuable materials (I mention only "Sandow Mineral Salts," artificial vanilla, etc.) so is our modern industry now in the pleasant position to produce an artificial ivory which has all the good qualities of the natural bone. More than this even: while ivory becomes hollow and turns yellow when played on for a number of years, the new product of the ivory substitute industry shows a hardness, combined with a durability of its color, which gives it a distinct advantage over the expensive natural ivory. This extraordinary triumph of technique, of course, is not the work of a moment; it is based on an almost endless number of experiments. But it is a well-known sign of our technical progress that complete results were never obtained at the very beginning; but only by way of experiments, combined with the progressive improvement of organized working techniques, was the production of the

materials in question accomplished. The International Galalith Co., Hoff & Co., Harburg-on-Elbe, is the first to produce artificial ivory; the development of the process has cost enormous sums while it was still in its infancy, which always precedes development and prosperity in these cases. From the merely commercial point of view this branch of work, in its first stages, was only of secondary concern. However, the position is now considerably changed in consequence of the enormous revolution in the manufacture of "Galalith." The exceedingly important period of revolution through which the modern industry passed, on account of the replacement of the work of human hands by machinery of the greatest variety and of the most ingenious construction, combined with other scientific achievements, has not left untouched the manufacturing methods of "Galalith," and the Harburg Works of Artificial Ivory are now concentrating their energy upon the manufacture of artificial ivory. The future of artificial piano keys, therefore, appears to be very promising for the benefit and prosperity of piano manufacture in all its branches.

"Many people have tried to produce artificial ivory; however, they never cared to accept any liability as to its quality, and it cannot be denied that even the Harburg Works kept silent on this point for some time.

"To-day, however, the manufacturers of "Galalith" are in the pleasant position of being able to accept certain liabilities with regard to their new artificial ivory—"Reform-galalith." The International Galalith Company is not running any risk, for on the basis of scientific experiments and tests their factory now possesses a material which, in its molecular composition, is almost an exact reproduction of elephants' tusks. Together with this astonishing achievement, the International Galalith Company has brought within the reach of piano manufacturers a patented grinding and polishing machine which is able to produce such results that, only with the aid of a magnifying glass, can "Reform-galalith" be detected as an imitation.

"The problem of the manufacture of artificial ivory may be regarded as having been solved, and, more than that, as having been solved in the best sense possible. It will not be economical, therefore, to give preference to the expensive real ivory in future."

#### ORGAN EXPORTS LESS.

For the ten months ended January, 1913, Canada exported organs to the value of \$156,382, as against \$181,858 for the corresponding period of the year before, a reduction of \$25,476 for the ten months. The exports for the ten months ended January, 1911, were \$126,910. The total piano exports of Canadian manufacture for the same period were:—

	For ten months, ending January		
	To 1911	1912	1913-
United Kingdom.....	\$5,006	\$4,771	\$11,705
United States.....	32,521	30,147	30,840
Other Countries.....	12,142	9,338	6,953
Total .....	\$49,669	\$44,256	\$49,498

Canada's total importations of musical instruments for the eleven months ended February, 1913, were \$1,808,450, as against \$1,384,798 for the eleven months ended February, 1912.



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CANADA

## THE IMPERIAL COPYRIGHT EXPLAINED.

## Mr. Walter Eastman Visits Toronto.

After spending a week at their Toronto branch, Mr. Walter Eastman, who supervises the Toronto and New York branches of Chappell & Co., Ltd., has returned to his home in New York. He is thoroughly acquainted with sheet and book music conditions on this continent, having resided this side of the Atlantic for eight years. Mr. Eastman told the Journal that he had read with a great deal of interest the various letters from sheet music dealers, which had appeared in our April and May issues. He stated that his firm stood ready to cooperate with the trade, and that any information he could give or obtain for inquires upon the question of reprint editions would be gladly given. He also drew the Journal's attention to the statement, in one of the letters above referred to, regarding "the customs officials having a complete list of all Canadian Copyrights." Mr. Eastman submitted that the publishers in Great Britain were looking to the Imperial copyright and not the Canadian copyright, and gave this explanation, which was quoted from "The Musical Times" of London:—"Under the British Copyright Law everything that is copyright in Great Britain is *ipso facto* copyright in Canada. It was therefore originally unlawful for anyone to import into Canada a foreign reprint of a work first published in Great Britain. But by a British Act passed in the year 1847, the British Colonies were enabled to import such foreign reprints on condition that they passed a local law designed to compensate the British proprietor of the copyright. Canada in 1850 duly passed such a law, fixing the duty to be levied on the imported copies at 12½ per cent, *ad valorem* for the benefit of the British owner, and by Orders in Council of December 12, 1850, and of July 7, 1868, the clauses in the British Acts against importation of foreign reprints were suspended as regards Canada.

"In consequence of a clause in the British North America Act (1867), which conferred upon Canada the right to legislate in Canada on the subject of copyright, serious disputes arose between the Mother Country and the Colony as to the nature and extent of that right. The Canadian Government maintained that Canada was entitled to legislate for its own territory, even to the exclusion of the British Copyright Acts. Consequently Canada, having in 1875 passed a local Act which conferred Canadian copyright only on condition that the work was printed and published in Canada, claimed that unless British works were so printed and published, they lost all their rights in Canada, and that foreign reprints might be imported from the United States without restriction. The British contention had always been that the British North America Act had only enabled Canada to legislate for the copyright of works of Canadian origin, and that Canadian copyright legislation could have no effect on any British work first published outside Canada. The point was finally settled against Canada in the Canadian case of *Smiles v. Belford*.

"More recently another attempt was made to get round the decision in *Smiles v. Belford*. There is a provision in the British Customs Consolidation Act of 1876 that the importation of foreign reprints into British Colonies can only be restrained when the Colonial

Customs have been duly notified that a copyright, in any given case, exists. There is, however, an exception in the Act which renders such notification unnecessary in cases where a Colony has made entire provision for the management and regulation of its own customs. In the important case of *Adam & Charles Black v. The Imperial Book Company*, it was decided that Canada had made such a provision, and that consequently importations of British Copyright works from the United States into Canada could be restrained without any previous notification to the Canadian Customs that a copyright existed. Eventually, in 1894, Canada passed a Customs Act under which she formally declined to collect the 12½ per cent. duty, which in 1850 she had undertaken to collect for the benefit of the British owner, but which in fact she had never troubled to collect.

"The question then became a simple one. The British Act of 1847 and the Orders in Council thereunder; for Canada had repudiated her obligation to collect the duty. And the case of *Adam & Charles Black v. The Imperial Book Company* had decided that importation of reprints of British copyrights could be restrained without any notice to the Canadian Customs. The field was therefore thrown open for a test action such as that of *Hawkes v. Whaley, Royce & Company*."

It is very likely that Mr. Eastman will have some further information for the trade at an early date which will add to an intelligent discussion of these questions that have been appearing in the Journal.

## NEW MUSIC

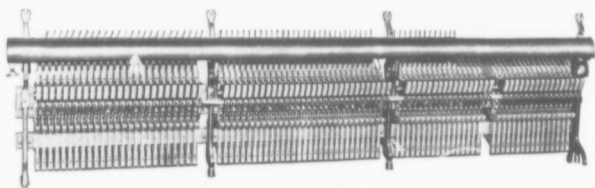
Copyrights entered at Ottawa

Where the Publisher's name and address are not given in the following list, the information may be obtained by writing Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

27077. "That Devil's Rag." Words by Edward B. Madden. Music by Egbert Van Alstyne.
27078. "The Eskimo Rag." Words by Jean C. Havez. Music by George Botsford.
27079. "I Met My Love in the Land of Dreams." Words and Music by E. Lester Krieger. Jerome H. Remick & Company, New York, N.Y.
27084. "Oh, Skin-Nap! 'Cmon, Over." (You-hoo! You-hoo!) Words by Ruth Owen Briggs. Music by Aubrey Stauffer.
27085. "Thoughts of Spring." (Composed by Elizabeth K. Peall).
27090. "Canadian Flag Song." (The Empire Series of School Songs). Words by Rev. William Wye Smith. Music by Angelo M. Read. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
27091. "How the Money Rolls In." Words by Jean C. Havez. Music by Ted. S. Barron.
27092. "You're the Girl." Words by Earle C. Jones. Music by Egbert Van Alstyne.
27093. "How Shall I Ever Forget." Words by Henry Blossom. Music by John Lund.
27094. "I'm On the Jury." Words by Gus Kahn. Music by Grace LaBarre.
27095. "When Your Old Gray Bonnet Was New." Words by Stanley Murphy. Music by Henri I. Marshall.
27101. "Progressive Exercises, 73-96 inclusive." (Music Book). Art Publication Society, Limited, Winnipeg, Man.
27109. "The Pullman Porters on Parade." Words by Ben G. May. Music by Maurice Abraham.
1542. "She's the Only One I Love." By John Paul and Charles H. Reichert.
27110. "Progressive Studies, 73-96 inclusive, with Annotations." (Music Book). Art Publishing Society, Limited, Winnipeg, Man.
27111. "The Monkey Doodle Do." Words and Music by Irving Berlin.
27112. "Someone is Coming to My House." Words and Music by Irving Berlin.
27113. "Abe Sings an Irish Song." Words and Music by Irving Berlin.
27140. "When the Moon Shone Down on You." Words and Music by Jack Smith and Mae Krug.
27141. "Not To-night." Words by Cecil Mack. Music by William H. Farrell.
27149. "Barnyard Harmony." Words by Grant Clarke. Music by Jean Schwartz.
27150. "Where the Red, Red Roses Grow." Words by Wm. Jerome. Music by Jean Schwartz.
27121. "I Was Aviating Around." Words by Vincent Bryan. Music by Ren. G. May.

(Continued on page 60).





## Loose Actions

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### E. C. SCYTHES GENERAL MANAGER WILLIAMS PIANO CO., MR. BULL RETAINS PRESIDENCY.

Owing to continued ill health Mr. Fred Bull, president of the Williams Piano Co., Ltd., Oshawa, has relinquished the general management of that firm, and at a meeting of the shareholders, Mr. E. C. Scythes was elected general manager, Mr. Bull continuing in the presidency. Mr. Scythes, who became connected with the Williams Piano Co., Ltd., when that firm was organized in 1902, has been a valued member of the Board of Directors, and for the past five years has had the management of the company's business from Fort William west, with headquarters in Winnipeg, where he also had charge of the local retail house, Cross, Goulding & Skinner, Ltd.

The action of the shareholders in appointing Mr. Scythes to the responsible position of general manager is a further tribute of appreciation on the part of the shareholders for what he has accomplished for them. He visited the factory in May in connection with the appointment, returning at once to Winnipeg, with the intention of making a business trip to the coast before taking up the duties of his new office.

Mr. Scythes leaves the West with great reluctance, as he was associated with many public organizations with which he regrets severing connections. He was a director of the Industrial Bureau of Winnipeg, which has 28 organizations affiliated with it, including bankers and merchants' associations, etc. This year he was chairman of the Advertising and Publicity Committee of this organization. There is probably no publicity organization anywhere that is doing things on such a large scale. They have a large permanent building of their own, with a fine art gallery, land and fruit exhibits, etc. He was also an active member of the Winnipeg Board of Trade, Vice President of the Advertising Club, Past President of the Business Science Club. He was one of the original committee that organized the Million for Manitoba League, also one of the original committee that organized the Western Canada apple show. Outside of his business he was most actively connected with the Correspondence School of Scientific Farming, of which he is president. The aim of this organization is to give scientific information to the farmers of the West that they may be able to get the most out of the land and their work by proper crop rotation, etc. It has been found that in three years the yield of wheat will drop from 30 bushels an acre to 9 bushels. By proper crop rotation it can be kept up to standard.

The residents of Oshawa, where Mr. Scythes is well known, welcome him as an acquisition to the public life of that place, and his numerous friends in the trade predict the success for him that they readily wish him in his new capacity with his firm.

Among a Western piano house's mail recently was this communication: "Please give name of one of the best livelust full of life and vim and go rolls you have in ragtime ship by parcel postage extra 20 cents. I am sending by mail 1 roll back to yous did not sute prize \$1.35. Yurs truely.

"Porscribe the manner in witch suces polka is played in how many changes of time are in it received of yous too day 1 roll that did not sute a tall. The 20 cents left ples keap as a tip."

### LONDON VIOLIN MAN IN CANADA. Mr. Walter Beare Again Visits the Dominion.

Interesting statements concerning the growing demands for good violins throughout Canada, were made in an interview with a Journal representative, by Mr. Walter Beare, of Beare & Son, London, England, who has just visited the firm's Canadian branch at 117 King St. West, Toronto. Mr. Beare, who reached Canada just previous to the 24th of May, expresses regret that he could not stay longer in this country, but owing to the rebuilding of their premises in London, his early return was made necessary. Mr. Beare is a violin specialist and enthusiast, as were his father and grandfather before him. The old and widely known firm of Beare & Son has been in business over fifty years, during which time they have concentrated their energies on violins and violin supplies. They state that their sales include fiddles at prices as high as \$15,000.

In Canada Mr. Beare stated that the demand was for violins wholesaling at from \$25 to \$700. A year ago he spent four months in this country studying the requirements of the Canadian trade. For several years before opening an office and stockrooms here the firm sold considerable quantities of goods direct from the home office in London, but Mr. Beare became so enthusiastic over the growth in Canada of both violin sales and general musical education, that a branch was started in Toronto.

Mr. P. Bone, who is in charge of the Canadian business has just returned from a trip through the West, and is leaving shortly to meet the trade in Eastern Ontario, Quebec and the Maritime Provinces. Beare & Sons' catalogue is attractively gotten up, and enables dealers to make sales direct from it when occasion arises.

Mr. E. J. Wright, salesmanager of the Wright Piano Co., Ltd., celebrated the 24th of May by leaving the Toronto General Hospital for his home in Strathroy. Mr. Wright has recovered completely from his critical operation for appendicitis, and expresses a keen desire



Mr. E. J. Wright

to "get busy" after the month's confinement in the hospital. "Ernie's" many friends in the trade will be glad to hear of his return to Strathroy, and they will appreciate what a relief this means to one of his active temperament.

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### NEW WINDSOR PREMISES OPENED.

A three days' celebration marked the opening of their new premises, 40-42 Ouellette Ave., by Grinnell Bros., for their branch at Windsor, Ont., which is under the management of Mr. J. R. Hewer. Much of the success of the formal opening is due to Mr. Hewer, who has been in charge there for three years, and during whose regime the business has grown in large measure.

On the first night, Thursday, Mayor Clay acted as chairman. Each evening an excellent programme was furnished, which was highly appreciated by the large crowds in attendance. The new showrooms of three floors are spacious and tastefully decorated. The main section of the former store has been turned into a series of sound proof piano parlors. At 42 Ouellette Ave., connected with an interior archway, there are musical instrument, sheet music and small goods departments. Features of this room are a cash carrier system and a porcelain sanitary bubbler fountain. The basement is equipped to accommodate their Victrola and Edison departments.

"We now have 25 stores and two factories, one in Windsor and one in Detroit, and we sell all our pianos direct to the consumer," stated Mr. Hewer. "Our total sales last year amounted to a little over \$4,000,000, and we expect to open up branch stores throughout Western Ontario, London, Hamilton, Toronto and Montreal, but Windsor will always be the headquarters."

Grinnell Bros., who have their own quartet Concert Co., recently furnished a programme of unusual merit for a regular meeting of the Windsor Literary and Scientific Society.

### SCHOOL ROOM MUSIC.

A carefully prepared, illustrated, 40-page booklet on the subject of school room music has been issued from the Toronto headquarters of the Columbia Graphophone Co. How this can be put to effective use is made very clear by the company, who say, "In all well organized schools, large and small, it is an established practice to devote some time daily to musical instruction. The larger cities and towns employ music supervisors. Smaller places are obliged to entrust the singing lessons to the regular teacher who must get along without expert supervision. Ninety-five per cent. of school rooms are without a musical instrument. Even with supervision and a musical instrument the regular teacher finds it difficult if not wholly impossible to impart to each day its quota of interest and variety of program. We have been repeatedly requested by teachers and others interested in educational matters, users of the Columbia Grafonola in schools or class room, to make an excerpt from our large double-disc record catalogue, of standard selections that might be used with profit in the graded and secondary schools, along cultural lines."

The music recommended by the Columbia Co. for the use of schools is divided into the following classes: (1) Patriotic Records, (2) Folk Dance Records, (3) Marching, (4) Grades 1, 2 and 3 Instrumental, (5) Grades 4 and 5 Vocal and Instrumental, (6) Upper Grammar Grades Vocal and Instrumental, (7) High School Vocal and Instrumental, (8) Columbia Universal Graded Course for Public Schools.

The school "Grafonola-Mobile" is a new design of the Columbia Company. It is a portable record-retainer

cabinet designed to wheel anywhere in the school or home.

### A MOTOR TRIP VACATION.

Mr. Norman Brownlee, manager of the Ottawa branch of Willis & Co., Ltd., was a recent caller at the Journal office, accompanied by Mrs. Brownlee. Mr. and Mrs. Brownlee were on a three weeks' motor trip, with Detroit as their destination, making short stays at a number of points between there and Ottawa, including Bowmanville, where they visited the factory of Dominion Organ & Piano Co., Toronto, Hamilton, Brantford, Woodstock and Leamington. Their purpose was to return by way of the south shore of Lake Ontario and the St. Lawrence River to Ogdensburg.

Just prior to leaving Ottawa, Mr. Brownlee was presented by his staff with a letter signed by each, expressing their loyalty to him and good wishes for a pleasant outing. They also gave him a camera and outfit, an appreciated acquisition on a motor trip.



**THREE GENERATIONS OF HEAVY WEIGHTS.**

The accompanying photographic reproduction shows Mr. "Jock" Smith, the well known member of the firm of Winnipeg Piano Co., with his father and his son. The latter, who has entered the music business in the Winnipeg Piano Co.'s store, spent a couple of weeks in Toronto seeing pianos and players in process of manufacture, and is now on his way to Scotland with his grandsire, who is 73 years of age, and it is the claim of his forefathers that they have resided on one estate for the last 600 years. The father and son in the trio are each six feet high, while the grandson is five and one-half inches taller. Their combined weights total 657 pounds.



Style "J" Louis XV. Willis Player



"Style "L" Willis Player



Style "K" Willis Piano



Style "F" Willis Piano

## THE WEDGE

**T**HE wise woodsman does not attempt to split a big log with spasmodic blows of his axe. Regular and well directed blows, even, do not commend themselves to the experienced woodsman, to whom, at least, one of Nature's laws is very real.

He drives in a wedge, and it slowly and steadily, though surely, splits the log. The wedge accomplishes through concentration.

To music dealers an efficient wedge for this purpose is the Willis line of Pianos and Players—Canada's leaders.

They will enable any dealer to concentrate his efforts on building up a profitable and lasting business. This is done by:

- (1) Making money for the merchant.
- (2) Winning friends for the Willis line.

We have the sole selling rights in Canada  
of the celebrated Knabe Grands  
and Uprights.

## Willis & Co., Ltd.

HEAD OFFICES  
580 St. Catherine St. W.  
MONTREAL, P.Q.

FACTORIES  
ST. THERESE  
P.Q.



The Crest  
of  
Quality



The Leader for Wise Dealers  
ask  
Willis & Co., Limited, Montreal

## MONTREAL LETTER.

THE retail department of Berliner Gramophone Co., Ltd., Montreal, has sold another outfit for public school use in that city. The outfit consists of a Victor No. V., with wooden horn and large selection of suitable records. The school making the purchase was the William Lunn School, one of the largest Protestant schools in Montreal. In a letter to the Berliner Gramophone Co., dated May 30, Mr. A. H. Harlow, principal of the school referred to, expresses his appreciation of the value of the gramophone in school use, as follows:—

"During the short time the Victrola has been in this school, I have been able to confirm my opinion that it would be a useful and beneficial addition to a school equipment. Primarily purchased for use in the gymnasium, it has proved most satisfactory. With its aid, marching, skipping, calisthenics, folk-dancing, and club-swinging have become easy and attractive.

"As a means of leading and brightening up assembly singing it has surpassed expectations. In this connection, let me express the hope that the growth of this department of your business will soon warrant the production of a greater number of records of Canadian and British patriotic and folk-songs.

"But I expect still greater things from the use of the gram-o-phone, and I already have some grounds for the expectation. As a means of acquainting the pupils with some of the best things in music, to cultivate an appreciation of what is good in the art, to awaken a sense of discrimination that will be a lasting joy to them, what else could take its place?"

Hurteau Williams & Co., Limited, wishing to commemorate the opening of their new warehouses at 510 St. Catherine St. West, are conducting a piano club sale, in which 250 Ennis instruments will undoubtedly enter into new homes.

C. W. Lindsay, Ltd., report their music roll library, whereby members are privileged to change their rolls twice a week, is increasing in volume of business rapidly.

The rapid growth and development of the piano business of C. W. Lindsay, Ltd., who are agents for Heintzman, Nordheimer, Martin-Orme, et al lines, necessitated the purchase of a 1½ ton 30 h.p. Alco automobile piano truck, in addition to their regular piano vans. This truck can carry five pianos, and has a covered top, with waterproof curtains to protect the instrument from rain and cold. It has also the advantage of covering long distances in a short space of time.

"La Compagnie Generale de Phonographes et Grapho-phones Limitee," with a capitalization of \$20,000, has been incorporated to do a general talking machine business, with headquarters at Montreal.

Mrs. P. E. Layton was re-elected a director of the Montreal School for the Blind. Mrs. Layton, like her husband, Philip E., is a phenomenal worker, and much of the successful standing of this institution is due to their combined efforts and energies.

The representation of the Wormwith piano is now in the hands of the Leach Piano Company, Ltd.

Business generally is listed as good by Gervais and Whiteside. The outlook is especially promising and a large number of new accounts will be booked for the Kern and Morris product within the next thirty days.

The Leach piano has been in great demand of late

by various artists and headline performers at the various theatres. Alice Lloyd, Kathleen Clifford, et al, had this instrument supplied them in their private suites while playing in Montreal, and at the same time wrote the Leach Piano Co. testimonial letters complimenting the firm on the quality and tonal effects, etc., of this make.

Mr. R. L. Chilvers, general sales manager of Berliner Gramophone Co., Ltd., Montreal, has left on a two months' trip to the Pacific Coast in the interests of "His Master's Voice" lines. It is Mr. Chilvers' purpose to cover every town of importance between Montreal and Vancouver.

Willis and Company, Ltd., are busy with contractors and architects these days in connection with the large addition to their factory at St. Therese, Que., where they are anticipating an output of 4,000 pianos per year. The ten thousandth piano from this plant was recently placed on sale at the Willis warehouses and specially displayed.

Mr. David Allan, assistant manager of the Bell Piano and Organ Company, passed through Montreal recently on his way to headquarters in Guelph. He was, as he always is, a welcome visitor at their local agency.

Mr. John Samuel, of the Kern-Morris Company, passed through Montreal on his way East.

To celebrate the opening of their store, the Leach Piano Company, Ltd., are holding a thirty days' sale. Their warehouses are the only piano store in the city on the north side or St. Catherine St.

Foisy Freres declare that there is practically no soliciting to do for the sale of Mendelssohn pianos, as these instruments sell themselves. In fact this make is in such brisk demand that the retailers are the ones who do the soliciting. They solicit the favor of a shipment.

J. H. Mulhollin predicts a big fall business for the distribution of the Evans Bros. pianos. May trade showed a gain over last year, and June opened up "all to the good."

The Canadian Graphophone Company are finding summer trade very encouraging, a large demand being noticeable for Columbia goods for summer, and country homes, and camp life. A considerable number of dance music records are being retailed where the talking machine supplants the piano in many instances.

Layton Bros. note a considerable increase in the sale of Mason & Risch instruments, and particularly high appreciation has been expressed in many quarters with reference to the miniature grand of this make, player piano sales are likewise very good. A large two manual Thomas organ, displayed in this firm's show windows, invoked numerous inquiries.

J. W. Shaw and Company, through manager A. E. Moreland, report business as keeping up splendidly. No evidence is prevalent here of any let up, which is usually apparent during May, in the call for Gerhard Heintzman instruments in uprights and players. Mr. Moreland, by the way is always an optimist, and during these times when even the best of us show the worst of us this gentleman has always something pleasant to tell.

Important revisions in the tariff were predicted by Mr. R. S. Gourlay, pres. of the Canadian Manufacturers' Ass'n, in his address at the banquet of the Montreal branch of that organization. It was incumbent, he said, upon manufacturers to work together to protect their

interests and those of the country in general, so that when the time for revision arrived they could lay their views before the government as a strong and united body, instead of having isolated delegations recommending this and opposing that with serious result. Impending revision, he stated, was foreshadowed by the West Indian treaty and the coming Australian one, by the insistent demand in some sections of the country for an increase of the British preference, by the American tariff changes, and finally by the fact that it was not pleasant for the government to be told by the opposition that their prosperity was due to following its standard, even though that standard was laid down originally by great Conservative leaders. Mr. Gourlay pointed out the need for the establishment of more varied industries in Canada. The increase in trade had been enormous, but it was largely through the establishment of new branches of existing firms, and there were many goods not made in the Dominion which should be manufactured here.

Mr. H. L. Desaulniers had a lot of coal. He wanted a piano. So in order to gratify his desire in this respect he went to a piano dealer and entered into an arrangement whereby he would trade some coal for an instrument. The transaction, smacking as it does of the good old days before filthy lucre began to figure in economies as a medium of exchange, was charmingly simple, yet not simple enough to prevent it from becoming the subject of a learned court wrangle. To the lot of Mr. Justice Archer fell the task of unravelling the gnarled intricacies of the deal.

The matter came up before the local courts some

time ago, when a local firm sued Desaulniers for a balance on the purchase of a \$400 piano. Desaulniers, in opposing the suit, explained that he had agreed to supply the plaintiff with coal, on the understanding that the latter would retain \$2 on every ton that he would deliver, this proceeding to continue until the whole of the purchase price of the instrument had been liquidated. He averred that he had started in to supply coal, but was surprised to learn that the plaintiff, instead of keeping \$2 on every ton, credited the full value of the coal to his account, without paying him the balance on the delivery. He said he had delivered 37 tons, and 320 lbs., valued at \$253.92. On this quantity, he represented that plaintiff, according to the agreement, had a right to retain only \$74.35. Instead of this the plaintiff had paid him only \$50. Defendant averred that unless he were paid the balance, he would not deliver any more coal.

In the course of the hearing it was shown, however, that the defendant had abandoned the coal business and that it was on this account that the trouble arose. The plaintiff, evidently desiring to guarantee payment, had retained almost the full amount of the coal delivered. However, as the case proceeded, both parties made a move in the matter of patching up the difficulty, the plaintiff asking that the defendant be condemned to continue supplying coal until such time as the piano was fully paid for, and the defendant expressing willingness to fulfil his obligations under the agreement, in so far as the delivering of the coal was concerned.

In view of this rapprochement, Mr. Justice Archer handed down judgment condemning the defendant to

## Merit Will Win

The **Thomas Organs** have been acknowledged for years as the best, and are the

### LEADING ORGANS OF THE DAY

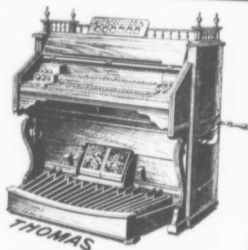
They are unrivalled in volume, sweetness, and purity of tone. At several of the leading Exhibitions they carried off the highest honors, and were granted awards for

"Beauty of display and general excellence of Reed Organs."

**THOMAS ORGAN & PIANO CO.**

WOODSTOCK, ONT.,

CANADA



# PIANO MATERIALS AND TOOLS

FOR MANUFACTURERS, REPAIRERS, TUNERS AND DEALERS  
CORRESPONDENCE INVITED

**HAMMACHER, SCHLEMMER & CO.**

4th Avenue and 13th Street

NEW YORK, SINCE 1848

deliver, within fifteen days 134 $\frac{3}{4}$  tons of coal, at the lowest market price. On the purchase price of each ton the plaintiff was empowered by the court to retain \$2, the balance to be paid to the defendant. In default of defendant delivering the coal within the time specified, he was condemned to pay the plaintiff the full amount due—\$269.70.

The ups and downs of a piano, and its contested ownership, were the points of issue in the case of Dame Anna Marie Ida Lacasse against Dame Eva St. Amand. The piano was given to the plaintiff by her first husband, in 1890, at the cost of \$1,600, being a part of an altogether luxurious household. After the husband's death, Dame Ida Lacasse married Jos. C. E. Olivier Gervais, who offered to sell the piano at a very low price. Dame St. Amand, who deals in pianos, did not miss the opportunity. When Dame Lacasse claimed the instrument, Dame St. Amand sought reimbursement, which was refused. Dame Lacasse was given judgment because a party who purchases an article from a second party who is not a merchant, must make himself sure that the second party is the real owner of the article. Good faith is no excuse, and if the article does not belong to the party who sold it, the purchaser must return it to the real owner. As Mr. Gervais was not in the business, and as he was not the owner of the article, Dame St. Amand was ordered to return the piano to Dame Lacasse.

The patients and employees of the Verdun Hospital, Lasalle Road, were entertained to a very enjoyable concert, by the members of the firm of Willis & Co., Ltd. The party, some forty in number, gave a concert comprising vocal and instrumental selections, as well as some excellent recitations. Over three hundred patients and employees were thus given an evening of enjoyment. All of the numbers were excellent, but possibly the songs of Messrs. F. G. Sharp and H. Brown, also Mr. A. S. Tracey, and instrumental numbers by Messrs. J. Kelly and P. Collet, were given the most applause. Others taking part were Messrs. E. Maille, W. Dufalt, C. McCarty. Mr. F. G. Sharp acted as chairman and introduced the various performers.

An organ recital was lately given by Mr. Amedeo Tremblay, the well known organist of the Cathedral of Ottawa, on a magnificent forty-five stops, four manual organ, built by the Canadian Pipe Organ Company, Ltd., St. Hyacinthe, Que., for St. John's Church, Victoria, B.C. There were at least six hundred people present, most of them lovers of the best music. Several encores were executed. Everybody showed very much enthusiasm about its fine quality of tone and power, and also its beautiful chimes effects. The above mentioned company have now been in existence for six years, and have turned out about twenty-five church organs.

#### WINNIPEG LETTER.

LOCAL dealers report an improvement in collections, the improvement in the majority of instances being the result of more concentrated effort to collect accounts. In this respect the general quietness in sales is considered something of an advantage, in that it makes both necessary and possible closer attention to delinquents.

The J. R. Tucker Piano & Music Co. are now settled in their new quarters, corner of Main and Graham Sts.

This firm have splendid floor space. In the basement are situated the repairing and polishing rooms, also a fine talking machine parlor. The main floor space is taken up by Nordheimer pianos, and the talking machine record stock. Mr. McLasky also occupies space on this floor, where he carries on a sheet music business. To the rear of the store is situated the Green Room, decorated in pink and green, where the Steinway pianos are displayed. On the mezzanine floor the office is situated. Large ferns placed around the store, make it very attractive. Mr. J. R. Tucker has just returned from a trip to Port Arthur.

Mr. J. G. Whiteacre, Western manager of the Mason & Risch Piano Co., Ltd., paid a visit to the city recently. Mr. Whiteacre was accompanied by Mr. A. A. Besmer, Toronto manager, on a visit to their Western branch stores. Mr. Biggs, manager of this firm's local branch, left for a visit to their Saskatoon and Regina stores.

Mr. W. Y. Archibald, of Cincinnati, formerly of Toronto, paid a visit to Winnipeg from May 4 to 7. Mr. Archibald is travelling salesman and demonstrator of a line of music for player pianos.

Mr. Kelly, president of the J. J. McLean Co., Ltd., has left on a visit to a number of eastern points.

Mr. Frank Smith, Western manager of Whaley, Royce & Co., Ltd., has just returned from Toronto. Mr. Smith is looking forward to a busy season, as the West is growing rapidly, which means a larger demand for musical instruments and small goods.

Mr. Dvorak stopped in the city on his way to take charge of the small goods and talking machine departments of the E. C. Corbeau stores in Regina, Moose Jaw and Saskatoon.

Mr. G. L. Stanwood, Western manager of the Doherty Piano Co., has left for a visit to the factory at Clinton, Ont. He reports piano business to be fair, while his talking machine department gives very good reports in regard to their share of trade in this line.

The Winnipeg Piano Co. report a big demand for Ysaye records, issued by the Columbia Graphophone Co., no doubt helped by his brilliant performance in Winnipeg recently. Another celebrated Columbia artist here this week was Chauncey Oleott, the sale of whose records naturally received quite a boost. The Winnipeg Piano Co. report business quiet, with collections fair.

Mr. Redmond, of the J. J. McLean Piano Co., has left for a three months' visit to the East.

Fowler Piano Company report business as not up to their standard. Collections have been very unsatisfactory, though the latter half of May they seem to be improving. Mr. H. W. Hood, formerly of Geo. F. Duncan, Glasgow, Scotland, has been added to the tuning and repairing department, while J. C. Bartlett, for six years with the Winnipeg Piano Company, has joined the sales force.

The management of the local branch of the Doherty Piano Co. strongly favors recitals during the season to feature the talking machine department. At a recent recital, being the third of their series, between 300 and 400 persons attended. In addition to selections on the Victrola and Edison disc, the programme was contributed to by Mrs. McLasky, soprano, Mrs. DeAngeli, contralto, and A. W. Wilkinson, basso.

**SHEET  
AND  
BOOK  
MUSIC**

is sold in large quantities all over Canada. Dealers who are desirous of getting their full share of that trade would do well to keep a representative stock of our publications. They bring good prices. Our standard works are called for.

We are constantly in receipt of New Songs as sung by the leading English vocalists. Catalogues sent on request and music sent on approval on receipt of satisfactory references.

**Anglo-Canadian Music Publishers'  
Association, Limited**

(Ashdown's Music Store)

144 Victoria St. - - - Toronto

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

**Church Organ  
Specialists** Phone Parkdale 2993

**Matthews Organ Co.**

A. Matthews, Proprietor.

33 Dunn Ave. - - - Toronto

**LOWENDALL'S  
FAMOUS VIOLINS**

PERFECTION OF TONE AND  
WORKMANSHIP

**ASK YOUR DEALER**

CANADIAN  
REPRESENTATIVES

THE **Williams**  
R.S.

& Sons Co., Limited

WINNIPEG CALGARY  
MONTREAL TORONTO

**"Artistouch"**

**"Forster Artistouch  
Expression Control"**

The device which makes a  
Player Piano sound like the  
hand playing of an artist.

Make an appeal to the musical sense  
of your customers. They will appre-  
ciate the "Artistouch" and it will  
make more sales because your cus-  
tomer will play much better with it  
than without. Ask for it in your next  
order for players.

Can be had to install on your  
present stock if you wish it.

Any further information will be gladly  
given by the manufacturers, Otto Higel Co.,  
Cor. King and Bathurst Sts., Toronto, or

THE INVENTOR

**J. Leslie Forster**

680 King St. West

TORONTO - - - CANADA



**THE IDEAL ELECTRIC PIANO.**

By J. P. Seeburg, Chicago.

The average piano dealer is not averse to increasing his business when this can be done safely and along conservative lines. Why, then, should he hesitate in adding to his line electric pianos? The writer has always maintained that the dealer who believed that the confines of his operations is limited to the sale of regular pianos is doing himself a positive injustice, not to say injury.

There are towns and cities which are being thoroughly canvassed on regular piano lines which offer great possibilities in the electric piano field. The dealer fails to avail himself of the opportunity, and in many cases an operator from a nearby town makes a round-up of the trade, with excellent results. Lethargy on the part of the dealer may be due to negligence or a lack of foresight. Occasionally it is due to the fact that at some previous time that particular dealer, to use the vernacular, had been "stung" on some inferior make of electric piano, and had been convinced that this class of instruments was nothing but a source of trouble and expense. He was perfectly willing to let the other fellow get his business.

Such a case, however, is not entirely hopeless, as sooner or later the fact will impress itself upon him through various sources that improvement has become manifest in this as well as other lines, and the foremost electric piano of to-day has nothing in common with its so-called predecessor. The ideal electric piano of to-day is the one which is specialized, i.e., one which is manufactured in an exclusive piano factory, and where it is constantly under the supervision of its inventors until ready for trade—every part of its construction perfected. Such an instrument cannot fail to create a favorable impression, no matter whether used eventually in a café, drug store, moving picture theatre or restaurant. The specialist in the electric piano field accomplished the same marked degree of success which characterizes his brethren in other lines.

The dealer must use care in the selection of the line he handles, as this point is absolutely essential to his success. Such an instrument, as above pointed out, will work in conjunction with the ordinary piano business, no matter if the latter consists of high-priced or cheap instruments, or whether it be of large or small proportions.

After the proper make of pianos has been selected by the dealer it is necessary that the latter study the repair and music propositions thoroughly, as a satisfied customer is one of the best advertisements the dealer can possibly have. No matter how perfect the mechanism of the piano may be, however, it is necessary to understand the instrument so as to take care of the wants of the customer. The instrument with the simplest mechanism is the instrument that will cause the least trouble. This is an essential point to consider.

The in-take of the piano depends much upon the music. Consequently it is always more satisfactory to both dealer and customer to be able to procure a line of instruments where special attention is given this feature of the business. To dealers who have become interested in electric pianos, and who desire to work this part of the business with the same thoroughness which distinguishes their work with the regular instrument, the writer would suggest that in selecting their line of

electric pianos they consider that which will enable them to cater to all classes of trade.

With a complete line the dealer can go after business vigorously and with the instrument which he can depend upon to give general satisfaction, nothing but success can crown his efforts in this field.

**BERLINER PATENTS AGAIN SUSTAINED.****Berliner Gramophone Co. Secure Damages in Saskatchewan Court.**

As a result of information received in November, 1912, that Bergl & Kusch of Regina were selling foreign disc talking machines and records, known as "Kosmophone," the Berliner Gramophone Co. instructed their solicitors, Blake, Lash, Anglin & Cassels, of Toronto, to demand an accounting of what had already been imported and sold, and an undertaking to the effect that they would desist from handling these machines and records, claimed to be infringements of the Berliner Gramophone Co.'s patents No. 55,079 and No. 103,332.

In this connection the Berliner Gramophone Co. stated that "The undertaking and accounting not being forthcoming, our solicitors were instructed to bring action in the Saskatchewan Court for injunction and damages, but before this could be done the defendants offered to settle the case by giving the Berliner Gramophone Co. the undertaking and accounting as originally requested, and further, paying a considerable sum of money to cover damages. The acknowledgement and undertaking has just been received, and reads as follows:

"In the Supreme Court of Saskatchewan, Judicial District of Regina, between the Berliner Gramophone Co., Ltd., Plaintiff, and Jos. Bergl and Francis X. Kusch, Defendants.

"We, Joseph Bergl and Francis X. Kusch, carrying on business under the firm name and style of Bergl & Kusch, at Regina, Sask., the above named Defendants, hereby admit so far as we are concerned the validity of Letters Patent of Canada, No. 55,079 and No. 103,332, and that the same are in full force and effect.

"We further admit that we have infringed the claims No. 5 and No. 35 of the said Letters Patent No. 55,079, and have infringed said Letters Patent No. 103,332, by the use and sale of certain gramophone or disc talking machines, known as "Kosmophones," and talking machine records and apparatus, the particulars of which are as follows (here follows a list of the machines on hand and sold, on the date of the undertaking).

"We hereby undertake, in consideration of the above named Plaintiffs discontinuing this action, that we will discontinue selling or handling in any way the gramophones, records and apparatus complained of, and we will pay to the Plaintiffs the sum of \$—— as damages for the said infringement and their cost of this action, which said sum of \$—— the Plaintiffs accept in full for the damages suffered by the Plaintiffs, by reason of the said infringement prior to the date of the issue of the writ herein, on the 30th day of December, 1912.

SIGNED,

Joseph J. Bergl. (seal)  
F. X. Kusch. (seal)

WITNESS,

J. E. Bleau,  
M. McCausland."

# CANADA'S LARGEST MUSIC TRADE SUPPLY HOUSE

Manufacturers of

PLAYER PIANO ACTIONS

GRAND AND UPRIGHT PIANO ACTIONS

PERFORATED ROLLS

PIANO AND ORGAN KEYS

ORGAN REED BOARDS

## The Otto Higél Individual Brass Flange Action Patented

is an important improvement over the old style of flange. It is more durable and when a repair is necessary the Butt can be removed from the action without taking the same out of the piano. The screw does not require to be removed, simply loosened enough to allow the bent part of the flange to pass the groove.

## The Otto Higél Automatic Player Piano Action Guaranteed

Is the choice of those who want the best. It is the choice of the leading player piano manufacturers in Canada, Germany, France and England. It is smooth-running, has great flexibility and permits of the finest shading and phrasing. It is made to a standard and every part interchangeable.

## Solodant Music Rolls

THE MAPLE LEAF BRAND



Have hard rubber spool ends; these cannot warp and perfect tracking is assured. The cross slot in the driving end flange makes it doubly easy to engage on the shaft. For fastening the roll when not in use is attached a cord and disc; these are always in place.

"Solodant" rolls have special perforations to indicate where notes should be sustained; other special perforations bring out the melody or solo.

The music of "Solodant" rolls is correctly transcribed, and the "Solodant" catalogue comprises music specially adapted to the Canadian market.

"Solodant" rolls are handled by the best dealers.



# THE OTTO HIGEL CO., Limited

King and Bathurst Streets

TORONTO

CANADA

**A NEW BAND PUBLICATION.****The Canadian Bandsman and Musician Soon to be Published.**

The Canadian Bandsman and Musician, a new publication for bandsmen and musicians generally, will be presented to musicians about the 10th of June.

This is the only publication of this character in Canada, and from indications already received, it will be warmly welcomed throughout the Dominion.

It is to be national in scope, and embrace a wide field of endeavor. With prominent correspondents scattered throughout the country, as well as in foreign countries, the new publication proposes to gather all the news of interest and present it in compact form.

Aside from merely furnishing news, the magazine aims to accomplish several purposes, which it has adopted as a platform, namely: A band in every town; Better bands; Better music; Better organization; Band Associations; Band contests, and positions secured and filled.

There can be no doubt but what Canada has long felt the need of such a publication, and with the support of musicians in general, it should be a big success.

To thoroughly introduce the publication, the publishers are offering special subscription inducements, particulars of which may be had upon application to the Canadian Bandsman & Musician, 145 Yonge St., Toronto.

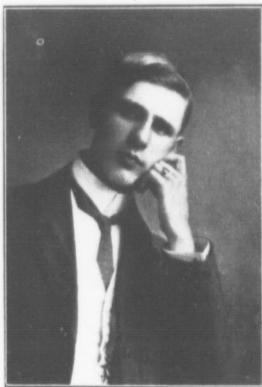
hundred acres in wheat, having already had three successive crop failures.

Mr. Howells, who is a musician of considerable ability, is well pleased with the progress of Gourlay and Gourlay-Angelus instruments, and after again visiting the factory and inspecting the instruments in course of manufacture, he is more enthusiastic than ever over the line of his choice.

**OPENING RETAIL STORE.**

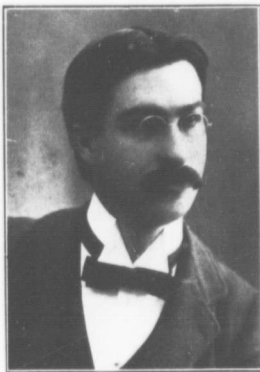
Mr. Klaber, chairman and chief shareholder of Perforated Music Co., of London, England, spent several days visiting the music trade of Toronto recently, in connection with his firm's Canadian branch. Mr. Klaber had not been in Canada for twenty-five years, and naturally noticed numerous changes in the way of progress. Mr. Klaber was not favorably impressed with conditions under which perforated rolls are retailed in this country though he realized the great possibilities in this line, and in player pianos in a country growing as Canada is growing.

As a result of Mr. Klaber's visit the Toronto branch of his firm is opening up a retail store for the sale of perforated rolls. Mr. Billy, local manager, has secured premises in Yonge Street Arcade, and purposes carrying a complete stock.



MR. F. CLITHEROE.

of the Porter Art & Music Co., Ltd., Moose Jaw, to which firm an extended reference was made in the last issue.



MR. S. J. PORTER.



MR. GEO. W. PAUL.

**CALGARY DEALER VISITS TORONTO.**

Mr. A. P. Howells, manager of the Gourlay, Winter & Leeming branch at Calgary, visited that firm's headquarters in Toronto, where he was a guest at the Prince George. Mr. Howells is strong in the conviction that the stringent financial condition now existing will mean greater business than ever for the piano dealers of the West, though a normal increase in business can scarcely be expected this year.

A typical incident of Western optimism and persistence is related by Mr. Howells in reference to one of his customers, who is again sowing his entire six

**550 PLATES PER DAY.**

In the last issue of the Journal a reference to the plant of the Superior Foundry Co., of Cleveland, stated the piano plate capacity of that firm to be 50 per day. This should have read 550 per day, the omission by the printer of one of the figures making a difference of 500 plates. "Superior" plates are well known in Canada, a large number of them being imported annually by Canadian manufacturers. During the convention of piano merchants in Cleveland, The Superior Foundry Co. kept open house, and had many visitors, who were surprised at the magnitude of the establishment.

# PERFORATED MUSIC CO., CANADA

103 Carlaw Avenue

Phone Gerrard 658

TORONTO

Cable Address "Permusco," Toronto  
Western Union Code used

New Wholesale Depot

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### SPECIAL FEATURES

- 🔧 Steel Spools, with Adjustable Steel Flanges!
- 🔧 Linen Fronts, fitted with New Type Quick Grip Tab and Cord!!
- 🔧 One Piece Box, no lid to lose!!!
- 🔧 Paper is Heat-and-Damp Proof!!!!
- 🔧 Musical Arrangements--perfect!!!!

The following are a few of the Rolls from our June Supplement:—

<b>A</b>	
23765	A Highland Lad My Love Was Born... 40 45
	Scottish Melodies, 4 verses.
49180	A Song of Canada.....P. Simon 90
49177	At the Devil's Ball.....L. Berlin 90
<b>B</b>	
64094	Balkan Princess, The.....Rubens 1 50
	Selections. Arranged by H. M. Higgs.
22459	Because.....Guy d'Hardelot 45
<b>F</b>	
23583	Fairies.....Julian Pascal 45
	Etude de Concert, 88 note only.
60063	Faust.....Gounod 1 50
	Fantasia. (Sydney Smith), 88 note only.
44054	Faust.....Gounod 90
	Introduction.
<b>K</b>	
59173	Kiss of Spring.....W. Rolfe 1 20
	Waltz.
<b>M</b>	
59179	Melinda's Wedding Day.....Plantadosi & Smith 1 20
	Introducing "Oh, So Sweet" Medley, March and Two Step.
44333	My Ain Folk.....L. G. Lemon 90
<b>N</b>	
49181	Nights of Gladness.....C. Ancliffe 90
	Valse.
<b>O</b>	
33665	Of a' the Airts the Wind Can Blaw... 70
	Scotch Song, 3 verses.
59183	Old Folks at Home.....Drumheller 90
	With Variations, Op. 60, 88 note only.
<b>P</b>	
59090	Poetina.....P. Moses Tabani 1 20
	Waltz, Op. 400. (With Mandolin Interpolations).
<b>This Roll can now be had in both 65 and 88 Note Rolls.</b>	
<b>Q</b>	
34233	Quaker Girl, The.....L. Monckton 70
	Song, "A Quaker Girl."
<b>R</b>	
34229	Quaker Girl, The.....L. Monckton 70
	"Came to the Ball."
44231	Quaker Girl, The.....L. Monckton 90
	"Tip-Too," Concerted number.
64230	Quaker Girl, The.....L. Monckton 1 50
	Selections. Arranged by H. M. Higgs.
64232	Quaker Girl, The.....L. Monckton 1 50
	Valse. Arranged by C. Kiefert.
54234	Quaker Girl, The.....L. Monckton 1 20
	Lancers, Figs. 1, 2 and 3.
64235	Quaker Girl, The.....L. Monckton 1 50
	Lancers, Figs. 4 and 5.
46501	Queen of the Earth.....Pinsati 90
<b>S</b>	
51035	Robin Hood.....Bartlett 1 20
	Fantasia, 88 note only.
60054	Robin Hood.....DeKoven 1 50
	Potpourri, No. 1.
59061	Robin Hood.....DeKoven 1 20
	Potpourri, No. 2.
<b>S</b>	
40221	Scorchers, The.....Rosey 90
	Two-Step.
44021	Second Gavotte.....Chaminade 90
	Op. 121.
49175	Smookey Gokins.....Berlin & Puck 90
	Introducing "My Parcel Post Man" Medley Two-Step.
<b>T</b>	
42761	Thora.....Stephen Adams 90
49182	Too Much Mustard.....C. Marklin 90
	Tres Montarde, One-Step Two-Step or Tango.
49176	Trail of the Lonesome Pine, The..... 90
	Introducing "Our Little War at Home Sweet Home," Arranged by W. P. Smith.
49174	Trinity Chimes.....Decker 90
	88 note only.
<b>W</b>	
39178	Whipped Cream.....P. Wenrich 70
	A Rag.
63647	With the Flag to Pretoria....E. Read 1 50
	Descriptive Fantasia.

### THE QUESTION OF COPYRIGHTS.

Probably every music and book dealer in Canada, has been notified at various times during the past year that such-and-such a composition or folio was the copyright property of such-and-such a publisher, and that the copy he has been selling for years was an infringement of the copyright owner's property, and unless he stopped forthwith to sell the pirated edition, he was liable to legal proceedings. No dealer in this country has the means of ascertaining readily what is or what is not copyright in Canada under the Berne Convention, consequently a great deal of uncertainty existed in the retail music trade as to what could safely and legally be sold. U. S. publishers, with one or two notable exceptions, have sent into Canada practically everything that was ordered from them, as they themselves do not know what could be sent here without infringing the rights of publishers in Europe. So the position of the Canadian dealer is a most unsatisfactory one.

In this connection attention is directed to the announcement of The Nordheimer Piano & Music Co., in our advertising columns. This firm has secured the sole agency for Canada of Edition Peters, which is recognized all over the world as one of the best and most reliable editions of musical classics. On account of the fact that all the editions of classics and studies published in the U. S. have been largely reprinted from European editions that are still copyrighted, the Canadian dealer cannot safely continue to sell these U. S. editions, because, as stated above, he is not sure that the book he is selling is not a reprint. The Nordheimer firm's advice is, "When in doubt, don't do it," and state that there is no doubt about Edition Peters. The largest U. S. edition of this class, contains upwards of 500 numbers that are reprinted from European catalogues and cannot legally be sold in Canada, according to recent court decisions.

### GRAFONOLAS IN HOSPITALS.

The following letter by Mr. John A. Sabine of the Music Supply Co., Toronto, to the daily press of this city is self-explanatory, and likewise suggests a market for the talking machine in public and private hospitals, where it might be used to advantage with restrictions:—

"Recently one of our out-of-town dealers was taken ill whilst on a trip to Toronto, and was operated on for appendicitis. During his convalescence he asked us for the loan of a Columbia Grafonola and some Columbia

records, which we were about to send up to the General Hospital when we received a phone message telling us not to send the outfit as the hospital authorities objected. Our friend was very much disappointed, for the music of the Grafonola would have cheered the long hours in the hospital for him and many other unfortunate inmates. We were disappointed at being prevented from bringing this good cheer into the house of suffering, and we are at a loss to understand the objection. It was our intention to present the Columbia outfit to the hospital, but apparently it will not be accepted.

"We are writing to you in the hope that some of the patrons of the hospital will see this and that they will arrange for the acceptance of this gift, which my partner, Mr. C. R. Leske and myself will so gladly donate, and which we are sure would be a source of pleasure to the sufferers for years to come. We might mention that Sir J. G. Tollenmache Sinclair, presented Columbia graphophones and records to a great many hospitals, schools, poor-houses, convalescent homes, etc., in England, spending some \$50,000.00 out of his own pocket for this purpose, and it is safe to say that none of this generous baronet's other benevolent acts have been more highly appreciated. We quite understand that it is not desirable to have a Grafonola playing "At the Devil's Ball" in the hearing of some poor being who is at death's door, neither would some of the more mournful hymns be at all desirable, but in wards where the patients are well on the way to recovery, what can possibly be the objection of some of the better music. There is a Grafonola in the King's Library at Buckingham Palace, and it is an instrument that is endorsed by the world's leading musicians."

### WHAT N. C. R. PRESIDENT DID.

When death and disaster, in the form of flood and fire, swept Dayton, John H. Patterson arose with the tide to the level of events.

Responsibilities gravitate to the men who can shoulder them, and dire difficulties are taken care of by those who know how.

Patterson is the man who, more than any other, brought cosmos out of chaos.

When the flood was rising and nobody knew what the result would be, John H. Patterson began to wire for motor-boats. He did not ask, he demanded. And the motor-boats came.

Later, he wired for motor-trucks, and the trucks came to clear up the debris.

### WARNING RE AMERICAN REPRINTS

The following American Reprints of some of the Chappell Copyrights are strictly forbidden in Canada, and any importation and sale of these illegal editions is an infringement of Messrs. Chappell & Co's copyright, and liable to the penalties of the law.

I'll Sing Three Songs of Araby... Clay  
An Evening Song... Biumenthal  
A Creole Love Song... Monrochell  
Queen of My Heart (Dorothy)... Cellier  
The Garden of Sleep... De Lara  
A Warrior Bold... Adams  
Angus Macdonald... Rosckel  
Across the Stream... Rosckel  
Beauty's Eyes... Tosti  
Venetian Song... Tosti

The Bandolero... Stuart  
Dear Heart... Mattei  
The Throuse... White  
Hour of Passing Hence... Sullivan  
Thou Art Weary... Sullivan  
Echo... Somerset  
All Through the Night... Somerset  
Valse Brève... Margis  
Merry Widow Waltz... Lehar  
Waltz Dream Waltz... Straus

Sourire d'Avril Waltz (April Smiles)... Depret  
La Maitchiche (La Sorella)... Borel-Clerc  
Au Printemps... Thome  
Chair de Lune (Moonlight)... Thome  
Voice Training Exercises... Pearce

The Gilbert & Sullivan Operas.

We would suggest that if any Dealer has copies of American reprint editions of any of the above numbers, he should immediately return them to the source of supply.

CHAPPELL & CO., Ltd., 347 YONGE ST.,

TORONTO



## Are You a Victor Dealer in the Province of Ontario?

If you are, this distributing house is of vital interest to you. Its goods and service have a direct bearing on what the amount of your surplus should be at the close of the year's business.

This summer will see more Victrolas and more Victor Records sold than there were last summer—which is saying a whole lot. Are you going to take the summer trade seriously? Do you know this?—if not another Victrola were sold until the fall, the record business alone would yield you surprising results.

Put our co operation with you to work. You guide it in the right channels in your own community, and watch the results.

**Watch the Monthly Lists  
of Victor Records.**

We are headquarters for Needles, Record Albums, Record Cabinets and all supplies and repair parts.

## HIS MASTER'S VOICE Gramophone Co.

(Canada's Largest Exclusive Distributors of Victor and Berliner Lines.)

208 Adelaide  
Street W.

TORONTO  
Ont.



## Victor-Berliner FACTORY SERVICE FOR THE Western Trade

The establishing of this distributing house gives to the trade of the West all the advantages of close connection and prompt shipment, that is a feature of the factory's policy of service. If you are a Victor-Berliner dealer you will appreciate what this means, and you are invited to get us to co-operate with you in making your Victrola sales and your Victor Record business the greatest they have ever been.

If you are not a Victor-Berliner dealer distance from source of supply is no longer an objection. The entire line is stocked in Winnipeg for Western distribution.

Get into the Victor-Berliner procession and share in the profits that are being created for you. The Victor-Berliner carries a square deal always.

When in Winnipeg Call on Us.

## Western Gram-o- phone Company

171 James St.,

Winnipeg

Exclusive Distributors in the West of "His Master's Voice" Products.

Patterson took all of the carpenters from the National Cash Register Company—one hundred and fifty skilled woodworkers—and set them to work making flat-boats.

The entire force of the great institution was at the disposal of the people who needed help. And not a man or a woman was docked or dropped from the payroll. Everybody had time and a third.

As for John H. Patterson himself, he worked in three shifts of eight hours each; and for forty-eight hours he practically neither slept nor ate. And then, by way of rest, he took a Turkish bath and a horseback ride, and forty winks, and was again on the job—this man of seventy who has known how to breathe and how to think, and who carries with him the body of a wrestler and the lavish heart of youth.—*The Philistine*.

#### COLUMBIA NOTES.

The Columbia Graphophone Co. have issued a new deca-mania sign for the use of Columbia dealers. This shows a transparency of the Columbia Co.'s trade mark, the music note, inside a circle, and which is now being used on all Columbia literature. Dealers can secure these on application to their distributors.

The Columbia factory has been well decorated with

attractive signs that will be of considerable advertising advantages in view of their location on the railway, where thousands of passengers pass every day. Their factory, which gives them ample floor space, is well lighted on all sides, is clean and attractive, being a comparatively new building, and particularly well built. Mr. Dorian, who looks after the factory, has the plant almost in the shape he requires for the regular and prompt delivery of goods.

Mr. A. G. Farquharson, general manager of the company in Canada, early in the month was confined to his home through illness, as was Mr. Dorian a week or two previously.

The "Eclipse" graphophone will be advanced in price commencing July 1st. This price has not yet been announced, but dealers will be notified. The company is equipping this type with the new reproducer, new bayonet joint tone-arm, and new all-metal motor board.

As will be noticed from their announcement in this issue, the Columbia firm are emphasizing the value of their Grafonola Regal at \$65.00. This instrument has a hinged top, an improvement that will doubtless be appreciated by Columbia dealers.

#### SYSTEM IN THE STOCK ROOM.

There are two (if not more) excellent reasons why every dealer in phonographic records should keep his stock always in ship-shape, advises the "Edison Phonograph Monthly." (1) A customer wants expeditious service, when waiting to hear a record; and (2) a dealer needs to know exactly how his stock stands that he may re-order promptly. It's bad business to leave records out of place, around the demonstrating room, for it makes confusion oftentimes when a record is needed instantly, and is not to be found in its proper place.

Some customers are more easily annoyed by a slight delay than others, and are prejudiced by that delay. It is a good plan to have one tray for demonstrating purposes and keep in the tray a selection of records for this purpose. It is also a good idea to have pasted on the bottom of the tray the numbers of other records so they

### NOTICE

This Company controls Canadian Patents Nos. 103,332 and 55,078 covering fundamental features of disc talking machines and disc sound records, and will institute proceedings against all parties making or selling without license, machines or records covered by these patents.

This Company has registered the word "Gramophone" as a trade mark, as applied to the sale of sound reproducing machines, their parts, and accessories.

**BERLINER GRAMOPHONE CO., Limited**  
MONTREAL

## 10,000 NEEDLES IN 1

With 1 Phonograph Disc Needle you can play 10,000 operas, songs or pieces. The Permanent Disc Phonograph Needle does the work of 10,000 ordinary disc needles. Use it 10,000 times without changing. Made in three tones—Soft, Medium, Loud. Gives the tone you want to suit the occasion. Puts rich, round value in your records. Prolongs the life of your disc. Preserves the sweet and delicate tones. Every phonograph owner wants this Jewel Needle, because you don't have to change it.

### JEWEL DISC NEEDLES

The demand for this marvellous improvement in disc phonographs is now here. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful quality and its unrivalled merit. The demand is growing every day for the needle. Gives more genuine and artistic value to the phonograph. It saves records. It saves trouble. It saves money.

### SPECIAL TO DEALERS

Every dealer should have this Permanent Phonograph Disc Needle in stock. Every dealer should carry the three tones in this needle. The loud tone for public recitals, churches, etc., the medium tone for home gatherings and general use, the low tone needle for artistic requirements. Dealers should stock up on this needle and get the benefit of giving their phonograph customers a new delight and a greater value for the money than they have ever given before. Dealers! Help your own business by supplying your customers with this marvellous Permanent Jewel Disc Phonograph Needle.

This needle is sold at a restricted price of \$1.50 retail in Canada. Send us \$1.50 for sample needle (guaranteed satisfactory or money refunded) and, if you decide to handle after examination, we will refund to you down to wholesale price. Write to-day for full description, prices and terms. The demand is great and growing daily. Write now.

### DOHERTY PIANO COMPANY, Limited

WESTERN CANADA DISTRIBUTORS

WINNIPEG

MANITOBA

When a customer asks for the finest talking machine made, show him

## The Amberola

the Edison Phonograph de luxe

A mahogany, oak or Circassian walnut cabinet that will hold 100 Edison Records, a new style motor that plays five Amberol Records with one winding and an automatic stop of new design, make their instant appeal.

Play over a few selections. If the customer **really** wants the best, you've made a sale. The Amberola is only one of many Edison styles, but for elegance it's a top-notch.

Get in touch with your jobber now.

**THOMAS A. EDISON, Inc., 103 LAKESIDE AVENUE**

ORANGE, N.J.



can be obtained quickly when needed, without reference to a catalogue or index.

Then there is the other side of the proposition—keeping up your stock, so that you have almost any record called for by a customer. Practice yourself and insist that your clerks practice scrupulous care in keeping records in the places where they belong.

#### VICTOR RECORDS.

One of the Victor records in the limelight at present is "The Trail of the Lonesome Pine" (duet by Edna Brown and J. F. Harrison), which is doubled with "To Have, to Hold, to Love," by Harry Macdonough.

A new Canadian record is always welcome. A Victor record of this kind is No. 17304, which presents a medley of marching airs of famous Canadian regiments, admirably rendered by Sousa's Band, while the opposite side has "The Maple Leaf Forever" song, by Alan Turner and a male chorus.

Others mentioned by dealers as taking well with the public are "Ave Maria," by Enrico Caruso, with Mischa Elman playing the obligato; "Song of the Chimes," by Alma Gluck; "The Foggy Dew," by John McCormack.

#### IVORY ADVANCES IN PRICE.

The key manufacturers have been advised of another advance in the price of ivory. At the April auctions in Antwerp and London, ivory sold at an advance of 15 per cent., and as a result the cutters have issued a new price list. Authorities on the ivory market state that the tendency is still upward. Ebony is also up in price, representing an advance of approximately twenty per cent. on the sharps.

#### CLAIMS PIANO NOT A MUSICAL INSTRUMENT.

A recent despatch from Saskatoon says:—"Giving the contention, in the first clause of the appeal, that a piano is not a musical instrument, the Canadian Pacific railway have given notice of appeal in the case of Knowles vs. the Canadian Pacific Railway, which was decided against them at the last sitting of the supreme court, in Saskatoon. The main point is, however, that Judge McLorg, found that the Canadian classification approved by the railway commissioners, overruled the release clause in their transit contract. It is understood that this case is to be made a test one by the Canadian Pacific Railway, as an adverse decision will mean that hundreds of claims for damages, for goods damaged in transit over their railway, will be brought if the decision of the court remains as it is."

Just a short time ago the new Seeburg orchestration, Style "H," was announced, to be followed by the new "Midget," Style "H," made by the J. P. Seeburg Piano Co., Chicago, is a large orchestration of Mr. Seeburg's own personal design, and is a magnificent instrument. The rolls are cut so that beautiful solos with orchestral accompaniments are given, also a flute or a violin solo with accompaniment. It is stated that Mr. Seeburg has been exceedingly successful in the subduing of the drums and cymbals by a device which he has patented. In many cases the trouble with orchestrons is that the bass drums, snare drums and cymbals drown out the rest of the music, but the Seeburg patent has been effective in toning down these instruments.

#### TRADE NEWS.

Mr. James Robeson of Haileybury, was recently in North Bay for a few weeks.

Mr. Albert Nordheimer of Toronto, was a recent trade visitor to New York.

Mr. G. Y. Chown, president Wornwith Piano Co., Ltd., Kingston, is absent on a visit to Europe.

Among those singing the praises of the Edison lines is Mr. James G. Keenan of Barrie, Ont.

The death has been announced of Doctor Edward Fisher, founder of the Toronto Conservatory of Music.

Mr. A. L. Wossell, of New York, paid a visit to Canada, calling at Toronto in the interests of his firm, Wossell, Nickel & Gross.

Another booster for the Victor lines in Barrie, Ont., is Mr. J. Shrubsole, whose premises are at 108 Dunlop St.

Mr. Vernon C. Keachie, formerly manager of Heintzman & Co.'s Victrola parlors in Toronto, is now on the selling staff of the Diaphone.

Mr. John A. Sabine, of The Music Supply Co., Toronto, was a recent visitor to the Columbia Graphophone Co.'s headquarters in New York.

The annual picnic and excursion of the employees of Sterling Actions & Keys, Ltd., Toronto, has been arranged for Friday, June 20, to Niagara Falls.

Mr. A. A. Becmer, of Mason & Risch, Ltd., accompanied their exhibit on the Made-in-Canada train, now touring the West.

Mr. John H. Parnham, of Hardman, Peck & Co., New York, was a recent trade visitor to Canadian points.

The death is announced of W. W. Irwin of Agincourt, Ont., who carried on a retail business in agricultural implements and pianos.

Fletcher Bros. Ltd., of Vancouver, B.C., reduced their stock of pianos in anticipation of June 1st, the end of their financial year.

In connection with the opening up of a piano department at the Calgary store of the Hudson's Bay Co., a representative of that firm, Mr. W. Fowles, was in Toronto recently.

And here's to that noble soul, the retail dealer—distributor for us, purveyor to the ultimate consumer, and guardian of our good name.—*Sentiments of a Manufacturer.*

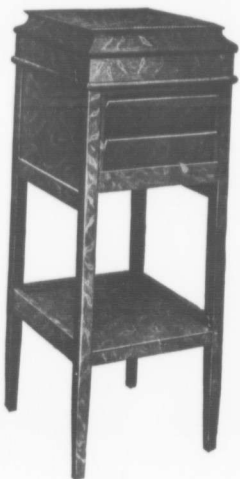
Mr. A. F. Garrett, of Garrett's Music Store, Barrie, Ont., who handles Heintzman pianos and the Victor line of machines and records, keeps the people of his community reminded of his lines by use of the local paper.

Mr. L. H. Rutledge, of Shelburne, Ont., is a dealer who expresses unqualified confidence in the agencies he has. These include Mason & Risch and Newcombe pianos, Bell pianos and organs, and Edison phonographs.

Mr. E. M. Wilcox—"the music man opposite the Fire Hall"—of Kamloops, B.C., is pushing talking machine records strongly. Mr. Wilcox recently featured the Columbia line, calling special attention to his mail order trade.

Among the Journal's new subscribers is Mr. F. Dojaeck, who handles musical merchandise, talking machines and records at 850 Main St., Winnipeg. In addition, Mr. Dojaeck carries Ruthenian, Polish and German books.

# Columbia Leads!



As usual, the Columbia Graphophone Company, are the first to offer to the public the latest and most up-to-date popular priced instrument.



The Grafonola REGAL at \$65.00 is indeed a sensational value, and still more so when the new equipments—No. 6 Reproducer, new style breech lock tone arm, all metal motor board,—are added. The demand for these instruments must be great.

There is nothing approaching it in competition. Order early.



**COLUMBIA**  
Graphophone Co.

365-367 SORAUREN AVENUE,  
TORONTO, . . . CANADA



Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World. Write for "Music Money," a free book you ought to have.

Just as the last form of this issue goes to press we learn that Mr. W. R. Fosdick is no longer connected with His Master's Voice Gramophone Co., of Toronto.

Mr. S. Herz, of the Norddeutscher Piano & Music Co., Ltd., has returned to his duties with that firm, after an absence of three months in Europe, he having been married in Germany, as stated in a previous issue of the Journal.

Mr. C. Rehder, president of the Bowmanville Foundry Company, Bowmanville, is on a three weeks' business trip to New York, Bridgeport, Conn., Washington, D.C., Sydney, Halifax, N.S., St. John, N.B., and other eastern cities.

Mr. W. F. Wallace, of the Universal Music Co., New York, who was confined to his home for a few weeks with a serious attack of pneumonia, has made rapid progress toward recovery. This news will be gladly read by Mr. Wallace's many friends in Canada.

Mr. J. H. Robinson, music dealer of Wetaskewin, Alta., an illustration of whose store interior appeared in the last issue of the Journal, is one of the most enthusiastic Sherlock-Manning dealers on the list that feature that well known make of pianos and players.

Mr. Harry Caplan, of Jersey City, whose "Caplan Patent Ivory Polish" has been announced to the Canadian trade in several recent issues of the Journal, is also marketing a patented satin elastic piano stool cover, which is to prevent piano stools from getting scratched while in the warehouses.

Mr. H. C. Jacques, of Salmon Arm, B.C., is striving to educate the public opinion of his district in the belief that the talking machine is just as much appreciated by the owner in the heat of summer as during the long winter evenings. Mr. Jacques features the Columbia line of graphophones and records.

Speaking of Jew's-harps, a contemporary says, "It is not generally known that Birmingham is the principal source of the world's supply of Jew's-harps. For 60 years the industry has been carried on in the vicinity of Ashford, a venerable quarter of the city, by members of the Troman family, large quantities being exported, especially to half-civilized countries."

Monsieur Gaston O. Trudel, one of the Journal's valued subscribers, whose premises were formerly at 49 Rue St. Antoine, Three Rivers, Que., is now at 3 Alexander St. in the same city, where he handles Heintzman and Woranwith pianos and Victor-Vietrolas. Monsieur Trudel states that in his locality business is good enough.

Retailers of "His Master's Voice" lines are well pleased with the action of Berliner Gramophone Co. in deciding to supply free of charge five record albums for each Victrola X, in dealers' stocks. This type will in future be supplied with three ten inch albums, and two for twelve inch records, with a total capacity of 82 records.

At the banquet of the Canadian Press Association on the occasion of that body's fifty-fifth annual convention in Toronto, Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, was one of the principal speakers. He gave an interesting address on the Toronto Harbor Development, having an elaborate system of maps to illustrate his discourse.

Walter F. Evans & Co., of Vancouver, B.C., have

given publicity to the fact that they are representatives of the Karn-Morris pipe organs. A recent issue of the B. C. Saturday Sunset contained an attractive illustration of a two-manual pipe organ, built by the Karn-Morris Piano & Organ Co., Ltd., of Woodstock, for church use.

The city council of Chicago just recently passed an ordinance providing for a fine of from \$5 to \$100 for singing offensive or immoral songs. This is in line with the war on "smut" songs which have of late occupied undue prominence among modern compositions. The morality officer of Chicago has announced his determination to stamp these out as far as lies within his power.

Mr. C. B. Clarke, who has the Gerhard Heintzman agency in Calgary, has removed from the Beveridge Block on First Street to new premises built especially for him at 210 Seventh Avenue West. The new location is opposite the new Hudson Bay store, and larger than the store formerly occupied. A formal opening, with a special programme of music, formed a part of the plan of announcing the new location. It is the purpose of Mr. Clarke to add a talking machine department.

An attractive window display, by Whaley, Royce & Co., Ltd., Toronto, was of Regina music boxes, with a suggestion as to their appropriateness for summer cottage use. In sheet and book music this firm offers many exclusive titles, and their various folios represent a maximum of care in making selections appropriate to the market. The Whaley, Royce music printing plant is turning out greater quantities of music than in previous years.

Mr. Robinson takes exception to some of the statements made in a reference to his business in these columns, and states that the pianos he is pushing are the Sherlock-Manning and the New Seale Williams, though he states that at the time of writing, "pushing sales of pianos is pretty hard work and rather slow." Mr. Robinson also features Edison and Columbia lines, for which there is always a good demand among farmers on the prairie.

Under the heading "Canada's Piano Market," The Presto of Chicago informed its readers in a recent issue that, "Regarding Canada's great North-west provinces as a market for pianos, organs, players, talking machines, band instruments, small goods, and sheet music, it is little wonder that the demand from that source is rapidly advancing, when one considers the directions in which that part of the country is growing. The regions which were desolate prairie a few years ago are now the home of hundreds of thousands of piano prospects."

The Traffic Department of the Toronto Board of Trade, has received a copy of a judgment issued by Commissioner Drayton, chief of the Board of Railway Commissioners, which, among other things, orders the express companies to prepare and file new tariffs, to take effect July 15, 1913, reducing the standard maximum tariffs for "merchandise" traffic by approximately 20 per cent., and prepare appropriate charges for the "graduate" scale, as revised by the Board; and those of scales "N" and "K" (food stuffs, ale, beer, mineral waters, etc.)

"There never was so much room for the best as there is to-day."

## Important Announcement

To the Music Trade



We take pleasure in notifying the Canadian Music Trade that we have acquired the sole selling rights in Canada of EDITION PETERS.

This Edition needs no introduction to either the Canadian Music Trade or profession, it being world-renowned, and conceded to be the

### BEST AND MOST RELIABLE EDITION OF MUSICAL CLASSICS.

In securing control of EDITION PETERS for Canada, we were influenced by the desire to be able to offer to the Canadian Trade an edition of Musical Classics that could be sold without fear or uncertainty respecting copyrights that dealers have been laboring under for some time. Editions of Classics published in the United States are largely reprints of EDITION PETERS, and as such their importation and sale in this country is illegal. We are instructed to protect the rights of EDITION PETERS, wherever they may be infringed by the sale of U. S. reprint editions.

### STOCK ORDERS

Orders placed now for delivery in August secure special discounts and advance dating, and a supply of catalogues with dealer's imprint.

Write for Catalogues and Terms.

THE  
**NORDHEIMER PIANO & MUSIC CO.**  
TORONTO LIMITED  
SOLE AGENTS IN CANADA FOR EDITION PETERS.

Mr. C. E. Tanney, road salesman for the Sherlock-Manning Piano & Organ Co., paid the Journal office a visit recently. Mr. Tanney has made both the Western and Eastern trips for his firm, his last extended trip having been through the Maritime Provinces. Regarding general business conditions there, he gave the Journal an interesting account, touching on various phases of the black fox situation in Prince Edward Island. Mr. Tanney also referred to the progress being made by Sydney, N.S., New Glasgow, N.S., St. John, N.B., and other centres in Eastern Canada.

Ex-Mayor J. B. Mitchell, of Bowmanville, who is vice-president of the Dominion Organ & Piano Co., Ltd., has returned from a very pleasant outing occupying nearly a month, during which he stayed some days in Detroit, Cincinnati, Philadelphia, Washington and New York besides places of lesser note. Mr. Mitchell's health which was seriously impaired by the serious attack of pneumonia he had in March has been wonderfully improved by the rest and change afforded by travel in the warmer south. Mrs. Mitchell, who accompanied her husband, also greatly enjoyed the trip and visits to the great centres of the United States.

#### WANTED.

Two piano repairers in our repairing department. C. W. Lindsay, Limited, 512 St. Catherine St. West, Montreal.

#### TUNER WANTED.

By well known piano firm, first class tuner for City of Winnipeg, experienced with player pianos. Must be temperate. State salary required. References. Address Box 950 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

#### IMPORTANT POSITION OPEN.

Music department manager wanted for large department store in Western city. Must have thorough experience in pianos, talking machines, small instruments and sheet music. State full particulars as to experience and salary expected. Box 1128 Canadian Music Trades Journal, 58 Agnes St., Toronto.

#### POSITION WANTED.

A reliable married man of 36 desires position in shipping department, stock room or similar work with a Toronto firm. Only reason for wanting a change is that present position is all night work. Good references. Apply Box 714 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

#### WANTED.

A first class musical small goods man, capable of handling full department. Salary good, with splendid prospects for advancement. Apply Box 1333 Canadian Music Trades Journal, Toronto.

#### WANTED.

Position as Branch Manager of piano store preferably in Alberta. Would open up store for firm wishing to extend their business. Apply Box 1334 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

#### PATENT NOTICE.

Canadian Patent No. 128,671, dated Oct. 11, 1910, Tracker Device for Sheet Controlled Instruments. The nominal manufacture of the invention has been commenced, and is for sale or use at a reasonable cost. John H. Hendry, Hamilton, Canada.

#### PATENT NOTICE.

Canadian Patent No. 105,571, dated May 28, 1907, Musical Instrument, owned by The Cable Company, Chicago, U.S.A. The nominal manufacture of the invention has been commenced, and is for sale at a reasonable cost. John H. Hendry, Hamilton, Canada.

**A NARROW ESCAPE.**

Speaking of experiences in the piano business, Mr. H. G. Brown, of Sault Ste Marie, tells one which shows how fine the line between life and death is sometimes drawn. He and his son were delivering a piano two or three miles out of town, with only a very limited time to get it placed before the occasion for which it was required opened. The piano was lying flat on the back of the sleigh with a pianola in front of it. Mr. Brown sat with his back against the tail board of the sleigh and his feet braced against the piano to keep it in place. All went well until going over a railway crossing the horse gave a jump, and this, with the incline, caused the weight to be suddenly thrown against the tailboard. The supporting pins pulled out, Mr. Brown dropped on the ground, and the piano slid out over him, with one corner on the ground and two inches of the opposite corner resting on the sleigh. The sudden stopping of the horse allowed the piano to remain in its previous position, otherwise the slightest movement would have pulled the sleigh from under the piano, allowing it to crush the piano man, who would probably not have lived to tell the tale. The piano was delivered without further mishap.



View of new premises of J. J. R. Tucker Piano & Music Co., Winnipeg, referred to in the Winnipeg letter in this issue.

**WHERE HE DREW THE LINE.**

"I don't mind you trying to sell me a record by Caruso when I ask for one by Harry Lauder," said the irate customer.

"But, sir—"

"I don't object to your trying to force me to buy a piano because you haven't the sort of violin I want."

"My dear sir—"

"You can try substitution all you want to, and if you get away with it all right. But when you try to convince me every time I come into your store that I ought to adopt your politics instead of my own, I draw the line. Good-day."

**THOUGHT IT WAS A BULL.**

By placing under the heading of "Livestock" the following classified advertisement, the Sussex County Herald gets off a new one: "For sale, Hornless Cabinet Gramophone, cost £9."

**COPYRIGHT EDITIONS OF  
Standard Teaching  
Music**

Music Dealers are respectfully requested not to import or sell U. S. reprint editions of the following numbers, the exclusive selling rights of which for Canada, has been secured by us.

Bird—Elements of Piano Playing—Op. 30	10
Behr—Turtle Dove Polka—Op. 200	10
Behr—Doppionette—Op. 201	10
Bolin—La Coquette (The Fanfare)	10
Brahms—Piano Works (Sauer)—2 Vols. Each	5.00
Clement—Six Nocturns—Op. 26	25
Darng—Piano Studies—Op. 8	25
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Grig—Lyric Pieces—Book 1—Op. 12	25
Grig—Hans Andersen—Op. 28	25
Grig—Berens—Op. 24, No. 1	25
Grig—Lyric Pieces—Book 2—Op. 43	25
Grig—Parlitta (Chatterbox)—Op. 43, No. 1	25
Grig—To the Springs—Op. 43, No. 6	25
Grig—Père Etienne—Suite 1—Op. 46	25
Grig—Wedding Day—Op. 65, No. 6	25
Gohard, R.—Au Martin—Op. 83	25
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Gohard, C.—Danse d'Etoges—Op. 60	25
Gohard, C.—Pensee—Op. 83	25
Grise—Christmases—Op. 103, No. 2	25
Hall—Practical Piano Tutor	75
Holms—Dance of the Bears—Op. 200	25
Kalber—Practical Piano Method—Op. 200, Book 1	75
Kalber—School of Octaves—Op. 18, Book 2 (Sauer)	1.50
Lange—Wild Rose—Op. 304	25
Lange—Wild Rosequill—Heather Rose—Op. 28, No. 3	25
Lange—Butterflies—Op. 59, No. 2	25
Lichner—Coronation—Mignonne—Op. 111, No. 2	10
Lichner—Suite—Op. 111, No. 1	10
Lichner—In the Meadows—Op. 85, No. 2	20
Lichner—Springtime—Op. 85, No. 1	20
Lichner—Return March—Op. 125, No. 6	10
Lohr—Cruller—Song	20
Miyanski—Romanze—Op. 3	25
Moszkowski—Spanish Danzette—Op. 12	1.25
Moszkowski—Guitarre—Op. 45, No. 2	75
Moszkowski—The Angelines—Op. 22, No. 1	25
Moszkowski—Love Waltz—Op. 37, No. 3	25
Moszkowski—Scherzo—Valse—Op. 10	25
Plavky—Technical Studies (Sauer)	1.00
Polshko—Progressive Exercises (Sauer)	1.00
Podreewski—Melodie—Op. 8, No. 1	60
Podreewski—Morceau—Op. 14, No. 1	60
Reinhold—Interromptu—Op. 28, No. 3	25
Scarlatti—Little Story—Op. 132, No. 9	25
Schubert—Reverie—Op. 34, No. 5	60
Schubert—Marche—Grosvenor—Op. 32, No. 1	25
Sinding—Ballet of Spring—Op. 32, No. 3	25
Sonatina Album—Vol. 1 (Kalber)	75
Vogt—Valse de Salon—Op. 109, No. 2	50

**RECENTLY PUBLISHED**

**Elementary Piano Classics**

The first and only folio, the entire contents of which are listed for Elementary Examinations by the leading examining institution in Canada.

Price.....50 cents, net.

**Primary Piano Classics**

A new and revised edition of this popular folio—carefully edited and fingered.

Price.....75 cents, net.

Trade Orders Solicited.

Prompt Service.

**THE NORDHEIMER PIANO & MUSIC CO. LIMITED**

TORONTO

SOLE AGENTS IN CANADA FOR EDITION PETERS.

"Only Columbia instruments have the true, round, natural tone; and when a man is investing the price of a machine, that is the thing to make sure of."

"Only Columbia instruments have the features that make that tone possible; the perfect, sensitive, scientific reproducer; the continuous, uninterrupted increase of tone-arm and tone-chamber."

"Only Columbia instruments have the tone-control levers, which control the volume of sound by precisely the same device as employed in the great pipe organs."

"Only Columbia instruments have the record compartments in the form of pivoted cradles."



## HAVE YOU READ

And digested those radical statements in the upper left hand corner of this announcement? You have — well one other thing for the good of your income: Are you selling Columbia Graphophones and records.

If you could only realize the field there is in the average community for marketing Columbia Rena Records you would stock and feature them. We stand ready to give our dealers an excellent service in Columbia Rena Records — the old country music.

## THE MUSIC SUPPLY CO.

88 Wellington St. W.  
TORONTO

Sole Ontario Distributors  
of all Columbia products and  
Columbia-Rena Records.

### NEW RECORDS

Advance lists  
for July



### COLUMBIA RECORDS FOR JULY.

- 10-INCH SYMPHONY DOUBLE-DISC RECORD—\$2.00.  
Carolina White.  
A1320 (a) Solo Mio (Di Capua). In Neapolitan, with orchestra.  
Maison Lesant (Puccini). In quelle trine morbide (In these soft, silken cantinas). In Italian, with orchestra.  
10-INCH BLUE LABEL DOUBLE DISC RECORD—\$1.00.  
George Barre.  
A1329 (a) The Swan (Saint-Saëns). (b) Allegretto (Godard).  
Simple Confession (Simple Aven) (Thome).  
10-INCH DOUBLE DISC RECORDS—85c.  
A1326 You know you won't (Strimble). Peerless Quartette. Orchestra accomp.  
A1327 Boling (Boling). Peerless Quartet. Orchestra accomp.  
A1325 Back to the Old Folks at Home (Brown). Peerless Quartet. Orchestra accomp.  
That Wonderful Woodland Band (Potter and Bloom). Peerless Quartet. Orchestra accomp.  
A1325 Barbere di Siviglia (Rossini). "Io sono duce!" (A duce mind I heart). Cornet Solo with accomp. by the Municipal Band of Milan.  
Prince of Piedmont—March (Guarino). Municipal Band of Milan.  
A1333 I'm San Francisco Bound (Berlin). Peerless Quartet. Orchestra accomp.  
Keep on Walking (Berlin). Ma Jones, Soprano, and Walter Van Brunt, Tenor. Orchestra accomp.  
A1332 You Can't Stop Me From Loving You (Marshall). Henry Barr, Tenor, and Edgar Stoddard, Baritone. Orchestra accomp.  
I'll Change the Shadows to Sunshine (Hall). Henry Barr, Tenor. Orchestra accomp.  
A1334 I've Been Through the Mill (Gilbert and Saur). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.  
At the Ten Cent Movie Show (Christie). Walter Van Brunt, Tenor. Orchestra accomp.  
A1327 I'm Going Back to Carolina (Erdman). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.  
A1322 A Morning on the Meadows (Singer). Prince's Orchestra. Woodland Songsters (Singer and Currier). Prince's Orchestra.  
A1323 Row, Row, Row (H. Van Zoelen). Pietro Detto, Accordion Solo. When the Midnight Choo Choo Leaves for Alabama (Berlin). Pietro Detto, Accordion Solo.

- 10-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.00.  
A1324 Eileen (Hanna (Thomas). Anthony M. Jones, Tenor. Orchestra accomp.  
A1321 Roses (Adams). Anthony M. Jones, Tenor. Orchestra accomp.  
A1321 Woodman, Spare That Tree (Berlin). Bert Williams, Baritone. Orchestra accomp.  
I Certainly Was Going Some (Creamer and Vadey). Bert Williams, Baritone. Orchestra accomp.  
12-INCH DOUBLE DISC RECORDS—\$1.25.  
A1370 O Loving Heart, Trust Me (Gottschalk). Mrs. A. Stewart Holt, Contralto. Violin and harp accomp.  
Take Back the Heart (Charbel). Mrs. A. Stewart Holt, Contralto. Violin and harp accomp.  
A1372 Turkey Trot Dance Medley No. 2, Part I. "Good bye, Boys" and "Row, Row, Row." Prince's Band. Dance Music.  
Turkey Trot Dance Medley No. 2, Part II. "Take Me to that Band, Dance Music" and "Don't Break My Heart." Prince's Band. Dance Music.  
12-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.50.  
A1371 Tauschauer (Wagner). "O Thou Sublime Sweet Evening Star." Frank Croxson, Bass. Orchestra accomp.  
The Two Grenadiers (Die beiden Grenadiere) (Schumann). Frank Croxson, Bass. Orchestra accomp.  
A1369 Serenade (TCH). Russian Symphony Orchestra. Frumme (Frumme). Wagner's Russian Symphony Orchestra.  
12-INCH DOUBLE DISC RECORDS—\$1.25.  
A1375 The Gipsy (Jones). Selections. Prince's Orchestra.  
The Sunshine Girl (Schubert). Selections. Prince's Orchestra.  
12-INCH SYMPHONY DOUBLE DISC RECORD—\$1.50.  
A1373 Tell Me, Mary, How to Won Thee (Hodson). Who Is Sylvia? (Schubert). Ernest Thompson Seton.  
10-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.00.  
A1331 Scout Patrol Calls, Part I.  
A1328 One Sweetly Solemn Thought (Ambrose). Andrea Sarto, Baritone. Orchestra accomp.  
Fly as a Bird (Dana). Andrea Sarto, Baritone. Orchestra accomp.  
12-INCH DOUBLE DISC SYMPHONY RECORD—\$1.50.  
A1374 Ianthie (Halkett). Morgan Kingston, Tenor. In English, with orchestra.  
The Kerry Dance (Molloy). Morgan Kingston, Tenor. In English, with orchestra.



### VICTOR RECORDS FOR JULY.

Manufactured By  
BELLINEE GRAMOPHONE CO. LTD., MONTREAL.

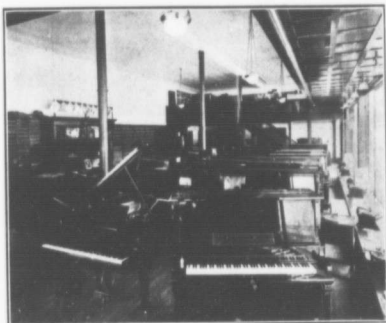
- 10-INCH DOUBLE DISC—90c.  
17333 Jeanette and Her Wooden Shoes. From Sweethearts (Smith Herbert) ..... Margaret Dunlop with Male Chorus  
Every Lover Must Meet His Fate. From Sweethearts (Smith Herbert) ..... Reed Miller

## CALGARY'S MUSIC TRADE JOKER.

A Calgary piano salesman had considerable amusement with a number of the local dealers on "April Fool's Day." Being of Scottish extraction he had no difficulty in speaking with a fine Highland accent. Calling up several firms on the telephone he inquired if they had an "uncle quid tuner" and as to whether he could "tune ma pipes." Telling of it afterwards the joker said, "they all fell for the tuning." One house explained that their tuner not having had experience in that branch of tuning would prefer to have the instrument brought to the warehouses for inspection, and demanding the name of the prospective customer, who was — so they were told — Malcolm MacGregor, fourteen hundred and fifteen Seventeenth Avenue.

One dealer who was called up and told that the bagpipes were leaking was overheard endeavoring to suppress his laughter, and then carefully smoothing his voice he politely told the customer that his tuner could not undertake the work. As an afterthought he added, "personally I am very fond of the instrument," which, in view of his being an Englishman was a tall admission.

The Calgary dealers enjoyed the joke on themselves, and are still inquiring for the name of the perpetrator.



Interior view of the premises of J. R. Tucker Piano & Music Co., Winnipeg.

## WHAT WE HEAR ABOUT PIPE ORGANS.

There are more pipe organs to-day west of Kenora than there were in all Canada thirty years ago.

In discussing musical instruments we begin with the biggest of all instruments, the pipe organ. One might begin with the jews-harp and work up, but jews-harps are not made in Canada. The best pipe organs in North America are—made in large numbers, by nearly all-Canadian workmen, supervised and capitalized by Canadian brains, largely from Canadian material, and ninety per cent for the markets of Canada.

## WHAT SHE REALLY WANTED.

Ferdie had just proposed to Millie.

"No, Ferdie," she said, "I cannot marry you. The man who gets me must be a grand man, upright and square."

"My dear girl," said Ferdie, "you don't want a man. You want a piano."

- 17342 Silver Threads Among the Gold (Rexford Banks) (Tello) ..... Russian Bourdon  
The Broken Melody (Auguste Van Biene) ..... Russian Bourdon  
17343 A Long Long Ago (Hayly) ..... Elsie Baker  
40 Bangs Day (Victor Gordon) ..... Elsie Baker Fred K. Wheeler  
17344 You're a Great Big Blue Eyed Baby (Brown) ..... Heindlberg Quintet  
And the Green Grass Grew All Around (Lorraine) ..... American Quartet  
17346 Mrs. Butterfly—Butterfly's Death Scene—Beloved Child, Act II  
Scenes II, In English (Puccini) ..... Edith Henrich  
Mrs. Butterfly—What a Sky, What a Sea, Entrance of Butter-  
fly, Act I (Puccini) (English) ..... Edith Henrich  
17347 Give Me Your Hand (Haver Hartsford) ..... Heindlberg Quintet  
Let Me See You Smile (Haver Hartsford) ..... Charles Burr  
17348 Wearing of the Crown ..... William F. Hooper  
40 to Philadelphia Old Irish Melody ..... Wilfred Glen  
17349 A Sail on Silvery Moon (Thomas Edman) ..... Campbell-Burr  
Georgia Land (Field-Groff) ..... D. Wormer  
17350 Sounds from Tyrol (Old Tyrolean Melody) ..... D. Wormer  
Porselen (Verlassen-Kussli) ..... D. Wormer  
17351 I Love Her, O. O. O. (McCarthy-Manness) ..... William J. Bailey  
I'd Do as Much for You (Lorraine Von Tiller)  
17355 There's One in a Million Like You (Charles Schwartz) ..... Brown Harrison  
Then I'll Stop Loving You (Goodwin McCarthy-Pantalone)  
17354 Harmony Joe (Taylor-Schiller) ..... Charles W. Harrison  
The Old Maid's Ball (Living Burdett) ..... Peerless Quartet  
17352 Eye Beam through the Mill, Medley Waltz—Little Rag Baby  
Doll (Muir Becker) ..... Victor Military Band  
O You Circus Day, Medley, Two Step, Turkey Trot ..... Victor Military Band  
12 INCH DOUBLE DISC—\$1.50.  
35296 Buck Fanshaw's Funeral (Mark Twain) ..... Harry E. Humphrey  
Thursdays (W. Wheeler-Molloy) ..... Wilfred Glen  
35298 Carnival de Venice (Carnot Solo) ..... Bohmner Kyzl, with Kyzl's Bohemian Band  
Marche Fantastique (Favali) ..... Kyzl's Bohemian Band  
35304 The Gold and Silver Waltz (Leharr Arr. Laurentideau) ..... Victor Band Orchestra  
The Great One Step Radium Dance (Schwartz arr. Redfield) ..... Victor Band Orchestra  
35302 The Trail of the Lonesome Pine Medley Turkey Trot—The Trail  
of the Lonesome Pine—Our Little War at Home Sweet Home—  
O What a Beautiful Dream You Seem (You Seem) The  
Trail of the Lonesome Pine ..... Victor Military Band  
I'm Going Back to Memphis, Tennessee, Medley One Step—I'm  
Crazy About the Turkey Trot, We All Fall, Home Love,  
I Live Up Town, I'm Going Back to Memphis, Tennessee,  
Victor Military Band  
10 INCH DOUBLE DISC—\$1.25.  
15054 Magic Flute Chorus of Priests, Grand Et, Act II (Mozart) ..... Metropolitan Opera Chorus  
Huguenots' Soldiers' Chorus, Rataplan (G. Gnomoni) Coro di  
Soldati, Act II (Meyerbeer) ..... Metropolitan Opera Chorus  
17345 Emma's Lullaby (Jakobowski) ..... Elsie Baker  
The Message of the Violet, From Princess of Pilsen (Osley  
Luders) ..... Olive Kline  
12 INCH 8. S.—\$1.25.  
15883 Celine from King David—On This Festival Day, The Enchant Dr  
F. Will You Meet Me Tonight, True as the Stars Above,  
Take of a Bundle Bee, Drink, Love's the Spik Divine,  
Ching Boom, Again the Gull Resonance, There's to the Queen  
Whom We All Adore (Osley Luders) ..... Victor Light Opera Company  
10 INCH P. L.—90c.  
60101 Sweethearts (From Sweethearts) (Smith-Herbert) ..... Christie MacDonald  
60102 The Cricket on the Hearth (From Sweethearts) (Smith-Herbert) ..... Christie MacDonald, with Reinold Weyersroth  
10 INCH R. S.—\$1.25.  
61292 I. Clemson, Louis XIII., Z. Payane (Comperin-Kreider) ..... Piano  
41290 Marionettes, Scherzo (Gilbert) ..... Piano Arr. by George Falken-  
stein ..... Mand. Powell  
61297 Marianna—There is a Flower (Wallace) ..... John McCormack  
61324 The Brook (Thompson-Doblers) ..... Piano Arr. by Rosaria Boardman,  
Miss O'Glick  
61329 The Low Backed Car (Samuel Lover) ..... John McCormack  
12 INCH P. L.—\$1.50.  
70099 The Angelus (From Sweethearts) Harp Arr. by G. Dell Avonilla,  
Smith-Herbert) ..... Christie MacDonald, with Reinold  
Weyersroth and Victor Male Chorus  
12 INCH R. S.—\$2.00.  
74353 Madame Butterfly—In Bell In Volturno (Some Day He'll Come)  
Act II, Scene I, (Puccini) (In Italian) ..... Frances Alda  
74356 Cavatina (Raff Op. 85, No. 3) Piano Arr. by Percy B. Kahn  
Micha Elman  
10 INCH R. S.—\$2.50.  
87121 Non Pensa a Me (In Italian) Ferradini ..... Titta Ruffo  
87159 Your Eyes have told me what I did not know (Bowles O'Hara)  
(In English) ..... Enrico Caruso  
87160 I've Been Romancing (Hart) (In English) ..... Geraldine Farrar  
87305 How Can I Leave Thee (In English) ..... Geraldine Farrar-Louise Homer  
12 INCH R. S.—\$3.50.  
88416 Agnus Dei (Lamb of God) Bizet (In Latin), Piano Arr. by  
Mrs. Katharina Hoffman ..... Max Schumann Heink  
88413 Angel's Serenade (Braga) (In English), Piano arr. by Eugene  
Lutsky ..... Alma Gluck, Violin, Obligato by Efron Zinobialis  
88437 Germania Rito Prisonier (A Wounded Prisoner (Quandro)  
(Franchetti) (In Italian) ..... Pasquale Amato  
12 INCH R. S.—\$5.00.  
89067 Aida (Ed. Mio Padre (Heaven My Father) Act III, (Verdi)  
(In Italian) Part I ..... Johanna Gadski-Pasquale Amato

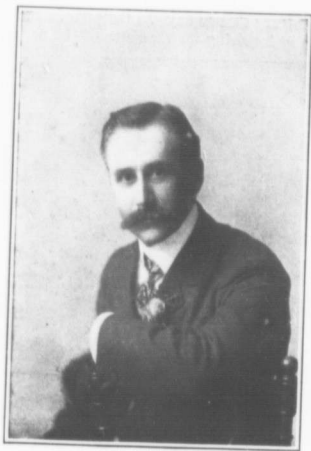
Mr. Almost Bald.—"Tony, my hair is getting thin."  
Tony (the barber).—"So? Which one?"

### THE KENT PIANO CO., LTD.

The Kent Piano Co., Ltd., are successors to M. W. Waitt & Co., of Vancouver, Victoria and other B. C. points. The firm of M. W. Waitt & Co. is over half a century old, but since 1892 there has been no Mr. Waitt connected with the firm. The old name has been retained owing to the shareholders being relatives of the founder of the house. Now, however, those persons responsible for the success of the company in later years have decided on the change, their names being prominently identified with the house.

Mr. Herbert Kent, head of the Kent Piano Co., Ltd., has been with the company since the year 1886, and since the year 1892, the entire responsibility of the management of the business of the company, not only in Vancouver, but in Victoria and other important points throughout B. C., has been undertaken by him.

When the company was incorporated Mr. Kent was appointed managing director, and has held that posi-



Mr. Herbert Kent.

tion for many years. He is now actively at the head of the Vancouver house at 558 Granville Street. Mr. Herbert Kent, for more than thirty years has been prominent in local musical circles, and is well known in the Coast cities and elsewhere. He is a supporter of all that is best in music, and has always lent his aid to raising the standard of that art in the western part of the Dominion. He has been an active and leading member of the famous Arion Male Voice Club of Victoria since its start 21 years ago, and at the present time occupies the position of honorary conductor of that organization.

Closely associated with the business for many years has been Mr. Daryl H. Kent, eldest son of the managing director. He is now assistant manager and secretary, and is taking a keen interest in everything pertaining to the welfare of the company.

### A REFERENCE LIST.

Those in the trade who have to do with the sheet and book music departments of the music store will appreciate the definite information given them by Chappell & Co. of Toronto, who announce in this issue a list of some of the reprints of their copyrights, which they state are illegal in Canada. So much has been said in a general way that this list of actual numbers will be of direct assistance to the trade. This is setting an example that other publishers would do well to follow. Such lists should be preserved and kept on file for immediate reference at any time.

### NEWS NOTES.

Speaking of trade as Mendelssohn Piano Co. find it, Mr. Harry Durke, proprietor of that firm states that there is an absence of the rush that characterized business of a year ago. Their factory is by no means slack, however, as there is a constant demand for Mendelssohn instruments.

Mr. W. Bohne, hammer and string manufacturer, Toronto, has returned from a visit to New York in connection with his interests there. Conditions in the United States music industries he thought more favorable than a year ago, with the exception of uncertainty created in certain lines by the proposed tariff changes of the present government.

During the absence of Mr. Frank Stanley in Europe, his salesrooms at 14 Temperance Street, Toronto, are undergoing repairs. They are being remodelled, redecorated and equipped with a new heating system.

The town of Brampton, Ont., known as the "Flower City," is rapidly developing into an important industrial centre. Several important industries are in operation, with still others having recently purchased large factory sites. Mr. W. K. Elliott, music dealer of that city, is one of the most persistent boosters of Brampton, and has himself built a number of houses in response to the demand of a growing population. Property values have increased to surprising figures, and some handsome profits have been realized. The town and county are good from a music trade standpoint, Mr. Elliott having been continuously in business for the past 30 years, and with Mr. James Martin also energetically catering to the musical wants of a prosperous community. An idea has got abroad that Brampton lacks hotel facilities for the public, by reason of no licenses having been issued this year. Local option failed to carry, but the vote was so close that the Government did not re-issue the licenses. The Victoria Hotel has been redecorated, and under new management has made many improvements. There is a first class dining hall, good sunnle rooms, and the sleeping apartments are well furnished, while the visitor to the kitchen is impressed with the cleanliness of it.

Emerson says: "For everything you have missed, you have gained something else; and for everything you gain, you lose something. If riches increase, they are increased that use them. If the gatherer gathers too much, nature takes out of the man what she puts into his chest; swells the estate, but kills the owner. Nature hates monopolies and exceptions."



**R. S. WILLIAMS & SONS CO. EXCURSION.**

Jupiter Pluvius was exceedingly gracious on the occasion of the "Sixth Annual Excursion" of the R. S. Williams & Sons Co., Limited, on the twelfth instant. To the number of over 150 the staff and officers of the Company, with their guests, went across the lake, per steamer "Chippewa," and spent the day at Victoria Park, Niagara Falls. The staff from the Hamilton Branch arrived, per Grand Trunk, and joined in making this a record outing for the house. Nothing could have added to the enjoyment of the day, except the presence of the Company's general manager, Mr. H. G. Stanton, who is absent on his annual visit to Western Canada, and his firm's branches in Winnipeg and Calgary. Mr. Stanton was greatly missed, as he most thoroughly enjoys these annual picnics, and regretted very much being unable to be present.

Prize contests were held on the boat going over, and on reaching Victoria Park luncheon was served. The ball game between married and single men was the event of the day, the contest causing much excitement until, in the second innings, it was readily seen that Trestrail, who twirled for the benedicts, had the measure of their opponents. Villiers, who has won many battles for the "old men," failed to receive the support due him, resulting in easy money for the colts, with a score of twelve to four. The game was bravely and skilfully umpired in relays by Mr. Edison and Mr. Berliner.

The second field event was the ladies' ball game, which Mr. Kohler umpired with great diplomacy. Of the other events the hundred yard open race was the most hotly contested. Mr. Pratte won this, with Mr. Villiers a close second.

Further contests were held on the return trip, and Musical Director Trestrail had a splendid programme of music by various members of the staff. The committees had their various duties so well performed that everything went without a hitch. Mr. H. Y. Claxton was convener in general, and kept things on the move. Mr. J. D. Ford was secretary, and saw that everyone was provided with tickets and badges.

Mr. Williams enjoyed himself as much as any youngster, and in the ball game looked after first base in his usual style. Probably the oldest employee of the firm present, in point of service, was Mr. John Brown, who has been the firm's piano mover for thirty-one years.

The prizes were distributed on the boat, and the members of the committees were kept busy until the boat docked. Three cheers and a tiger for Mr. Williams and another for Mr. Croden brought to an end an enjoyable day.

Among the guests present were: Mr. E. Kohler, of M. Hohner; Mr. H. S. Berliner, Mr. W. R. Fosdick, Mr. D. S. Murray, and Mr. J. A. Fullerton.

**ASSOCIATION OFFICERS.**

At the annual convention of the National Association of Piano Merchants held in Cleveland during the week of June 1st, O. A. Field, St. Louis, was elected President; Percy S. Foster, Washington, Secretary; Carl A. Droop, Washington, Treasurer.

The National Piano Manufacturers' Association, which body also convened in Cleveland, elected R. W.

Lawrence, of New York, President, and Harry School, of Chicago, Secretary.

The National Piano Travellers' Association convened in Cleveland on June 4th, and elected B. F. Owen, President and C. T. Purdy, Secretary. Mr. W. J. Keeley, of the Auto-Pneumatic Action Co., New York and Toronto, was elected Third Vice-President.

Mr. Arthur H. Seabell announces that he has been appointed agent at Bowmanville, Ont., for the well-known Stanley Pianos and Players, made in Toronto. Mr. H. W. Burnett, Toronto, attended the convention of piano men in Cleveland. Mr. Burnett believes he was the only Canadian there.

Mr. J. F. Sherlock, of the Sherlock-Manning Co., London, is on a business trip in the West.

Mr. H. G. Stanton, general manager of the R. S. Williams & Co., Limited, is on a visit to the chief centres of the West, including Winnipeg and Calgary, where his firm has branches.



Mr. E. C. Seythes, who was recently appointed General Manager of Williams Piano Co., Limited, of Oshawa, as announced on page 25.

**NEW PIANO HOUSE FOR TORONTO.**

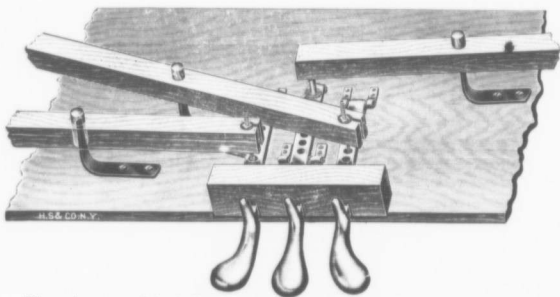
Mr. Paul Hahn, of the Nordheimer Piano Co., Toronto, with which firm he has been connected for the past twenty-one years, is organizing a company to open up retail piano salerooms in Toronto. The new corporation will commence business about September 1st, at which time Mr. Hahn's resignation with the Nordheimer house takes effect. Sir Edmund Walker will be financially interested in the new firm, of which he will probably be the president. The agencies and location of the new store have not yet been announced.

Mr. Hahn is not only a well-known salesman, but is a musician prominent among Toronto's artists. He has been playing the cello before the public since his boyhood.

Have you ever figured the rental value of your show window? How many people pass your store, and what are you doing to attract their attention. Don't you think some unusual effort is worth while.

### NEW TRAP WORK ON THE MARKET.

One of the latest announcements in piano supplies is regarding the new trap work put on the market by Hammacher, Schlemmer & Co., of New York. Regarding this trap work they say, by way of explanation:— "As the illustration shows, there are three springs, bent at right angles (and with only two screws required for each) which fit into the three levers as shown. The levers are drilled for the round wood plugs which are slotted to receive the springs. The springs are secured fast and the levers can then be taken on and off by simply raising them up off the springs and the slot in the ends permits release from the props. The center pedal is connected by means of a small wood dowel, as shown in illustration."



New trap work put on the market by Hammacher, Schlemmer & Co.

The price quoted includes three patent springs, three special split dowels, three No. 2070 N.P. pedals, three Simplex pedal brackets, three levers not bored nor slotted, three pedal props.

### NEW MUSIC.

(Continued from page 58.)

27123. "Nothing to do But Love." Words by Harry Williams. Music by Nat. D. Ayer.  
 27124. "Oh, You Million Dollar Doll." Words by Grant Clark and Edgar Leslie. Music by Maurice Abraham.  
 27128. "You're The Same Old Girl." Words by Joe Young and Harry Williams. Music by Bert Grant.  
 27132. "Hearts Aflame." Waltzes. By Egbert Van Alstyne.  
 27133. "It takes a Little Rain with the Sunshine to Make the World Go Round." Words by Bohard Macdonald. Music by Harry Carroll.  
 27137. "Call Me Baby." Words by Joe Young and Harry Williams. Music by Bert Grant.  
 27138. "Happy Little Country Girl." Words and Music by Irving Berlin.  
 27139. "We Have Much to be Thankful For." Words and Music by Irving Berlin.  
 27151. "She Loves Me So." Words by Win. Jerome. Music by Jean Schwartz.  
 27162. "Go the Other Way." Words and Music by Harry J. Lincoln.

27163. "Echoes of the Past." March Two-Step. By Raymond Edwards.  
 27164. "The Red Ribbon." Waltzes. By Carl Loveland.  
 27165. "White Crest." March Two-Step. By F. H. Losey.  
 27167. "The Fox Hunt." Galop. By Neil Moret.  
 27168. "Love in a Life." (L'amour dans La Vie). Waltz. By Estelle B. Stillman.  
 27177. "Lovin' Child." Words by Stanley Murphy. Music by Henry I. Marshall.  
 27178. "Moon-Path." By Gus Edwards and Louis Silvers.  
 27179. "Rock-a-bye Abie." Words by Edward Madden. Music by Nat. D. Ayer.

27184. "Noreen." Words and Music by Bert L. Fulton. Whaley, Royce & Co., Limited, Toronto, Ont.  
 27188. "Canada! Fair Land of the Free." By Acheson Irwin. (Song). Acheson Irwin, Montague, N.S.

27189. "Wisteria." By Neil Moret.  
 27190. "They Say They're Not Living Together." Words and Music by A. Seymour Brown.  
 27191. "That Tinkling Tango Tune." Words by A. Seymour Brown. Music by Albert Gumble.  
 27192. "Elephant Rag." By Malvin M. Franklin.  
 27193. "I Am Never Sleepy, Are You?" Words by Rufus G. Lathrop. Music by Estelle B. Stillman.

### Manufacturers! Dealers! Tuners!

#### Yellow Ivory Keys Made White as Snow

"Caplan's Patent Ivory Polish" will do it. Samples 50 cts. and \$1 (dollar size will whiten four sets of piano keys). For further particulars write to

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