



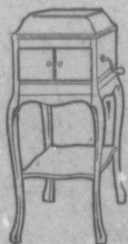
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JOURNAL

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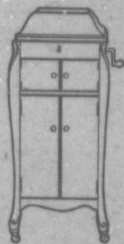
SUPPLY TRADE NUMBER



Victor-Victrola X, \$100  
Mahogany or oak



## Victor-Victrola



Victor-Victrola XI, \$155  
Mahogany or oak

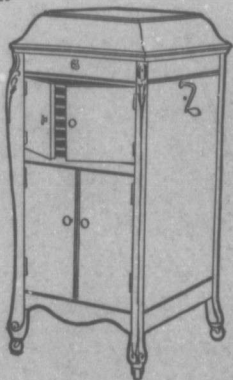
The entire musical trade owes a debt of gratitude to Victor-Victrola.

This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

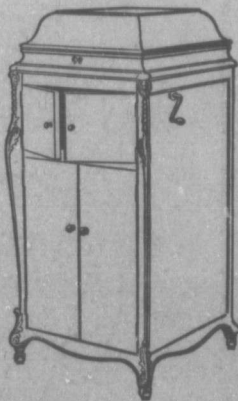
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### NEWCOMBE PLAYERS

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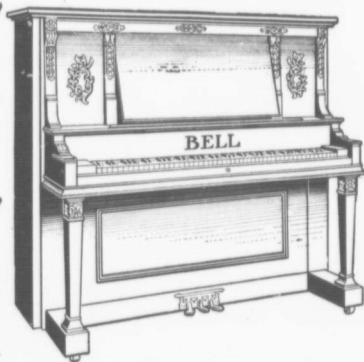
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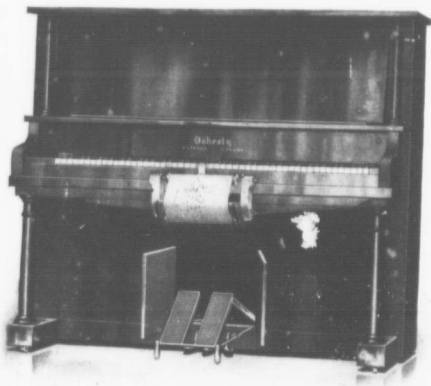
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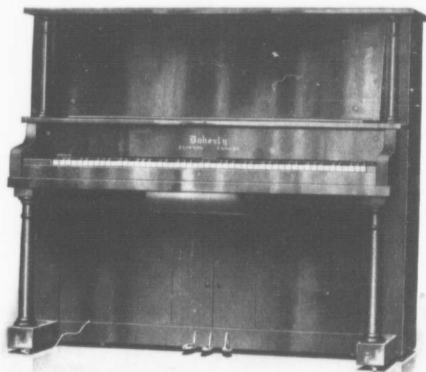
### DOHERTY DETACHABLE PLAYER

The cuts on this page illustrate the Doherty "Metropolitan Design," the smallest Piano made in Canada, fitted complete with a Doherty Player Action—Player open ready for use or closed when not required. Any Doherty design can be supplied with Player Action installed: A Perfect Player Piano.

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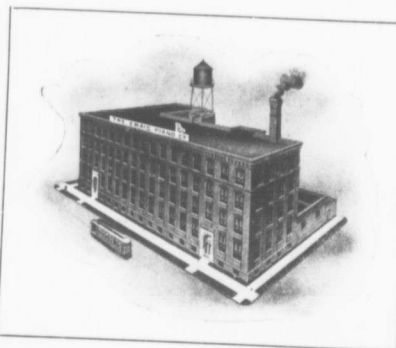
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Published on the 7th of the month

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**W**ITH the advent of this number, we are pleased to inform the trade that several important improvements have taken place in the manufacture of our "LINENIZED" Rolls, the main improvement of which is that all our Music Rolls in future are mounted on Steel Spools with adjustable Steel Flanges, thus assuring the perfect tracking of our Rolls.

We have also introduced a new type of quick grip Tab, which we guarantee is absolutely impossible to pull off, thus doing away with the extremely annoying habit of the D rings of rolls being frequently missing when required.

These new features are added to our existing features, now so well known, and which have all helped to make the reputation of our Roll, and placing it in such a high position on the market as it stands to-day.

We also beg to introduce to the trade, the production of an entirely new Roll containing many Novel Features. The first idea of this roll is that, unlike other music, it has been **Specially Composed for the Player Piano**, and it is impossible to render this roll by hand, even though three performers might be seated at the piano, endeavoring to play the music as is rendered by the Player Piano. The Title of this Roll is the "Value Impossible," and has a Sub-Title of "A Musical Paradox for Two Feet." The Title alone will create a big demand for this roll, and as for the composition itself, we are more than assured that the demand for this roll will far exceed that of the now renowned roll "Poetica."

We think the idea of the Title of this roll will be readily understood if we mention that this piece has as many as Three and Four Melodies **running through it simultaneously**, and the peculiarity of it is that the roll can be played several times, and each time it is played through, a different melody presents itself according to the way that the listener "takes it in."

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99165 Trinity Chimes, Decker	1 00
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## PATENT NOTICE.

Canadian Patent No. 116,986, Dated March 2nd, 1909, Controlling Devices for Musical Instrument Mechanisms, owned by The Cable Company, Chicago, U.S.A. The manufacture of the invention has been commenced, and the invention is for sale or use, at a reasonable price. John H. Hendry, Hamilton, Canada.

## PATENT NOTICE.

Canadian Patent No. 124,668, Dated March 29th, 1910, Mechanism for Holding and Driving Music Carrying Rolls for Mechanical Musical Instruments, owned by The Cable Company, Chicago, U.S.A. The manufacture of the invention has been commenced, and the invention is for sale or use, at a reasonable price. John H. Hendry, Hamilton, Ont.

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Contains :

### The Saving Fraction

A constructive editorial calling attention to some of the ways and means of saving and earning small amounts that spell the difference between success and failure.

### A Visit to the Edison Laboratory

An interesting account of what is going on in the Edison Laboratory just now, and what we may expect in the near future. Also a hint to dealers—a very timely hint.

### An Advertising Chat

—And several other pert and pithy articles are included in the March issue of the "Williams Echo," off the press February 20th.

It also contains a special offer to Dealers of the famous Rex Autoharps, the price of which has never been reduced before.

Another strong feature is the Advertising Supplement, illustrating advertisements for dealers' use in their local papers, electros of which will be sent free on request.

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VOL. XIII.

TORONTO, FEBRUARY, 1913.

No. 9.

## CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

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### Buying in Canada.

WHETHER buying musical instruments or supplies, furniture or clothing, building materials or machinery, patriotism should impel every citizen of the country to give the article of domestic manufacture first consideration. Possibly he may not always convince himself that the home product is equal in value with the imported article, or greater value, but it is at least his duty, as a citizen of a progressive country, to give the article manufactured in the country the first place in his consideration. There are some Canadians who have the present and future welfare of their country so much in mind that in buying articles for personal use they will not even consider imported goods. They believe in circulating their money where it will help to keep the wheels of Canadian industries in motion, and will help pay the wages of Canadian artisans, the salaries of Canadian teachers and the growers of Canadian farm products. Canadian manufacturers cannot expect, however, and do not ask for undue preference, but they are entitled to a fair comparison at least. A few years ago the Canadian Manufacturers' Association established an effective "Made-In-Canada" campaign, and many people are asking why effort along this line has become dormant, as it seems to have done. It takes infinite pains and persistence to counteract early impressions, formed when the Canadian people were dependent upon foreign manufacturers, and the subsequent teaching of merchants and others that an article to have the quality and standard must be "imported." Still later comes an important ally of the foreign manufacturer, particularly of the United States manufac-

turer, in the immense circulation in Canada of American magazines and periodicals, in which commodities advertised have become well known in Canada. These magazines, trade papers and newspapers come in, practically unhampered, and because of the disparity between the respective tariffs of Canada and the United States, the manufacturer of Canada has not the advantage of also being able to use these foreign publications to advantage in the territory of his American competitor. On the other hand, the market developed with the assistance of such advertising by the American manufacturers, is one of the reasons that so many of them have come over with branch establishments. Canadian manufacturers can advantageously use printer's ink in publications of their own country, and much of the progress of successful Canadian firms is due to an intelligent exploitation of the merits of their wares by means of advertising to the consumer and to the middleman. In the meantime every manufacturer, wholesaler, retailer, business man and workman, should consider himself a committee of one to boost Canada and Canadian enterprise.

### Player Roll Price Maintenance.

UNLESS prompt and determined measures are taken by the music trades of this country to yank the perforated roll back to a basis of established prices, this branch of the business is going to rapidly degenerate to the level of a parasite. The possible profits of this line should be sufficient to disabuse the trade of a too prevalent impression that the perforated roll department is a mere appendage, to be located anywhere in the store that is desirable for nothing else, and handled by someone, the sole recommendation for whose services is that they are cheap.

From the time the player piano reached the stage where it was ready to be seriously considered as a marketable musical instrument, the roll has been the "fly in the ointment." The roll has been reproached and cursed, not only for its own faults, but for the faults of undeveloped player mechanism, and for the faults of ignorance on the part of salesman and consumer. Now that the music roll is a line that the public wants and is a necessary branch of the business, absolutely vital to the existence of the player piano trade, having splendid possibilities of direct and indirect profit, it is unfortunate that dealers should find it necessary to assist in cutting the life out of the business by shar-

ing their discounts with the public, and which the public unthankfully receives as its just tribute.

Successful retailing is the act of buying and selling merchandise at a profit, and which embraces the giving of efficient service. Price and service are indissolubly linked together. Without adequate price efficient service is necessarily lacking, and without service price cannot be commanded. Furthermore service, or the lack of it, is remembered when price is forgotten. Any piano man realizes that to do business with that portion of the general public that buys player pianos, and subsequently music rolls for their instruments, it is necessary to employ the services of intelligent persons, who can assist customers to make their purchases. That class of intelligence commands remuneration beyond the hope of the mediocre. The department occupies floor space with a rental value. There is outlay for stationery, postage, advertising, wrapping materials, and for delivery, and the department should bear its proportion of overhead expense, as well as interest on investment. With sufficient business all these items can be accounted for, plus a reasonable profit, but if it does not, then retailing at wholesale prices is certainly not the answer.

#### Why Cut Prices of Rolls?

ON any occasion that the haphazard basis of retailing perforated rolls is discussed, the talking machine business is usually quoted as an example of the profit and pleasure there is in dealing in a commodity intelligently handled, and that sells at a fixed price. The established prices of talking machines and records has developed a confidence in the line, and it never occurs to a talking machine owner to question the advertised prices. It is extremely doubtful if by cutting prices of talking machine records the public would buy more. As it is, the manufacturers can scarcely keep up with the demand, and they could not do more, if the retailers gave the records away. On the other hand, if the prices were indefinite and fluctuating as in perforated rolls, the disappearance of a legitimate profit would cause dealers to neglect the line to an extent that the public would receive so poor a service that they would not be induced and influenced to be liberal purchasers of records. These are the conditions ahead of the perforated roll trade and, that are, in fact, now existent, according to some dealers.

Whether in view of existing conditions, it would be practicable for manufacturers of perforated rolls to insist on their catalogue prices being maintained is debatable, but there should be no hesitation on the part of retailers in agreeing to a united policy of price maintenance, either with or without the co-operation of the roll manufacturers.

Every sale of a player piano should result in a regular purchase of rolls, whether in small or large quantities. If the dealer thinks he does not need the direct profit that is possible with this branch, then he should consider the effect of an efficient service on future player sales. Much player business is dependent upon the recommendation of people who have already bought, and there is no better way to secure the co-operation of these than by supplying them with a good player roll service—at a profit.

Toronto is the acknowledged music centre of Canada, and what is done or not done here, is an influence on the trade in other centres. In the matter of player roll prices, as in a few other things, members of the Toronto trade would not advise dealers in other places to copy them, but they hope in the near future to establish a basis of retailing player rolls that can be recommended to all dealers, who are at present cutting perforated roll prices either for certain private reasons of their own, or because they think by that means to attract trade.

#### An Important Matter.

THE owner of a player piano in Toronto has up to date bought 1,200 perforated rolls. He has owned his instrument less than six years, so that his purchases of rolls have averaged over 200 per year. These rolls represent a total value of over \$1,500, or nearly twice the original cost of his player. This may not be a high water mark, but it is an exceptional case, and is mentioned as an illustration of this department's possibilities. The sales per annum to each customer will grade down to a dozen, or two dozen per annum, but if they get as low as this it is probably because the dealer has not acquired an appreciation of the importance of the perforated roll. If he is not interested he cannot interest his customers, and it is a certainty that he will not attempt to interest his customers in regular buying if there is no money in the rolls. A United States contemporary has asked the trade of that country the following questions concerning the roll—

"Should music rolls be given away with each piano?"

"Should not the free features be cut out entirely?"

"Can you suggest any remedies whereby the music roll business can be bettered?"

These questions brought replies from all over the U. S. trade, from which the following extracts are typical:

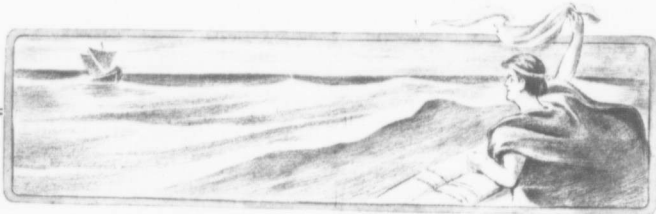
"We give no rolls with player pianos except in cases where some fool has offered a lot of rolls to the party in an effort to close a deal. . . . We do not get them with players and cannot give them away."

"The free exchange should be abolished; there should be no rolls given with players, and the music rolls should be sold."

"There will be no system as long as it is left to the dealer, as one dealer will give 20 per cent. off, another 30 per cent., and another 40 per cent. . . . There should be no exchange whatever after a roll has been sold. The circulating libraries should be cut out."

"The player piano offered through the music roll an endless profit that would have put the piano business on a far more profitable basis than the talking machine, but the piano people would not have it so. The player piano music roll is going the way the sheet music business went. It will soon be simply another philanthropic department."

In a discussion of this topic with the Journal, a Western Ontario dealer said, "I sell rolls at the list price, except to people who buy a player from me, and these I supply at 50 per cent. off list prices." Asked why he did this, he said, "I am forced to because others do this and more. I would like to see every dealer selling rolls at the list price, as there is a lot of money to

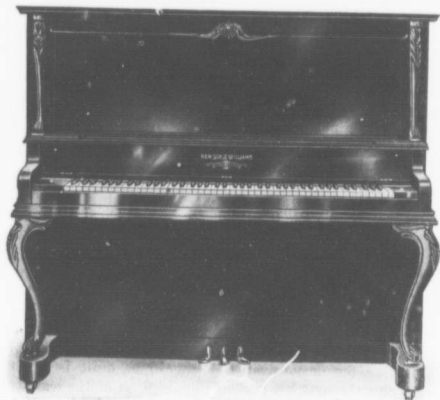


"There is a tide in the affairs of men which taken at the flood leads on to fortune."

**I**N this much quoted statement by the celebrated Shakespeare is the idea of the success that attends the seizing of an opportunity when it presents itself.

Style "D" Louis XV—the new member of the "New Scale Williams" family, here illustrated and described, is an opportunity for the piano merchant to-day.

Seize the opportunity by  
ordering this style and  
watch its success.



Style "D" Louis XV

---

Fancy Walnut or Mahogany case, double veneered throughout, full iron frame "**Brass agraffe Harmonic tone-prolonging bridge,**" brass flange, repeating action, trichord and over-strung bass scale. Boston fall and full swing desk, continuous hinges, acoustic rims, nickel-plated tuning pins. Copper wound bass strings. Ivory keys. Beautifully hand carved in keeping with Louis XV period.

Length, 5 feet 3 inches  
Height, 4 feet 7 inches  
Width, 2 feet 3 inches.

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**The Williams Piano Co.**  
Limited  
Oshawa     •     •     Ontario

be made, but I don't see how it can be done, unless the manufacturers fix the prices."

*The Canadian Music Journal invites readers to send in their opinions on this subject, and take part in an intelligent discussion designed to assist in maintaining a profitable line in the perforated roll, before the effort is too late.*

### Is the Roll Library Doomed?

**T**HERE is a well developed tendency in both Canada and the United States to discontinue the perforated roll library. In a number of American points the activity of the local board of health is given as a reason for discontinuing the exchange of rolls. That this health department activity is fictitious, or if not, is the result of the trade's own agitation is not entirely disbelieved, providing as it does, for those dealers who are not satisfied with the library, a graceful exit from the difficulties of the proposition. In Canada a number of firms celebrated the advent of 1913 by chucking the library as unprofitable and otherwise unsatisfactory. One large



At London, Ont. Dundas St. looking west from Elizabeth St.

dealer figured to his own satisfaction that the majority of his library customers could be converted into regular purchasers. His theory is that the class of people who buy player pianos are more legitimately buyers of rolls than renters of them.

A large dealer had been a strong advertiser of his library, in which he carried the entire catalogue of the line he handled. The problem of dead titles became serious and this, along with damage to rolls, in the shape of tears and finger marks, influenced him to change his policy. He now puts no rolls into the library until they have been six months in the retail department. While he still gives a library service, it is not the formidable competitor of the retailing department it formerly was. Opinion is divided as to the profit or possible profit of the circulating library, but it is at least apparent to everyone in the music business, that there is a demand for perforated rolls, and that with few exceptions this branch has had but scant attention from the dealer.

### Speaking for the Roll.

**L**ET the dealer possess himself of roll knowledge in the same degree as he has of player wisdom, transmit it to his salesmen, and they in turn to the customer, and many of the supposed player troubles will end. As an integral part of a tremendous industry, the

music roll is certainly entitled to its share of study and attention on the part of those engaged in it, if for no other purpose than self-protection. Knowledge in any direction not only begets but inspires confidence."

The sentiment above expressed is the concluding paragraph of an article entitled "Looking Behind the Player Panel," written by Paul J. Stroup, of the Universal Music Co., for "The Music Trades." Following a commentary upon the fact that dealers and salesmen have acquired a mechanical and pneumatic knowledge until "no longer do the panels form a curtain between them and former mysteries behind them," the writer says:—

"Why, during the accumulation of this player knowledge, a study of so important a component part as the music roll should be neglected has never been satisfactorily answered. That it has been, and is yet so treated, is a statement that may be made without much danger of successful contradiction.

"During a player demonstration the roll is certainly entitled to a position of recognition in the plan of attack. If the roll be treated seriously and with knowledge at the time of its introduction to the prospect, it immediately becomes a part—not a mere adjunct of the player—and a unit is established in the mind of the customer, the effect of which cannot be overestimated. The importance of its position has suffered greatly because of haphazard and evasive replies made in ignorance to questions concerning it.

"The time is ripe for the salesman to disabuse first his own mind and then that of his customer of the idea that a piece of Swiss cheese may be used as a substitute for the roll. To the dealer the music roll is the keystone supporting the arch of his player sales. It is the only vital part of the player with which the owner comes into constant and personal contact. Upon it depends, in a very large measure, the satisfactory working of his player and his ultimate decision as regards the worth of his investment. As a satisfied customer constitutes a valuable asset to the dealer, it is quite reasonable to assume that the aggressive dealer will leave no stone unturned that may tend to create one.

"Why, then, is it not only important, but highly desirable that both customer and prospect be taught regarding the music roll—what he may expect from it, its few eccentricities, how to overcome them, the proper use of it—in short, that he be furnished with the same relative amount of useful information regarding the roll as has been given him about parts of the instrument—with which he rarely comes in contact? During the demonstration it should be quite in order to give the prospect a simple description of the manner in which a roll is laid out; the various steps by which the construction of a first-class roll is attended, the painstaking and necessary attention given the assembling of its different parts—all of which should not only be of immediate interest to him, but would lay the foundation for an intelligent discussion of its proper handling should he ultimately become a player owner.

### Piano Factory Additions.

**T**O dealers who last year had to pass up business because of the impossibility of their manufacturers supplying them with stock, it is interesting news that



a number of firms will materially increase their outputs during 1913, either by extensive additions to buildings or plant, or both. Dealers who lost business because of their own procrastination in placing orders, will probably repeat the experiment this year, and at the same cost. It is, and always has been, a fault with Canadian manufacturers, that they do not anticipate the future with sufficient optimism. In other words they delay enlarging until the demands of business make it impossible to do otherwise, while the modern idea is to have the capacity in advance and be able to fill orders without crowding, and even to a degree that makes greater selling energy necessary to handle the output. As one manufacturer remarked, "it is easy to say that, and it may be true, but after increasing every year or so for a number of years, one becomes reluctant to put more money into bricks and money. However," he added, "our agents who are doing a growing business each year must be cared for."

#### Points in Salesmanship.

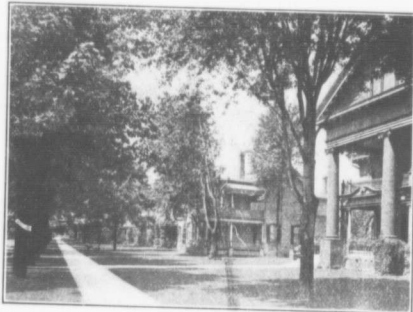
DISCUSSING the points in salesmanship, one of the most successful salesmen the trade in Canada ever knew, said, "There's as much human nature in one man as there is in another, if not more," as David Harum very wisely said, and if the salesmen understood just what degree of human nature was possessed by the prospective customer to whom he is trying to make a sale, his work would be easier, and the result better. The trouble with salesmen, as a general thing, is that without sizing up the customer, they start telling him what they think he wants. Of course the high priced piano, they know, will give entire satisfaction, and there is no danger of a 'come-back' when this quality is bought. But for fear of scaring the customers they begin with the low priced article, and try to work up to the real thing. That's where they make a mistake. It is one reason why some dealers cannot sell high priced instruments. When you talk the low priced piano and then produce the more expensive piano, you have got to show the additional value. This is not easy with a non-technical man, who knows nothing about a piano, and is relying solely upon the advice and judgment of the salesman. Then you keep going up until you have entirely confused him as to relative merits, and he desires to 'think it over,' and too often that is the last you see of him. When you start at the other end and produce the most expensive goods first, it is easier to drop from one grade to another with a fair chance of selling something better than the prospective customer expected to purchase. In other words it is easier for one to work down than to climb up."

#### Twenty to One.

NOT long ago somebody estimated that talking machine owners spent, on the average, five times as much on records as the machine cost. It would seem as if these figures now need revising. Only the other day a layman told of a friend of his in a country town having purchased a sixty-five dollar instrument some time ago, since then his purchases of records have amounted to thirteen hundred dollars, just twenty times as much as his instrument cost, and he is still

buying. An exceptional case, of course, nor does the informant state when the instrument was purchased, but it was less than two years ago. This man has made a hobby of his talking machine, having a bank account that permits him to do so. He buys the entire series of an opera at a time, and entertains his friends to musical recitals frequently. In fact his home has become an important unit in creating a musical taste in his community. He enjoys his talking machine, so do his neighbors, while the dealer that is fortunate enough to have his patronage undoubtedly does. The average dealer may say this incident was greatly exaggerated in telling. Perhaps it was, but it is nevertheless not an improbable case.

A few days before Christmas a certain Toronto business man was lugging home what appeared to be a heavy parcel. A friend accosted him on the street car and wanted to know what he had. "Just seventeen dollars worth of records," he said, "as many as I could afford," and he jokingly added, "it costs a lot of money to own a talking machine," though he didn't call it a "talking machine." He is still buying records, and has half the people on his street wondering if they couldn't



At London, Ont. View along Queen's Ave.

afford a talking machine. If anything were needed to show that people have developed a real appreciation of the line, the above incidents do so, and the fact is more prominent than ever that, whether the music dealer is going to be the intermediary between the jobber and the public or not, the public is going to have more talking machines and more records this year than ever.

#### The City Map for Retailing Talkers.

IT is a credit to the talking machine trade that time and thought are freely spent in getting at practical and more effective methods of marketing sound reproducing instruments, without price cutting figuring in the transactions. The use of a large city map is outlined in an interesting way by L. C. Parker, of Gimbel Bros., Milwaukee, in an article he prepared for the Talking Machine World. The part of this contribution referring to the map is here given: The principal advantage of such a system as this is to intelligently and systematically follow up prospects, so as to sell to the greatest possible

per cent. The prospect map is mounted on a double frame. First make a frame, size of map, of one-inch material, over which tack a piece of heavy cloth, stretched tightly. On top of this fasten another frame of the same size of one-half inch material. Over this stretch and fasten the map, which has already been pasted to some thin cloth for a backing. The object of the heavy cloth, which will be one-half inch from the back of the map, is to hold pins straight and firm, so they may be pushed clear in and not wobble or fall out. This description also applies to map for mailing list.

The prospect card is made out when the prospect is gotten and is kept in the alphabetic file, and is never taken out of that file except for reference. Notations are made on it where to find its "information" companion card, which is kept in the "tickler" file, and on which card the details regarding calls made by the prospect to the store, style of machine examined and calls made on prospect by salesmen. The information is made out from, and at the same time with, the "prospect" card, and is kept in the "tickler" file behind the date when the next call is to be made. Besides showing



Scene in Victoria Park, London, Ont.

the prospect's name and address with all information possible to obtain at the time, in the upper right hand corner is noted between which cross streets it is located, so that making up route for salesmen, a pin may be put in the "prospect" map, at the exact location of each call.

Each day as the "tickler" brings up cards to be called on, a pin is put in the map for each card, and cards are then put in their proper order, so as to take the least possible time, carfare and walking to call on all. The map used in this way will save a great many steps and considerable time.

Pin is taken out of map if report on card disposes of it for the time being, but if party is out, the pin is left in map until a report is made and noted on card. The result of each call is noted on the card so that the one making the next call may know just what has been done and said, to date. The card is then set ahead in the "tickler" file to the date considered advisable for the next step, whether a call, letter, catalog, telephone call, or other means of influencing prospect. This date is noted on the "prospect" card, which insures a ready

means of locating in case it is necessary to consult the "information" card at any time.

The cards used are not made for the purpose, but are simply regular stock cards, which, by reason of the color, do very well. By using cards of different colors, a great deal of confusion may be avoided. The "information" and "location" cards ought to be of different colors for this reason.

By sending a supplement each month to each prospect, they may finally find some certain song cataloged which they will come in to hear, and that song may do more to help them to decide than a "ton of talk." Even after a customer is reported as "positively no good," the "information" card is destroyed and the "prospect" card is marked N. G., but it is saved and a supplement is sent each month just as regularly, with the hope that it will either finally induce them to buy, or that it will fall into the hands of a friend who may be interested. Just the supplement will usually find a welcome when a letter or call might antagonize. The "location" card is filed behind the index card in the street index file, and kept in its place numerically. This card will be found very valuable where the name of a regular customer cannot be recalled. By simply asking the street and number the customer is complimented by believing their name is remembered. The name then may easily be found by referring to the index file.

A map of the city put on a frame the same as in the case of the "prospect" map, may be kept by the aid of this card. By having a pin in the map at the exact location of each customer, the close proximity of other machine owners may be readily determined. This is valuable to impress prospective buyers by showing who are owners in their neighborhood. In sending a man to oil or adjust the machine, he may as easily call on those in the immediate vicinity with practically no added expense, but with profit, if he has some of the best selling records along with him and plays them as an excuse to test the machine. As much as \$10 worth of records have been sold by a man sent out by the writer, and to people where no arrangement had been made to call.

#### Handling Record Buyers.

THE experiences of Mr. L. C. Parker, whose "use of the map" has been outlined in the Journal are interesting, especially those connected with buyers of talking machine records. Mr. Parker says:—Record buying at best is always trying, and it is especially irritating to a customer to have records suggested or played which they already have, or which are not to their liking, besides being a loss of time to the customer and clerk. It is always desirable to make the largest possible sales by playing the least number of records, and this card will help to do that.

Keeping this card up to date also enables the dealer to know just how frequently the customer buys, and if they have dropped off for a month or two it is time to find the cause. The first of each month each card is stamped with "month stamp," and if no records are bought during month, it is apparent by the monthly stamps coming together, making it easy to pick out and put in "dead list" for "special treatment" when three of these stamps come in succession, showing they are either buying elsewhere or have lost interest in their

machine. A letter asking reason and carrying with it some personal appeal, with perhaps a reference to some particular record which you believe will please them as well as some certain record they already have, enclosing a stamped, self-addressed envelope, will usually bring a reply or a call and renewal of their trade. If they are brought back and buy only one 60 cent record, it has paid. By separating cards into classes, circular letters may be used effectively.

The writer sent out 424 such circular letters on the same date, to customers who were in the "dead list," either because they had not bought records within four months, or whose names had been given by acquaintances and who had never bought of us.

The result for the first ten days was twenty-eight answers, only two of which had a complaint, and that was because we wouldn't leave records out over Sunday on approval.

Within ten days, thirty-three of the 424 bought a total of \$119.65 worth of records and needles, and the result before anything further was done to influence this list, was sixty-nine customers brought back, buying a total of \$415.10 worth. Many of the remainder have since come in and are buying regularly, so that the results were very satisfactory. By systematically keeping after the "dead list" it is kept down very satisfactorily.

The application of this system will soon show its value in actual results, and if kept by an intelligent stenographer, who will keep tab on the slow buyers and write each one a personal letter, mentioning some of the new records which are "fully as enjoyable as 'I Hear You Calling Me,' which you bought last December, and 'My Hero,' which you bought in January," etc., it will be found that the customers will feel complimented by your memory (?) and the personal interest taken in their behalf.

#### Most Advertised Industry.

"FIVE or six leaves back on the calendar the talking machine as an adjunct to the piano and music trade was not." This is the opening sentence of an article by Mr. George P. Metzger, advertising manager of the Columbia Phonograph Co., giving reasons "Why piano dealers should handle talking machines." After devoting some attention to the amazing growth of the industry, the writer gets down to advertising of it, and he says:—"I do not know of any other industry that is being advertised as persistently, as thoroughly and as effectively as the principal lines of talking machines, and to the dealer there is this significance about that publicity: every national advertisement directs the reader dealerward. 'Go to Your Dealer!'—You will find that phrase wherever talking machines are advertised. But that is only the beginning. After the heavy artillery of the national advertisement comes the follow-up all over the country. Every dealer receives material—window display matter, posters, newspaper layouts and copy, etc.—to enable him to pull in all the trade that the national advertising has loosened in his territory. No one line of business has any monopoly of the retail end of the talking machine business. The piano trade, however, is taking it unto itself in an especial degree, whereat there is no cause for wonderment, for there is a great deal in common to hold the two lines together.

Strictly speaking neither pianos nor talking machines are staples; neither are positive necessities. Both are confronted with large and steady demand; both are built on the same foundation—music, and both depend on musical interest as a commercial stimulus. And piano dealers carrying both lines find that each is a powerful feeder to the other. Every piano owner is a talking machine prospect. Every talking machine owner is a piano prospect. Folks who can't afford a piano generally can afford a talking machine. And there you get around to your piano prospect again. 'Try this on your piano' may be a venerable, bearded byword, but the number of people who want to do it every time it is suggested is big, and a talking machine in the house is a constant suggestion to that end."

#### Perpetual Interest is Perpetual Profit.

THE writer quoted in the preceding paragraph makes the following observations about the profit resulting from having people coming to the store:—"A piano or music dealer who can depend on getting his customers in to see him every once in a while is pretty certain to succeed. And that—and more, too—is just what the talking machine proposition does for him. It insures perpetual interest—and perpetual profits. To those not yet in the business that last phrase may sound like an irrational millennium, but it is hard fact, and the talking machine dealer knows it. Every talking machine that he sells is but the beginning of a non-stop run of profits. He may or may not sell another talking machine to the same customer for ten years, but how about the record business? Every month the great talking machine houses issue lists of new recordings and supply every dealer with as many as he requires for his mailing list, and those little supplementary lists certainly do bring the people in. They are regular magnets. People may not come with any intention of buying them, but just to listen to the latest recordings.

"Every piano man will readily recognize the tremendous value of anything that can be practically depended upon to bring the customers in to see him once a month. He may not sell them talking machine product, but if he's any kind of a salesman at all there's going to be a sale of something before the customer can make a getaway. Thus is the talking machine a source of profit in itself and a perpetual tonic in general for every business with which it is linked up.

"Pestige? It is as positive as the profits. Dignity? It is in no more danger than the dividends. Talking machine product nowadays is not designed for the ear alone. It catches the eye and looks good. Most of the high class instruments of musical reproduction offered nowadays would pass as handsome pieces of furniture, an embellishment to any room, and certainly an asset to any store's appearance."

#### Player Increases Interest in Music.

PLAYER salesmen repeatedly meet with the argument that the placing of a player piano in a home would deprive the children of the necessity of learning to play the keyboard, and that their musical education would consequently suffer. Many people believe this to be true, though player piano men know from experience

that it is directly opposed to the real facts. The player piano stimulates interest in music. It gives the student the added impetus of a standard that he desires to attain to. By means of the player he can quickly learn to play a piece as it should be played, and this is a valuable aid in correct playing on the keyboard. It is conceded that the student must have a certain amount of ambition, of course, but if he has no ambition, the absence of the player action in the piano will not stimulate him. One dealer in discussing this subject states that he is rarely unable to convince a "prospect" on this point, as the day he introduced a player into his own home he observed a marked improvement in the playing of his two children, who had advanced far enough to play with considerable skill the less difficult music. He admitted that he doubted the advisability of exchanging his own piano for a player, but the results worked out just as he planned they should, consequently he can persuade a doubting "prospect" with double sincerity.

#### A Few Pertinent Remarks From an Extra Busy Buyer.

"I ALWAYS like to deal with a salesman who knows his goods," said a buyer whose time is worth considerable money. "Now and again a salesman comes in who brings his welcome with him. It seems to be part of his personality. He is rarely a great talker and he does not over-dress. He knows his business—he does not overstay his welcome. *He knows his business*—that's the important thing.

"I find that salesmen generally know something about the special article they offer, but, as a rule, know little about competing lines, or even about side issues connected with their own goods. For example, just yesterday a young fellow wanted to sell me an electric window display, and when I asked him about the current it would consume, he amused me with the remark, 'Oh! I'm not supposed to know anything about the mechanism. I'm only supposed to sell it.'

"It seems to me if each firm would only teach its men all the necessary details of its product before sending them out to sell, much time and money would be saved. This is one of the chief reasons why salesmen fail to land orders in my office. As a salesman I should first know all about my proposition—or sell something not beyond my complete comprehension.

"Then, too, if I were a salesman, I would count heavily on the manner of approach. There is a great deal of difference between the effect on the buyer of bluster and of real tact.

"The shouting salesman has been in to see me more than once. He has pounded my desk and proved beyond doubt that any attempt on my part to avoid purchasing his speciality would indicate mental deficiency. He has shaken his finger within six inches of my face, causing me to blink apprehensively. I know what it is to be driven from my office by a torrent of oratory let loose at such short range that I literally ran to avoid the miserable droning.

"The result of such tactics? Negative quantities every time—wasted energy and lost business. I like the solid, quiet salesman *who knows*."

#### CANADIAN COPYRIGHT STATUS.

THE following concise statement concerning the present status of Canadian copyright was obtained by F. A. Stokes & Co. Through their courtesy it appeared in *The Publishers' Weekly*:—"The law of copyright in Canada is confusing and complex, especially with regard to the rights of United States authors, and it has not been simplified by the British Copyright Act, 1911. However, we feel no doubt as to the following points, namely:—

(1) That the Copyright Act, 1842, and the International Copyright Act, 1886, are operative in the self governing dominions which have not repealed them or adopted the new act.

(2) That these earlier enactments confer copyright throughout the British Empire.

(3) That the Copyright Act, 1911, was intended to enlarge the rights of British authors, not to restrict them, and as it is not operative in the self governing dominions the rights of British authors in these dominions are dependent upon the earlier acts, otherwise authors publishing in Great Britain would be without copyright protection in the self governing dominions.

(4) That United States authors can acquire copyright protection in all parts of the Empire in the same manner and to the same extent as British authors.

The governing acts in Canada as to the conditions for obtaining copyright are the Imperial Acts of 1842 and 1886. The Canadian Act is but ancillary thereto, and the United States author first publishing in England or Canada can prevent infringement of his copyright in the latter country without the necessity for printing there. He cannot take advantage of the Canadian Act at all unless he has first published (i.e., issued copies to the public) in some part of the Empire, thus acquiring copyright under the governing Imperial Act, and if he wishes to register his copyright in Canada under the local act it is merely to be able to prohibit the importation into Canada of editions lawfully printed elsewhere, as no other benefit accrues to him.

Those interested might refer to the case of *Life Publishing Company vs. Rose Publishing Company*, reported in Vol. 12, Ontario Law Reports (1906) at page 386, in which case an injunction was obtained and an appeal sustained, restraining the defendants, Toronto publishers, from the plaintiff's copyright in certain Gibson drawings published in *Life*. *Life* is not printed in Canada, but is first published there contemporaneously with publication in the United States."

#### 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

## London Piano Merchants Celebrate First Birthday of Association

Organization Had Successful Year. Rentals Regulated and other Reforms Effected. Wm. McPhillips elected President at Annual Meeting.

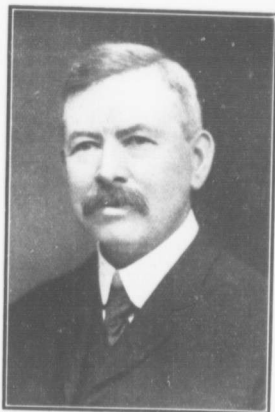
THAT the London Piano Merchants' Association embraces one hundred per cent. of a possible membership is a distinct credit to the trade of London. Every dealer in the city subscribes to the advantages that their organization makes possible, and members, who a year ago were skeptical as to results, now heartily testify that the association is more than worth while.

Even in a city of this size competitors are not always as well acquainted as one might expect, accounted for somewhat by a natural diffidence in visiting each other's warehouses, and it is desirable to be acquainted, for, as one of the members said, a man is less likely to do a mean act to one with whom he is acquainted, than to one he does not know, but more important than this, acquaintances can prevent impositions, where strangers will not.

Nominating Committee—Mr. D. Frank Smith, manager Gaurlay, Winter & Leeming, and Mr. E. S. Crawford.

### A Birthday Dinner.

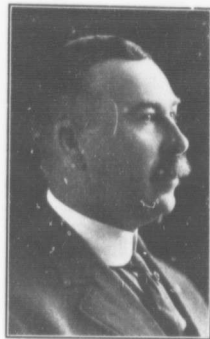
The birthday of the organization was celebrated on the evening of January 27, by an informal dinner at the Travellers' Club. Those of the local dealers present on this occasion were Mr. Wm. McPhillips, Mr. W. N. Manning, Mr. J. J. Callaghan, Mr. E. S. Crawford, Mr. D. Frank Smith, Mr. J. E. Keenleyside, and Mr. Frank Windsor. The invited guests were Mr. J. A. Croden, formerly manager of the London branch of Heintzman & Co., and now of the R. S. Williams & Sons Co., Ltd., Toronto, Mr. Fowler of the London Advertiser, Mr. E. J. Penny of the Free Press, and John A. Fullerton of Canadian Music Trades Journal. Letters of regret



Mr. W. McPhillips, President



Mr. J. E. Keenleyside, Secretary



Mr. J. J. Callaghan, Treasurer

LONDON PIANO MERCHANTS' ASSOCIATION

The London Association came into existence a year ago, with Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., as president, he being the only manufacturer, though his firm is also in the retail business, without downtown warehouses, however.

### This Year's Officers.

At the annual meeting, held in January, officers were elected for 1913, as follows:—

Hon. President—Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co.

President—Mr. Wm. McPhillips.

1st Vice-President—Mr. Frank Windsor, manager Nordheimer Piano and Music Co.

2nd Vice-President—Mr. E. S. Crawford, manager Heintzman & Co.

Secretary—Mr. J. E. Keenleyside.

Treasurer—Mr. J. J. Callaghan.

were received from Mr. T. C. Wright of Hamilton and formerly of London, Mr. N. L. Gray, local manager of Mason & Risch, Ltd. Mr. M. Sheldrick, who succeeded Mr. H. P. Bull in the management of the Williams Piano Co.'s branch, was also unable to be present, owing to absence from the city.

The dinner was served in excellent style. The party was small enough to make general conversation possible, and large enough for an interesting diversity of ideas. The ready repartee and friendly chaffing of each other made the evening a most enjoyable one, and did much to cement a spirit of sociability that has been strongly developed during the past twelve months.

When cigars were lighted Mr. McPhillips, who makes a toastmaster par excellence, called the meeting to order, and briefly explained the reason of the assemblage, which was, in fact, to celebrate their associa-

tion's anniversary, and to have an evening of sociability. He extended a cordial welcome to the visitors, referring to the many successful business years of Mr. Croden in London, whom they all knew would succeed in Toronto, to the courtesy of the local daily papers, and to the good work of the Canadian Music Trades Journal, on whose mailing list he desired his name to be recorded as a perpetual subscriber. In calling upon Mr. Manning, he paid a warm tribute to the worth of that gentleman, and complimented the association on having selected him as their first president.

Mr. Manning gracefully acknowledged the compliment tendered him, but put the credit of the success of their organization work on all the members. He thought their only mistake was that they had not organized long ago, as he was convinced that the past year's results proved the justification of the association to the satisfaction of all.

Mr. Windsor, whose piano experience dates from the time he became a factory apprentice, through all the various departments, tuning, regulating, finishing, etc., and finally in marketing pianos, expressed his personal appreciation of the opportunities afforded by the association, of the various houses getting closer together for the purpose of eliminating abuses that have existed as long as the industry.

In introducing the Editor of the Journal, the toastmaster extended the thanks of the association for his coming up to London from Toronto, to attend their birthday celebration. Mr. Fullerton congratulated the association on their success in getting together for the good of the business, and for the good of each other. He thought that much would be done that would impress the public with the importance of the industry represented, and the position of the piano men in the community.

In an interesting talk, Mr. Croden prophesied continued success for the Association, which had already accomplished much good in developing confidence in each other. He related several interesting incidents connected with sales made under peculiar conditions. While glad to be connected with the firm of R. S. Williams & Sons Co., he regretted his severance from the trade in London, where he had been active in the music trades for thirty-one years. He also bespoke an invitation to the anniversary dinner of next year, and which he accepted in advance, as he would always look upon London as his home.

With inimitable fervor, Mr. Fowler, of the "Advertiser," emphasized that the piano men are public benefactors and a power in the uplift of the people, and consequently a power for good in the life of the nation, and that their good work should be productive of the profits that it is not. The advance of Canada as a musical nation, he credited largely to such men as were gathered at the table, and he pointed out than an unmusical nation is an unsuccessful nation.

In introducing the Secretary, the toastmaster said the association had good reason to congratulate itself. Mr. Keenleyside modestly protested that his work scarcely deserved so much praise, but he made no secret of his great interest and belief in the organization, its objects and its members.

Mr. D. Frank Smith was introduced as the "quiet,

unassuming man, who is always making sales without making a noise about it." Mr. Smith made a bit in giving "the other side" of a certain transaction that resulted in his securing a number of sales, too, even if it did get the other man a dozen or so. Mr. Smith had come direct to the piano trade from the farm, and considered it an honor to be in the business, and to be handling the line that he is featuring in London.

Good things were also said about piano men and their ever courteous treatment of visitors and the press by Mr. E. P. Penny, of the "Free Press."

Mr. E. S. Crawford was introduced as the baby member, his being the newest name on the membership list. Mr. Crawford endorsed all that was said about the good results of an association well conducted, and what it could do in remedying evils and in lifting the business to a higher level. He paid a tribute to the ability of his predecessor in business, Mr. Croden, whom they all knew had set a hard pace for him to follow.

"If the treasurer hangs on to his own money like he does the association funds," jokingly commented the toastmaster, in introducing Mr. Callaghan, "he will never waste any." Mr. Callaghan, like the other members, spoke in approving terms of the Canadian Music Trades Journal as a means of keeping members of the trade interested in each other, and in what is going on in the trade. Like the other dealers also, he agreed that London is the most thoroughly worked city in Canada by piano men, and yet he would rather do business there than anywhere else.

On behalf of the guests, Mr. Fullerton moved a vote of thanks to the chairman, and through him to the association, for the courtesy of the invitation and the royal manner in which they were entertained. Mr. Croden seconded the motion, and added some eulogistic remarks concerning Mr. McPhillips, with whom he had always been on excellent terms during over half a natural lifetime of piano experience in London. Glasses were filled and a toast drunk to Mr. McPhillips, followed by an enthusiastically sung "For He's a Jolly Good Fellow," which had been chorused frequently during the evening, and three cheers and a tiger.

Mr. McPhillips acknowledged the toast in his own inimitable manner, and made it clear that the presence of the visitors was thoroughly appreciated by himself and the other members of the association.

A feature of the evening was the manner in which President McPhillips dispensed the duties of toastmaster. His observations were tinged with that pungent humor and ready wit that can come only from an Irishman, or one of Irish ancestry. Incidentally, during the evening remarks had been made about piano men being frequently insulted by prospective buyers, and several incidents were quoted. Mr. McPhillips, however, stated that during all his career in the piano trade he had never once met with other than fair treatment. He expected to be treated with courtesy and always secured it. He thought many of the rebuffs complained of by piano men, were due to their own indiscretion or lack of judgment.

After singing "God Save the King," one of the most successful social gatherings ever held by a group of business men broke up.

**Regulating Rentals.**

Among many of the important reforms that the London piano men have been successful in establishing, includes the regulating of rentals. Formerly there was no standard, which meant little or no profits. Now each dealer has hanging in his store a neatly printed card, to which any customer disputing a rental quotation is referred. The dealers find the card a very effective convincer.

The charges are, in the city: One night, \$5.00; one week, \$6.00; one month, \$6.00; second and third months, each \$5.00; each following month, \$4.00.

One night, not more than six miles out of the city, \$8.00.

One night more than six miles out, \$10.00.

These charges are for private rentals, as well as for church, club, lodge, etc.

Since the formation of the association, the dealers report to each other the "dead beats," so that if one dealer has been imposed upon by an unreliable "prospect," he passes the word to his competitors, and the trouble and expense this saves, all dealers in cities can appreciate.

Packing, which was formerly charged for at \$3.00, is now standardized at \$6.00, and the charge for a piano box is now \$4.00 at every store.

**A Well Worked City.**

London, with a population of approximately 50,000 persons, has now an enterprising industrial commissioner, in the person of Mr. J. G. Henderson, and that city is out after industries and is getting them. After many years of taking her opportunities as they came, London is now making her opportunities. The city recently purchased the balance of an entire city block, at a cost of \$240,000, and is going to have a Federal Square. London first used Niagara electric power in 1910, and the people's own plant supplies light and power. Inducements are being held out to manufacturers to locate in London.

In the music trades of Canada, London is best known as the home of the Sherlock-Manning Piano & Organ Co., which firm's output has grown in a remarkably short space of time to thirty instruments per week. Their "Twentieth Century Pianos and Players" are favorably known from coast to coast.

The McPhillips music store is a landmark in London, and Mr. Wm. McPhillips, the proprietor, has been selling musical instruments for over thirty years. He is the recognized dean of the London trade and in Western Ontario, to mention his name is to suggest Gerhard Heintzman pianos. He carries a large stock of these always, and has been successful in introducing player pianos. He has in the business with him two sons, who have more than a local reputation as hockey players. Mr. McPhillips also handles Edison phonographs extensively, and his early antagonism to talking machines in general amuses even himself. The account of how he placed his first minimum order against his own judgment, and the promptness with which the goods sold, resulting in his complete conversion in this respect, is an interesting and amusing story. The basement of his store is divided into sound proof rooms, and on

Saturday evenings, particularly, they can scarcely handle their record trade. They also carry sheet music.

Mr. M. Sheldrick, who has had charge of the Williams Piano Co.'s branch since September, states that he thinks better of London than ever. This branch was opened about seven years ago, and Mr. H. P. Bull, who last year was secretary of the local association, and active in its organization, had charge of this branch, giving it up owing to ill health. He is now connected with the firm's headquarters at Oshawa. Besides the New Scale Williams lines, this firm carries Victor and Edison goods.

Mr. J. J. Callaghan, who has the Martin-Orme agency for London and a number of counties in Western Ontario, states that his experiment in conducting both local and outside trade from his own residence, has proved a great success. His location is well adapted for the purpose, being easily reached by street car, and the lay-out of his residence permits instruments being displayed to the best advantage.

Mason & Risch, Ltd., have a handsome new ware-rooms that would do credit to a city of any size. No expense has been spared in fitting up and furnishing the premises, and Mr. N. L. Gray, who is in charge of this branch, is meeting with good success. The Victrola department is an important branch of the business, and handsome demonstrating rooms have been provided for this line.

Mr. D. Frank Smith, who has charge of the local branch of Gourlay, Winter & Leeming, came direct to the piano business from the farm, and his success is the reward of his unwavering persistence. His experience has been confined to London, and he has never handled other than the products of the Gourlay, Winter & Leeming factory.

Mr. E. S. Crawford, who succeeds Mr. J. A. Croden in the management of Heintzman & Co.'s local branch, has well located and laid out salesrooms. There are a number of individual display rooms in different decorations, and Mr. Crawford purposes fitting up a special room for player rolls. The Victor line he has also found a profitable department, attracting many of the best local citizens and musicians to the store.

Mr. J. E. Keenleyside, the genial secretary of the local association, is always a welcome visitor to any of the other stores, and his efforts in keeping the members to an active interest in the organization, are greatly appreciated. He features Kern, Bell and Morris lines, and associated with him in business is his son Gordon, who looks particularly after the graphophone department, in which they are having good success with Columbia lines. They also give sheet music a prominent place in the store.

Mr. Frank Windsor, who was born in the piano business, and could scarcely have escaped it had he so desired, took charge of the Nordheimer branch when Mr. J. J. Callaghan resigned to take the Martin-Orme agency, a little less than a couple of years ago. When a Journal representative called on him one morning recently, he was just assisting a customer in the selection of an instrument. The only complaint Mr. Windsor had was a shortage of stock last year. He is a regular reader of the Journal, and says it is worth many times the cost.

## 10 STOREY "HOME OF MUSIC" FORMALLY OPENED.

R. S. Williams & Sons Co., Ltd., Toronto, were at home to the public. Visitors inspected the new store in crowds.

Toronto people literally visited the R. S. Williams & Sons Co., Limited, in thousands, on the occasion of the formal opening of their new ten storey "Home of Music" at 145 Yonge Street, on January 21st and 22nd. The management modestly disclaims credit for good judgment in selecting these two days of sunshine, but which were immediately preceded and succeeded by such miserable, wet and sloppy weather as to make even Yonge Street pedestrianism noticeably light. The kindness of the fates in thus assisting their formal opening is a good augury for the firm's future in their new surroundings.

Prominent and well worded advertising in the daily newspapers told the citizens of the opening and invited them to come. Four thousand invitations were mailed in individually addressed envelopes, which also told of musical programmes on four different floors. On both evenings the store was kept open until ten o'clock, and the crowds that visited them was beyond anything the firm allowed themselves to hope.

The management in handling the crowds was admirable, and on each floor were stationed members of the staff to direct visitors, and to see that everybody was made to feel that his or her visit was appreciated. The fact that no effort was made to sell, proved a splendid advertisement. People enjoyed the novelty of looking at



Mr. R. S. Williams  
President of R. S. Williams & Sons Co., Limited

pianos, talking machines, and various other musical instruments, without buying even hinted at.

When visitors entered the front door they were directed to the electric elevator, which whisked them to the tenth floor, where are located the general offices, the general manager's office, the cashier's office, and the

advertising department. On this floor is also a lunch room for the office staff, and toilet rooms.

The visitors walked down from floor to floor, and in each case, as stated, were met by someone to show them around. On the ninth floor are located the samples of the wholesale merchandise, in charge of Mr. F. Shelton. The Wurditzer electric orchestras are also on this floor, and during the opening, Mr. White gave demonstrations



Mr. H. G. Stanton  
General Manager of R. S. Williams & Sons Co., Limited

of these instruments, which are finding an important market in moving picture theatres.

On the 8th floor is located the Edison wholesale stock, in charge of Mr. G. B. Petch, and the 7th floor is also given over to the storing of stock.

The wholesale small goods on the 6th floor, are in charge of Mr. J. J. Dinsmore, whose office is at the front of the building.

The repair department is located at the rear of the fifth floor, while the stock of perforated rolls occupies the balance of this floor.

The 4th and 3rd floors are occupied by the piano department. On the fourth was given a series of recitals by the members of the Toronto Symphony Orchestra, who played each afternoon from 2 to 5, and from 8 to 10, in the evenings.

On the third floor is the art piano department, with the several sound proof demonstration rooms, connected with each other, and also opening from the main corridor. There is also a large display salon, into which customers enter as they step off the elevator. An intermittent piano recital on the piano, was given by Mrs. Westlake, formerly of the R. S. Williams & Sons Co.'s own staff. In the intervals many people listened to the player piano demonstrations. On this floor is the museum, being a unique and exceedingly valuable collection of rare instruments, many without a duplicate. This proved to be a continual attraction, and some visitors spent hours in examining objects of curiosity. To this museum the R. S. Williams & Sons Co. invite the general public at all times.

On the second floor was a continuous recital of sound



reproducing instruments. The various types of Victrolas were shown, and many of the Toronto public saw the new Edison disc phonograph for the first time. Mr. Jeffrey Ford, manager of this department, and his several salesmen, were kept busy playing various titles for visitors, and answered many questions of interested persons.

Mr. Ford had a couple of the instruments on an elevated platform in the main display room, and individual demonstrations were at the same time given in the various sound proof rooms, of which there are ten, each in a different decoration. The partitions of these rooms are solid, but the doors have large panels of plate glass.

On the ground or main floor is located the retail stock of small goods, with the old violin department occupying a specially fitted up department in the rear. This was a particularly attractive room to violin connoisseurs, who could appreciate the value of the instruments shown and the painstaking labor involved to secure them. This is the particular department of the firm's president, Mr. R. S. Williams, who personally mingled with the visitors, showing them around, and helping them to feel welcome.

On the way out visitors were handed a souvenir by Mr. B. A. Trestrail, the firm's advertising manager, and a neatly worded card, thanking them for their visit.

Mr. H. G. Stanton, general manager, spent a great deal of the time on the ground floor, and personally met many of the firm's patrons, while Mr. John Croden, assistant general manager, who but recently joined the staff, and Mr. Thos. Birdsall, manager of the piano department, looked after all visitors to the piano show-rooms.

A most inviting aspect was given the ground floor by two magnificent bouquets of American beauty roses, presented by Thomas A. Edison and Max Lowenthal.

Mr. Dolbeer, salesmanager of the Edison firm, accompanied by Mr. Phillips, credit manager, came to Toronto especially for the opening.

Mr. C. R. Coleman, manager of the firm's Montreal branch, came to Toronto to be present at the opening, while Mr. Arthur Mandy and Mr. H. D. Cockburn, road men, also returned to headquarters for the two days, and gave valuable assistance in looking after the visitors.

Mention was made of the cashier at the opening of this article, but further mention of Mr. William Middleton, who so faithfully and accurately fills the duties of this position, should be made. On Jan. 14th, he celebrated his 81st birthday, and he has been with the Williams establishment for 37 years. He is down at his desk promptly every morning, and is almost always the last to leave. So regular and systematic is he that any deviation from his regular habits causes the greatest concern among the staff, by every member of whom he is loved. When he reached his home on the evening of his birthday, he found that he had been remembered by the staff with a cut glass vase of beautiful roses.

#### ATTRACTIVE WINDOW FROM VANCOUVER, B.C.

In order to commemorate their golden jubilee, or fifty years in business, the firm of M. W. Waitt & Co.,

Ltd., of Vancouver, B.C., had special plans laid early for an attractive window. This display (a photograph of which is here shown) proved even more attractive than anticipated.

The space used was twelve feet wide, and the window was extended into the store ten extra feet, making the display very large and elaborate, having twelve by twenty feet to dress.

It was a snow scene. The foreground showed a large sleigh drawn by a caribou elk, loaded with a piano, Edison opera, and Victor IX., while two sacks filled with records had scattered over the snow on the ground. The sides were fenced in and tufted with snow, which made the display very realistic. The background showed a house, with Santa Claus getting down the chimney, with an Edison Gem, and through the window could be seen a little boy and a Victor dog looking into the red fire. The window had extra lights, all told about 720 candle power, making it bright enough to attract attention even



The attractive Christmas window of M. W. Waitt & Co., Ltd., Vancouver, B.C.

from the crowds across the street. A noticeable result attributed to this Xmas window was the number of Edison and Victors that the display sold during the week.

#### PROMINENT MUSICIAN DECEASED.

In the death of Professor J. C. Arlidge, Toronto loses a musician of rare skill, and whose passing away removes an important member of that rank of musician, whose supreme object in life is to elevate mankind, both by means of his talent, and by personal life and influence. Professor Arlidge was a flautist, pianist and organist and a composer, and at the time of his death was organist of the Anglican Church of St. John the Evangelist. He had made important tours with famous musicians, including Madame Allani. He had played before crowned heads in Europe, including the late Queen Victoria, with whose son, the late King Edward, he was personally acquainted. Professor Arlidge came first to Canada in 1873, but soon returned to England, again coming to Canada in 1884 and settling in Toronto. He is survived by a widow, four sons and three daughters, several of whom are musicians.



## NEW MUSIC

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26513. "Moonlight Dreams." Reverie. By Will B. Morrison. Whaley, Royce & Co., Limited, Toronto.
26514. "Il Trovatore." Syncopated Waltzes. Arranged by Warner C. Williams. Whaley, Royce & Co., Limited, Toronto, Ont.
26515. "Springtime." From "Countess Coquette." Lyrics by Melville Alexander and A. G. Delemater. Music by Anatol Friedland.
26516. "And It Rained, Rained, Rained." From "Countess Coquette." Music by Anatol Friedland.
26517. "Dingle, Dingle, Dingle." Words by Joe Young. Music by Conrad & Whidden.
26518. "Love Me To That Beautiful Tune." Words by Harry Williams. Music by Nat. D. Ayer.
26519. "Malinda." Lyric by Stanley Murphy. Music by Henry I. Marshall.
26521. "When E'er I Dream of You." Words by Paul Carus. Music by Geo. H. Fintel.
26522. "Piccolo." By Egbert Van Alstyne.
26523. "Golden Moon." By Chas. L. Johnson.
26524. "Gee, I Love a Beautiful Girl." Words by Earle C. Jones. Music by Chas. N. Daniels.
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26528. "Each Little Feeling." Words by James B. Dempsey. Music by Johann C. Schmid.
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26531. "In After Years." Words by Joe Young. Music by Bert Grant.
26532. "Heart of Hearts." Words by Jean C. Havez. Music by Bert Grant.
26533. "Parade of the Daffodils." By Albert Gumble.
26534. "Twilight." By Nat. D. Ayer.
26535. "Ragtime Regiment Band." Words by A. Seymour Brown. Music by Melville Morris.
26536. "My Lonely Rose." Lyric by Parnell McPartland. Music by Gus Edwards.
26537. "Single." Words by A. Seymour Brown. Music by Bert Grant.
26538. "Just to See You, Dear, Once More." Lyric by C. F. Lawrence. Music by Grace Pickert.
26539. "Old Prosperity." Two-Step. James Watson, Radisson, Saskatchewan.
26540. "Saskatchewan Waltzes." By James Watson. James Watson, Radisson, Saskatchewan.
26541. "Idle Hours at Honey Harbour." By Vivera George. L. Mildred Jones, Vasey, Ontario.
26546. "Hail Thou Once Despised Jesus." Anthem. By Wm. Williams. The Anglo-Canadian Music Publishers Association, Limited, London, Eng., and Toronto.
26547. "Daylight is Fading." Anthem. Words by L. A. Passmore. Music by C. M. Passmore. The Anglo-Canadian Music Publishers Association, Limited, London, Eng., and Toronto.
26548. "Soldiers of Christ, Arise." Anthem. Words by Rev. Chas. Wesley. Music by Edward W. Miller. The Anglo-Canadian Music Publishers Association, Limited, London, Eng., and Toronto.
26551. "Jeannette Valse." Par J. B. Lafreniere. J. E. Belair, Montreal, Que.
26552. "Hymne au Travail." Paroles de J. H. Malo. Musique de Henri Mira. J. E. Belair, Montreal, Que.
26553. "S'Von!" Valse Elegante. Par J. B. Lafreniere.
26555. "You'll Have to do the Turkey Trot to Captivate the Men." Lyric by Gene Buck. Music by Dave Stamper.
26557. "Balancelle." Mazurka de Salon. Pour Piano par Paul Waech.
26558. "Troisieme Mazurk." Pour Piano, par Benjamin Godard.
26567. "Last Year's Roses." Words by J. E. Dempsey. Music by Johann C. Schmid.
26568. "Dream of My Dreams." Words by Joe Young. Music by Bert Grant.
26569. "How Could I Know That You Loved Me." Words by A. Seymour Brown. Music by Bert Grant.
26570. "My Ain Scotch Lassie Belle." Words by Arthur Lynn. Music by George Sidwell. George Sidwell, Hamilton, Ont.
26571. "Beautiful Boy." Words by Jonathan B. Frost. Whaley, Royce & Co., Limited, Toronto, Ont.
26572. "The Everlasting Peace." Words by Jonathan B. Frost. Music by Edmund Braham. Whaley, Royce & Co., Limited, Toronto, Ont.
26573. "Bereuse." By Charles Edward Cone, Op. 14.
26584. "Just a Home Sweet Home Girl." Words by Wm. Jerome. Music by Jean Schwartz. Jerome & Schwartz Publishing Company, New York.
26589. "The American Tango." By Nat Osborne.
26590. "He's So Good to Me." Words and Music by Irving Berlin.
26591. "I Wonder How it Feels to be in Love." Words by Chas. J. Schieb. Music by Moe Kraus.
26622. "At the Devil's Ball." Words and music by Irving Berlin.
26636. "The Victor's March." Composed by Frank M. Haddock. Frank M. Haddock, Ingersoll, Ont.
26640. "The Toronto Rose." Valse in ut. By Chas. H. Steinway. The Nordheimer Piano and Music Company, Limited, Toronto, Ont.
26645. "Uncle Silas." (Some Rubs). March Two-Step. By Abe Losh.
26646. "Going Some." March Two-Step. By Carl Loveland.
26647. "Twilight Echoes." Reverie Seregade. By Harry J. Lincoln.
26648. "Scotland Belts." Waltzes. By Harry J. Lincoln.
26649. "Anna 'Liza's Wedding Day." Words and Music by Irving Berlin.
26655. "Les Copeland's 38th Street Rag." By Les Copeland.
26656. "Dimples." Words by Edward Madden. Music by Percy Wenrich.
26657. "Valse Maurice." By Sylvester Belmonte.
26661. "Milestones." Words and music by E. Ray Goetz and A. Baldwin Sloane.
26662. "At the Picture Show." Words and music by E. Ray Goetz and Irving Berlin.
26664. "The Two Flags." Words and music by J. A. Cote. J. Arthur Cote, Ottawa, Ont.
26669. "Nur Die Figur." Text von Adolf Philipp. Musik von Jean Briquet and Adolf Philipp.
26670. "Welcome Home." By Irving Berlin.
26682. "Tinkle the Ivorys." (Rag). By Wallie Herzer.
26683. "Bietta Waltz." By I. S. Gorbovitzky.
26684. "Songs for Men and Boys." By Rev. J. Melvin Smith. (Book). J. Melvin Smith, Niagara, Ont.
26688. "My Parcel Post Man." Words by Bert Kalmer. Music by Harry Puck.
26689. "Take me to Roseland, My Beautiful Rose." Words by Jack Strouse and Ed. Johnson. Music by Nat Osborne.

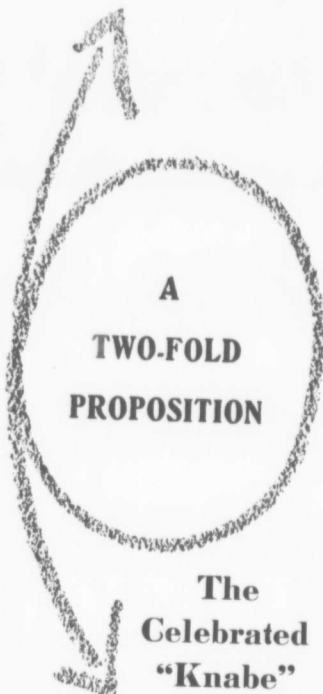
**"WILLIS"**

**PIANOS**

**& PLAYERS**



Willis Pianos.



For which WILLIS & CO. have the Canadian Selling rights.

**P**ROBABLY a large percentage of your sales are made to the great so-called Middle class. Such being the case, you could not do better than give prominence on your floor to the Willis line of Pianos and Players. With that make for sale you can talk quality, promise quality, guarantee quality and be perfectly consistent. Wisdom in the choice of the parts, and care in construction are exercised before the price is decided upon.

Where a leader is required correspond with us about the Knabe.

---

**Willis & Co.**

LIMITED

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

Factories: St. Therese, Que.

## MONTREAL LETTER.

A FEW of the local firms met recently for the purpose of trying to agree upon the adoption of the One-Price System, and also to take into consideration the question of commissions, initial payments, a "black list" and other considerations. Two meetings have taken place, and a third one is to be held in the course of a month. It is understood that the negotiating firms are practically applying the one price system in an experimental way, in the hope that the leading firms will adopt the scheme. This gathering of dealers, by the way, was a friendly one, and it was stated at this meeting that it was to be regretted that the Piano Dealers' Association was practically a dead issue but, on the other hand, if the principal firms can agree on the One-Price System, it might be another reason for the re-opening of the Association.

Mr. F. Bull, president of the Williams Piano Company of Oshawa, was in Montreal recently, in connection with his firm's interests.

January business with Hurteau Williams and Company, Ltd., in both East and West end branches, showed no falling off as compared with the preceding month's trade, and was largely made up of New Scale Williams goods in various models.

Mr. L. D. Hatfield, Canadian representative of Thos. A. Edison, Inc., made a short visit to Montreal, and while here gave a number of demonstrations at the Ritz Carlton Hotel, of the new Edison Disc phonograph.

At the Chateau Laurier, Ottawa, the distinguished Hungarian composer-pianist, Andor Von Koholy gave a recital. A Nordheimer grand piano was used on this occasion.

Mr. W. R. Fosdick, manager of His Master's Voice Gramophone Co., Toronto, was a recent visitor to Berliner Gramophone Co.'s factory. As stated in this issue, the latter firm have bought more land adjoining their factory, and will proceed with the erection of a large addition as soon as weather permits.

"The Old Reliable," as the products of the factory of the Dominion Organ and Piano Co., Ltd., are termed, are well known in Montreal and vicinity, where Willis & Co. have had the agency for many years, and it is a fact that many people know of Bowmanville through its early association with "Dominion" organs, and in later years, "Dominion" pianos and players.

J. H. Mulhollin, the always genial representative of Evans Brothers goods, reports business splendid. The "to let" sign appears upon this firm's warehouses, and they are looking for more commodious premises.

No let up in orders has been experienced in the piano parlors of J. W. Shaw & Company, and they state the call for the more expensive styles of Gerhard Heintzman instruments has been very pronounced of late.

"The Mendelssohn" is a piano which has met with wide favor all over the country and, as Foisy Freres the local representatives state, it has made a reputation for itself in the province of Quebec, which will compare favorably with any of its achievements in other sections.

C. A. McNee has been selected to compete in Boston for the Gordon International Curling Medal. Mr. McNee goes along with the Caledonia Rink contingent.

The Leach Piano Company, Ltd., will early in May occupy new and spacious wareroom quarters at 733 St. Catherine Street West, between Mackay and Guy Sts. This fact is indicative of the success the firm are meeting with in featuring Gourelay and Bell lines. "Though competition is getting keen," said Mr. Leach, "there is room for everyone."

The Canadian Graphophone Company will, on May 1st, remove to St. Catherine St. West, in the vicinity of Victoria and University Streets, where their capacity for business has been doubled. They report business as increasing right along, and their success is evidenced by the need of larger premises. This firm features Columbia graphophones and records.

Newcombe pianos and players have numerous admirers in Montreal, and the loyalty of Newcombe purchasers to the instruments of their choice is something the manufacturers are proud of. Since adopting the Howard Straining Rod, the Newcombe Piano Co. have received many flattering endorsements of the value of this exclusive feature. Willis & Co., Ltd., have been handling Newcombe lines in Montreal for many years.

The annual dinner of the salesmen of Willis & Co., Ltd., will take place shortly, at the Edinburgh Cafe. This event is eagerly looked forward to by the staff.

The high water mark was reached in the volume of business produced in January by Gervais & Whiteside. Much of the credit for this they attribute to the quality of the instruments they sell, being the products of the Karn-Morris factories.

C. W. Lindsay, Ltd., hung up a new record for one month's trade in January, for which they report the greatest business for any one month since the house has been in business. Players, grands and uprights, in Nordheimer, Martin-Orme and Heintzman lines, along with the business of the Victrola department, constituted the record month.

Mr. A. P. Willis, president of Willis Company, Ltd., was made Chairman of Finance and Hon. Treasurer of the Diocesan and Theological College, vice the late R. Wilson Smith. At the Synod conference lately closed, Mr. Willis was elected to the executive committee of the Diocese. He has also been made a member of the Historical Association of Nova Scotia.

Arthur Freidheim, who is advertised as The Premier Living Pianist, is booked to appear Monday evening, February 17th, in the Windsor Hall. A Mason & Risch grand piano will be supplied by Layton Bros.

A call at the Ottawa branch of Willis & Co., Ltd., found manager Brownlee most enthusiastic and optimistic as regards future business. Trade in all lines was represented as exceptionally good, with a substantial increase being shown every month.

The year just closed Willis & Co., Ltd., report the busiest and most successful year in their history. The output of their St. Therese factory proved insufficient, and more Willis instruments will be manufactured this year. The plant has been added to from time to time, and the additions have greatly facilitated manufacturing operations and shipments. A \$15,000 sprinkler system is in operation. The retail warehouses, which were formally opened a little less than a year ago, have proved a valuable acquisition in retailing.

The annual dinner of the staff of C. W. Lindsay,



## Watch the Columbia for the Most Interesting Events in 1913

And all those dealers who watch from the inside will have a much better view

People are asking for Columbia product. The demand proves it. And they are going to continue to ask more and more. They are asking for records by

DESTINN	NIELSEN
FREMSTAD	BISPHAM
SLEZAK	PARLOW
ZENATELLO	HOFMANN
NORDICA	WHITE
GARDEN	GAY
HARROLD	SEGUROLA

They *want* records by artists such as these—and there are *no substitutes*. In just the same manner they will want Bonci and Ysaye records, just announced.

Is there any reason under the sun why *you* shouldn't get this business?

### Columbia Graphophone Co., Gen'l. Toronto

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

Ltd., was held at "Thornhill," on Feb. 1st, there being 37 present. B. A. Edward acted as chairman. The following were the toasts:—The King; C. W. Lindsay; The Ladies. The toast to C. W. Lindsay was proposed by Mr. H. R. Hale, and responded to by Mr. E. Hamilton. The toast to the ladies was proposed by Mr. Jas. Hebert, and responded to by Mr. G. S. Wehrley. Witty and clever speeches were made by the representatives of the various departments, interposed with songs, etc. After dinner "Rough House" was indulged in, until about midnight, every one present declaring it the most successful outing they had experienced. Those present included:—Messrs. Hebert, Hale, Edward, Hamilton, Hay, Reilly, Frank Hale, Morris Champoux, George, Gaunt, Fluet, Pratt, Fox, Flynn, Jos. Champoux, Rene Champoux, Dufresne, Gagnon, Bacon, Robinson, Jeffrey, Shirra, Bluteau, Bryant, Weir, Gervais, Burrows, Pageau, Engel, Maher, Clish, Wehrley, Forget, Collinson, Claxton, Goodfellow, and McPherson.

Mr. C. R. Coleman, Montreal manager of R. S. Williams & Sons Co., Ltd., paid a short visit to Toronto, to be present at the formal opening of his firm's new head office premises at 145 Yonge St.

#### WINNIPEG LETTER.

A WESTERN distributing point for Victor Victrolas and records is being opened up by Mr. W. R. Fosdick, of Toronto, who came to Winnipeg for this purpose. Mr. Fosdick, who is representing Berliner Gramophone Co., Ltd., of Montreal, purposes remaining here until he has business in good running shape.

The Winnipeg Piano Company report a good month's business for January, with collections very fair. Business, however, seems harder to get, but the low price of grain and higher winter expenses, no doubt help towards this condition. Their grafonola department report extra good business, and a big demand for the new Columbia records by Bobby Campbell, now of New York—a well liked Winnipeg boy—brother of the celebrated singer, Mrs. Connell. The Winnipeg Piano Co. had the pleasure of shaking hands with Mr. Winter, of Messrs. Gourlay, Winter and Leeming, Toronto, Mr. Sherlock, of the Sherlock-Manning Co., London, and Mr. Stright, of the Otto Higel Co., Toronto, who all report good business in the course of their travels.

Messrs. Fowler & Co., of 290 Edmonton St., report splendid business in Newcomb pianos, for the last half of January. Inability to procure record stock put a damper on their usual "His Master's Voice" business. Collections were reported to be a little slow.

Mr. G. L. Stanwood, Western manager of the Doherty Piano Co., visited the factory in Clinton, to make arrangements for 1913 shipments. This firm are installing a large number of their new attachable player in pianos, for which there is a big demand. Calgary and Edmonton branches of the Doherty firm report splendid business, but with a shortage of stock.

Sonlis & Co. report business to be a little quiet with them at present, which is usually the case after December month.

Mr. Redmond, of the J. J. H. McLean Co., has no complaints in regard to business. Collections are reported as fair.

Mr. Norman Lindsay, of the Lindsay Piano Co., has just returned from Toronto, where he was arranging for stock for 1913. A number of orders were carried over from December, owing to a shortage of stock. The Lindsay firm handle Gerhard Heintzman lines, and as the manufacturers are building a large addition, Mr. Lindsay and other Western dealers of this make are happy in the prospect of ample stock for the fall of 1913. A feature of the Lindsay firm's business last year was the increase in the demand for grands and players.

Mr. Smith, Western manager of the Whaley, Royce & Co., Ltd., has been slightly indisposed for the last few days. Mr. Smith regrets missing any of his friends who may have called during his absence. This firm report their January sales to be above the average. A splendid sale is reported by this firm of a set of silver plated Imperial band instruments to the La Verandrye Band of St. Boniface, the members of which are more than pleased, both with the appearance and quality of instruments. The firm's representative, Mr. F. Scrimshaw, is at present calling on the trade throughout Manitoba and Saskatchewan.

Some of the trade who have made recent visits to Winnipeg are:—

Mr. D. Boudin, who reports business as being very good in his locality, the demand for musical goods continually increasing.

Mr. J. Hamlin spent a short time in the city, during which he personally selected a few lines of musical goods to suit his particular trade, at the warehouse of the R. W. Williams & Sons.

Mr. B. M. Hart has enjoyed a good share of business in the musical line, and claims that there is an increasing demand for Edison cylinder phonographs and records.

Mr. W. D. Lamb found time to break away from business for a short time, and enjoyed the change, after the holiday trade.

Mr. Lathrope transacted considerable business for the firm he represents, in his able and capable manner, while in the city for a short time.

Mr. J. A. MacDonald, who has just recently suffered a loss through fire by having his store and contents almost totally destroyed, has been able to secure prominent, as well as suitable premises. Mr. MacDonald spent some time in the city selecting his new stock.

Mr. N. J. Porter, of Moosejaw, is a very active man in his business, as well as Councilman in his fast growing city. Much of his time while in the city being spent in the warehouse of the R. S. Williams & Sons, becoming acquainted with the new line of Edison disc machines, which he is very enthusiastic about.

Mr. W. F. Sommers has enjoyed a very nice trade considering everything, although money seems to be rather tight at present in his locality.

The R. S. Williams & Sons, of Winnipeg, have been kept pretty busy, and like many others have been working somewhat under difficulties, having considerable sickness among the various members of the staff. Small musical goods trade is continually increasing. Western dealers appreciate the quality of Williams' goods, their service, and the protective policy they extend to their dealers.



## Amberola III---the latest EDISON PHONOGRAPH

**T**HERE are people near you who have not bought a phonograph because they preferred an Amberola—but could not afford it.

**A**NYONE who really wants a superior instrument can afford Amberola III at \$125.00. It is profitable for the dealer because it is both an aristocrat and a bargain.

Get yours from your Edison jobber.

**THOMAS A. EDISON, Inc., 231 Lakeside Ave., Orange, N.J.**



The Tucker Piano and Music Co., Ltd., report piano business to be fair. Phonograph business is good in both Columbia and Edison lines. This firm supplied Mr. Louis Persinger, who gave a violin recital under the auspices of the Women's Musical Club, in the New Trinity Hall, with a Steinway piano.

Mr. S. Tomnant, of the T. B. Harms and Francis, Day & Hunter music houses, was a recent visitor in town, and reports good business all along the line.

Wray's music store report the sale of a set of band instruments to the Trade and Labor Band.

At the local branch of Mason & Risch, Ltd., there is a feeling of elation over the decision of the firm's general management at Toronto to proceed with the erection of a large addition to their factories. This will ensure more liberal shipments next fall.

Mr. Merrill, local manager of the well known Karn-Morris firm, is well pleased with the way in which 1913 has started off, being ahead of the same weeks of last year.

#### BERLINER GRAMOPHONE COMPANY WILL BUILD NEW FACTORY AT MONTREAL.

##### Optimistic Regarding 1913 Business.

Our correspondent at Montreal recently had the pleasure of an interview with Mr. Edgar M. Berliner, general manager of the Berliner Gramophone Company, Limited. Mr. Berliner had just returned from an extended Southern trip, and on the return journey spent several weeks in Washington, visiting Mr. Emile Berliner, the inventor of the gramophone.

Interviewed by our correspondent, Mr. Berliner said: "The holiday season of 1912 was the most wonderful in the history of our business in Canada. Although not in Montreal, I was in daily touch with what was going on, and each new day's report was an additional source of gratification. Of course, as heretofore during the past three years, the only cloud to mar an otherwise perfect sky, was our inability, in spite of the most optimistic preparations, to supply enough goods for the demand for "His Master's Voice" products.

"As in the past, we are preparing now to provide for a large demand, which we anticipate for the goods next year. We have just concluded arrangements for a large tract of land adjacent to our present factories, and containing an area about once and a half that which we now occupy. Here we will erect this spring another factory and warehouse, to take care of the requirements, for which we thought our five storey building, completed only a year ago, was ample. In order to properly carry out our extensions in the latest approved manner, we have enlisted the services of a consulting mechanical engineer, who will direct the work of the architects.

"I feel quite safe in predicting that these new buildings, which by the way, will be of steel and cement, will be the last word in engineering.

"While south of the Line, I heard a great deal about proposed patent and tariff reform, and this naturally brought home to me in a most forcible manner, the wisdom and forethought that our Canadian leaders have shown in profiting through what others have done, and thus avoiding these snares.

"The month of February, though the shortest of the

year, promises to be a banner month in every respect. From present indications, it will even eclipse the months of October and November, 1912. When our fiscal year closes, in about two months, we will have set a new record in our history. In no small measure is this due to the energetic efforts of our several hundred loyal dealers, each of whom is an important link in the great chain of retailing merchants, who are distributing "His Master's Voice" products in Canada from Coast to Coast."

#### A FORT WILLIAM BOOSTER.

Though in the piano business every hour he is awake, Mr. E. E. Nugent, manager of the Heintzman & Co. branch at Fort William, never loses an opportunity to boost for that town. When on a visit this month to Toronto and other points, including his old home town



Mr. E. E. Nugent

of Midland, Mr. Nugent was never separated from a pocket map he carried, showing Fort William's harbor, industries and industrial sites.

Asked by friends of opportunities for safe investment, he stated that Fort William offered many of them, though he did not care to part with any of his own real estate holdings at the present time.

Mr. Nugent went to Fort William six years ago, as an employee of the branch of which he is now manager, previous to that time having had no piano experience. He works Port Arthur from his store at Fort William, and admits that competition in his territory is not entirely free from objectionable conditions frequently complained of by dealers.

Mr. Charles Clarin, manager of the Calgary branch of the R. S. Williams & Sons Co., Ltd., states that trade reports there are very favorable for this year. Mr. Clarin visited Toronto at the New Year, and took his family and household effects back with him.

**YOU ARE NOT  
BARKING UP THE WRONG TREE  
IF YOU ARE FEATURING VICTOR RECORDS.**



The Best Known  
TRADE MARK  
in the World.

**Hitch the Power  
of the Victor and Berliner Lines to  
Your Business — It Pulls Trade.**

**W**E place at your disposal the best wholesale service in the country in VICTOR RECORDS and Supplies. Largest Stocks—every Record in stock and plenty of each—together with an efficient and painstaking corps of order-fillers and shippers under able direction, assure Ontario Music Dealers of an up-to-date service in the best line of goods before the Music Trades to-day.

**VICTOR  
RECORDS  
OF  
FAMOUS**

Sopranos  
Contraltos  
Tenors  
Baritones  
Basses  
Comedians  
Comediennees  
Whistlers  
Vodlers  
Male Quartettes  
Choruses  
Executionists  
Speakers  
Bands  
Orchestras  
Pianists  
Violinists  
Cellists, etc.

208 ADELAIDE ST. WEST, TORONTO  
(Phone Adelaide 1080) is the Address for  
VICTROLAS, 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 St. West,

Toronto

**THE VALUE OF SCIENTIFIC PIANO INSURANCE.**

Being Appreciated by Piano Merchants—Some Recent Settlements by the Piano Underwriters' Agency in Baltimore Emphasizes This Point.

Scientific piano insurance is what a dealer depends upon when he insures his piano stock; then if he can insure pianos rented, sold on instalments, out on trial, rented, and further more he can insure where the instruments may be located in Canada, without reference to any particular location he has secured about as good a form of insurance as is possible for underwriters to give. According to the method covered below the full price is paid when the piano is burned or destroyed, in accordance with the conditions in the policy. This insures the profit on a resale, which adds considerable strength to the value of the policy.

In the great fire of Chelsea, Mass., some few years ago it was stated that 800 pianos were destroyed. Many of these instruments must have been sold on the instalment plan and quite a few dealers suffered a severe loss because of the limited scope of the insurance carried. A conflagration of this character is possible any time and individual fires are occurring every day.

Not long ago Mason & Risch, Ltd., suffered loss at Vancouver, B.C. They promptly received a check for \$185 in settlement of that fire, as shown by the following letter from them to the Piano Underwriters' Agency of Baltimore, Md. The letter reads as follows:

We acknowledge yours of the 16th, enclosing draft for \$185.00, being settlement of our claim, Record Entry No. 19992. We attach receipts in triplicate, also return the original Entry, as requested.

We thank you for the prompt manner in which this claim has been settled. You have certainly demonstrated your ability to settle losses promptly.

We regret that we have been unable to give you any more business, but we assure you that we do not lose an opportunity to induce our customers to insure the instruments we place with them with you.

Yours truly,

MASON & RISCH, Limited,  
Per D. L. Kennedy,

Not only do the policies of the Piano Underwriters' Agency of Baltimore, Md., cover fire and breakage, but they can include life accident and sick benefits, all in relation to piano selling. The premiums are paid by the purchaser. If Mr. Smith buys a piano he ought to insure it anyway, and if he insures it in the Piano Underwriters' Agency, and there is a fire, the money goes to the piano dealer, who in turn, gives Mr. Smith a new piano, thus making two sales.

The buyer can also secure a life insurance at a very small additional premium. Accidents are covered in the same way, sickness may be cared for, too, and the policy makes it sure that the dealer will get his money under most every condition.

The method of making out these policies is very easy, and is done by the dealers. Many prominent dealers already use this form of insurance, Mason & Hamlin Co., of Boston and New York; Dyer, of St. Paul; Hallet & Davis, of Boston and other cities; Hollenberg, of Little Rock, and a number of other well known houses in this country.

Full information may be secured by writing to A. G. Hancock, manager of the Piano Underwriters' Agency, Baltimore, Md., who will send a 46-page booklet giving every particular connected with the issuing of these special policies. It is a copyright publication and is an aid in the functions of attracting prospects, closing sales and holding the purchaser to his contract. (Advt.)

Mr. G. L. Stanwood, manager of the Winnipeg branch of the W. Doherty Piano & Organ Co., visited that firm's factory and headquarters at Clinton recently, where with Mrs. Stanwood, he was the guest of Mr. and Mrs. Cluff. They returned to Winnipeg via Chicago.

**PIANO MANUFACTORY FOR MARITIME PROVINCES.**

A Half Million Dollar Company.

The citizens of Amherst, N.S., are greatly elated over the announcement that a piano manufactory would be located in that place, and Amherst business men are said to have taken \$100,000 stock in the new company, which has been incorporated with a capital of \$500,000, in one hundred dollar shares, the corporate name being "Amherst Pianos, Ltd."

The incorporators, R. H. Murray and J. L. MacKinnon, barristers, Emily Hilton and Grace Catherine Griffin, stenographers, and William Martin McDonald, accountant, all of Halifax.

One of the provisions of the charter is "to adopt, execute and to carry into effect, with or without modification, a certain written agreement, which has been prepared, and is expressed to be made between J. A. McDonald, of the first part, the Nova Scotia Trust Co. of the second part, Amherst Pianos, Ltd., of the third part, and the Amherst Committee of the fourth part."

A report states that Amherst Pianos, Ltd., will take over the business of the McDonald Piano Co., of Halifax, continuing it, however, under its present name. It is also thought that a small piano company organized some time ago, to promote the building of pianos, with the Hillcoat Co., would be absorbed.

The purpose of the promoters, it is stated, is to commence building operations as soon as weather conditions permit, and erect a factory with a capacity of from 2,000 to 2,500 instruments per year.

**MARRIED IN VANCOUVER.**

A very happy event, in the marriage of J. Estey Bowes, son of Mr. and Mrs. J. W. Bowes, and also manager of the graphophone department of Fletcher Bros., Ltd., Vancouver, to Helen Maria, daughter of J. C. Kemp, of Nanaimo, B.C., took place at the residence of Mr. T. A. Switzer, managing director of the above firm, on Monday, January 20th.

After a pleasant dinner and reception of their many friends, they were accompanied to the boat by a large party of well-wishers, assisted by an impromptu band, comprising every musical instrument, from a Jew's harp to a bass drum, and personally directed by Mr. Switzer. The happy gathering, the numerous presents and the demonstrative send-off all combined to confirm the high esteem in which this young couple are held. Mr. and Mrs. Bowes left for California, where they will spend a couple of months honeymooning. Those of the trade present were, J. W. Bowes, manager Waitt & Co., Vancouver; Jas. H. Fletcher, president Fletcher Bros., Victoria; Geo. A. Fletcher of the Geo. A. Fletcher Music Co., Nanaimo, B.C., and Mr. Wallace Bowes, manager graphophone department of Waitt & Co., Vancouver.

Mr. C. B. Clarke, who features Gerhard Heintzman instruments in Calgary and surrounding country, took advantage of the lull following the best December trade he has ever had, to visit the Gerhard Heintzman factory at Toronto. He also visited the plant of the Thomas Organ Co., at Woodstock, in which city Mr. Clarke's relatives reside. Mr. Clarke was accompanied by Mr. Frank Lodge of his selling staff.



**Columbia Graphophones**

**Columbia Grafonolas**

**Columbia and**

**Columbia-Rena Records**

**H**ERE are the easiest lines in the world to sell anywhere; a musical and entertainment luxury appealing to every taste and in reach of every purse; that is if you call it a luxury. But the man who owns a "Columbia" and enjoys it in his home is going to call it a necessity. If one can judge by the demand for Columbia products, they are more of a necessity than a luxury.

The Columbia proposition for you means small investment, quick, frequent and continuous turnover, and profits that are not only large but automatically continuous and accumulative.

Be sure to ask for the new list of Columbia-Rena records. These records of English music are in great demand.

Your customers will appreciate them.

Write to-day and request  
our Representative to call.

**THE Music Supply Co.,**  
88 WELLINGTON STREET W.  
TORONTO - CANADA

Sole Ontario Distributors for all Columbia  
Products and Columbia-Rena Records.

**NEW RECORDS** Advance lists  
for March




**NEW EDISON RECORDS.**

**BLUE AMBEROL GRAND OPERA LIST.**

\$1.00 each in Canada.

- 28120 "Ich schneit" es gern in alle Rinden ein" (Impatience)  
(Franz Schubert) ..... Heinrich Knote  
Tenor solo in German, orchestra accomp.
- 28121 "Pagenerie"—(Page song, You would be hearing)—  
Maskenhall (Verdi) ..... Melitta Heim  
Soprano solo in German, orchestra accomp.
- 28122 "Mi chiamano Mimi"—(My name is Mimi)—La Boheme  
(Puccini) ..... Lucrezia Bori  
Soprano solo in Italian, orchestra accomp.
- 28130 "Eri tu" (Is it thou?—Ballo in Maschera (Verdi)  
Ernesto Caronna  
Baritone solo in Italian, orchestra accomp.
- 28131 Ballatella, "Che volo d'angeli!" (Ye birds without  
number!)—I Pagliacci (Leoncavallo) Margherita Sylva  
Soprano solo in Italian, orchestra accomp.
- 28132 "M'appari" (Ah! so pure)—Martha (Flotow)  
Aristodemo Giorgini  
Tenor solo in Italian, orchestra accomp.
- 28133 "Caro nome" (Dearest name)—Rigoletto (Verdi)  
Selma Kurz  
Soprano solo in Italian, orchestra accomp.
- 28134 "Prologo" (Prologue)—I Pagliacci (Leoncavallo)  
Carlo Galeffi  
Baritone solo in Italian, orchestra accomp.
- 28135 "Che fare senza Euridice" (I have lost my Eurydice)—  
Orfeo ed Euridice (von Gluck) ..... Marie Delna  
Contralto solo in Italian, orchestra accomp.
- 28136 "Ah! leve toi soleil" (Arise, radiant sun)—Romeo et  
Juliette (Gounod) ..... Gaston Dufois  
Tenor solo in French, orchestra accomp.
- 28137 "Vissi d'arte, vissi d'amore" (Love and Music)—Tosca  
(Puccini) ..... Adelina Agostinelli  
Soprano solo in Italian, orchestra accomp.
- 28138 "Dei miei bollenti spiriti (Wild my dream of youth)—  
La Traviata (Verdi) ..... Elvino Ventura  
Tenor solo in Italian, orchestra accomp.
- 28139 "Ave Maria" (Hail, Mary)—Otello (Verdi)  
.....  
Maria Farneti  
Soprano solo in Italian, orchestra accomp.
- 28140 "Morte d'Otello" (Death of Otello)—Otello (Verdi)  
.....  
Florencio Constantino  
Tenor solo in Italian, orchestra accomp.
- 28141 "O tu che in seno agli Angeli" (Thou Heavenly One)—  
La Forza del Destino (Verdi) ..... Carlo Albani  
Tenor solo in Italian, orchestra accomp.
- BLUE AMBEROL CONCERT LIST.**  
\$1.00 each in Canada.
- 28128 Afton Water (Hume) ..... Christine Miller  
Contralto solo, orchestra accomp.
- 28129 Mary ("Kind and Gentle is She") (Richardson)  
Orville Harrod  
Tenor solo, orchestra accomp.
- BLUE AMBEROL REGULAR LIST.**  
65 cents each in Canada.
- 1510 My Best Girl and Me—"My Best Girl" (Crawford)  
Edward M. Favor and Chorus  
Song and chorus, orchestra accomp.
- 1512 I'm Smiling at de Moon dat Smiles at You—"My Best  
Girl" (Crawford) ..... Irving Gillette and Chorus  
Tenor and chorus, orchestra accomp.
- 1513 Just That You are You—"The Merry Countess" (Strauss)  
Walter Van Brunt  
Comic song, orchestra accomp.

- 1517 Rocked in the Cradle of the Deep (J. P. Knight)  
Frank Croxton  
Basso solo, orchestra accomp.
- 1528 Quartet "Rigoletto" (Verdi)..... Croxton Quartet  
Mixed voices, orchestra accomp.
- 1529 Row, Row, Row—"Ziegfeld Follies of 1912" (Monaco)  
Collins and Harlan  
Comic song, orchestra accomp.
- 1530 A Little Girl at Home—"The Lady of the Slipper"  
(Herbert), Elizabeth Spencer and Harvey Hindemeyer  
Soprano and tenor, orchestra accomp.
- 1541 When was There Ever a Night Like This—"The Pass-  
ing Show of 1912" (Hirsch)... Charles W. Harrison  
Tenor solo, orchestra accomp.
- 1543 Red Wing (Kerry Mills), Frederick H. Potter and Chorus  
Tenor and chorus, acc. by New York Military Band.
- 1560 The Preacher and the Bear (Arizona)... Arthur Collins  
Tenor solo, orchestra accomp.
- 1611 Who Put Me in My Little Bed? (Harry von Tilzer)  
Ada Jones  
Kid song, orchestra accomp.
- 1612 Spirit of Independence March (Holzmann)  
New York Military Band
- 1613 At the Gate of the Palace of Dreams (Schmid)  
Joseph A. Phillips  
Baritone solo, orchestra accomp.
- 1614 Bridal Chorus—"Lohengrin" (Wagner)  
Metropolitan Quartet  
Mixed voices, orchestra accomp.
- 1615 When the Old Oaken Bucket was New (Cooper)  
Manuel Romain  
Tenor solo, orchestra accomp.
- 1616 Dialogue for Three (Hamm)  
Spindler, Santangelo and Giannatello  
Flute, oboe and clarinet
- 1617 Sleepy Rose (Andino)..... Arthur C. Licity  
Baritone solo, orchestra accomp.
- 1618 Ragtime Soldier Man (Berlin)..... Ed Meeker  
Baritone solo, orchestra accomp.
- 1619 Her Bright Smile Haunts Me Still (Wrightson)  
Charles W. Harrison  
Tenor solo, orchestra accomp.
- 1620 Venus Waltz—"Oh! Oh! Delphine" (Caryll)  
American Standard Orchestra
- 1621 Everything's at Home Except Your Wife—"Oh! Oh!  
Delphine" (Caryll)..... Walter Van Brunt  
Tenor solo, orchestra accomp.
- 1622 Orpheus Overture (Offenbach)  
American Standard Orchestra
- 1623 I'll Sit Right on the Moon (Monaco).... Edna Brown  
Contralto solo, orchestra accomp.
- 1624 Take Me to That Swanee Shore (Maiz)  
Collins and Harlan  
Coon duet, orchestra accomp.
- 1625 You're the Flower of My Heart, Sweet Adeline (Arm-  
strong)..... Royal Fish and Chorus  
Tenor and chorus, orchestra accomp.
-  **COLUMBIA RECORDS FOR MARCH.**
- SYMPHONY DOUBLE DISC RECORDS.**  
First Records by Henri Scott, the Eminent American Basso.  
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- A5442 Requiem Mass (Verdi), Confutatis Maledictus. In  
Latin, with orchestra.  
Gloria (Buzzi-Peccia). In Italian, with orchestra.  
**Hector Dufranne, the Famous French Baritone.**  
\$1.50.
- A5444 Lakme (Delibes). Nilakantha's Song, "Lakme, ton doux  
regard" (Lakme, how sad your glance). In French,  
with orchestra.  
Tales of Hoffmann (Offenbach). Depertutto's Air,  
"Tourne, tourne, miroir" (Turn, mirror, turn). In  
French, with orchestra.
- Two Favorite Classics by Josef Hofmann.  
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- A5443 Waltz in E Minor (Chopin).  
Liebestraum (Liszt).
- Two Popular Coloratura Numbers by Bernice de Pasquali.  
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- A5448 Mignon (Thomas). Polonaise, "I Am Titania." In  
English, with orchestra.  
Faust (Gounod). Jewel Song. In English, with or-  
chestra.
- 12-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.50.**
- A5445 Oh! Oh! Delphine (Caryll). Vocal Gems. Columbia  
Light Opera Company. Orchestra accomp.
- Oh! Oh! Delphine (Caryll). Venus Waltz. Grace Kerns,  
Soprano, Craig Campbell, Tenor, and Mixed Chorus.  
Orchestra accomp.
- A5447 On the Road to Mandalay (Speaks). Frank Croxton,  
Bass. Orchestra accomp.  
Father O'Flynn (Arranged by Stanford). Frank Crox-  
ton, Bass. Orchestra accomp.
- A5446 I Lombardi (Verdi). Trio, Act II. "Qual volutta tra-  
scorrere" (What joyous transports), Edna Kaistner,  
Soprano, Carlo Curtini, Tenor, and Cesare Alessan-  
droni, Baritone. In Italian, Orchestra accomp.  
Le Caid (Thomas). Overture. Prince's Orchestra.
- 10-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.00.**
- A1258 La Boheme (Puccini). "O! Mimì, tu più non torni" (O!  
Mimì, beke hearted). Giuseppe Armani, Tenor, and  
Taurino Parvi, Baritone. In Italian, with orchestra.  
I Pagliacci (Leoncavallo). "Stridono lassu" (Oh, birds  
in freedom flying). Rita D'Orta, Soprano. In Italian,  
with orchestra.
- A1266 Everybody Two-step (Berzer). Mike Bernard, Pinnist.  
Battle of San Juan Hill (Arranged by Bernard). Mike  
Bernard, Pianist.
- A1257 For Truffs, Hurrah (Lewis). Tufts College Glee Club.  
Unaccompanied.  
Hurrah for the Brown and Blue (Newton). Tufts Col-  
lege Glee Club. Unaccompanied.
- A1265 The Last Rose of Summer. Grace Kerns, Soprano. Or-  
chestra accomp.  
The Rosary (Nevin). Columbia Male Quintette. Un-  
accomp.
- 10-INCH DOUBLE DISC RECORDS—85c.**
- A1268 Princess of Faraway from "The Lady of the Slipper"  
(Herbert). Clara Moister, Contralto, and Chorus of  
Mixed Voices. Orchestra accomp.
- A Little Girl at Home from "The Lady of the Slipper"  
(Herbert). Clara Moister, Contralto, and Henry Burr,  
Tenor. Orchestra accomp.
- A1259 Oh, Far the Wings of a Dove (Mendelssohn). Walter  
Lawrence, Boy Soprano. Orchestra accomp.  
Sunlight Waltz Song (Ware). Walter Lawrence, Boy  
Soprano. Orchestra accomp.
- A1270 Semiramide (Rossini). Overture. Georina Solo, Mose  
Tapiero. Orchestra accomp.  
La Boheme (Puccini). Musetta's Waltz Song. Accor-  
dion Solo, Guido Deiro.
- A1269 Hail! Glorious Apostle. Hymn to St. Patrick. Columbia  
Mixed Quartette. Orchestra accomp.  
Faith of Our Fathers. Harry McClaskey, Tenor. Or-  
chestra accomp.
- A1264 Irish Air With Variations (Arranged by Morris Smith).  
Prince's Band.  
Standard Bearer March (Folbach). Prince's Band.
- A1267 My Little Lovin' Sugar Babe (Marshall). Ada Jones,  
Soprano, and Walter Van Brunt, Tenor. Orchestra  
accomp.
- I'll Sit Right On the Moon (Monaco). Ada Jones,  
Soprano, and Walter Van Brunt, Tenor. Orchestra  
accomp.
- A1263 Melody Chimes (Cormack). Albert Campbell, First  
Tenor, and Henry Burr, Second Tenor. Orchestra  
accomp.  
In the Shadows (Finck). James Reed, Tenor. Orchestra  
accomp.

- A1260 Down in Dear Old New Orleans (Conrad and Whidden). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.
- Mammy's Shufflin' Dance (Gideon). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accompaniment.
- A1261 Everybody Two-Step (Herzer). Peerless Quartette. Orchestra accomp.
- At the Ragtime Ball (Lewis and Monaco). Peerless Quartette. Orchestra accomp.

**12-INCH DOUBLE-DISC RECORD—\$1.25.**

- A5447 Leonore Overture, No. 3 (Beethoven). Part I. Prince's Orchestra.
- Leonore Overture, No. 3 (Beethoven). Part II. Prince's Orchestra.

**VICTOR RECORDS FOR MARCH.**

Manufactured By  
**BERLINER GRAMOPHONE CO., LTD., MONTREAL.**

**10-INCH DOUBLE DISC—90c.**

- 17145 I'll be Welcome in My Home Town (Tracey-Jentes) Walter J. Van Brunt  
Since My Margaret Accepted a Suffragette (Kold-Edwards) Marjorie Burkhart
- 17178 The Fisher Boy (Abt) ..... Kitty Berger  
Heather Bells (Losley) ..... William Reitz
- 17247 Modern Woodmen of America. 1. Opening Ode ("Stand Up for America"); 2. Closing Ode.  
Metropolitan Quartet  
Modern Woodmen of America. "Nearer My God to Thee" (Mason), "Rock of Ages" (Hastings)  
Victor Military Band
- 17248 Down in Dear Old New Orleans (Young-Conrad-Whidden) American Quartet  
I'm Goin' Back to Memphis, Tennessee (Morton-Richards) ..... Collins-Harlan
- 17249 "On the Mississippi" Medley—"On the Mississippi"—"My Little Persian Rose"—"Oh What a Beautiful Dream You Seem"—"My Marguerite"—"Good-bye Rose"—"The Wedding Glide"—"My Sumurun Girl,"  
Sousa's Band  
"You're My Baby" Medley—"Bo My Little Baby Bumble Bee"—"When I Waltz with You"—"When You're Away"—"You're My Baby"  
Sousa's Band
- 17250 That Wrenepated Boogie Boo.....American Quartet  
Low Bridge; Everybody Down (Allen).....Billy Murray
- 17258 Masonic First Degree, No. 1. Reception Anthem—"In Heavenly Love Abiding" (from "Holden's Sacred Music").....Metropolitan Quartet (organ acc. by King and Bachmann)
- Duke Street (Hatten) ..... Sousa's Band
- 17259 Masonic First Degree, No. 3. Perambulation—"Behold How Good and How Pleasant" (Arr. Holden) organ acc. by King and Bachmann.....Metropolitan Quartet  
Masonic First Degree, Nos. 4 and 5. Obligation—"So Help Us God"—"Light" (organ acc. by King and Bachmann) (Haydn).....Metropolitan Quartet
- 17260 Solemn Strikes the Funeral Chime (Master Mason Dirge) Air—"Peyel's Hymn" (organ acc. by King and Bachmann) ..... Metropolitan Quartet  
Master Mason Hymn—"Let Us Remember in Our Youth," Air, "Bonnie Doon" (organ acc. by King and Bachmann) ..... Metropolitan Quartet
- 17261 Fellow Craft Hymn—"His Laws Inspire Our Being," Air, "Missionary Hymn" (organ acc. by King and Bachmann) ..... Metropolitan Quartet  
Entered Apprentice Hymn—"Behold How Pleasant and How Good"—Air, "Auld Lang Syne" (organ acc. by King and Bachmann) ..... Metropolitan Quartet
- 17262 Irish Eyes (Baer-Edwards) ..... Billy Murray  
The Irish Patrol (Puerner) ..... Conway's Band
- 17263 Wal, I Swan (Burt) ..... Byron G. Harlan and Chorus  
Organ Grinders Troubles (McKenna)..... Porter-Harlan

- 17264 That Old Girl of Mine (Jones-Van Alstyne)

American Quartet  
In Banjo Land (Clarke-Schwartz) (Banjo acc. by Van Epe) ..... Peerless Quartet

17265 Hoop-Kick—Two-Step Novelty (Allen-Jacobs) Xylophone ..... William H. Reitz  
Medley—"Little bit of Everything", Yess I, Ossman

17266 In Twilight Town (Elsie Baker—Fred Wheeler) (Dennis—Dusenberry)

Garland of Old Fashioned Roses (Musgrave Keithley)

- American Quartet  
17268 Till the Sands of the Desert Grow Gold (Graff Ball)

Wilfred Glenn  
Armorer's Song from "Robin Hood" (Smith—de Koven)

Wilfred Glenn

- 17269 I Should Worry and Get Wrinkles (from "Follis of 1912") ..... Ada Jones  
Take Me to That Swanee Shore (Gilbert-Muir)

Collins-Harlan

- 17270 My Little Persian Rose (Wool-Friedland)

"That Girl" Quartet

Sympathy (from "The Firefly") (Hauerbach-Frim)

Helen Clark-Walter J. Van Brunt

- 17271 Everybody Two-Step (Turkey Trot) (for dancing)

Herzer) ..... Victor Military Band

Robert E. Lee Medley—"Take Me to That Swanee Shore"—"Ragging the Baby to Sleep"—"Hitchy Koo"—"Ragtime Comby Joe"—"Waiting for the Robert E. Lee" ..... Victor Military Band

**10-INCH DOUBLE DISC—\$1.50.**

- 35270 Jewels of the Madonna—Intermezzo (World-Ferrari)

Victor Concert Orchestra

Merry Wives of Windsor (Nicoli) (G. B. Eng. Pg. 21)

New Symphony Orchestra of London

- 35274 Military Minstrels, No. 26—"Yankee Doodle Boy"—

"Bunker Hill"—"I'd Love to Lead a Military Band"

Victor Minstrel Company

A Day with the Soldiers (Descriptive Military Specialty, with Bugle Calls) (von der Mehden).....Peeries Quartet

- 35275 Andante from Beethoven's 5th Symphony

Victor Concert Orchestra

Largo (Dvorak) (from New World Symphony)

Victor Concert Orchestra

- 35276 Stradella Overture (Plotow) .....Vessella's Band

Morning, Noon and Night in Vienna. Overture (Von Suppe) ..... Vessella's Band

**12-INCH SINGLE DISC—\$1.25.**

- 31877 Gems from "Lady of the Slipper"—Chorus, "Games of

Halloween"—Trio, "Like a Real, Real Man"—Solo,

"Bagdad"—Duet, "A Little Girl at Home"—Solo

and Chorus, "Princess of Bar Away"—Chorus,

"Beautiful Bal Masque" (Caldwell-McCarthy-O'Dea-Herbert) ..... Victor Light Opera Company

- 31878 Gems from "Oh, Oh, Delphine"—Opening Chorus, "For

Sweet Sake"—Solo, "Venus Waltz"—Duet, "Alhalla

Goo, Goo"—Duet, "Can We Forget"—Chorus, "Oh,

Oh, Delphine"—Finale, "Venus Waltz" (McLellan-Caryll) ..... Victor Light Opera Company

**10-INCH RED SEAL—\$1.25.**

- 64310 My Dreams (Weatherly-Tosti) ..... John McCormack

- 64311 Where the River Shannon Flows (Russell) ..... John McCormack

- 64312 Manon—Il solo (The Dream) (In Italian, Act II, (Massenet) ..... John McCormack

**12-INCH PURPLE LABEL—\$1.50.**

- 70083 Oh, For the Wings of a Dove (from the motet, "Hear My Prayer") (Bartholomew Mendelssohn)

Lacy Isabelle Marsh

- 70084 Far Off I Hear a Lover's Flute (from "Four American Indian Songs" No. 3) (Eberhart-Cadman)

Agnes Kimball

**12-INCH RED SEAL—\$2.00.**

- 74330 Chanson—Meditation (Cottenet) ..... by George

Falkenstein) ..... Fritz Kreisler

- 74331 A Spirit Flower (Stanton-Campbell-Tipton)

Evan Williams

## 10-INCH VICTROLA—\$2.50.

- 87118 Murmuring Breezes (Jensen, Op. 21 (Murmelndes Luft-chen) (In English) piano accompaniment by Andro Benicist ..... Frances Alda

## 12-INCH VICTROLA—\$3.50.

- 88389 Waltz Dream—Waltz Aria—"Non sai mia bella"—(Straus transcribed by Frank La Forge) ..... Marcella Sembrich
- 88404 Bravour—Variationen von A. Adam Einlage au "Regimentstochter" von Donizetti; "Ah vous dirai-je maman (In French) (Flute acc).  
Frieda de Hempel Grossh, Meckl. Kammerangerin  
Solo, Plot. Kgl. Kammermus de Vries Berlin, Verl. Frei
- 88405 Konigskinder—Lieber Spielman (Dear Minstrel) (Humperdinck) (In German) ..... Geraldine Farrar
- 88406 Boheme—D'onde lieta al tuo grido (To the Home that She Left (Act III.) (Puccini) (In Italian) (Harp acc. by Mme. Rossini) ..... Geraldine Farrar
- 88407 1. Requiem (Stevenson-Homer; 2. Dearst (Hendley-Homer) (from poem "Hawthorn and Lavender")  
Louis Homer
- 88408 Chant Polonoise G. Major (Chopin-Liszt) (Pianoforte). (G.B. Page Eng. 28) ..... L. J. Paderewski
- 88409 Love's Like a Summer Rose (From "The Ring of Harold at Raschid) (Lyrics from "Told in the Gate") (Chadwick-Lindermann) (In English) ..... Geraldine Farrar

- 88410 La Vilanelle (Dell' Aequal) (In French) (Gram, B.)  
Frieda Hempel

- 88411 Messiah—He Shall Feed His Flock...Mme. Clara Butt

## 12-INCH VICTROLA—\$5.00.

- 89058 Rigoletto—Deh; non parlare al misero (Sneak Not of One) (In Italian) Act I) ..... Ruffo-Magrini
- 89059 Manon—On l'appelle, Manon (she is Called Manon (Act III.) (Massenet) (In French)  
Geraldine Farrar-Enrico Caruso

## DOUBLE FACED RECORDS.

Made up from Single Records Already Listed. Will Appear on a Special Page in the March (1913) Supplement.

- 17251 I Love (from Red Widow)  
Maedonough and Lyric Quartet  
Loving (from N. Y. Hippodrome Production)  
Lyric Quartet

- 17252 Hiwatha—Two-step (Moret) ..... Sousa's Band  
Creole Belles (Lampe) ..... Sousa's Band

- 17253 May Irwin's Frog Song ..... May Irwin  
I'm Wise—"Coon Song (Williams) ..... May Irwin

- 17254 Serenade (Gabriel Pierre) ..... Vienna Quartet  
Cradle Song (Hauser) ..... Victor Sorlin

- 17255 Krausmeyer and His Dog "Schneider" (Dog Imitations by Holt) ..... Spencer-Holt  
Closing Time in Country Grocery—Rural Comedy (Frank C. Stanley) ..... Collins-Harlan

- 17256 Turkey in de Straw—Darkey specialty...Billy Golden  
Nigger Loves His Possim (Dresser)...Collins-Harland

- 17257 The German's Arrival—Comedy Yodel...Frank Wilson  
Hi-Le-Hi-Le-German Comedy Yodel...Geo. I. P. Watson

- 17267 Cuddle Up a Little Closer, Lovey Mine (from "Three Twins") (Hauerbach-Hoschna)  
Edna Brown-James F. Harrison  
Put Your Arms Around He, Honey (Von Tilzer)  
"That Girl" Quartet

## U. S. RECORDS FOR MARCH.

Sole Selling Agents in Canada:  
WHALEY, ROYCE & CO., LTD.

## FOUR-MINUTE RECORDS—60c.

- 1616 Germany, I Welcome Thee ..... U. S. Concert Band  
1438 Songs My Mother Sang to Me ..... H. McCluskey  
1436 Roses in June ..... John Barnes Wells  
1528 To a Wild Rose ..... Florentine Trio  
1575 Serenade, the Swan—the Bee (Violin) ..... H. L. Spitalny  
1613 Uncle Josh at the Opera ..... Cal Stewart  
1622 When I Dream of Old Erin ..... Manuel Romain

- 1632 I'd Rather be Kissed 'Neath the Mistletoe Bough  
Burr and Campbell
- 1621 Stephanie Gavotte, etc. (Bells) ..... A. Benzer
- 1623 The Venus Waltz.....Inez Barbour and H. McCluskey
- 1529 Aria (Elijah) ..... Agnes Kimball
- 1618 Visions of Sunny Italy (Mandolin) ..... Wm. Foster
- 1631 Selections from Mignon ..... U. S. Poerle's Orchestra
- 1624 Dance the Polka ..... U. S. Light Opera Co.
- 1625 Soldier's Farewell ..... Premier Mixed Quartette
- 1627 Medley of War Songs ..... U. S. Concert Band
- 1628 My Rosary of Dreams ..... M. Romain
- 1650 Camp Meeting at Punkin Center ..... Cal Stewart

## IMPRESSIONS OF WESTERN CANADA.

By Siegfried Herz, General Superintendent of Agencies for the Nordheimer Piano and Music Co., Ltd.

My three months' trip through the Canadian North West took me to all important centres through to the Coast. I cannot praise enough the development of this great North Western country. The more one sees the more one realizes the great possibilities of a brilliant future. However, the present rapid changes in the growth and development of certain centres affect the piano business in so far that the people would rather invest in real estate than in pianos, and pay rather high interest than cash for instruments. Unfortunately certain houses have advertised terms on new pianos as low as \$10 cash and \$6 per month, which is, of course, outrageous in a prosperous and wealthy country like the North West districts. Another house tries to secure trade through a prize competition scheme, distributing bonds, etc., which not only lowers the standard of the trade generally, but also is degenerating business on the whole. Business in the North West is so excellent that to my mind such steps to secure trade are unnecessary, and it would be well for all to work together to bring the piano trade to a more dignified standard.

Business throughout this part was very satisfactory for the Nordheimer Piano & Music Co., Limited, and we had orders for hundreds of instruments for immediate shipment, which we could not fill, on account of shortage of stock, especially the Nordheimer "Human Touch" player is gaining more ground all the time. Through the unsparing efforts of the president of the company, Mr. Albert Nordheimer, the Nordheimer piano, especially the grand, has been brought to a very high artistic standard. To be able to supply the increased demand, the output of the factory has been very considerably increased. Gradually the North West is coming to a more settled state, and where the well-to-do people have built their new homes, the instrument chosen was invariably of a high standard.

## EVANS BROS. PIANOS.

The Evans Bros. Piano & Mfg. Co., Ltd., of Ingersoll, have just issued a descriptive booklet of their lines, which Evans dealers will find useful in their work. The birth of the Evans Bros. dates back about 40 years, its manufacture having commenced at London, and later at Ingersoll, Ont. Last year was the best in the history of the makers of Evans Bros. instruments, with 1913 away on a good start. The addition to the dry kiln, completed last fall, makes a materially increased output possible.



For my Music Book

## NEWS NOTES.

An American manufacturer of piano cases is considering the location of a Canadian branch at London.

Mr. F. R. Wilson, of H. C. Wilson & Sons, Ltd., the Sherbrooke, Que., music house, was a recent visitor to Boston.

Mr. Ernest Rehder, of the Bowmanville Foundry Co., Bowmanville, was a recent visitor to Detroit and Battle Creek, Mich.

In the big fire at St. Thomas, Ont., Messrs. Baldwin Robinson, Ltd., musical instruments and furniture, suffered an extensive loss.

Mr. J. F. Sherlock, of the Sherlock Manning Piano & Organ Co., has just recently returned to London, from a successful Western trip.

Mr. George H. Suckling, the well known music dealer of Edmonton, who features Nordheimer lines, was a recent visitor to Toronto.

Gerhard Heintzman, Ltd., have added a phonograph department at their Hamilton warehouses, opening up with a stock of Edison disc machines and records.

Mr. Clifford N. Gray, manager of the Mason & Risch branch at London, Ont., is convalescent, after a stay in a local hospital, where he underwent an operation for gall stone.

Mr. Norman Lindsay, proprietor of the Lindsay Piano Co., Winnipeg, visited Toronto and other eastern points recently. The Lindsay firm feature Gerhard Heintzman lines.

Mr. Fred Killer, secretary-treasurer of Gerhard Heintzman, Ltd., was elected a member of the Toronto Board of Trade's membership committee at the recent special meeting of that body.

Mason & Risch, Ltd., Toronto, have taken out a building permit for an addition to one of their factories, which with other minor enlargements, will give them 10,000 additional feet of floor space.

Mr. A. T. Craig, of the Gourlay, Winter & Leeming warehouse staff at Toronto, is back at his post after a serious illness, extending over a period of three months, and necessitating a painful operation.

Mr. Chas. Biehl, music dealer of Galt, Ont., has just returned home from a visit to Montreal, Oshawa and Toronto. Mr. Biehl handles New Scale Williams pianos and players, and Columbia graphophones.

The Sudbury News speaks highly of the chapel organ, of black walnut design, recently purchased by the Presbyterian Mission there. This organ, they add, was made by the Thomas Organ & Piano Co., Woodstock.

W. Bohne & Co., piano hammer manufacturers, have purchased the stock, plant and business of A. E. Coates & Co., piano string manufacturers, and have moved the plant to their factory at 516 Richmond St. West.

Ald. John Manning, of Woodstock, who has for twenty-five years been a valued employee of the Karn-Morris Piano & Organ Co., Ltd., has gone into the real estate business, having bought out a local business.

Gerhard Heintzman, Ltd., Toronto, have taken out a building permit for a five storey factory addition of solid brick, 50 x 100 feet. This will front on Duke Street, adjoining their present Sherbourne Street factory.

The Standing Committees of the Toronto Board of Trade for 1913, were appointed at the recent special

meeting. Mr. R. S. Gourlay is on the Harbor and Welland Canal Committee, Railway and Transportation, and Viaduct Committees.

Mr. Owain Martin, president of The Martin Orme Piano Co., Ltd., Ottawa, was a recent trade visitor to Toronto. The Martin Orme output is being materially enlarged to meet the increased demand from both Western and Eastern points.

Mr. E. C. Thornton, general manager Karn Morris Piano & Organ Co., Ltd., Woodstock, was a recent visitor to Chicago, accompanied by Mr. A. E. Windsor, mechanical superintendent of the same firm, and whose headquarters are at Listowel.

Mr. J. L. Forster, inventor of the "Forster Art-touch Expression Control," for player pianos, who has been in New York for the past month in connection with his device, visited Toronto during the first week of February, returning to New York.

At the elections of the Board of Trade in Woodstock, Ont., Mr. Harry Sykes, of the Thomas Organ Co., was re-elected Secretary. Mr. P. S. Connolly, secretary-treasurer of Karn-Morris Piano & Organ Co., was elected to the council. Mr. Connolly is also chairman of the local Board of Education.

On Feb. 1st, Mr. Fred N. Goepel, manager of the player department of the well-known New York supply firm of C. F. Goepel & Co., was presented with a 10-pound boy, at his residence, "The Ravenwood," 180th Street and Broadway. Mrs. Goepel was formerly Miss H. Pratt, of Hackensack, N.J.

Conditions around the Thomas Organ Co.'s factory at Woodstock, would indicate that enlargements to the building and plant are an immediate necessity. Both in their organ and piano bench and stool departments, does the business being handled indicate a material increase in trade this year over 1912.

Mr. Percy Armstrong, formerly with Mason & Risch, Ltd., Toronto, is again on the staff of that firm, in the capacity of manager of the Victrola department. Private business made it necessary for Mr. Armstrong to temporarily sever his connection with the music business about a year ago, and he is now pleased to be back at his old line.

A St. Catharines despatch says that W. P. Blair has sold the building occupied by his music store on St. Paul street, to an outside party. He has leased the building for a long term of years, and will continue to conduct business there. The statement that the building was sold to a bank is not correct. It is purely a speculation on the part of the person who purchased the store.

The Mendelssohn Piano Co., Toronto, are in the fortunate position of having more requests for agencies than they can accept. The standing of the Mendelssohn is well known, as is also the fact that their production has the personal attention of the proprietor of the firm, Mr. Harry Durke, who is his own superintendent. Western business is particularly good with the Mendelssohn firm.

Frank Stanley, Toronto, has decided to enlarge his manufacturing capacity, and as soon as weather conditions permit, will commence the erection of a four-storey and basement building, 50 x 100 feet. This additional 25,000 feet will be in a solid brick building of mill construction, and will be on the same lot as his present plant. The growth in the demand for Stanley



pianos and players has made additional capacity necessary.

Each year sees the Martin-Orme line in stronger than before, and the efforts of the makers of Martin-Orme instruments are rewarded by an appreciation for conscientious effort that must be gratifying to Mr. Owain Martin, head of this firm. The Martin-Orme Co. are under the necessity of considerably enlarging their output this year. Their factory at Ottawa is a model plant.

Mr. T. J. Bennett, Canadian representative of U. S. Phonograph Co., who recently visited his firm's headquarters at Cleveland, reported good success in opening up new U. S. agencies in the Canadian North West. Whaley, Royce & Co., Ltd., who are Canadian selling agents of these lines, are also well pleased with both eastern and western business in phonographs and records.

The First Presbyterian Church at London installed an organ, at a cost of between \$8,000 and \$9,000. So pleased were the members of the committee with the organ, its tone and its architectural beauty, that they wrote the Karn-Morris Piano & Organ Co., who installed the organ, telling that firm how well they were satisfied, and that they would gladly show it to any interested committee.

"If January orders are to be taken as an indication of the year's business, our firm will have a good one," said Mr. R. P. Newbigging, president and manager of the Newbigging Cabinet Co., Ltd., of Hamilton, to the Journal. Mr. Newbigging adds "We have been used to having a breathing space after the Christmas rush to give us an opportunity of filling up broken lines, but the dealers are after us already, and we have to hustle."

That St. John, N.B., and the surrounding territory is a good centre for piano activity, is borne out by statement of Mr. W. H. Bell, the local dealer, whose piano warehouses are at 86 Germain St. Mr. Bell, in a communication to the Journal, says, "I found the year 1912 one of the best for piano sales in the past ten years, especially the fall and holiday trade. Our sales in the more expensive styles were larger than usual." Mr. Bell states that his agencies comprise Nordheimer, Bell and Sherlock Manning lines.

Word is received that Mr. E. O. MacDonald has taken over the music store formerly conducted by Mr. E. E. Maxon, on Queen St., Fredericton, N.B. Mr. MacDonald has associated with him Mr. Benison Rainsford, who is said to be thoroughly conversant with music in all its branches, and Mr. MacDonald himself is a man of experience in musical instruments. The new store will carry pianos, organs, talking machines, sheet music and sewing machines.

Mr. Otto Higel, head of the Otto Higel Co., Ltd., is expected back in Toronto in March, when he will resume the regular routine of business at his factory. After going to Karlsbad last fall, Mr. Higel made indifferent progress until he underwent another operation, being the third for the removal of gall stone. Fortunately this one was entirely successful, and since the operation Mr. Higel has rapidly improved, until he is practically his old self, and with the few weeks he has had to gain strength, expects to land in Toronto in better health than he has had for years.

The many friends in the trade of Mr. A. J. Seyler, manager of the sheet music department of Nordheimer Piano & Music Co., Toronto, sympathize with him in the death of Mrs. Seyler, which occurred at their residence in Toronto, on Jan. 25. As Mrs. Seyler had been seriously ill for many weeks and suffered a great deal, her demise was not unexpected. Mr. Maurice Taylor, music dealer of Prince Albert, Sask., who spent the Christmas holidays in Europe, returned to his Western Canadian home during the latter part of January. His holiday trip turned out a very sad one, as Mr. Taylor's father passed away while he was home.

Mr. W. A. Allan Child, of Child & Gower, Regina, has returned to his Western home from a visit to eastern points, including Toronto and New York, and his old home in London. Mr. Child, who visits the east once or twice each year, had last year the best year in his history, notwithstanding the disastrous cyclone that visited Regina last summer. The present year is already showing indications of being even better. His firm features the higher priced types of Nordheimer and Steinway styles, for which the prosperity of the West is responsible for a growing demand. Child & Gower are also well pleased with the results of their Victrola department since adding "His Master's Voice" lines.

One of the most successful of Gourlay representatives is Mr. N. Coram, whose headquarters are at 1755 Rose St., Regina. Nine years ago Mr. Coram, who was a music teacher at Acton, Ont., bought one of the first Gourlay pianos made. When he decided to go West he secured a position on the staff of Gourlay, Winter & Leeming, and for three years was with their Calgary branch, until in November last he transferred to Regina, to handle Gourlay instruments in that city, and is meeting with excellent results. Mr. Coram is a salesman of unusual ability, and his musical ability and experience is proving a valuable asset.

Carpenters and decorators have been rejuvenating the salesrooms of Bell Piano Co., Toronto. The piano rooms have been re-decorated and improvements made on this floor that will give the firm very attractive quarters. A special room has been built for the player music stock, and on this floor will also be a large display room, in addition to five separate show rooms. The Victrola parlors have been again enlarged, taking in the entire floor, while the piano repair department has been removed to storage warehouses secured on McCaul Street. In their stock of Victor records is to be found every title listed in the catalogue.

Mr. Geo. C. Heintzman is absent on a two months' vacation to the south. He is accompanied by his family, and purposes visiting the Panama Canal. His firm's annual dinner was held at the King Edward in January, a number of the branch managers having come to Toronto to attend. Among these was the new manager at London, Mr. E. S. Crawford.

The Canadian Credit Men's Association, Ontario Division, have reluctantly accepted the resignation of Mr. L. J. Ball, who has been their energetic secretary for the past year. Mr. Ball has accepted an important position with the Empire Cream Separator Co., Ltd., in which his many friends wish him success. The new secretary is Mr. Thos. W. Learie, who comes to Toronto from Winnipeg well recommended, and as one member

of the association puts it, "he brings his western enthusiasm with him."

When in Toronto recently, Mr. H. G. Brown, of Sault Ste Marie, called at the Journal office and renewed his subscription. "I enjoy the Journal very much," he said, "it is a fine paper, but you don't charge enough for it." Mr. Brown, who is in the photograph business, has handled pianos for many years and, he states, his sales are almost all made on the floor, many of his "prospects" being secured through his photograph gallery.

Mr. Chas. Carter, of Carter's Piano and Music House, Stratford, reports that business conditions in his city are good. He has found trade in both pianos and talking machines excellent, and sees nothing in the way of continued activity for the rest of the year. The Journal appreciates such encouragement as is contained in this reference to the trade paper that is serving the members of the Canadian Music Trades:—"It is getting better and more valuable to the dealer all the time; we wish you continued success."

Mr. J. W. Woodham, manager of the Foster-Armstrong Co., who recently removed his family to Toronto from Hamilton, is evidently satisfied with the Queen City, having purchased a home here, and which, by the way, is located next door to his father-in-law, Mr. M. Sheldrick, manager of the London branch of Williams Piano Co. Mr. C. Boyd, on the piano staff of the R. S. Williams & Sons Co., is also a son-in-law of Mr. Sheldrick, and a son is with Mason & Risch, in the West.

The Wright Piano Co., at Strathroy, are planning to build an addition to their factory that will more than double their floor space. In the meantime, they have added new machinery to their mill room equipment, and have started the present year with a large production. Mr. E. J. Wright, sales manager of the firm, has met with good success in opening up agencies, and has contradicted for much new business this year. Mr. W. Webb, secretary, is also very optimistic as to the outlook.

Mr. D. S. Cluff, general manager of W. Doherty Piano & Organ Co., Ltd., at Clinton, and who is a member of the council of that town, is making plans for a material increase in their factory output this year. In order to devote more time and factory space to the attachable player action, and to permit the piano output to be enlarged, the firm are working out of the organ business. Their Western manager, Mr. Stanwood,

visited the factory recently to arrange for the Western trade, which has grown to large proportions.

In the death of Mr. Lewis Owen Toronto loses a music composer of recognized ability. Mr. Owen, who came to Toronto from England, did work for a number of music firms, and among his most popular compositions was "Only My Own Heart Knows," published by Whaley, Royce & Co., and which has had a large sale. His "Memories" waltzes also proved a public favorite. Personally Mr. Owen was well liked by those with whom he came in contact, he being the personification of English courtesy. He is survived by a widow and one child.

The Halifax, N.S., branch of the N. H. Phinney & Co., Ltd., which has been at 33 Barrington St., has moved to new premises in the Wright Marble Building, at number 80 on the same street, which this firm regards as one of the choicest locations in the city. In addition to their head office at Lawrencetown, and branches at Bridgewater, Windsor, Yarmouth, and Halifax, the company has opened an agency in New Glasgow, one of the most progressive places in the Maritime Provinces, with Mr. T. A. Hubley, formerly with C. W. Lindsay, Ltd., Montreal, in charge. For over forty years the House of Phinney has been prominent in music trade circles, and as is known, Mr. N. H. Phinney, the head of the firm is president and manager, W. L. Saunders, vice-president, H. T. Phinney, secretary treasurer, James Le Marchant, manager of the Halifax branch, and H. W. Phinney, sales manager. The latter gentleman informs the Journal that the firm's January business was far in excess of the same month for any previous month.

In a recent bulletin issued by the Berliner Gramophone Co., Ltd., of Montreal, they mention this incident, the moral of which is obvious:—"When the great Victrola shortage of this fall materialized, and the Bell Piano & Organ Company did not get its complete advance orders, which had been placed very early, did they yell like Old Harry for machines for the jobber who was unable to completely supply them? You just bet your life they did, and believe us, they know how to yell. But they did not stop there, not on your life. The energetic manager got busy after record business, and by means of the well-known Bell "service," they sold a larger amount of records in December than they did for the months October, November and December, 1911. Is it any wonder then that we would like to have a few more Bell Piano & Organ Co.'s?"

THE LARGEST WHOLESALE MUSIC JOBBER IN THE WORLD

# MUSIC DEALERS

SEND ME YOUR ORDERS FOR ALL POPULAR, CLASSICAL AND STANDARD BOOK AND SHEET MUSIC.

A. H. GOETTING (A. L. E. DAVIES, Canadian Rep.) 114-115 Stair Bldg., Bay St., Toronto

The first roll of a new series has made its appearance in a composition entitled "Valse Impossible," with a subtitle of "A Musical Paradox for Two Feet," the work of Mr. W. Hartmann of the Perforated Music Co.'s own staff. Mr. H. B. Bilby, the firm's Canadian manager, is very optimistic over the field for this class of music, and he informs us that the advance sales of "Valse Impossible" have been considerably more than they ever anticipated.

At the Toronto salesrooms of the Newcombe Piano Co. there is a feeling of satisfaction with the way 1913 business has started out. January was among the best months at these warerooms, though a considerable falling off after the December rush was looked for. At the factory the same activity exists, and up to the present they have been unable to catch up with orders. Mr. T. J. Howard, general manager of the firm, has during the past year, appointed a number of live Newcombe agents, and the resultant business has been most encouraging.

Mr. Sandford Leppard, for many years chief of the tuning and demonstrating staff with Gonrley, Winter & Leeming, Toronto, tells a very amusing incident that, even though true, has it on many of the stock jokes that one reads from time to time in the papers. While attending the Toronto Symphony Orchestra concert in Massey Hall recently, a lady sitting next to him kept whispering items of information to her neighbor. In both concertos on the programme there were long passages in which Ysaie played alone, then when the orchestra came in he still played his part, and the lady said, "it is not necessary for Mr. Ysaie to play when the orchestra is playing, but see, he keeps right on, he loves it so much."

Mr. Alex. Saunders, head of the Goderich Organ Co., Ltd., and who has the able assistance of his two sons, has none but cheerful reports of trade. This firm have the Canadian rights of the Pooley Cabinet for talking machine records, and already the Canadian trade has shown a great interest in this innovation. The cabinet is for disc records, and is so arranged that a required record is brought out to the hand by moving an adjustable indicator to the record, pressure of the thumb on the indicator causing the record to roll out. This cabinet branch of the business is in addition to the manufacture of organs, which continues with unabated vigor.

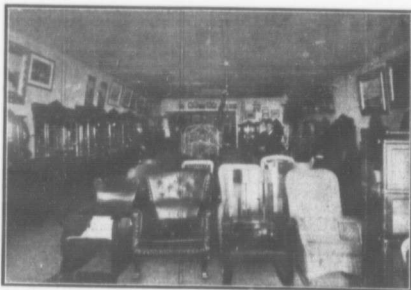
At the Dominion Organ & Piano Co.'s factory at Bowmanville, the home of "The Old Reliable," the new year started out with practically no let up on December's rush, and it was still found necessary to carry many January orders into February. Mr. J. W. Alexander, head of his firm for 1912, during which year they had not a single loss on bad accounts, a showing creditable to the music trades, and indicating this firm's discretion. Mr. J. B. Mitchell, vice-president of the company, and who was the town's mayor last year, has now more time to devote to his own affairs, as a result of the election tactics of his opponent in the local municipal elections.

The Columbia Conservatory, Winnipeg, has removed to handsome new quarters at 135 Hargrave Street, the premises recently occupied by the Garry Club. There are seventeen rooms, reception room, offices, grading room, studios and a recital hall to seat about two hundred

pupils. It is the intention of the management to hold fortnightly recitals and lectures. The success of this institution has been phenomenal. The president, Mr. Barrowclough, has secured the best teachers available, only duly qualified teachers being allowed on the staff. The success of the pupils, the excellent teachers, and the business management, are causes of the Conservatory's advancement.

A new catalogue of player music rolls has been issued by the Otto Higel Co., Toronto, which supersedes all previous lists to January of this year. The catalogue is arranged with numerical list, alphabetical list, alphabetical list of composers, besides a miscellaneous list and a special list of sacred music. The book also contains much useful information for player owners. Dealers should communicate with the Otto Higel Co. regarding copies of their catalogue.

Three player pianos and one upright piano in eight hours selling, is a good record for a piano house, but when a furniture dealer can accomplish such results, it looks as if some piano men had been asleep at the switch. The accompanying illustration shows H. Wunnenberg & Son's furniture store at Hanover, before he took on



H. Wunnenberg & Sons' Store, Hanover, Ont.

the New Seal Williams line. The Williams Piano Co. consider him one of the most progressive piano men in Western Ontario, and that his success shows how easy it is to sell New Seal Williams instruments.

Some January visitors to the warerooms of His Master's Voice Gramophone Co., 208 Adelaide Street West, Toronto, were Messrs. James F. Thomson, Goderich; G. A. Wanless, Berlin; A. M. Greene, Peterboro; A. T. Brown, Acton; N. H. Tovell, St. Mary's, and H. E. Wimperly, Toronto, all of whom were insisting on larger deliveries of Victrolas and records. Mr. W. R. Fosdick, manager of the above firm, has been assuring his many customers that everything he and the factory could do was being done to take care of them, but the increase in the demand had been more than they had hoped, even in their most sanguine moments. However, it was expected that announcement of a large increase to the Berliner factory in Montreal, would soon be made, and this is now definite, as stated elsewhere in this issue.

Mr. W. R. Fosdick, manager of His Master's Voice Gramophone Co., Toronto, which firm are Ontario distributors of Victor lines, is in Winnipeg opening up a distributing point for these lines in the West. The



## Take Care of the Pennies so That the Dollars can Take Care of You

You lose money because your store system does not show you where every penny comes from and where it goes. It does not tell you how much money you should have. It does not protect your money and accounts against mistakes and losses due to thoughtlessness, carelessness or indifference.

A National Cash Register will keep track of every penny you take in or pay out.

You get a correct record of every transaction occurring between your clerks and customers.

All your money and accounts are protected against mistakes and losses.

A National will increase your profits.

WRITE FOR FREE BOOKLET

### The National Cash Register Company

Headquarters for Canada: 285 Yonge Street Toronto

Canadian Factory - Toronto

Western business has so developed, that the Berliner Gramophone Co. deemed it expedient to make arrangements whereby larger stocks would be carried in this city, making more efficient service possible. Mr. Fossdick, who has been a Victor enthusiast for many years, notices a marvelous change in Winnipeg since his last visit a few years ago. He will remain in Winnipeg until the new distributing point is in full swing.

#### COLUMBIA OFFICIALS VISIT TORONTO.

Mr. E. D. Easton, president of the Columbia Graphophone Co., accompanied by general manager George W. Lyle, visited Toronto on Tuesday, Feb. 11th. The object of their visit was to inspect the new Canadian factory and offices of the Columbia Graphophone Co. Owing to the enormous increase of business in Canada, the securing of larger factory space and offices has been found necessary. Mr. Easton had but just returned from a trip to Panama and the West Indies, and felt the contrast between the boiling heat of the equatorial isthmus and the coolness of the land of "Our Lady of the Snows." "You people in Canada are making a great noise," remarked Mr. Easton, "more noise than anyone else anywhere is making; but, judging from my observations, it is no hollow noise. Your development and progressiveness is remarkable. You must have some very long-headed, brainy men among you."

#### AN IMPORTANT CHANGE OF NAME.

The Board of Directors of the Columbia Phonograph Company General, have changed the name to the Columbia Graphophone Company. The chief reasons given for this change being as follows:—"The 'Graphophone' was the original term adopted by Messrs. Chichester Bell and Charles Sumner Tainter in 1886. The American Graphophone Co., with the Columbia Phonograph Co. General, as their sole selling agents, own and control these patents. The Columbia Company have always designated their various machines and instruments as Graphophones, and it has been felt that the term 'Phonograph' in the name was at once insufficient.

#### A WARNING TO THE TRADE.

Mr. T. A. Switzer, of Fletcher Bros., Ltd., Vancouver, writes this letter in a spirit of protection to other dealers.

The Editor Canadian Music Trades Journal:

Your letter regarding "Lost Pianos" brings to mind a thought that has been in my mind for some time regarding dishonest help. I read a recent article in your paper where another Canadian firm had been duped by the duplicity of a travelling scoundrel. We would add to the music trades rogues the name of A. E. Atkinson, who spent some time in Vancouver in our employ, as a collector. The last month and a half he spent with us was principally devoted to what might be called knocking down all he could possibly cover up of the collections he was supposed to be making for this house.

This party is a tall, thin, florid faced creature, without any claims to beauty, and still less to intelligence, and might possibly be located by the very prominent "danger signal" he carries in the middle of his face, in the form of a mahogany nose. He claims to know all about graphophones, a lot about collections, something of pianos, and everything of human nature. We are certain he does not know how to be honest.

#### CANADIAN BUSINESS TO BE ON ITS OWN FOOTING.

The Journal is in receipt of the following letter from the Canadian manager of the Perforated Music Co.

"A rumor has reached us from two distinct quarters to the

effect that "our plant is for sale," and "we are going out of business," and therefore we think it only right that your many readers, and our many customers, should be correctly advised on this point.

The true facts are very contrary to these remarks, that owing to the enormous business that we have done here, we are making the Canadian business an entirely separate company from the parent company in England, and to this effect our capital is being increased, and we shall work independently of our European house. We are already in touch with the owners of our building to increase our premises, by adding another storey, and extending the ground floor over the adjoining lots."

#### POLITICS VS. PIANO CARVINGS.

Mr. Sam Sharpe, M.P., may be as much interested in politics as he is in the piano trade, but at any rate he finds the time to interest himself in the Canadian Ornamental & Wood Carving Co., Ltd., of Uxbridge, Ont., of which concern he is president. This company specializes in machine and hand carvings of all descriptions for pianos, furniture, churches, houses, etc. It will be remembered that they did ornamental carvings for the luxurious Chateau Laurier at Ottawa. Mr. Jos. Bone is the vice president and optimistic manager of the business, while the secretary's duties are in the hands of Mr. James Webster. With the increase in the number of instruments produced in the Canadian factories, the more widespread should the field for the designing and carving of trusses and pilasters for the piano trade, to which line this Uxbridge industry pays special attention.

#### VENEER MAN IN GRAND RAPIDS.

Mr. Henry S. Holden, the veneer man, whose headquarters are in the Houseman Building, Grand Rapids, Mich., is vice-president and exclusive sales agent for the Tennessee River Veneer Co., of Sheffield, Ala., and the Merrill Veneer Co., of Merrill, Wis. Mr. Holden's announcement to the trade on another page, calls attention to his lines of foreign and domestic veneers in mahogany, Circassian, oak, maple, yellow poplar and birch.

#### HARDWARE AND TOOLS.

The firm of Hammacher, Schlemmer & Co., who have been in New York City since 1848, are suppliers of piano hardware, materials and tools for manufacturers, repairers, tuners and dealers, and their Canadian representative, Mr. Isadore Miller, is well known to the trade here. Among the new goods announced by this firm are three tools. The first, a ball bolt wrench, fits all the regular H., S. & Co. ball bolts. A bolt is simply laid in the opening of the tool, the slide dropped down and it is then held securely. To release it is only necessary to simply raise the slide. The tool is a time-saver. The second is a capstan screwdriver that fits all standard capstan screws having holes in the head. The third is a bracket bolt wrench that fits all standard sizes of bracket bolts.

#### PIANO STRING SPINNERS WANTED.

Experienced Men for Spinning Piano Strings. D. M. Best & Co., 455 King Street West, Toronto.

## Supply Trade Supplement

### Supply Business in Canada.

CANADA'S supply business in the music industries is a credit to the country and to the instruments produced. It embraces a body of manufacturers who thoroughly appreciate the standard of quality that characterizes the Canadian-made piano, organ and player, for they have had a large share in maintaining that standard of quality.

Canadians are typically a hard-headed race. That they are not as speculative as their American cousins, nor as conservative as their British ancestors, is generally admitted. When they buy they want a full hundred cent's worth for every dollar invested, whether in land, lumber, implements or musical instruments. The idea of permanency has always been predominant, so that the pioneer of musical instruments had high ideals to work to. The discrimination of the Canadian public has made it possible for the manufacturers of this country to produce a class of instruments that average up to a higher standard than exists in any other country.

The supply manufacturers have been a powerful factor in keeping up this standard, and to an extent that has made the ratio of importations decrease to a comparatively nominal amount. It is a matter for congratulation that the retail trade of this country can emphasize quality by showing that the instruments and the more vital component parts, are the products of Canadian enterprise.

### STERLING ACTIONS & KEYS, LTD.

In 1887 this firm was established by A. A. Barthelmes, whose piano experience convinced him that Canada could support an action factory. Naturally the output in those days was small, but the business grew and developed into important proportions. A limited liability company was formed, and about seven years ago Mr. Barthelmes sold out and retired from the business. The present owners changed the name and style in December, 1911, to "Sterling Actions & Keys, Limited." They removed to their new factory on Noble Street a couple of years ago, from Niagara Street, where they had been located for so many years. The directors of the company are Mr. W. H. Shapley, president; Mr. S. Henderson, vice-president; H. W. Shapley, secretary-treasurer; W. S. Barker, of Boston, director, and F. T. Quirk, general manager. The firm manufacture both piano actions and keys.

### THE OTTO HIGEL CO., LIMITED.

This company was formed in 1896 though its founder, Mr. Otto Higel, had been engaged in the manufacture of actions and keys for six years previous to this period, on his own account, and for a short time in the employ

of the late F. Koth, formerly of New York. When Mr. Higel landed in Toronto in 1889, he could not speak English. His accomplishments since then speak for themselves. After Mr. Koth's death, Mr. Higel, who had become his foreman, bought the business and started out on his own account. Three years after forming his joint stock company, Mr. Higel amalgamated with Augustus Newell & Co. In 1904 Mr. Higel absorbed the Newell interests and changed the firm style back to the present name.

A little over six years ago the manufacture of player actions was added, and the manner in which this branch has developed since then, has not only realized the faith of Mr. Higel in the player business, but has demonstrated the appreciation of the Canadian public of the player piano. Two years ago a perforated roll department was established, forming an important branch of the Otto Higel Co. interests. Mr. Higel is president of the company, Mr. R. H. Easson, vice-president, and Mr. H. A. Smith, secretary.

### JOSEPH LOOSE & SONS, LTD.

In 1887 Mr. Joseph Loose commenced the manufacture of piano keys. Previous to this he had been in the employ of the old firm of Wagner & Zeidler, with whom he engaged shortly after coming to Canada from England, where he was born. In 1910 he purchased the action business started a year previous under the style of "Piano Action & Supply Co., Ltd.," and amalgamated the two firms under the style of J. M. Loose & Sons, Ltd. Associated with him in the business are two sons.

The purchase of the action business also included the purchase of the factory and premises on Carlaw Ave., to which the key business was transferred from McDonnell Square, Mr. Loose afterwards selling the building occupied by him there.

Mr. Loose has always been an advocate of high grade materials and maintains that the most reputable and successful firms in any line of business are those who never neglect quality.

### AUTO PNEUMATIC ACTION CO., LTD.

This firm was organized in 1910 for the manufacture of player piano actions, and occupies premises in the Sterling Actions & Keys building on Noble Street, Toronto. At the time of organization, arrangements had been completed with the Auto Pneumatic Action Co., of New York, whereby the Canadian firm became owners of all the Canadian patents taken out by the latter firm. The directors of the company are, S. Henderson, president; W. J. Keeley, New York, vice president; W. H. Shapley, vice-president; Harold W. Shapley, secretary-treasurer; F. T. Quirk, managing director. Soon after completing organization the factory was making deliveries, and the output has been increasing ever since.

**W. BOHNE & CO. TO MAKE PIANO STRINGS.****Have Bought A. E. Coates & Co. Business.**

Negotiations that have been under way for some weeks have resulted in W. Bohne & Co., piano hammer manufacturers of Toronto, purchasing the string making business, plant and good will of A. E. Coates & Co. The plant is being removed to W. Bohne & Co.'s factory, at 516 Richmond West.

When interviewed regarding his new line, Mr. Bohne stated that the machines purchased were all modern, though probably neglected, because of lack of capital. These are being put in first class shape, and new machines of the most modern type procurable being installed as quickly as possible.

Mr. Bohne has been in the supply business in Canada since 1891, when he came to Toronto from New York, and opened up in the manufacture of piano hammers, thus pioneering this industry, in which his active experience extends over 30 years. Mr. Bohne is president of the Bohne-Abendschein Co., of New York City, with which firm he is interested in the manufacture of piano hammers.

He states that in the string business just being added his policy of quality and service that has characterized his hammer business, will be a feature in an effort to supply a first class article, at fair price and with promptness.

**WILL MANUFACTURE PIANO STRINGS.****D. M. Best & Co. Add This Branch.**

D. M. Best & Co., of Toronto, who have been manufacturing piano hammers since 1900, have added a string department. Mr. Best, proprietor of that firm, when asked about his new venture, stated to the Journal that he was importing from the United States four of the best machines that could be purchased, as well as one from Germany. This plant will be set up at D. M. Best & Co.'s factory, at 455 King St. West, with the least possible delay. This firm have been in touch with their various customers among the piano manufacturers, and have been encouraged by the orders already placed with them, to go ahead with the string business. It is Mr. Best's purpose to have the plant up to the standard necessary to turn out strings of a quality demanded by the piano manufacturers of this country. It is his decision also to place the department in charge of a thoroughly experienced string maker.

Mr. Best established his present hammer business in 1900, in the old Truth building on Adelaide Street. Twice since then have larger premises been found necessary. Over two years ago the present premises were leased. Mr. Best's earlier experience was in the woollen industry, and his training in that line he finds of value in the handling of felts.

**NOTHING BUT STRINGS.**

The Toronto Piano String Mfg. Co., of which Mr. Arthur Jackson is the proprietor, was established in August of 1900, by Mr. W. B. Ecclestone, whose occupation as a tuner convinced him that there was an opening for him. Exactly ten years ago the present proprietor, who was then in Mr. Ecclestone's employ, became a partner, with a half interest. On Jan. 27, 1904, he

bought out his partner. The place of business was then at 35 Adelaide Street West, and the firm had one machine. On moving to 102 Adelaide Street West another machine was added. Mr. Jackson has been gradually acquiring a plant, until he has now eight machines.

**PIANO TRIMMINGS.**

The Bowmanville Foundry Co., Limited, of Bowmanville, occupy the unique position of being the only firm in Canada manufacturing piano trimmings, and the quality of the firm's products has an unquestioned reputation among piano manufacturers and superintendents. Up to the time the Bowmanville firm added these lines, about seventeen years ago, all piano pedals and bearing bars were imported, and the advantages of a home supply were promptly appreciated, when Mr. C. Rehder, president and general manager of the firm, added this branch.

The firm, which was originally located at Paris, Ontario, where it was established 20 years ago, under the name of the Paris Electro Plating Co., is now negotiating with the town fathers of Bowmanville for a new site, on which to erect a modern plant, the present buildings covering all their available ground, and being much under capacity. Associated with Mr. Rehder is Mr. S. S. Edsall, sec.-treas., and his son, Mr. C. E. Rehder, vice-president and assistant manager.

**LOGS BOUGHT AHEAD.**

Huntington in West Virginia, is the home of the Central Veneer Co., suppliers of soft yellow poplar cross banding stock to the piano trade. This veneer firm is fortunately situated, by reason of having a short time ago enlarged their plant, installing new cutters, and increasing their drying facilities. Mr. William Seiber, president of the company, who has personally visited Canada, states that they have contracted for sufficient logs of the choicest grade for years to come, thus making a certainty of the supply. After producing veneers for 20 years, they have now reached an output of one-quarter of a million feet daily.

**QUALITY AND EFFICIENCY THEIR TRADEMARK.**

With the sole Canadian agency for Klinker's German tuning pins, and Wagner's German music wire, in addition to their other accessories, the New York house of C. F. Goepel & Co. are well equipped with high grade commodities for the piano and player trade. The business was founded in 1892, by the late Mr. C. F. Goepel, and upon his death, in 1907, the management fell upon the shoulders of Mr. Walter E. Goepel, his son, who is spoken of by one of his confreres, as "a thoroughly trained business man, familiar with every detail of the piano supply trade." The firm's trade announcement, itemizing the player accessories in which they deal, is found elsewhere in this issue.

**BEGAN IN 1858.**

Montreal boasts of being the home of many successful manufacturing and wholesale firms, whose establishment dates back to the early days when Canada was much different, and thought differently of, to what she is to-day. In this list of names is that of the well known

varnish firm of R. C. Jamieson & Co., Ltd., who began in 1858. To-day, when the Canadian piano and organ manufacturers are known to pay much attention to the piano case and its appearance, the question of varnish and kindred subjects plays an important part in their considerations. The Jamieson plant is a modern one, with its equipment for turning out varnishes, stains and fillers, and in addition the years of experience behind the firm's methods of producing their lines figure very materially in the large business they have built up.

#### BRECKWOLDT SUPPLIES.

As specialists in sounding boards, backs, piano bridges, hammer mouldings, and bar stock, the firm of Julius Breckwoldt & Co., of Dolgeville, N.Y., refer to the last twelve-month's business in their lines, as easily the largest they have ever experienced. They report the orders looked so far this year most encouraging and that a noticeable feature of present orders is the need in almost every case of immediate shipments. This firm, an important feature of whose lines is the Rudolf Geise music wire, is in charge of Mr. Julius Breckwoldt, in the capacity of president, and Mr. William A. Breckwoldt, secretary-treasurer. In addition to their main factory and general offices at Dolgeville, they maintain sawmills at Fulton Chain and Tupper Lake, all in New York State.

#### "THE QUALITY COUNTS."

Founded in 1850 by J. H. Loecky, who went to Leominster, Mass., after learning his trade with Jonas Chickering in Boston, the J. H. Loecky Piano Case Co. is one of the oldest and most successful concerns in that line of piano supplies. After the death of the founder of the business in 1890, his son, the present head of the company, J. M. Loecky, became connected with the house, and is now president. Under his management the output has increased to immense proportions, but several additions have been made to the plant, until now it is exceedingly well equipped for prompt shipments, in both grand and upright cases. "The Quality Counts," is the slogan on this firm's letterhead, and that expression incorporates in three words a feature of the aim announced by the manufacturers of Loecky piano cases.

#### GLUE ROOM EQUIPMENT.

Mr. Chas. E. Francis is president, Harry G. Francis vice-president, and Geo. J. Griesser, secretary treasurer of the firm of Chas. E. Francis Co., makers of glue room equipment, woodworking machinery and factory supplies. Their specialties include screw and hydraulic veneer presses; retainer, trestle and double clamps; factory trucks; and glue pots, heaters, cookers, spreaders and clamps. The factory and main office of this firm is in Rushville, Ind. The Chas. E. Francis Co. was established in 1880, and afterwards incorporated in 1908.

#### CHANDLER GOODS.

Well up in the list of lumber and veneer firms that are directly interested in the Canadian piano trade is the E. L. Chandler Co., whose headquarters are at Orleans, in the State of Vermont. They supply rotary-cut rock maple for piano pin blocks, and also birch and

maple panels. That these commodities be of a high quality is necessary to be in keeping with the standard of Canadian made pianos and players. When getting quotations on rock maple for pin blocks and panels, of either birch or maple, factory superintendents will find it worth while communicating with the E. L. Chandler Co., whose address, as stated, is Orleans, Vt.

#### BOSTON LEATHER FIRM.

Boston is, among other things, one of the "Leather Cities" of the world, being the home of a large number of leather manufacturing and importing houses. Of these Messrs. White, Son Co., are known to the music trades for their lines of organ and player piano leathers, in which they specialize. Their address is 530-540 Atlantic Avenue, which premises is at the corner of Congress St.

#### RUBBER CLOTHS AND TUBING.

The illustration of two determined looking bulldogs, each pulling against the other, with the end of a piece of rubber cloth in his teeth, appears on the letterhead of the L. J. Mutty Co., of Boston, who are importers and manufacturers of high grade rubber cloths and tubing for the player piano trade. This scene is illustrative of the fact that their bulldog quality is guaranteed. The above house emphasize that ever since the player piano was in its infancy, they have been supplying rubber cloth for the pouches, pneumatics and bellows, and also rubber tubing for the connections. They also specialize in automobile fabrics, in which class of goods they do a large business.

#### A SOURCE OF LEATHER SUPPLIES.

With the increased outputs planned for this present year by many of the Canadian manufacturers, there consequently is looked for the use of piano and organ leathers in larger quantities. Several kinds of piano, organ and player piano leathers are featured in the supply supplement of this issue, by T. L. Lutkins, of New York, whose line includes tan pneumatics, bark packing, bark bellows, special bellows, bark skivers, alum and suede valves, and mute leather. The slogan "Lutkins' Leather Lasts" is a catchy one, and a good example of alteration.

#### "SUPERIOR" PIANO PLATES.

The "Superior" plates, which find a place in the construction of many makes of pianos, hail from Cleveland, Ohio, where they are produced by the Superior Foundry Co. The affairs of this important enterprise are directed by Julius Feiss, president, C. M. Miller, who occupies the dual position of treasurer and general manager, and George J. Feiss, secretary. To the piano plate, like all other parts in the piano's make-up, is due the careful attention of the manufacturers, who are anxious to maintain and improve the high standing in which Canadian made instruments are held, not only locally, but all over the world. The Canadian pianos are deserving of plates that, as someone has said, are "made up to a standard, and not down to a price."



**LARGE OUTPUT OF PIANO CASES.**

Forty-six miles northeast from Boston is Leominster, Mass., a city of over 17,000 population, where is located the Richardson Piano Case Co., manufacturers of grand and upright cases. The Journal is informed that this concern was incorporated in 1891, succeeding the Charles H. Cobleigh works at West Leominster. Messrs. E. B. Richardson, L. L. Richardson and H. R. Smith, occupy the positions of president, vice-president and treasurer, respectively, and it is stated that the factory under their supervision is capable of turning out 15,000 cases each year. Mr. E. B. Richardson, the president, expresses an interest in Canadian piano trade affairs.

They are made from the choicest **Patent Steel Music Wire**. They have been Canada's standard for nearly 30 years and are better to-day than ever.

They are made on automatic machines insuring absolute uniformity.

**Quality in Piano Strings**

is just as necessary to the piano as quality in any other part. No matter how finely finished the case, nor how costly the action, hammer, keys, plate or sound board, inferior strings reduce the quality of the instrument.

**A. E. Coates & Co.**

111 Adelaide Street W. TORONTO, CAN.

**COATES  
PIANO  
STRINGS**

The

**E. L. Chandler Co.****ORLEANS, VT.**

Our  
Specialties  
are

ROTARY-CUT  
ROCK MAPLE  
for  
PIANO PIN  
BLOCKS

also  
BIRCH and MAPLE  
PANELS

**WHITE, SON CO.**

Manufacturers of

**ORGAN & PLAYER-PIANO  
LEATHERS**530-540 Atlantic Avenue  
BOSTON, MASS.**UTKINS'  
LEATHER  
ASTS**

The main feature of good leather is its lasting qualities, good leather must be strong, tough, but fine as silk

**Lutkins' Leather fulfils all requirements for Piano, Organ and Player-action construction**

Furnished in the following: 1, Tan Pneumatics; 2, Bark Packing; 3, Bark Bellows; 4, Special Bellows; 5, Bark Skivers; 6, Alum Valve; 7, Suede Valve; 8, Mute Leather. Sample pieces and prices upon request.

**T. L. LUTKINS, 40 Spruce St. New York**

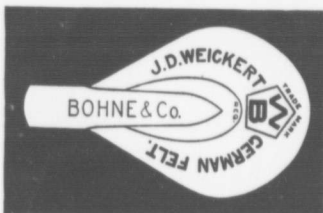
# Make Your Piano Propositions

as

## ATTRACTIVE

As you possibly can by recommending to  
your customers instruments  
equipped with

BOHNE



HAMMERS

### THEY

are covered with "Weickert German Felt" known and acknowledged to be the best money can buy. That is the reason they are used by manufacturers who consider quality before price.

### THEY

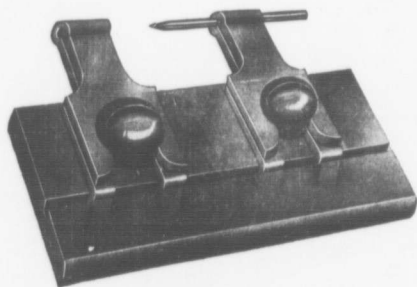
are high-grade hammers for high-grade instruments. Being in a class by themselves they cost more because the materials in their construction are more expensive.

# W. BOHNE & CO.

516 Richmond St. West - - TORONTO

134th St. and Brook Ave. : : New York

# OTTO HIGEL PIANO ACTION FLANGES



The latest Style

## THE MOST ADVANCED PIANO ACTION

And one that has been  
**THOROUGHLY TESTED**

is the one we offer the Trade  
To-day

**O**N the old style, the tongues are integral with the bar, and therefore no lateral or side adjustment is possible. These tongues frequently break at the groove or screwhole, necessitating the removal of the entire bar, an expensive and troublesome operation.

Our Patented Flange entirely overcomes this, as the tongues are composed of separate parts, and are adjustable laterally. This is of great importance as it permits of accurate spacing. These tongues or flanges are very strong and will not break, but if they should become damaged by accident, they can be easily replaced without taking the bar from the action.

On the old style flanges, when a butt has to be taken out the action has to be removed from the piano, as the screws which clamp the plate on the centre pin, enter from the rear of the action. In most actions the Damper Levers interfere with getting the screwdriver to the screws, in which case the Damper Lever has also to be taken off.

With the Flange shown on this page a butt can be removed from the action without having to take the same out of the piano. The screw does not require to be removed, merely loosened enough to allow the bent part of the flange to pass the groove.

By far the most trouble with the old style of flange is caused by the breaking of the plates and screws which clamp the centre pin.

This is entirely eliminated in our Patent Flange. A large screw is employed, which is capable of withstanding a far greater strain than is ever put on it.

---

## The Otto Higel Co., Limited

King and Bathurst Streets

Toronto

Canada



# OTTO HIGEL SOLODANT MUSIC ROLLS

**T**HE Player Piano business throughout this present year will be affected, in a measure, by the music rolls with which you demonstrate, and which you sell to the owners of player pianos in your community.

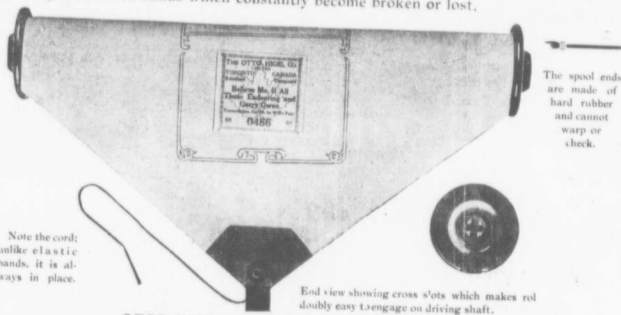
That fact makes it desirable—yes, urgent—that you should handle the line that possesses the most merit, viz :

## THE OTTO HIGEL SOLODANT MUSIC ROLLS

They have hard rubber flanges or spool ends which insure perfect tracking because they are absolutely true, being made with steel dies. They are not subject to warping or shrinking, and are stronger than wood.

The driving end flange contains a cross slot, which makes it very easy and positive to engage on the shaft.

Our rolls are fitted with a cord attached to a disc which is used for fastening the roll when not in use, thus displacing the rubber bands which constantly become broken or lost.



### OTTO HIGEL SOLODANT MUSIC ROLL

On our rolls special perforations indicate where notes should be sustained; the solo or melody is brought out predominantly by other special perforations.

All rolls containing these features are labeled "Solodant" and "Tempoaid," and are copyrighted.

The boxes containing these rolls are labeled at each end; the advantages are obvious.

The paper used is of the highest quality of manilla rope, especially made and seasoned, the natural swelling and shrinkage being reduced to a minimum.

## THE OTTO HIGEL CO. Limited

King and Bathurst Streets

Toronto

Canada

**Richardson  
Piano Case  
Co.**

Manufacture

Grand and Upright  
**PIANO CASES**

of the highest grade.

Established and  
Incorporated 1891.

Offices and Factory  
Leominster, Mass.

## **PLAYER-PIANO MANUFACTURERS:**

The most important material to have **RIGHT** in your Player-Mechanism is the Rubber Cloth used in the Pouches, Pneumatics and Bellows and the Rubber Tubing used in connections.

Ever since the Player business was in its infancy we have been selling the highest grade supplies of this kind to the Player Manufacturers.

### **Mutty Rubber Cloths and Tubing Give Absolute Satisfaction**

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

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

**SAMPLES** and **PRICES** furnished upon Request

**L. J. Mutty Company, Boston, Mass.**

**EXAMINE**

These  
**ANGLO-**  
**AMERICAN**



**GODERICH**

**ORGANS**  
**STOOLS**  
**BENCHES**

**DISC RECORD CABINETS**

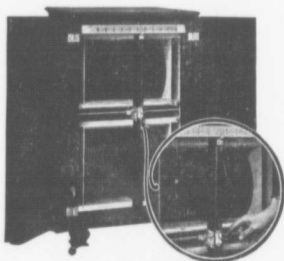


Style 20, Showing Interior.

The Simplest  
System of Filing  
and Locating  
Records.

Suitable for All  
Sizes of Records.

Press the Lever  
and any desired  
Record  
comes forward.

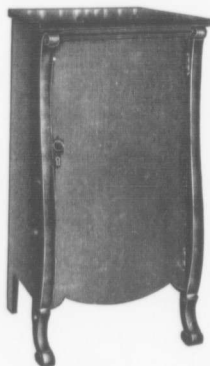


Style 30, Showing Interior.

WRITE  
FOR  
CUTS  
AND  
PRICES

and

**MUSIC CABINETS** (IN FOUR LINES)



Cabinet No. 16

We make the finest line of reed organs in the world. Every dealer should handle them. They sell easy and remain sold. We employ no travellers, doing business entirely by mail.

Our Catalogues of Organs, Stools and Benches will be sent on request, with price list.

**The Goderich Organ Co.**

LIMITED

**Goderich**

**Canada**

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

**PIANO VENEERS**

---

## **Maryland Walnut**

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

---

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

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

---

845-851 West Erie Street  
**CHICAGO, - ILLINOIS.**





## A Story is Told

of a music dealer whose efforts in retailing pianos met with far more than ordinary success. This merchant attributed his ability to close sales at good prices to the convincing manner in which he was able to talk of the hammers and other parts in the piano's make-up. There's the point exactly.

Always feature instruments in the construction of which—D. M. BEST & CO'S. HAMMERS—(the world's best piano hammers) are used, for these are not only of the quality that will back up your claims for them to the buying public, but will assist in assuring your customer of lasting satisfaction with the instrument you sold him.

## We Will Manufacture High Grade Piano Strings

We have added this department, which will be equipped with the best machines that can be purchased, and that we are importing from the United States. We are starting off with a complete new plant in charge of a thoroughly experienced string maker. We will be in a position to turn out a high grade article, and in a short time will be ready to look after orders for strings.

---

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

455 King Street West

Toronto

Canada

MEN WANTED—Six Experienced String Spinners.

**High  
Grade  
Piano  
Strings**

**If you are  
Handling Pianos  
containing the best  
Obtainable Strings**

**Canadian  
Agents  
for  
Rudolf  
Geise's  
German  
Music  
Wire**

**then the "Strings" are a selling help**

**T**HAT is what we claim for our products.  
They are selling helps. Therefore  
Canadian retailers should insist upon the  
instruments they are handling being equip-  
ped with the Strings manufactured by the  
Toronto Piano String Manufacturing Co.

**THEIR EQUAL IS  
NOT ON THE MARKET**

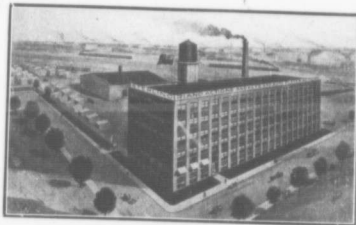
**INFERIOR STRINGS  
ARE NOT A CREDIT  
TO "MADE-IN-CANADA"  
PIANOS**

**Toronto Piano String Manufacturing  
Company**

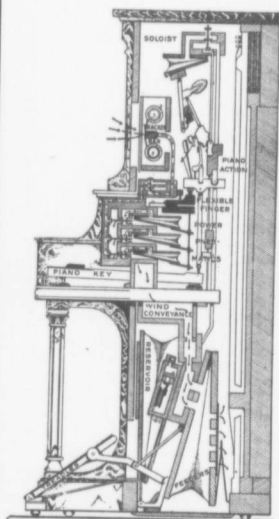
122 Adelaide St. West

Telephone  
M 5848

Toronto, Canada



The Home of the Auto Pneumatic  
Player Action



Sectional view of the AUTO PNEUMATIC ACTION, showing complete instrument and double primary and power pneumatics and "Soloist" devices. Also bellows and folding pedals. The arrows show the air currents as they are drawn into the instrument and finally exhausted through the valves on back of main bellows.

*"I am responsible to  
the Consumer as well  
as to the Dealer,"*

remarked a piano manufacturer recently.



That stamp of a player piano manufacturer has in the  
**Auto Pneumatic Player Action**

accuracy and quality combined to such a degree that  
he is confident both the dealer and the public are  
getting nothing less than the

**"Recognized Standard of the World."**

**The Auto Pneumatic Action Co., Limited**

**NOBLE STREET**

**Toronto**

::

::

::

**Canada**

## "Artistouch"

### "Forster Artistouch Expression Control"

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

One of the beauties of the Artistouch  
is its extreme simplicity. Any tuner  
can attach it to the modern player  
in a few minutes time, and at very  
small cost.

Attach it to the players you have in  
stock and bring them up-to-date.  
You can do the same for any of your  
customers who have bought recently.

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

## Breckwoldt Specialties

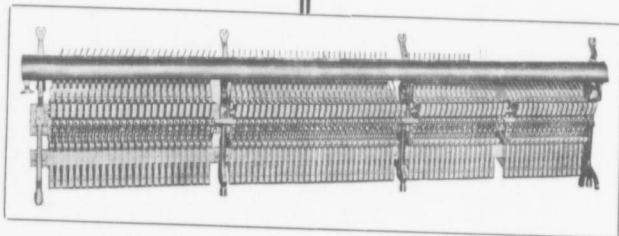
It is well known that the  
Sounding-Boards, Bars, Brid-  
ges, Backs and Hammer Mould-  
ings manufactured by Julius  
Breckwoldt & Co., have become  
a standard in the piano trade.

Everything is under the close  
supervision of wood specialists  
and nothing enters into the  
Breckwoldt products save that  
which is up to grade and has  
passed the closest scrutiny.

It is with such products that  
piano manufacturers have secu-  
red the best results.

**JULIUS  
BRECKWOLDT  
& CO.  
DOLGEVILLE, N.Y.**

Sole Agents in the United States  
and Canada for the Rudolf  
Giese Music Wire.



## Loose & Sons Piano Actions

A MAN is frequently judged by the company he keeps—a piano by its action. The best insurance against unsatisfactory results arising through the necessity of repairs is the use of J. M. Loose & Sons Piano Actions. With the best materials procurable, skilful mechanics, the most modern equipment known to the Action Maker, all under the constant superintendency of a thorough expert, we see to it that every dealer handling pianos containing "Loose Actions" has a sure foundation on which to base his claims for that instrument.

## **J. M. Loose & Sons, Limited**

Oldest Established Piano Supply House in Canada.

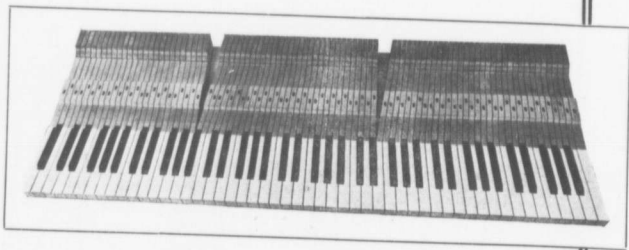
CARLAW AVENUE

Toronto

Canada

## Loose & Sons Piano Keys

IVORY, its grading and matching are subjects on which the general buying public are poorly informed. Every Dealer, every Salesman, then is furnished with a topic which he can look into, thus gaining a weighty talking point.



With a piano containing a "Loose Key Board" you can point out the care with which the ivory for the keys is chosen from guaranteed grades, and how carefully the matching is effected. 25 years in Key manufacture enables the firm of J. M. Loose & Sons, Limited, to produce "The last word in Piano Keys."

**C. F. GOEPEL & COMPANY****137 EAST 13 STREET**

SUPPLIERS OF

**NEW YORK**SOLE AGENTS  
U.S. & CANADA  
FOR**Klinke's**  
GERMAN  
**Tuning Pins****High Grade Commodities**  
TO THE  
**PIANO AND PLAYER TRADE**SOLE AGENTS  
U.S. & CANADA  
FOR**Wagener's**  
GERMAN  
**Music Wire****Player Accessories.**

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

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

**Felts, Cloths, Punchings**

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

Imported French and German, also Domestic Bushing Cloth \_\_\_\_\_ Hammers.

Soliciting **MANUFACTURERS' TRADE ONLY**, not Dealers, Repairers, etc.**Soft Yellow Poplar Veneers**

FOR

**CROSS BANDING**

Write to

**The Central Veneer Co.****HUNTINGTON**

200,000 feet daily.

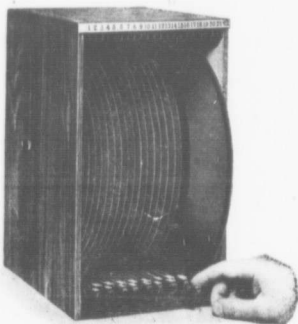
**W. Va.**

**STOP AND LOOK****IT'S BOUND TO COME.**  
The New Method of Individual Space Record Filing

Individual spacing has always been desirable, the difficulty has been in getting hold of the Records when placed so close together.

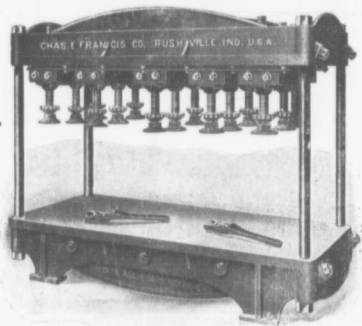
**LOOK AT THIS  
HAPPY  
SOLUTION**

**THE NEWBIGGING PLAN** places each record on an individual key so balanced that when the Record is in place it leans to the back of the Cabinet. As soon as the key is pressed (Note in illustration) the record runs out to meet the hand.

**No Pieces to Shift.****Nothing to Get  
Out of Order.****Positive as the Law  
of Gravitation.****Simple as Rolling  
off a Log.****Just Touch the Key  
and Your Record  
is at Hand.****Made in 10 and 12  
Inch Sections.**

Can be placed in any Cabinet measuring 26 inches clear inside height. We are altering our own Cabinets to fit 10 and 12 inch sections. This invention has been placed in the hands of our Patent Solicitors, and we expect to have them on the market for Spring Trade.

**NEWBIGGING CABINET Co., Limited HAMILTON**  
**SPECIALISTS IN PHONOGRAPH & PLAYER ROLL CABINETS.**

**WOULDN'T YOU LIKE TO OWN ONE?**

- it is popular for piano and organ work,
- it is mighty convenient in every way.
- the pressure is applied quickly
- it insures the best results—the screws adjust both crosswise and lengthwise, enabling you to bring pressure to bear on the stock just where and as needed—enabling you to work surplus glue out towards the edges of stock.
- it is of strong, substantial, durable construction.

**Francis Open Side Complete Veneer Presses**  
— Have Frames of either Cast Iron or Structural Steel —

**Chas. E. Francis Co.**

Pioneer Manufacturers of Glue Room Equipment  
Factory Office, Rushville, Ind.

Chicago Representative, L. D. Thompson, 35 S. Dearborn St.

**HENRY S. HOLDEN****GRAND RAPIDS, Mich.**

**FOREIGN  
AND  
DOMESTIC  
VENEERS**

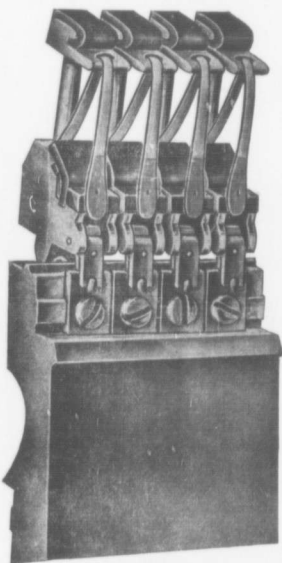
**MAHOGANY  
CIRCASSIAN  
OAK  
MAPLE  
YELLOW POPLAR  
BIRCH**

**LET ME QUOTE****U**



**Sterling Actions & Keys Limited**  
 NOBLE ST. · TORONTO · CANADA

Canada's  
 Best  
 Piano  
 Action  
 for the  
Manufacturer



Canada's  
 Best  
 Piano  
 Action  
 for the  
Retailer

The "Sterling" Individual Brass Flange Action.  
 (Patented)

Canada's Best  
 Piano Action  
 for the  
 Repair Man

Canada's Best  
 Piano Action  
 for the  
 Musician



ESTABLISHED 1850 INCORPORATED 1887

**J. H. Lockey Piano Case Co.**

Manufacturers of

**Grand and Upright Piano Cases**

LEOMINSTER, MASS., U. S. A.

(MADE IN CANADA)  
**METAL TRIMMINGS**  
 FOR  
**PIANOS, ORGANS, PLAYERS**

**BOWMANVILLE TRIMMINGS**  
 Are made to last. Not merely to Sell

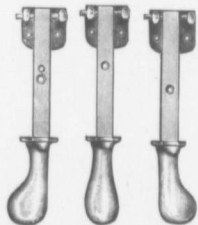
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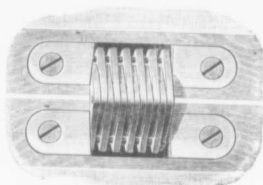
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