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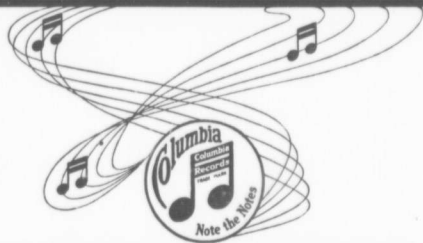
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COLUMBIA RECORDS



NOVEMBER 1915



We are investing heavily in future prosperity. Our latest investment (and a mighty big one at that) has been in a **New Monthly Record Supplement**. The November issue marks the start. Beginning with that month the supplements will be greatly increased in size—5 in. x 6 3/4 in. Their general make-up and appearance will be as great an improvement over our present supplement as the volume of business we are now doing is over that of last year, and that you will agree is a strong statement.

Four colors will be used on the cover instead of two as in the past. The beautiful illustrations that we have been using on the back covers of the leading magazines will be used on the supplement covers, and thus our supplement designs will link up with our National publicity. The covers will be printed by the artistic offset process which gives a richness and natural color-tone that can be secured in no other way. The supplement itself will be well illustrated throughout. The record stories and descriptions will come as close to selling records as anything can do which doesn't actually take the money.

To those talking machine dealers who have not yet seen their way clear to taking on the Columbia line we have this to say: the new Columbia Record Supplement is one more additional memo of your need of Columbia product alongside your other lines and of our willingness to take hold with you.

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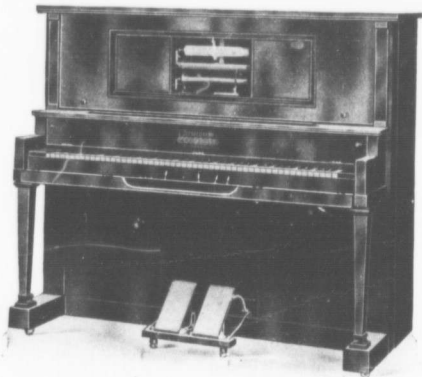
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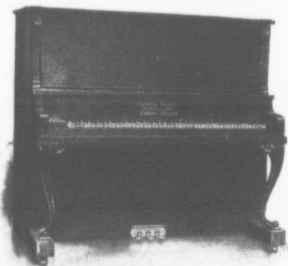
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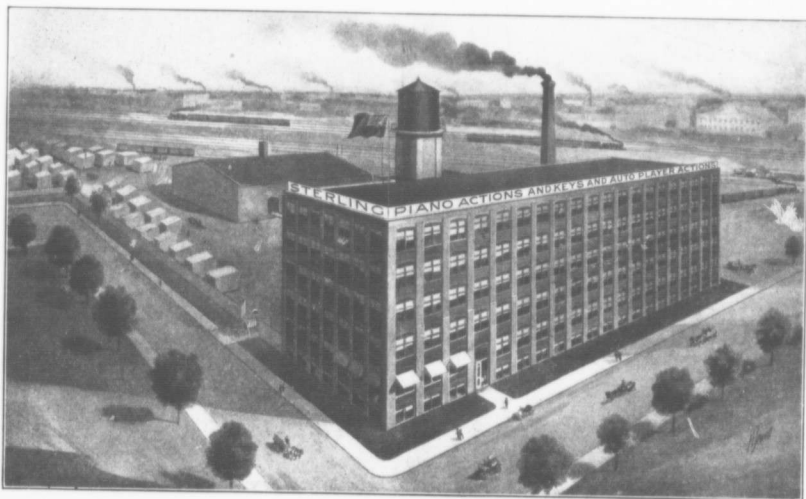
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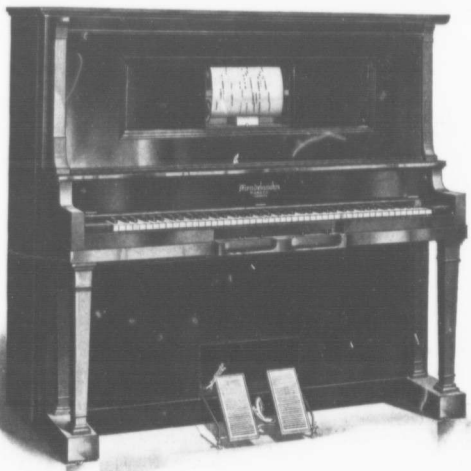
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Durability and capacity for standing in Tune.

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one of our
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Nordheimer representation has always carried with it a certain well-defined prestige and leadership. Henceforth—by reason of the constructional improvements referred to by this highly-enthusiastic dealer, the Nordheimer agent will have an advantage more distinct than ever. It will be a simple matter for him to substantiate the claim that he represents the leading Canadian maker—the tone of the new Nordheimer piano amply demonstrates the fact.

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The Man



The Miracle

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The Message

Mr. Edison wants **everyone** to hear this great instrument. There are a few territories where Edison dealerships are not all taken. Energetic, responsible business men can make very profitable and satisfactory connections. The business is growing steadily despite the war, and co-operation by the Edison Co. and jobbers insure proper support. If you are interested write for full particulars at once and get in on the big Xmas demand.

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Issued Monthly

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VOL. XVI.

TORONTO, OCTOBER, 1915.

No. 5

A Hopeful Outlook.

SO intently are some merchants scanning the business horizon for signs of improvement that they are looking right past the very evidences they seek. There are many causes contributing to an immediate improvement and to a brighter outlook. The arguments of the pessimist are always on tap and so may be disregarded in the certain information of the country's natural wealth being enormously increased by this year's bountiful harvest and for other reasons.

The progressive merchant, who leaves to others the propounding of theories to justify business inactivity, because of there being no business to get, is doing tolerably well. While the other fellow rests on his oars he pulls ahead. He will admit that he is not doing normal business but by "normal" he probably means about twice as much as his capital and equipment are fitted to handle even under ordinary conditions. He is expending his energy in legitimate channels instead of worrying about whether the generals in charge of the allied armies are capable of successfully filling the positions they occupy. Parenthetically it may be remarked that the more encouraging war news is having an appreciably beneficial effect on business.

"It is not the duty of those of us remaining at home to worry about the war or its outcome. We have capable men taking care of that and it is for us to carry on our part with all our energy and enterprise," observed one merchant, in this connection. Speaking of his own experiences he found that his sales so far this year had doubled those of the same months of 1914 but an analysis showed these to be of a different character. The individual sales were much smaller, the percentage of profit was less and he worked a great deal harder to get the results but they justified his energy. It seems difficult for many men to readjust their ideas to accepting smaller sized orders as good business and to submit to more difficult conditions of getting trade.

It is encouraging to peruse reports from different branches of representative dealers to the effect that there is a more pronounced movement toward better trading and a more hopeful outlook developed from natural and substantial causes.

Caution is still the watchword, as indeed it should always be whether in extending credits, buying mer-

chandise or enlarging manufacturing operations, but the urgent requests for quick deliveries that have accompanied some orders recently placed indicates that caution has been overworked in placing orders for stock.

Sell Pianos—Not Terms.

"YOUNG man, always keep in mind as long as you are in the employ of this house, that it is pianos you are selling,—pianos my boy—not terms." This was the admonishment of an old piano man, long since passed away, to a new man on the selling staff of his house. The advice was prompted by the young man's method as he observed it while passing through the show room just as the new salesman was enthusiastically detailing the beauties of their easy selling plan, whereby the customer could buy on such low payments that he would scarcely miss the money.

Thoughtful men in the piano trade have frequently made regretful comments on the dangerous tendency to feature terms rather than the goods. To such an extent has the selling of terms overshadowed the legitimate business of selling pianos that people who would otherwise have paid cash and in fact who had intended paying cash, were so impressed with the advantages of small instalments as emphasized by the salesman that a time sale instead of a cash sale resulted.

With every house hammering on time sales there is no advantage to the buyer until one house offers easier terms than the others. Then another beats these terms and so on, until the ruling terms are those offered by the customer. That the low-term method of retailing has been dangerously over done was probably never so seriously felt as during the past couple of years.

The Canadian Piano and Organ Manufacturers' Association is on record as approving a minimum down payment of five per cent of the selling value of the instrument, with monthly payments equal to at least one-half of the cash payment.

The experiences of the past couple of years have caused many houses to revise their policies to one of quality of sales first and quantity second. They have realized that a more rigid inspection of contracts in months gone by would have resulted in fewer repossessions than they have been forced to make since August, 1914.

Cash or Bankable Paper in Farming Districts.

AFTER mature deliberation a country dealer, who had been selling pianos on pretty low terms, decided to adopt a new policy. A careful survey of his district convinced him that there was no reason why he should sell on other than the safest basis. His new plan which follows in the dealer's own words is well worthy of perusal:

"I do not use lease contracts at all. Each time sale is made with as large a cash payment as the customer can conveniently make and the remainder is divided up into notes made out on ordinary forms payable at the customer's local bank. I try to get each deal limited to twelve months, and only a very few are made for a longer period. In each case the cash payment and the amount of the first note, which I immediately discount at the bank, is sufficient to pay the manufacturer of the piano and enables me to take advantage of the discounts for short time. Then, as needed, later on, I sell another of this customer's notes at the bank. This course took some courage, but not so much as I had thought; the fact is that about all the courage needed was enough to take the step—the study I had put on how to present my new selling plan to customers solved about all the troubles that I had feared would call for a great deal of nerve, and now it is a matter of course to ask cash or its equivalent.

"You see, mine is a purely agricultural and dairy section and every farmer worthy the name is sufficiently prosperous, so that his banking credit is good for whatever he decides to buy in the way of household furnishings. Only on land purchases is longer time than one year ordinarily required. So I decided to sell pianos and not terms, and it has worked out just fine. I was a fool not to begin a careful study of conditions in my field long ago and to conduct my business along lines that my field has always warranted.

"In my opinion there are too many of us country dealers who think we must follow the style of doing business that is practised in the big cities where piano merchants must meet different conditions presented by thousands of wage earners who get their pay envelopes every Saturday or every two weeks and who must, therefore, purchase many articles on the small installment plan. The installment plan has little place in a well-settled and prosperous agricultural and dairy section. It may be all right to do business after that plan in rural districts that are new, undeveloped and sparsely settled, but no fully developed agricultural section in the country demands much of that plan of selling by piano dealers.

"It is only fair to state that the bulk of my trade is with farmers and very few deals are made with village folks, most of whom already have pianos. I find that it is best to let the other fellow have the deal with residents of the villages who cannot make purchases on about the same terms as do the farmers in my section. The small monthly payment deals with villagers seldom have worked out satisfactorily, and the past due on such sales mounts up mighty fast, besides which repossessions are almost impossible in the small villages because of the sympathy such action arouses for the family in each community. It is the exception where a repossession in a small village does not seriously hurt the dealer's

business and reputation. It is easily possible to get a reputation as an oppressor of a worthy family and this reputation spreads quickly out into the country and hurts.

"So I let the houses in the cities, who deal mostly with wage earners and who make a specialty of taking on this sort of business, assume the burdens, responsibilities and the attendant troubles of such sales. When a villager is not in a position to conclude a deal for a piano upon the same basis as do my farmer customers I 'pass him up!'"

Are Piano Sales Affected by Talking Machines?

IS the depreciation in piano sales that confronts the manufacturer and retailer entirely due to shortened buying power of the general public? A thinking man in the trade who has made this particular subject one of much thought and inquiry says "no." Without disparaging the talking machine he considers it a serious influence in shortening piano sales, backed by the activity of the piano dealers themselves in exploiting it.

"Time was," said he, "and only a very few years ago when the talking machine was a very unimportant side line, that the music dealer accepted into his store only because his will power was less than that of the man that undertook to convince him that he was wrong. Gradually the talking machine became a line that the dealer went after. The agencies have become coveted possessions. Piano merchants themselves have made the talking machine department prominent in their business. They have done it at a profit, of course, but they have unconsciously educated thousands of people to a state of mind where they can see no advantage in buying a piano at three or four hundred dollars when they can have 'all kinds of music' at from twenty-five dollars up, and on easy terms. It looks as if the piano manufacturers will find it profitable to join hands or rather their cheques to form an advertising fund for the exploitation of the piano as the musical instrument par excellence for the home, and when I say piano I include player piano for it still is the basic instrument upon which the music industry has developed to its present importance."

Meeting Unfair Competition.

AN Ontario dealer had on his prospect list a certain well-to-do farmer that he considered a particularly hard proposition because of his strongest competitor being a more or less personal friend of the farmer. This handicap did not influence him to lag in the race, however. On the contrary it increased his keenness to make that sale.

After a number of regular visits he stayed away from the farmer for a longer period than usual and when he finally did drive out to his place it was to find his formidable competitor in friendly conversation with the farmer, who had dropped the plough handles to converse with his visitor, while the latter sat in his buggy.

The newcomer approached and after the customary salutations volunteered to continue the ploughing while the two finished their conversation "so that you will not be losing any time," he said to the farmer. He made several rounds of the field before his competitor finally drove away and the farmer was ready to resume his ploughing.

New Scale Williams

MAESTRO TOUCH

PLAYER ACTION

What's the thing manufacturers try most to prevent in a Player Piano?

LEAKAGE

Here's what we do to prevent the slightest possible chance of leakage; every player piano that leaves our factory has this triple guarantee against leakage. It comes to you after being inspected by three men.

INSPECTOR'S REPORT IN DETAIL ON PLAYER PIANO NO.

All rubber connections in both the top and the lower action are intact.

The transmission is working properly.

All set screws in the transmission and take-up spool are tight.

The chain cannot be thrown off the sprocket wheels even by slamming back and forth the re-wind lever.

The transmission shaft cannot, by any condition, work out of place.

Both brakes are working properly.

All cut-out valves are operating properly.

The re-wind valve in the motor is shutting off accurately.

The governor valve is regulated accurately so that the motor will not operate until the tempo lever is placed at 10 points.

The motor controller is working properly so that the motor will neither race nor choke.

The automatic tracking device is operating accurately.

Both Expression buttons are operating properly.

The punning lever is lifting the hammer rail just the right distance and working freely.

The automatic sustaining device is lifting the dampers properly when it should, and not leaking.

The Maestro-Touch controllers and the theme are working accurately through the button control or automatically as intended.

Both the top and the lower actions are securely fastened into position.

The brace which is fastened to the top of the spool box at one end, and to the piano plate at the other, is securely screwed into place.

All pedal outs and screws are tight.

Both pump springs are intact and working properly.

All screws in the front of the top and lower actions are in place.

The draw rod is working properly.

I have this day of 191 , conscientiously and thoroughly inspected the above number player piano

according to every particular outlined herein, and I hereby truthfully certify that this, my report, is correct, and furthermore that the above player was boxed immediately after my inspection and under my personal supervision.

Signed.....Inspector

I hereby certify that the inspection of the above player was carried out in my presence according to the above particulars, and it left my hands for the shipping room immediately thereafter.

Signed.....Final Finisher

I hereby certify that the above player piano was boxed by me this day under the inspection of

..... immediately after leaving the final finisher's hands.

Signed.....Shipper

Our secret process enables us to guarantee air-tight packed joints and allow for the wood shrinking slightly.

You can't go wrong on the Maestro-Touch Action.

Manufactured entirely and exclusively by

The WILLIAMS PIANO Co.

Limited

OSHAWA
ONTARIO

"You go on ploughing," said the second piano man, "and I'll take a walk along. I want to know to-day which piano I am to bring out to you."

"Well I'm afraid you can't sell me a piano," replied the farmer, "for the man who has just gone away says he will undersell the lowest price anyone else offers."

"He's a friend of yours?" queried the second piano man.

"Yes, I have known him twenty years."

"Well, friends get pretty well acquainted in twenty years. But don't you think if he was such a good friend as he claims to be that he would have given you the lowest price at which he could sell to you at once, without waiting for you to get a price from someone else? No matter what you pay him for a piano you will always feel that he might have come down still lower. Is his method good business?"

The farmer stopped his horses, leaned against the plough handles for several minutes in deep thought. "By George! that's so," he suddenly exclaimed. "Now what's your offer?"

The second piano man went home with a signed order.

An Honest Old Plug.

SOME years ago a salesmanager added to his staff a man whom everyone else in the place predicted would not last six months. In three months he came to his employer with his resignation. "Are you discouraged?" questioned the salesmanager. He said that he was not, nor did he dislike his work though he had not yet cultivated any great enthusiasm about it. In his conscientiousness he had not considered his likes or his dislikes. He was out to do his duty and at the end of three months he reasoned that his duty included resigning.

The salesmanager did not accept his resignation. He pointed out to him that he was an investment and would eventually prove profitable. "I'll admit your claim that you are not what is called brilliant, but you are honest in your work. I know that from eight in the morning until six in the evening you are working for us, and until midnight if you think you ought to. I do not worry about future trouble with your contracts and I know you do not make rash promises. You are dependable and six months from now, or a year or five years we will be benefiting from the work you are doing now." So he stayed.

The man in question was regarded by his acquaintances among rival houses as an "honest old plug who would hurt nobody" and they marvelled that he held his job. He landed few sales that were remarkably big ones but his average was good and well maintained. The making of a sale was not an excuse to loaf for a day or two, but he kept right on knowing that to maintain the average necessary to make him profitable to his employers he must employ every possible working hour.

This "faithful old plug" has outlasted many bright young men, picked as future successes because of their effervescent personalities, genial dispositions, or affability, but who lacked the one quality that made the "faithful old plug" a success.

The great majority of successful men in every walk of life do not give the impression that they are endowed with extraordinary qualities, unless "common sense" be an extraordinary quality. These successful men very

often would be passed on the street as quite ordinary individuals for in a casual glance it may not be apparent that they are men who simply work hard and intelligently. They have trained themselves to tackle the distasteful problems of their business with just as much energy as if they were doing something pleasant. They make mistakes of course, big ones sometimes, but the man who tackles only little problems cannot make big mistakes and the man who does not make mistakes is not a factor in any walk of life. These successful men do not allow side issues to engage their attention or energy. They concentrate.

Every man numbers among his schoolmates or college chums those brilliant, promising fellows who could learn their lessons so easily that they always had time for fun or mischief and in contrast to these were the slow, stolid pupils who must toil unceasingly to make a pass. The latter learned hard but they learned well. They could concentrate and they could work hard. They had common sense and used it and developed it and were successful. It is so in business, in the professions, in anything worth while that brilliance, so-called, as an asset making for success is far overshadowed by those qualities that made the "honest old plug" so valuable a member of his firm's selling staff.

Keeping Track of Music Roll Stock—Simple Card System Will Do It.

WHETHER the stock of music rolls is large or small it is impossible to keep track of it by memory if the department is conducted with any attempt at seriousness. At one time there was in Toronto a shoe retailer who had a reputation for always knowing his stock and never being "just sold out." He knew at the end of each day what lines he should order. He was seldom out of a prevailing style and his method has been adapted in handling music rolls, the only difference being that the shoe man had to attach numbers to designate his wares while in the case of music rolls this is already done.

For each number have a card. On this card indicate the quantity in stock, which presumably is the quantity that according to experience, should be in stock. Each time a roll is sold a saleslip should show the number of that roll. At the end of the day or in the case of a smaller business twice a week or even once, pick out the cards with numbers corresponding with the rolls shown on sale slip, marking off the quantity of each roll sold. This shows the numbers on hand as well as what numbers should be ordered. This is merely a little matter of system that enables the dealer to keep his stock up-to-date which is impossible when trusting to memory.

Arranging Music Roll Stock—Numerically or Alphabetically Which?

IN the music roll departments of the majority of retail stores the stock is arranged numerically. The majority of the customers entering that department to make purchases will ask for the rolls wanted by title, and not by number. Manufacturers and retailers always endeavor to emphasize to the consumer the convenience of ordering by number probably because that method best coincides with their stock arrangement. Talking machine departments also endeavor to get their customers to order by numbers, as their stock is numerically arranged. The

customer is not good at remembering numbers and a large proportion of the buying is done by the customers coming to the store with certain titles fixed in their minds. Hence the necessity for alphabetical as well as numerical catalogues.

In view of the vagaries of the public in the matter of following instructions to order by number the dealer can well ask himself "Which method of arrangement is the more convenient?"

Worth Figuring Out.

TWENTY-SIX per cent. cash by way of initial payments is the showing made by a piano salesman in a recent month's transactions. The average length of time for these sales was just under thirty months. These figures are merely cited to note that it would be helpful and interesting for every salesman to figure out equivalent information each month. What per centage cash did you get on your last month's sales? What is the average length of time before the completion of payments for the pianos you sold last month? It will not take long to figure out.

Reason for Opposition to Used Instruments.

MANY indeed and varied are the different views expressed in the trade press on the problem that confronts the merchant by reason of used instruments offered in exchange. The subjoined viewpoint of a Chicago man is an interesting contribution to these discussions:

"It strikes me that it is folly to display in your salesrooms any but the line of instruments you are handling. When a prospective customer comes to our place I don't want him to see any instruments but those we handle ourselves, because I want him to think nothing else. If a second-hand instrument made by some competitor were shown alongside our own goods it would serve to turn his attention in some degree to that line. It might be a line he had never heard of, but whether the instrument were bad or good it might arouse his curiosity—make him want to investigate that line fully before he made a purchase.

"The average dealer makes a big mistake when he advertises pianos of makes other than those he is handling regularly at reduced prices. Every time he pays for an advertisement of that sort he is advertising other manufacturers than those he is directly interested in. People read over the names and become familiar with them. Then when they come to the store and see these instruments displayed the names are rubbed in even more. No matter how battered up the instruments are, or to what advantage they may show, the prospective customer becomes familiar with the names and may become curious to know what the instruments are like when they are new. So he often decides to look over that line before buying.

"I heard of one case where a customer went into a store to buy a piano. While the salesman was showing the regular line the customer noticed a second-hand piano conspicuously placed in the showrooms. He looked at it and it reminded him that a friend of his had a piano of that make in his home and was much pleased with it. He asked the salesman about the second-hand instrument and tried its tone. It was too old and worn to suit his needs, but the name reminded him that

his friend thought that instrument a good make. So he left the store without buying.

"A short time afterward the salesman met the customer on the street and asked him if he was not ready to buy his piano. The customer replied that he had already bought. He had found the dealer who handled the piano whose name was suggested to him by the trade-in displayed in the salesrooms and he had bought a new instrument of that make."

Service Complaints.

Many are Due to the Ignorance of the Owner—Backbone Will Help Greatly.

"**S**OME dealers are imposed upon when it comes to service because they are poor diplomats" says Robert Foster in an exchange. "When a customer has an unjust complaint they do not seem to realize that it is not sufficient to be in the right but it is necessary to convince the customer of this fact, and to do this requires diplomacy.

"This point is well illustrated by an experience I had last winter in buying a guitar. The instrument was intended as a gift to a friend as a token of my appreciation of a very valuable service he had rendered me. Consequently I bought a very fine instrument.

"When it was delivered to my home it was laid aside for a few days, as my friend was not then in town. Somebody carelessly placed it against the radiator in the library, and there it remained for some time. Imagine my feelings when I found the instrument ruined. The highly polished wood surfaces were split in many places and the neck warped.

"Thinking that I had a defective instrument I went immediately to the store where I had purchased it and called for the manager. I was enraged over the idea that I had been swindled and was determined to give him a good laying out.

"He listened very politely to my story, although I would not have blamed him for throwing me out when I think over what I said. When I had finished, he replied that he was very sorry but that the practical destruction of the instrument was not due to any defect but to my carelessness in leaving it against the radiator.

"He started by saying that the concern wanted to hold my good will but that it could not be considered liable for a new instrument. Then to convince me, he got down several books which showed the effect that extreme heat had on the delicate guitar structure. He showed me the printed instructions regarding the care of the instrument which were in the case but which I had failed to read. He overlooked no detail, he took every argument out of my mouth, so that when I had finished there was nothing for me to do but pay for the repairs.

"The lesson to be learned from this story is that most customers are unreasonable through ignorance."

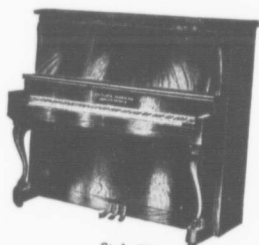
A pessimist is a person who is seasick during the entire voyage of life.

If a competitor is getting your business, there's a reason. If it's price-cutting, leave him to the business undertaker; if not, there is something he can teach you. Find out what it is.



Sherlock-Manning 20th Century Pianos

Canada's Biggest Piano Value



Style 80

The fact that the Sherlock-Manning factories operated full force for the past thirteen months is the most convincing proof of the money making qualities of the Sherlock-Manning agency. Nothing we could say regarding quality and value in the Sherlock-Manning piano would be as convincing as is the fact that musical instrument men from British Columbia to Cape Breton have been able to keep up a steady volume of business with the Sherlock-Manning line, and have continued sending in orders at a rate that has justified our keeping on our complete staff.

Three carload orders for Sherlock-Manning instruments pretty fair evidence of dealers' opinion.

These orders received in September, 1915, within ten days of each other.

One carload for Regina, Sask.
Two carloads for Quebec, Que.

Reasons why the Sherlock-Manning is a money maker:

Primarily the piano gives absolute satisfaction to the customer, and another feature of importance to the dealer is the fact that the Sherlock-Manning piano is bought right, making it possible to sell to the customer at an attractive price, still allowing a fair margin of profit.

A further explanation of the steady growth in the Sherlock-Manning business is the undoubted fact that customers are thoroughly satisfied and assist the dealer in selling other pianos of the same make to prospective purchasers in their neighborhood.

APACE WITH THE TIMES

Still another of the elements that has served to maintain the prestige of the Sherlock-Manning 20th Century piano has been our ability and willingness to keep apace with the times—to be quick to recognize, appreciate and adopt any recognized quality feature that would improve the construction or add to the original beauty.

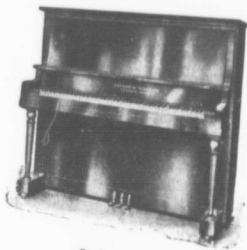
When buying, the Sherlock-Manning dealer buys absolute quality at an honest price.

Gone are the days when the high price was the only identification mark a piano buyer dared recognize.

The day is here when real quality is the question your piano prospect must be satisfied on.

The Sherlock-Manning answers the question in the most satisfactory manner.

Arrange for territory while available.



Style 75

The Sherlock-Manning Piano and Organ Co.
London - - - Canada

TRADE GOSSIP FROM WINNIPEG.

Thrashing Operations Retarded by Wet Weather. Talking Machine Business Being Energetically Exploited. New Phonograph Store Opened Up.

THRESHING operations in the province have been somewhat retarded by an unwelcome spell of wet weather. While this in turn delays buying on the part of many farmers and will also have the effect of delaying a little longer the flow of currency through the sluice gates of commerce into channels where it will be cordially welcomed and gratefully passed along. This delay apparently puts no check on local optimism and while the signs of improved business are not glaringly conspicuous the feeling is general that they are of a solid and permanent nature. The collection branches report improvement but with considerable prodding necessary to get money. Relief in this connection is anticipated as the season advances and crops are exchanged for currency.

The talking machine branch of the music business has a prominent setting in the business stage and the various houses are exploiting this line with considerable energy. The opening of schools and advance of autumn are developing the customary seasonal interest in music with, of course, less apparent effects than if money were more plentiful.

Winnipeg Piano Co. report some improvement in collections and sales though it is too early yet to say whether it is the usual improvement experienced at this time of the year or a complete turn of the tide in consequence of better employment and crop conditions. Columbia Grafonolas and Edison Disc Phonographs, they state, are showing the greatest activity, and they fully expect with the approach of the musical season that pianos will again come into their own.

One of the seven enlisted ex-employees of the Winnipeg Piano Co., Mr. Harry McDowell, said goodbye the middle of September on his way to the front with Glen Campbell's Scouts, all of whom were evidently in the best of spirits. Their cashier, Mr. Crosdale, joined the ranks of the benedicts during September and was the recipient of a case of cutlery and a beautiful eight day clock from the firm and staff respectively, the lady in the case having braved the dangers of the submarine zone in order to consummate the happy event.

McLasky Music Co. have given up their space in the Winnipeg Piano Co.'s store and have gone out of the music business.

Messrs. Fowler & Co. who have the local Willis agency announce the sale of two grands among this month's sales. Collections are fair, business showing signs of improvement.

Mr. R. A. Willis, vice-president of Willis & Co., Montreal, paid a visit to this firm's representatives here, Messrs. Fowler & Co., while passing through on his way to the Coast. Mr. Frank P. Willis of Trail, B.C., was also a recent visitor here.

Mr. T. R. Bach of the Mason & Risch staff and family have just returned from a pleasant month's vacation spent in visiting old friends at Toronto and Ottawa.

Mr. O. Wagner, manager of the R. S. Williams & Sons Co. Winnipeg Branch reports September trade as quiet. This firm have a number of orders on file for future delivery which will mean good business later on.

Mr. Fitch, Western manager of Babson Bros., Edison

phonograph dealers, has been on a week's visit to his firm's headquarters at Chicago.

Mr. G. H. Gillman, who has been associated with Babson Bros. for some years is now assuming entire charge of the retail store. This will enable Mr. Fitch to devote more time to the mail order business. A cosy corner has been installed by this firm for the convenience of their customers where they may rest and have use of phone, etc.

Lt.-Col. Edgar, who was manager of the Regina branch of Mason & Risch, Ltd., for ten years and among the first to volunteer when war broke out, recently paid a visit to Mr. Biggs, the Winnipeg manager, while on his way west. Lt.-Col. Edgar was wounded nine times and is now on furlough. While in Regina he will be the commanding officer of the 68th Battalion.

Mr. Woolman, who has been connected with the Moose Jaw branch of Mason & Risch Piano Co., Ltd., has been granted a commission as Captain in Lt.-Col. Edgar's Battalion, the 68th of Regina.

Mr. Biggs, Winnipeg manager of Mason & Risch, Ltd., paid a visit to his firm's branches at Regina and Moose Jaw recently. Southern Manitoba business with this firm indicates encouraging conditions among the farmers.

Sheet music business at Wray's Music Store is improving, and good business is anticipated for the following months.

Cross, Goulding and Skinner report an improvement in every way over last year, including the collection department and country business. Mr. H. P. Bull, manager of this firm, accompanied by his brother C. H. Bull, on a recent duck hunt met with good success in a total bag of ninety. While out one morning at four o'clock they espied another boat quite close to their own. Just as a flock of ducks came within range the strangers stood up to take extra good aim but capsized their boat. This left Messrs. Bull Brothers in sole possession of the hunting field.

Mr. G. L. Stanwood, late manager of Doherty Piano Co., has opened phonograph parlors, Stanwood's Limited, at 390 Portage Ave. Mr. Stanwood is handling a complete line of Columbia graphophones and records.

Mr. Geo. H. Suckling, manager of the Winnipeg branch of the Nordheimer Piano Co., has returned from an enjoyable vacation spent visiting friends both in the east and west. Business, Mr. Suckling reports, as fair, an improvement being looked for shortly in the sale of both Nordheimer and Steinway pianos. At present there are a number of callers for the less expensive grades of pianos.

Mr. E. J. Merrell, manager of the Karn-Morris Piano Co.'s Western branch, had an enjoyable trip to Toronto Exhibition. While in Toronto Mr. Merrell renewed old friendships. Country trade is reported by this firm as fairly good. Collections still being a little slow.

Miss Louise Haverty, who has been with the Western branch of Whaley, Royce & Co. for a number of years, was married to Mr. J. Roddy on the 22nd of September. She was the recipient of many useful presents from her friends, including a substantial cheque from Whaley, Royce & Co., who sincerely regret losing her services but at the same time wish her all happiness in her new sphere of life. Mr. and Mrs. Roddy are making their home in St. Paul, Minn. The position vacated by Miss Haverty is now filled by Miss Ethel Thompson.

IN THE MANUFACTURE OF WILLIS PLAYER PIANOS

We have spared neither time, labor nor expense in bringing them to the high state of perfection at which we offer them to the trade. Expert workers, skilled supervision, best of materials, equipment of the finest, surroundings of the most pleasant—all contribute to the success of the WILLIS PLAYER, the basis of which is the Willis Piano, the instrument of recognized durability, magnificent tone and superb finish.

To WILLIS DEALERS is available the agency of the World
Famed KNABE PIANO.



WILLIS AUTO PLAYER PIANO

Style "J" Louis XV.

Handsome walnut and mahogany cases, solid trimmings and carvings, ivory keyboard, 88 note, fitted with patent tracking device, flexible fingers and silencer. Thematic buttons which give absolute control over treble and bass, bringing out the melody as desired or automatically by means of Metrotheme or Solodant and Tempoaid patents.

Height, 4 feet 9 inches.

Width, 5 feet 4 inches.

Depth, 2 feet 5 inches.

Weight Boxed, 1,000 Pounds.



WILLIS & CO., LIMITED

Head Offices:

580 ST. CATHERINE ST. W.
MONTREAL, P.Q.

Factories:

ST. THERESE
P.Q.

Mr. R. C. Willis, Western manager of the Doherty Piano Co., reports business in the phonograph department as improving, several high priced machines being sold this last month. This firm are devoting their attention to the collection department and are getting good results.

Morris Ross, who was tuner and salesman for the Karn-Morris Piano Co., and is a son of T. H. Ross, music dealer, Vancouver, renewed his acquaintance with Winnipeg piano dealers while passing through on his way from the coast to join his regiment at the front.

Mr. Frank Smith, manager of Whaley, Royce & Co.'s Western branch, reports business as picking up and the indications are that it will continue to improve as the season advances. The house is experiencing a big demand for their new books, "Selected Compositions" and "Technical Work" for pupils taking up the elementary grade of the Toronto Conservatory of Music, also judging by the extraordinary demand for Imperial violin strings, they are more than maintaining their excellent reputation. These strings are genuine Italian gut and dealers state that when once a customer has bought them it is impossible to put him off with a substitute.

MONTREAL LETTER.

Brighter Music Trade Conditions in Montreal. Retailers Developing Enthusiasm. Opening of Schools Helps Music. Local Industries Showing More Activity. Association Likely To Be Revived.

WITHOUT doubt there is a feeling abroad in Montreal that conditions are much better. It is true that retail business has been more active since the Fall season set in, but it has required more than a mere increase in the sale of pianos locally to make the retailers feel that business is really better. In spite of increased sales locally, there was for a time that sense of apathy, slow collections and lack of animation that has characterized business everywhere. Now, however, business is more brisk, prospects for entering into business seem more enticing. Transactions in real estate are showing life again, and it must be that money is beginning to circulate in earnest.

"October opened up with bright prospects for better business. Schools are all open again marking the end of vacation season for adults also. This means increased business in sheet music and more liberal patronage in our talking machine department where we feature Columbia and Edison goods," said J. W. Shaw & Co. Gerhard Heintzman and Shaw instruments are proving steady sellers, a goodly number being selected for September brides.

Nothing increases a man's appetite for music like a sudden change from summer to fall weather. Therefore, the past month has been a busier one than usual. There is a slightly better tone to the talking machine business in general and since improvement usually comes with the approach of the holiday season, there is very good reason to believe in its permanency said J. A. Hurteau & Co., Limited, referring to piano and Pathephone sales.

The Montreal branch of R. S. Williams & Sons Co., Limited, through manager Coleman, report September

business as being within a hundred dollars of Sept., 1913, which was considered a record month.

Armitage Layton, manager of the talking machine department of Layton Bros., reports splendid business in Edison goods. A recent spot-cash-five-minute-transaction was made of a Model A 250, \$325 Edison machine to E. W. Beatty, vice-president and general counsel of the C. P. R. This firm are showing new types in C-100, 150 and 200 Edison's. They also report a number of sales of Columbia gramofonolas.

"The public seem to be livening up to the possibilities of the player piano" said Layton Bros. "The result being that good enquiries exist and a number of sales have been concluded for Mason & Risch instruments." Enquiries are also frequent for "Grands" of this make and sales noted. Sherlock-Manning pianos are also well in the running. A style 54, d.m., Thomas organ has lately been supplied to a prominent Catholic church outside of Montreal.

Goodwin's Limited, one of Montreal's largest departmental stores announces the opening of a gramofonola department with four demonstration rooms. Their opening took the form of a gramofonola afternoon recital.

The Pratte Piano Company's factory has been on full time all summer and at present writing are busy. They have lately put on the market a parlor grand which has met with a splendid reception and they have had numerous testimonials from leading musicians as to its tonal qualities. The more expensive types of Pratte player pianos have been in evidence of late. They report a good demand existing for chapel church organs for which they enjoy a large trade.

Mr. Philip E. Layton placed his automobile at the disposal of Creatore, the noted bandmaster, during his recent visit to Montreal. Creatore was accompanied on his various sight seeing trips by his wife and the Italian Consul of Toronto, and all were delighted with Montreal, and especially so with Mount Royal. Mr. Henry Hamlet of Layton Bros., had the honor of showing the distinguished visitors the city.

Quality of workmanship, purity of tone and uniformity of scale is the slogan of the makers of Willis products. They have devoted years to making this slogan stand for all that it implies, and the result is a big clientele of discriminating purchasers all over the Dominion who know that they may rely upon the quality, purity and uniformity of their purchases.

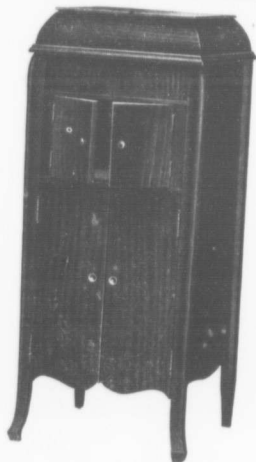
"As we go further and further into the balance of this year and draw nearer the opening of the winter season, the outlook for the local piano industry grows brighter. A great improvement in orders for the immediate future and holiday delivery has taken place during the past few weeks. Shipments show improved volume, and also indicate trade expansion, containing as they do the names of several new patrons," said wareroom manager Charles D. Patterson of Willis & Company, Limited, referring to Willis, Newcombe and Dominion pianos which are enjoying their usual prestige. Exhibition styles of these makes are being attractively displayed.

The friends of Leopold A. Poulin, manager of the French department of Layton Bros., have always wondered where he developed his hypnotic powers or whether they were hereditary. He informed them the other day

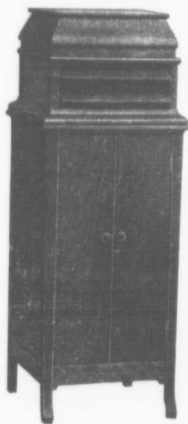


CABINETS

For Phonographs
Player Rolls and Sheet Music



No. 100—A cabinet all ready to put a motor and tone arm into.



No. 68—Golden Oak. Suitable for Victor and Columbia Machines.

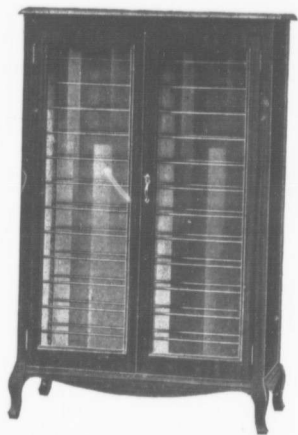


For Edison A-80—No. 70, Mahogany; No. 71, Golden, Fumed or Mission Oak.

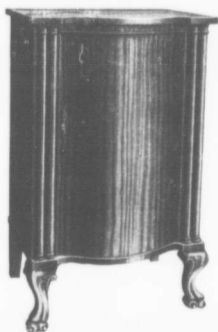
NEWBIGGING CABINET COMPANY LTD.

Makers of everything in talking machine and player roll cabinets.

HAMILTON - ONT.



No. 72—Mahogany; No. 73—Quartered Oak.



No. 61—Solid Mahogany.



A music cabinet on the lines of a filing cabinet—indexed—no lost time finding copy wanted.

that he had only found out that the great and only Pauline, who played an engagement at the Orpheum here was his cousin. This explains all.

C. W. Lindsay, Limited, are preparing for a large volume of business this fall and a banner holiday trade. Every one from the president to the office boy is full of enthusiasm. Nordheimer pianos are still going the pace of the best sellers while other makes are maintaining the usual speed.

Mr. Geo. E. Dies of the Williams Piano Co., Oshawa, has been visiting the trade in Halifax, N. S., and vicinity.

It is doubtful if there is a dealer in town who puts more time on the fine art of piano retailing than Charles Culross, the able Martin-Orme exponent. Mr. Culross says he has had to hustle pretty lively since going into his new store and judging by its appearance and air of activity his "hustling" has borne fruit.

"The quality maintained in Karn-Morris product makes these instruments as high in popular favor as ever before," report Gervais & Whiteside, "and our books for September show ample evidence of this."

"Pretty fair, and getting better every day," replied Mr. J. H. Mulhollin agent the better business query, which sums up in a nutshell what is going on up town. He reports a goodly number of cash sales and is looking forward to a busy fall and prosperous winter.

These days are proving busy ones for Senechal & Quizard, the Ste. Therese piano manufacturers. Orders here have been running ahead of this time last year and with the expected fall rush should make a tidy year's total.

Layton Bros. recently devoted their show window to a display of "Off to Fight the Germans," Philip E. Layton's latest composition already referred to in these columns, numerous sales was the result.

The 57th Battalion were recently furnished with a complete set of band instruments by C. Lavallee, Montreal.

It is rumored that an effort will be made to revive the Montreal Retail Piano Dealers Association and that a meeting in this connection will shortly be held.

The Popular Music Supply Co. have recently registered as doing business in Montreal.

Arthur Blouin, music dealer of Sherbrooke, Que., representing the Gourlay line has lately returned from a six hundred mile trip made in his 1916 McLaughlin-Buick automobile, averaging 23½ miles to the gallon on the entire trip.

C. W. Lindsay was a subscriber to the Board of Trade Air Craft Fund for a goodly amount.

The Canadian Graphophone Co. report splendid success in the call for Creator Columbia band records following the appearance of this band in Montreal and with Pablo Casals visit to this city shortly anticipating a repetition in the demands for this artist's recordings.

Mr. Cyril Robitaille, Jr., of the firm of C. Robitaille, Quebec, who feature Mason & Risch lines in that city and surrounding territory was a recent visitor to the factory and warerooms of Mason & Risch, Limited, Toronto. Mr. Robitaille left a good sized order for Mason & Risch instruments. He speaks very encouragingly of the fall and winter business outlook.

OTTAWA A MUSICAL CENTRE.

"Piano Row" Houses Report Improved Business In Spite of War. Musical Tastes of People Reflected In Fine Stores. Talking Machine Business Has Assumed Large Proportions. Piano Salesman Arrested.

"FOR many years Ottawa has been recognized as one of the leading musical centres of Canada," said the Ottawa Free Press in a recent "Prosperity Number." "The most famous musicians of the European capitals have given recitals here, and as a result the people have become educated along musical lines, and their standards of taste elevated.

"Ottawa has a number of distinguished musicians, who have assisted in developing the musical ideas of the community. The work that has been done at the various colleges of music has been inestimable, and many talented and accomplished artists have secured their start in these institutions. Concerts of a classical nature, are always sure of a good attendance in Ottawa, while the most renowned vocal and instrumental artists never fail to include Ottawa in their itinerary.

Increased Musical Establishments.

"This evolution in the musical taste of the community has been reflected in the increase in the number of musical establishments in the city, all of which are doing a large and constantly increasing business. Notwithstanding the fact that a world war is on, and that musical instruments are in the nature of a luxury, business has kept up splendidly, several of the stores in "Piano Row" reporting that their sales show an increase over the previous year.

"The piano business in this city has grown to enormous proportions. Ottawa's piano stores occupy premises in the most expensive district on Sparks Street, and are fitted up in the most luxurious manner. The stocks of instruments kept on hand in these establishments run into very large figures. A feature of the present year's business has been the very large number of high priced pianos which have been sold the past year.

"The sale of player pianos is also on the increase, many purchasers of instruments preferring the players which can be easily transformed into an ordinary playing instrument. Many owners of old-fashioned instruments are also changing their pianos for players.

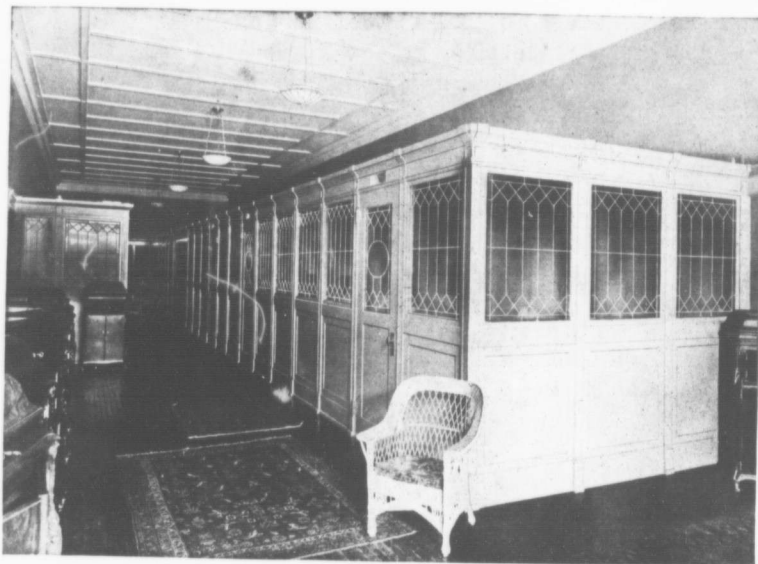
"From the palatial stores in Ottawa's 'Piano Row' pianos and player pianos are shipped to all parts of Canada."

Phonograph Business Has Developed.

The talking machine business has also assumed very large proportions here. Practically all the music stores in "Piano Row" carry talking machines of one make or another. A few years ago a phonograph or graphophone was considerable of a novelty, and the owner of a \$40 machine was inclined to be quite chesty and give himself airs.

Through the mechanical and artistic development of the "talking machine," as it formerly was called, a good instrument is now an ordinary part of the furnishing of every home. So true is the sound reproduction and so varied is the range of records from vaudeville to the classics, that the talking machine is now an instrument of entertainment acknowledged on all sides.

UNICO DEMONSTRATING ROOMS INCREASE PHONOGRAPH SALES and PROFITS



UNICO ROOMS are carried in Stock. Eight designs. All Woods. \$75.80 upwards. Shipped promptly, completely glazed and finished.

SOUND PROOF
DUST PROOF
SECTIONAL
ELASTIC

Patent assembling requires neither nail, screw nor expert labor.

THE UNIT CONSTRUCTION COMPANY

31st and CHESTNUT STREETS,
PHILADELPHIA, U. S. A.

THE MUSIC SUPPLY CO., TORONTO, Canadian Agents
36 WELLINGTON ST. EAST.

CATALOGUE ON REQUEST



Machines ranging in price from \$250 to \$400 are quite common. Every man can have grand opera in his home if he owns one of these machines, and unquestionably they have contributed very materially to popularizing the better class of music.

Ottawa has every reason to be proud of the magnificent and luxurious musical establishments that comprise "Piano Row." They all do a splendid business and give a tone to the commercial feature of Sparks Street.

Former Piano Salesman Arrested.

Mr. F. W. Bartholomew, a valued member of the John Raper Piano Co.'s staff at Ottawa recently figured in a clever capture of a much wanted former salesman of the same house named Richard Myers. Through Mr. Bartholomew's alertness and insistence Mr. Myers was arrested on a charge of theft of \$500, though it is thought his defalcations will amount to many times this sum.

Myers is alleged to have obtained the money by selling pianos to farmers in the country at ridiculously low prices, and then fixing up bogus agreements that led the company to believe that the pianos were sold at the regular prices. It is claimed that he sold \$300 and \$400 pianos to farmers for as small a figure as \$100 and \$150 cash, and that he then made out agreements to the effect that the purchaser agreed to take the pianos at the regular selling prices, making a deposit of \$25 on each piano and agreeing to pay the balance in the fall when the crops had been cut and sold.

About the first of June Myers was granted two weeks' holidays, and had not been seen in Ottawa since then, nor did the company hear anything more about him until about six weeks ago, when his wife enquired if anything had been heard of her husband. It was then that the company's suspicions were aroused and they made investigations which led to the discovery that in at least two cases pianos had been sold much lower than represented by Myers.

The accused's wife told Mr. Raper that Myers had taken her and her two children to some place in the United States and deserted them. The case was placed in the hands of an outside detective agency, but this agency was unable to locate Myers.

Mr. Raper was informed that Myers was in Montreal, and Mr. Bartholomew went to see if he could locate Myers. While walking along St. Catherine Street Mr. Bartholomew saw the accused. He approached Myers and asked him to come along quietly, but Myers showed fight and Mr. Bartholomew handed him over to the police. Myers was brought back to Ottawa. It is believed that he disposed of between twenty-five and thirty pianos at ridiculously low figures, and pocketed the money with the exception of \$25 in each case, which led the company to believe was a deposit on the pianos sold.

The formal charge in the police court was stealing and converting to his own use \$500, the property of the John Raper Piano Company. He was not represented by counsel and did not plead but asked for a remand for a week which was granted.

At the Exhibition.

The local houses were all represented at the annual exposition with good displays of pianos, players and talking machines. The central figure of the Martin-Orme exhibit was their electric player piano which was featured at Toronto. The attention given the display

by Ottawa citizens showed that this local industry is appreciated.

The John Raper Piano Co. showed a full line of Mason & Risch grands and uprights. Their staff had very pleasing success both at the Fair grounds and at their warehouses, the visitors showing a definite interest and a larger proportion of cash buyers.

No less than twenty instruments of the Willis make were shown in the display of Willis & Co., Ltd., Montreal, who have an important branch in Ottawa. Two instruments in Circassian walnut were included in the exhibit and the Knabe, for which Willis & Co. have the Canadian agency, was given prominence. They also showed Newcombe and Dominion lines. The exhibit was in charge of Mr. Norman Brownlee, the energetic local manager.

The local branch of C. W. Lindsay, Ltd., made a representative display of the lines featured by them including the Nordheimer, Gerhard Heintzman, Steinway and Lindsay makes.

COLUMBIA CANADIAN MANAGER RESIGNS.

Takes Management Western Gramophone Co.

The resignation of Mr. A. G. Farquharson, manager of the Columbia Graphophone Co.'s business in Canada, now announced, comes as a great surprise to Columbia



Mr. A. G. Farquharson

retailers and distributors who will regret this severance of very pleasant business relations. Since coming to Toronto in 1912 Mr. Farquharson has made many warm, personal friends in and out of the trade who will regret his removal from Toronto and at the same time send with him their sincere wishes for his future success.

During the three years that he has been manager of the Columbia interests in Canada Mr. Farquharson has never ceased in his efforts to still further intensify the loyalty of Columbia dealers and jobbers to the company and the lines manufactured and he has won their respect and esteem.



New Disc Model A-100



New Disc Model C-150



New Disc Model C-200



Disc Model B250

Feature the New Edison in your Holiday Sales—

Sales are Easier and bring more cash—
Your piano clientele will buy the new Edison
The New Edison will aid your piano sales

These are FACTS. Large
piano houses have fully
demonstrated them. Let
us give you the cold FACTS.

Edison Diamond Point Phonographs

are SUPERIOR MUSICAL INSTRUMENTS
Do not confound them with Talking Machines

WRITE US ABOUT AN EDISON
DEALERSHIP—RIGHT NOW—
and take advantage of the Holiday Trade.

TRADE MARK
Thomas A Edison
INCORPORATED

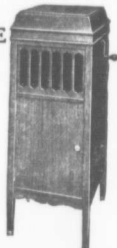
103 LAKESIDE AVENUE
Orange, N.J.



New Model 30



New Model 50



New Model 75

He has accepted the management of the Western Gramophone Co., Winnipeg, distributors of Victor lines in Western Canada and after thoroughly familiarizing himself with the lines and factory policy will remove his family to Winnipeg.

Mr. Farquharson came to Canada from Los Angeles, where during his service with the Columbia Company he organized the Talking Machine Men's Association of the South-Western States.

He came to Canada in 1912 from Los Angeles, succeeding Mr. James P. Bradt, now the company's general salesmanager with headquarters in New York. He is an Englishman and spent a number of years in the United States. As mentioned before in these columns he is a member of a British military family. One brother, Lieut. Charlie Farquharson of the London Scottish was killed in action in France last November. His oldest brother, Col. H. D. Farquharson, served as liaison to the French and British staffs at the Dardanelles and was present at the landing at Gallipoli. He was rewarded with the French military cross and recommendation for the Legion of Honor. Two other brothers are in France, one a staff-officer and the other a Captain in the trenches, while still one other is serving with the India Army. A sister is nursing twelve hours at a stretch on a night shift in British military hospital.

VISITED THE EDISON PLANT.

H. G. Stanton Sees Much Activity at Orange, N.J.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., Toronto, recently visited the Edison factories at Orange, N.J. He was struck with the enthusiastic activity and general optimism in all departments of the phonograph and record branch of the Edison corporation's interests. There were also evidences of considerable enterprise in the way of getting the merits of the Edison diamond disc close to the consuming public. Various plans are in effect to co-operate with the dealer in getting the attention and the patronage of the householder. These plans also apply to Canada and already there have been splendid results accruing from the Edison system of demonstrating to back up their advertising. The enlarged factory facilities indicated that the Edison management anticipated great returns from their campaign for fall and winter business, and their enterprise in this direction has already been more than justified.

As a result of Mr. Stanton's visit his firm will be still better equipped to take care of the interests of Edison dealers in Canada.

CHURCH CANCELS DEAL WITH GERMAN ORGAN FIRM.

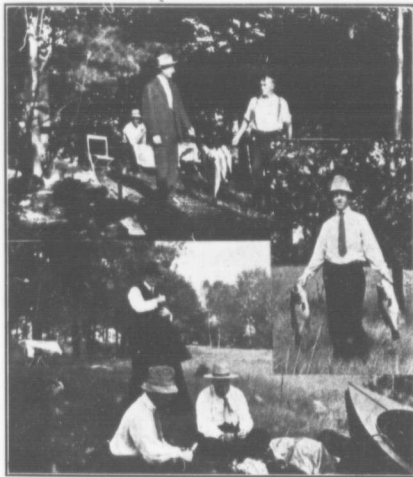
A despatch from Windsor, Ont., says: "By a unanimous vote the congregation of St. Andrew's Presbyterian Church has voted to cancel its contract with a German organ firm for supplying a new organ for the church. Failure on the part of the German company to fulfill the terms of the contract, and the desire of the congregation to sever all relations with enemies of Great Britain were the reasons for this action. The contract was made in May, 1914, but was not filled because of the declaration of hostilities. Twenty-five hundred dollars

was sent as a first payment for the organ, which was to cost about \$15,000. At the close of the war the church will ask for a refund of this, and also for \$1,000 damages, because of the failure of the German firm to complete its agreement."

GOOD FISHING AT JONES FALLS.

From Toronto to Jones Falls by way of Belleville and Kingston makes a splendid motor trip. Mr. R. S. Williams and H. G. Stanton, president and vice-president respectively of the R. S. Williams & Sons Co., Ltd., Toronto, and Mr. Douglas Murray, head of the Murray Printing Co., spent a few days at this favorite fishing ground recently. Leaving Toronto in the afternoon they picked up Mr. Bull at Oshawa, reaching their destination the next day.

Mr. Bull landed the largest fish caught at Jones Falls this season weighing 6 lbs. 10 ozs.; another good one



Upper picture, H. G. Stanton on the left with his guide and the catch. Lower picture, R. S. Williams and F. W. Bull peeling the potatoes, Douglas Murray standing. Inset, F. W. Bull with two beauties.

landed by him weighed 5 lbs. 13 oz. All members of the party had excellent success fishing and spent an all round good time for a few days.

On the return they decided to follow the lake shore road, which finally ended at the water's edge. A ferry boat suddenly hove in sight and they found they were at the Adolphustown landing opposite Glenora in Prince Edward County. The car was run onto the ferry and a run made through the county, across the bridge and on to Belleville over one of the finest roads in Canada and a run made through the county, across the bridge and on to Belleville over one of the finest roads in Canada through a most picturesque country. From Belleville they followed the lake shore road as far as they could finding it better than the Kingston Road.

Mr. J. A. Honea, of St. Thomas, formerly in the piano business in Texas was a recent visitor to Chicago.

EDISON DIAMOND DISC EXHIBITS AT OTTAWA AND CHATHAM FAIRS.

The special representatives sent to Canada by Mr. Thos. Edison are conducting a very novel and successful advertising campaign for the Edison Diamond Disc Phonograph.

At the Ottawa Fair, the Phonograph Shop, Ltd.,



Edison Demonstration Tent at Chatham Fair, Sept. 21 to 23.

secured a 17 x 34 ft. tent with a seating capacity of 75, just inside the main entrance, and daily recitals were conducted by E. G. Bryson and J. A. Coyle, representing Mr. Edison.

It is estimated that about five thousand people visited the Edison Tent and listened to "the world's best music, reproduced through a real diamond." Eight hundred and ten of these visitors registered as being interested in receiving advertising literature.

At the Chatham Fair, J. H. Tyrrell & Son, local Edison dealers erected an 18 x 24 ft. tent, with a seating capacity of thirty-five people, just alongside the main exhibit building. The overhanging branches of a large beech tree shaded the tent and made it a very cool and delightful spot for visitors.

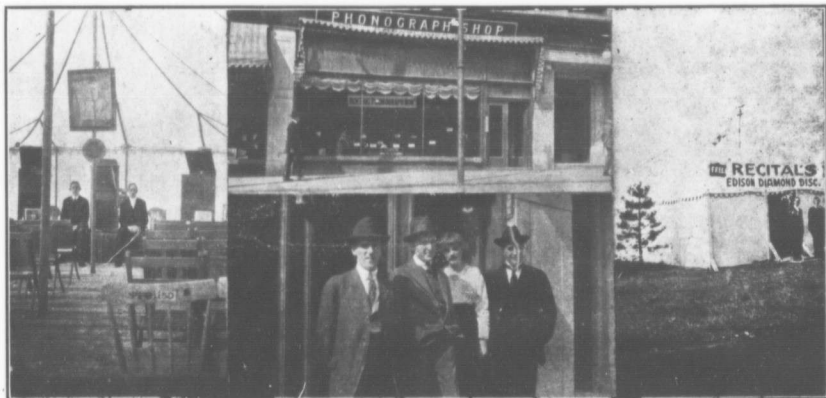
This is only a three-day fair but the attendance, considering the population of Chatham and vicinity, was excellent. About six hundred people visited the



Interior Edison Tent at Chatham Fair, J. H. Tyrrell & Son in the foreground.

Edison exhibit and about two hundred registered, requesting advertising literature. Mr. J. J. Brophy, representing Mr. Edison, conducted daily recitals.

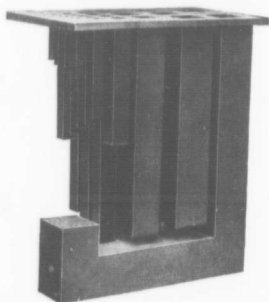
"There was no feeling of panic this September," said Mr. R. P. Newbigging, head of the Newbigging Cabinet Co. of Hamilton, "consequently our month was decidedly better than a year ago. There is an undercurrent of optimism among the larger business men here, and they all look for big things in Canada after the war. Locally there is less distress anticipated than was the case a year ago. We look for a good season in the talking machine line which is only in its infancy



The "Phonograph Shop" at Ottawa and its business organization, left to right, Arthur Cooke, Harry Engel, Miss Alfrod and Arthur E. Mandy, manager. On the right is shown the Edison tent at Ottawa Exhibition, with an interior view on the left showing E. G. Bryson and J. A. Coyle, Edison representatives.

SEE THESE RESONATING CHAMBERS →

Nothing much about this picture to suggest that it is a device to do with sound in a musical instrument is there? But that is just what it is. Read on



It improves, amplifies and sweetens the tone. This group of chambers gives a heretofore impossible rich and mellow sweetness. It has the approval of tone experts in Canada and the United States who tested it carefully and marvelled at the results.

The device looks simple enough, but it is worked out on a highly scientific basis. There is absolutely nothing to get out of order at any time. In this invention the pipes are built to exact size to respond to their fundamental tone.

The chambers vary in length and diameter. But it is quite impossible to explain or describe the results. To understand you must hear it, and every music dealer should know all about it whether he handles the Phonola or not, for

This New Invention Is An Exclusive Phonola Feature

TO PHONO LA DEALERS

Is open the agency for the three greatest makes of records on earth.

FONOTIPIA

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

ODEON

Double Side
10, 11 and 12 inch
90 cents to \$3.00

JUMBO

Double Side
10 inch
85 cents

The catalogue includes such artists as Bonci, De Lucia, Garbin, Gilon, Grassi, Zenatello, Amato, Kubelik, Russ and many other world renowned soloists. In bands there are the Irish Guards and the Grenadier Guards, the Royal Marina Band of Italy and such orchestras as La Scala Opera of Milan, London Palace, Beecham's Symphony and others.

The Pollock Mfg. Co., Ltd. *Berlin - Canada*

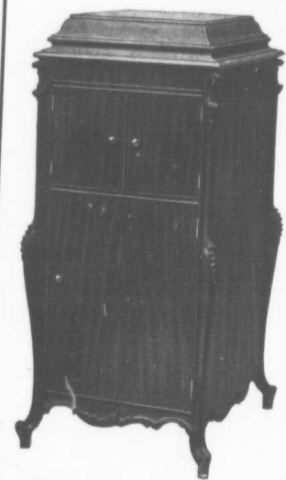
WHOLESALE DISTRIBUTORS

Whaley, Royce & Co., Ltd.
Toronto

The National Talking Machine Co., Ltd.
Winnipeg

For Ontario and Maritime Provinces.

For Western Canada.



THE NEW PHONO LA
containing the Resonating Chambers, an
exclusively Phonola feature



Mail Order Business Growing.

THERE is every indication of the mail order system of doing business in Canada, already well established, growing at a rapid rate. Rural delivery and the parcel post are a couple of the influences at work to advance the schooling that has already been done in this respect. There is no getting away from the fact that the large departmental houses have been immense factors in building up a liking for and a faith in mail order buying. Their policy of money-back-if-dissatisfied and their reputation for giving the customer more than promised rather than less makes the parcel post fit in quite naturally.

The rural telephone is another influence that makes fewer trips to town necessary even though the automobile may make these trips more easily accomplished. But in spite of the automobile or perhaps partly because of it the smaller town merchants complain of fewer visits by the farmers. They accept the departmental merchant as a competitor that they cannot meet even though the rural mail carrier also delivers parcels.

Whether the talking machine dealer likes it or not he is face to face with more serious competition from mail order houses. The talking machine lends itself to mail order business and the records too for they can be sent by parcel post. It is for the retailer to get in ahead of it and educate the people in his territory to do business with him by mail or by telephone, delivering the goods to their homes just as the distant merchant does.

Revise the Mailing List.

WITH that season of the year now here when it is expected that talking machine business should show a decided improvement it is more important than ever that the mailing list should be revised. The "dead ones" should either be brought to life or deleted. To continue sending circulars, letters, supplements, catalogues or other literature to those persons who are not likely to be purchasers simply adds to the cost of doing business.

The mailing list is always in need of revision. There are old names to be removed and new ones to be added to keep it in good repair. In the natural order of things new people are coming within the range of any specified dealer's territory and old persons are removing from it. The young man of last year may be the householder of this year and is therefore a "prospect." The keeping down of expenses is so vital that the postage wasted on "dead" names is too important not to save. If the mailing list unrevised is valuable, how much more valuable if always kept complete.

Records on Approval Abuse.

GRADUALLY the talking machine dealers in the various centres all over the continent are getting together on the question of records on approval. The

dealers of Louisville, Kentucky, are now realizing that their records on approval offer is being worked overtime by some of their patrons who could afford to pay for their private entertainments but prefer to let the talking machine dealer do so if he will.

In this respect the Kentuckians seem to be no different from people in other parts of the civilized world, nor are the dealers less generous.

It is no uncommon experience to have a customer telephone or call in and ask to have a number of good records sent up on approval as "we are entertaining a few friends this evening so be sure to send them up." More than one dealer has found on looking up the sales record of families of this sort that they have been buying only an occasional record though frequently having from a dozen to thirty records on approval.

An English View of the Records on Approval Plan.

APROPOS of the serious problem into which the system of submitting records on approval has developed the following from a writer in "The Phono Record" of London, England, is of interest.

At a time like this when dealers are looking in every direction for a means to accelerate business fancy may turn to the possibilities of offering or allowing records to go out on approval. On the issue of some good records experience may prompt the dealer to think of a certain customer who would be interested, and who had not given his patronage for a considerable time, and he may feel justified in going one better than posting a list describing the special ones in sending them so that his customer may make their actual acquaintance. This has the effect of welding the business connection together again, but it is a much mooted question in the talking machine trade whether this practice is an advisable one, and the opinions pro and con, are numerous and varied. To not a few the system has had the reverse effect of stimulating and increasing the total volume of business and consequent profits. The customer's privilege has often developed into an abuse, and one that is costly to the dealer.

The comparison between the sales to a customer on the approval plan, and these during the first year of his having owned a machine, even allowing for the fact that he was more eager to build up a collection, invariably showed that he was enjoying all the good titles at the dealer's expense. He would probably buy one or two in order to encourage the continuance of the privilege. The dealer bore the cost of packing, the delivery and the return, in addition to the risk of loss by scratch, or sales lost by reason of his stock being depleted by the records being in other hands. A dealer may imagine that a large number of records on approval is a good investment, but in actual practice it brings loss. It is difficult to formulate a hard and fast policy as to the proportions of returns, and unless all the retailers in the neighboring district act in harmony the dealer should have his own convictions, and set about working on them, and selling accordingly. He may discover that as against any abuse there are many customers with whom the scheme will become a profitable one. The ability to grasp the character of the person with whom one is dealing is a valuable asset, and a certain amount of discretion is necessary towards the successful working of the scheme. There are many legitimate reasons for

DEAL WITH THE HOUSE OF WHALEY-ROYCE

One Freight or
Express Bill

Anything in Music
at very lowest rates

Our Motto
"Service First"

Guitars.
Mandolins.
Banjos.
Violins.

Harmonicas.
"Imperial" Strings.
"Ideal" Strings.
"Imperial" Rosin.

BAND INSTRUMENTS

3 Great Grades { "Imperial."
"Ideal."
"Sterling."

Distributors for Ontario and
Maritime Provinces of Phonolas
and Odeon, Jumbo and Fonotopia
10in., 11 in. and 12 in.
double disc records.

WE ARE OWNERS AND PUBLISHERS OF THE FAMOUS
"IMPERIAL" EDITION OF
SEVENTY FIVE CENT MUSIC BOOKS.

"Elementary Classics."
"Famous Classics."
"Melodious Recreations."
"Primary Classics."
"First Pieces in Easy Keys."
"Mammoth Instrumental
Folio."
"Empire Song Folio."
"120 Scotch Songs."
"Read's Easy Tutor."
"Church and Home Sacred
Songs."
"Bellak Methods."

TWO NEW FOLIOS

Twenty Selected Compositions
and Elementary Technical Work,
issued by authority of Board of
Governors of The Toronto Conservatory
of Music, and necessary
for the Elementary Examinations.

We are exclusive Canadian agents of "TRUE-TONE" NEEDLES. Put up in attractive tin boxes of 200. Five boxes in a carton, ready to hand out to the customer at \$1.00. Gives him five variations of tone, and a good profit for the dealer. Also "Imperial" Needles in 100 lots in envelopes—Loud, Medium and Soft. "Ideal" Needles in tin boxes of 300—Medium tone only. Liberal discounts to dealers. Write for samples.

Whaley, Royce & Co., Limited
WINNIPEG CANADA TORONTO CANADA



BELL BRAND HARMONICAS

"MADE IN AMERICA"

Have won a national reputation because of their remarkable and durable qualities. They are not the best merely because they are American made, and the only harmonicas made in this country, but they stand competition with the products of the world, embodying the very best musical qualities and workmanship.



Black
Diamond
Strings are
the World's
Best



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

sending out records on approval, but any who may be tempted to try it must be prepared to devote a considerable amount of time and trouble to it.

In the opinion of a very well known distributor the practice is unprofitable, but he thinks a little discussion on the subject would do more good than harm. He enumerates the following conditions under which the dealer is justified in introducing it. 1. If the customer is an invalid and cannot come to the store. 2. If the customer lives at a considerable distance, and very rarely comes your way. 3. If the store is uninviting, either because of location or lack of interior comfort, and your customer—particularly a lady—feels it incompatible with dignity to condescend to trade at the store. 4. If your customer is a busy person who doesn't mind spending money liberally, but who simply can't devote the time necessary to spend the money. 5. When delivering a machine bought by one person and intended for another you might offer to send some records to play over, but be careful to impress upon your customer that you do not make a regular practice of doing this. There may be one or two other instances in which the extenuating circumstances are sufficient to warrant "on approval" delivery.

Having once launched the scheme, and it is found that a certain customer no longer buys enough to make it worth while catering to him, the situation becomes complicated. To continue is irritating, and to withdraw is tantamount to telling the customer his purchases are no longer worth cultivating.

Unless the credit is beyond question, cash should be paid for the records; the customer must agree to keep a certain proportion of the records submitted—say one-half, or not less than a third. In that case you are assured of a certain proportion being sold.

If a dealer feels that he must go after the record business by serving the customer at home, then he should be prepared to allow his representative to preside at the demonstration, because then he will have the opportunity of influencing the choice of a selection.

Leaving a number of records with customers is not to the best interests of his stock, because he is not present to see whether the records have been played over once, twice, or three times before being rejected; and they do not improve by wear.

The dealer who indiscriminately sends records on approval gets the reputation of selling worn out goods. Good buyers would thus be turned away.

Six lots of records submitted on approval will not sell as much goods as a good salesman can sell the same customer in one visit to the dealer's shop.

DETACHABLE DEMONSTRATION ROOMS.

In this age of take-down summer cottages, schools and churches it is quite in order to have detachable demonstration rooms for piano or talking machine selling purposes. The possibility of an early removal to other premises has frequently deterred a dealer from installing the much needed demonstration rooms, for the advantages of these rooms are no longer argued. The Unit Construction Co. of Philadelphia announce these rooms in any finish at prices from \$75.80 upwards. The Music Supply Co., Toronto, are the Canadian distributors.

DRILLING AND RECRUITING WITH THE TALKING MACHINE.

Reprinted from the Sound Wave of London.

OLD Nelson has seen many strange sights from his column in Trafalgar Square, but he has never looked down upon a more remarkable scene than was witnessed on Friday, August 13. The occasion was a recruiting meeting organized by Captain A. E. Rees, of the 2nd Battalion of the London Regiment (Royal Fusiliers) and the feature of the meeting, which was arranged for the lunch hour, one to two o'clock, was the drilling of squads of men by a graphophone.

A crowd of some two or three thousand assembled. A space 50-ft. square between the plinth and the fountains was cleared. The instrument was brought forward, but beyond a few straggling soldiers chatting at ease no drill squad was to be seen. The soldier operator set the needle on the record, a bugle-call "Fall In" rang from the horn, and the stragglers came into the open space at the double and closed ranks. "Now, then," came from the instrument, "fall in smartly, squad in two ranks, by the right, cover off correctly your front rank man," and then came in stentorian voice a word of command, "Squad, number."

The men obeyed the command with beautiful precision. They sloped arms, presented arms, and formed fours. What was that? Was the movement slow or clumsily done, then? For from the machine came, "As you were!" and the movement had to be repeated.

Right on through various evolutions they went: quick march, right wheel, left wheel, right wheel, mark time, left, left, left, right, left, change step, and so on until there came the words, "Squad, dismiss," and it was a very warm squad that walked off the ground to the applause of the spectators.

A few minutes later, after a recruiting speech, the same squad went through another drill, this time without arms, and at the command of the graphophone. The sight of these fine youngsters obeying the bidding of a machine was extraordinary. It was no joke, for they had to execute the movements with an unwonted briskness, on account of the rapidity with which the commands were given, and it speaks volumes for the practicability of the idea that no officer directed the drill; it was controlled from first to last by the graphophone. And here is where the novel scheme fitted in with the recruiting campaign. It suggested, far more than any human officer's direction could have done, how easy and quickly grasped was the drill thus demonstrated.

Indeed, the event was so successful—fifteen recruits were secured in the first hour—that Captain Rees decided then and there to repeat the experiment on the following Friday (August 20) at the same place, and to employ it on every possible occasion in connection with his recruiting campaign wherever space permitted. Captain Rees (whose idea it was and who himself recorded the words of command) says that the men themselves thoroughly enjoy the innovation, and after the record has been played over to them two or three times to familiarize them with the sequence of the movement called for, execute the evolutions with a celerity and smartness that prove indisputably the practical scope of this method of drilling.

The records were originally made for experimental

purposes, but at the suggestion of Captain Rees, who pointed out that they would prove invaluable to new officers and N.C.O.'s of the Regular, Territorial and Volunteer forces in showing how the words of command should be given, and also for the purpose of assisting newly-joined recruits to accelerate their training by drilling in their own homes or when no officer is available, the Columbia Company are placing the record on sale. To simplify its use a printed leaflet which accompanies the record gives not only the commands as uttered, but references to the section and paragraph in the official manual, "Infantry Training, 1914," in which details of every movement are to be found.

MUST NOT SELL AT CUT PRICES.

In a law action brought by the American Graphophone Co. and the Columbia Graphophone Co. against the Boston Store of Chicago, to restrain the latter from selling Columbia records at cut prices, Judge Geger of the United States District Court gave a decision in favor of the plaintiffs.

In giving his decision the Judge said: "A patentee may say to the world, 'I will manufacture the patented article myself and I will sell to no one except on condition that he observes a resale price to be fixed by me.' And he can do so for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive price bargaining."

COLUMBIA'S SALESMANAGER VISITS TORONTO.

James P. Bradt Visits Canadian Branch.

Mr. James P. Bradt, general salesmanager of the Columbia Graphophone Co., with headquarters in New York, visited the Canadian branch at Toronto to see the new Canadian manager, Mr. Ralph Cabanas, installed in succession to Mr. A. G. Farquharson, resigned.

Having been manager of this same branch and travelled several times from coast to coast Mr. Bradt has a personal interest in the development of his firm's business in this country. He has also many warm friends in and out of the trade who are always glad to learn of his progress.

While Mr. Bradt was visiting Toronto the strike declared by the workmen in the Columbia factories at Bridgeport came to an end. The men went out because the company refused their peremptory demand for a twenty per cent increase in wages. Other demands had

been met previous to the strike, including a reduction in hours from ten to eight per day at the same wages.

"The continued increase in demand for Columbia products in the United States and in Canada is highly gratifying," said Mr. Bradt, and is taxing to the utmost our manufacturing resources, although these are being constantly increased. A forecast of jobbers' demands indicates that a phenomenal Christmas trade is being anticipated."

Mr. Bradt spent a couple of days with his firm's local branch and the Ontario distributors, Messrs. Sabine and Leake, proprietors of the Music Supply Co. before returning to New York.

AN OPPORTUNITY FOR STAY-AT-HOMES TO HELP.

An Appeal on Behalf of the National Canadian Patriotic Fund.

No one imagined, a year ago, that by September of 1915, Canada would have sent across the Atlantic nearly one hundred thousand men with as many more to follow if necessary. This magnificent enlistment, while primarily due to the loyalty of the people, has been, in a large measure, made possible by the Canadian Patriotic Fund.

This national benefaction is now assisting twenty thousand families of men who have enlisted for overseas service. These men have gone to the front with the assurance that the people of Canada will see that during their absence, their wives, widowed mothers and children should be maintained in comfort. The drain upon the fund is assuming large proportions; to meet the needs of July and August \$700,000 was expended, the reserves are being decreased and the national Executive Committee now finds it necessary to make a further appeal.

It is the duty of the Government to arm, equip and maintain the troops. Not a dollar do the Federal authorities give to the Patriotic Fund. This work depends solely on the generosity of the people.

The national organization, with headquarters at Ottawa and branches or affiliated associations in every part of the Dominion, is worthy of generous support in the tremendous and ever-growing task it has undertaken.

Don't be frightened into reducing prices just because a customer says your competitor is underselling you. We like to have faith in our customers, but sometimes they exaggerate a little.



We are perpetually advertising comparison—and we have no apology for it. On the contrary, it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record list. Try it—month by month, record by record.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave., Toronto

NEW RECORDS

EDISON BLUE AMBEROL RECORDS FOR OCTOBER.

CONCERT LIST—\$1.00 each.

- 28215 Elegie. (Massenet). Helen Starley.
28216 Treasured Song—Columbia. Thomas Chalmers and Chorus.
REGULAR LIST—70 cents each.
2700 My Little Girl. (A. Von Tilzer). Arthur C. Lighty and Chorus.
2701 Aho-o Wa Waltz Medley. (Havanna). Guitarr Duett. William Smith and Walter K. Kolomoko.
2702 Fairy Tales Overture. (Carl Koenig). Edison Concert Band.
2703 Welcome to California. (Arnand Putz). Owen J. McCormack and Chorus.
2704 Destiny Waltz. (Sydney Baynes). For Dancing. Jaudas' Society Orchestra.
2705 Sailing on the Good Ship Sunshine. (David Reed). Irving Kaufman and Male Chorus.
2706 Spring's Awakening—Waltz Song. (Wilfrid Sanderson.) Mary Carson.
2707 It's Tulip Time in Holland. (Richard A. Whiting.) Arthur C. Lighty and Chorus.
2708 (Gladiator March. (Souza). New York Military Band.
2709 Over the Hills to Mary. (Jack Wells.) Walter Van Brunt and Male Chorus.
2710 Asleep in the Deep. (H. W. Petrie.) William Meyer and Male Chorus.
2711 Open the Gates of the Temple. (Mrs. Joseph F. Knapp.) Hardy Williamson.
2712 Dance of the Skeletons. (Thos. S. Allen.) Sodero's Band.
2713 Roberts' Tango. (Charles J. Roberts.) For Dancing. Jaudas' Society Orchestra.
2714 Climbing up de Golden Stairs. (Heiser.) Walter Van Brunt and Chorus.
2715 Birds and the Brook. (R. M. Stulz.) American Symphony Orchestra.
2716 Circus Day in Dixie. (Albert Gumley.) Premier Quartet.
2717 There's a Little White Church in the Valley. (Arthur Lange.) Irving Kaufman and Chorus.
2718 Carmen—Vocal Waltz. (Wilson-Richards.) Metropolitan Quartet.
2719 Daisies Won't Tell. (Anita Owen.) Helen Clark and Joseph A. Phillips.
2720 Which Switch is the Switch, Miss, for Ipswich? (David-Barnett-Darowski.) Emily Starr.
2721 Wee Little Louse That You Lay in (It's the best place of all.) (McIvor-Gifford.) Glen Ellison.
2722 Little Pop-Op-Op. (Ted S. Barron.) For Dancing. Jaudas' Society Orchestra.

COLUMBIA RECORDS FOR NOVEMBER.

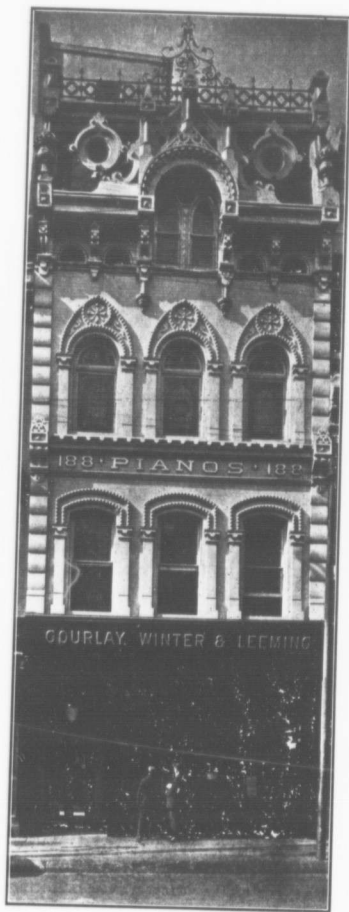
- 10-INCH DOUBLE-DISC RECORDS—Price 85c.**
A1825 Floating Down the Old Green River (Kalmar). Sam Ash, tenor. Orchestra accomp.
The Maniculation Handgren (Mohr). Arthur Collins, baritone, and Byron G. Harlan, tenor. Orchestra accomp.
A1827 Prince Ridge (Mohr). Henry Burr and Albert Campbell, tenor duet. Orchestra accomp.
In the Glaming of Wyoming (Grant and Young). Henry Burr and Albert Campbell, tenor and duet. Orchestra accomp.
A1826 You'll Always Be the Same Sweet Girl (H. Von Tilzer). James Reed, tenor, and James Harrison, baritone. Orchestra accomp.
The Wedding of the Sunshine and the Rose (Stumbe). Edith Chapman, soprano, and Edgar Stoddard, baritone. Orchestra accomp.
A1828 In Alabama. Dear, With You (Orr and De Costa). Peerless Quartette. Orchestra accomp.
A1831 To Lou (Lange). Peerless Quartette. Orchestra accomp.
That's the Same Song of Songs For Me (Osborne). Billy Burton, tenor, and Herbert Stuart, baritone. Orchestra accomp.
My Sweet Adair. (Gilbert and Friedland). James Reed, tenor, and James L. Harrison, baritone. Orchestra accomp.
A1830 Araby (Berlin). Columbia Mixed Quartette. Orchestra accomp.
I Love Stay at Home (Berlin). Arthur Fields, baritone. Orchestra accomp.
A1829 Sooner or Later (Oman). James F. Harrison, baritone. Orchestra accomp.
Ellen. From Old Killarney (Spurr). Henry Burr, tenor. Orchestra accomp.
12-INCH DOUBLE-DISC RECORDS—Price \$1.25.
A5715 Araby (Berlin). Fox-trot. Prince's Band.
Hells (Hirsch). Fox-trot. Prince's Band.
A5723 Valse a Mode (MacLure). Waltz. Prince's Orchestra.
A Little Bit of Heaven (Ball). Waltz. Medley introducing "Fresh Eyes of Heaven." Prince's Orchestra.
A5724 It's Tulip Time in Holland (Whiting). One-step. Medley introducing "Everybody Rag With Me." Prince's Band.
Harry Von Tilzer Medley (Von Tilzer). One-step. Introducing "Sleepy Moon." "Under the American Flag." "If You Feel That Way." Prince's Band.
10-INCH DOUBLE-DISC RECORDS—Price, 85 cents.
A1805 The Lady Pickin' Mulberries (Kelley). Prince's Orchestra.
Spring Morning (Lacombe). Prince's Orchestra.
A1832 Post and Peasant (von Suppe). Overture. Royal Marimba Band.
Pique Dame (von Suppe). Overture. Royal Marimba Band.
A1822 The Mascot of the Troop (Herbert). Howard Kopp, Drum. Band accomp.
The Ragtime Drummer (Kuebler). Howard Kopp, Drum. Band accomp.
A1823 El Seduccion (Nocti). Guido Dore, accordion.
Les Patineuses (Waltz). Guido Dore, accordion.
A1821 Red Arrow (Keittley and Thompson). An Indian Romance. Fred Van Epps, banjo. Orchestra accomp.
Manana One-Step (De Lyzoum). Fred Van Epps, banjo. Orchestra accomp.
A1834 My Pretty Lena (Barton). Ward Barton, yodler. Orchestra accomp.
I'm Dreaming of You (Barton). Ward Barton, yodler. Orchestra accomp.

- A1824 The Thunder March (J. P. Sousa). Prince's Band.
The Last Stand March (Middleton). Prince's Band.
12-INCH DOUBLE-DISC RECORDS—Price \$1.25.
A5714 Nalla Ballet Intermezzo (Bellini). Prince's Orchestra.
The Voice of the Chimney Sweeper. Prince's Orchestra.
A5716 Bouquet of Familiar Melodies. Prince's Orchestra.
Medley of Indian Songs. Prince's Orchestra.
10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—Price \$1.00.
A1833 Hearts and Flowers (Theo. Moses Iohani). Frank Pollock, tenor. Orchestra accomp.
Violeta (Wright). G. W. Kerns, soprano. Orchestra accomp.
A1818 I'm a Pilgrim, I'm a Stranger (G. W. Marston). Charles W. Clark, baritone. Orchestra accomp.
That Sweet Story of Old John A. West. Charles W. Clark, baritone. Orchestra accomp.
A1813 Canzonetta (George Barrere, flautist. Accompanied by Barrere Ensemble.
The Gondoliers (Nevin). George Barrere, flautist. Accompanied by Barrere Ensemble.
A1817 I'm Neutral (Williams). Bert Williams, comedian. Orchestra accomp.
Indoor Sports (Firth). Bert Williams, comedian. Orchestra accomp.
A1815 I Hear You Calling Me (Marshall). Instrumental Trio. Stehl, violin, Taylor, cello, and Bergh, piano.
The Rosary (Nevin). Instrumental Trio. Revillon Trio, cello, violin and piano.
A1819 The Blue Paradise (Homburg). "Auf Wiedersehen." Grace Kerns, soprano, and Hardy Williamson, tenor. Orchestra accomp.
The Girl from I'tah (Percher). "Molly Inar. It's Van I'm A Girl." Edith Chapman, soprano, and Quartette. Orchestra accomp.
A1820 Carry Me Back to Old Virginia (Bland). Columbia Stellar Quartette. Unaccompanied.
Old Oaken Bucket (Gebel). Columbia Stellar Quartette. Unaccompanied.
A1816 The Girl and the Pussy Cat (De Koven). Columbia Stellar Quartette. Unaccompanied.
The Musical Trust (Hodley). Columbia Male Octette. Unaccompanied.
A1811 Medley of Old Time Songs. Introducing "Annie Rose." "In the Glaming." "There is a Tavern in the Town." "Jingle Bells." Columbia Mixed Quartette. Orchestra accomp.
Medley of Harmonium-Brahm Songs. Introducing "I Never Drink Love." "Love Put On Your Bridal Veil." "Never Take the Homestead from the Door." "Major Gilligther." "Hello, Baby." "Babies Living On Our Block." "Twinkling Stars Are Laughing and the Knights of the Mystic Star." Columbia Stellar Quartette. Orchestra accomp.
A1814 My Old Kentucky Home (Foster). Helen Louise and Frank Ferrera, guitar duet. Orchestra accomp.
Medley of Hawaiian Waltzes. Helen Louise and Frank Ferrera, guitar duet.
- 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS—Price \$1.00.**
A5713 Regina Coeli (Queen of Heaven) (Lambilliotte). Columbia Mixed Quartette. In Latin, with orchestra.
Tantum Ergo in F (De Groot). (Guch). Columbia Mixed Quartette. In Latin, with orchestra.
A5712 The Redemption (Giondod). "Unfold Ye Portals." Columbia Mixed Chorus. Orchestra accomp.
Gallia (Gounod). Finale. Columbia Mixed Chorus. Orchestra accomp.
- 10-INCH SYMPHONY DOUBLE-DISC RECORDS—Price \$1.50.**
A5721 Otello (Verdi). "Morte d'Otello." Edoardo Ferrari-Fontana, tenor. In Italian, with orchestra.
Carmen (Bizet). "Flower Song." Edoardo Ferrari-Fontana, tenor. In French, with orchestra.
A5719 Good-bye, Sweet Day (Kato Yamak). Julia Clausen, mezzo-soprano. Orchestra accomp.
Ach, Wie Ist Moechli, German Folk Song. Julia Clausen, mezzo-soprano. In German, with orchestra.
A5717 The Day is Done (Spross). Alice Nielsen, soprano. Orchestra accomp.
A Spring Flower (Campbell-Tipton). Alice Nielsen, soprano. Orchestra accomp.
A5718 The Bloom is on the Rye (Bishop). Oscar Seagle, baritone. Orchestra accomp.
I'll Take You Home Again, Kathleen (Westendorf). Oscar Seagle, baritone. Orchestra accomp.
A5722 Kol Nidre (Bruch). Part 1. Pablo Casals, Cellist. Orchestra accomp.
Kol Nidre (Bruch). Part 2. Pablo Casals, Cellist. Orchestra accomp.
A5720 The Lass With the Delicate Air (Aurel). Corinne Rider-Kelsey, soprano. In English, with orchestra.
Flow Gently Sweet Afton (Nielsen). Corinne Rider-Kelsey, soprano. In English, with orchestra.

OFF TO THE FRONT.

On the occasion of his leaving for Kingston to train for active service, one of the younger members of the Nordheimer staff, who is also one of the most popular, Mr. Leslie R. Warner, was presented with a gold wrist watch by Mr. W. Duffett on behalf of his colleagues.

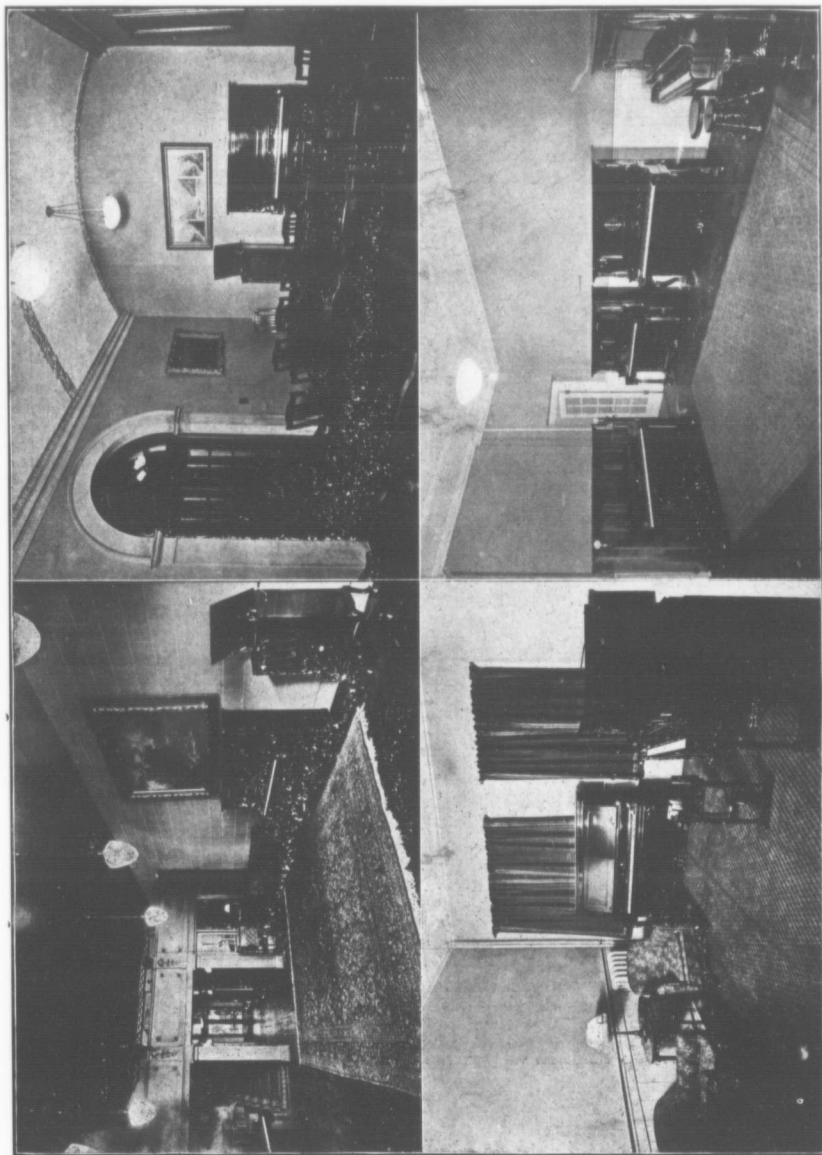
Mr. Scythes, general manager of the company, and Mr. Duffett in their speeches referred to the high esteem in which Mr. Warner had always been held, recalling also his many admirable qualities and the grim seriousness of the departing hour was softened by their jests, to which Mr. Warner responded in a characteristic manner, saying that whenever he looked at the "time" he would think of the "fine time" he had at Nordheimers.



A feature of the remodelled salesrooms of Gourlay, Winter & Leeming, Ltd., Toronto, is the show window, which is unique in Canada. The engraver has indicated by a line on the picture where the plate glass bends inward. The effect is of there being no glass between the spectator and the objects in the window.

In the upper picture, taken from the main show room, the entrance to the Assembly Hall is seen in the rear. It is at the end of the passage from which individual music rooms open at either side. The music room to the right opens from the main show room. The mezzanine gallery where the cashier and salesmen's desks are located is over these rooms.

One of the phonograph rooms is shown in the lower picture.



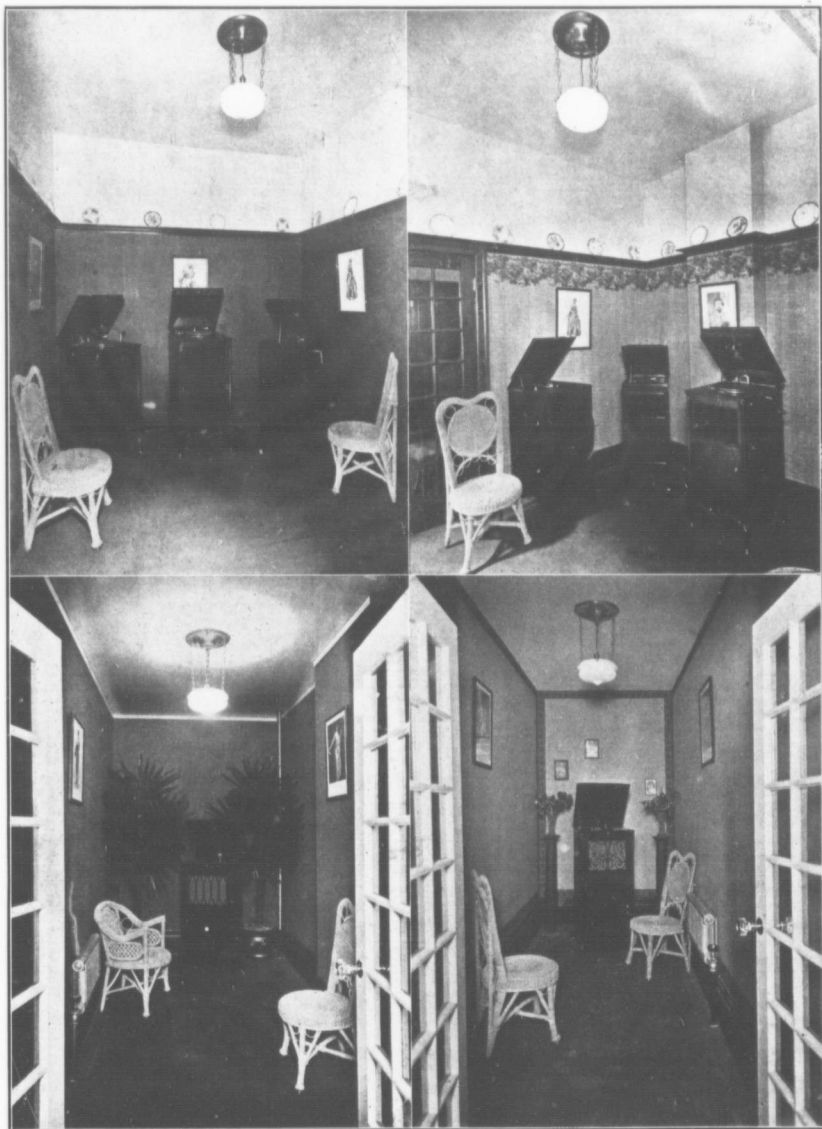
IN THE SALESROOMS OF GOURLAY, WINTER & LEFFING, LIMITED, TORONTO.

The upper left hand view is in the company's new building, the Royal Hall entrance at the rear of the passage from which individual music rooms open. A view of the Royal Hall is shown at the right. The lower views are of a sample of the individual sound proof rooms into which the upper floors have been divided.



VIEWS OF THE THOS. CLAXTON, LIMITED, SALESROOMS, TORONTO.

The upper left hand picture of the main show room shows a music room on each side of the passage which leads to the stairs and to four other sound-proof rooms, one of which is shown on the right. The photo of the store front, taken at night, shows the illuminated signs. The entrance is deeply recessed and there are separate awnings to protect the goods in the window. In the passage shown in the lower left view records are carried. The sound-proof rooms open into this passage. There are also doors connecting each demonstration room with the room adjoining.



Sound proof demonstration rooms in the retail store of Thos. Claxton, Ltd., Toronto. The partitions are lathed and plastered on both sides. With the exception of the two rooms opening from the main show room the demonstration rooms in this store connect with each other.

ASCHERBERG HOPWOOD & CREW, LTD. A List Worth Your Trial

SONGS

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

DANCE AND PIANOFORTE

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

PATRIOTIC SONGS

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

A Special Number
MATE O' MINE Percy Elliott

OF ALL MUSIC SELLERS OR
16 MORTIMER ST., LONDON, ENG.

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

Ruth Vincent's Great Palladium Success

"Come—for it's June"

Words by

EILEEN PRICE-EVANS

Music by

DOROTHY FORSTER

Published in C, D \flat , E \flat and F.

CARY & CO.

13 & 15 Mortimer Street, London, W.

Publishers of:

"A Wild, Wild Rose"Dorothy Forster
"Your Daddy was a Soldier"Dorothy Forster
"Dawn Skies"Frederick Drummond
"Home that is calling for me"Frederick Drummond
"The Lover Hills"Frederick Drummond
"Songs from Love's Garden"Frederick Drummond
"Bon jour! Marie"Max Brunell
"Lackaday!" (No. 2 Gavotte Songs)Ernest Crampton
"I will make you Brooches"Robert Coningsby Clarke
"When I am Dead, my Dearest"Robert Coningsby Clarke

and
E. Thornfield's new book on "Tongue and Lip
Training."

Fall and Winter

Dance Successes

New Moon, IntermezzoMONTAGUE EWING (Composer of "The Policeman's Holiday")
Dance of Delight, WaltzGRAMINA BRINE (Winner of West's Waltz Competition)
Lace and Lavender, DanceGUY JONES (Another "In the Shadows")
The Fireman's Frolic, One-stepM. C. DAY (A steady Seller)

Two Important

New Song Cycles

At the Sign of the Dragon.
Words by HELEN TAYLOR
Music by HERBERT MAACKENBIE

Sea-Poems.
Words by MAY WALPOLE-EMITH
Music by C. WHITAKER-WILSON

Dealers in touch with Canadian Composers should communicate with us, or call on our representative, Mr. Owen J. B. Yearsley, Confederation Life Chambers, Toronto.

West & Co. "THE HOUSE OF
PROGRESSIVE IDEAS"
23-24 Rathbone Place, Oxford St.
LONDON, ENG.

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announce the issue of
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of

Standard and Copyright works
by eminent Composers
nearly 200 volumes already issued
at popular prices.

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Publishers of the 12 Books of Pianoforte Music
selected by the Associated Board of the
Royal Academy and Royal College of
Music, London, for Local Exam-
inations in Music, 1916.



Merchandise and Sheet Music

Collective Sheet Music Buying Suggested.

PRINCIPLES of collective buying and sale or return privileges are being advocated in Britain in connection with the conduct of sheet music departments. Influenced somewhat by his knowledge of the book and newspaper trades a correspondent to the London Music Trade Review has stated his case and whether or not the remedy he suggests would work out in practice, his opinions make interesting reading, and are therefore here given, in the following paragraphs:

What, in brief, are the main causes of dissatisfaction to the retail trader, and the conditions which militate against his making the sheet music department of his business a paying concern?

Firstly, the vague and fantastic terms of the various Publishing Houses, whereby the unfortunate trader has to buy a lot of speculative stock that he does not want in order to buy at a fairly reasonable price the goods that he must have. Secondly, the allied practice obtaining amongst publishers when they have chanced upon a "Winner," of putting and keeping the wholesale price up to the highest limit. Thirdly, the absence of "sale or return" in connection with such a high-priced and speculative stock. Fourthly, the exceptional liability of such fragile goods to become deteriorated, shop-soiled, faded, and consequently unsaleable save at a material loss.

There are several other minor points of common protest, such as the unfair competition of certain music stores and news-vendors, promoted and fostered by certain publishers who should know better, and the underselling by certain short-sighted members of the trade suffering from a similar lack of knowledge, so far as their ultimate interests are concerned.

Who is responsible for all this? The retail music seller with no uncertain voice quotes you with bitter emphasis, "Now Barabbas was a publisher." Barabbas, on the other hand, talks of the "lack of enterprise" and the greed of his retail brother, points to royalties, travellers' expenses and losses on 49 out of 50 publications in his turn.

It is no part of my present purpose to apportion the blame in exact measure: it will be sufficient for me to say that a certain measure of responsibility for the unhappy state of affairs rests on both sides. The publisher himself notably suffers from the "lack of enterprise" with which he upbraids the retailer, for he seems to think that if he publishes a ballad it will sell itself if the music seller stocks it and spends his time showing it to his customers, who pay it over until it is dog-eared, and in the rare event of purchase find they want it in the key that the vendor hasn't in stock—while the music sellers as a body lack cohesion and initiative.

What is wanted is co-operation amongst music sellers, and I will presently show how this is to be obtained. I

would first like to point out to them that union is strength and that whereas with the piano and other instrumental branches of their varied business to keep them going they can possibly do without the publisher, the publisher cannot possibly do without them, and this should give them heart of grace to force an alteration in terms, or to combine to attain that end by other legitimate means.

Of course, it is difficult to place such an exceptional industry as the Sheet Music Trade on all fours with the newspaper and book-selling businesses, but they are sufficiently cognate to afford many valuable hints to the music vendor. The strong point of the newspaper trade is that it is based on the principle of "sale or return" and that wholesale prices hardly vary. The bookselling trade likewise has its fixed wholesale price for every "published price" from 6d. to a guinea, there is no putting up the price when the book is in demand but every inducement is offered to the retailer to buy two or three copies over the counter of this or any other work at practically travellers' prices, with a further inducement of odd copies for a slightly larger order.

I do not pretend that the system of "sale or return" exists in the book trade to any appreciable extent, but as a set-off it must be remembered that a competent bookseller is in a much better position to judge of the probable demand for a new book than is his brother music seller to gauge the possible demand for a "novelty" ballad or pianoforte piece, while the deterioration of stock suffered by the bookseller is almost negligible, a loss which is further minimised in comparison by its proportion to the vastly greater turnover of the book merchant.

Perfect harmony exists between the retail trade and the publishers in both branches; the retailers, in fact, are courted and studied in every possible manner, it being recognized that the fate of a new book or journal is largely in their hands. Time was when the relations were not so cordial. Some fifty years ago, when the "twopence in the shilling movement" commenced and rapidly caught the public fancy, fierce differences arose between the publishers and the retailers. Boycotts on both sides were rife. It was a long and bitter struggle, but the booksellers won and the publishers had to climb down.

Now in the present instance the difficulty arises that every music publisher is a law unto himself, and there is none of that close cohesion that exists in the book trade. We know, of course, of Societies, Associations and what not amongst both parties, but we do not know them as ruling bodies in a condition to impose regulations on the whole trade. It is therefore probable that to seek from publishers, as a body, any amelioration of the present condition of affairs is futile. On the contrary, the trade will remember that certain publishers have endeavored to impose hard-and-fast rules on their customers with autocratic threatenings of pains and penalties in case of disobedience. This movement being mainly directed against underselling there is nothing much to be said, save that these same publishers haven't a word to say about the overselling of some of their members.

However, I merely mention this fact to show that these publishing houses consider themselves strong enough to impose whatever conditions they choose on the trade. It is for the trade to render themselves col-

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ANNOUNCEMENTS

The hit following "Tipperary" is

"Till The Boys Come Home"

(Keep the Home-Fires Burning).

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The NEW SONG which will prove to be an enormous success within a short time.

"Land of the Long Ago"

BY LILIAN RAY.

Published in three keys, E flat, F (Compass D to F) and G.

Special: One sample copy to the trade, for this month only, 12c.

The latest English Ballad Success.

"Love's Garden of Roses"

BY HAYDN WOOD.

Published in three keys, F, G (Compass D to E) and B flat.

This is in demand. Special first rate on orders received this month.

A Charming New Pianoforte Piece.

"Eventide"

BY EASTHOPE MARTIN.

One sample copy to the trade, 12c.

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lectively strong enough to laugh such one-sided efforts to scorn and to restore and maintain the balance of power. This, however, in the present chaotic condition of the trade wants more than "a bit of doing," and offers no present remedy.

"Collective bargaining" is an excellent ideal, but you must be collected before you can bargain successfully. What then is the alternative? I will give it in two words: collective buying.

But, you will say, how are traders distributed over the four quarters of the kingdom to buy collectively? My answer is: How do the co-operative societies throughout the kingdom buy collectively? Through their Wholesale Cooperative Society to be sure. Therefore my suggestion to retail traders dissatisfied with present conditions is: Band yourselves together and establish your own Collecting House.

You will thereby frame your own conditions of supply and (within certain limits) of prices, and you will also take your share of whatever further (wholesale) profit is earned.

Now in bringing forward this proposition, it must not be supposed that I am aiming at the suppression or injury of the present collecting houses. Far from it; they are all my good friends and the friends of the trade. But they are simply business enterprises, claim no monopoly, and are liable to competition from any quarter. The modest and legitimate undertaking I suggest is not likely to affect their gigantic volume of business for many a long day. The Wholesale Co-operative Society turns over millions annually, but the Wholesale Grocers still exist and flourish.

Space will not permit me to enter into the minute details of my scheme, but I will endeavor to put the general idea in brief. Let us presume that 100, 500 or 1000 traders form themselves into a society, pay a small annual subscription, register a limited liability company, take up a few shares apiece, and establish a central buying and distributing depot for the execution of all orders.

The principal advantages to members would be:

(1) The possibility of buying even single copies of anything required at the rock-bottom prices now charged for quantities, without being loaded with stock not required. It stands to reason that the Society buying collectively would buy largely and on the best terms; *ergo*, its members would reap the benefit.

(2) By a judicious adoption of the principle of "sale or return" under proper safeguards it would be possible for an enterprising music seller to be in a position to largely increase his trade without the risk of having a mass of unsaleable stock left on his hands.

(3) It is probable that a better market for shop-soiled and faded stock could be found for the retailer than he can at present command, thereby reducing this important item in his profit and loss account.

(4) Apart from the increased profit arising from his cheaper purchasing, the member if he was also a shareholder in the company, would participate in the profits earned by the wholesale concern.

(5) It would be the business of the Society to issue a monthly circular to their members giving the latest information concerning new publications, likely sellers,

trade reports from various centres, and all other information calculated to assist the music seller.

In reference to the question of "sale or return" and the exchange of shop-soiled stock, it may be remarked in passing that a little enterprise and equitable dealing on the part of publishers would enable them to materially assist the retail trade in these directions without any loss to themselves; nay, with absolute gain. It is probable that the representations of a powerful society might effect improvements, where the representations of an individual would remain unheeded, and this consideration alone should influence music sellers to give such a society material support.

Now is not a bit too soon to think of Christmas Anthems.

VIOLIN MAN GIVEN UP FOR LOST.

Those who knew Mr. Peter Bone who was Canadian manager for Beare & Son, the old violin and musical merchandise house until September, 1914, when he rejoined the Royal Rifles at Colchester for active service will regret to hear that no word has been heard of him since May 12 last and it is feared that he is lost. His regiment was charging through a woods when Mr. Bone was wounded. After the engagement a corporal went back to try to locate him but failed. Mr. Bone's sister received through a soldier his pocket book which contained a letter he had received at the front from Mr. S. A. P. Clarke, manager of Beare & Sons Canadian branch. While in Canada Mr. Bone made many friends in the trade and all will regret this news but will be proud of this life given for the Empire and the cause of Freedom.

SOMEWHERE IN FRANCE.

The indefinite heading of thousands of letters which reach friends at home from our soldiers at the western front, viz. "Somewhere in France" is the title of a new song by Herbert Ivey. This Metzler & Co. publication is being introduced in Canada by the Anglo-Canadian Music Co., Toronto, who anticipate a good run. "Somewhere in France" is an easy, captivating air which makes a good chorus and after hearing it once or twice every-one feels tempted to "chime in."

TO-NIGHT'S THE NIGHT.

Thanksgiving Day saw the production of the first musical show of the season at the Alexandra Theatre, Toronto, when the famous London Gaiety success, "To-night's the Night" was introduced. This production had a sensational run in New York for over twenty weeks and is enroute for Chicago. The captivating melodies are by Paul A. Rubens whose success as a composer is universally recognized through his hit with "The Girl From Utah" and other well known works.

The musical hits from "To-night's the Night," which are Chappell & Co. publications are: "The Only Way," "Boots and Shoes," "Pink and White," "When the Boys Come Home to Tea," "To-night's the Night," "Round the Corner," and others.

Now that people spend their evenings indoors is your opportunity to push these Drawing Room and Patriotic Songs

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Come Sing to Me Jack Thompson
You—Just You Jack Thompson
Rise Beautiful Dawn Jack Thompson
Love is Divine Jack Thompson
Two Eyes of Grey Daisy McGeoch
Once When My Heart Daisy McGeoch
Chain o' Gems (Little encore songs) . . . Daisy McGeoch
The Maid for Me Ernest Newton
Nita Gitana Ernest Newton
Old Happy-Go-Lucky Jocelyn Noel
Paddy's Perplexity Maurice Kenward
The Joy Bird Lewis Barnes
Gown o' Green Wilfrid Sanderson
Indian Serenade Wilfrid Sanderson
Heroes and Gentlemen Peskett
Children's Home Frederic Cowen
Admiral's Boom Bevan
The Fairy Flute Herbert Oliver
The Sentinel Herbert Oliver
Sleep and Roses Arthur F. Tate
In Your Grey Eyes Arthur F. Tate
Somewhere a Voice is Calling Arthur F. Tate
Isle of the Golden West Arthur F. Tate
In God's Good Time Jack Trelawny
The Women Who Stay at Home Jack Trelawny
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ASCHERBERG AUTUMN LIST.

The advent of autumn brings this special list of songs and piano pieces, the publications of Ascherberg, Hopwood & Crew, Ltd., London, Eng. Songs: "Love, Here is My Heart" (Lao Sileu), the composer of "Un Peu d'Amour"; "Laddie in Khaki" (Ivor Novello), By the composer of "Till the Boys Come Home"; "Mate O' Mine." An appealing sentimental ballad by Percy Elliott; "Farewell, My Soldier Boy" (Dawson Roffe). A delightful chorus song by Madame Guilbert Ford, who wrote the words of "Till the Boys Come Home." Piano pieces: "For King and Country," A grand, descriptive fantasia on the life of a soldier, from the Young Recruit to when Tommy comes marching home again; "Mon Cœur Est Pour Toi" (Lao Sileu); "Melodianna." A selection of the latest popular Ascherberg numbers; "Tangled Tunes." A most wonderful potpourri of 106 favorite melodies, humorously arranged by Albert W. Ketelby; "Ballroom Memories." Selections from Joyce's famous waltzes; "Mystery of Love." Waltz by Archibald Joyce.

Elgar's new piano composition, "Rosemary," referred to previously in the Journal may be obtained now for piano and violin, piano and 'cello, organ, full or small orchestra. Elkin & Co. are the publishers.

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Fiammina, La	Ascher	Rondo Militaire	Burgmüller
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Junge Tanzerin, Die	Mayer	Tempo di Ballo	Scarlatti
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NEWS BRIEFS FROM CHAPPELL'S TORONTO HEADQUARTERS.

Having recently returned home from a four days' business trip to New York where he was in consultation with Mr. Walter Eastman, Mr. Wm. J. Roberts of Chappell & Co. is in the midst of fall orders. Mr. Roberts reports that his firm's standard drawing room and patriotic numbers are enjoying a materially increased demand and is quite pleased with the ready reception so quickly accorded two new issues, "Land of the Long Ago," song by Lilian Ray and "Eventide," a piano solo of the Salute d'Amour style by Easthope Martin. "Land of the Long Ago" has been taken up on its merits and is already going fine without any pains having been taken by the publishers to give it prominence.

Mr. T. D. Thompson, who has travelled Canada several times from coast to coast, is visiting the Western provinces in the interests of Chappell publications and the resulting orders reaching Toronto headquarters indicate a marked activity in sheet music circles. Encouraged by the large percentage of extraordinary successes from among Chappell novelties of the past seasons, Mr. Thompson is enthusiastically confident in the firm's ability to maintain the same high standard this fall and winter.

Out of 110 employees who enlisted in Kitchener's army Messrs. Chappell & Co. have lost six men to date. Three of these went down with the troopship "Royal Edward" sunk in the Aegean Sea. Their names are not yet announced in Canada but it is understood the last three casualties were from members of the Chappell factory staff.

Four solos have made their appearance in a new edition of pianoforte music by Chappell & Co. Three of them are compositions by William Smallwood, viz.: "The Ebb-Tide," Morecau de Salon, "Alpine Echoes," Reminiscence, "Hawthorn Blossoms," Petit Morecau; and the last is a stately measure, "Dorinda," by E. Boggetti.

Several dealers report a good run with Steeekel's, "The Sundown Sea," a sweet little cradle song issued last month. Also from both the east and the far west come repeat orders for "King George," by Daisy McGeoch. The latter is from the military musical sketch "Nobby V. C."

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DEAR CLINGING HANDS.

When Frederick Drummond wrote "Dawn Skies" he gave the world a most delightful little drawing-room song, one so impressive that anything following is at once of interest. A new composition by Drummond has been taken up and issued by Cary & Co., London, entitled "Dear Clinging Hands." The melody and accompaniment are characteristic of this composer's style which has made his "Dawn Skies" and "Home That is Calling for Me" so popular.

Come Home" which has given him fame. "I do not know what inspired me to compose the song," he remarked. "I had in my mind the idea of keeping the homes as happy as possible while the soldiers are away, and in half an hour I had invented the air, not a note of which has since been altered."

BEARE & SON IN NEW QUARTERS AT SAME ADDRESS.

The alterations in another part of the same floor at 117 King St. West, Toronto, occupied by Beare & Son, referred to in last month's issue, have been completed and this firm are now occupying the new quarters, which are much better lighted than the former warerooms and furnish double the floor space. A feature of the new premises is a rest room for the convenience of dealers who wish to take in prospective customers to try over the various violins.

A SELECTED LIST.
From their recent issues Messrs. West & Co. of London have singled out the following songs for recommendation to dealers: "Who'll Man the Fleet?" (A. J. Hill); "Sweet Little Maiden" (Fred Nichols); "Come Along, Boys" (Frank Taylor); "Defenders of the Empire" (L. Fitzgerald Dalton); (a) "Utopia," (b) "You Are More Fair," Two Songs (Edith Ellsworth); "Not While We've Men in England" (E. M. Hopkins); "Inconstancy" (Fred Tolkien); "I Used to Think" (George Master); "The Message" (W. E. Ogden); "The North Sea Ground" (M. Bell); "The Khaki and the Blue" (E. I. Holford); "Abide With Me" (H. E. Bass).

Manager S. A. P. Clarke intimates that his firm have made arrangements for getting regular shipments of all their lines of Italian strings and that they are adding several new lines not carried before. Later on it is their purpose to issue a new and larger catalogue including these latter goods.

Also these piano numbers: "Scent of Violets," Waltz (W. E. Bishop); "Entente Cordiale," March (L. J. Gillespie); "La Fiancee," Waltz (J. Maynard Grover); "The Pink Azalea," Waltz (Page Wood); "Valse Danae" (A. James); "Glamour of the Past," Waltz (Ellis Arthur); "Gardinia," Waltz (W. D. Butt); "By the Hearthstone," Waltz (Gordon Jacob); "Little Butterflies," Waltz (Blanche Drien).

BREIL'S "THE PERFECT SONG."

For three weeks the people of Toronto and vicinity have been flocking to see "The Birth of a Nation" at the Alexandra Theatre. This great spectacle, it is said, took eight months to produce and has been seen by over 2,700,000 in the United States. In the incidental music to "The Birth of a Nation" is a love-strain which forms the basis of a new song called "The Perfect Song" by Jos. C. Breil, published by Chappell & Co.

SUCCESS OF "TILL THE BOYS COME HOME" CABLED TO CANADIAN PAPER.

A special cable despatch from London to the Toronto Mail and Empire says: "Never has a song had such a popular appeal as is contained in the words of "Till the Boys Come Home," which is the favorite lyric in this country, and is being sung or whistled by everybody. Written by Ivor Novello, who is but twenty-three years of age, it has made his reputation as a composer.

"It is not a ballad to fire the martial spirit, but rather a reminder of home, set to a swinging, yet most touching melody. Young Novello, a horn 'composer,' is a brilliant pianist, and was one of the most accomplished choristers in England, but it is 'Till the Boys

A LITTLE HOME WITH YOU.

Dorothy Forster, whose portrait and a sketch of whose life and works appeared in this Journal not long since, has another song success to her credit. The winning swing of her "Come—for It's June" and "A Wild, Wild Rose" is still fresh in the memory of all those who keep posted in matters musical. Dorothy Forster's latest, "A Little Home With You" is the same class of song as the two foregoing. It is simple, effective, and worthy of the composer. Cary & Co., London, publish it in keys to suit all voices.

ASHDOWN'S "THE STUDIO SERIES."

Six books of pianoforte music of progressive grades selected and edited by Orlando Morgan called "The Studio Series" have been published by Edwin Ashdown, Ltd., of London, and are being recommended by the Anglo-Canadian Music Co. who are the selling agents in the Dominion. This series is made up of preliminary grade, lower elementary, higher elementary, lower intermediate, intermediate, and higher intermediate. Some of the important features of the Studio Series are: (a) The careful grading in order of difficulty; (b) The adoption of "thematic" phrasing in place of the old system of "group" phrasing; (c) The explanatory writing out of the Ornaments as they should be played, whilst retaining the original signs; (d) The list of appropriate Studies which is given in the Preface to each book.

NEW MUSIC

Copyrights entered at Ottawa

30789. "Off to Fight the Germans." Words and music by Philip E. Layton, Montreal, Que.
 30800. "Crossing the Bar." Written by Lord Tennyson. Music by Dr. A. S. Vogt, Whaley, Royce & Co. Ltd., Toronto, Ont.
 30801. "We've All Got Someone At The Front." Words by Gertrude Cornish Knight, Music by Annie J. Barris, Port Arthur, Ont.
 30804. "Goodbye, Sweetheart, Goodbye." Words by Hattie M. Patterson, Music by Maud E. Bruce.
 30806. "Sweet Memories" (Reverie), by G. W. McAdams.
 30808. "Fall In, Fall In" Music by Frederick Shuttleworth, Words by Robert McGarrigle, Toronto, Ont.
 30809. "The Bars are Down in Lover's Lane." Words and music by Clara Kummer.
 30810. "A Song of the Gale." Words and music by J. Hayden-Clarendon.
 30811. "There's a Lonesome Little Girl in Honolulu." Words and music by Weston Wilson.
 30812. "Dancing the Jelly Roll." Words by Nat Vincent. Music by Herman Paley.
 30813. "Waltz With Me." (Waltzes) by Louise V. Gustin.
 30814. "The Wedding of the Sunshine and the Rose." Words by Stanley Murphy. Music by Albert Gumble.



Window display by Musgrave Bros., Yonge St. Arcade, Toronto, featuring two patriotic hits, "We'll Never Let the Old Flag Fall" and "By Order of the King."

IN A MONASTERY GARDEN.

A recent newcomer in musical circles is Albert W. Kételbey's Characteristic Intermezzo "In a Monastery Garden" which introduces a song of the birds and a chant of the monks. This excellent number is issued by J. H. Larway (London) for piano, violin and piano, 'cello and piano, pipe organ, orchestra and band, and is wholesaled in Canada by Anglo-Canadian Music Co., Toronto.

CANADA, FALL IN.

Edward W. Millar who came prominently before the public as composer of "The Call of the Motherland" is out with a patriotic recruiting song, "Canada, Fall In," which is being sung by Donald Macgregor, Ruthven McDonald, Hartwell DeMille and several other Canadian vocalists. This number has a catchy melody and gives promise of widespread recognition. Anglo-Canadian Music Co. are the publishers.

30816. "My Pauline," Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.
 30817. "The Girl Who Smiles." (Selected.) Compiled and arranged by J. Bodewalt Lampe.
 30818. "Who Is She?" Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.
 30819. "At Last United," Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.
 30820. "The Girl Who Smiles." (Waltzes.) Compiled and arranged by J. Bodewalt Lampe.
 30821. "Oh Dear Marie," Lyric by Edward A. Paulton and Adolf Philipp. Music by Jean Briquet and Adolf Philipp.
 30823. "Dream of a Midsummer's Night." Words and music by N. Fraser Alth.
 30827. "Our Empire Boys." Words and music by Franka Morland-Davies. Arranged by Jules Brazil.
 30828. "Neutral." March Two Step. By Harry J. Lincoln.
 30829. "Dance of Peace." (Waltzes.) By Carl Loveland.
 30878. "Khaki." By Gordon V. Thompson.
 30881. "Tennis." Words and music by Wilson MacDonald.
 30838. "Les Fillettes au Bois." Polka de Concert. Par L. G. Hasenauer. J. E. Belair, Montreal, Que.
 30839. "Good Luck to the Boys of the Allies." Words and music by Morris Manley, Windsor, Ont.
 30840. "Friend Hightail." Words and music by William J. McKenna.
 30841. "I'm Going Back to Frisco Town." Words and music by William J. McKenna.
 30847. "Toronto Conservatory of Music, Local Examinations in Music, Primary Pianoforte Grade, Technical Work." The Nordheimer Piano & Music Company, Limited, Toronto, Ont.
 30848. "Take Me Back to Old Ontario." Words by Frank E. Balson. Music by J. Heward Gammond, Toronto, Ont.
 30850. "Eventide." Words by Lena Shackelford Hesselberg. Music by Edouard Hesselberg. Whaley, Royce & Company, Limited, Toronto, Ont.

30861. "Canada, Fall In!" Patriotic Recruiting Song. Words and music by Edward W. Miller. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto, Ont.
 30862. "Our England." Words by James G. Newbury. Melody: "My Maryland." Arranged by James G. Newbury.

THE LATEST FROM THE HOUSE OF ENOCH.

Last month the Journal gave particulars of a batch of Enoch & Sons novelties which together with other works here itemized will shortly be making their appearance in Canadian musical circles. "The V.C. March," an arrangement of Sir Frederick Bridge's Michael O'Leary, V.C. by Percy E. Fletcher; "The Watch Below," a rollicking sea song by Herbert Graham, composer of Brian of Glenaar; "The Crown of the Year," from Songs of Open Country and "A Song of a Smile," by Easthope Martin; "Evermore" by Brenda Gayne; "The Midsummer Round" by Katie Moss; "The Rose and the Star" by Alma Goetz; "The Old Colours" by Gerald Kahn; "Sylvan" from Five Canzonets by Landon Ronald; "A Song of Gladness" by Lewis Barnes.

Four duets: "Down in the Forest," one of Melba's songs, from A Cycle of Life by Landon Ronald, for soprano and tenor, mezzo-soprano or contralto and baritone; "Golden Bird," for high and low voices by Haydn Wood; "Our Land of Dreams," for soprano or tenor and contralto or baritone, by Jack Thompson; also Jack Thompson's "Love is Divine," for high and low voices.

A quick-step, "Friends in War and Peace," by F. S. Salamon, for piano, orchestra or military band.

Two organ numbers added to the Enoch Organ Library: "Chant Héroïque" and "Tocata," both arrangements for pedal organ of César Franck's works by R. H. Bellairs.

AT THE HALIFAX EXHIBITION.

At the Halifax Fair this year the attendance was greater than two years ago but not up to 1908. There were five exhibits of pianos and talking machines. C.

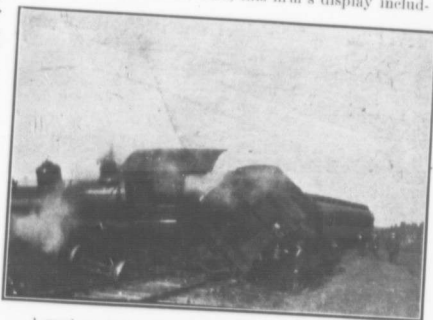


J. H. Potter and C. E. Tanney at the Berwick Camp Meeting.

F. McDonald had an attractive display of Sherlock-Manning and McDonald pianos. A Sherlock-Manning in rosewood was an outstanding feature of the exhibit. This was bought by a Halifax gentleman. Mr. C. E.

Tanney of the Sherlock-Manning firm assisted Mr. McDonald, going from Halifax to Fredericton where Mr. McDonald also exhibited.

The N. H. Pimney Co.'s exhibit was a strong representation of Woodstock, Ont., this firm's display includ-



A wreck on the Dominion Atlantic Railway. Photo by C. E. Tanney of Sherlock-Manning Piano Co., London, who was on the train but unhurt.

ing Karn-Morris pianos and Thomas organs. The energetic staff on this stand reported good success.

The Johnston Piano Co. were at their old stand, as usual, featuring Gerhard Heintzman, New Scale Williams, Bell and Haines Bros. makes.

Willis & Co., Ltd., featured Willis lines, with the Knabe in grand and upright prominently displayed. This Halifax firm, who handle the Willis throughout the Maritime Provinces, booked a number of good orders and secured a pleasing list of prospects.

The exhibit of Amherst Pianos by the J. A. McDonald Music Co., included an electric player, which attracted the interest of visitors, being the first one shown.

In one of the photos Mr. Tanney of the Sherlock-Manning firm is shown in earnest conversation with J. H. Potter of Middleton, N.S. This was taken at the Berwick Camp Meeting, one of Nova Scotia's annual institutions and which is attended by a great many people. This was the sixth season for Mr. Potter to make an exhibit assisted by Mr. Tanney.

WILLIS PIANOS AT CHARLOTTETOWN.

Mr. A. E. Toombs of Charlottetown, P. E. I., had a large and representative exhibit of Willis instruments at the local exhibition, showing a half dozen styles in uprights in addition to player samples. One of the outstanding features of the display was a Style "K" in Circassian walnut, the grain of the wood taking on the form of five different faces, the features being quite strong and complete. This unique case attracted much attention. Mr. W. S. Gesner of Willis & Co. assisted Mr. Toombs at the Fair.

A double sheet containing a four-part arrangement for male voices and also one for women's voices on the same sheet of "We'll Never Let the Old Flag Fall" has been put out by Anglo-Canadian Music Co. Sales of "We'll Never Let the Old Flag Fall" song are now close to the 40,000 mark.

NEW COLUMBIA MANAGER IN CANADA.

**Ralph Cabanas Formerly of Mexico
City in Charge.**

A newcomer in music trade circles in Canada and an interesting personality is Mr. Ralph Cabanas, formerly of Mexico City, who has been appointed manager of the Columbia Graphophone Co. in Canada, succeeding Mr. A. G. Farquharson, resigned.

Mr. Cabanas, whose father, of Spanish descent, fought in the United States Civil War, holding the rank of colonel, was born in the United States. At two and one-half years of age he was taken by his parents to Mexico City where he has since resided except while at school in the United States and for a period of five or six years when in business in New York.

His connection with the talking machine industry commenced with the Edison Co. in New York in 1902. In 1904 he went to Mexico to establish and manage a branch there for the Edison firm. In 1907 he resigned that position to open up in business for himself.

He organized the *Compania Fonografica Mexicana*, S. A., which in English is Mexican Phonograph Co., Ltd., and commenced the importation of Columbia lines securing the whole of the Mexican territory, which his firm handled through wholesale distributors, retailers and their own retail stores. Of this firm he was the president and general manager and chief stockholder. "Three years after commencing it," said Mr. Cabanas, "we were doing as much business as the two other large companies together and two years ago were doing seventy-five per cent. of the talking machine business in Mexico."

Owing to the chaotic conditions in Mexico which paralyzed all business Mr. Cabanas' company closed up and stored their stock and he returned to the United States. In July, 1911, he passed through the firing lines in one of the few automobiles that dared leave Mexico at that time, leaving his family in the city. The journey to Vera Cruz, ordinarily made in twelve hours, took three days, in motor car, by mule team and on foot. He was back in Mexico when that city was bombarded and witnessed great desolation and much bloodshed, which however, as he remarked, is overshadowed in interest and awe by the European war.

Mr. Cabanas also established the South Western Talking Machine Co. of Dallas, to distribute Columbia lines in the states of Texas, Arizona and New Mexico. A year ago he disposed of his interests in this firm.

With his family he comes to Canada with an enthusiastic determination to get a grip on business conditions here, believing this to be a country of wonderful possibilities the extent of which will be intensified after the successful conclusion of the present war. While climate, environment and methods of doing business in Canada differ very materially from Mexico Mr. Cabanas has a large measure of adaptability and opines that he will readily acquire Canadian methods and ideas.



Mr. Ralph Cabanas.

He expressed himself agreeably surprised with the extent and beauty of Toronto and the number of important buildings including the high class music houses.

"September business was twenty per cent. over last year," said Mr. Frank Stanley, "how, where or why I have no exact idea. My hope is that it is not transitory but means steadily improving conditions. It was better in both wholesale and retail and we will speed up the factory rather than import as we prefer not to buy out of Canada."



Corinne Rider-Kelsey is an artist whose accomplishments place her in the front rank of America's gifted singers. Her first records appear in the Columbia record lists for October. People want records by this remarkable soprano—and a competitor cannot easily satisfy them with substitutes.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company

365 Spadina Ave., Toronto

CECILIAN DISTINCTIVENESS

Distinctiveness is a term which is **peculiarly** applicable in designating establishments wherein are shown products of individual characteristics.

Piano dealers who have the Cecilian piano, enriched with the famous Cecilian non-corrosive all-metal player, have a product which possesses individual features which will give their business a distinctiveness which is most desirable.

It is easy to purchase all kinds of player mechanisms, but the Cecilian piano with the famous Cecilian non-corrosive all-metal player action, makes a combination which is **unbeatable**.

It pleases **artists** as well as **amateurs**. With it **illimitable** possibilities open up. With it may be steadily maintained all the phrasings and **unimpaired** capacity for **graceful** accentuation and most **delicate** interpretation.

Have that trade **distinctiveness** by having the Cecilian in your establishment. Recollect that the Cecilian in various models of uprights is provided with player mechanism, and that there is no **deviation** in the chaste architecture.

The **price** at which the Cecilian Non-Corrosive All-Metal player is offered to piano dealers is **surprising** when the artistic combination is considered. In brief, it **widens** the piano merchants' possibilities in every locality in the land. Piano dealers are beginning to understand full well just what this means to them.

Cecilian distinctiveness is being appreciated more and more.

THE CECILIAN COMPANY, LIMITED

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

GENERAL OFFICES AND FACTORY:
1189 Bathurst St., Toronto.

RETAIL SALESROOMS:
420 Yonge St., Toronto.

SUPPLANTING GERMAN MUSIC WIRE.

D. M. Best & Co., hammer and string manufacturers, Toronto, announce the completion of arrangements for the Canadian agency of English music wire, manufactured in Birmingham by the firm of Latch & Batchelor. In a communication to the English agents giving a report of tests made by the Toronto School of Practical Science, D. M. Best & Co. said:

"We have had your wires, Red and Blue labels, tested by the School of Practical Science here, and we find it very favorable. We are enclosing you a duplicate report. We also had the Poehlmann (German) wire tested at the same time. You will notice the difference, especially the elongation, Poehlmann stretching about fourteen times more than yours; and the difference in strength—eighteen points in your favor. Your wire comes to International Pitch at 125 lbs. tension, and the Poehlmann at 150 lbs., which is in your favor also."

THE MARTIN-ORME AT QUEBEC.

At the Quebec City Exhibition this year the Martin-Orme Piano Co., Ltd., of Ottawa, had an excellent representation of their pianos and players, for which they received the "Gold Medal" award. The display was located in a prominent part of the main building and was in charge of Mr. M. L. Dohan of Dohan & Hutchison, the local Martin-Orme dealers and his staff of salesmen.

Dohan & Hutchison have well appointed warehouses at 146 St. John Street, a photographic illustration of which appeared in the Journal three months ago. They have been exploiting Martin-Orme lines quite energetically and at the close of the Fair above referred to took over the entire exhibit. They report good success with the Martin-Orme line and that these are creating a most favorable impression in Quebec City and district.

TRANSPOSING DEVICE FOR PLAYER PIANOS INVENTED BY BEN. S. STRIGHT.

A transposing device for player pianos is being patented in Canada, the United States and European countries by the inventor Mr. Ben. S. Stright of Toronto, who is well known to the Canadian trade. Mr. Stright travelled from coast to coast demonstrating the player action and its principles when connected with the Otto Higel Co., Ltd.

The idea resulting in his invention arose from the chance remark of a retailer to the effect that he would like to have the roll of a certain selection of music cut in a key in which he could sing, or as an alternative suggested some means of transposing any roll to a higher or lower register.

A number of Toronto members of the trade interested in the player who have seen Mr. Stright's device in operation have been impressed with its merit and simplicity. It may be put in any standard player.

Among the claims made by Mr. Stright for his invention are the following:

"It transposes in thirteen keys, seven half tones above, and six half tones below the key in which the music roll is written.

"It makes it possible to play the accompaniment for violin, flute, mandolin, clarinet, cornet or any musical instrument, in any key desired, a decided advantage as the rolls are cut in one key only.

"It makes it possible to accompany the phonograph without accelerating or retarding the speed of same to accord with the piano.

"It is of inestimable value to people using the player as an accompaniment to the voice, making it possible to transpose any song in any key desired, from soprano to bass.

"It makes it possible to avoid certain keys that may have become out of tune, from some beginner's practicing.

"Its simplicity of construction commends it mechanically, and it does not interfere with any device now in use on the tracker bar.

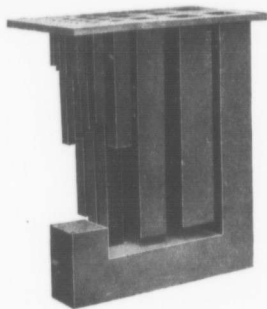
"It is a tangible point of superiority, as it can be shown to and appreciated by the layman as well as the finished musician.

"Its ease of manipulation will instantly appeal to any user of a player piano, whether man, woman or child.

"Its addition to the player does not detract from the general appearance of the instrument."

PHONOLA RESONATING CHAMBERS.

A new addition to the Phonola family of disc talking machines manufactured by the Pollock Mfg. Co., Ltd., of Berlin, Ont., has been shown a number of this firm's dealers. This contains the new resonating chambers invented by Mr. Welker of the Pollock Mfg. Co. and patented by this firm in Canada and the United States.



The illustration shows the series of chambers which vary in length from three inches to six feet and are of different dimensions, being thus attuned to their co-ordinating tone, which, as it passes over the opening is amplified and intensified. The upper ends of the chambers, which are open, connect with the under side of the tone chamber.

The Phonola makers are quite enthusiastic over this new production and look forward to an active season's business in this and their various other types.

Mr. Carl Zeidler, Toronto, well known to the supply trades in connection with the importation of ivory and ebony has gone on his annual duck hunt to the north country, accompanied by Mr. Herman Heintzman.

Canadians have \$692,580,000 in the savings departments of the chartered banks. That should help to keep the trade in good cheer.



Looking back one year at the unprecedented progress of the Columbia, ought to make it easy for you to look ahead one year and make a pretty shrewd guess.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave., Toronto

ENGLAND AND A PROTECTIVE TARIFF. Thirty-three and one-third per cent. on Musical Instruments.

To those Canadian firms in the music and supply trades in Canada who have an export connection in England or have been contemplating the possibilities of that market the proposal of the British Government to establish a customs tariff of thirty-three and one-third per cent. comes as a serious impediment. While the British Government is under the necessity of increased revenue it is officially announced that the tariff is proposed also as a partial means of discouraging importations in an effort to restore the balance of trade.

The ultimate results of the tariff cannot be predicted at this time. On one point all persons interested are unanimous, viz., that advanced prices will result and that these will check business temporarily at least. Previous to the war England not only imported from Germany large quantities of pianos but depended almost entirely on that market for supplies. The discontinuance of trade relations between England and the enemy made it impossible for the English piano manufacturers to turn out pianos and players in sufficient quantities to meet even the curtailed demand and an opportunity for other countries arose. This created some interest in Canada, though of a necessity Canadian prices were higher than the English people were accustomed to pay. The ocean freight rates with the war risk added have reached unprecedented figures. There has also been much irregularity in time of shipping and in handling of freight at the other side. Now comes the tariff.

If the English demand has been depleted to a point where the English manufacturer can meet it now he will doubtless adapt himself to conditions and arrange to increase his output as the demand increases, in which case the Canadian exporter can put the English market in the same category as the United States as far as he is concerned. On the other hand so long as the demands of the English market make importations necessary the Canadian manufacturer is at no greater disadvantage than before in doing business in England.

The United States manufacturers are also affected by the proposed tariff though professing no interest owing to their shipments to England being worth only a million dollars per year.

One manufacturer who has an English connection of long standing said to the Journal concerning the English duty of thirty-three and one-third per cent. on Canadian pianos and organs, "in our opinion this duty combined

with the excessive freight rate will completely shut out of the English market instruments of Canadian manufacture."

SALESMEN WANTED.

Wanted one City Salesman and one Country Salesman, for Winnipeg and district. We only want salesmen who can sell at least \$20,000.00 worth of pianos a year. When writing give us a record of your past business. Liberal salaries for the right men. Apply, to

Cross, Goulding & Skinner, Ltd.,
Winnipeg, Man.

WANTED.

A firm in Birmingham desires to purchase string, brass and wood instruments. Full particulars and prices delivered Birmingham. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1050.

A firm in England is open to consider catalogues and quotations from manufacturers of pianos and organs. Apply to Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1048.

A firm in England inquires for catalogues and prices of all grades of pianos and organs. Quotations delivered Liverpool. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1052.

A British firm inquires for catalogues and prices of pianos. Quotations delivered Birmingham, England. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1054.

A Birmingham firm is open to consider catalogues and prices of pianos of cheap grade particularly. Prices must be delivered Leicester. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1076.

A British firm inquires for lists and quotations of Canadian pianoforte manufacturers making a specialty of models for the English market. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1077.

A firm in England already importing Canadian higher grade pianos is open to purchase a cheaper grade in addition, which would sell at about \$100. Prices should be delivered Liverpool. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1078.

An English firm is open to represent a Canadian manufacturer of cheap grade pianoforte. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1079.

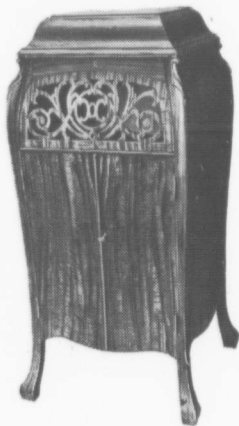
A British firm would like to hear from Canadian firms who could supply two pianos weekly of the cheapest grade possible. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1080.

A firm in Birmingham is open to purchase the cheaper grades of pianos. Full particulars should be forwarded and quotations must be c.i.f. Liverpool. Apply Secretary Canadian Manufacturers' Association, Toronto, quoting reference number 1043.

"The Highest Class Talking Machine in the World"

Sonora

CLEAR AS A
BELL



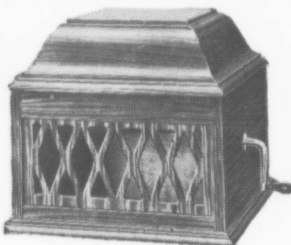
"ELITE."

(Construction and Design Patented).

Golden, Fumed or Early English Oak, Sheraton Mahogany or Mahogany.

12-inch Turntable. Extra Strong Double-spring Motor, Nickel-plated, playing six 10-inch records with one winding. Tone Modifier. Multi-playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated. Envelope Filing System, with capacity for holding 40 records. Compartment at bottom of cabinet for accessories.

Dimensions: Width, 23 in. Height, 40½ in. Depth, 23 in.



"EXCELSIOR."

Golden, Fumed or Early English Oak, Sheraton Mahogany or Mahogany Finish.

12-inch Turntable. Tone Modifier. Sapphire Needle. Strong Double-spring Motor, playing five 10-inch records with one winding. Equipment for playing all makes of disc records in the world. (Diamond Needle, \$5.00 extra; Multi-playing Needle, \$1.00 extra). Trimmings Nickel-plated.

Dimensions: Width, 18½ in. Height, 14½ in. Depth, 17 in.



"BABY GRAND."

(Construction and Design

Patented).

Golden, Fumed or Early English Oak, Sheraton Mahogany or Mahogany.

12-inch Turntable. Extra Strong Double-spring Motor, Nickel-plated, playing six 10-inch records with one winding. Tone Modifier. Multi-playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated. Envelope Filing System, with capacity for holding 40 records. Compartment at bottom of cabinet for accessories.

Dimensions: Width, 21½ in. Height, 42½ in. Depth, 21½ in.

**Awarded Exclusively 100% For Tone Quality Panama-Pacific Exposition, 1915
AN UNPREJUDICED ENDORSEMENT**

Which Every Dealer and Every Individual Must Recognize!

If you are a progressive house you will sell that which the public demands—the best. The SONORA is the best on the market to-day and no matter what improvements may be made by other manufacturers, the SONORA will always remain the best—in other words, its permanent superiority is assured.

Manufactured by

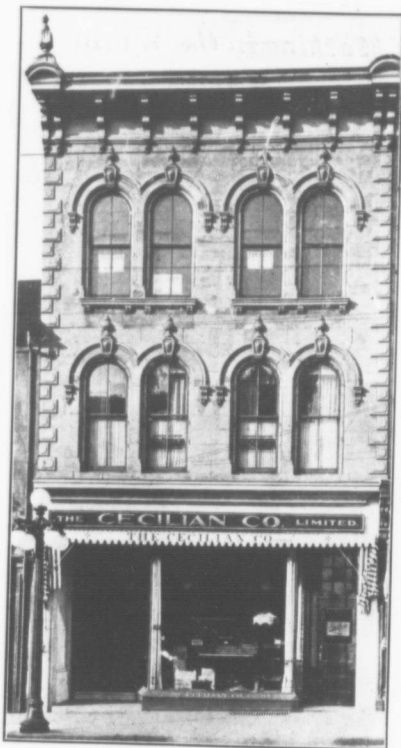
Sonora Phonograph Corporation, New York

Write us for full particulars of agency terms, prices, etc.

I. MONTAGNES & CO.

IMPORTERS—Wholesale Only

RYRIE BUILDINGS - YONGE AND SHUTER STREETS - TORONTO



View of the new retail store of the Cecilian Co., Ltd.,
420 Yonge St., Toronto.

Trade News

Those Canadian firms in the music and supply trades who were interested in export business to England regard the proposed duty by the English Government as a serious handicap.

At the Annual Convention of the Piano Merchants' Association of Ohio D. F. Summey of Cincinnati was elected president. Bernard C. Bowen of the same city is secretary.

At a patriotic concert in Toronto the famous Australian singer Melba was the star. The proceeds were given to the Red Cross Society. An imperted piano was used.

A use has been found for unsalable square pianos as a support or base for advertising signs, set out in a field or bush where it may be seen by passengers in electric or steam railway cars.

An invitation recital was conducted by Gourlay, Winter & Leeming on October 2nd, in the afternoon. The programme consisted of selections by famous artists on the Edison diamond disc phonograph and the Gourlay-Angelus Artrio.

A new background finished in white greatly strengthens the show window of the Mason & Risch retail warerooms in Toronto. The window has also been enlarged, making possible a larger display and more advantageous showing.

The piano trade exhibitors at the Western Fair in London this year were: The Sherlock-Manning Piano & Organ Co., Wm. McPhillips who showed Gerbard Heintzman lines, Nordheimer Piano & Organ Co., Ltd., Wright Piano Co., Ltd., Martin-Orme Piano Co., Ltd., Mason & Risch, Ltd., Gourlay, Winter & Leeming, Ltd., and Heintzman & Co.

Mr. W. Bohne, the well-known piano hammer and string manufacturer of Toronto was a recent trade visitor to New York. The vagaries of the felt market since the war upset so many long established trade connections and has caused the piano supply trade considerable concern but Mr. Bohne has been fortunate in the matter of supplies.

The Regina Leader announces the sale by E. C. Corbeau of that city of his interests in the piano business which he has been conducting for the past ten years to Heintzman & Co. The deal, it is stated, involves nearly half a million dollars in business, property and trackage site. Mr. Corbeau, who has been with the firm for over fifteen years, remains for some time, it is understood, to follow up the collections. Mr. George C. Heintzman was in Regina to conclude the transfer of the business.



J. Franklin Sherlock, senior and junior of London. The latter is six months old and the senior member.

New literature issued by the Cecilian Co., Ltd., of Toronto, includes a handsomely produced booklet descriptive of the "Artis-tone Adaptable Player" and its purpose. This is manufactured by The Cecilian Co. in addition to their regular lines of Cecilian players and uprights. The Artis-tone is designed to be installed in the ordinary standard upright piano, converting it into a player piano. It is intended to meet the demand of homes where, for sentimental or financial reasons, the piano will not be parted with but where a player is desirable. As the "Artis-tone" booklet says it is "for the piano now in your home."

THE SONORA PHONOGRAPH IN CANADA.

Mr. I. Montagnés of I. Montagnés & Co., Toronto, importers of musical merchandise, has just recently returned to this city from New York where he went to arrange for the Canadian distributing rights of the Sonora Phonograph. Mr. Montagnés is very much impressed with the musical merit of the Sonora which machine plays any record whether steel needle, diamond or sapphire. The Sonora Phonograph is well known in the United States where it has been vigorously featured for several years but hitherto no serious attempt has been made to market it in Canada.

Messrs. Montagnés & Co. have also arranged for the distribution of the Sonora Jewel needle, which they designate a multiple-playing needle because of it being so made to play any number of times. A quantity of these has already been marketed by the firm.

Samples of the Sonora can be seen at the headquarters of Montagnés & Co., Ryrie Bldg., Yonge and Shuter Streets, Toronto.

EVENTIDE: ANOTHER HESSELBERG SONG.

The second of the series of five songs by Edouard Hesselberg, published by Whaley, Royce & Co., is now on the market. This is "Eventide," a short, sympathetic song dedicated to "Our Mothers." It follows closely the announcement in these columns of "Come, My Beloved," written for and dedicated to Bonci the great Italian tenor by Hesselberg, whose other numbers "The Seashell and the Wave" and "Reminiscence" will make a splendid series for recital numbers and teaching pieces. The vigorous rhythms and subtle melancholy may be considered the more intimate expression of the composer's slavie temperament.

Edouard Hesselberg, the pianist, composer and

author, nephew of the great 'cellist Davidoff, received his musical education at the Moscow Royal Philharmonic Conservatory of Music and Dramatic Art. Upon graduation from the above institution as Laureate Medalist and perfecting himself under Rubinstein, Hesselberg began a brilliant career, appearing with Scriabine, Mareoni, Nordica, de Roszke, Masini, played before



The fine residence of Mr. E. C. Thornton, general manager
Karn-Morris Piano & Organ Co., Ltd., Woodstock, Ont.

members of the Russian and other Royal families, and visited the principal cities of the Old and New World with overwhelming success.

The two songs which have been published by Whaley, Royce & Co. and the other three to follow shortly give promise of taking a high place among our good music.



Interior view of the new retail warehouses of the Cecilia Co., Ltd., at 420 Yonge St., Toronto.

Three men from the piano hammer and string factory of W. Bohne & Co., Toronto, have enlisted for active service and are now either in training or at the front.

Mr. A. E. Grimsdick who was appointed by the English Courts receiver for the Canadian interests of the Bell Piano & Organ Co., Ltd., is expected to arrive from England about the 25th inst.

Mr. Robt. Johnson of the Lonsdale Piano Co., who has been visiting a number of Ontario points in connection with his line reports a seasonable improvement in trade with September and October to date much in advance of August business. A mission player is being added to the Lonsdale line which the makers have designated the "Piano Aristocrat."

TWO MORE COHEN RECORDS.

Any owner of a talking machine who heard the Columbia record "Cohen at the Telephone" will want the two new Cohen records to be issued shortly. These are "Cohen is Arrested for Exceeding the Speed Limit" and "Cohen at the Call Office." To say that these are "Cohen" records is all that is necessary and many who have heard them consider them even better than "Cohen at the Telephone," which was one of the most popular records ever issued.

The Music Supply Co. of Toronto, Columbia distributors, are preparing for an extraordinary Cohen demand, one Toronto dealer figuring on a special sale to account for one thousand records.

Mr. Lawrence C. Le Voi, the Music Supply Co.'s

chief representative, who has been covering Ontario for the past year reports Columbia dealers very enthusiastic over fall prospects. They are looking forward to big returns from the Columbia advertising campaign being prepared.

Customers of the Music Supply Co. are invited by that firm to ask for their co-operation at any time in extending their graphophone and record business. They place at the disposal of their dealers their selling helps and the services of Mr. Le Voi who is ready to serve his trade at any time.

ITALIANS EXPRESS DESIRE TO JOIN THE ALLIES BY USE OF PHONOGRAPH.

While the two political parties in Italy were thrashing out the question of whether or not they should enter the present war against Austria and Germany, certain residents of Rome discovered a new method of conveying their sentiments to the official representatives of Austria and Germany. The German and Austrian consulates are situated near each other in Gregoriana street. Residents of the nearby houses placed talking machines in their windows, the horns pointed toward the consulates and all day long these machines played Italian national airs.

PIANO AND PLAYER SALESMAN WANTED.

For high grade proposition. This is a good opportunity for a competent man to wholesale and retail a high grade instrument of well known make. Replies will be treated in the strictest confidence. Apply in the first instance to

Box 14, Canadian Music Trades Journal,
58 Agnes St., Toronto.



Lonsdale Piano Co.
(REGISTERED)
TORONTO.

QUALITY has been, and will always be our **MOTTO.**

No materials or labor are too good for the **LONSDALE.**

WE want the best, and the best we will have, no matter what the cost. **THESE** we offer to you in our splendid instruments at a price not unreasonable.

IF YOU want to handle a line of unquestionable quality and merit, at a price that represents actual **Piano Value**, then write to us for Catalogue and prices.

MAKE THE LONSDALE your **LEADER** and watch your **Sales Increase.** **OUR PRICES** place you in the unique position of offering your **Customers** a High Grade Instrument at a reasonable price, very little in excess of prices asked for most commercial lines.

HOW DO WE DO IT? Just drop us a card and we will tell you exactly. **WRITE TO-DAY.**

Manufacturers of the Highest Grade Upright and Player Pianos

Your Protection
IS THE
Gerhard Heintzman Reputation

A mediocre pianist may hope to attain ultimate perfection, but a mediocre piano—never. Your customer's disappointment over an unfortunate selection is measured only by his love of music. The more he enjoys fine music the more keenly will he feel his mistake. It is indeed a difficult problem unless he will be guided by reputation. Reputation leads to the

GERHARD HEINTZMAN

Canada's Greatest Piano

And to Gerhard Heintzman Dealers

We have always made them the highest grade, but it is our thousands of friends who have made them famous.

Gerhard Heintzman Ltd.
TORONTO Head Office, 41 43 QUEEN STREET WEST
Factory, 75 SHERBOURNE STREET



Recognition of the name Mason & Risch as a measure of QUALITY is an essential fact of Piano history.

Public endorsement of the Mason & Risch, as shown by Sales, has increased steadily, year after year. As the art of Piano making progressed, making it possible to build better, the Mason & Risch has been improved. Growth and progress have fostered the mutual regard between the instrument of our make and its patrons. The Mason & Risch Piano is the visible sign of a great institution, founded on an ideal, and perpetuated by good will.

Mason & Risch Limited

230 Yonge Street
Toronto