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VOL. XVIII.

No. 9

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CANADA
BIBLIOTHEQUE NATIONALE

Canadian Music Grades Journal

NATIONAL LIBRARY
CANADA
BIBLIOTHEQUE NATIONALE

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COLUMBIA advertising prepares the way for sure, quick Columbia sales.

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That's *Columbia* advertising!

Columbia Graphophone Co.

Factory and Headquarters:

Toronto, Canada



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“The Piano Beautiful”

MA RTIN-ORME instruments are built under the expert guidance of a recognized Genius in the theory and practice of acoustics and tone.

They are the resulting combination of careful workmanship and fine materials—when in the guiding hands of a *Master Craftsman*.

The entire Martin-Orme Plant and Organization is concentrated on the production of *one quality* of instrument—and we have the necessary experience to achieve the highest attainable result.

Dealers find—despite heavy costs of grade A₁ labor and materials—that the qualities of Martin-Orme pianos steadily advance.

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Makers of pianos and player pianos—of the highest grade only.



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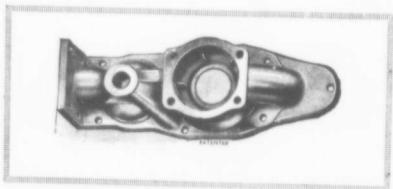
TORONTO
Canada

Salesrooms:
188 Yonge Street

The British Empire's
Largest Music Trade Supply House

UPRIGHT PIANO ACTIONS
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 PLAYER PIANO ACTIONS

PLAYER PIANO ROLLS
 PIANO and ORGAN KEYS
 ORGAN REEDS and REED BOARDS



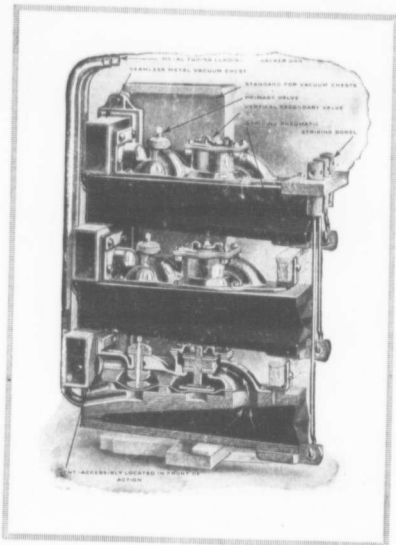
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HIGEL METAL PLAYER ACTION

- Accurate
- Dependable
- Efficient

Internationally known and Internationally used by leading manufacturers who know that it is the best research, experience and money investment can produce.

The action is absolutely air-tight—vacuum chests made of seamless aluminum tubing—valve chambers and ducts of special non-corrosive metal—die-cast to make leakage impossible. All parts interchangeable.



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FOR WHICH

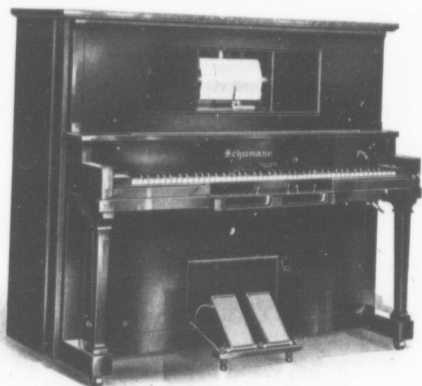
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IS FAMOUS

WHEN FITTED WITH PLAYER MECHANISM FORMS

The
Most Effective
and the
Most Reliable

**PLAYER
PIANO**



AN ATTRACTIVE INSTRUMENT FOR
THE DEALER TO HANDLE

The **BELL PIANO**

& ORGAN CO., Limited

GUELPH, ONT., and LONDON, ENG.

The First in Canada to Make Player Instruments

The Attitude of Musical People Towards the Player is Changing—

Take advantage of it. Remember the old notion that the player would do away with hand playing is passing, and music teachers are over the fright.

With the Lonsdale player you can go after those who want to study music with the player's technical perfection. The more musical your prospect is, the more he or she will appreciate the capabilities of the Lonsdale player. To demonstrate the Lonsdale is to create the desire for ownership.

Lonsdale Piano Co.

Office and Factory:
BROOKLYN AVE. and QUEEN ST.

Toronto

Canada



Lonsdale Player, Style E

The Newcombe Piano

*"Never suffers
by comparison"*

Established
1870

True Economy is more than ever driving the discriminating public to favor pianos of known and permanent value.

The Newcombe name has a satisfactory record dating back to 1870.

The Newcombe tone is given permanency by the use of the "Howard Patent Straining Rods," which are used on every Newcombe piano, but which are found on no other make.

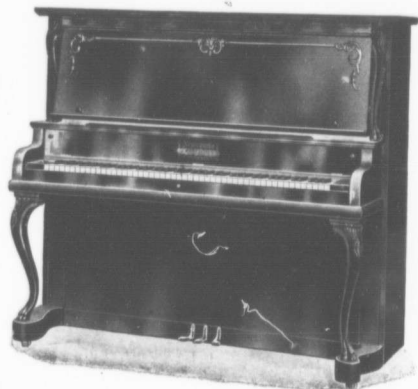
The Newcombe agent
has a real "Leader"

The Newcombe Piano Company, Limited

Head Office, 359 Yonge Street
Factory, 121-131 Bellwoods Avenue

TORONTO

CANADA





The up-to-date plant where Sterling Actions and Keys are made.

An Established Name

has a stronger appeal to the thoughtful buyer to-day than it ever had. It is a means of identification, has the strength of a guarantee and the status of a trademark.

STERLING

means all that in the field of Piano Actions and Keys. It identifies them as the product of Canada's oldest piano supply house, which for over 30 years has been giving satisfaction based upon quality through and through.

Sterling Actions and Keys Ltd.

NOBLE STREET - TORONTO, CANADA

These are days of extra care



Extra effort, and extra difficulties. **Evans Bros. Pianos** meet these conditions squarely. When you sell an **Evans Bros.** instrument, he same cash deposit and the same monthly payments will wipe the account off your books more quickly than if your selling price included a good round sum "for the name."

Quality has always made the **Evans Bros. Piano** big value, and never was that truer than to-day.

Evans Bros. Piano and M'f'g. Co., Limited

Ingersoll . . . Ontario

TORONTO
516 Richmond St. W.

Established
1891

NEW YORK
134th St. and Brook Ave.

W. BOHNE & CO.

Manufacturers of

Pianoforte Hammers
and
Covered Bass Strings

For the better grade manufacturer



Style "30" Player

Here is a point
that cannot be
overlooked—

When you sell a piano or a player your customer must take your word for the kind of materials and workmanship in it. The tone and appearance speak for themselves, but beyond that your word is at stake.

On this basis, the Mendelssohn is an ideal line for the retailer. The tone and the finish of the case win a favorable consideration instantly. The other qualities that must go on your word are all there—THE NAME MENDELSSOHN GUARANTEES THAT.

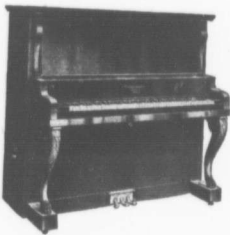
MENDELSSOHN PIANO CO.

110 Adelaide St. W.

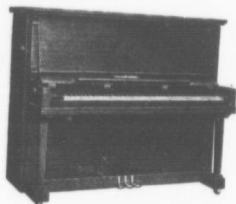
Toronto, Canada



New Style "E"



Style Louis XIV.



Cottage Style

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High Grade Commodities

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PIANO AND PLAYER TRADE



Player Accessories.

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

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

Felts, Cloths, Punchings

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

Imported French and also Domestic Bushing Cloth——Hammers.

The Craig Piano—Established 1856

Gentlemen Who Sell Pianos



are prone to believe that silver tongued oratory is a prime requisite of salesmanship. Yet the most successful salesmen stake their selling ability on a piano of known quality. In the **Craig** pianos and players there is employed nothing but first-class value in actions, keys, hammers, strings, cases and all other parts used.

The Sweet, Mellow Tone

of the **Craig** Piano is the result of exercising such great care in the selection of reliable materials, and of the experienced workmanship in combining them together into the finished instrument.

Craig Pianos and Players are produced in an up-to-date factory, which is laid out and equipped to obtain the finest quality of workmanship.

Are you familiar
with **Craig Pianos**?

The Craig Piano Company - Montreal, P. Q.

Manufacturers of a complete line of high-grade pianos and player pianos

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS



Leaks—

Little insidious leaks through lost sales mean loss of money and loss of prestige to the dealer. Selling the **Doherty** and **Clinton Pianos** reduces these losses to a minimum by offering an instrument of quite exceptional value—big in quality, moderate in price.

Doherty Pianos,
LIMITED

*Established 1874. Over
70,000 Doherty Owners*

CLINTON, ONT.

**LESAGE
PIANOS**

Established
1901

**LESAGE
PLAYERS**

“NINE-TENTHS OF WISDOM IS IN BEING WISE IN TIME”

—runs an old saying, and it has its application in the piano business. Do not wait until you are right up against taking on a new line before investigating. It is well worth your while to know **LESAGE PIANOS** now if you haven't already had a sample.

They are well-constructed, a sweet tone, and give a big all-round return for their moderate cost. **LESAGE PIANOS** are no experiment, they have made good.

A. LESAGE MANUFACTURER OF PIANOS
and PLAYER PIANOS OF THE
VERY HIGHEST GRADE . . .
ST. THERESE QUEBEC

To the Trade:

Owing to the continued advance in the cost of all materials used in the manufacture of Piano Hammers and Strings we trust our customers will appreciate our efforts in keeping the prices of these goods to the minimum. Never during the past 18 years have our profits been so small. In advising our customers of the extra cost of these goods we do so reluctantly at the same time it is unavoidable, though no fault of ours. We can only hope that there will be no further advances in prices.

D. M. BEST & CO.

455 King St. West.

TORONTO, ONT.

Piano Hammers, Piano Strings and Music Wire

The Year we Began

to make pianos our slogan was "Improvement." Every year since has found our resolutions all tied into one and tagged "Improvement."

Strict adherence to that has put the Wright Piano in the Leader class with dealer after dealer. Right now a big proportion of our dealers are devoting the most of their time to pushing the Wright.

This fact alone is like a big colored electric sign pointing to the quality of Wright Pianos and Players.



STYLE 63

Wright Piano Co.

Limited

Strathroy, - - Ont.

STANLEY

ESTABLISHED 1896

TORONTO

'Twas truly said—

If there's no Harmony in the Factory, there will be none in the Piano.

The Harmony in the Stanley is reflected in the Harmony among the Dealers who sell them.

Profit Producing Facts on application to Stanley. Send for these Facts TO-DAY.

Yours for a Stamp.

STANLEY PIANOS

241 Yonge Street - - Toronto



Thomas Pipe Tone Single Manual Reed Organ

For some years there has been a demand for a Church Organ with a Pure Pipe Tone, resembling the quality of a Pipe Organ.

After much experimenting we have evolved the "Symphony" Organ, which we have no hesitation in recommending to Churches requiring an instrument for leading the service of Praise.

We shall be pleased to send specifications and price on request.

Symphony Model

Thomas Organ & Piano Co., WOODSTOCK, ONT.

OUR NEW 275-PAGE CATALOGUE OF

PIANO & PLAYER HARDWARE, FELTS, TOOLS

is complete in detail and full of interesting and important matter. Every manufacturer, dealer, tuner and repairer should have a copy. Please mention Catalogue No. 116.

HAMMACHER, SCHLEMMER & CO.

NEW YORK, SINCE 1848

4TH AVE. AND 13TH ST.

THE GODERICH ORGAN Still in the Running

ORDERS have exceeded our expectations.

We are running overtime in our organ department and away behind with orders.

Dealers keep alive, handle the winner.

If you have not a copy of our latest catalogue, Send for it.

Prices on stools are withdrawn. Quotations given on application.

We employ no travellers. Do business by mail.

Send us your orders, we will take care of you.

The GODERICH ORGAN CO., Limited

Factory and Office, GODERICH, ONT.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United States

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"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

VIOLINS Now in Stock



MANY dealers have been put to considerable inconvenience and loss through lack of sufficient stock of violins, and inability to procure the right kind of stock when it was desired.

Just now our stocks of violins are good. Not that we are fortunate enough to have an abundance, but sufficient to fill the needs of dealers who can order at once.

The following is a list of popular selling lines of which we have limited quantities. Check over those you can use and order at once.

Number	Model	Color	Wholesale Price
450	"Amati"	Dark Red	\$4.60
24B	"Russian"	Dark Red	5.13
611	"Patent Heads" "Ole Bull"	Light Red	5.53
10	"Amatus"	Reddish Brown	5.60
3210	"Amati"	Imitation Old	6.27
3C	"Strad"	Medium Brown	6.50
9	"Klotz"	Light Red	6.72
11	"Ole Bull"	Light Red	6.80
14	"Stainer"	Light Amber	6.88
1000	"Stradivarius"	Reddish Amber	7.00
13	"Stainer"	Brown Amber	7.52
5000	"Stradivarius"	Imitation Old	7.87
300	"Strad"	Reddish Amber	8.00
51	"Stradivarius"	Brownish Amber	8.40
18	"Gasparo-da-Salo"	Dark Red	8.47
132	"Hopf"	Reddish Brown	8.56
54	"Stradivarius"	Reddish Amber	8.80
160	"Kneisel"	Reddish Amber	9.60
400	"Strad"	Light Brown	9.60
17	"Guarnerius"	Mottled Brown	10.13
162	"Kneisel"	Light Brown	11.20
59	"Stainer"	Light Yellow Amber	11.33
52	"Stradivarius"	Brownish Red	11.44

VIOLIN CASES

No. 252—Canvas, leatherette bound, opens at end with buckle and strap, the best, neatest and most durable canvas case made.

Wholesale Price **\$1.25**

No. 51—"New Model," leather board, shape of violin, plain black shellac finish, fleece flannel lined, nickel trimmings.

Wholesale Price **\$4.25**

No. 53—"New Century," leather board, black, shape of the violin, with nickel plated spring catches and lock, leather handle, fleece lined.

Wholesale Price **\$4.55**

No. 66—"Premier," leather, long grain, nickel plated spring clasps and lock, nickel protected ends, heavy leather handle, fleece lined, spring bow holders.

Wholesale Price **\$4.85**

No. 54—Leather board, exposition shape, nickel plated spring clasps, with lock, weather strip, fine round leather handle, two patent bow holders, nicely fleece lined.

Wholesale Price **\$5.30**

No. 67—"Premier," leather, straight grain, nickel plated spring clasps and lock, nickel protected ends, heavy leather handle, velvet lined, spring bow holders

\$5.65

BRITISH MADE G or 4th STRINGS

No. 75—Spun on gut, silver plated wire.

Retail Price **10c.** each

Wholesale Price **72c.** doz.

No. 145—Reliance—Spun on gut, silver plated burnished wire, extra quality, each string in separate envelope.

Retail Price **20c.** each

Wholesale Price **\$1.08** doz.

No. 143—Superior quality, spun on gut.

Retail Price **20c.** each

Wholesale Price **\$1.38** doz.

No. 307—Philharmonic, silver plated wire, spun on gut

Retail Price **25c.** each

Wholesale Price **\$1.75** doz.

No. 167—Vareni—Spun on gut, pure silver wire, burnished, best string on the market at this price

Retail Price **25c.** each

Wholesale Price **\$1.98** doz.

No. 85—Williams, pure silver, burnished, spun on best Italian gut.

Retail Price **\$1.00** each

Wholesale Price **\$7.20** doz.

CALGARY
308 Eleventh Ave. E.
WINNIPEG
421 McDermott Ave.

THE WILLIAMS & SONS CO. MONTREAL
59 St. Peter Street
R.S. LIMITED. TORONTO
145 Yonge Street
MUSICAL INSTRUMENTS OF QUALITY

Canadian Music Trades Journal

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

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

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TORONTO, FEBRUARY, 1918

No. 9

What About Oak?

WHY should not the piano trade determine the styles and finishes in which its products shall be offered the public? The fact that boot makers, hat makers, costumers, automobile manufacturers, clothiers and shirt makers decide upon the styles and patterns of their wares excites no comment. These trades recognize that it is their prerogative to lead the public.

The piano trade seemingly does not fully appreciate its own capabilities and discretion in this respect. It is the business of the piano trade to show the public and not the business of the public to show the piano trade. Instead of trailing along in the wake of public approval it is the function of the piano trade to lead public taste, educate and develop it along the channels that it is desirable to have it go.

Just now there is a distinct revival in the demand for oak cases, and this is desirable in the interests of the public, the retailer and the manufacturer. Last fall the requirements of the western trade, particularly for oak cases in Flemish finish, could not be met because they had not been anticipated by more than one or two makers who had in the year sensed the possibilities from featuring oak.

Scarcity and high price of mahogany, which has been featured so long and so forcefully by the trade, is not the reason that a greater sale of oak is desirable. It may be one of the reasons, but probably the least of them. The chief reason is the "come-backs." In making a sale it is probably natural that the salesman should enthrone more readily over a mahogany case, especially as it has always sold at a higher figure, but now-a-days pianos are bought for use in the "living room," and not to be stored away in a "parlor," wrapped in a halo of reverential awe. Because pianos are being bought by farmers, artisans and business people, that their children may be musically educated, it is desirable that the instruments be serviceable, and the condition of a highly finished mahogany case after two or three years of use in a young family does not make it an entirely desirable exchange. On the other hand the oak case instrument may be out five years with practically no signs of wear, no finger marks, grease spots, checked varnish, scratches and bruises, while the mahogany article is liable to be the subject of complaint at any time for ten years from the time it is unpacked in the dealer's warerooms.

The suggestion has been made that at the forthcoming National Exhibition in Toronto the manufacturers feature oak cases in their exhibits, thereby setting the stamp of public approval upon them for the guidance of the public. If it is desirable for the trade that oak cases be in demand, then it is up to the trade to exploit them in every legitimate way and not wait for the public to develop its own taste unaided.

Fewer Styles Desirable

AGAINST all the untoward effects of the war upon the piano trade there is at least one entry for the credit side. That is the reduction in number of styles. Styles had become so multiplied as to have become burdensome for manufacturer and dealer alike. United States manufacturers have been quick to take advantage of a legitimate excuse to cut down the number of styles and in this way do a little to meet the increased cost of production. One large manufacturer, for example, boldly announces a reduction to four styles,—two uprights, a player and a grand. Even these four styles run into quite a comprehensive range when stocked in the various woods.

It would seem quite in order for the Canadian Piano and Organ Manufacturers' Association to take up such important matters as fewer styles and oak cases, and on ascertaining the consensus of opinion being along these lines, go ahead on a basis that would offset some of the high cost of manufacture and eliminate complaints.

The Piano Man's Lament

THERE are men interested exclusively in the piano end of the music industries who resent the success of the talking machine business. They see in this line an interloper that has elbowed the piano and player out of public demand to a serious degree. They have seen the talking machine gradually develop from the article of occasional demand to one of the foremost industries. They have lately been impressed with the numbers of firms preparing to take on, or that have already taken on talking machine manufacture. As piano manufacturers they have come into competition with the talking machine. They have heard dealer after dealer enthuse over the talking machine department, while displaying only a modicum of interest in the piano man's lines. This is a condition that the piano man must face in a business-like way, and not waste time expressing resentment or calling the talking machine names.

In the first place he might do well to analyze the conditions. People like the talking machine because it is a versatile instrument. It gives them music of every kind, and one does not have to learn to play it or spend time in practising on it. It can be had for a comparatively small sum of money, or for figures running as high as the price of a good automobile. It can be bought on easy terms. It is not marketed on a basis of cut prices, but for fixed prices.

Very important, and in fact vital to the success of the talking machine business, is the manner in which the industry has been and is being advertised. The talking machine is advertised throughout all seasons of the year, even when the demand is greater than the supply. The talking machine business has been and is constantly as well as persistently advertised; with the future of the business in mind

as well as the present. It is advertised as something to give pleasure, entertainment, amusement and education. The success in marketing it is not the result of emphasizing terms and reduced prices, but of emphasizing music and the whole-family-delight that the machine brings into the home.

Can the piano man who resents the progress the talking machine has made say the same about his industry? For example, if he referred to the newspapers during the three weeks preceding Christmas, especially in Toronto, would he be impressed with the piano advertising? He would be impressed with the preponderance of the talking machine advertising, as against the publicity of any other industry.

People want pianos. Everybody knows that no home is complete without a piano, and they also know it is not complete without the talking machine. It is true that many pianos can readily be taken by the dealer in exchange for the talking machine. Because of there being no person in the house to play the piano it is useless. It is also true that many a piano is sold through the influence of the talking machine in creating a musical taste or developing a dormant taste.

As to the player piano. Information that is given the Journal indicates a very decided revival in the demand. One naturally is curious as to the reasons. Different men give different reasons. "The word roll is the reason," volunteers one. "Tuners and repair men know how to take care of the player," says another. "The player has been so much improved," is still another reason offered, and yet another is that "People have more money to spend." All are probably right.

A very significant statement made recently by a prominent Bank President reads as follows: "When we see a man cutting down on his advertising, we cut down on his credit."

Has the piano trade lagged behind other industries in "blowing its own horn?" Has it regularly and constantly maintained a policy of hammering into the public mind that the home is not a home without a piano, that it is a crime to let children grow up without the advantages of instruction in piano playing? Or, has the piano trade accepted certain months and certain periods as unpropitious when advertising, would be money wasted as against the advertising of the talking machine, which recognizes no seasons or unfavorable conditions, whether months behind with orders, or whether people are talking "hard times"?

The retailer follows the line of least resistance. If pianos are hard to sell and talking machines and records going easily, he will naturally neglect pianos. Would pianos sell more readily under favorable business conditions if there were no talking machines, or has the latter line been the salvation of the piano retailer's business in the periods of depression that have been experienced since its advent?

The Salesmen Speak

A VISITOR to the office of Canadian Music Trades Journal cited a case of a piano firm who conducted stores in two or three centres, and who decided to institute the One Price System. The manager had prepared a booklet outlining the reasons for the change of policy with the idea of circulating it to the public to pave the way for the salesmen adhering strictly to the one price.

The manager called together the salesmen from all the stores to place the proposition before them. He showed

them a proof of the booklet, asking for any suggestions that might be incorporated into it. The announcement was not received very cheerfully by the staff. As men who are out on the firing line, whose positions depended on actually closing deals, they felt the question was right in theory but inopportunistly put into practice.

Their chief took the stand that if it were right in theory it would be right in practice. He assured the men who were working on commission that he would make them reasonable readjustments for any sales lost, where the failure to close the sale was specifically due to refusal to cut prices. The matter was thrashed out in a frank and thorough way, but the head of the house stuck to his guns and assured his men that by mutual co-operation the plan would become a success.

Time went on. A year later the salesmen again convened. To their surprise, the manager stood up and said: "Well, boys, we have tried the One Price System for a year. When I undertook the new policy I did so in opposition to your judgment. It is now apparent that a mistake was made and we are going to return to the old way, so that from this out you are at liberty to sell on the sliding scale as you did up to a year ago."

When the men had gotten over the shock that this announcement produced, one of the best salesmen jumped to his feet and said, "Mr. Blank I hope your decision is not final. I for one have no desire to give up the one price policy and return to the old way. In this I am sure I am not alone. Would you be influenced to reconsider your decision about reverting to the old policy if the majority of the boys favor the continuance of the one price method?" A vote was taken, and practically to a man they voted to stick to the One Price System. It is needless to add, that the manager had no thought of making the change. His startling announcement was only the way he took to get an accurate expression from his men who were in continuous direct contact with the public.

The Farmer Speaks

SMITHTOWN and Brownville are fourteen miles apart. Midway between the two places lives a reasonably prosperous farmer who had an old organ, and who for some months had been leisurely considering the purchase of a piano. It so happened that of the two men who were making the keenest bid for his business one lived in each of the above towns, and on each of their list of agencies appeared the name of the X piano.

The Brownville dealer narrowed his choice down to a Louis design in mahogany, on which he quoted \$325. Naturally enough the farmer asked the Smithtown dealer his best price on the same Louis design. It was also \$325. With all the arts and intricacies of the farmer's dickering methods this prospect endeavored to get both dealers to come down in their price, but they both remained firm, saying that "an X piano is an X piano, and is worth \$325 of anybody's money."

Then this sale, which was beginning to shape up, took a curious turn. The Brownville dealer began to feel twinges of cold feet, and so he made a concession providing for the throwing in of a large doll for the farmer's little girl and a dozen silver spoons for his wife. Even at that, the farmer would not close, as he must keep his promise to the Smithtown dealer that he would not sign an order until he had first told him of his decision. A few days later, the farmer drove into Smithtown, saw the piano man, and told him of the concession that the Brownville dealer had decided to make. Having adhered to the method of no price cutting, the dealer in Smithtown at once seized upon the idea of his competitor having made this slight de-

Canada's Two Greatest Products



Sixty-ninth Anniversary of Canada's Oldest Piano Makers

WE naturally make this announcement to the trade with a great deal of pride. We are proud of the accomplishment of an ideal pianoforte in the Williams, New Scale.

The Maester-Art Reproducing Piano is an achievement in the music industry of Canada and bound to help the cause of "More Music in the Home." This remarkable instrument is "Three in One," as it will reproduce the playing of the present master pianists with their distinctive technique,—operated by electricity. Or you can shade the music to suit your mood with levers for that purpose, or it can be played as an ordinary piano. We look forward to a big demand for this type instrument.

Then we have three well known popular makes to select from to meet your demand of the purchaser, who cannot afford the high grade Williams. Could you ask for a more complete line—and the convenience of purchasing your entire line from one house?

We thank the trade for their patronage during the past, and earnestly hope that we may share in the business to come.

Makers of

- The High Grade Williams Pianos and Players.
- The Wonderful Maester-Art Reproducing Grand (Electrically Equipped).
- The Popular, Sweet Toned Ennis Pianos and Players.
- The Well Known Everson Pianos and Players.
- The Moderately Priced Krydner Pianos and Players.

The Most Complete Line "Made in Canada."
Retailing from \$300 to \$2,500 an instrument.

"A Piano for any Purse"

Increase your 1918 sales with this complete line. Write TO-NIGHT for details.

The Williams Piano Co., Limited

Toronto Office:
204 Excelsior Life Bldg.

Established 1849

OSHAWA, ONT.



Permanence and Solidity

are big words to the piano dealer at all times, but they are fraught with special meaning just as this stage of our country's affairs.

The dealer who builds now on the solid foundation of quality is the one to whom the biggest business will inevitably come.

We are doing our share in building big businesses for dealers throughout the land by manufacturing uprights and reproducing pianos of the highest quality.

The name "Sherlock-Manning" stands for Quality. It stands for the best in its line, in the best sense of the word "best." It stands for high grade materials rightly used; expert workmanship thoroughly organized; skill specialized; talent responsive to business impulses; extensive equipment of the latest type and ample capacity.

The dealer who handles the Sherlock-Manning Line has a permanence and solidity about his business that fortifies him against competition both now and during the years to come.

The Sherlock-Manning Piano Co.

London, - Canada

viation, by saying to the farmer, "Say, Mr. So and So, what you want is a real piano, not one that needs a doll and a dozen silver spoons to make up the value of the money you are to pay. Now I have here a Y piano at \$425 that is the very one you want."

To make a long story short, the last suggestion was acted on by the farmer, so that the dealer who was successful in closing the sale, sold an instrument at \$100 over the price of the one first considered. Whether or not one could attribute this to the use of the one price policy, that dealer is now a stronger advocate of one price than he was previously.

Widening the Retailers' Market

THE most important collective move the music trades of Canada ever made was when they entered upon a campaign for more music and better music in the homes of the people. The support that the movement has received from the trade, particularly east of Fort William, is in some respects disappointing. The benefits of this campaign, which has been under way less than a year, are so expansive that it is impossible to tabulate them.

First of all there was a very apparent necessity for educating men and women in the trade out of the idea that they were engaged in a non-essential business. There is improvement in this respect. Manufacturers, retailers, salesmen and saleswomen are acquiring a proper perspective of their occupation. So little had they said about themselves and so little had they discussed their business with each other that, with some few exceptions, they had not realized the grip of music upon the hearts and minds of the people. They accepted unfavorable business conditions as a reason for less effort, sort of acquiescing in a more or less popular fallacy, that music can be done without. Also there are dealers who have almost stagnated in a business sense because they thought they were in a restricted market. Even yet some of them cannot or will not see that their market can be tremendously increased by cultivating and stimulating public, and especially family taste for music.

Less than a year ago the Canadian Bureau for the Advancement of Music commenced editorial work for a "Music in the Home" section in the newspapers. Editors right across the continent, from Sydney, N.S., to Nanaimo, B.C., are receiving regularly well written, timely and readable articles on musical topics. These are not written for musically educated people, but to impress music upon the masses, upon the journeyman, the farmer, the teamster, the laborer, in short, upon everybody that reads newspapers. The effect upon the public mind is already noticeable.

In thus interesting the press a most powerful ally has been secured in awakening public interest in music. But the trade cannot expect this work of the newspapers to take the place of their individual advertising. Music should be advertised more than ever. The music departments opened up by newspapers make the papers of greater advertising value. It is for the trade to appreciate that fact. Yet one newspaper in one of the smaller Ontario cities points out that of six dealers selling musical instruments not one can be induced to advertise. With so little interest and no cooperation in arousing public interest in music, this paper announces that it is forced to discontinue its "Music in the Home" page.

A Winnipeg wholesaler in corresponding with an eastern firm said, "It is interesting to know that some of the dealers from remote points come in and talk about the necessity for music in the home in a manner which was quite unknown a couple of years ago, an evidence that the movement is being felt to a great extent."

Even in so short a time as ten months the trade is feel-

ing beneficial effects from its efforts to advance the cause of music. This is a long range proposition, having in mind after-the-war conditions and the general future of the industry. Therefore the work of the Canadian Bureau for the Advancement of Music is of such importance as to demand the interest of everyone in every branch of the trade. The annual meeting of this organization in Toronto on Thursday, February 21, is to be in the nature of a general meeting of all branches of the music trades. It is the desire of the executive that any members of the industry to whom notification of the meeting does not go direct will take any intimation that he may receive of it as an urgent request to be present at a gathering of supreme importance to the music industries.

The great tenor MURATORE

owns and uses a *player* piano
in his home,—the *player* is
in *satin-finished* mahogany.

Writer in Saturday Evening Post Defends Music Industries

WILL PAYNE, whose articles in the Saturday Evening Post are known to the whole trade, has taken up a subject of most timely import to the Canadian music industries. The article deals at length with the question of Business That Isn't Essential, and from it are here reproduced the portions bearing specifically on the piano and talking machine business, without comment, for comment is unnecessary.

"Shutting down the factory is quite simple," he says. "All you need do is lock the door and walk away. Anybody can do that. But starting it up again after a long period of idleness, repairing the deterioration, assembling the materials and labor force, and so on, is much more difficult. It isn't merely the factory. There's no use starting up a factory unless you have an outlet for its product. These particular factories have an elaborately organized outlet covering the entire country—their agents and dealers in every considerable town. Except the youngest of them, those agents and dealers were doing something else before they went into the business. They have put their skill and energy and capital into that. If the business were shut down a good many of them would be broke; most of them would be out of a job. Mainly they would, of course, begin seeking something else to do. The whole extensive organization of the business would begin to fall apart and vanish. No scratch of the pen could built it up again out of hand.

"The music shop on the corner looks non-essential enough; nothing in it that you can eat, wear, throw at an enemy or raise the winter temperature with for more than a few minutes. It represents also consumption of materials and labor. If you look over the materials you will find they consist largely of expensive woods that are of very little utility except for an ornamental purpose. So far as waging war or down-to-brass-tacks subsistence is concerned

A WAR POLICY

Being an Announcement from
Stephenson, Inc., New York

WE have entered this war to see it through to a deadly finish; an end that will insure for always the homes of civilized peoples against unbelievable ravage. . . . Stephenson Precision Made Motors are manufactured by DeCamp & Sloan, Incorporated, of Newark, N.J., whose enviable reputation for the manufacture of precision machinery has brought to them much work for the Government tools and dies of infinite accuracy parts for munitions, for aeroplanes. Thus, it has been their duty to apply their skill to things that wound and maim and kill; and, in the strange way of Fate, to apply the same skill to parts that gladden the heart the phonograph in the home, where a service flag means a son at the front and phonographs in the camps of the boys "over there."

And their war policy is to do their bit in every way. To apply their skill on Government work and always to apply the same skill on our work—the manufacture of the Stephenson Precision Made Motor. For, surely, music as well as shrapnel, has its part in war and who shall say it has a lesser part?

Frank T. Metzger
Vice-President.

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

the lumber used in building a small reviewing stand from which the mayor inspects a parade would be worth many times all the wood in the shop. Aside from wood, there is perhaps a hundred pounds of wire. But all the material in the shop, for war or hardpan subsistence, would hardly be worth carrying away.

"And if you sorted out all the labor you would probably find that much of it was not very useful for military purposes or hardpan subsistence. It is largely labor that is especially skilled and valuable for that particular kind of work.

"Nowhere has the war strain been more severe than in France; but the luxury shops of Paris have by no means been cut out. Many of them are open and doing business as usual. They are woven into the business fabric of the country. To cut them out would start a raveling that would probably weaken the business fabric even for war purposes. They produce war taxes and bond subscriptions. A good many people subsist by them. True, it is not absolutely necessary that those people should subsist. They could just go and jump into the river, thereby decreasing the consumption of food. But France doesn't wish them to do that.

"Our music shop contains nothing to eat, wear, hurl or raise the temperature. But the hardest-pressed belligerent finds it advisable to maintain military bands. I am told that the German Government—whose rigorous efficiency for war is daily held up for our emulation—expends a good deal of money, labor and precious materials for the purpose of keeping a supply of talking machines in the rest and concentration camps all along behind the battle front, because it finds that popular music played on these machines invigorates the men's mind and makes better fighters of them. The military critics are always talking about the morale of the different troops—that is, about the state of their minds. By the common judgment of experts nothing is more essential in this war than those imponderable things which keep men in a high, resolute state of mind. To that crucial end music contributes as well as canned beef."

Then, again, says Payne: "Cutting out is simple enough, but building up is another matter. The vital thing in any business is its organization—the human associations by which it is carried on. Shut it down and the organization immediately begins to disintegrate. Building it up again takes time and effort. No business organization whatever should be destroyed. Cut down where necessary but never cut out. Prune but leave roots and trunk.

"Say it is a talking machine business. If there is war work—time fuses, small shells, uniform buttons, or what else—that it can do to advantage, turn some of its capacity over to that—gradually so as not to disorganize the factory—and preserve the business organization. We want it now to pay taxes and buy Liberty Bonds. Sure as sure can be we shall decidedly want it to help take up the slack when war production ceases and the millions of hands now engaged therein must turn to other employment."

A "Piano Ship" Suggested for U. S. Manufacturers for Australian Trade

AT the nineteenth annual banquet of the Chicago Piano & Organ Association the guest and speaker was George W. Pound, the energetic general manager of the United States Music Industries Chamber of Commerce, who has so ably represented the music industries at Washington. Mr. Pound outlined a proposition to obtain a steamship for the piano trade, to be used for the exporting of American pianos to Australia. He has information that the Holland-Jamaica fleet of seventy vessels is to be discontinued, owing to war hazards of the Atlantic Ocean

and that a meeting is to be held in New York at which the fate of the ships will be decided. A close friend of Mr. Pound's will be at that meeting and urge that the fleet be transferred to the Pacific to take care of the trade with the Orient.

Mr. Pound then plans to go to Washington and make the request that one of the steamers be given to the piano industry. A steamer of 6,000 tons capacity ought to carry about two thousand pianos. He pointed out that there is a very active market for player pianos and straight pianos in Australia, and if the trade can get a ship there is no question about getting the orders.

When the piano men went to Washington in November to fight the excise tax, they found the music industry third on the list of "non-essentials"—confectionery, jewelry, music—said Mr. Pound, but now there is no more discrimination of that sort, and since that time there has not been a single ruling against the industry, and it is the only one that can say that. Automobiles have suffered a fifty per cent. curtailment, and they were much farther down the list of non-essentials than the music trade.

Touching again on the export question, the speaker declared that before the war Germany had ninety per cent. of the world's export business in musical instruments; today America has seventy-five per cent. of it. France this year will make 14,000 or 19,000 pianos (there is some question as to which of the two figures is correct) as against 100,000 pianos, the normal output. England will make 20,000 pianos. The United States, on the other hand, made nearly 300,000 instruments.

If every home is to do its share towards the communal welfare, every child should have the choice of one or two musical instruments on which to expend his musical energies.—From The Grain Growers' Guide "Music in the Home" page.

Terms—Cash or Bankable Notes

THAT selling pianos and players for cash or bankable paper is not only possible but the most satisfactory method, is the opinion of a retail dealer who has broken away from the methods of his father, which were the dicker and barter kind. He has a wide connection among farmers, who are shrewd buyers, and he is now of the belief that to haggle over terms with customers of that class one needs to be cleverer than to do business on the one-price system. Summarizing his experiences before and after the change of policy, he says:

"We went along on the old fashioned basis for a good many years, making a living and making some money according to the books, but always having to scratch around to pay our bills. Every little while we would find a line we had been pushing had sort of played out as it were, because in the dicker-and-barter, keep the price a secret method of selling, some buyer would tell the price he paid and that price set the standard for that line from that time on.

"Like most piano men who think, we often talked among ourselves of the possibilities of selling musical instruments in other ways, for instance, one price and short terms, but we had competition and we could not see our way clear to adopt any policy that would not give us the same chance to trade as the other fellow.

"So we went along until one day we decided on the one-price system and selling for cash or bankable paper. In spite of the fact that we were not satisfied with doing business the old way, we were skeptical about the possibilities of this proposition, but after talking it over thoroughly we decided to try it.

"That was our policy in 1917, and during that year we sold 213 pianos and player-pianos, eighty per cent. of them going to farmers. Of the 213 every instrument was sold for cash or bankable notes, except a very few second hand pianos which were sold on the old plan to people who were not in a position to pay cash or meet a note under four months. They did not cut enough of a figure in our total sales for the year to be considered as a reversal of policy. We did not cut a price in a single instance during the year, for we were sure that the prices were right to begin with and we stayed with it regardless of any kind of pressure, even to the possibility of losing a sale.

"The doctrine that one purchaser's money should get him just as much as the same amount gets for another purchaser is so fundamentally right that it does not have to be argued," says the dealer here quoted. "When you can show a man that that is what you are giving him, you are getting close to the closing point. And when your proposition is such that you can refer him to his neighbors for verification of the price, there is no comeback.

"All it takes for the piano man to get his business onto the basis of cash or bankable paper is a realization of these facts:

"1. That the buying public has cash or can produce its bankable equivalent.

"2. That the buying public is so thoroughly accustomed to fixed prices and the payment of cash for other commodities that it does not need to be treated on the dicker and barter basis or baited with terms.

"When the piano man realizes these facts, all he needs is the nerve to adopt a policy in keeping with them, and stick to it. It will produce results, better results the longer it is practised.

"I do not say that this policy can be adopted successfully in industrial centres where the majority of prospects are wage earners drawing their money by the week. But in agricultural communities where the people realize large sums on their crops, produce or live stock at certain periods of the year, it is a workable plan.

"One thing we had to overcome from the start was the fear of losing sales to people who could not pay cash or give short-term notes. But the longer we worked on the new policy the more willing we became to lose that kind of business. Let the other fellow have it, if you must, but don't let go of the prospect until he has convinced you of his inability to raise the money to pay all down or in a period that will make his note worth while."

Condemn Unfair Practices

STANDARDS of practice in retailing pianos have been adopted by the Milwaukee Association of Music Dealers. This is the organization that attracted so much attention by its co-operative publicity and advertising campaign. Following are the "Ten Condemnments" adopted:

1. This association condemns advertising of, or otherwise offering by, any dealer, instruments not regularly carried in stock by such dealer with the consent of the manufacturer, unless the instrument or instruments so advertised or offered shall first have been offered to the manufacturer thereof or to the nearest regularly authorized agent or cost.

2. This association condemns the practice of advertising instruments not regularly carried, unless the advertiser offers them in good faith and stands ready to sell said instruments at once to any buyer.

3. This association condemns the breaking of sales or malicious criticism of any instrument by a dealer or salesman for the purpose of dissatisfying the buyer after the sale of such instrument has been consummated.

4. This association condemns the advertising of used

instruments stating the prices originally asked for the instruments when new.

5. This association condemns advertising or offering of instruments at prices higher than the standard market value as represented by prices fixed in a majority of sales actually made.

6. This association condemns the advertising of private sales at residence addresses and places not recognized as regular trade locations.

7. This association condemns advertising as "free" those articles included in the purchase price of the instrument, such as bench, scarf, etc.

8. This association condemns advertising of "manufacturers' sales," and the offering of instruments at "factory prices"; and the advertising of "special sales" in which instruments "must be sold regardless of cost or value."

9. This association condemns "puzzle contests" and "guessing contests," as the result of which "purchase coupons," orders or vouchers are given.

10. This association condemns advertising in which high-grade instruments and cheaper grades are listed indiscriminately, with the lowest prices and terms quoted to appear to apply to all.

Music is a necessity. Every man in the music business should repeat that phrase twenty-five times before breakfast every morning. Then say it over several times after lunch. By the way, are you noting what a prominent part music plays in the day's news?

Dates for Western Fairs

At the annual meeting of the Western Canada Fairs Association in Calgary, the following dates of exhibitions were arranged:

Class "A"

Calgary—June 28 to July 6.
Edmonton—July 8 to 13.
Saskatoon—July 15 to 20.
Brandon—July 22 to 27.
Regina—July 29 to August 3.

Class "B"

Moose Jaw—July 10 to 13.
Swift Current—July 15 to 16.
Medicine Hat—July 18 to 20.
Lethbridge—July 22 to 26.
Red Deer—July 29 to 31.
Camrose—August 1 to 3.
North Battleford—August 5 to 7.
Prince Albert—August 8 to 10.
Yorktown—August 5 to 7.
Weyburn—August 7 to 10.

Fairs offering \$10,000 or more in prizes, not including race premiums, will in future be classed as "A." Fairs offering less are to be known as class "B."

Home or Boarding House

Is there any comparison between the two? The home is the foundation of civilization. It is a natural instinct to crave a home. Living in a boarding house is artificial. Around your own fireside you have the privacy and comfort not obtainable anywhere else. Let us help you furnish a home in which you will be glad to invite your friends. One of the first things you need is a good piano.—Suggested for piano advertising.

National Piano Company Ltd.



Height 4 feet 4

A new and attractive design in pure Louis XV. style, manufactured in fancy, figured mahogany, either bright or satin finish.

This is destined to be a wonderful seller, and a great profit producer to aggressive piano dealers. Superb tone, attractive design, beautiful finish and the finest workmanship give to the customer the most genuine value on the market.

Do you want more information? Then, write, wire or telephone.

National Piano Company Limited

266-268 Yonge St. - Toronto



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO—NEWARK, N.J.—PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



The Heineman Organization and Music in the Home

Each factory division of the Otto Heineman Phonograph Supply Company Inc., is keyed up for the task represented in the aim of the Canadian trade—to develop music in the home.

Our concern is to co-operate with you by providing the quantity of quality motors and accessories necessary to put a phonograph in every home in Canada.

To that end our Canadian Branch is at your service.

Otto Heineman
President

Canadian Branch : LUMSDEN BUILDING, Toronto.



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO—NEWARK, N.J.—PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



Dean Steel Needles

We are now ready to make contracts for the year for Dean Steel Needles—the quality needle of the world.

For Quality Jewels

Your most advantageous source of supply is also the Otto Heineman Phonograph Supply Co. We supply

Pathé Sapphires—Full Tone

Pathé Sapphires—Half Tone

Edison Sapphires

Edison Genuine Diamond Points

Otto Heineman
President

Canadian Branch : LUMSDEN BUILDING, Toronto



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



Pathé




The Endless Profit of Pathe Records

PROFIT based on the largest record repertoire in the world!

PROFIT based on the vast new world of melody unfolded by that repertoire: Europe's best songs, sung in practically every foreign language, by native artists of renown; quaint folk songs and melodies; romantic gypsy instrumental ensembles, court artists and famed military bands.

PROFIT based upon the world-wide reputation of the Pathé artist's personnel:

Muratore, Muzio, Ober, Cavaliere, Didur, Thibaud, Ganz, Bispham, Grace Hoffman, Slezak, Urius, Weil, Fitzu, Sammarco, Ruffio, DeCisneros and others—most of them Exclusively Pathé artists.

PROFIT based on the Pathé monthly list of records: the latest patriotic, popular, musical comedy and sentimental song and dance successes, at the moment they become successes.

PROFIT based on the genuine satisfaction embodied in the Pathé record guarantee:

PATHE RECORDS WON'T WEAR OUT!

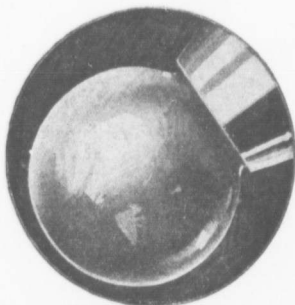
We guarantee every Pathé record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

PROFIT based on Pathé TONE—it sells itself;

PROFIT based upon the international prestige that revolves around the name "Pathé."

PROFIT based upon a genuinely liberal dealer-discount.

And Pathé Record prices enable you to meet all other record prices.



The Pathé Sapphire Ball
enlarged many times.

Pathé Frères Phonograph Co. of Canada, Ltd.

Factories and Head Office:

4-6-8 Clifford St., Toronto

DISTRIBUTORS:

Ontario—

Pathé Frères Phonograph Co. of Canada, Ltd., Toronto.

Quebec—

Pathé Frères Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.

Manitoba, Saskatchewan, Alberta and British Columbia—

R. J. Whitla & Co., Limited, Winnipeg, Man.

New Brunswick, Nova Scotia and Prince Edward Island—

H. L. Hewson & Son, Limited, Amherst, N.S.

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—FEBRUARY, 1918

The Trade Should Insure Themselves Against Losses from "Dumb" Machines

THIS Journal has been continually urging the necessity of giving attention to the machines of owners, with the idea of keeping them in good order, so that there will be no dumb talking machines in people's homes. It is of incalculable importance that purchasers should be kept interested in their machines, particularly from the record-selling standpoint. This subject is also to the front in trade discussions in the United States. A dealer there affirms that it would be a great benefit to the trade and to the public if there were supplied to every purchaser a booklet giving full instructions as to the various parts of the machine, the function each part is to play and the necessity of keeping each part clean and in good repair, and how that can be done. This dealer says: "The same instructions should be given as to the care of records. The best customer for records is the one whose machine gives complete satisfaction. It is too often the case that a purchaser takes a machine home, plays it for a time, is well satisfied with it, but gradually neglects it, letting it become dirty, and the motor dry for want of oil. He soon finds it does not play as well as at first, and then lays the blame to the machine or to the record, and then quits buying records."

"We have a customer who has records purchased more than seven years ago that still give as complete satisfaction as when first purchased, although they have been played hundreds of times. His machine is always in perfect condition, kept clean, and is periodically oiled. He keeps his records clean, and the satisfaction his machine gives him is thus easily explained. The result is he continues to be a most liberal buyer of records. If dealers would impress it on their salespeople always to give full instructions to purchasers as to how to keep the instrument in good condition, and better still if there were available, as I said, a booklet giving complete instruction there would be few dumb phonographs, and the record trade would improve immensely."

A Matter of Service

"INSTALLMENT business is worth more to me than the actual sales it represents," remarked a wide-awake talking machine dealer to the Journal. "Every instalment contract that I accept is scrutinized for possibilities of record business after the account is paid. There are quite a number of these customers who have very little money to spend on records while they are meeting their instalments, but when the payments are completed they could go on paying at the same rate for records. Of course there are people who can buy all the records they want while paying for their outfits, but these are not the people I refer to just now. My staff has very definite instructions regarding these instalment customers, and acting towards them in a manner that will retain their good will and keep them coming after their obligations have been completed. The cost of getting people to the store is considerable, and it takes a lot of thinking, then why not make the very most of such an asset as regular weekly or monthly visitors?"

"When a customer comes in here to pay an instalment he is made to feel that we are still interested in him. We ask about his machine, how the children like it, if he has

heard such-and-such a record, etc., and we make him feel that he can have a record played without being urged to buy it, or to feel that we are disappointed if he doesn't buy it. So many people become resentful while still on your books if in any sense the attitude of the store or its staff is one of non-interest. We aim to keep people from thinking we are only interested in their payments and through with them as soon as they are through. Many of our sales have been made to persons whose names were given us by instalment customers. There are various kinds of service, but service to my mind should have thought of the future. For example, while I may not be here a year from now, I expect to be doing business here for the next forty years. In that case wouldn't I be foolish to ignore the children, even from a cold, un sentimental business point of view? These boys and girls are men and women almost before you know it. They are mighty susceptible to being noticed and treated courteously. They don't forget, and other things being equal, when they commence making purchases on their own account the man who respected their childhood personalities will get the preference.

"Nearly a year ago an elderly gentleman came in here and bought a high priced outfit. I had not seen him before, and wondered why he came. Since then I have become ac-

Only the civilized peoples cultivate music to any great extent, and the character of these peoples may in a large measure be gauged by the quality and kind of music they cultivate.

That there is a great need in the prairie provinces for better musical education every thoughtful person who understands the national situation and who has the future of the country at heart readily admits.—From the Grain Growers' Guide "Music in the Home" page.

quainted with him and learned that he came to reside with a married son, whose youngsters had some reason or other to feel kindly toward my establishment. The old gentleman said the children were responsible for his coming to my store. I could tell you quite a lot about the results from this kind of service," concluded the dealer, "but this is all I have time for to-day."

Small Store Advantages

SUGGEST a business-getting scheme or method and ten to one the big dealer will reply, "Yes, that's a good one for a small dealer in a small place," while the small dealer at the same time is thinking, "I could use that idea if I were only in a city or had a large business."

Each business has its own peculiar advantages and disadvantages. The small business has an advantage in the possibility of growing into a larger business. A great deal more effort, resourcefulness, energy and risk are required to keep a large business growing, and unless it continues to grow the owner of it has something to worry about.

In the matter of records the buying of stock is a greater problem than the selling. Some dealers do not think so, hence the numbers of unsalable titles, resulting from indiscriminate ordering, and it is in this connection the

smaller dealer has the advantage. He is in a more intimate relation to his customers than the dealer with a long list of customers, some of whom he never saw, can possibly be. The fewer the customers the easier to analyze their requirements, and in the small business it should be possible to make quite a close estimate of the sale possibilities because of knowing the tastes and buying abilities of the store's clientele. In a large business it is even more necessary to estimate carefully, though it is more difficult to analyze the customer's requirements because of the lack of intimacy and because of more transient business.

Because he is in competition with houses that "carry every record in the catalogue," is not something for the small dealer to worry about. If he considers his inability to carry all the records a disadvantage, he can put against it the advantage of a close acquaintanceship with his trade, and if he bases his record owners on this knowledge he will have a much smaller percentage of non-sellers.

Suggests Magnetizing Needles

A WRITER in "System" makes the following suggestion regarding the handling of needles that might prove of interest to some members of the trade. He says: "I would magnetize my steel reproducing needles so that instead of lying flat in a tray and scattering all over its surface they would bunch together. This would make them much easier to pick up and would prevent them from rolling out of the tray at every jar.

"When any of them fell into the top of the phonograph, instead of being compelled to pick them out one by one, my customers could easily brush them into a corner and remove them all at once. The same would be true should the tray containing them be upset."

U. S. Capital to Put Talking Machine to Use

WORD comes from Washington that a society to spread the gospel of patriotism by way of the talking machine, and to preserve the public utterances of prominent men and rulers of the allied countries, to be known as the "National Forum," is being formed there. It will play a leading part in the next Liberty Loan drive, according to the announcement made by the one responsible for the society's organization. According to him a phonographic record will be made hereafter when President Wilson addresses Congress or the members of his cabinet make important speeches or statements urging public co-operation in Government enterprises. The records will be preserved for future generations.

A Luncheon Observation

THOUGH naturally averse to lunching at a "tea-room," the writer was carried off to one not long since. Curiously enough everything was to his liking, excepting the music. It should have been as much of an attraction as the tasty surroundings, and the well-cooked food. There was a \$300 talking machine and quite a list of records. Whether or not this was a well chosen list of records cannot be said, but there was at least some good and varied music.

The continuous playing of one kind of a sort of jerky-rag-jazz tune was beginning to interfere with one's digestion when a man at the table opposite blustered out, "is it necessary to keep that up 60 minutes to the hour?" That little piece of sarcasm brought the comments—equally sarcastic—that he was behind the times—that he should learn to swing his head, keep time with his foot, and imagine he was at a high-class cabaret.

A second and third visit at intervals to the same tea-room for luncheon showed that the music was the opposite to good advertising for the talking machine. It was all

because there was no one responsible for directing the music. It was left to the waitresses. When any of the girls cleared her tray and had a moment's spare time before her customer was ready for his deep apple pie desert, she went over to the machine and slipped on another record, chosen at random.

The incident teaches the advisability of taking steps to see that some competent person has charge of the music to ensure a varied and attractive programme. In some cases it would even pay a dealer to have one of his men on hand during the noon-hour to take this responsibility.

Information About Symphony Orchestras to Enable Salesmen to Impress on Customers the Full Value of Recent Achievements—From the Voice of the Victor

RECORDS by two of the leading symphony orchestras are now an accomplished fact, and these records are not only important in themselves but they pave the way for other orchestral developments. Until these records were made it was not believed possible to make satisfactory records of a modern symphony orchestra of approximately a hundred men. Now that it has been done we may expect a steady improvement in orchestral records and a considerable increase in their number.

Under the circumstances it is desirable that the salesman should know something of the symphony orchestra so that he will be able to tell his customers just why these records represent an important advance in Victor development. It is one of the peculiar conditions under which the Victor business has grown that we have to educate the public to an appreciation of the better things in music; and before we can do that we must educate ourselves.

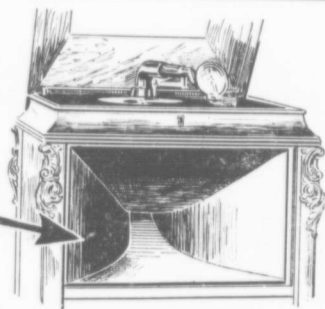
In the first place, we must remember that a symphony orchestra of to-day is not the same thing as a symphony orchestra of one hundred years ago. It has the same foundation of strings, woodwind and brass, but it has been greatly augmented in size and is nowadays called upon to play quite a different style of music. Orchestras of combined string and wind instruments have been in existence from time immemorial, but the modern symphony orchestra dates from the time symphonies came into existence. In 1762, Franz Josef Haydn was made a second capellmeister (afterwards first capellmeister) at the court of Prince Esterhazy. He had charge of a small orchestra of about sixteen pieces. Part of the terms of his employment stipulated that he should write music for the court orchestra to play. He was a young man, full of enthusiasm, a genius in his profession and more or less isolated from the musical life of Vienna. He accordingly began to develop orchestral music along lines of his own, and so evolved the symphony. His work became famous, and

BAGSHAW STEEL NEEDLES

The honest quality incorporated in all Bagshaw steel needles is responsible for their dominance.

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

The
Brunswick
The Final Phonograph



**Built like
 a Violin**
 of Seasoned White Holly
 backed by Spruce

This All-Wood Throat and Sound Chamber

Actually does eliminate the metallic sound of needle-type records

Anyone knows that wood properly constructed produces a truer, more natural and purer tone quality.

This achievement in acoustics produces music from a Brunswick, Edison or Pathé record with wonderful roundness of tone that will surprise you.

It is the selection of choicest long-seasoned woods by the Brunswick-Balke-Collender Co., such as used in fine wooden musical instruments, which gives the Brunswick first place in pure tone quality and reproduction.

The Brunswick is indeed "All Phonographs in One."

HAROLD JARVIS

says the Brunswick reproduces his record more truly than any other phonograph he has ever heard. This is due to the properly constructed tone chamber of the Brunswick—built of ALL-Wood.

Send for sales plan to-night. The Brunswick line will carry you "Over the Top" of your 1917 sales. Remember we have the Brunswick record to offer you, too.

The Musical Merchandise Sales Co.

204 Excelsior Life Building - TORONTO, ONT.

Distributing Points at Montreal, Winnipeg and Vancouver.

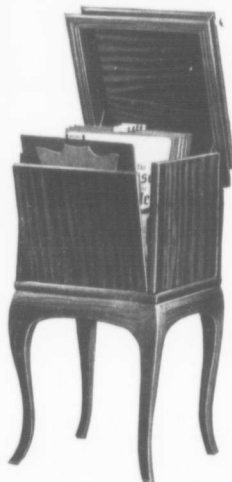


Motor can be driven from 3 ordinary dry cell batteries. We supply a 6 cell, with switch, that will give approximately 3,000 records. Remember there are no trailing wires, and can be sold anywhere, irrespective of electric current.

The Hood is self balancing, cannot fall down; the Tone Arm is Universal, playing any record, and we supply permanent needles for every make of record.

Tone Control at side; the most complete machine on the market at a reasonable price.

Write to-day.



No. 76 Open



The simplest, neatest, handiest music cabinet ever produced.

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

How easy to choose a number with the title all turned up, and the index sheets to classify the music.

Could anything be handier?

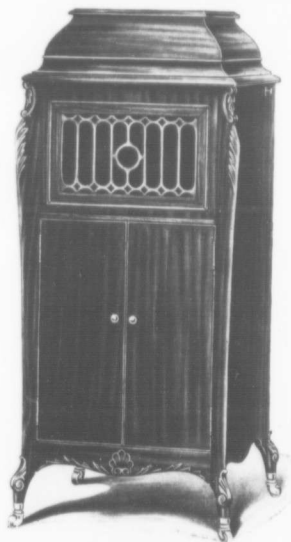
NEWBIGGING CABINET CO.

LIMITED

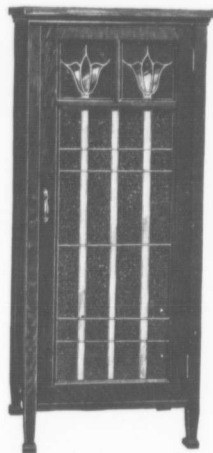
164-168 KING ST. WEST

HAMILTON,

CANADA



"F" Electric, \$200



NO. 43, FUMED OR EARLY ENGLISH.

NO. 44, BIRCH MAHOGANY.

Takes up very little floor space and holds a good number of boxes. Lined or Chipped Glass in doors. Fitted with our adjustable steel rod shelving.

others took up the work of composing symphonies—notably his younger contemporary, Mozart.

The orchestra of Haydn and Mozart's time differed greatly from ours. The violins, violas and 'cellos, of course, were the same, but there were not so many of them. The wind instruments were all different. Few, if any, were capable of being played equally well in all keys, the tone was often crude and harsh, and they were often uncertain as to pitch. Frequently also the performers lacked skill. Consequently, the composers gave most of the work to the string section, using the wind instruments sparingly, and not employing many of them. Matters were very different by the time Richard Wagner came on the scene sixty or seventy years later. Wind instruments were greatly improved in tone and in facility of expression, and the performers upon them had correspondingly increased in technique, so that music could be written for them that could be readily played which would have been impossible at the time of Mozart and Haydn. Bearing this fact in mind, compare in the following table the instruments (apart from violins, violas, 'cellos and basses) required in Mozart's G Minor Symphony (one of his greatest, composed in 1788) with those required by Wagner in the prelude to the third act of Lohengrin (composed in 1848):

	Mozart	Wagner
Piccolo	0	1
Flutes	1	2
Oboes	2	3
Clarionets	0 (two added later)	3
French Horns	2	4
Bassoons	1	3
Trumpets	0	3
Trombones	0	3
Bass Tuba	0	1
Triangle	0	1
Cymbals	0	1 pair
Tambourin	0	1
Typani (drums)	0	2
Harp	0	1
	6	29

When you realize that the Wagner orchestra had increased its woodwind and percussion instruments not only in number but enormously in power and facility of expression, you will understand that a great many more string players are needed to produce a proper balance in tone volume than were needed in Mozart's time. Thus it comes about that the modern symphony orchestra employs a personnel of approximately a hundred men. The Mozart symphony is somewhat exceptional in not having drums or any brass, except horns, but trumpets in Mozart's day were limited to a few notes and not at all

dependable and the symphony sounds better without them. The trombone was pretty much the same as to-day, but useless without trumpets.

It is evident from the above that the orchestra of Haydn's and Mozart's time was limited in what it could do. Symphonies of that period are characteristic of the orchestras on which they were played. They have charm, beauty, grace, variety of melody and perfect proportion. Having been composed for small orchestras of from twenty to forty men there has been nothing to prevent adequate recording of these works, and the best of them have already found their way into the Catalog.

About the middle of the nineteenth century there came a great awakening in music, and the "Romantic Period" set in. Composers began to realize that the enormous development in the mechanical perfection of woodwind and brass instruments opened up new and tremendous possibilities. They saw how the many voices of the orchestra could unfold dramas in sound. So they broke away from the old stereotyped form of the symphony and began to write tone-poems, in which they used the voices of the orchestra to sing of the sorrows and triumphs of mankind. Such composers as Berlioz, Liszt, Wagner, Dvorak, Tschai-kowsky and Grieg turned out works of passionate human appeal that stirred people to the depths of their souls. Music entered upon a broader field; people began flocking to the opera and to symphony concerts as they would to a great drama, certain of new thrills, new ideas, new inspiration, and a greater, deeper insight into life itself. Such works as Tschai-kowsky's "Symphonie Pathetique," Wagner's Overture to "Tannhauser," Dvorak's "New World Symphony" are magnets that draw people out of their homes on winter nights to crowd our symphony halls to overflowing.

Hitherto there has been no way of bringing this music to the people in their own homes by way of the Victrola, as we have done in other musical forms. Hitherto it has not been possible to record a full symphony orchestra in

NOTICE

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

Columbia Graphophone Company

Berliner Gram-o-phone Company Limited

= PAR-O-KET =

DOUBLE RECORDS OF QUALITY
PLAY ON ALL PHONOGRAPHS

Fully equal in QUALITY, TONE, SELECTIONS, and
PLAYING-TIME, though only 7/4 inches in diameter,
to the best 10-inch records.

AGENTS WANTED

Splendid Proposition to Dealers
Write for particulars and catalogue.

WESTERN DISTRIBUTORS:

The Canadian Phonograph & Sapphire Disc Co., Ltd.
408 Builders' Exchange Bldg., Winnipeg, Man.

N

NORDHEIMER DESIGNS



ART STYLE GRAND—As supplied to the "Chateau Laurier,"
Ottawa. Made either in finest mahogany or in Circassian
walnut. New Duplex Scale.

The new Nordheimer Grand embodies the Duplex principle in Grand Piano construction.

In this instrument, there is revealed to the musical ear, a development of tonal beauty that fully accounts for the manner in which it has been acclaimed by musicians of standing.

Critics have pronounced it a triumph for the Canadian piano industry.

The New Nordheimer Grand, with its Duplex scale and other improvements, is a perfect piece of piano workmanship.

Nordheimer Pianos—favorably known to the discriminating public for many years

—are being given extensive and thoughtful advertising. This publicity campaign is of great value to Nordheimer representatives.

If you are desirous of linking your name to that of the House of Nordheimer, write for full information regarding representation in your locality.

NORDHEIMER PIANO & MUSIC COMPANY, LIMITED
COR. YONGE & ALBERT STS., TORONTO



AEOLIAN VOCALION

The Phonograph of Today

Made in a variety of models, priced from \$62 upwards.

\$125 and upwards with Graduola.

Beautiful Art and Period Models from \$285 up.

INTRODUCED into CANADA
by
NORDHEIMER'S

DURING the three years that the Aeolian-Vocalion has been on the market, it has gained universal recognition not only as "a greater phonograph," but as a playable musical instrument. It is known as "the greater phonograph" because of its scientifically faithful reproduction of the tones of all instruments and voices. It is recognized by musicians everywhere as the first phonograph to take rank as a real musical instrument because of the Graduola—which enables anyone to play the records personally—adding the spontaneity and life to the record which has hitherto been lacking.

The attention of dealers is directed to the opportunities that are presented by not only the superior quality of the Aeolian-Vocalion, but also, the wonderful range of original styles and designs. No need for any Aeolian-Vocalion dealer to ever miss a sale through not having a machine at a price and style to suit any purse.

The Aeolian-Vocalion is being given compelling publicity from coast to coast. This advertising will attract the best class of people to the Aeolian-Vocalion—and the Aeolian-Vocalion itself will close the sale.

Any progressive merchant will appreciate what "exclusive representation of the Aeolian-Vocalion" means to him and to his store.

Territory is now being assigned for the representation of the Aeolian-Vocalion.

NORDHEIMER PIANO & MUSIC COMPANY, LIMITED
TORONTO

SOLE CANADIAN DISTRIBUTORS

an adequate performance of a big modern work. To-day we are recording the best symphony orchestras in the world complete. A brand new field of endeavor is opening up. It remains for the men on the Victor firing line to realize what this means to each one of them personally; to listen carefully to the new symphony records and to see that they are adequately brought to the notice of the customer in the store. You will find plenty of information regarding the symphony orchestra records in the monthly Supplements and in other of the many sources available to Victor salesmen.

Continuous Playing Phonograph

MANY times talking machine owners have wished that the machine might continue playing record after record without the necessity of getting up from the couch or easy chair that adds so much to the enjoyment of listening to good music, to change the record. Perhaps Seaman L. M. Flogg, Yonkers, N.Y., of the United States Naval

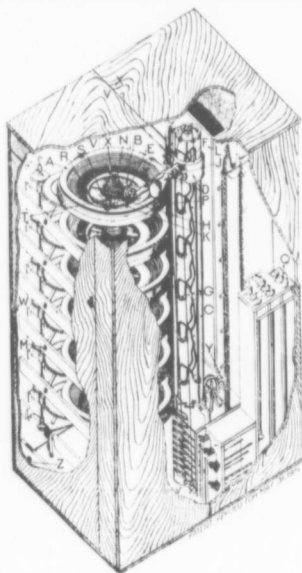


Diagram of continuous playing phonograph mechanism.

Reserve, had this experience. At any rate he has taken out a patent in Washington for an invention intended to meet the want of the lazy talking machine owner, and to make a continuous programme possible. The illustration is from a drawing of the invention, the technical description of which follows:

This new phonograph has been designed to play several disc records in succession without the attention of the operator. The machine will also select special records and render them or reproduce a single one as many times as desired. Another feature of the apparatus is that records of different sizes with starting and ending grooves of various diameters can be employed.

The instrument is provided with a series of turntables A, arranged one above another, on which the records B are held. Adjacent to these at one side is a vertical column

C, on which a movable arm D, carrying a sound box E, is mounted. The movable arm has a set of rollers F attached to it, which are adapted to travel in a groove G formed in the vertical column. As the arm descends by gravity it is directed to swing in upon the revolving turntables.

By means of a mechanical arrangement, the movable arm removes the sound box from the turntable after the record has been played, and carries it to another turntable below.

After the lowest record in the series has been played, the movable arm raises the sound box to the uppermost position on the vertical column, and then swings in on the top turntable and sets the needle, H, in the first groove, K, of the record. The whole series of records are then repeated in automatic succession.

Small regulating knobs, Q, permit the operator to omit, repeat, or stop the rendition of any particular selection. Furthermore, it is possible to set the machine to stop automatically after the playing of any record.

When loading the machine for reproduction of a selection of special records, the turntables may be pulled out of the cabinet by means of the reach-arms, M.

This enables the operator to place the records on the turntables without difficulty. The operator is able to adjust each turntable so that the machine will start and stop the reproduction of the different size records they contain, at the proper time.

This adjustment is accomplished by means of two small regulating knobs, N and P, which when turned, move the indicator needles, R and S, over the beginning K, and ending T, of the record groove.

When the turntables have been adjusted to suit the records they contain, they are pushed back into the cabinet by means of the reach-arms, and locked in operative position.

The door W, of the cabinet is provided with an automatic lock, Z, which prevents the operator from pulling out the turntables during the operation of the apparatus. This arrangement protects the machine from damage by a careless operator.

When the apparatus comes to a stop, the movable arm carries the sound box to the front of the cabinet, at which location a door is provided to enable the operator to reach the sound box and change the semi-permanent needle when necessary.

A horn, J, is attached to the movable arm and is in acoustic communication with the sound box. The horn faces the front of the cabinet when the records are being played. The cabinet has perforations in the front wall which permit the sound to pass through.

The cabinet has a portion, L, partitioned off to hold a supply of extra records. The mechanism is so arranged that the cabinet may be readily separated into two portions, V and X. This arrangement facilitates any repair work necessary by making all parts easily accessible, and it is useful when the size of the whole cabinet is too large to move in limited space.

Seeing the Prospect

GRADUALLY conditions have developed in the talking machine trade to a point where it is necessary for the retailer to get out and hustle for business. A lot of successful retailers have "beat the conditions to it." They have been out hustling even while the people were still coming. But dealers of this kind were not satisfied with the volume of trade done with voluntary buyers of machines, or people who simply came to the store of their own accord with money to exchange for machines and records. No, these dealers figured that if so many people were voluntary buyers there must be a goodly proportion who would be subject to a canvass, a demonstration in their own homes per-

Reg. An. Dept.—Copyright



PROFIT

Some store is looked upon by the music-loving people of your locality as being their source of supply for the world's greatest music as represented by Victor Records.

Some dealer is alive to the profits enjoyed by the merchant who is their nearest Victor dealer.

Is it your store and you?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

The Famous Victrolas

MONTREAL

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:

The Master's Voice, Limited,
138 Adelaide St. W.,
Toronto, Ont.

QUEBEC PROVINCE:

Berliner Gramophone Company,
Limited,
Montreal, Que.

BRITISH COLUMBIA:

Walter F. Zions, Limited,
Vancouver, B.C.

MANITOBA:

SASKATCHEWAN (East):
Western Gramophones Co.,
122 Lombard St.,
Winnipeg, Man.

ALBERTA:

SASKATCHEWAN (West):
Western Gramophones Co.,
Northern Electric Building,
Calgary, Alta.

NEW BRUNSWICK:

NOVA SCOTIA:

PRINCE EDWARD ISLAND:

J. & A. McMillan,
St. John, N.B.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



haps. They went after the business. It will be found that many of these dealers were piano men and knew from experience how to go out and line up "prospects." This may be one of the reasons why the music dealer is more successful in the talking machine business than is the hardware man, the stationer, the druggist or the furniture dealer. These latter people are not accustomed to going after their trade.

In going to see the prospect, especially if he be a business man, the following observations by a salesmanager in another line of business may be useful:

"You may have the idea that salesmanship consists of pulling a lot of this book agent jump-the-fence and crawl-through-the-window stuff, but that bears about the same relationship to the sales business that Diamond Dick does to every-day life. It might happen, and some of it sometimes does. Be a gentleman. You must remember this: You are selling a high-priced product, not a set of books, and you are dealing with men of money and standing, not a lot of improvident dollar-a-weekers. It becomes you to be a gentleman—or at least act like one part of the time. Climbing through windows, sneaking through private offices, coming in over the transom or up through the coal-hole may be done in the movies, but it won't get you very far in real life.

"The minute you pull any of that stuff the prospect puts you in the book agent class—and you know how book agents stand with the general public. Both yourself and your line take a fall in the estimation of the man whose mind you are trying to influence.

"There are many prospects difficult to see. There are business men who really are so busy that to try to see them at their offices would be an imposition. And they don't care to see you on business matters at their homes evenings. Yet we have to sell cars to these people.

"Instead of trying to force ourselves continually into this man's office or home we begin a campaign on him. After we have lined him up as a hard-to-see man we begin on him with a series of letters—not ragged, mussed letters but real typewritten letters signed by the boss.

"We shoot five or six at him and try to get him to respond. And then we make another attempt to call on him. We go to his office or home, whichever we deem best, and send in our announcement by word of mouth, not by card if we can avoid it. Sometimes the circularizing has gotten to him and he consents to see us. If he sees us it is then our business to make the call count. Nothing can help us if we aren't able to make our time count after we once get by the barrier.

"Getting in to see the prospect is mostly a question of plain common sense and gentlemanly business conduct. Sneaking into a business office unannounced and trying to sell things is resented. It hurts you in many cases. It's a regular insurance-man trick.

"All these tricky ways aren't the best thing in selling to a high-class clientele.

"There is, however, this angle to it: There is a big chance to use your head in seeing prospects. You don't have to scheme your way into their homes and offices, but you can scheme your way to the man. I know a salesman who took a train and rode five hours because he knew the man he wanted to see would be on that train with most of the five hours as leisure time. He sold his man."

Trying to Do Two Things at Once

"HERE is pictured an error that is made in some of the finest music stores in the country, where the salesmen are supposed to be super-experts at their job," observes the Chicago Furniture Journal, "so I suppose we fellows who sell talking machines in furniture stores, and who as a rule do not have the time to study all the fine

points of the game, can be excused if we make this mistake once in a while. If there's one thing more than another that the average customer dislikes, it's being talked to all the time the record is being played. If she does the talking herself, why that's a different matter, but don't you try to keep up a running accompaniment—that is, if you want to sell anything."

The average woman can't listen to two things at once, and one of them, either your record or your sales talk, is sure to be utterly wasted, probably both. Another thing, unless you had some of them tell you, or have thought it out for yourself, you can't imagine how peeved a customer gets sometimes when you try to insist upon her hearing "this fine record which has just come in" merely because you think it's a wonder. Please try to get the customer's idea of a good record, before you dare to start the instru-



ment, because whether or not the customer indicates a desire to hear any particular kind of record, she blames you for your execrable taste if you play something that she doesn't like. While "Old Black Joe" may bore you so much that you would never in this wide world think of putting it on as a demonstration record, Mrs. Smith, who lives around the corner on Elm street, and who comes into your store for the first time to buy some records for the machine her married daughter gave her for Christmas, may be simply "tickled to death" with this old Southern melody. And if you find this out, and play it for her, you have made a lasting customer and friend right off the bat. In a word, don't play what you like and what you think the customer must surely like also. Play what you know the customer will like.

To Stimulate Public Interest in Records

FOR the purpose of stimulating public interest in talking machine records by the more celebrated artists, the dealers of Buffalo propose holding a great musical concert some time during the winter. The Talking Machine Dealers' Association has the proposition under consideration. The dealers believe that by bringing before the public a large gathering of soloists who have made records, there would be a great impetus given to the public interest. It is proposed to follow the concert with a complimentary banquet for the artists. A nominal admission charge to cover expenses may be made, but this point has not yet been decided upon. As a result of the proposal a suggestion has been made that two cities co-operate and hold a concert in each centre.

Lucky 13 Phonograph Co.

3 East 12th Street, New York City, N. Y.

BARGAINS

BARGAINS

BARGAINS

Floor Cabinet Machines, Cut-out
Numbers, at Exceptionally Low Prices

\$13.00
UP

We beg to announce that we have recently purchased twenty-five hundred floor cabinet machines, cut-out numbers, equipped with double spring motors, reversible tone-arms and reproducers, and can offer same at the following prices:

Type A, fumed oak floor cabinet machine, 35 in. high	\$13.00
Type B, mahogany finish floor cabinet machine, 39 1/2-in. high	18.50
Type C, mahogany finish floor cabinet machine, 42 1/2-in. high	20.50
No. 45, mahogany finish floor cabinet machine, 36-in. high	15.50
Table cabinet with cover quartered oak, D. S. motor	10.75
Table cabinet, larger size with cover quartered oak, D. S. motor	11.25

If you are interested in high class machines at real low prices get in touch with us for samples at once, as we cannot tell how long this lot will last.

STEEL NEEDLES

65c. per thousand. Immediate Delivery.

MOTORS

No. 01—8 in. turntable	\$1.25
10-in. turntable	1.40
No. 1—10-in. turntable	2.65
12-in. turntable	2.95
No. 6—10-in. turntable, double spring	2.50
12-in. turntable, double spring	3.85
No. 3—12-in. turntable, double spring	6.75
No. 7—12-in. turntable, double spring	7.50
No. 4—12-in. turntable, double spring	9.50

MAIN SPRINGS

No. 0—3/4 in. 20 gauge 8 ft. 6 in. 25c. ea.	100 lots 20c. ea.	1000 lots 19c. ea.
No. 1—3/4 in. 25 gauge 10 ft.	39c. ea.	100 lots 35c. ea.
No. 2—13/16 in. 25 gauge 10 ft.	39c. ea.	1000 lots 33c. ea.
No. 3—7/8 in. 25 gauge 11 ft.	49c. ea.	100 lots 35c. ea.
No. 4—1 in. 23 gauge 10 ft.	49c. ea.	100 lots 44c. ea.
No. 5—1 1/16 in. 27 gauge 18 ft.	90c. ea.	1000 lots 42c. ea.
		100 lots 44c. ea.
		1000 lots 42c. ea.
		100 lots 85c. ea.
		1000 lots 80c. ea.

GOVERNOR SPRINGS

\$1.00 per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points15c. ea. in 100 lots	12c. ea. in 1000 lots
Sapphire Balls15c. ea. in 100 lots	14c. ea. in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

STONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only	\$0.60
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records	1.25
No. 6—Tone Arm and Reproducer, for playing all records	2.25
high grade	2.25
No. 7—Tone Arm and Reproducer, for playing all records	2.25
high grade	2.25
No. 8—Tone Arm and Reproducer, for playing all records	2.25
high grade	2.25

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

32c. in lots of 100
30c. in lots of 1000
29c. in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

How to Successfully Sell Talking Machines on the Instalment Plan

By Marion Dorian, Chief Auditor of the Columbia Graphophone Co., in the Talking Machine World

WE hear about the difficulties incident to instalment business. If dealers have had losses with this class of business it is largely because they have not gone about it in the right way.

There are five cardinal rules for the successful handling of instalment accounts. These have been thoroughly tested, and a fair try-out will prove them powerful aids in making instalment business what it ought to be.

There are exceptions to all rules, and circumstances will arise when it is wise to suspend the rule temporarily. In such cases the sensible dealer will act accordingly.

The five rules follow:

1. Investigate the customer in advance of delivery of goods.
2. Sell him no more than he can pay for comfortably.
3. Let terms be simple and clear-cut. Make sure the customer understands and accepts them.
4. Enforce those terms.
5. Do not allow arrears to accumulate.

Three-fourths of the trouble dealers have with instalment accounts is due to anxiety to secure a good sale. Insufficient or no investigation is made as to the responsibility, reputation, or antecedents of the customer. The sale is hurriedly consummated, the goods delivered and shortly thereafter the dealer learns to his sorrow that the customer is not what he represented himself to be. In many instances both customer and goods disappear.

It is easy to ascertain all it is necessary to know about the customer. His resources and income; his reputation for prompt payment and his general standing in the community. This should be done before the goods are delivered and will insure you against surprises.

Rule 2 is equally important. The advance investigation informs you as to the prospect's income; how permanent it is and what demands are made upon it by his family. With this information in your possession you can determine what it is safe to sell him. Suppose a prospect receives a salary of \$20 per week, and has a family of four. If he has been receiving this salary for some time and his reputation is good, you are justified in assuming he can safely pay \$2 or \$3 per week. More than that is dangerous, because allowance must be made for possible sickness of some of his family, which will make greater than ordinary demands upon his income. Eight to twelve months is the

Here's the Trio of Quality

Made in Dayton, where quality of work has earned the name, "The City of Precision." Used wherever discriminating manufacturers want to produce the best talking machines.

This trio is the response of the best engineering talent and the most skilled workmanship to the imperative demand of the manufacturer for "something better." The motor, the tone arm and the sound box each embodies the utmost that science, research and skill can put into it. Combined, they make a wonderful business builder for the manufacturers who realize that satisfaction to the customer is the basis of success. The enthusiastic commendation of thousands is their best endorsement.



THE DAYTON MOTOR

Two styles. Four sizes. Absolutely noiseless, great power, best workmanship. An answer to the demand for "something better." You will appreciate its excellence when you see one at work.

Universal. Will play any record. Special metal that will not ring. Finished in silver or gold. Every nicety of scientific design and correct principle conserved by exactness in building. Five styles.

THE DAYTON SOUND BOX

Two styles. The construction of a correct sound box involves certain acoustic properties that reach their highest development in the Dayton. Its perfect tonal quality is remarkable.

These parts represent a great advance in working qualities, tone production and durability. Their use will stamp the quality mark upon your products, bring you more business, and satisfy the most exacting customers.

Consequently They Are Business Winners

Let us prove this by sending you our catalogue, with description of the factory, its methods, and its products. Write for it to-day.

The Thomas Manufacturing Co.

303 Bolt Street

:

:

DAYTON, OHIO

TORONTO OFFICE: THE KENT BLDG.



Why Dealers Prize the Representation of the Starr

YOU will find dealers selling Starr Phonographs to be extremely enthusiastic and optimistic over their dealerships. For they believe in the Starr. They recommend it with that confidence which is born only of honest conviction.

- They like the variety of the line—eleven beautiful models in over a score of finishes—a range of prices covering the gamut of the greatest market.
- They like the graceful, refined designs. They like the splendid finishes which the half-century's experience of the Starr organization puts upon every case.
- They like it because every part of every Starr Phonograph is built in the Starr workshops, assuring uniformity of quality and definite responsibility.
- They like the quiet-running, powerful, steady Starr-built motor with its ready accessibility for oiling and inspection.
- They like to inform their customers concerning the musical ancestry of Starr Phonographs—how their creators have for five decades been experts on producing tone—how over 150,000 famously-toned instruments are world-wide heralds of the Starr reputation.

The Singing Throat of the Starr Phonograph

- The Starr "Singing Throat" of silver grain spruce, they find, is convincing proof to all ears that Starr genius has produced a phonograph which is a superior musical instrument.
- They appreciate the Starr national advertising which is reaching their most desirable prospects through the highest class magazines and leading newspapers.
- They appreciate the regular monthly assistance given to their local advertising efforts.
- And the sale of Starr Records, which is open to Starr Phonograph dealers, enables them to push records without advertising a competitive phonograph.

These same factors would make you prize a Starr dealership. If you are interested we invite correspondence.

Manufactured by
THE STARR PIANO CO.
RICHMOND, INDIANA

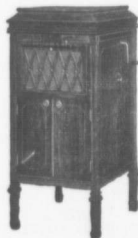
(Sole Canadian Distributors)

The Canadian Phonograph Supply Co.

London

261 Dundas Street

Canada



period within which an outfit should be entirely paid for. Allowing for a \$2 a week payment spread over eight months a customer could in that time pay for an outfit costing \$64. That would be the limit which the wise dealer would sell him. Many dealers make the mistake of selling a customer double the amount he can pay for comfortably, with the result that the payments become harder as they multiply and each payment day the customer feels he is carrying a burden. Consequently his attitude becomes one of antagonism and he pays grudgingly; whereas, if sold a bill he can pay for comfortably, he does it cheerfully.

Many customers who buy goods on the instalment plan are of limited business experience. A complicated instalment lease is to them an incomprehensible thing. Your lease should be as simple and clear-cut as is consistent with adequate protection. The terms of the contract should be made clear, and customer should accept them in all particulars. Salesmen should be prohibited from making verbal agreements with customer. If special terms are made these should be written into the contract itself. If this is not done disputes are apt to arise which are destructive of the mutual confidence which must exist to insure a continuance of patronage. The customer should be furnished a copy of the contract, so that he can refer to it at any time. In this way you gain the customer's confidence and he will not only give you his own future business, but induce his friends to do likewise.

Terms should be made as reasonable as you can afford, but once these have been agreed upon and accepted they should be enforced rigidly. There is no easier way to spoil good customers than by giving the impression that terms are mere formalities. There is no surer way of getting a list of accounts in bad condition than by ignoring the regular date when an instalment is to be paid. If the customer has agreed to pay on Monday train him to make the payment on that day and not on some other day. If his payment is not made on Monday notify him immediately to bring in the payment or make it to your collector without further delay. The moment the first lapse occurs, get right after him and remind him that the goods were sold on definite and accepted terms and that you expect him to perform his promise. If his payment has not been made by the close of business on Monday have the collector at his place of business or residence on Tuesday morning and you will save money. Even the most obdurate customer will respond to this kind of treatment, especially if the call is made promptly.

If you enforce the terms and train the customer to make payments regularly no arrears will accumulate. If you allow two or three payments to lapse it is like drawing

eye teeth to get a customer to make up the arrears. You may secure subsequent payments regularly, but lapsed payments hang fire until the end. Instead of getting your account settled within the contract period, it runs over some months, and persistent dunning, which often results in the loss of a good customer, is necessary, to say nothing of the added expense to which the dealer is put.

These rules may not be new or presented in a novel way, but if followed they will result in better and more profitable instalment accounts. They may be summarized as: Selecting a customer wisely; selling him judiciously; starting him correctly; keeping him in the straight and narrow path, and, finally, making him an asset, because you have sold him an article which has afforded him and his family unlimited pleasure and made it possible for him to pay for it without discomfort. In so doing you have made a lasting friend.

DEALERS

We are placing on the market the **BLACK DIAMOND NEEDLE**, a semi-permanent, multi-playing, phonograph needle.

Each needle plays from 50 to 100 records without changing, and does not damage the record.

These needles are put up in packages of three, and are mounted on a very attractive display card, with easel back.

Each card contains 100 packages made up of 40 loud, 40 medium, and 20 soft tone.

Each package of three retails for 15 cents.

Order a sample package to-day, and ask for our trade discounts.

We have exclusive territory to offer live dealers and jobbers, from coast to coast.

Black Diamond Needle Co.

111 Mappin & Webb Building

10 Victoria Street

Montreal

Columbia advertising recognizes the importance of the dealer.
To make people test a Grafonola in your store—that is the focus
of Columbia advertising.

Columbia Graphophone Company
Factory and Headquarters
Toronto Canada



PERHAPS no higher ideals than those of the Edison organization exist in the commercial world. It has been the ambition of the Edison organization to incorporate their ideals of surpassing design, materials and execution into every product that goes forth from the Edison Laboratories.

In strict conformity and highly expressive of these ideals is the Official Laboratory Model of the New Edison in the William and Mary Cabinet, recently announced. The spirit of Edison dominance is revealed in every line.

THOMAS A. EDISON, Inc.
ORANGE NEW JERSEY



Official Laboratory Model New Edison—William and Mary Cabinet, executed in American Walnut.

NEW RECORDS

Columbia Records for March

10-Inch	
A2477	Sweet Little Buttercup. Henry Burr.
A2470	Over There. Arthur Fields. Campbell and Burr.
A2474	Send Me a Curl. Charles Harrison.
A2474	I'm All Bound 'Round with the Mason-Dixon Line. Al Johnson.
A2474	Darkest Strutters' Ball. Collins and Harlan.
A2454	Sailing Around. Samuel Ash.
A2454	Yock-A-Hilo Town. Samuel Ash.
A2453	There's Another Angel Now in Old Killarney. Samuel Ash.
A2474	That's Why I Love You and Call You Madras. J. Malachy White.
A2417	The Old Town Pump. Fox-trot. Handy's Orchestra of Memphis.
A2417	Sweet Child. One-step. Introducing "Pallet on the Floor." Handy's Orchestra of Memphis.
A2418	A Bunch of Blues. Fox-trot. Handy's Orchestra of Memphis.
A2456	Moonlight Blues. Waltz. Handy's Orchestra of Memphis.
A2456	Sing Me Love's Lullaby. Waltz. Introducing "Celeste Southern Nights." George Stahl.
A2475	Alegria (Table Dance) from "The Land of Joy." Lacerle's Spanish.
A2454	Los Crotalos (Tambourine Dance) from "The Land of Joy." Lacerle's Spanish Orchestra.
A2454	The Mocking Bird. George Stahl.
A2463	Good-Bye Sweetheart, Good-Bye. George Stahl.
A2463	Whispering Rose. Taylor Trio.
A2463	Hearts and Flowers. Taylor Trio.
A2471	There's a Green Hill Out in Flanders. Campbell and Burr.
A2471	That's a Mother's Liberty Loan. Greek Evans.
A2472	Cleopatra Had a Jazz Band. Samuel Ash.
A2472	Alexander's Got a Jazz Band Now. Gene Green.
A2473	Liberty Bell. Twelfth's Quartette.
A2459	Do Something. Arthur Fields.
A2459	I'll Take You Back to Italy. Trice and King.
A2460	My Heart's Tonight in Old New Hampshire. Campbell and Burr.
A2460	Calico. Fox-trot. Joseph C. Smith and his Orchestra.
A2460	When You Come Back. One-step. Joseph C. Smith and his Orchestra.
A6017	I'm Going to Follow the Boys. Medley One-step. Introducing (1) Come on Over Myra to Old Father John; (2) I've Heard about the Knights of Columbus; (3) The Army's Full of Irish. Prince's Band.
A6017	Cleopatra Had a Jazz Band. Medley Fox-trot. Introducing Is Peace on Earth Again. Prince's Band.
A6010	Indiana. Fox-trot. Prince's Band.
A6010	Remick Medley One-step. Introducing (1) Sweet Little Buttercup; (2) So This is Dixie; (3) Way Down There. Prince's Band.
A6014	Jewels of the Madonna. Intermezzo. (Act III.) Chicago Symphony Orchestra.
A6012	Orientele. (2) The Bee. Chicago Symphony Orchestra.
A6013	Concerto in D Minor, No. 2, Finale. Alla Zingara. Eddy Brown.
A6013	(a) Etude No. 2 in F Minor, Opus 26; (b) Arabesque No. 3 in A Flat, Opus 35. Leopold Godowsky.
A6011	(a) Serenade in D Minor, Opus 22; (b) Vienna Waltz No. 3 in F Major, Opus 42. Leopold Godowsky.
A6016	Toca.—Selections—Part I. Columbia Symphony Orchestra.
A6016	Toca.—Selections—Part II. Columbia Symphony Orchestra.
A6016	Sally Down Our Alley. Medley Fox-trot. Introducing Old They Go Wild, Simply Wild Over Me. Medley One-step. Introducing (1) Fall the Cork Out of Erin; (2) Sweet Evangeline of Old Acready; (3) Daniel in the Lion's Den. Jockers Brothers.
A6015	Carry Me Back to Old Virginia. Lucy Gates and Columbia Stellar Quartette.
A6015	Massa's in the Cold, Cold Ground. Lucy Gates and Columbia Stellar Quartette.
A9180	Piafacci. (Prologue). Riccardo Stracciari.

New Pathé Records

63019	La Gioconda (Ponchielli) "Suicidio" (Suicide Romans), in Italian. Claudia Bruni.	12
60070	Otello (Verdi) "Ave Maria," in Italian. Claudia Bruni.	12
60070	Aida (Verdi) "O patria mia" (My Native Land), in Italian. Rosa Raisa.	12
27505	Hymn Polak (Pozar) "Polak National Hymn" in Polish. Adamo Didur.	10
27505	Hymn Polak (Prusniowski) ("O Mother Mine"), in Polish. Adamo Didur.	10
27006	Le Pere in Victoire (Ganne), in French. Auguste Bouilliez.	10
30051	Hymne de Massé (Novaro) "Fratelli d'Italia" (Brothers of Italy), in Italian. Auguste Bouilliez.	10
30051	Macon (Massenet) "Le Reve" (The Dream), in French. Edmond Clément.	12
51002	L'Adieu du Marin (Chiat) (Farewell of the Mariner), in French. Edmond Clément.	12
51002	Zaza (Leonecavallo) "Zaza, piccola zingara" (Zaza, Little Gypsy), in Italian. Baritone. Alfred Costa.	12
26008	Le Trovatore (Verdi) "Racconta di Arcuzza" (Tale of Arcuzza), in Italian. Mezzo-Soprano, Maria Passeri.	12
26008	Larmen (Bizet) "La fleur que tu m'avais jetée," in French. Tenor. Léon Beugnot.	12
60068	Le Barbier de Seville (Rossini) "Air de la Calomnie" (Slender's Whisper), in French. Basso, M. Dupre.	12
60068	Humoresque (Dvorak). Violin Solo, Piano acc. Jacques Thibaud.	12
25007	Romance (Swenden), Violin Solo, Piano acc. Jacques Thibaud.	12
25007	Carmena (Wilson) "Vocal Waltz." Soprano, Grace Hoffman.	12
52027	A Little Love, a Little Kiss (Silesu). Tenor. Charles Bellet.	12
52027	Believe Me, if All Those Endearing Young Charms (Page), Tenor. Charles Bellet.	12
40114	Comin' Thro' the Rye (Old Scottish Melody). Reinal Buckman.	12
23065	The Land of Long Ago (Ray). Soprano, Rosina Buckman.	12
23065	Flow Gently, Sweet Afton (Spilman). Baritone, Hugh Allan.	12
20268	There's Nobody Just Like You (Penn). Baritone, Hugh Allan.	12
20268	All Through the Night (Houston). Baritone, Gordon Hughes.	12
20272	Absence Makes the Heart Grow Fonder (Dillea). Tenor, Milton Bernard.	10
20272	The Honeyuckle and the Bee (Penn). Louise & Perera Waikiki Orchestra.	10
20283	Pansy Faces (Penn). Louise & Perera Waikiki Orchestra.	10
20283	One, Two, Three, Four (Alan). Irene Greenau, with Louise & Perera Hawaiian Orchestra.	10
20154	Midsummer Night's Dream (Mendelssohn) "Wedding March." Gille Orchestra.	14
20273	Le Prophete (Meyerbeer) "Coronation March." Gille Orchestra.	14
20273	Liberty Loan March (Souza). March. American Regimental Band.	10
21914	The Inevitable Eagle (Souza). March. American Regimental Band.	10
21914	Duncan Gray (arr. by Shipley Douglas). Humorous Fantasia. London Military Band.	12
21914	The Two Grenadiers (arr. by Shipley Douglas). Humorous Fantasia. London Military Band.	
21914	Le Derrière Baïler (Tosti). Tzigane Orchestra of Budapest.	12
40104	Kis Gref (Heny). Tzigane Orchestra of Budapest.	12
40104	Harry Lander's Favorite Songs (Lauder). Medley Selection. American Regimental Band.	12
20279	Scottish Country Dances "Petronella, Highland American." Father Was Right (Goldberg) "Humorous Song." Piano acc. Babe Goddard.	10
20279	Blame it on Poor Old Father (Williams) "Humorous Song." Comedian, Orch. accomp. Billy Williams.	10
20276	Somewhere in France is the Lily (Howard). Baritone, Thomas Conkley.	10
20274	Daddy Found You Down Beside the Garden Wall (Oman), with Lerie Tru.	10
20274	When You Come Home (Squire), Contralto, Jean Sterling.	10
20274	Your Flag and Country Want You (Rubens). Contralto, Jean Sterling.	10
20280	That's the Kind of a Baby for Me (Ziegfeld). Gailies of 1917 (Egan). Tenor. Noble Sissle.	10
20281	He's Always Hanging Around (Blake). Tenor. Noble Sissle.	10
20281	Gold and Silver Waltz (Schubert). Pathé Dance Orchestra.	10
20282	Jack o' Lantern (Caryl), Medley Fox-trot. American Republic Band.	10
20282	The Darkest Strutter's Ball (Brooks). Fox-trot. American Republic Band.	10

The Columbia February List was the best ever issued. The March List is even better.

Columbia Graphophone Company
Factory and Headquarters
Toronto London Canada

Columbia
Records
Grafonola

Homeward Bound (Meyer-Jentes), Medley One-step, American Republic Band	19
20283 We're Going Over (Langue), Medley One-step, American Republic Band	19
Paddle Adieu (Snyder), Fox-trot, American Republic Band	19
20284 Leave it to Jane (Wodehouse-Kern), Medley Fox-trot, American Republic Band	19
Umbrellas to Mend (Kaufman), One-step, American Republic Band	19
60069 But the Lord is Mindful of His Own (Mendelssohn), Contralto, Kathleen Howard	12
O Rest in the Lord (Mendelssohn), Contralto, Kathleen Howard	12
20286 O Dry Those Tears! Contralto, Violin Obligato, Marian Crawford	10
My Faith Looks Up to Thee (Mason), Contralto, Marian Crawford	10
20275 One Sweetly Solemn Thought (Andrae), Contralto, Rose Bryant	10
I Need Thee Every Hour (Lowery), Tenor, William Wheeler	10
20250 Bright College Years (Yale Song), unaccom. University Quartet	10
Funiculi-Funicula (Donza), unaccom. University Quartet	10
27007 Scherzo in E Minor (Mendelssohn), Piano Solo, Rudolph Ganz	10
Spinning Song (Mendelssohn), Piano Solo, Rudolph Ganz	10
20244 Sylvia Ballet (Delibes) "Pizzicato," Violin Solo, Piano acc., Jan Rubin	10
Serenata (Moszkowski), Violin Solo, Piano acc., Jan Rubin	10
20270 Napoli la Bella (Copp) "Beautiful Naples," Acordion Solo, A. de Benedetto	10
Bout-en-train (de Benedetto), Acordion Solo, A. de Benedetto	10
20271 Pignals and Chopsticks (Hess), Xylophone Solo, R. Humphries	10
18323 Concert Polka (Stiebel), Xylophone Solo, R. Humphries	10

Victor Records for March

10-Inch	
216019 Ladebauche (Mademoiselle Barrette), Mons. F. Delville-Ladebauche (Discours Sur le Service National), Mons. F. Delville	60
216020 Take Me Back to Dear Old Blighty, Alan Turner	90
18427 Sweet Little Buttercup, Elizabeth Spencer with Shannon Four	90
18433 Homeward Bound, Peerless Quartet	90
18435 The Further it is from Tipperary, Billy Murray	90
I'm Going to Follow the Boys, Elizabeth Spencer—Henry Burr	90
18434 Liberty Bell (It's Time to Ring Again), Peerless Quartet	90
There's a Service Flag Flying at Our House, Shannon Four	90
45148 Lorraine, Reinald Werrenrath	1 25
Chimes of Normandy, Lambert Murphy	1 25
45140 When Stars are in the Quiet Skies, Florence Hinkle	1 25
The Homeland, Lucy Isabelle Marsh	1 25
18405 Fun in Flanders, Part II, Lieut. Gitz Rice and Henry Burr	90
18430 U. S. Field Artillery March, Sousa's Band	90
18432 Maytime Waltz (Will You Remember), Waldorf Astoria Dance Orchestra	90
American Serenade, Fox Trot, Waldorf Astoria Dance Orchestra	90
12-Inch	
35666 Gems from "Jack O'Lantern," Victor Light Opera Company	1 50
Gems from "Leave it to Jane," Victor Light Opera Company	1 50
RED SEAL RECORDS	
10-Inch	
64722 Thou Art Near Me, Margarita, (Barnett—Meyer-Heimund), Emilio de Gogorza, baritone	1 25
64686 Pastorale, (G. Zanini—E. de Léva), Giuseppe de Luca, baritone (in Italian)	1 25
64760 La Capricieuse (Op. 17), (Edward Elgar), Jascha Hlifaetz, violinist	1 25
64748 Nozze di Figaro—Non so più cosa son (Marriage of Figaro—I Know Not What I'm Doing), (Mozart), Amelita Galli-Curci, soprano (in Italian)	1 25

U. S. Foreign Trade in Musical Instruments

For the ten months ending October, 1917, United States imported musical instruments to the value of \$487,564, as against \$447,140 for the same period of 1916, and \$859,733 for 1915.

For the same ten months exports of musical instruments were \$3,844,986 in 1917, \$3,183,492 in 1916, and \$2,201,772 in 1915, the classifications, quantities and values being as follows:

Article	1917		1916		1915	
	Quantity	Value	Quantity	Value	Quantity	Value
Pianos	10,789	\$1,718,485	9,810	\$1,491,798	5,006	\$954,292
Organs	1,910	114,618	2,461	132,916	3,025	181,255
Player Pianos	2,887	891,921	1,852	595,854	979	296,607
Piano Players	162	46,644	211	56,001	240	67,966
Music Rolls		97,918		63,778		44,527
Other Instruments and Parts		972,400		843,265		653,125

A LETTER FROM WINNIPEG

"NOTHING to waste printer's ink over" is about the average reply of different firms when asked if there is anything special. Business is moving along, nobody grouching; everyone getting three square meals and a place to sleep. The outer raiment, of course, we take for granted, because in Winnipeg it doesn't do to wait until the mercury crawls down in the thirties (below, of course), to see about winter clothing.

Slow collections seem to be the order of the day, the alleged cause being shortage of cash on account of payments on Liberty Bonds.

Skepticism is expressed by some members of the trade as to whether this is really true in all cases, but such cogitations do not always produce the wherewithal to settle unpaid accounts.

Of course there are a number of people whose hearts are bigger than their bank accounts, and the excess buying of Christmas presents leaves them sometimes in a rather embarrassing position when the collector calls. To such people the phrase "Liberty Bond" is a godsend to be used in "putting one over" the man whose business it is to say, "Pay up!" But in spite of such defaulting there is really no stringency. Collections are just slow, that's all.

Cross, Goulding & Skinner report that since the introduction of the Brunswick lines their phonograph business has more than doubled, December being an exceptionally good month. They also report that collections, especially arrears, are improving.

Mr. Kelly, of the J. J. H. McLean Co., has returned to Winnipeg after an enjoyable trip east. Called over the phone by the writer he seemed quite pleased to get back in harness again, and stated that business is very satisfactory.

As a result of a fire in the Monadnock Block, on Fort St., last Friday night, damage was done to the stock of Whaley, Royce & Co., to the amount of about \$5,000. The quick discovery of the outbreak and the excellent work of the firemen saved Winnipeg from a big conflagration, as the thermometer registered about 38 below zero, and "the colder the weather the better a fire burns" is an old adage here. The total losses to the building and the different firms occupying it are estimated at not more than \$30,000.

A letter has been received from Sergt. Jack Maberly (formerly with the Doherty Co. here), announcing his arrival in Switzerland, after being for nearly three years a prisoner of war in Germany. It is needless to say that he quite appreciates the change.

Flight-Lieut. Ernest Potter (formerly with the Doherty Co.), has returned from Texas suffering from eye-strain, but it is believed by doctors here the trouble will prove to be only of a temporary nature, and that he will soon be fit enough to return to his duties.

Mrs. F. H. Wray, of Wray's Music Store, has been confined to her home, suffering severely from rheumatic fever. Mrs. Wray is very popular behind the counter, and the store's many patrons express the wish that she may be soon seen in her accustomed place again.

The all-absorbing topic in musical circles at the date of writing, is the opening to-day of a short season of grand opera by the San Carlo Grand Opera Co. The programme is as follows:

Monday—Cavalleria Rusticana and Pagliacci.
Tuesday—Aida.
Wednesday Matiné—Martha.
Wednesday Evening—Faust.
Thursday—La Gioconda.
Friday—Rigoletto.
Saturday Matiné—Carman.
Saturday Evening—Il Trovatore.

The exclusivity of the Cecilian's being equipped with the only ALL-METAL UNIT VALVE SYSTEM in the world puts the Cecilian dealer's competitors at a handicap. This system guarantees the Cecilian player absolutely leak-proof.

Cecilian

World-
Famous

Established 1883

Secondly—The CECILIAN INDIVIDUAL GRAND AGRAFFE SYSTEM, found only in the grand pianos of other makes, exemplifies the Cecilian policy of putting every known improvement in their upright pianos. This feature wins the discriminating musicians.



Thirdly—The MAPLE INTERLOCKED BACK, not depending alone on glue, is a constructional feature, the strengthening properties of which piano craftsmen are well aware.

Our dealers see and use it as a convincing argument in selling.

The
**Cecilian
Company, Limited**

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

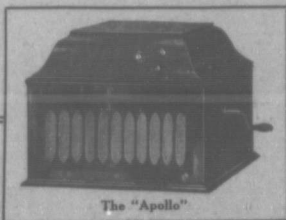
Toronto

Head Office and Salesrooms:
247 Yonge St.

Factory:
1189 Bathurst St.

Lastly—Every straight Cecilian piano may at any future time be equipped with a player action converting it into a player. The prospective buyer appreciates this thoughtful provision for his future needs.

Five Designs



The "Apollo"

Five Designs

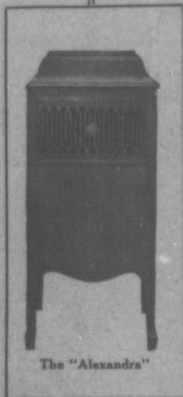
Cecilian Concertphone

"The Choir Invisible"

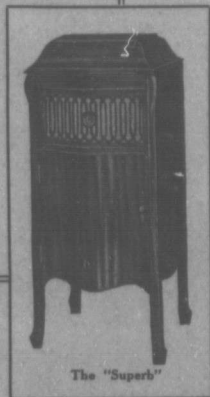
has—the Ball-Bearing Tone Arm,
—the Automatic Stop,
—an Effective Tone Control,
and plays all records.

The same care in tasty case work and the same tone results that have won world-wide recognition for Cecilian Pianos are found in every one of the Cecilian Concertphone types.

Dealers looking for a high-grade agency are directed to the Concertphone.



The "Alexandra"



The "Superb"



Musical Instruments Limited

247 Yonge Street

Distributors
for Canada

Toronto, Canada

The announcement of enlarged manufacturing facilities by Berliner Gramophone Co., Ltd., Montreal, has been received with considerable elation by the management of Western Gramophone Co., western distributors of His Master's Voice lines. As reported in the last issue of the Journal, the Berliner firm, in line with their policy of efficient record service, leased an entire building of twenty-three thousand feet of floor space. This building, which increases their floor space by fifty per cent., is to be used for storage of Victrolas and materials used in record manufacture. This leaves the entire parent factory and warehouses available for the manufacture and storage of records and for head offices. For several years past the firm have anticipated a phenomenal growth in the demand for Victor records, and have spared no effort to keep the plant in advance of requirements. Plans have been effected whereby the distributors will be able to give even a better record service than before.

Miss Margaret Delaney, daughter of Mr. W. E. Delaney, the well known tuning and repair expert and bandsman, was among the Volunteer Aid nurses from Winnipeg who recently visited Toronto en route overseas.

Ashdown's have built new mahogany and glass tone rooms, and have very materially enlarged the Columbia Grafonola department, putting Mr. Chas. White in immediate charge, under the direction of Mr. Ralph Patterson, the efficient department manager. When asked by the writer, "How are things going?" Mr. Patterson tersely replied, "Good."

Banfield's report steadily growing trade in Columbia lines, to which they announce they will confine their phonograph department, handling no other makes.

The Hudson's Bay Co. Music Parlors, under direction of Mr. Atkins, report good progress, and are carrying a full line of Columbia Grafonolas and records.

Babson Bros. report conditions and prospects good for immediate future trade in the Edison lines.

The Canadian Phonograph and Sapphire Disc Co. report business brisk in January for machines and records.

The Western Phonograph Co. say there has been a big demand for records, and are looking forward to "big times" when Sir Harry Lauder comes to Winnipeg.

Winnipeg Piano Co. report nice January business in pianos and phonographs, in spite of sundry spells of severe weather. Mr. Grassy was the recipient of sundry congratulations in January on the arrival of another Recruit for the Regiment critical friends say he is raising.—No. 8, Mother and Son doing well; Ex-Reeve McColl, the only likely competitor is now forced to admit that he is out of the running. Mrs. C. Parsons has arrived home feeling fine, after several weeks' stay with her mother and sister

in Toronto, when she took the occasion of going over the Gerhard Heintzman factory, which was of considerable interest.

Cross, Goulding & Skinner have added Columbia lines, and give favorable reports of activities in this department since the beginning of the year. The continued development of phonograph business impresses this firm that the desire of the public for music in the home continues to grow.

The Western Fancy Goods Co., distributors of Columbia lines in the west, have been taken over by the Cassidy's Ltd., and have moved into very much larger quarters. Mr. Robt. Shaw has been retained as manager, and Mr. Gordon Stark has been engaged as assistant manager. Mr. Shaw reports goods coming in considerable quantities—record shipments from factory, but there are thousands of orders for records still unfilled.

A new agency has been opened at St. Boniface. The White House (the largest departmental store in St. Boniface), has taken up the Columbia line, and is specializing in the French records on the Columbia list.

Stanwood's Ltd., announce a big sale of the new Columbia record "Blighty." In connection with this record Mr. Shaw says the output was phenomenal, over one thousand being sold in the first day and a half.

To carry a thrift program beyond the point of rational increase in saving could serve only to depress business, destroy values, and create unemployment. Business men and wage earners cannot lend money to the Government unless they can make money. And business must earn more money this year than last year. No legitimate business which can make money without competing with the Government is non-essential.

Edmonton Piano Man Deceased

Mr. J. A. Brown, for the past three years bookkeeper for Jones & Cross, music dealers of Edmonton, died at his home in that city on January 28. Though Mr. Brown had been off duty for several months through illness, and his permanent recovery seemed doubtful, his death occurred suddenly and was a shocking surprise to his friends and relatives. Rheumatism and heart failure were given as the cause of Mr. Brown's death. Deceased, who was a genial spirit, had a host of warm personal friends. Mr. Fred S. Cross of the firm, who resides in Winnipeg, was in Edmonton at the time of Mr. Brown's demise, and remained over for the funeral obsequies.

It's easy to sell people what they are hungry for. People are hungry for Columbia Records.

Columbia Graphophone Company
Factory and Headquarters
Toronto - - - Canada



The new \$100 Grafonola is a winner. It has the regular three-spring motor, and it can be had in Mahogany, Fumed and Golden Oak.

We are making better deliveries on most types of Grafonolas.

Big deliveries of records both from the Bridgeport and Toronto factories have made possible the 300% increases we estimated.

The Music Supply Company, Toronto

How a Western Dealer Keeps His Prospect File

Uses White and Pink Cards—Records Prospects' Hobbies—Follows Engagements, "Commencements" of the Schools and Local Events—Secures Information from Book Agent—Told by Ira R. Alexander in Music Trade Indicator

NOT long ago the writer visited a certain piano dealer in a western city and found him sorting over cards in his file. "You seem to lay a good deal of stress on your card filing system," I remarked.

"Yes, I do," was the dealer's answer, as he put the last card back in its place and settled back in his chair. "This card file of mine is a mighty good business-getter, too, I want to tell you, and without it I couldn't do the business I do. I have a separate card in my file for every prospect," continued the dealer, as he glanced at his file. "At the top of each card is written the name of the prospect and the address. Below that comes information that I note down from time to time. It is my method to find out all about a prospect I can and note it down, and then when I visit a prospect I look up his card and find out about him beforehand. In that way I know about his hobbies and the like and can talk to him in a way that will catch and hold his interest while I am leading up to sale talk. If I know a prospect is interested in, say, hunting or fishing, I go at him from that angle first and when we have talked on his hobby for a while and he is in the best of humor, why, then it's time for me to go at him about a piano or player-piano and I find he is in a better frame of mind to talk about purchasing than if I had merely passed the time of day and gone after him to purchase a musical instrument.

"Where do I get the information that I note down on my cards? Oh, by talking with other people and with talking to the prospect himself and by watching the newspapers and noting what is said about the people I have on my prospect list. There's lots of ways a man can find out such information if he keeps his eyes open.

"Here's another part of my file which I call my 'special prospect drawer,'" said the dealer, pointing to a section of his file, "and it is one that nets me a goodly number of sales. When I read in a local newspaper that a certain couple are to be married I note down their names on a card, together with the date of the marriage. Then I go after the prospective groom and let him know that a musical instrument will be just the proper thing to purchase as a gift for his bride. I also try to get the parents interested, and if the groom can't afford to do the purchasing act himself, why, maybe his or the girl's parents are looking for a suitable wedding gift.

"If I see in the paper that a certain organization is to build a clubhouse I note down the fact and go after the proper persons and let them know that a piano or player-piano is needed when the building is completed. I also note down such facts as that a young lady is about ready to graduate from high school or college and let the parents know that a gift of a musical instrument is always acceptable. There are also many other occasions where a gift of a musical instrument is just the thing, which, however, if I did not call people's attention to the fact, might be passed by without their thinking about the matter. It pays a dealer to watch the local papers and talk to people to find out such facts as will help him in selling musical instruments. Many times the occasion will warrant only the purchase of a number of phonograph records or player rolls, but I go after the sale just as hard, as it advertises my store and paves the way to future business.

"Several weeks before a marriage, a graduation, or the like takes place I send to interested parties a personal letter setting forth the fact that a musical instrument would be

the proper thing to give, and invite them to my store to inspect my stock and talk the matter over. Many come and sales are made. To those that do not come I send a salesman to see them or go myself and talk the matter over at the home. This plan makes more sales, and in carrying out the method I make friends for my store, and they become customers that in all probability I would not have had otherwise."

Here the dealer was called to the telephone and I glanced through the file and noted that some of the cards were white, while others were pink, and so when the dealer returned I asked him about it. "Well," he said, "It's this way. On the white cards I write the names of the prospects that are just ordinary prospects, while on the pink cards are the names of the prospects that I am more sure of. When I am sending out advertising matter that I want to go to those whom I feel are most interested in purchasing a musical instrument, all I have to do is to pick out the pink cards in the file and my mailing list is made up. It saves time.

"Talking over the phone just now reminds me that a great number of sales can be helped along by talking to prospects over the 'phone, and a dealer can be guided in his talk, if he has a file such as I have, by consulting the cards in the file and finding out about the prospect before he is called up on the 'phone.

"Not long ago I got in touch with a book agent who called at the homes in this city and had him note down the names of the people he visited who did not have a piano, a player or a phonograph in their homes. For each home he reported that did not have one of the instruments I paid him a certain small sum and in that way added to my prospect file a large number of names which later led to sales. All the agent had to do on entering a home was to use his eyes and write down what he saw, or didn't see. In that way I got in touch with people that didn't have a musical instrument of some kind without the expense of sending a person around for that special purpose.

"I make it a rule to have my salesmen study my index file and get acquainted with my prospects, as it helps them talk to the people when they are visited or when they come to the store. The cards give them information that they can put to good advantage in pushing the sale of a piano or other musical instrument. I also have them keep their eyes and ears open so they may be able to add to the information on the prospect cards from time to time, and in doing so they make sales easier and it gets them in tune with my filing method.

"Whenever a sale is made I take the card of the person purchasing a musical instrument out of the prospect section and put it in the customer section, and it serves as a record of the sale. Information is jotted down on the customer cards the same as on the prospect cards, and in that way we keep in close touch with our customers and better satisfaction results all around. A live dealer will see the advantage of keeping such a file as I have and he will find many methods of his own that will fit his own business and help him make sales."

Dog On It

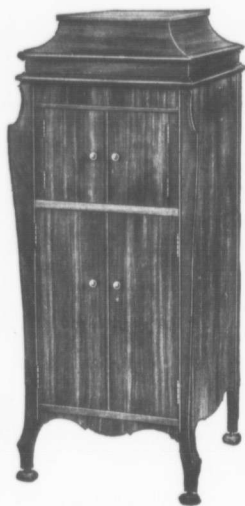
A new slogan and a very appropriate one noticed in "His Master's Voice" advertising by Berliner Gramophone Co., Ltd., is "Look for the trade mark dog on it." "Dog gone it," remarked a local salesman, "Look for the trade mark dog on it."

Lecturer: The idea of eternity, my friends, is something too fast for the human mind to conceive.

Voice from the Audience: Did you ever pay for a \$700 piano on the installment plan?



Model "Prince"



Model "Princess"

The Phonola

Models from \$18 to \$250

THE PHONOLA dealer asks people to "invest" their money—not "spend" it. In any one of our models ranging from \$18 to \$250, the investment pays interest every day in steady service. There is a Phonola within every family's reach. Your field as a Phonola dealer is almost limitless.

Domestic Records

85 cents to \$1.75

Every recording is a masterpiece of finished art, and the selections will be right up to the minute in popularity.

The artists recording for Domestic Records include Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrisey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

Ask for list of Domestic "Blue Label Records."

Pollock M'f'g Co. Ltd.

MAKERS OF THE



KITCHENER

ONTARIO



Model "C"

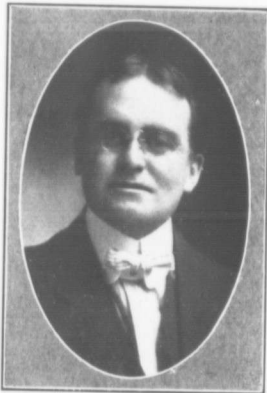


Model "B"

Gives Up Profession to Enter Piano Business

Professor D. Mulhern, a reproduction of whose portrait is here shown, has recently opened a large store in Alexandria, Ontario, for the sale of Sherlock-Manning 20th Century Pianos exclusively.

For many years Prof. Mulhern has been known as one of the most prominent and successful music teachers in Ontario. His pupils have taken the honors on seven occasions in the McGill Conservatorium examinations, and he is widely known throughout Canada as a skilled musician.



Professor D. Mulhern.

His thorough mastery of music enables him to be an excellent judge of tone quality in pianos and organs, while his intimate knowledge of the construction of these instruments will be of inestimable value in enabling him to secure perfect satisfaction for intending purchasers.

Prof. Mulhern's showroom at Alexandria is a gem in point of arrangement, furnishings and decorations, and an atmosphere of quiet elegance and refinement pervades throughout the whole establishment. The store is divided into five departments, with a display of musical instruments in each. The Sherlock-Manning pianos carried in stock are made to order especially for Prof. Mulhern, and carry his name as well as that of the manufacturers.

Prof. Mulhern has entered the piano business with the same thoroughness and enthusiasm that he puts into teaching, and reports of his progress thus far indicate that he will soon be one of the most successful business men in Eastern Canada.

Tribute to Mr. and Mrs. Layton

"It is given to few men to raise such a monument to their love of humanity as has been the privilege of Mr. and Mrs. Philip Layton," said Rev. George Adam of Montreal, chairman at a musical entertainment given by the Social Club of the Montreal Association for the Blind. The existence of this school for the blind is largely due to the indefatigable efforts of Mr. P. E. Layton, of the well known Montreal piano and phonograph house, Layton Bros., who succeeds in anything he undertakes, though himself deprived of sight.

At the musicale above referred to Mr. Adam delighted the audience by singing Mr. Layton's song, "Soon You'll

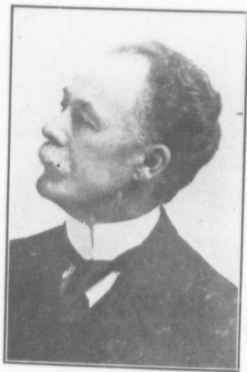
be Coming Home Lads." The school joined in the chorus. Mr. Layton sang Lauder's song, "The Laddies Who Fought and Won," and received loud applause.

In the interval between supper and the entertainment an organ recital was given by Roy Goldie, a pupil of the Blind School, who has recently been appointed organist of St. Columba's Church, Notre Dame de Grace.

W. H. Wormwith Presented with Watch

On the occasion of retiring from the Wormwith Piano Co., Ltd., Kingston, Mr. W. H. Wormwith, who is an alderman of that city, was presented with a gold watch and chain by the employees of the firm. The presentation was accompanied by an address, in which feeling reference was made to the high esteem in which Mr. Wormwith is held by the staff.

Mr. Wormwith, in his fifty years' active connection with the firm from which he has now retired, has witnessed many interesting developments in the industry, and a number of changes in the Kingston firm. In 1868 the firm was known as Rapper, Weber & Co., then as Weber & Co., and later Stevenson & Co. Twenty-seven years ago Mr. Wormwith took over the business, changing the style to Wormwith & Co. In 1910 a limited liability company was formed, under the style of The Wormwith Piano Co., Ltd., Mr. Wormwith being president, eventually disposing of his interests to Mr. George Y. Chown, who some time ago succeeded to the presidency and control of the firm.



Mr. W. H. Wormwith.

During his ownership of the business Mr. Wormwith was his own superintendent, he being practical in the various branches of piano manufacture. He commenced at the bottom of the ladder, serving his apprenticeship in action finishing, action regulating, tuning and tone regulating.

It is stated that during the recent cold snap a piano manufacturer in New York was compelled to burn lumber from his own yards to keep the factory going, and another concern which had on hand a number of old square pianos, chopped them up for fuel.

Information, application, concentration, demonstration and perspiration are the planks in the bridge of preparation which will carry you over the situation to your destination.

For Ton Trucking Purposes

Ford

ONE-TON TRUCK



BUSINESS men everywhere who have hauling or delivering problems to consider—whether operating a wholesale business, a retail store, or a farm—will welcome the arrival of the Ford One-Ton Truck.

PRICE

\$750

F. O. B.

FORD, ONT.

Supplied as
chassis only

Heretofore, the Ford user who wanted to carry loads up to a ton found it necessary to get one of several special attachments or extensions which were on the market. Now the standard Ford truck is available—a car that can withstand the drudgeries of commercial use, and yet lacks superfluous weight, and is easily handled.

The truck differs from Ford passenger cars in that it is specially designed throughout in proper pattern and strength for heavy-duty service. It has a final drive of the worm gear type, so that all gears are enclosed. Rear wheels are equipped with solid tires. Front tires are pneumatic. Standard Ford motor, transmission and ignition.

The largest truck and automobile company in the British Empire, with an organization of more than 700 Canadian dealers stands back of every Ford truck purchased.

See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario

Piano Man Killed in Action

Report of the death in action of Lieut. J. C. Quail of Moose Jaw has been received. Lieut. Quail was formerly on the staff of Heintzman & Co., Ltd., in that centre. In a communication to the Journal, Lieut. Arthur A. Baxter, formerly on the Nordheimer selling staff in Toronto, referred in very feeling terms to the death of his deceased comrade.

"I met him at the great Canadian Training School at Bexhill-on-Sea last summer, where we were both taking a course," said Lieut. Baxter. "We had many a friendly dispute re the merits of Heintzman and Nordheimer pianos, but eventually we combined to produce the biggest theatrical performance which the Overseas Canadians have done. The Revue "Line Rounds," which I wrote, was produced entirely by Canadian officers, and Lieut. Quail, who was a gold medalist of the Royal Academy, trained the orchestra of nineteen pieces, and played first violin during all the performances.

"Towards the end of the course Quail was chosen as the finest officer of his company, which numbered over a hundred officers. His record was so distinguished that he

The Man Who Comes in to Pay His Instalment

WHEN people come into your store to pay an instalment what sort of treatment do they get? This timely question is asked of their dealers by the Victor Talking Machine Company, and the following comments by way of reply are of interest to every dealer, no matter what make he handles:

Do you just take their money and let 'em go hang—or do you help them to feel that you are really interested in them and in the satisfaction they derive from the Victrola you sold them? It is a critical time. Of course, they will have to keep coming to you until the instalments are all paid—but will they keep coming to you after that? Maybe, maybe not.

Every day of your life you are spending good money for the express purpose of getting people to come into your store. If you have done that, if you have brought people into your store and then don't sell them anything the money you spent to get them in has been almost wasted.

What do you do with these people who *have* to come into your store at certain stated periods? Do you get any



A cross is marked under Lieut. J. C. Quail, Moose Jaw, who was killed in action.

was offered a staff appointment, which he refused, and although pressure was brought to bear on him he maintained that, not having been to the front, he should not hold a safety-first job. Very reluctantly he was allowed to go back to his reserve at Bramshott Camp. A month or so later I was in London, when I ran across him. He had just come down from seeing his mother in Scotland, and was leaving the next day for France. We spent the last night together.

"In what must have been his first tour in the trenches, he was killed. How it happened I don't know, but I'll stake anything on it that he was in the hottest part with his men every moment of the time.

"When you consider that a staff appointment would have given him extra pay and immunity from danger, Lieut. Quail's sacrifice is all the greater and nobler. He left a wife in Canada.

"I have seen friend after friend drop away here, like leaves in autumn," concluded Lieut. Baxter, "but of them all Canada has sent over no finer gentleman than Lieut. J. C. Quail of Moose Jaw, Sask."

On the occasion of writing Lieut. Baxter was back in England with the Engineers, awaiting orders for reinforcements.

business out of *them*? Do you get all the business out of them that there is to be got?

When people come to your store to pay an instalment their visit means cash to you, but to them it means expense. Paying out money for a satisfaction you are already enjoying is apt to be a doleful job for the man who's doing the paying. He's likely to get kind o' sick of it before he's through and for that reason a little extra consideration, a little extra pleasantness and interest in his case will be doubly appreciated.

They reached the high-water mark of their enthusiasm when they signed the original order and began to enjoy having a Victrola of their own, and if you value your future business you'd better see to it that their enthusiasm is kept alive. You may know very well that some of them haven't much, if any, money left to buy records with, but see to it that their enthusiasm is kept alive nevertheless—and then, of course, there are lots of them who *can* afford to buy records. It is a question of offering them records that they find sufficiently interesting.

We have two classes of unfortunates in this old vale of tears and laughter, those who can't get their minds on their work and those who can't get theirs off it.



The Willis
Trade-Mark
of Quality

The Willis Heritage of Piano Greatness.

How Willis Dealers are Profit Sharers In Willis Prestige.

Important Elements That make the Willis Piano Maintain its Exalted Position.

NO BUSINESS, no matter how firmly entrenched in public and trade esteem, can afford to remain inactive in this progressive age—competition is keen, and in order to maintain a position it must be alive and aggressive. Its service must not only embody high quality products, but its policies must be of an advanced character, so that they fairly reflect the modern trend of business.

Back of the Willis heritage of piano greatness, is a manufacturing and distributing policy which in its organization and scope is thoroughly progressive and sympathetic because its plan is co-operative, and the piano merchants who represent the Willis line are virtually profit-sharers in the cumulative prestige associated with Willis products.

Proof of this Willis loyalty and enthusiasm is evidenced in the steady increase of the business. This fact alone shows beyond power of argument that the Willis system, which has resulted in producing such peerless instruments, is working perfectly to the advantage of the dealers who realize the monetary value to them of a business alliance with the Willis institution.

With a perfect organization, producing artistic pianos which are inseparably connected with the musical life of Canada, one can realize what a progressive force the Willis is in the music trade field these days.

*We are sole Canadian wholesale agents
for the celebrated Knabe Pianos.*

WILLIS & CO. LIMITED

MONTREAL

Head Offices:
580 St. Catherine St. W.

Factories:
St. Therese, Que.

MONTREAL TUNERS ADOPT NEW SCHEDULE

SEVENTEEN or eighteen local tuners had a meeting recently and heartily endorsed the plans laid down and drawn up by the Montreal Piano Retailers' Association as outlined in the last issue of the Journal. The whole was adopted with one or two slight changes.

Allan L. Carr, manager of the Sherbrooke, Que., branch of Willis & Co., Ltd., is meeting with huge success in his territory, and is exploiting all lines most energetically.

Messrs. A. P. Willis, president Willis & Co., Ltd., and Mr. C. D. Patterson, director and salesmanager of the same concern, shortly after their return from New York proceeded to Toronto and other Western Ontario points. Mr. Willis and Mr. Patterson visit the Toronto supply houses each year at this time to arrange supplies of materials for the current twelve months. They also met a number of their Ontario agents at Toronto, where they were guests at the King Edward Hotel. The Toronto trade they found quite optimistic and hopeful, in spite of the continually increasing cost of doing business and the uncertainties in receipts of needed supplies and deliveries of finished stock. Ontario trade, they found, had been considerably interfered with by the unusual snow storms and severe weather that blocked railways and highways, making business impossible.

The long established firm of J. A. Hurteau & Co., Limited, has been purchased and taken over by C. W. Lindsay, Limited, and for the present business will be carried on as usual from the Hurteau present warehouses, where Williams New Scale pianos will be handled as heretofore.

PHONOGRAPH REPAIRER WANTED

Experienced repairer wanted for Edison phonographs. References required. Good salary for right man. Apply Layton Bros., 550 St. Catherine St. W., Montreal, P.Q.

BUSINESS FOR SALE

First class piano business in a live town in the Ottawa Valley, including store in centre of business street. Sole agency of several pianos and Victorias (money makers), well advertised, and good will of business given in free. This is one of the very best known and money making piano businesses in Eastern Ontario. The owner wants to retire, having cleared \$150,000.00 in a few years. This is a snap for any young man who can sell pianos. A small amount of money down will handle this. Terms arranged for balance. For particulars apply to Box 99 "Canadian Music Trades Journal," Toronto. F.M.A.

Inspector Wanted

For progressive piano factory. Must be thoroughly experienced in all departments. Apply box 226 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

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

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

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

SAMPLES and PRICES furnished on request

"Commerce pays the war" is the very laudable sentiment of a recent Willis & Co. advertisement in the local press, which said, "To win the war send good men to the front! Send men to the farm and fisheries! Waste not a mouthful of food. Buy Willis pianos, which build up the revenue, business tax, income tax and all other war taxes, for commerce pays the war."

J. H. Mulhollin is well pleased with the ever increasing number of inquiries for the popular Evans Bros. line, and he has on his books at the present time a number of prospects for immediate closure.

Norman Brownlee, manager of the Ottawa branch of Willis & Co., Ltd., has been indisposed for some time, but is now up and on his feet again, sending some nice orders to headquarters.

Willis & Co., Ltd., have been appointed Canadian distributors for the Chickering line.

Gervais & Hutchins, on account of the expiration of their lease, will remove to other premises, which as yet have not been practically settled. They will continue, however, to represent their present lines, both in pianos and talking machines.

Layton Bros.' "clean up sale," whereby they offered their entire stock of used pianos, organs and phonographs at reduced prices, was an unqualified success. The makes offered were those taken in exchange for Mason & Risch, Sherlock-Manning and Layton Bros. instruments, all of which had been gone over and thoroughly repaired before being sold, and when purchased were guaranteed for five years.

"Who Goes There" is the title of a new patriotic song, words and music by Harry Goodfellow, of St. Lambert, Que., as arranged by A. E. J. McCreary. There are two

About that trip to Toronto February 21.
Look up page 58 and notify the Secretary.

sets of words, one applicable to Great Britain, and the other to the United States.

To assist in the successful sale of tickets for a raffle in aid of the Iverly Settlement, Willis & Co., Ltd., kindly loaned a portion of their warehouses, also their windows for poster displays.

At the recent annual meeting of the Western Hospital held the past week, in order to extend the sphere of its usefulness four vice-presidents were elected. Mr. C. W. Lindsay was one of those chosen.

"No more gratifying news could have come to Wm. Lee, Ltd., than the series of reports concerning Martin-Orme pianos and players sold by this house since handling the line, all of which bear testimony to the fine tonal qualities of this instrument, and which has helped us sell other instruments of the same make," said manager Henry Hamlet. Referring to the Bell line, they stated that they were meeting with great success in exploiting this instrument, which they found that most people were well acquainted with, thus requiring less selling effort.

At the warehouses of J. W. Shaw & Co., manager A. E. Moreland reports a very gratifying demand for the entire line of Gerhard Heintzman pianos, also Shaw instruments. Business has been exceedingly good in their sheet music, musical merchandise, and small goods departments.

The line of pianos and players produced by Willis & Co., Ltd., is proving its popularity with the dealers all over Canada, who are sending in substantial orders for immediate delivery. This factory is working to capacity to meet the demand for the line. The Willis player has proved ex-

COME TO THE CONVENTION

of the

Canadian Bureau for the Advancement of Music

Toronto, Thursday, February 21st, 1918

Afternoon Session, 2.30, Room G, King Edward Hotel.

Informal Dinner, 6.30, Ontario Club, 16 Wellington St. W.

YOU HAVE HEARD SOMETHING

of the "Music in the Home" campaign that has been going on for nearly a year. Perhaps you don't know exactly what it is or how it is worked, or how it is helping every last man in the trade, or that it can be made a mighty sight more beneficial with a little more dealer co-operation. There is a lot to tell about it. Come and listen to the discussions—take part in them and get the real grip of it. You are expected to come along, and foregather with others of the trade from other places,—your opportunity to swap ideas—and remember that when you swap an idea with another fellow you each have two ideas. When you swap dollars you each have only one.

AND THIS IS VERY URGENT

Does it not strike you that there is very particular and especial need just now for the music trades of this country to be organized? This is another important reason why you should be at this meeting. Until a few weeks ago the retailers of England could get only ten per cent. of the pianos they required. Government restrictions prevented the manufacture of more. But—all branches of the trade got together, and as a result of organized representation the Government embargo was lifted to the extent of 75% of the maximum requested. Only 500 out of 2,000 dealers were interested enough to report the number of pianos they would likely need, or they would be getting more.

In the United States organized representation to the Government secured an interpretation of the war tax that saves the trade over \$800,000 per year. It was an organized protest that prevented the 3% tax being 5%.

HAVE THE ABOVE FACTS ANY SIGNIFICANCE FOR YOU?

Don't let anything keep you away from this Convention. The afternoon session will be devoted to the business of the Bureau. There will be Committee reports, adoption of by-laws, election of officers, interesting discussions.

The dinner at 6.30—\$2.00 per plate—will be informal. There will be an address by George W. Pound of New York. He comes for this special purpose, with the compliments of the United States Trade. He has been looking after their interests in Washington. He is familiar with the "Music in the Home" activities in the U.S. He knows that it has kept business going. There's a lot that he can tell us that we want to hear. If you have not already sent word that you are coming do so now. We want to know how many to provide for.

E. C. SCYTHES, President,
220 Yonge St., Toronto.

J. A. FULLERTON, Secretary,
66-68 West Dundas St., Toronto.

THIS WILL BE A GENERAL MEETING OF ALL BRANCHES OF THE MUSIC INDUSTRIES

ceedingly popular with the trade, and there is a constantly increasing demand for this instrument.

W. J. Whiteside reports a substantial gain in amount of business done in Karn-Morris products for January over the corresponding month of last year. He also stated that the percentage of cash sales had shown an increase, and that the class of the installment business had been raised.

TALKING MACHINE TRADE IN MONTREAL

REPORTS from the various talking machine stores and departments of music houses indicate that people continue to want music. The more intense the war becomes and the longer it lasts the greater is the desire for music. Record trade is active and dealers report a very noticeable discrimination on the part of the public in their purchases. They are demanding better music. The improved taste of the public in matters musical can to a very great extent be credited to the educational influence of the talking machine.

Mr. Dewar, late of the Berliner Gramophone Co's retail selling staff, and to whom reference has been made at various times in these columns, has gone overseas. Mr. Harold M. Reece, also an ex-Berliner salesman, is still at Key West, Florida.

Almy's Limited report good January business for Columbia Grafonolas and Columbia records. Miss Vezina, who has charge of this department, is very much pleased that there has been no apparent falling off after the record business established by her department in December last. The amount of business already done for February promises a good outlook for a continuance of the same.

According to reports from Mr. George A. Peate, the "Brunswick" is demonstrating its activity in the phonograph field, and has gone ahead with leaps and bounds wherever introduced.

The Victrola department of W. J. Whiteside enjoys the advantage of a steady regular patronage, and in addition is favored with much desirable transient trade by reason of their central location. Mr. Whiteside attributes the success of this department to the combination of these elements, and an excellent nationally advertised line.

The Starr line, in the hands of Wilder's Music Supply Co., is being given able representation.

Miss Perrault, on the selling staff of Berliner Gramophone Co's east end store, was married on January 22. Her example was followed a week later by Miss Beauregard, cashier at the new store.

"Tim Rooney's at the Fightin'," which came out with the new records for February in the Victor list, was

featured in daily newspaper advertising all over the country by Berliner Gramophone Co., Ltd. A specially prepared drawing showed this eager, red-headed, red-blooded fighter making for the Hun trenches at top speed. Like Jiggs, he probably appreciated the fact that this was the only fight he was ever in not stopped by a policeman. This record, number 64761, is a quaint "Kerry Ditty," and has already "caught on." It is a ten-inch, retailing at \$1.25.

"Though the Edison Co. have raised prices we find little if any complaint on the part of the purchaser," said Layton Bros., one of the bristlingly busiest local Edison agencies. "The tendency on the part of the purchaser has been to accept price increases in good faith. None of our new customers, that is those who were figuring on a machine previous to the raise, objected to the raise in price. We haven't as yet had a customer walk out when informed that the prices had been increased, and we can truthfully say that kicks in this direction are decidedly scarce, as the buyer has been educated to accept price advances as a necessity and in keeping with the present day situation. Edison and Columbia business for January did not show the falling off that might have been expected after the holidays, but has kept up wonderfully well," concluded this house.

Miss Grace Hoffman, the Pathephone soprano artiste, has been appearing in the Imperial Theatre all this week, and has delighted large audiences.

The Canadian Phonograph & Cabinet Co., and the Dominion Phonograph Co., 148 Fairmount Ave. West, are manufacturing the Bernola in two models, which are selling very well locally. Mr. A. Bosquet, the proprietor, is well satisfied with the amount of business to date, both in machines and cabinets, and the number of prospects ahead.

Miss Eva Gauthier, the Victor Canadian soprano artist, was one of the artists who appeared in a concert at the Hippodrome, New York, recently, in aid of the founding of a Club for Sailors and Soldiers.

Henry Burr recently made a special trip to Montreal to record two songs given on Victor record No. 216015. "If You Were the Only Girl in the World and I Were the Only Boy," and "When We Wind Up the Watch on the Rhine."

The Pratte Piano Co., manufacturers of the Pratte piano, have registered their phonograph manufacturing department under the name of the Prattephone Co.

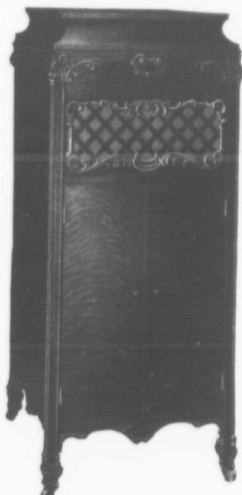
Wm. Lee, Limited, are having very good success with the Muscola of the Vocalion line. They also report nice business with the Edison Amberola and Columbia products.

Alan Turner, billed as the famous Victor Baritone Artist, appeared for one week at the Imperial Theatre, and captured the hearts of large audiences in his rendering of both classical and vocal song numbers. "Sussex by the Sea" and

One evening a week with theatres and movies closed means just so much more demand for those never-off-the-job entertainers, Columbia Grafonolas and Columbia Records.

Columbia Graphophone Company
Factory and Headquarters
Toronto Canada





Model D, \$300 Retail

The Gerhard Heintzman Phonograph

is now in eight distinct and different types, ranging from \$51 to \$400 retail. This gives the dealer a line for every class of trade, and a line that makes people want to buy more records, and better records.

Get agency particulars

A New Model

Gerhard Heintzman Phonograph

Retailing at Three Hundred Dollars

This is one of the most compelling models ever introduced in the phonographic trade, and with a rich, pure, mellow tone that makes selling argument unnecessary. Note the equipment:—

Automatic Lid Support

With one hand raise or lower the lid.

Automatic Stop

It stops exactly where it is set to stop.

Electric Light

Throws light on reproducer and record.

Gerhard Heintzman Nuancer

Permits the most delicate tone shading.

All fixtures gold plated.

Noiseless, long running motor, made specially for the Gerhard Heintzman Phonograph.

Cabinet fitted with ten record albums, and is a choice bit of craftsman art, fetching in design, beautifully finished, and with just enough hand carving to set off its beauty. It is on wooden casters.



Home of Gerhard Heintzman High Class Musical Instruments

Gerhard Heintzman, Limited

Head Office and Factory

69-75 Sherbourne Street - Toronto

"Take Me Back to Dear Old Blighty" were recorded by this artist whilst in Montreal, on His Master's Voice Record No. 216020.

NEW VICTOR DEALERS

Among the most recent additions to the list of dealers in Ontario handling "His Master's Voice" lines exclusively are:

Badgley & Houk, Dunnville.
J. F. Daly, Seaforth.
J. E. Spears & Co., Toronto.
P. L. Machale, Timmins.
B. J. Wade, Brantford.
R. Graham & Son, Lakefield.
A. W. Reachheld, Fisherville.
R. G. Greves, Beamsville.
J. Reynolds, Manitowaning.
John Gilheeny, Bradford.
M. Soward, Minden.
M. F. Fade, Kirkfield.
D. J. McKee, Dunnville.

Muratore

Lucien Muratore, the tenor who is becoming popular through his recordings on Pathe records, and one of the most distinguished actors and singers of France, was born at Marseilles. At the age of eight, when he began his studies in school, he simultaneously took up music at the Conservatory of Marseilles. Nine years later he was graduated with honors, having been awarded first prizes in solfeggio and in diction, standing well even in composition. He was also a prize pupil in the dramatic department. Before he had attained his majority he was

playing juvenile leads at the Varieties, and a year later went to the Casino at Monte Carlo. He had such a soldierly figure and such a gift for music that the head of the army bands induced him to enlist.

He served three years with the French volunteers. From there he returned again to Paris, where he became the leading man to Mme. Rejane at the Odeon, remaining there a year, and playing leads to this distinguished actress. In the interim he had begun to study singing in the Paris Conservatoire. Mr. Carro, the impresario at the Comique, heard him sing in a performance given under the auspices of the Conservatoire, and urged him to take up opera, which he did with avidity. He progressed so rapidly that this distinguished impresario engaged him to sing with Calve and Dufresne, and he appeared in the premiere of Catulle Mendes' "La Carmelite," creating the leading role. The young man did so astonishingly well with this responsibility that he again confided to him a creation in "Muguette," playing opposite to Fougères. Then he added to his repertoire, making successive hits in "Carmen," "Werther" and "Mignon," creating the leading role in Halevy's "Cor Flouri," before joining the grand opera.

Mr. Muratore made his debut in the National Opera House in Gluck's "Armide," and then in quick succession impressed as Faust and as Romeo. Massenet saw in him a remarkable artistic future, and chose him to create Ariane. Since coming to America Muratore has won his laurels in grand opera before New York and Chicago audiences.

SEE
PAGE 58

and send word to the Secretary that you'll be there.

Etched Brass Name Plates for Pianos and Talking Machines

WE beg to inform the Trade that we are prepared to offer close prices on etched brass name plates for Pianos, Talking Machines, Cabinets, etc., with or without serial numbers. We can faithfully reproduce the style of your present transfer or trade-mark. Get in touch with us.

All our plates are heavily lacquered. Your name plate is practically indestructible and undefaceable.

Tell us what you would like to see reproduced and one of our designers will prepare a business-like sketch to show how nice it would look in a finished name plate—all of this without cost to you.

As our goods are "MADE IN CANADA" and second to none, we can make you an alluring proposition. "Get in touch with us."

SHARKEY NOVELTY CO.
38 Sussex Ave. - TORONTO

Manufacturers and dealers in advertising novelties of every description—Calendars, Blotters, Buttons, Badges, Pennants, "Tag Day" supplies, Metal and Wood Rules, Yard Sticks, etc. Specialists in Brass, Celluloid and Aluminum goods.

New Gerhard Heintzman Phonographs

Three new models have been added to the Gerhard Heintzman range of phonographs, giving eight different models to dealers in this make. The range runs from \$51 for the table machine, to \$400 for the Model E, floor cabinet with gold plated trimmings, so that any class of trade, from the humble cottager to the millionaire, can be catered to.

Mr. Armand Heintzman, vice-president Gerhard Heintzman, Ltd., and superintendent of the factories, was so well pleased with the reception accorded the five designs first introduced, that he decided on the additional types to give the retailer the full range of one make. He has given the phonograph close personal study, and has worked on the policy of experimenting in the factory and not with the customer. He has arranged his factory to take care of a large demand, and is making still further enlargements for this department.

There are a number of features that give the Gerhard Heintzman phonograph distinction in addition to attractive cabinet designs and well finished goods. In their advertisement in this issue the new Model D, selling at \$300, is announced. This has gold plate trimmings, automatic stop, automatic lid support, and electric light, found so convenient in setting the reproducer on the record whether the room is brightly lighted or not. It is equipped with ten record albums, and stands on wooden casters. The additions to the line to be announced in the very near future are a table machine without cover, retailing at \$51, a table machine with cover, retailing at \$79, and a floor cabinet, retailing at \$100.

THE VALUE OF THE NAME

Brant-Ola

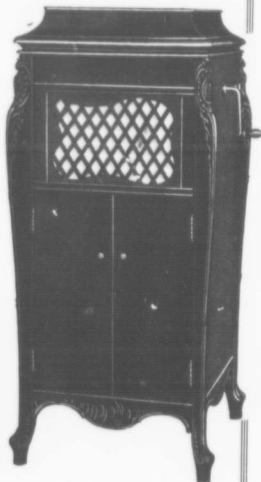
is in the confidence it inspires in the phonograph it represents.



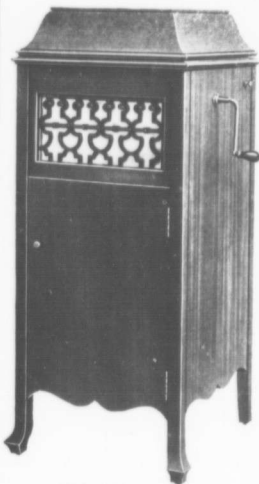
Style "A" \$130.
Electric, \$160.



Style "C" \$65.



Style "O" Louis XV., \$200.
Electric, \$250.



Style "B" \$90.

DEALERS' SALES RECORDS

show that the homes, where good taste in furnishings prevails, are readily selecting the Brant-Ola after looking around at all makes. This is partly due to the Brant-Ola cabinets being made in a piano case factory.

The musical accuracy of Brant-Ola reproduction in the case of all records never fails to appeal on demonstration.

Secure a Brant-Ola agency while it is open in your town.

Brantford Piano Case Co.
Limited

Manufacturers of the Brant-Ola

Brantford - - Ontario

Edison Jobbers' Convention

The convention of the Edison Disc Jobbers' Association is slated for February 18 and 19, at the Knickerbocker Hotel, New York. This convention is entirely under the management of the jobbers themselves, the company taking part in the sessions only on the second day. On the last night the jobbers and their ladies will be guests of the Edison Company at a banquet and cabaret at Sherrys. It is planned to have a less elaborate program than heretofore at similar occasions, and to make the affair less formal—more of a "general get-together." On February 11 Mr. Edison received the following letter of congratulation from the Jobbers' Association, it being his 71st birthday:

Greetings and congratulations to you on your 71st birthday.

The Edison Disc Jobbers' Association, representing the entire body of distributors of the Amberola and Edison Disc Phonograph products in the United States of America and the Dominion of Canada, unite in extending to you a warm greeting on this, your 71st birthday.

Our association with the name of Edison is always the source of great personal satisfaction to each and every one of us, but as we extend our greetings to you, Sir, on this, your 71st birthday, we bring with them a deep sense of gratitude for your untiring devotion to your country and the cause of democracy throughout the world.

We are proud of you, Mr. Edison, and while you are throwing your great energy into the fight against the brutal autocracy that threatens the future of every liberty-loving people of the earth, please accept our pledge of unswerving loyalty to you and yours, through each trying hour of the task you have so nobly and cheerfully undertaken for mankind. We will try to profit by your splendid example and courage, and we wish you many, many happy returns of this day.

Edison Blue Amberola Records for March

3433	Are You From Heaven?	(Gilbert-Friedland). Tenor, orch.	
	acc. Vernon Dalhart		85
3429	For You and Tennessee.	(Bernard E. Fay). Male Quartet,	
	orch. acc. Harmony Four		85
3437	Someone is Waiting for You.	(Al Plantadolo). Male	
	voices, orch. acc. Shannon Quartet		85
3428	Somewhere in France is the Lily.	(Joseph E. Howard).	
	Baritone orch. acc. Edward Elton and Chorus		85
3426	They Go Wild, Simply Wild, Over Me!	(Fred Fisher).	
	Tenor, orch. acc. Billy Murray and Chorus of Girls.		85
3424	When You Hear that Raggy Refrain.	(Herman Darewski).	
	Tenor, orch. acc. Billy Murray and Male Chorus		85
3434	Blackthorn-Stick Medley of Pigs.	Violin. Orch. acc. Charles	
	D'Almeida		85
3435	Katy Mahone.	(Chamney Ocelli). Male Voices, orch.	
	acc. Shannon Quartet		85
3417	Medley of Irish Reels.	Accordion, Piano acc. by Denis J.	
	Smith		85
3436	Tho' I Had a Bit o' the Devil in Me.	(Harry Von Tilzer).	
	Tenor, orch. acc. George McFadden		85
3429	Victory!—Easter Carol.	(H. M. Noyl). Mixed Voices,	
	orch. acc. Carol Singers		85
3436	Break the News to Mother.	(Chas. K. Harris). Tenor,	
	orch. acc. George Wilton Ballard and Chorus		85
CONCERT LIST			
28261	Azt mondjak Scenes de la Canada—No. 8.	(Jano Hubay,	
	Op. 69). Violin, Piano acc. by Jacques Grunberg, Mary		1 00
28280	Three Fishers. (Gohn Haller). Baritone, orch. acc. Arthur		
	Middleton		1 00
REGULAR LIST			
3412	Dixieland Memories—No. 1.	Orch. acc. Orpheus Male	
	Chorus		85
3415	Dixieland Memories—No. 2.	Orch. acc. Orpheus Male	
	Chorus		85
3425	Lullaby. (E. W. Hanscom). Contralto and Op. 119. No.		
	orch. acc. Helen Clark and Shannon Quartet		85
3422	Buki San (Where the Cherry Blossoms Fall).	(Walter	
	Donaldson). Tenor, Vernon Dalhart		85
3414	Impassioned Dream Waltz. (J. Rouss). Peerless Orchestra		
	3413	Love's Message—Morceau Characteristic. (F. H. Loney).	
	Solera's Band		85
3420	Ma Belle Charmanne. Concert Waltz. (Chas. J. Roberts).		
	Peerless Orchestra		85
3423	Nightingale and the Frog. (Rich. Eitelberg, Op. 119. No.		
	2). Piereo and Hansson, orch. acc. Weyert A. Moor		85
3421	Saxophone Solo. (Ernie Erdmann). Saxophone, Op. 119. No.		
	and Benjamin Kohn		85
3416	Hy-Sine. One-step. (Morgan Chapin). For Dancing.		
	Jaudas' Society Orchestra		85
3419	Jack O'Lantern. Fox-trot. (Tom Caryl). For Dancing.		
	Jaudas' Society Orchestra		85

3418	That's It. Fox-trot. (Cromer-Layton). For Dancing.		
	Ernie Jazz Band		85
3431	Favorites Hymns of Fanny Crosby—No. 1. Mixed Voices,		
	orch. acc. Calvary Choir		85
3427	Laughing Song. Orch. acc. Ed Meeker and Empire Vaude-		
	ville Company		85
TWO FRENCH RECORDS			
27181	Elle etait vendue. (Serpieri). Baritone, in French, orch.		
	acc. Hector Pollein		85
27180	La Garde de Mait Pinson. (Mauriner de Heintz). Baritone,		
	in French, orch. acc. Hector Pollein		85

Joins the Pathé Organization

Mr. W. C. Willson, for the past fourteen years secretary-treasurer and manager of the Meaford Mfg. Co., Ltd., of Meaford, Ont., has joined the Pathe Freres phonograph organization at Toronto. Mr. Willson comes to Toronto in the capacity of assistant manager of Pathe Freres Phonograph Co. of Canada, Ltd., and will have charge of the firm's internal organization.

Mr. Willson is a furniture manufacturer of long experience, and has specialized in factory organization and in handling men. Prior to taking charge of the Meaford firm Mr. Willson was connected with the George McLagan Furniture Co., Ltd., of Stratford, and for which firm he travelled for two years. He is therefore well known to



Mr. W. C. Willson.

an extensive list of furniture dealers in Canada, by whom he is held in high repute. In 1917 Mr. Willson was chairman of the Canadian Furniture Manufacturers' Association, an organization embracing in its membership the majority of the country's furniture manufacturing firms.

Mr. O. C. Dorian, general manager of the Pathe firm, in announcing to the Journal the addition of Mr. Willson to their organization, remarked that "his engagement is convincing evidence that we intend to give exceptional service to our customers and to have our product above criticism."

Mr. Willson brings to the Pathe organization not only a wide manufacturing experience, but also the energy and enthusiasm of a young man who has boundless faith in Canada's future and the part that Pathe Pathephones and records will play in building up a musical and therefore a successful nation.

More public interest in music means more sales for the dealer. Show your interest in a wider demand for music by coming to the Annual Meeting of Canadian Bureau for the Advancement of Music, Toronto, Thursday, February 21st. See page 58.

Handle a Phonograph

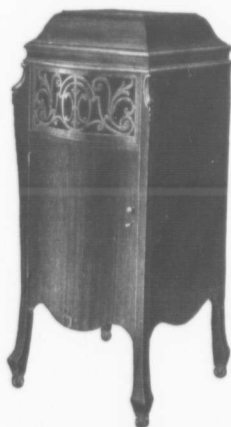
that buyers of it can recommend to their friends knowing that they will be entirely satisfied with it.

Handle a Phonograph that brings you the cash buyers; that you don't have to feature as an instalment purchase.

Handle a Phonograph that is advertised from Coast to Coast. Handle the

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

The Highest Class
 Phonograph
 in the world



Intermezzo \$200



Barcarolle \$75
 Without Cabinet

I. MONTAGNES & CO.

Canadian Distributors of the Sonora Line

New Ryrie Building (YONGE AND SHUTER STS.)

TORONTO, Canada

Withholding Foreign Records

The following is from a letter sent Columbia distributors in Canada by Mr. James P. Bradt, general manager of Columbia interests in Canada:

"While we have for many months restricted our manufacture and sales of German, Austrian, Hungarian, Bulgarian and Turkish records, it has now been decided to withhold from the market every selection which could possibly arouse or foster hostile national sentiment among people of enemy-country origin resident in Canada.

"A list is being prepared and will go to you in a few days, showing what records we are suppressing. Upon receipt thereof you will please immediately withdraw the prohibited selections from sale and advise us of your stock of each selection, if any.

"We also request that you send a copy of our list to every dealer on your list who may have in stock any of the prohibited records, with instructions to withdraw them at once. Please secure information as to your dealers' stocks and inform us.

"We do not intend to withdraw the records of standard composers, or other selections which are without objectionable flavour."

R. S. Williams Staff Have Social Evening

The men on the Toronto staff of the R. S. Williams & Sons Co., Ltd., were on the evening of January 21 entertained to a euchre and dance by the young ladies of the organization. The guests, numbering about 125, were met on the main floor by the reception committee and ushered to the piano department on the fourth floor. Under the happy direction of Miss Clara Hornberger and Miss Dorothy Hadley, cards were soon in full swing and the various hands keenly contested. The room was beautifully decorated for the occasion with daffodils and pale pink carnations.

At the conclusion of the card contest the company descended to the next floor to the player roll department, where a dainty buffet lunch was served.

Following refreshments was an excellent, though short, musical programme, the entertainment being preceded by the reading of a letter by Mr. H. G. Stanton, vice-president and general manager of the company, from Mr. B. A. Trestrail, former advertising and sales promotion manager, who is now on training in Washington, with the United States Army. The keenest regret was expressed at the absence of Mr. Trestrail, who has always been the life of the social gatherings of the organization.

Miss Olive Lindsay, of the retail phonograph department, sang "Pleurez! pleurez, mes yeux," from the opera Le Cid, and responded with "Mother o' Mine" as an encore. Miss Alice Grocott, advertising department, recited "Her Letter" and "Young Fellow, my Lad." Miss Bernice Doner, also of the phonograph department, sang "My Laddie," was enthusiastically applauded and sang "He Met Her on the Stairs."

About midnight dancing commenced. A prize contest was a very interesting feature, which Mr. Glen Petch, manager of the wholesale phonograph department, refereed admirably. As the contest closed in the excitement became intense, until Mrs. Doughty, wife of R. H. Doughty, piano salesman, and Mr. Archie Kay, of the wholesale phonograph department, were the remaining lucky couple. Mrs. Doughty was the recipient of a cluny lace handkerchief and Mr. Kay a deck of cards. Mr. Stanton then proceeded to give out the prizes to the successful and unsuccessful euchre players. Miss Ethel Webb, secretary to Mr. H. Y. Claxton, sales manager of small goods department, suc-

ceeded in carrying off the ladies' first prize, a very pretty ivory clock. Mr. Harry Saye won a deck of gold edged cards in a neat leather case, the gentleman's first prize. Miss Vera H. Weir and Mr. Wilfred Polly made game losers and were awarded consolation prizes. Dancing was resumed and "carried on" until the "wee small hours" of the morning. A very pleasant and enjoyable time wound up when the girls were driven home in cars supplied by the men of the staff. All agreed to having a real good time, but—Oh! that "morning after the night before."

New Starr Records

Sole Canadian Distributors: Canadian Phonograph Supply Co., 241 Dundas Street, London, Canada.

- 7624 Send Me Away with a Smile. (Weslyn and Plantados). Baritone with Orchestra Acc. Jack Kimball (Tilley). 1
- I May Be Gone for a Long, Long Time. (Brown-Filroy). Tenor with Orchestra Acc. Harry Ellis. 1 00
- 7623 It's a Long Way to Berlin, but We'll Get There. (Fields-Filroy). Tenor with Orchestra Acc. Arthur Hall. Over The Top. (Cuban). Baritone with Orchestra Acc. Jack Kimball. 1 00
- 7627 Somewhere in France is the Lily. (Johnson-Howard). Tenor with Orchestra Acc. Arthur Hall. When Yankee Doodle Leads to Paris. (Johnson-Howard). Tenor with Orchestra Acc. Arthur Hall. 1 00
- 7629 Hall! Hall! The Gang's Here to Fight. (Voss Francis-Van). Vocal Quartet with Orchestra. Fourless Quartet. I Don't Want to Get Well. (Pease & Johnson-Jones). Tenor with Orchestra Acc. Arthur Hall. 1 00
- 7618 Good-bye Broadway, Hello France. (Reisner & Davis-Bas-Haber). Tenor with Orchestra Acc. Roland Hall. The Ragtime Volunteers are Off to War. (McDonald). Tenor with Orchestra Acc. Frank Perry. 1 00
- 10025 Keep the Home Fires Burning ('Till the Boys Come Home). (Ford-Novello). Baritone with Orchestra Acc. Royal Padman. On the Road to Mandalay. (Kipling-Speaks). Baritone with Orchestra Acc. Royal Padman. 1 25
- 7626 Melody Land. (Golden-Hubbell). One-Step from "Cheer Up, at New York Hippodrome. Gennett Band. 1 00
- 7628 Paddle-Addle. Fox-trot. (Snayder). Vess Ossman's Banjo Orchestra. He's Just Like You. One-step. (Von Tiller). Vess Ossman's Banjo Orchestra. 1 00
- 10029 Aloha Sunset Land. Fox-trot. (Kanels). Intro. "Simpli-Band." New York. March. (Fulton). Gennett Band. 1 25
- 7630 Go to It. Fox-trot. (Ossman). Vess Ossman's Banjo Orchestra. Bag-a-Minar. One-step. (Lorenzberg). Vess Ossman's Banjo Orchestra. 1 00
- 7636 Honolulu March (Hawaiian Guitar Duet). Louise and Kultima Waltz (Hawaiian Steel Guitar with Guitar and Ukulele Accompaniment). Louise, Ferrara and Greens Trio. 1 00
- 7634 I Hear You Calling Me. (Harford-Marshall). Tenor with Orchestra Acc. Harry McCluskey. Tenor with Orchestra Acc. Harry Ellis. 1 00
- 7632 Before the World Began. (Sterling Solman). Tenor with Sunny Sue. (Wood). Tenor with Orchestra Acc. Harry Ellis. 1 00
- 10031 MARY of ARGYLE. (Old Scotch Ballad). (Jefferys-Nelson). Tenor with Orchestra Acc. James Harrod. Eileen Ahanna. (Marble-Thomas). Tenor with Orchestra Acc. James Harrod. 1 25
- 7631 Hungarian Folk Songs. (Hubay Bela). (1) Ha ki megyek Szajna! (2) Nem loptam az eletemben. Original Hungarian Folk Songs. (Hubay Bela). (1) Ha ki megyek Hejje Kati. Original Hungarian Gipsy Band. 1 00
- 7633 The Spinning Top. Waltz. (Knoedt). Gennett Dance Orchestra. Valse Fascination. Waltz. (Gray). Gennett Dance Orchestra. 1 00
- 12501 Largo. (Hand), Violin with Piano Acc. by Francis Moore. Helen Ware. Meditation—"Thais." (Intermezzo Religieuse). (Mascagni). Violin with Piano Acc. by Francis Moore. Helen Ware. 1 00
- 10030 When the Bell in the Lighthouse Rings. (Lamb-Solman). Bass with Orchestra Acc. Frederic Martin. Rocked in the Cradle of the Deep. (Knight). Bass with Orchestra Acc. Frederic Martin. 1 25

SEE PAGE 58

If you don't like sociability come for the sake of business. There'll be lots of both. Annual Meeting Canadian Bureau for the Advancement of Music, Toronto, February 21st. See page 58 and hurry off a message to the Secretary.

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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—FEBRUARY, 1918

25 per cent. Normal Output

ACCORDING to Geo. W. Pound, General Manager of the United States Music Industries Chamber of Commerce, France is now producing 25 per cent. of the volume of brass instruments that she made in pre-war years.

Only One Verse

ECONOMY, like a climbing vine, is putting out its tendrils in every direction. The latest innovation is introduced by a song writer in composing a popular number with one verse only. He contends that no person sings the second verse of a popular song, anyway, so why go to the trouble of composing and printing it?

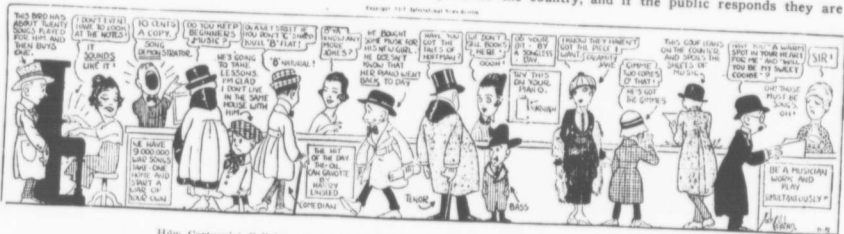
Linking Up with the Press

AT the annual meeting of the Boston Music Trad Association a communication was read from the Boston Music Publishers' Association, suggesting that they lend assistance in seeing that more attention was paid to music by the newspapers. It was pointed out that every department of the daily newspapers of the country is expertly

Convention of Staff Passes on Manuscripts

UPON more than one occasion readers of the American Magazine have been given a peep behind the scenes at the popular song publishing business. The most recent has to do with Leo Feist, New York. Two or three of the paragraphs are of trade interest, too. The writer says: This publisher conceived the idea of co-operation among employees, performers, jobbers, and dealers. With this end in view he began by eliminating the old system of having one or two men pass upon the merits of manuscripts. To protect performer and dealer, he inaugurated a yearly convention, including a banquet, where the entire staff and branch managers from all parts of the country gathered to discuss business. At each annual convention, held in July, they vote on from thirty to fifty songs that have been submitted and accepted as possible winners. The songs are played and sung, and the one receiving the largest number of "A's" is slated for first publication, and so on down the list.

From time to time these songs are tried out in different parts of the country, and if the public responds they are



How Cartoonist Callahan of the New York Evening Journal views the modern music counter.

handled, with the exception of the music page or the music column.

A similar condition prevailed in Canada, but it was now steadily improving through the influence of the Canadian Bureau for the Advancement of Music, which is supplying a weekly service of bright, readable, informative articles that appeal to the average newspaper reader. These articles are now being used by three dozen large daily newspapers all over Canada, as also a string of weeklies and magazines.

The Song's Premier Place on the Stage

THE singing profession are just commencing to realize "the song is the thing." That is the observation of an American publisher, who continues: "Costumes, scenery, dancing, dialogue, etc., are all right in their way, but without a real song hit to brighten their act, it will fall flat. Special numbers have been tried, and found wanting. They mean nothing to an audience, except to bore them, but just as soon as a good live, heart-story song is sung, how soon the audience wakes up and applaud the singer, and from that time on the act goes over with a big 'hurrah.'"

"Wise actors who have reached the top rung in vaudeville know the ropes. They know the song is the thing that makes or breaks them—they know what songs to choose and what pleases the audience, and that is why they are getting big salaries and remain on top."

issued, and if it does not they are shelved. The cost of trying out a song runs from five hundred to several thousand dollars. This method minimizes the chances of offering to performers songs not likely to appeal to the public.

All through the year, and especially at the conventions, employees, big and little, are invited to offer suggestions and criticisms. At the last convention, he remarked: "Boys, during the past year we have made a lot of mistakes. Some of them were mighty expensive, too. This coming year we are going to make more—I hate to think how many; but they won't be the same mistakes. We're going to start out with a clean slate, and do a bigger business than ever."

Another of his theories cropped out when he said to an employee:

"When you think you have a chance to put over something, don't come and tell me. Wait until you get it over. Then give me a surprise. If you tell me beforehand, and you should fall down, you will feel discouraged. And if you say nothing until you put a thing across I'll never know of your flitters, and you'll always be batting one thousand in the eye of the boss."

Mr. Charles Tait of the well known music house, Allan & Co., Melbourne, Australia, accompanied by Mrs. Tait, recently paid a brief visit to Toronto, where they were entertained by Mr. W. J. Roberts of Chappell & Co., Ltd.

—House of Chappell—

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Two Successful Songs

"Roses of Picardy"

In Three Keys

—Haydn Wood

"When the Great Red Dawn is Shining"

In Three Keys

—Evelyn Sharpe

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Orchestral Instruments Explained to Children

AT the third of the series of concerts for children given by the New York Symphony Orchestra, Mr. Damrosch explained the character of the different brass instruments, their mechanism and range, and he had short passages played, in order to fix the tone quality of each instrument in the minds of his youthful audience. At previous concerts in the series, a study of other groups of instruments were taken up.

It is doubtful if the far-reaching results of such a procedure as above outlined are yet fully realized. Something similar should be instituted in every city in Canada.

Canada is Particularly Lacking in the Variety of Musical Instruments Used in the Home

WHAT the public is being told, and told repeatedly, on the above subject is one of the most potent factors to-day making for the development of the small goods business. The small goods men who are abreast with the times are following this trend closely and working it for all it is worth in their business.

The daily papers throughout Canada, especially those who conduct "Music in the Home" departments, are continually publishing articles showing the added enjoyment that comes to the home through the music of the violin, 'cello, cornet, flute, banjo, guitar, mandolin, ukulele and such. In this connection there has appeared a good presentation of the question from the pen of Boris Hambourg in the Canadian Home Journal. Mr. Hambourg says: "Nearly every home in Canada to-day possesses a piano, which, of course, is an excellent thing; but decidedly monotonous to say the least. We have not yet become aware that the introduction of other instruments would be a decided improvement and would make it possible for a much more complete study of music in all its branches. Comparatively few homes possess even a violin, yet a violin recital in public will draw a large and appreciative audience. Canadians enjoy the violin, but when they come to take up the study of music for the home, the violin, the 'cello and the viola are quite overlooked.

"These beautiful instruments, which, with the addition of a double bass, constitute the string section of the modern orchestra, are ideal for the home, and the combinations are unlimited if one adds piano and wind instruments in conjunction with the strings. By wind instruments we mean the flute, the oboe, clarinet, French horn, and other orchestral instruments.

"The literature of so-called chamber music is practically inexhaustible, as nearly all the great classical and modern composers have written masterpieces in that branch of musical art.

"In the European countries, prior to the war, it has been the usual custom for a family to hold frequent musical evenings in the home, each member taking part. For instance, one member would play the violin, another the piano, one the 'cello, and another the flute. Why cannot this custom be introduced more generally in Canada? An evening spent with piano music alone, such as is usually experienced, is not nearly as enjoyable as if the various other instruments were played as well.

"It is very interesting to note the history of the violin and a few details regarding it. What we call the violin family, comprising the violin, viola, 'cello and double bass, is of very recent origin, the first violin having been made in the early seventeenth century. The viol family, on the other hand, from which the violin family developed, dates back to the tenth and eleventh centuries."

Mr. Hambourg then devotes two paragraphs to a very brief resumé of the history of the violin and of the bow, concluding his splendid article with this: "In conclusion, I wish to urge young musicians to select other instruments as well as the piano for their study, thus giving them a much greater means of expression and a larger field for their study."

Wood for Flutes and Piccolos

BLACKWOOD, or grenadilla, is a hard, close-grained, heavy wood, obtained only in the interior of Africa, and is ideally adapted for such high-grade instruments as flutes, oboes and clarinets. It possesses that fine vibratory power which improves with age; the older the instrument, the more mellow the tone.

The greatest care is exercised in preparing this wood for flutes and piccolos. The imported product is shipped in rough logs 4 ft. in length, which are split and cut in the required dimensions for the body, head and foot joint. These pieces are in turn bored with a small reamer of about $\frac{3}{8}$ in.

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in diameter and stored in a dry corner to season. As five years must elapse before this wood becomes thoroughly dried an immense supply must necessarily be kept on hand. Artificial seasoning or kiln drying destroys its life and timbre.

When seasoned and ready for manufacture, each piece is carefully bored with graduated reamers to the required size, the walls turned and thinned and ferrules placed on each end. Now comes the test to detect any hidden cracks or checks. The piece, while suspended from a string, is struck with a small mallet; if the blow produces a clear, bell-like tone all is well, if not the piece is thrown aside. The next process is to place the perfect pieces in reservoirs or vats of oil, where they remain from four to six months. This method safeguards against cracking and warping, preparing and filling the wood so thoroughly that forever after oiling inside the bore is unnecessary.

In cutting the tone holes an ingenious invention is employed, which bores and phrases each hole in its acoustically correct position, a feat practically impossible by the old-time hand methods.—*Music Trades*.

There Must Be Two Mr. Hanna's

(Special wire to Canadian Music Trades Journal).

Those in the sheet music trade who know Mr. John Hanna, the genial manager of the Anglo-Canadian Music Co., say that this gentleman can lead a choir, play a bass (fish—on an off day in the summer), popularize a song, scent the melodies worth publishing, tell a good story, grow potatoes to aid the government, or steer a nervous auto through the heaviest traffic at "The Beach," as required.

Our correspondent is willing to accept all these statements about Mr. Hanna, but when the rumor went the rounds that he was over well versed in food economy schemes, processes of bacon curing, and cold storage problems, we balked. An investigation showed that Mr. Hanna's reputation as a music publisher had spread so widely that out in Manitoba "Hanna" stood for music.

It is little wonder, therefore, that a woman in that province, who differed from that now ex-food controller on every plank of that official's platform, indignantly exclaimed to a friend, "I never knew until to-day that Hanna the food controller was in the music business. You can just bet I'll never buy another sheet of music off him as long as I live." Thus Mr. Hanna (the We'll Never Let the Old Flag Fall one), lost a customer through no fault of his.

But the darkest hour is just before the dawn. Opportunity walked into 144 Victoria St. the very next day. He went right upstairs and knocked at W. N. L. T. O. F. F. Hanna's office door. But the caller knocked in vain, and by deliberate refusal to recognize a good thing when he saw it, Mr. Hanna lost the sale of millions of copies of a new song. We have the composer's own word for it. The offer was to buy a song with "really striking" words, and a tune that nothing on earth could stop from becoming an instantaneous and stupendous hit. We have the composer's own word for that, too. All rights in this were offered for the simply nominal charge of \$400. How Mr. Hanna could be a successful business man and still pass a real bargain like that is more than we can fathom—but of course we are not a music publisher.

A bona fide excuse to get away from home for a day. Come and meet the rest of the boys at Toronto, February 21st. Particulars page 58.

Shipment of Toy Bagpipes Arrive

A shipment of what has hitherto proven one of the best attractions for the show window, viz., toy bagpipes, has been received by Whaley-Royce & Co., Ltd., much to the delight of Mr. Myhill, manager of the small goods department. These are to retail at from 35 cents to \$2.00, and are expected to be taken by the trade with record speed. This house also has in stock a limited quantity of high-grade harmonicas of Swiss manufacture.

The Whaley-Royce bulletin No. 9, listing selected special offerings in small goods and sheet music, is in the press, and will be distributed to the trade very shortly. An item of interest is the expected arrival of some large shipments of Wall-Kane and Magnedo needles, which are being freely ordered by talking machine dealers. They are retailed at 15 cents a box, on the basis of each needle playing ten records.

"Business is coming in very satisfactorily indeed," said Mr. Holmes Maddock of this firm to the Journal, "our chief problems are those of delays in transportation. Mail and express from United States points are so uncertain that parcels are bound to be late. This makes it necessary for dealers to anticipate their requirements as much as possible and place orders in time to allow for such contingencies. Then another thing which of course affects us all, is the closing down by order of the Fuel Controller from Friday night to Tuesday morning. However, we are accepting these as necessary interferences. We intend to keep smiling and meet them as becomes business men, making the best of a hard situation, that must be faced."

Haydn Wood, Composer of "Roses of Picardy"

Haydn Wood was born in 1882 of musical parents at Slarhwaite, near Huddersfield, England, and at the age of fifteen gained an open three years' violin scholarship at the Royal College of Music. Awarded the Morley Scholarship which entitled him to a further three years, he studied with Sir Charles Stanford. During this time he was awarded the Dove and Hill prizes for violin playing, and the Arthur Sullivan prize for composition. He left the R. C. M. in 1903 and went to Brussels to study the violin with M. Cesar Thomson.

He afterwards toured with Mme. Albani for eight years, and during that time visited Canada, Australia, New Zealand, India, besides appearing throughout the British Isles.

He won a prize for the first Cobbett competition for a phantasy for string quartet. Among other compositions are "Lochinvar," for chorus and orchestra, which was first performed by the late Edward Mason's choir at Queen's Hall; a pianoforte Concerto in D minor and an orchestral suite. Later on the concerto was performed at a London Symphony Orchestra concert, Tina Lerner being the soloist and Mingleberg the conductor.

Mr. Haydn Wood has had considerable success as a song writer—many of his ballads achieving great popularity. "Bird of Love Divine," "Love's Garden of Roses" and "Roses of Picardy" being the best known, the sales having been phenomenal.

Four years ago Mr. Haydn Wood and his wife, professionally known as Miss Dorothy Court, decided to go on the music halls, and have met with considerable success with their "turn," a feature of which is Miss Court's singing of his songs. "Love's Garden of Roses" and "Roses of Picardy" were written specially for her to sing on the halls. Mr. Wood is of the opinion that the music hall is one of the best mediums for popularizing a song.

Latterly Mr. Wood has turned his attention to musical comedy. He collaborated with the late Paul Rubens in writing music for "Tina," and also wrote several numbers

for "Betty." His latest venture in this sphere is the writing of the entire score of "Cash on Delivery," which is running at the Palace Theatre, London, with great success.

Small Goods Shipments In

Speaking of conditions in the small goods trade the management of Beare & Son's Canadian Branch said to the Journal: "We have received several more large shipments containing all kinds of small goods, especially good lines of ocarinos, mouthorgans, ebony fittings for the violins, and Jews' harps. Every shipment of mouth organs we get is showing much improvement, both in workmanship and tone, and we have an excellent stock just now. Our strings are also giving excellent satisfaction wherever sold, especially the Symphony, Solo and Milanese. We are of course still guaranteeing all our strings. The demand for Old Violins is keeping up, and we have a fine assortment in stock at present."

Beare & Son's February Bulletin centres special attention on a special violin outfit, Milanese Italian violin strings, Marvelli violin strings, military bugles, open head American banjos, English mandoline banjos, Lazarri clarinet reeds, metronomes and harmonicas.

Enoch and Sons Publishing Edition of Classics

Canadian Music Trades Journal for November contained an extract from an article in the Birmingham Post, in which the writer referred to the question of British publishers undertaking the publication of an edition of the classics. Commenting on this Musical Opinion said: "We have long had the idea, and we have put it before various English music publishers, that a scheme should be brought about by which the departments of classical music which have become 'almost a monopoly' should by mutual arrangement be distributed among our best publishers, each undertaking to produce their section in a manner beyond reproach, and at the same time being assured that no competition would come from rival houses touching the same line. This arrangement should apply to pianoforte and chamber music as well as to orchestra, for unfortunately at the present time we have a plethora of editions of the more popular works, and a complete absence of some lesser known works."

This discussion has brought the following letter from the publishing firm of Enoch & Sons, London, to the editor of Musical Opinion: "With reference to your comment on a recent article which appeared under the above heading in The Birmingham Post, we shall be obliged if you will give publicity to the fact that we have at very great cost established a plant for issuing a complete edition of the musical classics, with the special idea of cutting out the German editions.

"We enclose a list of volumes ready to date in this edition, which is entitled "The Orphée Edition of the Classics," from which you will see that nearly one hundred volumes are now on the market, including some of the most popular compositions.

"The edition is edited by some of the best known musical authorities, and is already in very good demand."

By an Australian Composer

The Australian composer, May H. Brahe, has been fortunate in having a long list of songs that have won prominence in Britain and in Canada. These, which are published by Enoch & Sons, and handled in Canada by the Anglo-Canadian Music Co., are "Down Here," "A Mother's Heart," "Good-bye and God Be with You," "Cuckoo Calls,"

"As I Went A-roaming," "A Japanese Love Song," "There's a Whisper in the Air," "You Took Me to Your Heart," "A Song of Exile," and "I Passed by Your Window."

This composer's cycle "Song Pictures," has also been accorded a very pleasing reception in many quarters.

French Songs

A good list of French songs are among the steady-selling Chappell publications. These include the following:

Because	Guy d'Hardelot
Un Rien (A Word)	Guy d'Hardelot
Ici Bas (Perfect Love)	Guy d'Hardelot
L'Amour, (Love)	Del Riego
Un peu d'amour, (A Little Love, a Little Kiss)	Sileux
La Valse D'Amour, (One Love More)	Cremieux
Quand L'Amour Meurt, (Love's Last Word)	Cremieux
J'aime mon amour	Ivan Caryll
Chanson du Coeur Brise, (Song of Songs)	Moya
Ma Belle Inconnue—Valse Chantee (Pink Lady)	Caryll
Tes Yeux (Romance)	Herman Lohr
Venez au Bal Chantee (Quaker Girl)	Monckton
Sphinx—Valse Chantee	Francis Popy
Gardons Notre Amour—Pour le Retour des Vainqueurs (Till the Boys Come Home)	Novello
Mon Soldat (My Soldier Lad)	Louis Payette

Additions to Anthem List

The more recent additions to the Anglo-Canadian series of choir music for mixed voices are:

58. God of our Fathers (Kipling's Recessional), W. K. E. Vincent
59. Let the words of my mouth (Sentence) John Edwardson
60. Our Blest Redeemer Edward Wodson
61. Praise the Lord Bertha L. Tamblin
62. Nearer my God to Thee R. G. Stapells
63. Saviour breathe an evening blessing W. H. Bontemps
64. Vesper Hymn. (Lord keep us safe this night), F. Wrigley
65. Benediction. (The Lord Bless Thee) C. M. Passmore
66. Vesper Hymn for Time of War Edward Wodson
67. Holy Father cheer our way Bert F. Couper
68. The Souls of the Righteous Edward W. Miller
68. Abide with me Ralph C. Murton

NEW MUSIC Copyrights entered at Ottawa

- 33789 "If You Hadn't Answered 'No,'" Words by Bert Kalmar and Edgar Leslie. Music by Harry Ruby.
- 33790 "Just a Baby's Prayer at Twilight," Words by Sam M. Lewis and Joe Young. Music by M. K. Jerome.
- 33791 "I Hate to Lose You," Words by Grant Clarke. Music by Archie Guttler.
- 33792 "I Picked a Rose in the Garden of Love, When You Gave Your Heart to Me," Words and Music by Anita Owen.
- 33795 "Canada of My Heart and Home Sweet Home," By "The Lone Yerdon," Chanson créé par Mme. Genevieve Lecomte. (D'après une vieille chanson de route des soldats français.) Paroles et Musique d'Albert Larrieu. J. E. Belair, Montreal.
- 33807 "It's All Right, if You Love One Another—(But It's All Wrong if You Don't)," Words by Edgar Leslie. Music by Harry Ruby.
- 33823 "She's the Kind of a Girl that any Fellow Could Like," Words by Alfred Bryan. Music by Jack Wells.
- 33825 "War-time Carol," Words by Bernard McEvoy. Music by Frank Wrigley. Bernard McEvoy, Vancouver, B.C.
- 33835 "Here's Tae the Kitties," Words by Ed. J. M. Hitchcock. Music by Amelie Lane McNeill, Vancouver, B.C.
- 33845 "Canadians Never Eudge," Patriotic Song. Words by Ed. J. M. Hitchcock. Music by Ed. E. Farringer. Ed. J. M. Hitchcock, Unimole, Ont.
- 33847 "Sacrifice," Words and Music by Lillian Lundy-Green, Vancouver, B.C.
- 33852 "Our Sammie," (One Step.) By Carl D. Vanderset.
- 33853 "The Fight is On," (March Two Step.) By Carl D. Vanderset.
- 33863 "Ce Que Je Chante," Opus 65, Paroles de Blanche Lamontagne. Musique de Xavier Mercier. Xavier Mercier, Quebec, Que.

NEW and STANDARD SONGS

IN KEYS TO SUIT ALL VOICES

SUSSEX BY THE SEA.....W. Ward-Higgs**GOD SEND YOU BACK TO ME**

A. Emmett Adams

DOWN HERE.....May H. Brahe**ROSEEN DHU**.....Hubert Bath

(Little wild rose of my heart"—very pretty).

IN GOD'S OWN KEEPING

Henry E. Geehl

A JAPANESE LOVE SONG

May H. Brahe

SONNY (Life is a fine thing, Sonny).....Arthur Meale**LIGHT AFTER DARKNESS**

Caleb Simper

THERE'S A WHISPER IN THE AIR

May H. Brahe

SING, SING, BIRDS ON THE WING

Godfrey Nutting

VALE (Farewell).....Kennedy Russell

(Destined to be world-famed).

I'LL SING TO YOU.....Jack Thompson

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

SOMEWHERE IN FRANCE.....Herbert Ivey**ALL IN A LILY WHITE GOWN**

Easthope Martin

SAILORS OF THE KING.....Theo. Bonheur

(The new "Navy" song).

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and other houses.

Chappell News

A song that is not new, but one that has on several recent occasions made a decided hit as a humorously clever one, is "Long Ago in Alcalá," by Andre Messenger. Dealers will find it worth while bringing this to the attention of many of their customers. It is published in 2 keys, F and A flat.

Haydn Wood, a sketch of whose career appears in this issue of the Journal, is the composer of three particularly attractive songs that the publishers, Chappell & Co., are finding in excellent demand. These are "Roses of Picardy," "Love's Garden of Roses," and "It is Only a Tiny Garden."

Messrs. Chappell & Co. have issued a "Selected list" of their publications, drawing attention to the best selling works under the following headings: Songs and Ballads, Vocal Duets, French Songs, Vocal Albums and Song Cycles, Part Songs, Light and Humorous Songs, Popular Patriotic Songs, Sacred Songs, Piano Numbers, Popular Valses, Production Hits, Violin and Piano, 'Cello and Piano, Vocal Educational Works, Piano Albums, Musical Recitations, and Organ Numbers.

In addition to the music previously mentioned, these Chappell issues are notably to the front at present: "Take Me Back to Dear Old Blighty," Mills, Godfrey, Scott; "When the Great Red Dawn is Shining," Evelyn Sharpe; "God Bring You Safely to Our Arms Again," Vincent Shaw; "Your Eyes Have Told Me So," E. Carr Hardy; "Any Place is Heaven if You Are Near Me," Hermann Lohr; "Land of the Long Ago," Lilian Ray; "Little Mother at Home," Harold Browning; "String of Pearls," H. Lyall Phillips; "Love's Golden Hour," Dorothy Forster; "If You Were the Only Girl in the World and I Were the Only Boy," Nat Ayer; "My Soldier Lad" (Mon Soldat), Louis Payette; "All the Boys in Khaki Get the Nice Girls," Mellor & Gifford; "Over the Top" March, Piano Solo, Geoffrey O'Hara.

Anglo-Canadian Notes

"The Lord is My Shepherd," a sacred duet for high and low voices, by J. B. Gatenby, has been recently issued by the Anglo-Canadian Music Co., as has also "My Own Dear Canada," by Charles F. Harrison. Two Enoch songs recently introduced are "Buttercups are Blowing," by Claude B. Yearsley, and "Garden of Happiness," by Daniel Wood.

"Sussex by the Sea," by Ward-Higgs, and "God Send You Back to Me," by Emmett Adams, are still going big.

At a recital given in aid of the Red Cross at Windsor, N.S., a Starr phonograph contributed the programme. The phonograph was a duplicate of one recently purchased by Dr. Boyle, president of King's College of that place.

To meet the convenience of their outside dealers visiting Toronto, Canadian Phonograph Supply Co., of London, distributors of Starr phonographs and records in Canada, have arranged for a local branch. Samples of the various types will be on display. Mr. M. E. Stanfield, of the firm's selling staff, will look after this branch, in addition to his Ontario territory.

In Toronto University doing the following reference to a son of Mr. Harry E. Wimperley, piano man and "His Master's Voice" dealer appeared: "Lieut. Claude C. Wimperley, who was a student in applied science with class '18, is among the returned officers attached for duty with the 1st Depot Battalion, 1st C.O.R. He came to the University from Oakville, and trained with the C.O.T.C. prior to leaving for England as an officer of the 75th Battalion. Lieut. Wimperley was wounded while serving on the western front in November, 1916."

MUSICAL EVENTS IN A LINE OR TWO

Paul Dufault's next tour will probably include South Africa.

The newly organized Toronto Welsh Choir is to be led by Mr. Frederick G. Thomas.

The Albany, N.Y., Community Chorus has now passed the 1,000 mark in its membership.

Paderewski is making a number of speeches in connection with his war relief work for Polish sufferers.

Max Rosen, the youthful Roumanian-American violinist, is making a name for himself before American audiences.

The late Lillian Nordica left a \$1,000,000 estate, which will go to her sisters and not to her husband, it is announced.

The Edmonton Journal has a newsboys' band, and it is a popular organization, taking part in many of the public gatherings.

Maria Barrientos, credited with being Spain's greatest soprano, begins this month her third season with the Metropolitan Opera Co.

The first concerts of Toronto's Mendelssohn Choir under the baton of the new conductor, Mr. H. H. Fricker, are Feb. 18, 19 and 20.

There is to be a revival of Bellini's "Puritani" very soon at the Metropolitan Opera, with Lazaro, and Maria Barrientos, in the leading roles.

The New York Community Chorus is holding weekly practices, preparing to give four free performances of the Messiah in different parts of the city.

The Zoellner Quartet has been appearing in Winnipeg, Prince Albert, Saskatoon, Moose Jaw, Regina, Medicine Hat, Calgary, Edmonton and Lethbridge.

"Lodoletta," Mascagni's new opera, has been produced in New York. Caruso, Farrar, Amato, Didur and other leading artists appeared in the first performance.

The most recent addition to the list of progressive towns supporting a Municipal Band is Tampa, Florida. The City Council has voted a sufficient sum for that purpose.

A series of forty concerts is being given in Western Canada by Redferne Hollinshead, tenor, Harold Hollinshead, baritone and character delineator, and Gerald Moore, pianist.

The Philharmonic Society of New York has announced that no compositions of living German composers will be played by the Philharmonic Orchestra for the duration of the war.

Henri Verbrugghen, a native of Belgium, and now Director of the Government Conservatory of Music at Sydney, South Wales, is on a visit to America studying musical education.

At the second annual concert of the Adelaide Australia Women's Choir the chief item on the programme was Charles Wood's cantata, "Eden Spirits," accompanied by a stringed orchestra.

The New York Evening Mail has had given under its auspices the 4th "Home Symphony Concert." The attractions were Josef Stransky's Philharmonic Orchestra, Willeke the cellist, and Craft the soprano.

Toronto's new chorus, The Toronto Choir, organized and conducted by Mr. H. E. J. Vernon, 200 voices strong, has given its first concert in Massey Hall. The entire programme was a marked success. Mme. Gardini, the French soprano of the Metropolitan Opera Co., was the leading soloist.

A society known as the "American Friends of Musicians in France," has been formed to raise funds for the needy musicians and their families in war-stricken France.

It is said that the Municipal Orchestra of San Francisco commonly draws audiences of from 8,000 to 10,000. The Municipal Orchestra and the Community Chorus ideas seem to be akin and spreading hand in hand.

New York now has two Grand Opera organizations. To the Metropolitan Opera Company performances has been added the Chicago Opera Company, with whom Lazaro, the Spanish tenor, makes his debut to New York audiences.

It is said the German Government has offered the family of Enrique Grandos, the Spanish composer, \$130,000 as an indemnity for the loss of their father. Grandos and his wife were lost on the torpedoed "Sussex" in March, 1916.

In private life Mme. Galli-Curci is the wife of Luigi Curci, a distinguished mural painter. The two met while the singer was filling an opera engagement in Rome and the painter was doing some mural decorations for St. Michael's Church.



S. H. Rudledge, Shelburne, known as "Big Game Herb," whether in the bush, or selling Sherlock-Manning pianos.

Another Phonograph Man

So successful has their first year in business proved, that an addition to their firm has been taken in by Canadian Phonograph Supply Co., of London, who are the distributors in Canada of Starr lines. The new partner is the only son of Mr. W. D. Stevenson, who reports for duty on his twenty-first birthday—February 4, 1939.

Black Diamond Needle Co.

Black Diamond Needle Co. has been organized by Arthur K. Kempton, of Montreal, who is featuring a semi-permanent phonograph needle called the "Black Diamond," the claim for which is that it will play one hundred records without injury to the record. Mr. Kempton announces a splendid demand for this needle because of its being a time saver for demonstrating, and for the individual talking machine owner.

Swap an idea with another fellow and you each have two ideas. Your opportunity to give and get ideas, Toronto, February 21. Annual meeting Canadian Bureau for the Advancement of Music. See page 58 and wire the Secretary that you'll be there.

Mervin E. Lyle Joins Canadian Division of Columbia Graphophone Company

Mr. J. P. Bradt, general manager of Canada for the Columbia Graphophone Company, has been planning, ever since 1917 closed with a business that he reports was 100 per cent. larger than 1916, how to keep pace with growing demands. Two things he found necessary—largely increased factory facilities, and an enlarged staff.

The filling of the latter need is now announced, and factory negotiations are in progress.

To aid in the direction of the greatly enlarged manufacture and growing business, Mervin E. Lyle has been transferred to Canada. Mr. Lyle comes from the head offices in New York. His experience of over 14 years embraces every phase of the business.

He entered the Columbia service young enough to start at the bottom and grow up through every department. This wide experience is especially valuable to Mr. Bradt, who has, in the handling of the Canadian business, as many and varied problems of manufacturing and sales as the company has in taking care of its principal business in the States.

Mr. Lyle, after starting as secretary to the founder of the Columbia Company, Mr. E. D. Easton, entered the sales end, and was successively retail clerk, wholesale salesman



Mr. Mervin E. Lyle.

in charge of branch store, in charge of Baltimore, with a wholesale territory covering seven States; assistant manager of the Dictaphone; assistant to the general manager; in charge of the recording laboratories. In 1912 he entered the manufacturing end, becoming manager of the record factory; and somewhat later took charge of the entire Bridgeport factories for the company.

He later became manager of cabinet manufacturing, controlling the making of Columbia cabinet work in more than thirty woodworking plants; and has during the past year been intimately associated with Mr. Whitten, the new president of the company.

With such an experience Mr. Lyle will be of great aid to Mr. Bradt in upbuilding manufacture; in taking care of sales; and the general development of the business, to the benefit of dealers in Columbia products.

Pianos Not Competitive with War Production

PIANO manufacture is not competitive with war production in either materials or men. This is a fact that some in the piano trade will do well to take a good firm hold of and use it when the occasion offers, to refute the silly and thoughtless assertion sometimes heard that piano manufacture should be discontinued during war.

It is interesting to note just how little lumber and metal is used in piano manufacture that would be useful for other purposes, or that would have any value at all in the production of war materials.

In his argument before the United States Government, George W. Pound, counsel and general manager of the Musical Industries Chamber of Commerce of the United States emphasized this feature, and conveyed the following figures to the Government, showing the quantity of materials per piano, as follows:

<i>Core Stock</i>	110 ft.
Mostly sound wormy chestnut.	
<i>Back Stock</i>	120 ft.
Mostly beech and elm, some maple and small quantity spruce.	
<i>Trim</i>	10 ft.
Mostly gumwood and birch and small quantity Mahogany and Walnut.	
<i>Keys</i>	10 ft.
80 per cent. basswood and 20 per cent. pine.	
<i>Sounding Board</i>	4 ft.
Mostly Adirondack spruce.	
<i>Action</i>	7 ft.
Mostly maple short stock.	
<i>Veneers</i>	340 ft.
Only fancy woods used like Mahogany, Walnut butts or roots. All fancy woods which are seldom cut in lumber.	
<i>Iron</i>	190 lb.
<i>Wire—Steel</i>	5 lb.
Copper	4½ lb.
<i>Glue</i>	7 lb.
Hide glue and vegetable glue largely used now.	
<i>Varnish</i>	1½ gal.
<i>Felt</i>	2 lb.

On a basis of three hundred thousand pianos per year, Mr. Pound was able to show that the iron employed did not represent the by-product or waste of a single mine.

"And even the lumber we use," said he, "might well be the waste of some other industries, because we do not require long or certain lengths, but can and do use short and odd lengths and sizes. Our industry is a specialized industry. Its men are largely over the draft age, older men who have grown up in this to them their life trade, they are not readily adaptable to other work. We take more of labor than material. We are not competitive with war production in either materials or men.

"The musical instrument industry as such is not a largely profitable business as large businesses go. And it is not benefited by the war, but on the contrary is depressed. The element of profit is small, and therefore must have volume. There are some ten thousand of the larger retail piano merchants, many more smaller. Their entire capital is invested here. They have no other line to turn to. The piano dealer is almost always an exclusive merchant, does not carry other lines of merchandise, cannot from the very nature and circumstances of the business. Most other merchants carry a varied line of goods and are not so entirely dependent. And a practice of long standing requires the taking of long-time paper, which keeps all the earnings of his business invested in it. Any serious curtailment or depression of the industry would be a serious blow and loss to him."

Here and There and All Over

Mr. Frank Orme, of J. L. Orme, Ltd., Ottawa, the well known music house of that city, was a recent trade visitor to Toronto.

Mr. H. E. Kautzman, representing I. Montagnes & Co., of Toronto, Canadian Sonora distributors, is in the Maritime provinces.

Musical instruments to the value of \$29,822 were exported from the Province of Quebec to the United States during 1916.—*The New York Music Trades.*

Interior alterations at the Stanley warehouses, Toronto, are well under way, and the company expect very soon to occupy the new salesrooms that will be made available.

Felix Arndt, the pianist, whose player roll arrangements and recordings are well known to dealers in Universal rolls, it is now announced has gone with the Q. R. S. Company.

Mr. P. K. Wood, of the Thomas Mfg. Co.'s Toronto branch, has returned from a visit to the firm's factory in Dayton, Ohio, where Dayton motors and tone-arms are made.

Mr. George H. Suckling, well known to the trade all over Canada, is enjoying the winter at Los Angeles, where charming, June-like weather and blooming flowers have attracted many Canadians.

The Thomas Mfg. Co. of Dayton, O., are issuing a new catalogue of "Dayton" motors and other phonograph parts. It was learned at the firm's Toronto branch that this booklet will be ready for the trade very shortly.

About 8,000 contestants took part in the Biliken puzzle conducted by the J. A. McDonald Piano & Music Co., Halifax, N.S., in which an Amherst piano and a Cremonaphone figured as first and second prizes, respectively.

George H. Honsberger of Pathe Freres, has been covering the territory from North Bay to Fort William. While in the Cobalt country Mr. Honsberger experienced some of the "so-dry-you-don't-feel-it" atmosphere of 30 to 40 below zero.

The Toronto Globe ran a large five-column display ad. of their own this month based on a letter from the Musical Merchandise Sales Co., expressing their satisfaction at the returns from a 1554-line Brunswick phonograph ad. appearing in the Globe.

It is reported that the piano manufacturers of Sweden have united in an organization chiefly to develop export trade. The report says they purpose putting on the market low-priced pianos to get the after-the-war trade which formerly was done by Germany.

C. W. Lindsay, Ltd., Ottawa Branch, announce that the well known violin expert, Mr. J. W. Hinchcliffe, is now in charge of their violin and musical goods repair department. In this department they not only make new violins and repair violins, but repairs are made to all kinds of musical goods.

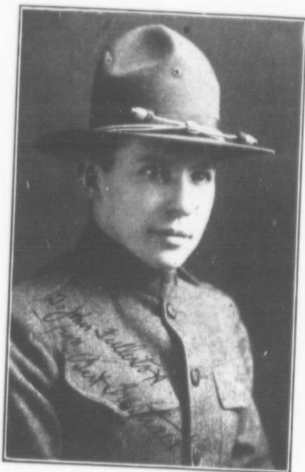
An entirely new model in the Stanley line of pianos will shortly be offered the trade. This instrument is to be entirely new in every respect, including scale, case design, etc. It has been tested for months, and the members of the Stanley organization feel confident that it will be a genuine winner.

Mr. M. W. Glendon, one of the veterans of Canadian piano trade, but who severed active connection with this line a couple of years ago, to give his whole time to his fruit farm at Bronte, is spending the winter with Mrs. Glendon at Pensacola, Fla., where he lived thirty-five years ago. Mr. Glendon sends alluring accounts of mid-May attractions of climate, violets and other early flowers.

Mr. Thos. Nash, the well known "His Master's Voice" enthusiast, who is manager of His Master's Voice, Ltd., Toronto, when not developing new ideas from which dealers can sell still more records, was a recent visitor to New York. Climatically speaking, "Tommy" found that Gotham had nothing on Toronto.

At a meeting in January the Retail Merchants' Association of Fort William refused to accept the resignation of the president of that body, Mr. E. E. Nugent, manager of the local branch of Heintzman & Co., Ltd. Mr. Nugent has been drafted to the military service of the country, being called for February 15.

That music is being demanded more and more by Canadians, and that they have developed musically in the past three or four years, is the experience of I. Montagnes & Co., Toronto, distributors in Canada of Sonora phonographs. "Business increases every day," reports Mr. Montagnes. Shipments are now coming from New York by express as a result of the freight congestion, and stocks that they thought were ample for some months, have been cleaned out.



SERGEANT TRESTRAIL

Recently promoted to first class Sergeant, passing over first class Private, Corporal and Sergeant, and also doubling his pay. Sergeant Trestrail resigned from the position of piano salesman and advertising manager with R. S. Williams & Sons Co., Ltd., Toronto, to join the U. S. Army Medical Corps.

Mr. F. A. Trestrail, general manager of the Musical Merchandise Sales Co., who are Canadian distributors of Brunswick Phonographs and records, has returned from a trip to Chicago, where he visited the immense factories of the Brunswick-Balke Co. The Musical Merchandise Sales Co. has started on its campaign of out-door advertising, with a hand-painted sign "at the Don," Toronto, which is not apt to leave any passer-by's mind unimpressed with the name "Brunswick."

Among the newest additions to "His Master's Voice" stores in Toronto is one opened up by Mr. Armand Heintzman, at the north-west corner of College Street and Ossington Ave. Mr. Heintzman is vice-president of Gerhard

Heintzman, Ltd., and superintendent of that company's factories. The retail Victor store is a personal venture "on the side," being an outcome of Mr. Heintzman's enthusiasm in connection with talking machine business in general, and Victor lines in particular.

Mr. R. H. Murray, of His Master's Voice, Ltd., Toronto, was a recent trade visitor to the Western Gramophone Co., Winnipeg.

Mr. Russell L. Teeple of the George McLagan Furniture Co.'s phonograph division, has returned to Stratford from a ten-day visit to New York.

Mr. E. Whaley, president Whaley-Royce & Co., Ltd., has returned to headquarters at Toronto from a visit to his firm's branch in Winnipeg. While there Mr. Whaley secured an adjustment of insurance on stock destroyed as a result of a fire in their store. During his stay in Winnipeg the mercury dropped as low as 47 degrees below zero, though the sun continued to shine with all its western brightness. Business conditions there he considered quite bright and active, with apparently much money in circulation.

Dohan's Limited, Palace Hill, Quebec City, who handle the Ford, Dodge and Chandler cars, recently took on the agency of the Martin-Orme line of pianos and players, and the Edison Diamond Disc phonograph and Edison records. These lines are side by side in this firm's show rooms. When asked if the lines conflicted in any way with his automobile business he replied, "not a particle, in fact one often helps out the sale of the other."

Mr. V. G. Hunt, of Hunt Piano Co., Ltd., Calgary, has been in Toronto for the past six weeks. Mr. Hunt took advantage of his visit to go through the different supply factories, seeing for himself the various processes of manufacture of actions, keys, player actions, music rolls and hammers. He made several visits to the Nordheimer factory, inspecting the various departments, and adding to his ability to sell pianos and players by becoming more familiar with the methods and processes of manufacture.

GO BACK

to page 58. Read carefully, and if it's too late
to write, wire the Secretary that you'll be on
hand.

"Specialists in Victor Records," is the way Harry E. Wimperly describes Victrola Service Company, recently opened up by him in the new Ryrie Building, Toronto. Having proved his theories right concerning upstairs piano salesrooms, Mr. Wimperly was encouraged to take on "His Master's Voice" lines, in which he is strongly specializing, being thoroughly familiar and enthusiastic as a result of his experience with the line when manager of the Bell Piano salesrooms in Toronto. Mr. Wimperly has many original ideas that he is putting into effect, resulting in quite an extensive list of patrons for Victor records being built up in a very short time.

Gauvin and Courchesne, the well known piano and music supplies firm of Quebec, Que., now located in the Lindsay Building, will shortly remove to larger premises secured in the Auditorium Building. The firm will occupy the entire lower floor, which will be transformed into one of the most up-to-date sheet music, talking machine and piano stores in the province. The Auditorium premises will be vacated by the present occupants about the middle

of February, and will be at once subjected to extensive alterations, expected to be completed in time for Messrs. Gauvin and Courchesne to open their new store to the public March 1. Although they have only been one and a half years in the business, Messrs. Gauvin and Courchesne are recognized as one of the leading music houses in Quebec, and it is to be expected that the success which has so far attended the firm will be greatly accelerated by the larger and more convenient premises which they will shortly open.

Miss Lillian Dillingham, who spent the greater part of last year giving four concerts a day to the soldiers in the fighting zone, and who is one of England's foremost sopranos, has been telling Toronto audiences of the wonderful power of music in the lives of our soldiers: Miss Dillingham told of a hurried summons to sing to 2,000 Canadians. The men were in a valley out of sight of the enemy answering the roll call before going into the front line to relieve comrades. "Jesus, Lover of My Soul" was the hymn she selected. Everybody came to attention, and the officers bared their heads as the men joined in the singing. Away up on the hillside 8,000 more men were drilling. There the refrain was taken up, and over ten thousand Canadian boys were singing together with utmost reverence the well known hymn. In less than half an hour the two thousand men were moving off to the front line, and as they passed Miss Dillingham they shouted all sorts of encouraging remarks, one in particular: "If we don't come back we shan't be any the worse." More than half of the two thousand men never came back, said Miss Dillingham, who paid a deep and sincere tribute to the wonderful spirit of those Canadian boys she had met.

Montreal Manufacturers in Toronto

Mr. A. P. Willis and C. D. Patterson Visit Supply Houses

Early in the month Mr. A. P. Willis, president Willis & Co., Ltd., Montreal, and Mr. Charles D. Patterson, sales-manager, returned east after spending ten days in Toronto and adjacent centres. It is the custom of Mr. Willis to visit the supply houses annually with Mr. Patterson, placing orders for the current year. They also visited a number of Willis agents close to Toronto, and met others who came to visit them at the King Edward Hotel, where they were guests.

In a forecast of piano trade for 1918, Mr. A. P. Willis predicts higher prices than ever before in the history of the trade. "The industry during the past year faced more difficult problems than in any previous years: freight congestion, increased cost of all raw materials, taxes, demands of labor for higher wages, etc., said Mr. Willis. "The only remedy at hand was to increase the selling price of instruments, and this has been done by nearly all manufacturers. While it is perhaps too early to say what effect this may have upon the buyer, it seems reasonable to expect that same will not decrease, and that there may be an appreciable increase during 1918. "As to the prospects for 1918, it may be indulging in too much optimism to say they are better than good. I believe the manufacturer can and will solve all the difficult problems that may confront him, and will enjoy a fair measure of prosperity."

Attention is directed to the advertisement of the Sharkey Novelty Co. in this issue. They are especially catering to the trade in respect to etched brass name plates for attachment to pianos, talking machines, music cabinets, etc. The manager of the Company, Mr. G. P. Sharkey, is well known to the Canadian piano trade, having been connected with the Bell Piano and Organ Co. for 23 years, and who was the first secretary and treasurer of the flourishing Canadian Piano and Organ Manufacturers' Association.

Piano Man Banqueted by Brother Merchants

A farewell banquet was tendered Mr. E. E. Nugent, manager of the Fort William branch of Heintzman & Co., Ltd., by the Retail Merchants' Association of that centre. Mr. Nugent, who reports for service in the army, is president of the association, and on tendering his resignation his confederates unanimously decided not to accept the same. The dinner was given at the Kaminstiquia Club by the local merchants, who took this manner of emphasizing to Mr. Nugent the esteem and respect in which he is held.

He was presented with a handsome wrist watch, Mr. D. W. Black, president of the club reading the address. Mr. Nugent was visibly moved by the many kind things said of him. In reply, he stated that he was unable to convey his true feelings on this occasion. It was not till such moments that a man realized how dear old business associations were to him, but he was glad that he was physically fit to respond to his country's call to the colors. "I am entering an entirely new field of labor," said Mr. Nugent. "It is a field in which I have had absolutely no experience—but I have every confidence of developing into a good soldier, and the retail merchants may look forward to something worth while in the way of a souvenir should I get within rifle range of the Kaiser."

Pleasing Growth of Player Trade

"The most pleasing feature of our business since the beginning of the year is the gain in player trade. This must be an indication that the public are coming to realize the possibilities of the player in bringing the best works of piano literature within reach of everybody." This was the comment of Mr. John E. Hoare, head of the Cecilian Co., Ltd., in conversation with the Journal. Mr. Hoare's observation also bears out the statement recently made that people are taking note of the manner in which the great pianists of the world are identifying themselves with the player piano proposition.

The Cecilian Company are making a specialty of the production of all-metal players. They are taking advantage of the general tendency on the part of prospective buyers to enquire into constructional features to impress the merits of the Cecilian Maple Interlocked Back, which avoids the necessity of relying solely upon glue to hold it together. They also lay stress on the Unit Valve System and the Individual Grand Agraffe feature. The provision against the future possibility of wanting to install a player action by making every straight piano "convertible," is proving an effective Cecilian talking point.

That the name "Cecilian" was a happy choice has been duly demonstrated. Its very origin has a musical setting, as any one acquainted with the St. Cecilia legends knows. It is said the man who suggested the name Cecilian was given \$10,000 for his choice.

The Concertphone, as the Cecilian Company's phonograph is designated, also continues to show good progress. This product is available in five designs. The Cecilian automatic stop, with which the Concertphone is equipped, is proving an attraction to phonograph buyers.

Australian Music Trade Imports

(Concluded from January issue.)

The disposition of Australian musical warehouses is to obtain, at least, a portion of their supplies from the Dominion and manufacturers should be encouraged by that sentiment and the scope offered to them by the altered conditions.

Grand and Semi-Grand Pianos

Country of Origin:	1914-15.		1915-16.	
	Number.	Value.	Number.	Value.
United Kingdom	24	£2,103	81	£ 6,578
Germany	52	4,462	16	1,359
United States	11	1,182	25	2,488
France			3	199
Denmark			3	184
Switzerland			2	108
	87	£7,747	130	£10,916

Imports of Upright Pianos

Country of Origin:	1914-15.		1915-16.	
	Number.	Value.	Number.	Value.
United Kingdom	2,144	£ 63,035	3,438	£105,040
Canada	35	1,138	22	741
Other British	1	50		
Belgium	1	16		
Germany	3,286	83,887	319	8,455
United States	1,500	47,979	4,487	127,859
France			7	314
Other foreign	5	173	4	101
Denmark			4	118
Japan			32	648
Netherlands			62	1,486
	6,972	£196,278	8,375	£244,762

Piano-Players in Demand

The growing trade in piano-players and player-pianos should merit the consideration of enterprising Canadian manufacturers disposed to make persistent effort to exploit their instruments in the leading Australian importing centres. Several new lines of player-pianos have been placed on the Australian market in recent years. These instruments are dutiable at the same rates as pianos, hence the number imported and their values is not shown under a separate classification.

Piano Parts and Accessories

There are two piano manufacturing companies of considerable magnitude in Australia—one in Melbourne and the other in Sydney—and these industries have to some extent utilized Canadian parts. Several inquiries have been made during the last year or so in respect to these goods, and in 1915-16 the total imports were valued at £30,440, of which the United Kingdom contributed £9,512; Canada, £2,642; France, £5,224, and the United States, £11,305.

You always SAY you are interested

Now prove it by coming to the Great Convention of the Music Trades, Toronto, February twenty-first—Annual Meeting of the Canadian Bureau for the Advancement of Music. This is the "Music in the Home" organization that is keeping your line of business in existence.

Featuring "His Master's Voice" Lines Exclusively

In the last issue of the Journal was an intimation that the Robert Simpson Co., Ltd., Toronto, the well known department merchants, had taken on the Victor line. A couple of years ago this firm opened up with talking machines and handled several makes, but just prior to the Christmas season, and in time for that trade, decided to confine the department exclusively to "His Master's Voice" lines.

The Victrola department is on the sixth floor, and is known as the "Music Studio." A generous floor space has been given over to the display and sale of music, with a series of attractively furnished demonstration rooms. The arrangement of record racks permits of a maximum of service with a minimum of help. The demonstration rooms open into the record storage room, as well as on to the main floor.

Mr. F. Irving Brown, manager of this department, is a Victor enthusiast, having had several years' experience with this particular line. His experience includes the management of the Mason & Risch Victrola department at Vancouver, and more recently he was connected with the same



Mr. F. Irving Brown.

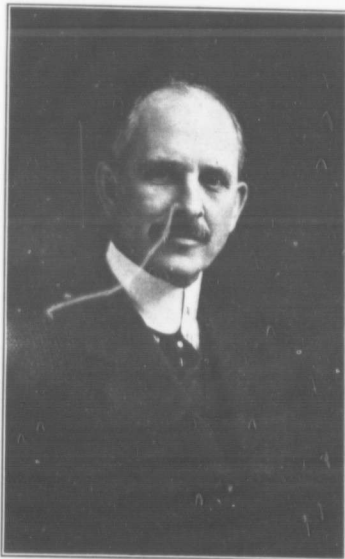
house in Toronto. Mr. Brown is quite optimistic as to trade for the current year, and is well pleased with the increased record demand in his department. Incidentally he has been impressed with the numbers of persons requesting machines in Flemish oak, these being buyers of the better types. From the retailer's standpoint Mr. Brown considers the development of public taste for the oak a decided advantage, there being no come-backs because of surface blemishes, scratches, bruises, etc., and in the event of an exchange, the oak is invariably in good condition.

Other "His Master's Voice" dealers recently qualified in Toronto are Mr. Armand Heintzman, who has opened up a retail store at Ossington Ave. and College Street, and Mr. Charles Ruse, who is opening up handsome Victrola parlors at 772 Yonge Street, a few doors south of Bloor Street, a busy shopping district of high-class stores.

Entering Retail Business

Mr. Charles Ruse, for the past twenty years identified with the sale of Gerhard Heintzman pianos, and more recently salesmanager of the Gerhard Heintzman, Ltd., wholesale department, has resigned from that firm to open up in retail business in Toronto.

February 21st is Mr. Ruse's opening day, provided the carpenters and decorators can complete their work of re-modelling the store taken by him at 772 Yonge Street. This is just a few doors below Bloor St., and directly opposite Paul Hahn & Co.



Mr. Charles Ruse.

Mr. Ruse is opening up with Gerhard Heintzman pianos and "His Master's Voice" lines. He purposes also carrying a line of cameras and supplies for summer trade. The store equipment will include a number of demonstration booths for the Victrola department. Mr. Ruse enters business on his own account with the good wishes of a host of trade and personal friends.

SWISS Phonograph Motors

Canadian firms should correspond. Stock on hand. Can be shipped from Bonded Warehouses, avoiding paying U.S. duty.

MERMOD & CO., MFRS.

505 5th Ave. - New York

We also manufacture Diamond and Sapphire needles.

The people of Canada are being influenced in favor of Gerhard Heintzman Pianos and Players by advertising of which this is a sample. The Gerhard Heintzman agency is becoming a greater asset every day.

NOW is the time to make your big investment in happiness—the purchase of a good piano. Now is the time to buy, because now, above all, is the time you need music's solace and sunshine.

Now is the time to buy—and when you do buy your piano, can you afford to pass by the old names that uphold the high ideals and skilled craftsmanship of Canada's first piano makers?

The Gerhard Heintzman has been a leader among Canada's greatest pianos for over a half century. To-day it is a better instrument than ever—embodying every newest idea in piano construction. It has many exclusive tone-producing and tone-sustaining features devised by the master-builder whose name it bears.

Its tone has that richness and mellow beauty that stirs every heart with subtle charm, soothes like a southern breeze, lingers long as a memory.

Perhaps the Gerhard Heintzman does cost a little more. Its quality makes it higher-priced and better!

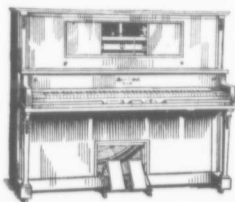
Gerhard Heintzman

Canada's Greatest Piano

Gerhard Heintzman Limited

Sherbourne Street

Toronto - Canada



Mason & Risch
Boudoir Player Piano

A PLAYER Piano embodying a
a Perfect Player Action in "THE
BIGGEST LITTLE PIANO EVER
MADE." Constructed especially for
apartments, small drawing rooms
and yachts. Mahogany or Oak case.
Height, 4 ft. 2 in.

Mason  Risch-
Limited

230 Yonge Street
Toronto