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Canadian Music Trades Journal

August, 1918



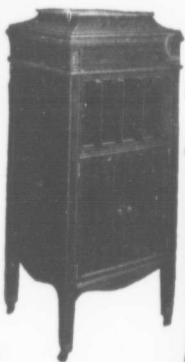
Fullerton Publishing Co., Toronto, Canada

NEW GRAFONOLA MODELS

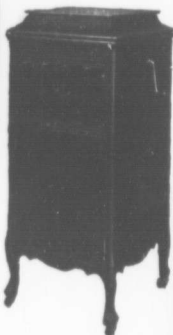
EXQUISITELY PROPORTIONED STANDARD FORM CABINETS IN FINE WOODS AND RICH FINISHES EQUIPPED WITH NEW MOTOR AND NON-SET AUTOMATIC STOP



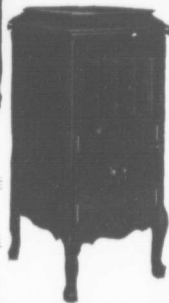
Columbia Grafonola
Type L-2 \$325.00



Columbia Grafonola
Type K-2 \$250.00



Columbia Grafonola
Type G-2 \$170.00



Columbia Grafonola
Type E-2 \$135.00

NOT only in appearance but also in mechanical equipment do these new Grafonola models mark a splendid advance in the talking machine field. An important feature is the new motor unit on an easily detachable plate, permitting a quick change to an electric motor if desired. All the models have a new form of non-set control which automatically and absolutely takes care of stopping the record at the proper time under all circumstances. Tone quality has been developed by a number of refinements throughout the instruments.

Columbia Graphophone Co.
Toronto, Canada



MR. REDFERNE HOLLINSHEAD

well known Canadian tenor, now having great success in New York.

He is a keen admirer of the Martin-Orme, which has been a favorite with him since the first instrument came through our factory.

THE MARTIN-ORME PIANO

COMPANY LIMITED
FACTORY—HEAD OFFICE—WAREROOMS
AT OTTAWA

Correspondence invited from Dealers in open territory

Speaking of a recent tour through Canada made in company with Mr. Boris Hamburg, Mr. Hollinshead remarks—

*We are both enthusiastic admirers of your pianos
I greatly prefer the beautiful singing tone
of the Martin Orme, to any Canadian pianos today*

—and of his next tour says,—

*We should like to use
your pianos in preference to any Canadian make.*

Also note the great durability of the Martin-Orme.

*My brother has used the M-O
in his studio in Winnipeg for many years had
usage, & has found it far superior in tone & durability
to any pianos in Canada.*

Reggie Hollinshead



Illustrating the very latest Martin-Orme design.

Style 34 De Luxe

This model was particularly admired by Mr. Hollinshead when last in Canada.

THE MARTIN-ORME PIANO

COMPANY LIMITED

FACTORY—HEAD OFFICE—WAREHOUSES
AT OTTAWA

Correspondence solicited from Dealers in open territory

NEWCOMBE

Pianos and Players

Established 1870

"Never Suffer by Comparison"

The Newcombe Line

Will be on display at the

Canadian National Exhibition

August 26 to September 7

at our stand in the

MANUFACTURERS' BUILDING

Make the Newcombe Rest
Room your headquarters.
It is at the disposal of you
and your friends.



ET a firm put the most expensive Grand Piano in their show window and if there be no name on the fall-board, how many people would buy it, even at a tremendously reduced price?

People judge a piano by name-reputation largely. Since 1870 the **Newcombe** has embodied all those musical and mechanical improvements that make and keep a piano a real "Leader."

Again, only **Newcombe** Pianos are equipped with the "Howard Patent Straining Rods" which counteract the great strain of the 228 Strings. They give to the Pianos. By relieving the immense strain on the strings they make a better tone possible. They are of the best steel, handsomely nickeled, and are an ornament to the instrument, and they do not add extra cost to the Piano.

The Newcombe Piano Company, Limited

Head Office—359 Yonge St.

Factory—121-131 Bellwoods Ave.

TORONTO

CANADA



A Big Piano for a Big Job

People realize to-day the piano has a great mission to fulfil. It must afford pleasure, recreation, education—it must take its place among the best house-furnishings—it must measure up to an accurate tone-standard—it must do all these things day in and day out, year in and year out.

KARN DEALERS are well aware how capable Karn Pianos and Players are of fulfilling these very exacting requirements, which Karn instruments have been doing since 1867.

The KARN-MORRIS Piano & Organ Co., Limited



Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL



Good Value --- and More

Being simply a good instrument doesn't get a piano anywhere. But when it becomes widely known that a certain make heads the procession of "good buys" for the family with the moderate purse that line becomes a money-maker.

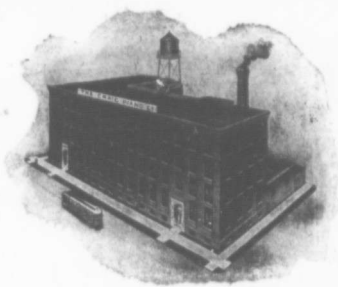
The MORRIS is a GREAT buy. Morris Pianos and Players easily hold their own among other pianos that are sold at higher figures.

The KARN-MORRIS Piano & Organ Co., Limited

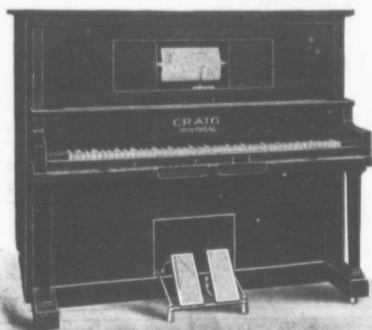


Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL





A modern and efficiently equipped plant like the Craig plant is expected to produce a high-grade piano like the Craig piano.



A Solid Wall of Good-Will

has been built up by Craig Pianos during the time since they were established in 1856. For that length of time they have represented the best in piano building. The dominant note behind the line has been always that of Quality—the maximum quality at the minimum cost.

You can therefore sell your best customers with a feeling of pride, knowing that they will be thoroughly satisfied with their Craig piano.

Nothing goes into the construction of our pianos and player pianos that we cannot thoroughly recommend.

Men in the Trade who know Pianos like a book, and musicians who understand tone in a critical way, recommend the Craig pianos.

The Craig Piano Co.

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

MONTREAL

QUEBEC

Our Aim—

All Supply Houses are experiencing a series of difficulties, which are not pleasant, but must be met with fortitude and calmness.

We are all facing new conditions of wartime origin. Something *unusual* is happening every day, in spite of which the

Music Industry

has proven its progressive spirit and courage against odds.

OUR AIM is, to offer
come what may

“The Best Quality Possible

plus the

Best Service Possible

at the

Lowest Prices Possible”

whether it be

Felts, Cloths, Hammers, Punchings,
Hinges, Tuning Pins, Music Wire,
Pedals, Screws or other Hardware

THE AMERICAN PIANO SUPPLY CO., Inc.

110-112 East 13th Street

New York

THE LONSDALE

The Piano that keeps our word

The manner in which Lonsdale instruments support our claims of superior value is becoming a sort of unprinted trade-mark.



STYLE M, LOUIS

The Lonsdale unprinted trade-mark travels by personal contact—from mouth to mouth—putting in a good word everywhere, establishing an enviable reputation by the most effective means.

The Lonsdale line comprises six designs, four pianos and two players. Every one of them may have direct competition, but every one of them can stand it, and win out in the face of the strongest of it.

LONSDALE PIANO CO.

TORONTO

Office and Factory: Queen Street E. and Brooklyn Ave.

CANADA

Rubber Cloths and Tubing for the Player Piano Trade

For over 18 years we have specialized in high grade rubber cloths and tubings until at the present date we do sell 95 per cent. of the player piano manufacturers practically all of their rubber cloths and tubings.

We call particular attention to our

No. 3-W BELLOWS CLOTH

(Made in Four Weights)

And HIGH GRADE NAINSOOKS

Made especially for **Primaries, Pouches and Pneumatics**

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W. BOHNE & CO.

Manufacturers of

Pianoforte Hammers and Covered Bass Strings

For the better grade manufacturer

Proved by 27 years' experience



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Established
1891

NEW YORK
134th St. and Brook Ave.

Wright Leadership

IT IS IMPOSSIBLE TO MAKE ANY PIANO A
"LEADER" BY CALLING IT A "LEADER"

No instrument can be put in any certain grade by force—in a democracy.

But a growing list of Wright dealers are featuring the Wright pianos and players as their leaders because the public are recognizing our instruments for their real value. All this is the more pleasing at a time when the expanding business of the past decade has made competition very keen.

Wright pianos represent a line of artistic creations in designs that are in high favor with the people of refinement. But after all the piano case is the result of quality materials and experienced workmanship, while the tonal results are a matter of genius.

The Wright agent has nothing to fear in competition in tonality a fact well borne out in the proportion of Wright sales to fastidious musicians.



Style 65

WRIGHT
PIANO CO., LTD.

Strathroy
Ontario



WE extend a cordial welcome to the visiting piano trade to call at our factory during Exhibition weeks—August 26 to September 7. Our invitation includes salesmen, repair men, and tuners, before whom we are anxious to place every advantage tending to a more practical knowledge, and a more extended acquaintance with the processes of supply manufacture. This gives an opportunity for every interested man in Canada to visit the largest piano supply house in the British Empire and increase his own value in whatever his capacity, by adding to his own store of knowledge.

The King Street cars pass our doors to and from the Exhibition. Look for the big clock at the corner of King and Bathurst Streets.

THE OTTO HIGEL CO., LIMITED, TORONTO

The Otto Higel Action

This is a day of music in the home for music's sake. There is less buying of pianos to furnish the best room or to keep up with friends and neighbors. This means that pianos and players are in constant use with a correspondingly greater strain on the action. The Otto Higel Action anticipates that strain and meets it easily.

The Otto Higel Piano Action

is so evenly adjusted, so finely balanced, so accurately assembled that it is instantly responsive to the lightest touch, yet possessing the reserve power for the dramatic crash called for in certain descriptive works.

The Otto Higel Action is the product of an unceasing ambition to keep it always better, always stronger, than seems necessary.

Accuracy in construction has eliminated friction and wear. There can be no weakening, but a never failing service in keeping with the international reputation of Canadian-made pianos.

The Otto Higel Player Action

The player piano with the Otto Higel Action is marketed in the certain knowledge that it embodies the greatest degree of action efficiency; that its execution, its indifference to time, wear and climate will be a daily satisfaction to the owner of the player as long as the instrument is used.

Cost never retards improvement where improvement is possible. Quality is our primary consideration, always. Satisfactory materials and workmanship are never good enough if more satisfactory can be obtained.

The Higel Player Action has a reputation for dependability, reliability and accuracy.

The OTTO HIGEL CO., Limited
TORONTO - - - CANADA

The Otto Higel Trade-Mark



Just as the signature of a thoroughly reliable firm is accepted by the business world without question, so is a trade-mark, founded upon quality and integrity, a manufacturer's passport into the leading commercial circles.

THE OTTO HIGEL trade-mark--that little cut of the piano action set in the Maple Leaf--identifies Higel products the world over.

Its significance is international.

It has the same weight in piano trade circles to-day that the hall-marks of those great silversmiths had in the early days.

It stands for Quality.
It stands for Progress.
It stands for Service.

The OTTO HIGEL CO., Limited
TORONTO - - - **CANADA**

Why Otto Higel Player-Piano Rolls

—The Only Player Music Made in Canada—

Are in Favor

More people now, than ever before, are disposed to attend concerts, not to HEAR the music, but to LISTEN to it. They are able to appreciate the intricacies of music. Then again music is becoming a family enjoyment, not an individual one. The player piano is a family affair, and it cannot be that without providing both the higher forms of music and the popular pieces of the day.

The Otto Higel Catalogue

contains selections for every class of music lover. The classical rolls are arranged by our music editors to retain all those delicate colorings that appeal to musicianly pianists.

The popular rolls contain all the "big hits" that everybody sings and whistles. They contain that brilliancy and accented rhythm that makes the young folks who listen keep time with their feet unconsciously.

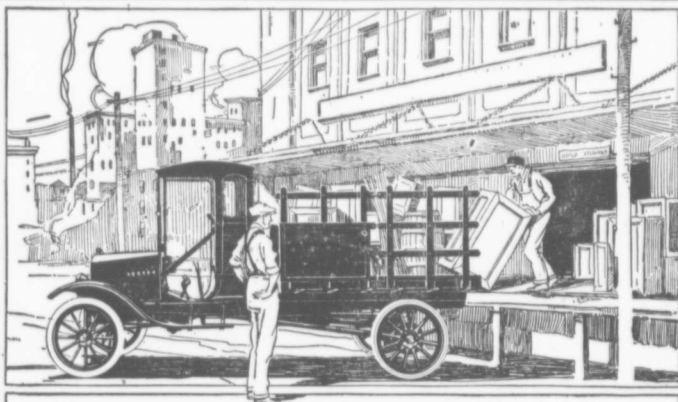
The standard songs and old favorites that the fathers, mothers, and grandparents enjoy evenings are always in steady demand, and the Higel catalogue presents a good and varied list to choose from.

The OTTO HIGEL CO., Limited

Manufacturers of "Solo-Artist," "Solodant,"
"Peerless" and "Star" Rolls.

TORONTO

CANADA



“When Can You Deliver?”

THAT'S the customer's first question, usually. How do you answer him?

Your goods may be superior, your clerks may be courteous, your store attractive, but, after all, unless your deliveries are prompt and dependable, your customers will be disappointed and trade elsewhere next time. Do you realize how many people judge a store by its deliveries?

Is your delivery system on a par with the rest of your business? Does it draw new trade or lose customers for you? Are your horses as suitable for you as they were at one time? If not, why do you persist in being a little behind the times, when a Ford One Ton Truck would be more in line with your other business standards?

Perhaps your deliveries cost you too much. If you are using motor trucks, they may be too heavy for your line of business and therefore too expensive. The Ford Truck uses less fuel when handling a full load than some trucks use running empty.

The Ford One Ton Truck is a money saver, so why not modernize this department of your business at once?

All prices subject to war tax charges, except trucks and chassis

Ford

THE UNIVERSAL CAR

One-Ton Truck \$750

Runabout . . . 575

Touring . . . 595

Coupe . . . 770

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Chassis . . . 535

F. O. B. Ford, Ont.

**Ford Motor Company of Canada,
Limited
Ford Ontario**



LESAGE Style Louis XV.

A. LESAGE

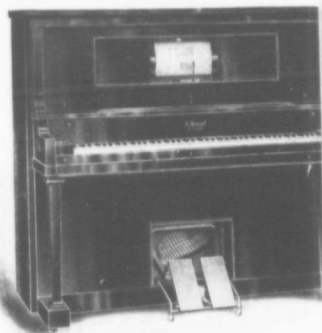
*Manufacturer of Pianos and Player
Pianos of the very highest grade.*

ST. THERESE, QUE.

Just What Buyers Want

There is an increasing demand for pianos that are simple yet dignified in design, solidly and accurately built, that possess a sweet, ringing tone in both pianissimo and crescendo passages, and that can be retailed at a moderate price.

The **LESAGE LINE** gives you a range of designs that meet these requirements in every detail.



LESAGE "Colonial" Player Piano.

EXHIBIT TIME

IS THE RIGHT TIME TO **SEE** ALL THE NEW
STYLES and DESIGNS, and TO COMPARE VALUES.

^T_H_E **STANLEY**

WILL APPEAL TO YOU FOR ITS OWN MERITS.

**A hearty welcome to all at the
STANLEY PIANO BOOTH
Showrooms 241 Yonge St. Toronto**

Mendelssohn



Style Louis XIV.



Style "30" Player



Cottage Style

Pianos and Players

Will be on display this year as formerly, at Canadian National Exhibition,
August 26 to September 7,

where a representative showing of the Mendelssohn Line may be found by visiting dealers and salesmen in the Manufacturers' Building. You are cordially invited to call on us, and your friends, too, will be welcome.

Present owners of Mendelssohn Pianos recognize that because of the enduring qualities built into the instruments each succeeding year sees but a slight depreciation in the Piano. This helps other sales.



New Style "E"

Sales made under a sense of doubt are not good sales—and consequently are not permanent. With the Mendelssohn piano you include to your customer a 30-year reputation for piano quality of the highest order.

MENDELSSOHN PIANO CO.

110 ADELAIDE STREET WEST

Toronto

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Canada

PIANO & PLAYER HARDWARE, FELTS & TOOLS

Including the Celebrated Diamond Brand Music Wire, Tuning Pins, Casters, Long Hinges,
Screws, Locks, Pedals, Butts, Catches, Springs, Felts, Cloth Punchings, Etc., Etc.
All illustrated in our new Catalog No. 146.—Have you a copy?

Our new Catalog, No. 158, of Phonograph Cabinet Hardware, is ready
Will send copy upon request.

HAMMACHER, SCHLEMMER & CO.

New York, Since 1848.

4th Ave. and 13th St.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United
States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec.-Treas.

Factory and Office:
Dolgeville, N.Y.

Saw Mills
Fulton Chain and Tupper Lake

"Superior" Piano Plates

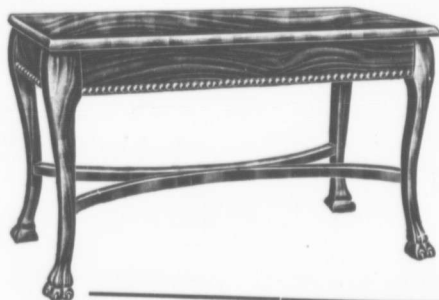
MADE BY

THE
SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

Here is another representative of our Big Four Line of Benches

Since we introduced this new line of Benches the demand has
far exceeded our expectations



This is our No. 210. Isn't it pleasing in appearance? Strength and beauty do not always harmonize, but you will find that the pleasing lines of this bench are not attained by the sacrifice of strength. They are both there—and the Price is Right.

Ask us to send you illustrations of the other three benches comprising our Big Four Line.

The Goderich Organ Co.
Limited
Goderich, Canada

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

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C. F. GOEPEL & COMPANY

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SUPPLIERS OF

New York

High Grade Commodities

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PIANO AND PLAYER TRADE



Player Accessories.

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

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

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.



"CHOIR MODEL"

"THE CHOIR MODEL" has been designed to meet the demands of churches desiring an organ, artistic in appearance, and possessing those musical qualities which are most essential in a good Church Organ.

This design is in Quartered Oak. The finish, being the new Golden Oak, "Art Finish," not only enriches the appearance of the instrument, but is made to withstand the different climatic changes.

The actions are specially constructed and possess the variety of Tone, Volume, and Ease of Manipulation for which all THOMAS ORGANS are famous.

Thomas Organ & Piano Co.

Woodstock - Ont.

The Best Salesmanship

Amounts to little when applied to the retailing of an inferior article in any line generally, and in pianos particularly.

EVANS BROS. PIANOS

Are worthy of your BEST efforts. From sounding board to veneers, from gable to gable, from casters to top, they are a quality product—musically, architecturally and mechanically. The Evans Bros. instrument in the home maintains the confidence you established at the time of the sale; so that when you call months or perhaps years afterwards you will be given names of prospects for a similar deal.

The wonder of the Evans Bros. piano is that it can be sold so reasonably.

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

Ingersoll

Ontario





**WE HAVE
REACHED
THE SUMMIT
OF EXCELLENCE**

IN THE MANUFACTURE OF
**PIANO HAMMERS
AND STRINGS**

OUR MUSIC WIRE IS OF THE FINEST
ENGLISH AND AMERICAN MAKES.



D. M. Best & Co.

455 KING STREET WEST

TORONTO

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CANADA



CECILIAN

World-Famous (Est. 1883)



The only piano with the **Maple Interlocked Back**, not depending alone on glue, for strengthening properties,

—THE CECILIAN

The only upright piano with the **Individual Grand Agraffe System**, found in Grand Pianos of other makes,

—THE CECILIAN

The only player with the **All-metal Unit Valve System** which makes the player absolutely leak-proof,

—THE CECILIAN

The only piano that is **convertible** so that at any future time the piano may be equipped with a player action,

—THE CECILIAN

A cordial invitation is extended to all visiting dealers to call at our exhibit, situated in the North-East corner of the Manufacturers' Building, adjoining the T. Eaton Co. furniture display.

The Cecilian Company, Limited, Toronto

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

Head Office and Salesrooms:

247 Yonge St.

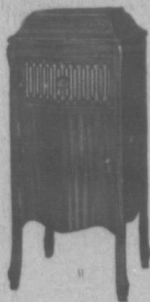
Factory:

89-93 Niagara St.



CECILIAN CONCERTPHONE

The
"Superb"
Model
Retail
Price
\$154



A cordial invitation is extended to all visiting dealers to call at our exhibit, situated in the north-east corner of the Manufacturers' Building, adjoining the T. Eaton Co. furniture display.

Your Kind of a Phonograph

You have in mind the sort of phonograph that sells best. That picture in your mind is crystallized in the Cecilian Concertphone. In this line the "Superb" is a very popular type.

The "Superb" model cabinet catches the piano man's eye for he knows first class cabinet work when he sees it.

The "Superb" model has the Ball-bearing tone-arm, the superiority of which any prospective buyer appreciates.

The "Superb" model is equipped with a perfect Automatic Stop which is now generally recognized as a great convenience.

The "Superb" model plays disc records of every make—of every class of music—and gets all the music out of every groove of every record.

The "Superb" model retails at \$154—and that money cannot duplicate the value in the purchase of the "Superb."

There are four other models in the Cecilian Concertphone line running from \$70 to \$315.

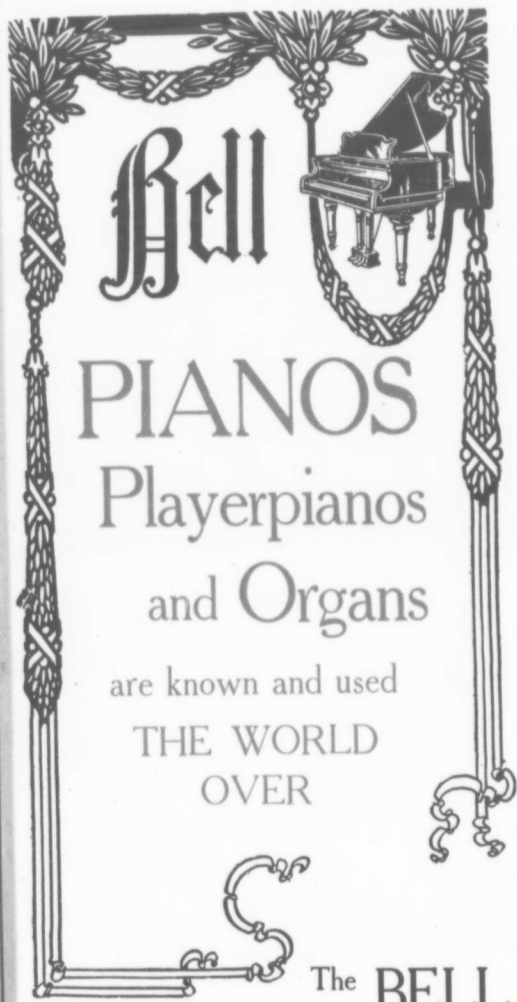
Musical Instruments Limited

247 Yonge Street

Distributors for Canada

Toronto, Canada





Bell
PIANOS
Playerpianos
and Organs

are known and used
THE WORLD
OVER

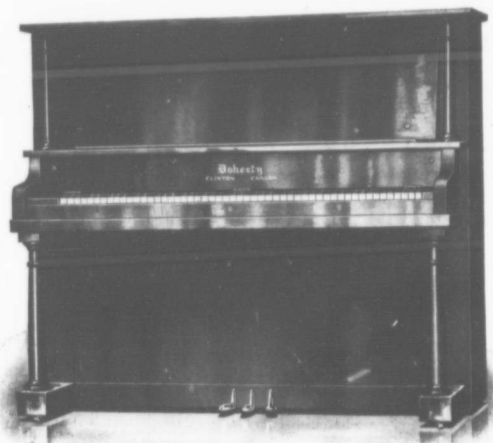
Dealers and musicians are cordially invited to inspect our exhibit at the Canadian National Exhibition. It will be representative of the high attainments for which we have striven in our 54 years of business.

Location—
South Aisle
Manufacturers' Building

The BELL PIANO & ORGAN CO., Limited

Factories at
GUELPH, ONT.
and LONDON, ENG.

Established
1875



Established
1875

The *Doherty Piano*

which has been a standard feature of the

Canadian National Exhibition
TORONTO

for so many years, will be on display at the Doherty booth this year in

The Manufacturers' Building
August 26 to September 7

Seldom does quality alone or price alone create for a product that volume of sales so necessary to retail success. But when a striking superiority, such as Doherty Pianos possess, is obtainable at a price within reach of the average person's income, then that combination of quality and unusual value presents a proposition that reduces the number of lost sales to a minimum.

Doherty Pianos Limited
CLINTON - - - ONTARIO

Published
875



The Home of STERLING Piano Actions and Keys

A cordial invitation is extended to manufacturers, dealers, tuners and repair men to visit our factory during the Exhibition. We are about ten minutes' walk from the Exhibition grounds. From downtown take Queen Street car to first stop west of the Subway, then walk north one block.

Sterling Actions and Keys are the standard in piano supplies, as is the word Sterling in British coinage. In every detail of quality and workmanship they attain the high rank for which Canadian pianos are noted.

Sterling Actions and Keys Ltd.

NOBLE STREET - TORONTO, CANADA

We Have Guitar Stock



In spite of difficulties and delay in obtaining your necessary supplies of guitars, we can still supply you with the best standard makes in all the most popular styles. Stocks are not extensive, but are ready for immediate shipment. Check over your requirements from the list below and order at once. Delay may mean disappointment.

- No. 660—Solid mahogany back and sides, fingerboard edges bound with white celluloid, spruce top, pearl position dots, steel strings, (concert size).
Retail price..... \$22.00
Wholesale price 14.00
- No. 864—Solid mahogany back and sides, spruce top, fingerboard and edges bound with white celluloid, fingerboard elaborately inlaid with pearl, steel strings, (standard size).
Retail price..... \$25.00
Wholesale price 17.00
- No. 100—Mahogany finish, highly polished, imitation ebony fingerboard, white inlaid position dots, two rings of inlay around soundhole, brass patent heads, metal tailpiece, selected spruce top, good tone and finish, (standard size).
Retail price..... \$12.00
Wholesale price 5.85
- No. 608—Oak back and sides, spruce top, pearl position dots, metal tailpiece, steel strings, (standard size).
Retail price..... \$10.00
Wholesale price 6.30
- No. 615—Mahogany finish back and sides, celluloid bound edges, spruce top, pearl position dots, metal tailpiece, steel strings, (standard size).
Retail price..... \$13.00
Wholesale price 7.50
- No. 503—Mahogany finish back and sides, white celluloid bound edges, pearl position dots, metal tailpiece, steel strings, (standard size).
Retail price..... \$13.00
Wholesale price 7.90
- No. 102—Quarter-cut-oak back and sides, inlaid strip down back, two rows of inlay around soundhole, mahogany neck, rosewood oval fingerboard with inlaid pearl position dots, American patent heads, metal tailpiece.
Retail price..... \$15.00
Wholesale price 8.00
- No. 1020 $\frac{3}{4}$ —Mahogany back and sides, spruce top, pearl position dots, steel strings, (concert size).
Retail price..... \$26.00
Wholesale price 16.40
- No. 104—Solid mahogany back and sides, white spruce top, inlaid strip down back, 2 rows of inlay around soundhole, mahogany neck, dark fingerboard, inlaid fancy pearl position dots, beautifully hand polished, (standard size).
Retail price..... \$24.00
Wholesale price 12.00
- No. 104 $\frac{3}{4}$ —Same description as No. 104, the only difference is (concert size).
Retail price..... \$26.00
Wholesale price 13.00

*Above are trade prices plus equalization of
Transportation for Winnipeg and Calgary delivery*

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

WINNIPEG, CALGARY,
MONTREAL, TORONTO

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.

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No. 3

Is It Profitable to Sell Pianos on the Basis of Their Going to Last a Lifetime?

Some in the Trade Beginning to Think Not—They Cite the Automobile Trade as a Criterion

JUST after the adjournment of a meeting of a meeting of talking machine men at the National Club, Toronto, some time ago, in the process of shaking hands and saying good-night a small group got to talking shop. One of the party volunteered to be classed with other piano men as a lot of easy-marks for having educated the public for so many years in believing a piano lasts a lifetime. "Did you ever hear an automobile salesman boast his car by asserting that it would be on the job in good repair after the buyer was dead and gone?" asked one of the piano men; "did the salesman even promise that it would be running good as new at the end of ten years? Of course not. He told his man from the start that after a couple of years he would be sure to want a new model and incidentally he did not say the old car could be traded in at half price either."

"You're on the right track," interjected the talking machine man; "we certainly do not sell a table machine with any suggestion that it will be handed down from generation to generation. We say it will put the world's music in the home, give pleasure and comfort to the parents, children and friends and tell them later on they will be sure to want a good cabinet machine. Yet my observation is that you sell your cheapest pianos on the basis that they will be as good as new at the end of thirty, forty and fifty years. The public certainly think one piano purchase in a life time is the limit. No wonder you find it hard to work up any enthusiasm over your suggestion to exchange the piano for a player! If you are successful your party wants you to allow about 75% on the old piano. The public's attitude is the result of the education they have received in past years from the dealers and salesmen."

Now the trade knows that a piano is not an automobile. Nor is it possible to follow the salesmanship methods of the automobile industry *holus bolus* in the piano field. Yet the question rightly comes up—are new avenues for sales closed because of unnecessary promises made and impressions created at the time piano sales are closed? Is it wise, is it right, is it in the dealers' interests to keep a cover over the fact of annual depreciation in the piano's value? The subject is one on which gain would come from a general trade discussion and it will be interesting to hear the various views. The matter has already received passing notice in the musical press. Co-incident with the Journal's having overheard the discussion above outlined there came to our attention a copy of the *Etude*, a paper for music teachers and music students. In this was an article—"How long is the life of a piano?" A portion of what the writer said follows:

"It is a matter of common knowledge that an automobile deteriorates about 50 per cent. of its value in one year of

use. Fortunately for us, a piano, if properly cared for, does not deteriorate so rapidly, yet it does deteriorate, and it is a great mistake to believe that a piano will 'last a lifetime,' unless the lifetime is but a small fraction of the Biblical 'three score years and ten.'

"The writer has been reading with interest the account of a discussion of this subject by a society of piano technicians who met in Chicago recently. It seemed to be the general consensus of opinion that a good piano, with the best possible care and under the best possible conditions, loses about 10 per cent. of its value yearly. Thus a piano which was worth, say, \$500 when new, would be worth approximately:

"After one year	\$450
After two years	405
After three years	364
After four years	328
After five years	295
After six years	265
After seven years	239
After eight years	215
After nine years	194
After ten years	175

"This is an optimistic, not a pessimistic view of the case. Some consider that it loses in value a straight 10 per cent. of the *original price every year*, which would make its value at the end of ten years practically nothing. Of course much depends on how a piano has been used. A piano used some ten hours a day in a movie show is often actually worn out inside of two years, and even a piano which has only a reasonable amount of use, but which has had to stand great and frequent changes of temperature—for instance, standing near steam pipes, in a building which is alternately heated for a few days and cold for a few days, stands scarcely any better chance of longevity.

"In general, when a dealer consents to allow a customer more than \$25 or \$50 on a really old piano, he is losing money on it, and probably is planning to recoup himself by charging an extra amount on the price of the new instrument. If you doubt this, observe the average dealer's reluctance to name a price on his instruments before he has found out if you have an old one to trade in.

"But for one's personal use, not for possibilities of sale, the fault is 90 per cent. the owner's if a piano does not last twenty or twenty-five years. A great many people when they purchase a piano expect it to stand up as it did when new, irrespective of the use it gets. They never think of spending \$12 or \$15 for a new set of hammers; they think a piano ought to last as long as the case. In the average home they apparently do not believe in the piano tuner as an institution.

"Although a piano fifteen years old will play, no amount of repairing will ever make a twenty-five year old one fit for anything but a bargain sale. Cease considering the piano as something which lasts forever, but regard it in the same light as an old automobile."

Our Neighbors Working For Satin-Finish Pianos

Some Firms Handling 75% of Pianos in Satin-Finish—Necessity of Dull-Finishing Highly Polished Cases to Conform to the Satin-Finish Furniture is a Waste of Labor and a Needless Expense

FOLLOWING up this Journal's campaign for more sales in satin-finished pianos, there was quoted in the July issue an article from an American paper to the effect that three prominent New York manufacturers were to make their whole output in satin-finish exclusively. It is well to know what our neighbors have to say on this question of finish. There has reached Canadian Music Trades Journal an editorial from the New York Piano Journal which says: "Ten years ago hardly anyone thought about the dull finish. To-day, it is being requested on approximately fifty

TWO of the ten conditions said to be necessary to make a Y.M.C.A. hut are someone playing on a piano and the phonograph going constantly.

In army or civilian life no meeting place is complete without music.

per cent. of the orders, especially from the bigger communities, and the customers of smaller cities are likewise quick in appreciating the artistic, and demanding only dull finished cases.

"A dull finish stands up better, doesn't get that bluish look, isn't marred easily, and especially in walnut and mahogany the dull finish is unquestionably the vogue finish. There are many reasons why you should buy and sell pianos with dull finish, one of which is that you are doing your customer a genuine service, for the dull finish is artistic. All of the best furniture is now finished dull. Talking machines are also produced with a similar finish. In fact, the modern home of to-day possesses only dull finished furniture."

"So, when you endorse and sell pianos with dull finish, either upright, grand or player-piano, you are giving your customer the best finish that it is possible to secure. We use the word 'dull' in connection with this finish simply as a means of identification. Always use the phrase 'art finish' when selling pianos."

A retail dealer in Cleveland says: "I wish to state that in the past year we have had fully 75 per cent. of our pianos come through in the satin finish and we would be heartily in favor of doing away entirely with the high polish on pianos. I realize full well that it would expedite shipment, and relieve the dealer of a great deal of varnish checking complaints."

Chickering & Sons say: "We have for some months past made the regular finish for Style 'AG' Chickering grands dull finish, and since adopting this finish as standard we have found very few requests for this style in high polish, which convinces us that the dull finish is preferable for all Chickering pianos. This conclusion is backed up by excellent reasons. All good furniture, for a long time back, has been made in 'dull finish' and, as a consequence, highly polished pianos are not in harmony with furniture found in the majority of good homes. Piano dealers, in a large percentage of cases, are obliged to 'dull finish' highly

polished grands and uprights to conform to the above conditions. This makes for waste in labor, to bring the piano to a state of high polish only to dull them, this waste of labor being uneconomical, and against our best interests.

Paul G. Mehlin & Sons say: "Regarding the featuring of dull finish pianos during the war, would say that we would welcome such a change, but if the finish is to be regular varnish finish, rubbed down, the benefit from the point of view of the manufacturer and dealer would not be very great. While this discussion is up, why not advocate the dull finish shellac and wax finish, such as is used to-day in the fine residences and by the highest class of furniture manufacturers."

"We recently delivered a piano to one of our wealthy residents of New York City, finished in such a way, according to the specifications of the architect in charge, and am pleased to state that the results were very satisfactory and the appearance of the instrument was beautiful."

Hardman, Peck & Co. say: "We may state that with the last few years we have always advanced the argument that a dull finished case is preferable, and this is the finish which we have advised our customers, both wholesale and retail, to purchase. At the present time about 75 per cent of our high-grade cases are sold in dull finish, but when it comes to a cheap piano or player-piano, we find that the average customer who is interested in the purchase of moderate-priced instrument prefers high polish. We have stopped the practice of making a high polished case dull, vice versa, gratis; if the customer should desire this change we insist upon payment for dull finishing or high polishing."

Grinnell Bros. say: "Regarding pianos in dull finish cases I will say that for the past year we have ordered but very few pianos from any factory with polished cases, as we are making very few polished cases in our own factories. I am very strong for dull cases, and find it is greatly a matter of educating our sales force as to what you want sold, dull finished or high polished cases. Complaints of hair line checking have decreased perceptibly with us in the last year. Shall be glad when the day comes that all factories will confine themselves to dull finish pianos entirely."



Entrance to the Manufacturers' Building at the Canadian National Exhibition, where the Piano exhibits will be.

A Dangerous Display Card

HANGING in the window of a piano store recently was a display card "Upright pianos from \$100 to \$200 for beginners." The poor beginner! Anything is good enough for him. In fact most things seem too good. He is supposed to take what is not good enough for his elders and be thankful. Where would this viewpoint lead? An piano is good enough to start practising on. Any teacher is capable of instructing a school boy or girl. Any music teacher the cheaper the better, will answer for a year or so.

No wonder the pianos in many homes become silent. The Trade knows a poor instrument is not good enough for the beginner and most dealers are working to discourage the idea that it is. But sometimes a man forgets.

Attention! Exhibition Visitors!

*Be sure to see and hear this Improved
Player at the Toronto Exhibition*

PLAYING BY FEET—"Instead of by Hand"

THIS remark came so very forcibly the other day when we had a very prominent lady of the Executive of the National Council of Women looking through the Player Piano Department of our factory.

She was asked by the writer to sit down and operate our new Player. She said that she disliked Players very much and had no desire to operate it, but she finally was induced to sit down and pump the instrument.

The lady became very enthusiastic almost immediately after starting to pump the instrument, because as she stated, "This is playing music by your feet instead of by hand," and she said, "It seems very peculiar that I can get just as beautiful expression from playing music with my feet as I can from my hands."



THE ENNIS STYLE COLONIAL PLAYER

The Floating Rail Invention

This is quite the truth with our new Player Pianos which contain our new Floating Rail invention. The theory of operation of the Floating Rail is almost the reverse idea to all other methods of hammer rails on player pianos.

The principle of our Floating Rail is that when the Player is being pumped with a minimum of pressure, the hammers automatically work forward towards the strings, and when the player is pumped forcibly, the Floating Rail automatically brings the hammers back from the strings making a long stroke.

More beautiful expression can be given to music by the simple pumping of our Player Piano alone, without the operation or use of any buttons, than could ever be imagined possible by anyone in the music trade. This Player Piano will open up Player business for any dealer. No man alive can play this Player Piano without creating a desire within himself to want it.

Mr. Dealer, perhaps you can get the agency for this Player in your district. Write to us and find out.

The Williams Piano Co., Limited

Canada's Oldest and Largest Piano-Makers

Oshawa, Ontario

Our Exhibit is in the Manufacturers' Building, second booth to the right of the Main Entrance

Did Sir Edward Say That in 1907?

AS far back as eleven years ago the editor of the *Etude* said: "One must take issue with Sir Edward Elgar when he declares piano playing is doomed to extinction and in its place will flourish the player piano."

Must Be Clearly Stated

BY a ruling of the United States Federal Trade Commission it is forbidden to offer for sale used, second-hand, repaired, or rebuilt musical instruments, by means of advertisements, circulars, letters, or other similar devices, in which it is not distinctly, definitely and clearly stated and set out that such instruments are used, second-hand, repaired or rebuilt instruments.

The Devil's Work

A STORY is told of the time the British troops occupied Pohnpei. Several of the men were told to go to a certain house to take up their quarters there. One of them discovered a piano in one of the rooms, and was about to play it when a comrade jokingly warned him to examine it first. It was then found that a bomb was connected with the piano. Had the soldier struck a note the house and everyone in it would have been blown to pieces.

A Fiji Island Tuner's Method

ONE of the prominent violinists once gave a hastily arranged concert at Suva, the capital of the Fiji Islands. Concerning the preparations for the event this artist said: "Suva does not have a concert hall, so the concert was held in a large tent, and the heat was something terrific. I had to have a man to keep an electric fan moving right over my hands, or I could not have played at all. The piano was a very old one and fearfully out of tune, but at last we found an old sailor from the warship who volunteered to

tune it. He was very deaf and had his own ideas about tuning, and informed me with great pride that as a piano always sounded more brilliant if the upper notes were a little sharp he had tuned up the treble. He had really done so, with the result that for an octave and a half in the treble the notes ascended in varying degrees of sharpness. The Governor and his wife were to be present, and someone was wanted to play *God save the King* at the beginning, so the small daughter of one of the residents was pressed into service. She not only played *God save the King*, but about twenty variations as well, during which the audience had to stand."

The Supply of Mahogany

HARDWOOD Record has taken occasion to correct what it says is an erroneous impression that appears to have gained currency that mahogany lumber is no longer available for commercial purposes, as such is not the case. "The fact is only about thirty per cent. of the supply of mahogany lumber is required for government purposes," says this authority, and "The remaining seventy per cent. consists of plain and figured F A S of good widths and lengths, No. 1 common, No. 2 common, shorts, etc., and is available for the commercial trade.

"All indications point to an ample supply of mahogany for commercial purposes for the balance of the calendar year 1918. It is also permissible to manufacture highly figured mahogany logs into veneer, and the quantity of such stock now available is sufficient to take care of the present trade requirements."

The Future of Walnut

THE authority quoted in the previous paragraph also summarizes the situation in walnut. Boiled down it is this: "As far as the future can be judged by present conditions, the planting of black walnut in this country will be profit-

DO YOU REALIZE

What a FULLY SATISFIED customer is worth to you?

Consider how many dollars per inquiry it usually costs you to get people in through ordinary ways—and consider the usual cost in time and effort to establish the necessary confidence in the mind of the prospective customer—and then you will inevitably conclude that

"LANGELIER"

Pianos, Players and "Disc-o-phone"

are profitable lines to handle.

Your fully satisfied customers will prove to be your most reliable and economical selling efficiency.

We keep the quality up at advancing cost and difficulties and we guarantee the standard of quality in our instruments to our many distinguished patrons.

High grade materials, experienced workmanship, scientific construction, and pure ringing tonal qualities of the "LANGELIER" insure constant SATISFACTION to your customers and splendid returns to you.

Our present prices will advance on August 1st. Communicate with us.

J. Donat Langelier, Limited
Manufacturers
Pointe-aux-Trembles, Que. (NEAR MONTREAL)



STYLE "C"

able. The war will make a pretty general cleanup of our walnut timber. It will not take all of it, but it will not leave much. The wood will be in demand in the future. The country will not again be stocked with walnut trees unless they are purposely planted. The natural method has been for squirrels to plant the walnuts. That can never happen again on a large scale; seed trees will be too scarce and squirrels too few.

"Forestry methods must be put in practice and walnut must be systematically planted, or the country will be practically without walnut lumber a hundred years from now. It takes the best part of a century to produce a good walnut tree, suitable for lumber. It is much longer in coming into market than hickory, because the valuable part of the walnut tree is the slowly formed heartwood, and hickory's best part is the rapidly-formed sapwood.

"A hundred years is a long time to wait, but the planter of walnut trees need not wait till they are large enough to

"THE pianoforte is the best instrument for introducing the young into the music-world."—Professor Rybner of Columbia University.

cut. The plantation is salable, and its money value increases from year to year. A few farmers have woodlots of planted black walnut, but there should be many more. Circassian walnut (commonly called English walnut) has been more extensively planted in this country than black walnut. California alone has more than a million growing Circassian walnut trees, planted for their nuts. They will be large enough for lumber in a century or so. The Circassian walnut of commerce comes mostly from old planted orchards in Turkey. It is not yet known whether the same tree planted in America will produce high-grade wood; but there is no doubt about black walnut."

Pianos Basis of International Business

OUR American cousins are said to be buying thousands of army mules from Spain and paying for them with the product of their piano factories. In the Journal's information terms are omitted. But our imagination leads to the supposititious quotation of a load of long-eared mules for six satin-finish pianos down and two a month, with six per cent. interest on deferred payments, two free tunings and no commission to any third party. If the Spanish people wanted player pianos of course this contract would need revision throughout.

It's a Wonder Buyers Could Be Found For Them

ONE is surprised to see an American music trade paper devoting a whole column to answering the question "What is a 'tubby' tone?" Every piano man, even the most recent recruit in the selling ranks, knows it is the quality of tone possessed by his competitor's piano. This belief becomes a confirmed reality as one reads on in the description of a "tubby" tone. . . . It can be called a sort of dreadful hollowiness, in the depths of which, as it were, the tone one wants to hear is swallowed up, and from which depths it seems to come up faintly and as from the bottom of a well. In a word, when we think of a tub and its roundness and depth, and of the vast quantity of air therein confined, we know that if we call or laugh or sing into it, our voice will sound out hollow, "tubby." And that is exactly what is meant by "tubby" tone in a competitor's piano.

Telling the Public About Oak Cases

THE following article on Oak Cases which appeared in a string of daily newspapers throughout Canada is one of the series furnished in the service of the Canadian Bureau for the Advancement of Music:

"For some time the school children of a certain town have by holding concerts, bazaars and such events been building up a fund for the purchase of a piano to meet their singing, marching and concert requirements. Just recently the necessary amount was reached and they chose a splendid instrument. Naturally the boys and girls were much elated over their new possession. But in one particular it would seem they made rather a serious mistake. The purchasing committee chose a beautifully finished piano with a mahogany case. The mirror-like surface would appeal to anyone; and still, though the mistake is quite a forgivable one, an oak case would have been much more appropriate and unquestionably more durable.

"In pre-war days, when some of our Canadian titled gentlemen had maids enough to keep the glossy mahogany or walnut piano constantly polished, the choice above referred to could not be questioned, but for a schoolroom an oak case would be more in keeping with the other appointments. Then, too, oak does not show greasy finger-marks. It is not easily scratched with the buttons on the clothes of romping children. Furthermore an oak piano does not suffer from those mischievous little hair-lines caused by varnish checking from the extreme changes in temperature. Especially in schools and churches where the building is frequently not in use and no fires on, a highly polished surface of mahogany or walnut is bound to prove disappointing, for while science has done a great many things for us of late, it has not discovered a varnish that will not check in as changeable climate as ours. In a school, closed for the summer, Christmas and Easter holidays an oak piano is the thing."

AUGUST *Get That Player*
the Month *Piano Now!*
for Buying

How, when and where to get it is easily learned by reading the ads. You are going to get one some day! Why wait and pay more when by timely action now you can save a great deal on its cost and therefore get greater pleasure.

Read the Ads Today and Every Day in the
Chicago Evening American
It Helps Its Readers.

Sample of a two column, four inch cut run by a Chicago daily newspaper to co-operate with their piano advertisers. A similar one was devoted to each of six industries.

Australian Tariff Changes

NOTIFICATIONS of the recent changes in the Australian tariff on musical instruments give the following particulars:

"Pianos and player-pianos as follows: Grand pianos, £15; upright pianos, £8; piano parts not elsewhere specified, 25 per cent. ad valorem.

"Actions in separate parts, strings, felts and felting, hammers and ivories, handles and hinges for pianos, violins mutes and chin rests, holders for attaching to band and orchestral instruments; also pianola, æolian and similar records for rendering music by mechanical processes, 5 per cent. ad valorem.

"Military band and orchestral musical instruments as follows: Bassoons, baritones, bombardons, bugles, clarion-

*More Masterpieces were written for
the PIANO than for any
other Instrument*



WILLIS PIANO

Louis XV

STYLE A

4 feet 5 inches

*See the other Willis Pianos
and Players at our exhibit
at Canadian National Exhibi-
tion, August 26 to September 7*

WILLIS PIANO

Louis XV

STYLE E

4 feet 8 inches

*We are also sole Canadian
Distributors of the celebrated
Knabe and Chickering Pianos*



WILLIS & CO., Limited : : MONTREAL

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nettes, cornets, cornophones, cor anglais (wood), cymbals, cor tenor (brass), contra bassoon (brass), doblophones, drums, double basses, euphoneums, flutes, fifes, harps, horns, viz.: flugel, French, Koenig tenor and vocal ballad; musette, oboes or hautbois, piccolos, saxophones, trombones, trumpets, tubas, triangles, violins, violoncellos, bagpipes, flageolets, 5 per cent. ad valorem.

"Metal pipes for pipe organs, 5 per cent. ad valorem.

"Pipe organs, 25 per cent. ad valorem.

"Musical instruments such as music boxes, pianolas, and other attachments and articles not elsewhere specified for rendering music by mechanical process, and metronomes and the like, 25 per cent. ad valorem.

"On all of the above-named lines of musical instruments



Enjoying nature—C. V. Jones, advertising manager of Mason & Rice, Ltd., Toronto, and F. R. Kennedy, of the same house, spend an hour in the woods—but it's in the city limits, though you wouldn't think it.

and accessories Great Britain enjoys a differential in its favor of from 10 to 20 per cent., while in several instances, such as parts and accessories and all band and orchestral instruments, the products of that country are admitted free."

That Infernal Wart!

THE local piano agent in a small town had a prospect with whom he had no success. The man was a weather-beaten old farmer who admitted that he was planning to buy a good piano for his daughter, but it was impossible to get him down to cases. Perhaps he could not make up his mind to part with so much money. The general agent of the manufacturer happened into that territory and the local man brought him and the farmer together. The general agent was a super-salesman in his field, and the following scene took place according to an incident related in the Music Trade Review:

"Agent and farmer sat down in the local man's office and the high-priced salesman began on the rugged prospect. As a demonstration in scientific salesmanship, the selling talk was a wonder. The old farmer sat there, looking now at the salesman, now at the local agent and now at the gnarled and knotty hands he was somewhat nervously twisting.

"The salesman approached the culminating point in his talk. He began to unfold his order blank. The local agent got out his fountain pen and removed the cap, placing it on the other end. At the right psychological moment, the general agent paused in his talk, reached out with the order blank and the old farmer spoke for the first time. 'Say,' said he, 'you know of anything that'd take that wart off my thumb?'

"Every salesman knows what it is to be putting forth his best efforts to interest the prospect, only to have that prospect's attention wander and his gaze turn to the window or elsewhere. That is the end of many a selling talk.

"When the prospect's mind begins to wander, it is the time for emphatic and immediate initiative on your part. You must start something interesting to him and important in his bearing on his interests, and you must do it right away or give up. If you have nothing up your sleeve, you are not a resourceful salesman and you will not land the difficult prospect, no matter how hard you try.

"If you have anything else to offer, that is the time to offer it and to bring back the wandering interest of the customer. There is no sale to be made to the man whose attention you are not keeping and it requires high tension brain work on your part to hold attention when there is a tendency for it to drift to other things. You cannot let up on your own interest and expect the prospect's interest to remain alive."

The Yearly Piano Depreciation

BELIEVING that the action of automobile dealers in fixing a schedule of prices showing the depreciation of the car in one, two, three years, etc., was good business, the head of the Knabe warerooms in Washington followed suit, and this is his statement after some experience: "The automobile dealer," said he, "has a regular schedule showing just what the machines will be worth in a year, two years or five years from the date of sale. I have a similar schedule on pianos and follow it to the letter. At the time the instruments are sold the customers are told how much they will be allowed on them in exchange in a given period.

"But in order to do business on this plan the pianos must be sold at the right price in the first place. The customer should not be led to believe that because he happens to be wearing a pretty flower in the button-hole of his coat that the house is going to give him the piano for \$100 or \$150 less than is charged the man who does not wear a flower.

"The question has been raised that much depends upon the use given a piano and the conditions under which it is kept. It has been pointed that an instrument kept in a damp place will depreciate more in a year than one which is kept in a dry place. This, of course, is true. But there are other conditions which balance these.

"Take twenty-five or fifty pianos and the average depreciation can be relied upon absolutely. I know this from



William Lindsay Leach, Secretary-Treasurer of the Leach Piano Co. Ltd., Montreal, is seen standing beside his Overland Six starting home on a return trip from Lake Champlain. Mrs. Leach is seated in rear while his daughter's head can be seen over the chauffeur's arm.

many years' experience and have never known it to fail.

"The piano dealer should know and should have backbone enough to tell his customers the value of the instrument and what it will be worth in a certain length of time. Then when the customer returns to get a higher grade instrument he will know exactly what to expect in exchange on the old instrument."

This piano man also said that some persons may believe that he now faces danger of a loss by following this system

because of the increased cost of pianos. "This is not true," he said. "While I am facing a large number of renewals right now with a rising market on account of the war, I am not facing a loss. While it is true that the cost now is much more than it was when the pianos were originally sold on the guaranteed depreciation basis it also is true that the old instruments which will be taken in exchange also have greatly increased in value. This increase assures me of making the exchanges without losing a single dollar.

"The automobile dealers follow out this system to the letter and it has been most successful with them. It has proved a great success in all my dealings in pianos and I am firmly convinced that before many more years the piano dealers in general will come to it and carry it out religiously."

How a Progressive Tuner Works

DOWN south there is a piano tuner doing a big business in an aggressive way. His methods as described in the Standard Player Monthly are worth perusal by tuners in Canada for whose consideration they are here given. In the first place, this tuner realizes the value of making it easy for people to order a piano tuning or repair job. Secondly, he is evidently impressed with the fact that thousands of pianos go untuned because the owners are not properly informed when a competent tuner will be in their vicinity. Therefore, he set about to evolve a system whereby everyone—piano manufacturers, piano merchants and owners of instruments—who might possibly want to order a tuning and repair job, would be kept fully informed at all times of his movements. This meant that he should let them know well in advance of his contemplated trip to the various sections of the four states in which he operates.

For the use of piano manufacturers and piano dealers, he had printed a route card. This printed card bears a resumé of the facilities he has for doing all sorts of repair work and suggestions tending to remind the manufacturer or dealer of possible jobs. There is a blank space on this card in which the tuner writes the name of the town and the date upon which he expects to be there. Some of the suggestive paragraphs which tend to bring to the surface of the recipient's memory the cases needing attention, are as follows:

"Advance orders have been received from manufacturers and dealers for above locality. You are thought to have interests in that section and as it is very expensive to the dealers to send an expert to attend to complaints received from purchasers of their instruments located at a distance from the main house, the undersigned will be glad to receive your orders for such work.

"If the route card indicates that I am far from the location of your present need, send in your order anyway—I may be planning a long jump to just the place you need me.

"Will call upon your customers as your representative if so desired.

"Retailers: Have your trade-ins repaired and renovated. I am fully prepared for this work.

"My stockroom at headquarters and traveling material cases (350 pounds) contain every action part and all felts and materials used in piano making.

"Dealers: Save your customers' orders for me. Special trips made anywhere in my territory.

"Prospects en route reported to trade patron whose orders I am filling at the time.

"Rush orders can be filled but are more expensive and not so desirable, as they interfere with planned routes."

A week or so before a contemplated visit to a city, this card is sent to all the dealers and manufacturers on his list. These manufacturers may be in far distant cities, but they get the card just the same, for the cost of sending

it is very little, and he has found from experience that they are frequently prompt in advising him of work to be done which otherwise might never be done because of the inability to find a competent man in the vicinity who could do the work without the expense of a long journey. No when an order is received from a manufacturer or dealer, he promptly acknowledges its receipt on a special printed form. This card informs the sender of the order that it has been received and probably will be attended to on a certain date.

Another and an entirely different card—this time regular postal card, upon which is printed the tuner name and address—is used. "How can he print his address and receive his mail promptly when he is traveling over the country?" Some one rises to ask. Very simple! He sends this card ahead to the people in the town he expects to visit and it bears, on the address side, simply the words "His name, General Delivery, such-and-such a Postoffice. Then, when he reaches that town, naturally the first place he goes to is the general delivery window of the postoffice. Again the power of suggestion is applied in the following line at the bottom of the address side of this card: "Will be there only long enough to fill the first order. Please mail the reply card early." The reverse side of this card is reproduced herewith and explains itself.

In addition to these "make-it-easy" and "suggestion" cards and paragraphs, small pieces of literature are enclosed in his outgoing letters. These consist of recommendations, statements concerning his experience and the

Fill out, sign and mail this card. It will reach me through your post office.

These instruments need attention at least once a year. Send me this request and I will call and make an examination without charge. (See below). If your instrument needs nothing I will frankly tell you so. If it does, I will explain it thoroughly—say what can or should be done—and should you decide to place your order, will be glad to have you do so.

Out of town orders should be positive. Patrons in the country should send conveyance at time agreed on and return at once when work has been completed.

Explain (if possible) the nature or amount of work desired, also whether yours is a grand or upright piano,—player or electric piano, pipe (Church) organ (Pneumatic or Tracker Action), or that proper tools and materials may be brought for the work.

Mr. Wm. O. Barwell—I have a
which I wish put in good condition. Please call at my residence, as I wish to make arrangements for you to do the work.

Remarks:

Telephone or Sign here
Nearest Phone Address

NO CHARGE FOR EXAMINATION IN TOWN—NO OBLIGATION IMPLIED

The "Business" side of a post card a tuner sends ahead of him. On the other side is printed his name and address.

facilities that he has for tuning or repairing, adjusting, accounts, repossessing, etc. Some of them, of course, are designed for one group of customers and others for another group. Also included are little slips containing the facsimiles of the letterheads and letters of recommendation from numerous prominent piano manufacturers.

This party's method of conducting his business is entirely constructive and much of his business is made business. He does not take it away from other tuners. His methods stir it up where otherwise it would lie dormant.

Many traveling tuners, on the other hand, would simply place their names in the hands of manufacturers, dealers and even customers or prospective customers once a lifetime or once a year and then rest in the belief that "when they need me they will know where to find me and let me know." That is not a telling method. Names, addresses cards, letters, etc., are more often mislaid than kept. He knows that and therefore he is on the job, keeping prospective users of his services posted as to where he is all the time. He has a commodity to sell.

THE drift of public sentiment is to give music its rightful place as a human essential. There is being developed a conviction that without music life would be intolerable. There is a more insistent demand that a musical opportunity in school and home is the Canadian child's birthright and the parents' responsibility.

This development of a demand for musical instruments in combination with a scarcity of skilled workers to produce these instruments, means that there will be disappointments this fall.

Far-sighted dealers appreciate that there is no risk in acquiring all the Sherlock-Manning pianos and players they can secure. They realize that instruments of the Sherlock-Manning standard grow in value daily.

Better talk over fall requirements with us. A good time to do so and inspect the complete line is at

THE EXHIBITIONS

Toronto, August 26th to September 7th

London, September 9th to 14th

Mr. J. F. Sherlock will be in charge of the Sherlock-Manning display at both exhibitions, and to dealers in all parts of Canada a most cordial invitation is extended to visit us and to arrange with their "prospects" to meet them at the Sherlock-Manning stand.

==== The =====
 Sherlock-Manning Piano & Organ Co.
 London, - Canada

We Pay Tribute to the Loyal and Patriotic Workers

Whose steady, faithful and intelligent service, whose realization of what music means to a nation at war, whose zeal and skill have made it possible for the manufacturers' ideals to be maintained in

Sherlock-Manning Pianos and Players

These workers in the Sherlock-Manning factory are entirely non-



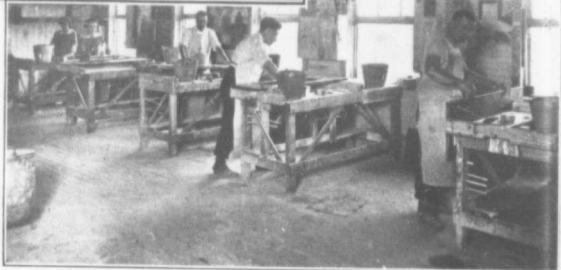
Top—The old and the new way of spreading varnish. The man gets the old brand, does work of three men by the old method.

Left—Girls waxing and preparing keys and French polishing parts.

Bottom—Hand rubbing after the machine, second girl from left springing an electric rubbing machine. Man on right has three brothers in the firm.



eligible for military service. They are men over age or physically unfit for military service, returned soldiers who have "done their bit" and are re-adjusting themselves to civil life, and girls working under the tutelage and supervision of those older men who have spent a lifetime in acquiring the degree of proficiency and expertness required in the building of instruments of the quality demanded in the Sherlock-Manning



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

There is an Obligation to Carry On

It is the business of the music industries to carry on, not only to provide the musical instruments the nation needs, but to fulfil an implied and moral obligation to those workers beyond enlistment age, and to our defenders overseas, whose homes and positions are being maintained by other loyal members of their families—even their wives, as in the Sherlock-Manning plant.



In the Sounding Board Department

The man shown in the foreground of the picture on the left, operating the borer, is Neel Lee. He was born in England and had been living in Canada since 1911 and previous to enlistment had been working at the piano business. He volunteered in 1916 and was attached to the Signal Training Depot. After nine months of army life he was discharged because of physical unfitness and is back at his old job in the Sherlock-Manning plant. He has three brothers in the army. Two have been to France, one was wounded and is now convalescing in England. Lee is not very big but comes from fighting stock.

The lady with the dark dress and white collar shown in the center of the picture above is Mrs. Cecil Comber, whose husband for the past two and a half years has been doing his bit overseas. Mrs. Comber is doing the same work in the Sherlock-Manning factory that her husband did before he enlisted, and it is no discredit to the husband to say that his wife is successfully performing his duties until he returns.



In the Stringing Department. Supt. McFarlane instructing a girl who has developed into an expert in this work

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

In the Sherlock-Manning Plant Returned Soldiers Find Encouragement

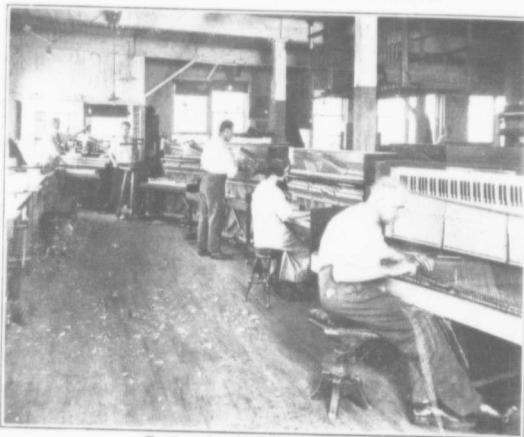
in re-adjusting themselves to civil life. A number of them are taking a course under the jurisdiction of the Soldiers' Civil Re-establishment Department of the Invalided Soldiers' Commission.

The man in the centre of the group, placing an action in a Sherlock-Manning piano, is F. H. Simister who has had twelve years of Army life. He entered as a boy in the military band and spent five and a half years with the British Army in India. At the time the war broke out he was on the reserve list. He was called up and sent to France with the first reserves.

The enteric fever which he had contracted in India had so affected his constitution that he was declared physically unfit and returned to England after three weeks in France. He came back to Canada and tried it again enlisting with the 155th Battalion. He was discharged, however, before the battalion went overseas. He is making good as a piano action man.

The tuner at the right clipping the first piano shown is Mr. Ed. Muir who is blind. He was a miner and lost his sight in an explosion and then took up tuning.

The man at the left of the picture tuning a piano is Jean George Knipper and was born in Alsace. His parents were French and his father fought in the French army during



Tuning, Action and Key Setting



Setting up pianos. The last operation in assembling

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

the war with Germany in 1870.

J. G. Knipper owns an estate in Alsace valued at \$50,000 before the war. From information Mr. Knipper has received he believes his place has been confiscated by the Germans.

He was a member of a French society in Alsace and was band master of the Association's band. The primary idea of the Association was to keep up the French language and spirit. Over 35,000 members are or have been with the Allied Armies.

He came to Canada to visit friends and was here when war broke out. He secured from France papers showing his nationality and enlisted in the Canadian forces. He went overseas as band master of the 70th Battalion band but was later transferred to the Canadian Engineers. The band did good service playing at hospitals and public gatherings. Knipper volunteered for duty in France but owing to physical disability was returned to Canada in 1918 and spent three months in the convalescent hospital in Gravelly. He is now taking a course under the Department of Soldiers Civil re-establishment and is learning piano tuning and repairing.

movement
years, 1918
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"Still

Fewer Styles

FACTORIES are eliminating many styles of instruments," says the Piano Journal of New York. "It seems a waste of manufacturing ability to have a wide range of styles when the demand really centers on three or four types. Many people have no idea when they enter a store as to the style of piano they want. The salesman is the man to create a liking for a particular model and to sell it. So, the education of the salesman adds to the value of models."

Save Catalogue Expense by Trade Paper Advertising

COMING from such a recognized authority as Printers' Ink the following carries unusual weight: "Manufacturers in a number of lines are finding business journal advertising an adequate substitute for catalogues. This

is a solution of the whole difficulty. Every time that prices change or that they have new goods to offer, they catalogue them in the papers reaching their trade. In this way the listings in the hands of buyers are always kept up to the moment. It is assumed that if a man isn't live enough to read the papers of his field, that he would also be too stagnant to look over any catalogues that might be sent to him.

"One concern that has made use of this plan is P. Centemeri & Co., the New York glove house. Starting in 1913 with small space, the company has gradually increased it. This year it thinks nothing at all of taking several pages in a single issue of a paper. The copy is varied to suit the particular announcement being made, but much of it has the appearance of high-class catalogue copy, including illustrations and net prices. The campaign has been singularly effective.

"A number of other concerns use similar methods—some very liberally and others in a more modest manner. In



An interior view of the piano department of R. J. Rodger, the Nordheimer and Aeolian-Vocaton dealer in Kingston.

movement has been gradually gathering strength for several years, but the war has given an impetus to it.

"The issuing of catalogues under war conditions has been rather difficult. The principal trouble has been the unstable character of the market. Prices have been changing so frequently that almost as soon as a catalogue was issued it became *passé*. The shortage of merchandise and traffic congestion also affected the situation. Business concerns naturally hesitated to list articles in their catalogues when uncertain as to whether or not they could fill orders.

"Because of these conditions a good many firms have temporarily discontinued the publication of a catalogue. Some have resorted to various other expedients. Some issue a priceless catalogue and give the quotations on separate sheets. Some send out nothing but a bare price list.

"Still others have found that business paper advertising

fact the idea of advertising in business papers instead of issuing catalogues is in great vogue just now and it seems destined to become still more popular. Merchants are so eager to find goods nowadays that there is no danger of their overlooking any good propositions that are made to them in this way.

"Of course the plan has its limitations. Many companies cannot quote their prices openly in publications. Many lines could not be adequately shown in this manner. For many things catalogues are absolutely necessary, and there is no danger of their being supplanted. Nevertheless, there is a wide field for catalogue copy in trade papers. It is a good way to offer restricted output to the trade, without going to the expense of sending out salesmen. It is a good way to offer a seasonal product, where salesmen wouldn't have time to make the rounds of the trade. It is a good way to

*The Human Voice, the Violin and the
Orchestra all need the PIANO
to complete them*



WILLIS PIANO

Vertical Grand
STYLE F
4 feet 9 inches

*See the other Willis Pianos
and Players at our exhibit
at Canadian National Exhibi-
tion, August 26 to September 7*

WILLIS PLAYER

Mission Design

STYLE O
4 feet 6 inches

*We are also sole Canadian
Distributors of the celebrated
Knabe and Chickering Pianos*



WILLIS & CO., Limited : : MONTREAL

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can up odd lots, without asking drastic price reductions. has any number of uses that help salesmen and also that substitute for them when they are not available.

"Also catalogues and trade advertisements can supplement each other. The Stanley W. Blum Company is following this plan. In its catalogue it names the business papers in which its new bathing suits will be announced as they are brought out."



Store front of R. J. Rodger, the Kingston Retailer, who upholds the Nordheimer and Aeglian-Vocalion business in that city.

Pushing Players

"WERE the player given half a chance, if the new music rolls were exhibited in the manner in which the new records for talking machines are exploited, if only 50 per cent. of the same effort were given to the player piano that is given to the talking machine, the increase in player business would be something enormous," announced a dealer to the Journal.

"Let the piano dealer compare the profits that accrue in the piano business with those of the talking machine business, and he will find that, in losing interest in his piano business, he is giving up a great profit-making feature of his organization, and this statement in no way detracts from the fact that the talking machine presents a great profit-producing enterprise. The piano section of any dealer's organization should not be allowed to have its interest decreased through the talking machine and its easy selling."

American Steel and Wire Company's

PERFECTED
— AND —
CROWN



PIANO WIRE

Complies with all mechanical and acoustic requirements; and the services of our acoustic engineer are freely offered to assist in bringing these together.

United States Steel Products Co.

Montreal New York New Glasgow, N.S.
Winnipeg, Man. Vancouver, B.C.



Did you receive our Catalog describing the
YORK PHONOGRAPH RECORD?

Did it not appeal to you as most unusual?

A record made in Canada by one of the three largest Phonograph and Record makers in the world, made to the very highest standard and surpassed by none, a 10-inch double disc record, many with a 12-inch playing time which retails at 90c., and to be sold broadcast without restrictions or a phonograph tied to it, you simply buy the York records and stock any ONE of the many good phonographs now on the market.

The York record plants the flag a long step on towards reality in tone reproduction. In playing a York band or orchestra record where many different instruments are playing you will notice each instrument stands out with its own individual and distinctive tonal peculiarity; then take a record of the very extreme, say a soft dreamy violin solo, the York will not only reproduce the real human-like violin tone as you rarely have heard it before but the dulcet liquid tone of the harp accompaniment will be prominently reproduced and every note heard. The new groove construction of the York makes it possible for the little steel needle to go to the very heart of the record, reproducing the softest and most minute sound waves heretofore lost in the older ways of recording and reproducing.

Let us prove the above statements by sending you our special package of 20 Selected records.

Phonograph manufacturers can have their own label in place of York label.

PEATE MUSICAL M'F'G. CO.

584 ST. CATHERINE ST. WEST

MONTREAL

Same address for 14 years

CANADA

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—AUGUST, 1918

The Cheap Machine

WITH the public educated to quality in talking machines it is difficult to understand the persistence of promoters who fasten upon cheapness as a line of merit. The sponsor of the cheap machine has had a hard time of it and his difficulties are going to be greater. He is learning, as many have learned, that the cost of production in the talking machine field is not low, that satisfactory construction means more than the first cursory glance suggests.

The talking machine users of this country have been exploited along right lines. They have been urged to pay prices necessary to buy machines that would stand up to the requirements imposed upon them. They have become discriminating and can distinguish between a good article and one that is good in appearance only.

The time has gone by when the trade will grab at anything offered. Should there be a shortage of quality lines reputable dealers will prefer to lose sales rather than link up with a product of questionable merit.

With labor shortage and difficulties of securing reliable materials continuing more acute the temptation to put across cheapness becomes greater. The retail trade, however, is not susceptible to arguments of cheapness and that it is so is well for the industry.

Rainy Day Trade

PUTTING the automobile into use on rainy days is the suggestion of a talking machine dealer. Finding that the store trade always suffered heavily on rainy days this man announced that if any persons desired to go down town to select a machine or make a selection of records, he would gladly send his car for them upon receipt of a telephone request to do so. The very novelty of the idea would appeal to some and perhaps speed up some prospective buyer who was delaying for no particular reason. In large cities it might be necessary to confine this offer to persons within a certain radius.

Your Own Purchases

TALKING machine dealers and salesmen can influence some sales their way by watching their own expenditures and where they make them. No man readily turns down a customer. After you have paid a doctor, lawyer, dentist or merchant his bill promptly he is not going to give your proposition a discourteous hearing. It is impossible and certainly not desirable to try to buy one's way on every hand. But it is legitimate and productive of good business to place one's ordinary household purchases where they will count most.

Specially Made Records for Theatres

LONDON Music Trade Review quotes a writer, saying: "I wonder how many people who attend the theatre realize that a gramophone is employed in the majority of shows to produce effects? Not counting those plays like 'Romance,' where the gramophone plays a part in view of the audience, I could mention fourteen productions in the West End of London where bands 'off stage,' orchestras in the ball-room, carolling of birds, shouts of crowds, etc., are all the work of specially-made records. The effect is better obtained and, of course, there is the economical side in these times. The gramophone is a permanent property at most theatres."

One Fault

JUST one fault was noticed in an otherwise good strong talking machine advertisement that came to the Journal's notice in a country newspaper. It lacked an illustration. It was just plain cold type, and unattractive through lack of white space around the type. It was a good pulling argument for summer music via the particular make of machine featured. A cut of some kind would have been the making of the whole ad. The lesson is—don't be afraid to use cuts.

A Window Suggestion

"HAD I a show window," says a contributor to System, and his suggestion is peculiarly fitting to those displaying talking machine records, "I would reserve a place in it for the cards advertising local social events. In practically every town there are always entertainments, amateur plays, and the like, for which cards are printed and which the merchant is asked to place in his window. While the merchant usually does this, he may give the impression that he displays them unwillingly. But with a regular place in the window for the cards, I am sure this feeling would not be conveyed.

"For this space I would have constructed a special display board, at the top of which would be something like this: 'What the folks of our town are doing to entertain us.' And if at any time there were too many cards to place in this board, I would give each preference according to its date."

No Better Sign

ADDRESSING a convention of Women's Clubs, the president of a music teachers' association said that the new awakening in music is all the more noticeable because of the apparent indifference of the general public to music before the war. "Already," he says, "the business of manufacturing mechanical music instruments—talking machines and player-pianos—runs to the prodigious total of \$60,000,000 a year, and a very great proportion of the business may be directly charged to musical education either in connection with schools of different kinds or in its more important and intimate function in the homes.

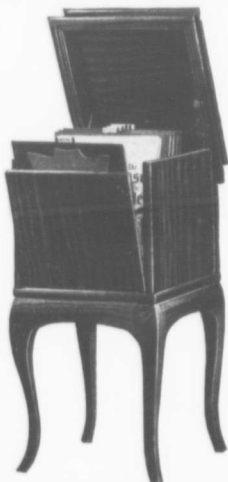
"There is no doubt the talking machine is among the greatest musical missionaries of our day and I know of no more encouraging sign than the tremendous vogue these allies of good music are having. They are a blessed invention in that they bring into the average home a type of music which could not be heard there if it had to be made by members of the family, but which at small expense can be bought and kept as a cherished possession for the constant inspiration and education of the household. Do not be misled by the alarmists who try to make you believe that the talking machine is used mainly for the purpose of grinding out popular music for dances and similar purposes. The testimony of the trade is absolutely contradictory to this assertion. The possessor of a talking machine may start out with cheap music, but the tendency is inevitably toward good music in short order."

The Use of the Talking Machines by Vocal Students

RETURNING to a subject on which this Journal has on various occasions published considerable comment, viz.: the place of the talking machine in vocal studies, here is what three different vocal teachers say about it. The first voices no uncertain opinion. He says: "The sound



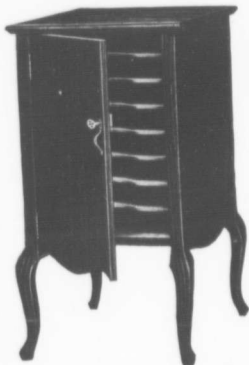
THE TRADE'S FAVORITE CABINET SHOP



A Real Music Cabinet

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 into its original position.

(COULD ANYTHING BE HANDIER?)



A Favorite for Victor and Columbia

Newbigging Cabinet Co.

Limited

Hamilton, Ont.

Manufacturers of all
kinds of

**CABINETS FOR
PHONOGRAPHS
and
PLAYER ROLLS**

THE
DEPENDABLE
LINE

The Musicphone

always commands attention on your floor.

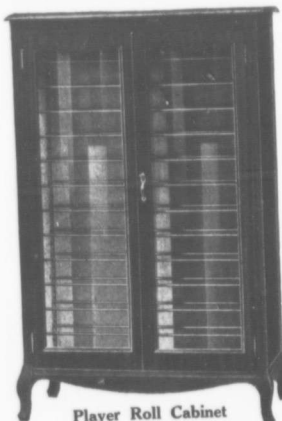
It only requires to be shown to interest a customer.

Motor drives from 3 No. 6 dry cell batteries.

Self-balancing hood.

Permanent needles for all makes of records.

Universal arm and tone control.



**Player Roll Cabinet
With Large Capacity**



**One of Our Electric
Musicphones**

reproducing machine, as an adjunct to the singing teacher, is highly commendable, and its musical benefit to the vocal student is almost inestimable. By its records, one may learn the style, expression and phrasing of the recitatives and arias of the leading operas, oratorios and other vocal compositions as rendered by the greatest vocal artists of the day. For instance, suppose one wished to study the aria "Celeste Aida," what better example of style could be found than that rendered by a great tenor, by means of the sound reproducing machine? One may also hear a perfect pronunciation of the different languages in which arias are sung.

"It might be feared that arias studied by means of the sound-reproducing machine would tend to imitation, thus retarding the development of temperamental individuality. There need be no fear of this. The fact of the student being sufficiently interested to make a study of an aria as sung by different artists would prove that instead of regarding, it would greatly stimulate his musical temperament."

A second teacher says: "My experience with the sound reproducing machine is quite limited, as I have only recently become interested in its possibilities as an aid to the singer and the voice teacher. I have always been prejudiced against the use of any mechanical musical instruments in the studio where all attempts at mere imitation should be discouraged, especially when the instrument was so imperfect as the sound reproducing machine has been until within recent years. It must be admitted, however, that the perfected type of the sound reproducing machine of to-day is capable of reproducing with marvelous accuracy the quality of the human voice.

"It is my intention to use it in the future more extensively, not only in illustrating the interpretation of songs and arias but also in pointing out defects in voice production."

The third in favoring the use of the talking machine by vocal students, adds: "Whether or not it would be of use, it would certainly be of much interest if a pupil could have records of his own voice at different periods of his culture. It would help him to hear himself as others hear him and so might assist toward the correction of faults, and it would enable him to estimate his progress from time to time."

Who Foots the Bills?

By Geo. L. Andre, Advertising Manager Pathe Freres Phonograph Co. of Canada, Ltd.

I WENT out yesterday to sell a Pathephone to one of my friends. His name is Jones.

Said Jones:

"Too late, my boy! Have bought another one. Guess it's a good machine, and they say it costs less—*doesn't have to stand so much advertising expense!*"

Then Jones winked his eye knowingly. Jones is—or thinks he is—ever so smart.

To that friend, and to you, I say:

"You are on the wrong track. Advertising is not an expense. Many people look at the millions of dollars of advertising carried by newspapers and magazines as an expense. They believe that it is taken out of the pockets of somebody, though they do not have a clear idea who the 'sufferer' really is. Let us see who really foots the bills."

Is it the Manufacturer?

Every maker of anything is using his best brains to manufacture his goods as economically as possible and to put them into the consumer's hands with the least possible cost to himself. His criticism on every plan and method is merciless, and if advertising were an expense, instead of an investment that pays him well, he would stop it instantly!



Giovanni Martinelli,
the eminent tenor,
exclusive Victor artist,
pressing one of his own
"His Master's Voice"
records at the Berliner
Gramophone Co. Ltd.
factory, Montreal.

Is it the Salesman?

Two salesmen are selling phonographs. One offers a phonograph that the public knows mighty little about, and his trip yields orders for ten phonographs. The other sells a phonograph which everybody knows favorably through years of advertising. He sold forty phonographs to people who do not personally know the makers, to dealers who have never handled, or even seen, those phonographs before, but who know the instrument favorably through advertising. Now, the hotel bills, railroad fares and other expenses will be the same for each, and these must be paid out of the profits of the trip.

Who will be able to command the larger salary, and who draws the most in commissions, the man who sold ten phonographs or the man who sold forty?

Is it the Customer?

In everything we buy, we pay for three things: the raw material, the cost of making, and the cost of selling. So, if he chooses, the customer can say that "he pays" for the machinery which makes good shoes cost him less than poor shoes cost him twenty years ago. In the same way, the consumer "pays" for the advertising which enables a manufacturer, through increase of his business, to put better value into that shoe and sell it to him for less. So we may say that the salesman "pays" for the advertising, which, while it may lower the percentage of profit on one pair of shoes, on one automobile or on one phonograph, increases his earnings. The man who sold twenty dozen shoes came home and drew sixty dollars commission. The man who sold eighty dozen shoes gets only two dollars per dozen, but he drew one hundred and sixty! Then, if we choose, we may also say that the manufacturer "pays" for the advertising which swells his dividends by diminishing the expense and selling his goods.

Is it Lowered Quality?

Tom made something—let us say pianos. And poor pianos they were. He sold them to dealers, and little did

he care whether the pianos were good, or not, because they were made to sell under a stencilled name. Very few people knew who made them. But one day, growing ambitious, he put some advertisements of his pianos in the papers—he received some orders. He saw himself in the golden future the Peerless Piano King. But suddenly new thought crashed through Tom's serenity—a thought that never intruded before. His pianos were poor, flimsily built. The orders he received instead of being a promise of fortune would ruin his reputation as a piano manufacturer unless he made good pianos.

And so it goes in every line of business. As a manufacturer's business grows, he realizes more and more clearly that his prosperity depends strictly on making first-class goods.

Is it the Dealer?

Dead stock of any kind of goods that won't sell is the cause of most failures among retail stores. Good advertising is the best possible assurance that goods will sell. Advertising familiarizes customers with the goods they want to sell, with the shoes and the automobiles and the ribbons and the phonographs you handle, and promotes good sales. Instead of the retailer footing the bill for the advertising, he finds it one of the greatest builders of his prosperity.

When John Wanamaker was asked who was the architect of his seven-million dollar Philadelphia store, his answer was:

"My Advertising Department."

Everybody smiled sweetly.

John didn't.

The Real Answer.

All the questions above have been only half answered. The rest of the reply will be plain to you when you understand what advertising is. My idea is this:

The constant aim of all human beings is to work and economies in living. You don't consider the buttons on your coat as an expense, because to get along without it

The new Victrola parlors just opened on the ground floor of the Heintzman branch in St. Catharines. Mr. H. Cadle is manager of the Branch.





PRE-EMINENCE!

The two great reasons for the pre-eminence of "HIS MASTER'S VOICE" records are:

FIRST—The unequalled public demand occasioned by the expressivity of "HIS MASTER'S VOICE" Records, the wonderful reproductions of the artists making them and the enormous, never-ending advertising campaign which keeps the public continually interested.

SECOND—The unequalled service from distributor to dealer. Every record is shipped the same day it is ordered!

Are you the dealer who is making profits as a result of this great demand and this unequalled service?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrols

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:

His Master's Voice, Limited,
208 Adelaide St. W.,
Toronto, Ont.

QUEBEC PROVINCE:

Berliner Gramophone Company,
Limited.

Montreal, Que.

BRITISH COLUMBIA:

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

MANITOBA:

SASKATCHEWAN (East):

Western Gramophone Co.,
122 Lombard St.,
Winnipeg, Man.

ALBERTA:

SASKATCHEWAN (West):

Western Gramophone Co.,
Northern-Electric Building,
Calgary, Alta.

NEW BRUNSWICK:

NOVA SCOTIA:

PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



would be vastly more expensive. The manufacturer does not consider as an *expense* the five-thousand dollar machine which saved him *ten thousand dollars* in three years' running. No sir!

Now it costs *money* to sell goods. We have automatic guns and banjos, but *no article has ever been made that is automatic enough to sell itself.*

The most costly way of selling anything is: to wait for purchasers to come.

The least costly way is to tell the public what you have for sale by advertising. There is no other way!

So, you see, *good advertising is paid for by everybody and by nobody. By everybody because we all bear our share in earning the money with which business in any line is carried on, and by nobody because advertising is a labor-saving method of selling.*

The Black Cat Contest

ENTERPRISING methods are employed by several dealers in seeking to interest the children in talking machine music, and records for the kiddies are finding a wide market. A plan which one dealer put into operation was to distribute to a large number of children sheets of black paper, from which they were to cut out, in silhouette, a cat. This was to be pasted on a white cardboard. A first and second prize was offered for the two best cats. The children were to take their entries for the prizes to the store in person.

While the boys and girls were in the store with their entries a saleslady or two were playing records which children would like, showing the visitors, some of whom were accompanied by their parents, how to put on a record and start the machine, and otherwise interesting them in music. The beauty of this promotion method is that it can be worked in country towns and cities alike.

In Japan

"LAST spring," says a missionary of Tokyo, Japan, "I was asked to sing some Japanese hymns into phonograph records by a man who was making a little money and carrying on a preaching place of his own, but had no one to play the little melodeon for his services.

"He wanted to use a phonograph with which to lead the singing. But on looking through the catalogues of the various companies, of which there are several in Japan, the largest being called the Nipponophone, he could find no sacred pieces of any kind.

"So I responded and sang a few Japanese hymns as a sort of experiment. They were put on sale during the summer, and many orders have come in from different parts of Japan. They are pushing the sale both for home and evangelistic use.

"Last week I sang ten more hymns, and have been asked to sing about one hundred more within the next few months.

"The Japanese people are very sensitive to the influence of hymns. Of course their favorite tunes are those that have minor tones. We have a union Japanese hymnal, with almost five hundred hymns, and if you heard them you would recognize most of them."

Selling the Business Man

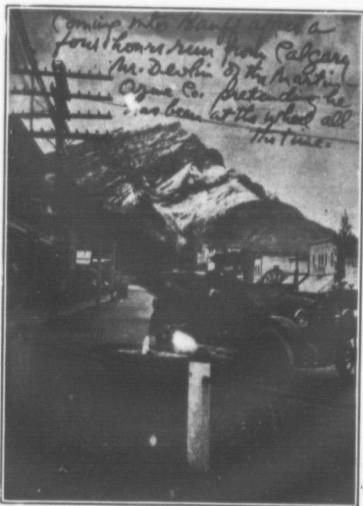
THAT there are more men in the business profession in this country than in any other profession is the contention of an article in the Voice of the Victor. The comments on this statement and arising from it are of direct interest to all talking machine dealers and salesmen. The article proceeds:

"Read that statement again and don't forget it, as it means capital to every Victor Dealer and salesman who will read the following extract from a letter received by us recently, and apply the purport of it to the business getting possibilities in his own town.

"After my day's work (and my profession is that of a lawyer), I deliberately turn to the Victrola and to the records almost every evening, not merely with the thought of passing a half hour or more pleasantly, but with the distinct purpose of developing and feeding a side of my nature which only art can feed. I have about me some pictures, a little sculpture and some other special creations of art, with precisely the same purpose. I fit the record to the mood, sometimes to intensify the mood, sometimes to lay my mind open to and contrast the various shadings of musical thought, and sometimes just to talk to myself, or with others, as it were, in a language not otherwise open to me."

"This is the deduction of a business man who thinks. It tells you that if you go after him, you will find the business man interested in Victorolas and records. It proves that underneath his cold, unemotional mask there is a warmer, more sympathetic nature, which can only be kept alive and nourished by art and music. In the same way that bread is necessary to him, so also is music. One feeds his physical, the other his mental appetite. So sell him a Victrola.

"But, how am I going to reach the business man, you say. 'If I go into his office, providing I can get in, he



Mr. W. F. C. Devlin, of the Martin-Orme Piano Co., Ottawa, arrives at Banff.

would have me throw out.' You missed the meaning conveyed in that line of the above letter which read: 'After my day's work,' etc. Only the practical side of the man is met in the office; it is in the home that you must appeal to the poetical side of his nature. Write letters to him and call on him in the home, where he is surrounded by his loved ones and the things which go to make up the fullness of his life.

"Prove that he himself is benefited by music, as it cultivates his faculty for concentration, broadens his whole life and takes the edge off the material side of him which business alone over-develops. Show him the advantages to his family in furnishing amusement and entertainment, and if there are children, tell him the Victrola will keep them in the home, as they can entertain their young friends with a

(Concluded on page 57.)



Interior views of the new premises of the Otto Heine-man Phonograph Supply Co., Inc., at 172 John St., Toronto.

The General Office.



Mr. C. J. Pott, Canadian salesmanager, at his desk in his private office.



The Bookkeeping Department.

The new warehouse of the Otto Heineman Phonograph Supply Co., showing packing and shipping department.



The showroom at the new warehouse of the Otto Heineman Phonograph Supply Co.



The Nordheimer Company
Announce the New

VOCALION RECORDS

IN this important announcement is chronicled the second great step taken by the Aeolian Company in its development of the higher musical values of the phonograph.

First: the Aeolian-Vocalion—that wonderful phonograph which three years ago startled the musical world and leapt almost overnight into the premier position among all such instruments.

Second: the Vocalion-Record—giving the Aeolian-Vocalion, for the first time, a Record fully worthy of its extraordinary powers of reproduction.

PRODUCTS OF THE WORLD'S LEADING MUSIC HOUSE

For nearly half a century, the Aeolian Company has maintained its position as the foremost creative influence in the music industry. As a source of invention, progress and improvement, no other house has even remotely approached this Company's notable record of achievement. To-day, the Aeolian Company stands without a rival in its comprehensive understanding of music and its broad and scientific knowledge of the various instruments for producing it.

THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED
Corner Albert and Yonge Streets TORONTO

Canadian Distributors for the Aeolian-Vocalion



A New Phonograph Record produced under a system differing from and superior to any hitherto used, and resulting in a record of revolutionary character and quality.

THE NEW MUSICAL VALUES OF THE VOCALION RECORD

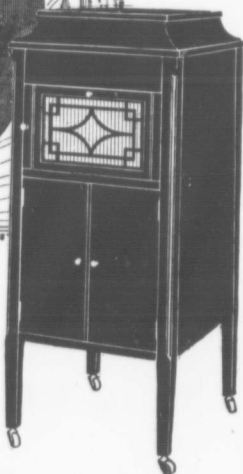
THE phonograph record itself is a marvelous invention. To hold in an inert and inarticulate disc the melodious notes of a human voice—the vibrant tones of a violin—almost baffles comprehension.

If these notes and tones have hitherto fallen a little short of nature—if some character, some richness, some of the more delicate qualities have been lost in their recording—it is no wonder. The only wonder is the marvelous nature of the results accomplished.

Where with the old system only the broader, stronger elements in any tone could be recorded, the new system records the tone in its entirety. The finer overtones—those subtle partials that give to every instrument and voice its final touch of individuality and beauty are, for the first time, caught and imprisoned by a far more delicate and scientific method.

Those who hear the new Vocalion Record are conscious of new impressions. The tendency to stridency—the lack of richness and of body—the vagueness of individuality—all the effects hitherto typical of even the best phonograph performances are replaced by natural verities of sound.

AN INVITATION—At Nordheimer Hall, Cor. Albert and Yonge Streets, Toronto, the new Vocalion Record is now on exhibition. The numerous owners of the Aeolian-Vocalion, the owners of phonographs of other make and all persons to whom progress in music is of interest, are cordially invited to the public informal demonstration of these Records, which for the present will be continuous throughout each day.



THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED
Corner Albert and Yonge Streets, TORONTO

Canadian Distributors for Aeolian Vocalion



One of the most interesting places for Piano Dealers to visit during their Exhibition trip is--

36 Wellington St. East
(Corner Leader Lane)

A visit may prove very profitable, for we are showing the new Columbia models and New-Process Columbia Records.

Columbia production has been more than doubled during the last few months. The new Grafonola models have exquisitely proportioned standard form cabinets in fine woods and rich finishes equipped with new motor and non-set automatic stop.

Music Supply Co.

Largest Columbia Distributors in Canada

36 Wellington St. E. - Toronto

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Selling The Business Man

(Continued from page 51.)

Victrola dance or concert. In this connection don't fail to explain the educational advantages of the Victrola for the child. Then, lastly, tell him that it will help him to become a better business man, as music will smooth out the worries of the day and rest his mind, thus bringing him into his office every morning refreshed and ready for the problems of the new day.

"In your own way tell the oft-told tale of the effect of music on his everyday life, starting with the mother's cradle song and ending with the Requiem Mass. Recall his school days, and the singing of those never-to-be-forgotten songs on the college campus, which aroused a feeling of lasting fellowship and loyalty to the Alma Mater. Ask him if he does not remember whistling or singing a lively tune after



Interior view of the Phonograph Shop, Montreal, referred to elsewhere in this issue.

receiving an encouraging smile, look, or word, from the sweet object of his boyish affections, or if he doesn't whistle when the barometer goes up, and hum merrily when things go right at the office. If he attends dances and concerts, remind him of the pleasure and recreation he gets from them, and if he has a son who has gone to war, he will probably remember him swinging down the street with his regiment to the inspiring tune of a military band.

"As a business man he will admire your sticktoitiveness; as a scholar and a poet he will appreciate your arguments. Persevere, therefore, follow this straight tip of a member of the business profession, sell a Victrola to every business man in your town—and that means about everybody."

A Retailer's Experience

METHODS of getting business that are successful are always interesting. R. L. Tamplin, the Columbia dealer at Windsor, Ont., tells how he operated in a campaign of house to house calls that brought direct business at a minimum cost and that also netted him a live list of prospects. In his own words the plan is described as follows:—

"A letter (reproduced below), together with the current record supplement and four records were enclosed in the usual record container, and a start made in the first street on the outskirts of the city. The distributor was instructed to first inquire if any instrument was in the house; if the answer was "Yes," a parcel was left with a few courteous words; if "No," a Grafonola catalogue was left and a short talk given on the merits of the Columbia. No attempt to sell was made by the distributor—that part of the business being left to the follow-up man. The name of anyone at all interested was obtained, both of machine owners and non-machine owners. The first point is important, it being a well-known fact that human nature in the mass is flattered by the implied importance of being known by name. On

the following day I personally called to collect the records, not forgetting to address them by name. In practically every case I was invited in, and was able to interest them in my store and impress its location upon them. Even when no sale was made, by unflinching courtesy I made every effort to leave a favorable impression.

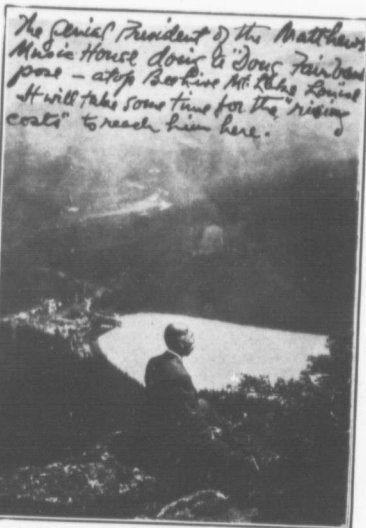
"The results of a month's trial of the scheme are as follows:—First—An inventory for mailing purposes of every machine owner in the portion of the city worked, together with the tremendous future business possibilities of the personal touch. Second—\$832.00 of merchandise actually sold at a cost approximately of \$55.40 for distribution. Third—enough machine prospects to keep me busily employed for quite a little while. One other point is of interest—600 records were used in exploiting the scheme, and six only were damaged or apparently rendered unsaleable. The returned records were carefully examined each day, cleaned and sent out again. The letters and containers also, if clean, were used over and over, thus keeping down the overhead."

The letter enclosed by Mr. Tamplin was as follows:—

"Dear Sir or Madam:

"There can be no question that more music is needed at this time. It is an indispensable food and tonic for your spirits. It is the greatest influence in the educational world. It enriches our whole lives.

"We are enthusiastic about Columbia Records and anxious to have you hear them and judge them. Will you play the enclosed selections on your instrument?"



President Matthews, of the Matthews Music House, Calgary, doing what "Martin-Grime" Devlin calls a Douglas Fairbanks pose.

"The records, selected from our latest lists, are left with you on approval and you are under no obligation to purchase, but if you care to keep any or all, our salesman who will call to-morrow is empowered to receive payment and give a receipt.

"It would be a pleasure for us to supply you with any of the thousands of selections covered by the catalogue enclosed herewith."

Overstocks, and How to Move Them

By G. L. Bell, of the Kent Piano Co., Ltd., Vancouver.

PERHAPS the greatest concern to the man who orders records is, "What shall I order, and how many will I need?" The greatest mistake that we make in ordering is that we are tempted to buy what we like personally, and, largely, we reflect that attitude on record buyers, i.e., trying to sell them what we like.

Unquestionably we allow ourselves to be carried away with hits. For example, a popular hit comes along in a new monthly list. The store clerk invariably says, "We have so and so. It's selling big. It's the biggest hit on the list." . . . That hit will sell itself. . . . It doesn't need pushing. . . . Far, far better to take something that is not a hit and yet will give patrons more lasting satisfaction, and thereby keeping their interest alive in their instrument and making steady buyers of records.

If we allow ourselves to be carried away by hits we shall gradually, but surely, eliminate a great many of our record customers. We shall retain them as regular customers only, inasmuch as we help them build up a collection that will give continual pleasure. . . . I know that some, reading this, will say, "Oh yes—that's all very well—but a certain number of people will only buy ragtime." Maybe, but don't overlook this point—that you, as a salesman, must educate them to better music. . . . They're willing to learn.

If you or I want to build up a library of books, what do we do? We do not start off and buy up all the books we can think of, or have heard about. No, we first learn our tastes and build around this, finding pleasure in gradually adding a new one now and again, and ultimately we get a good collection, but here is the point I want to make—We can always find a new book that we want, and why? Because our interest has been kept alive by the slow process of gradually building up. So it is with record sales. Don't, when a man first buys an instrument, try and sell him a lot of records. Use your influence to restrain him. Tell him

to first make sure of his tastes, and then he will, relying on you for judgment, come to you periodically for suggestions, gradually adding more and more to his collection, and thereby doing your business more good than the man who buys big in the first place and quickly loses interest.

Bear this in mind, the owner who tires of his instrument is a boomerang for the trade, as he never hesitates to impart to intending purchasers, that "Oh, you soon tire of a phonograph."

Careful analysis in our business shows this, that the man who buys big at the start soon dies away, but the man, you help select a few good selections is the comeback man, and that's the man you're after.

All that I have said up to this point is theoretical, but we have in our business here been successful to a degree that encourages us to persevere, with some simple methods that have helped us do away with overstocks. First of all, you must imbue clerks with the idea, and it's a true one, that there isn't a number in your catalogue that is not salable. Of course, you have to find the person that each record suits, but that is your business, and the man who does it is the successful salesman.

The first thing that brought this to the writer's mind was a little system that was inaugurated here in our store. By putting small black buttons in our record racks and offering a bonus to the leading clerk (we set a minimum number to be sold) at the end of each month. Our stock books soon justified this move, as it shows the records that we wanted to move could be moved by this simple manner, and what is more important than this . . . it makes all of the staff better acquainted with the whole catalogue and thereby they make themselves, not only more valuable to the house, but also to the customer. They can give better and more intelligent service.

Another little scheme that helped move records and has been successfully put in operation is this: During the

(Continued on page 69.)



INTERIOR OF THE
BRUNSWICK SHOP,
MONTREAL

Comfortable surroundings go a long way toward getting a prospect in a receptive mood for buying. For this reason the main floor and three demonstrating rooms in the Brunswick Shop, Montreal, are tastily decorated and suitably furnished.

National Piano Company Limited

TORONTO



TRANSPOSING PLAYER PIANO

A remarkable invention built only in our pianos

This wonderful device transposes in thirteen tones (one full octave), six half tones above, and six half tones below the key in which the music roll is written.

It is of inestimable value to singers, as by it any song roll in any key may be transposed from soprano to bass.

It means perfection for the player piano as a musical instrument.

Its simplicity of construction and ease of operation will instantly appeal to every purchaser of a player piano.

Remember this is positively the only player piano made in Canada that now has, or ever will have, this transposing device, as the basic patents are owned and controlled solely by the National Piano Company Limited.

Player pianos constructed with this transposing feature, together with many other modern improvements, including the all aluminum action, will be shown at the Canadian National Exhibition, Toronto, August 26th to September 7th, at our exhibit in the Manufacturers' Building.

New designs of MOZART PIANOS ready for the Fall business will also be shown at the Exhibition. Wide awake piano men will surely see them. Rare woods in most artistic designs will make a display notable in the annals of the piano trade.

Every independent piano dealer will be interested in the exquisite quality and the surprising value of these Mozart Pianos. Exclusive territory will be given to selected dealers of enterprise and integrity.

Will you be the one to secure the advantage over all competitors?

National Piano Company Limited

266-268 Yonge St. - Toronto



Silver Grain Spruce

The Singing Throat
of the Starr Phonograph

Everything a Dealer Could Ask

Goes with **STARR** Representation

LIVE LOCAL SALES HELPS

This includes a monthly ad service which provides Starr dealers with timely ads for insertion in local newspapers, window cards, handsome attractive booklets, movie slides, etc.

A COMPLETE LINE—

\$80.00 to \$450.00

Two beautiful period designs are included—at \$385.00 and \$450.00. Each Starr Phonograph carries a "de luxe" finish—the result of a three generation experience in building high-grade pianos from start to finish. This is a great sales aid.

ENTIRELY "HOME BUILT"

Starr Phonographs are not assembled. We build every part here in our factories, where one high quality standard prevails. Hence we know that each machine is right in every particular before it is shipped. This wards off trouble for the dealer.

EXCLUSIVE SELLING FEATURES

"The Singing Throat of the Starr Phonograph," made wholly from Silver Grain Spruce, gives our dealers a wonderful sales argument. We use this wood despite the fact that it costs four times as much as the oak, poplar, etc., which others employ.

The tone superiority which results is unquestioned and "in the trade" Starr Phonographs are freely admitted to voice the clearest, sweetest, richest tones of all. Hence our widely-advertised slogan, "The Difference is in the Tone."

STARR RECORDS ARE POPULAR

All of our great financial resources are behind the Starr Library of Phonograph Records. Already it offers hundreds of selections. We propose to enlarge it continually and make it one of the largest. We have dozens of great artists now under contract and new contracts are constantly being made. We are advertising "You get better value when you buy Starr Records"—and phonograph users by the thousands are proving the truth of this daily.

AND SO—

If you want the line backed by the biggest exclusive musical instrument builders in the world—the line which includes both records and phonographs—the line with stability and an assured future—the line which is already well and favorably known everywhere—

Send in for full particulars to-day.

Manufactured by
THE STARR PIANO CO.
RICHMOND, INDIANA

EXCLUSIVE CANADIAN DISTRIBUTORS

The Starr Company of Canada

London 265 DUNDAS ST. Canada



**Starr
Phonographs**

SERVICE

**Gennett
Records**



Truly might the word Service be shown in black faced type—underlined—emphasized and burned in, as it is second only in vital importance to quality when applied to a phonograph.

Starr Service will Gladden the Heart of the Dealer

Starr Phonographs and Records are products of the old established

STARR PIANO CO., RICHMOND, IND.
(Established 1867)

One of the most complete phonograph organizations in the business, being one of the only two companies in America manufacturing phonographs in their entirety.



50 years of musical instrument manufacturing knowledge to their credit.

Starr Phonographs are not assembled, being manufactured from the improved sliding shoe to top lid, including motor, tone-arm, sound-box, turntable, case, etc., etc., in the Starr Piano Company's immense factories, as shown below.



Factories behind the Starr proposition, covering 35 acres of land, with 384,087 square feet of floor space.

Annual output—phonographs 40,000, records 1,500,000. Our London, Canada, warerooms are now loaded to the roof, and we are arranging for a car load of Starr Phonographs every ten days, so

Starr Dealers will get Prompt Service this Fall When Service Means Money

Visit our exhibit at Toronto Exhibition, north end of grounds, near railway tracks, opposite Arts Building, Phonograph row.—Also Ottawa Exhibition, Manufacturers' Building—and London Western Fair, Main Building.

The Starr Company of Canada
LONDON 265 Dundas Street CANADA

**Gennett
Records**

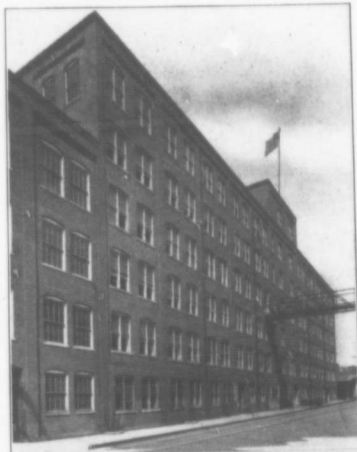
**Starr
Phonographs**

Starr Phonographs and Gennett Records

Are produced by an old and successful
firm operating an enormous plant



The first Starr Factory

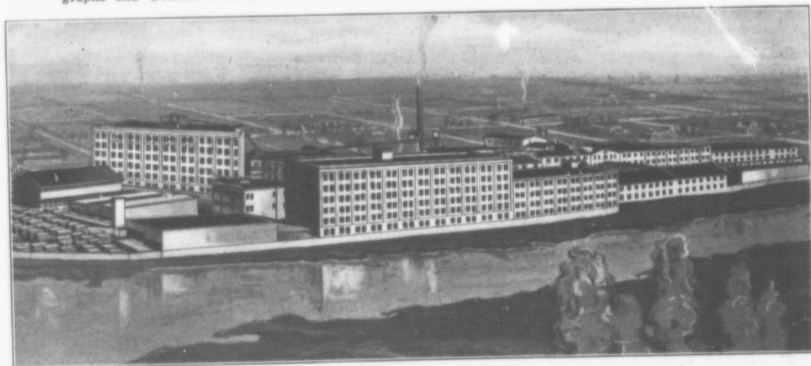


The latest addition to the Starr Plant, every nook and corner of which is devoted to Starr phonographs and Gennett records.

EVERY man wants to know where the goods he is selling or going to sell are made. It does matter to him that they are produced by a firm with financial resources and manufacturing facilities practically unlimited to the extent of giving him quality, quantity and service without stint or interruption. In this respect Starr dealers in Canada have a unique backing. That they have been seized with its importance is proven by the remarkable success won in so short an existence by the Starr Company of Canada, sole distributors in the Dominion for Starr phonographs and Gennett records.

A great factor in this progress has been the Canadian dealers' appreciation of what it means to have the prestige of a 48 years' reputation for the best in musical instrument making on one's side. This together with the Starr Company's persistent policy of up-to-the-minute service has influenced some of the most prominent dealers in Canada to take on the Starr phonograph agency.

In looking at the views of the plant of the Starr Piano Co., one cannot but be impressed with not only the size but the natural completeness. In 1872, when the first building was erected, there was little to foretell the gigantic proportions the plant would assume in the years to come. Shipping and marketing conditions were not what they are to-day, and the founders of this



*General view of the great Starr Plant at Richmond, Ind.
The Starr Company of Canada, London, Ont.*

organization—although expert piano makers,—encountered many difficulties. Yet their high ideals, determination to win, and perseverance, were bound to achieve success. They strove to build the very best possible, and it has been this determination to which they owed their success.

From a small three-story structure has evolved a mammoth plant complete to the minutest detail for the manufacture, to the smallest part, of Starr-made grand, upright and player-pianos, phonographs and records. It is justly termed the largest and most complete factory in the world devoted to the manufacture of high-grade musical instruments, exclusively. The plant not only stands to-day as a monument to those whose untiring efforts laid the foundation for a great organization, but also to their ideals, integrity and perseverance, which were the dominating factors in the success with which it could not but help be crowned.

The excellence of Starr-made musical instruments, to which the wonderful growth of the plant is ascribed, is not only attributed to the high standard of construction nor to the materials used, but to the workmanship. In this instance this does not mean transient craftsmanship, but craftsmanship by those who have been in the plant continuously from twenty-five to fifty years. Among the workmen in the factory are three generations of workmen, all from the same family—the plant's veteran mill room superintendent, who has seen forty years' continuous service; his son, who has been at the plant for twenty-seven years, and his grandson, who is just learning the piano maker's trade. Many other workmen have been there long periods of time, among them some there for three decades others twenty years and very many from fifteen to twenty.

The surroundings of the buildings are beautiful, the landscape gardener's art having been invoked without stinting. Especially is this true about the office building and some of the manufacturing units, where elaborate flower beds and clinging vines detract in a measure from the air of busy industry that is characteristic of the place.

In the great yards used for the storage of lumber three years' supply is always kept on hand. Here it is thoroughly dried and seasoned before removal to the kilns as the final step in the transition to finished parts.

The dry kilns are immense, their combined capacity being 1,722,950 feet at one filling. This capacity insures constantly a thoroughly seasoned supply on hand and ready for immediate use.

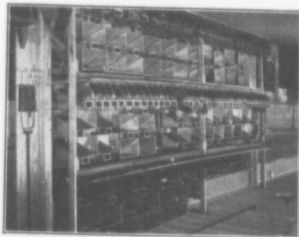
From the kilns to the big mill room, shown in one of the above pictures, the lumber is taken to be planed and cut to the right dimensions and sent to the various departments. It is taken into the mill building on great trucks, which are driven into the structure.

The wood carving department is one of the wonders of this plant as the details of this work necessarily involve a great deal of expert care. In this department are installed many of the most efficient machines, including those for the making of trusses and pilasters.

Space will not permit more than a superficial reference to this gigantic industry, which stands as a lasting and constantly growing monument to progressive methods of manufacture, lofty ideals, thorough co-operation and contented, efficient and well-paid workmen.



A section of the final inspection room at the Starr Phonograph Factory.



Portion of the stock-room, showing "Silver Grain Spruce Throats," which are a feature of Starr Phonographs.



A section of the phonograph finishing room at the Starr plant.



A corner of the Starr record pressing room.

Today and the Future

NOWADAYS I do but little traveling and little soliciting. I make but few calls. Nowadays business problems are complex the problems of labor and of raw materials.

And it is the policy of Stephenson, Inc., to care for, to protect, their present day customers rather than to solicit new business.

But I look forward to the future with faith and confidence. I look forward to the day when, with still greater manufacturing facilities and unlimited sources of raw material supply, I can serve a greater number of manufacturers with the Stephenson Precision Made Motor.

Cordially yours,



Vice-President

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

"Living Costs So Much"

By A. Petrone, Newark, at the recent Edison Convention.

WAR conditions affect the selling of the so-called non-essentials more and more as we come in closer contact with the world conflict.

The curtailing of many family incomes by the drafting of our young men for military service; the investments in Liberty Bonds; the Red Cross and other charitable contributions are what the public considers good reasons why money should be saved and not spent for non-essentials.

The one general complaint I find in trying to sell the New Edison is the high living cost. Experience has taught me not to discuss the subject when used by a potential buyer as a pretext not to buy at present.

In nine cases out of ten we deal with women, and I always take the feminine character into consideration whenever a prospect mentions the cost of foodstuffs. Woman craves sympathy in all her trials and tribulations; the greater the sympathy accorded her the greater becomes the affliction to the feminine mind. To the average woman the present high prices of necessities are an affliction; and if you discuss the prices of things for the dinner table with her, the living problem becomes a calamity. Her mental attitude will lead her to believe that she cannot afford to spend any money for such a "luxury" as music, and the purchase of an Edison phonograph, however much she may like to possess one, must of necessity be deferred until after the war.

As a matter of fact, Mrs. Brown mentions the high living cost only casually, and oftentimes just as a pretext. Likewise, I handle the subject with only an incidental remark or two and pass it by. By trying to confute her or convince her to the contrary, I would only induce Mrs. Brown to take a more positive stand in the matter, and our interview would end disastrously for me.

My aim in such a case is to strive for that indefinable psychological effect of making Mrs. Brown pleased with conditions as they are, particularly when compared with the hardships the peoples of Europe have had to contend with for the past four years. That much I usually accomplish by a casual remark about Mr. Hoover's splendid work, the wise economies he has suggested which enable us also to help feed our Allies, the curbing of speculations and the direct and indirect control of prices.

The impression conveyed by my remarks is that prices are as "reasonable" as they are because of Mr. Hoover; were it not for his patriotic services the prices of foodstuffs would certainly be prohibitive.

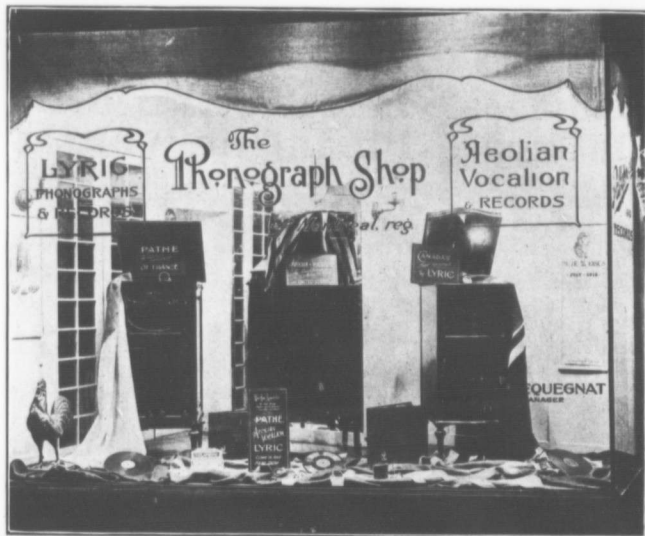
My suggestion leads Mrs. Brown to visualize the misery and utter want of the unfortunate folk of war-ridden Europe. Mrs. Brown cannot help but feel that she is really not justified in complaining of her lot.

Another method of suggestion I have often resorted to is an appeal to the motherly instinct of the average woman.

The war is the inevitable subject of discussion in every interview, and with it is usually linked the high cost of living. If there happens to be a child in the house I caress it, I admire and enthuse over it. Admiration for a child will always please the mother. Then I solemnly thank Providence that our dear American children will be spared the atrocities, the privations and the heart-breaking separations from their parents the unhappy children of Belgium, Serbia and France were subjected to by the Huns. Of course, Mrs. Brown, like a good mother, thanks her lucky star for sparing her children from the infamy of the Huns.

I have thus led Mrs. Brown from her thoughts on the high cost of daily necessities and precluded the possibility of her again referring to the subject. In other words I have helped her, or suggested to her, if you will, to a pleasanter and a receptive frame of mind, which gives me

(Concluded on page 69.)



Attractive Window Display by The Phonograph Shop, Montreal.

The idea, worked out along patriotic lines, originated with Geo. S. Pennehat, the manager. Each machine is draped with a flag and accompanied by a record of the country's national song.

The left machine represents France. It is the Pathé Pathéphone, with a display card. "The celebrated instrument of France." The record is the Pathé record, "La Marseillaise," by Muratore.

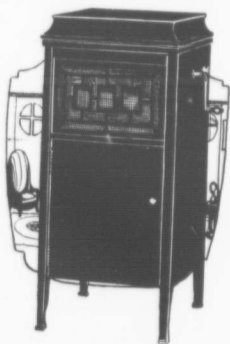
The middle machine represents the U.S.A.—an Aeolian Vocalion, with card. "The finest instrument manufactured in the U.S." Vocalion record of "The Stars and Stripes Forever."

The phonograph to the right is Canada—a "Lyric," with card. "Canada's finest instrument," and Pathé record of "O, Canada."

The Best Phonograph in the World

The Brunswick

ALL PHONOGRAPHS IN ONE



Price \$107



Price \$134



Price \$172

Made in Canada

See and Hear This Wonderful All-Record Phonograph

REMEMBER that the famous fifteen million dollar Brunswick-Balke-Collender Company make the COMPLETE Brunswick. This Final Phonograph is here to stay.

Above is illustrated the new 1919 Brunswick line. Can you beat them?

There's going to be a heap of Brunswicks sold this fall, and some wise dealers are going to make some nice profits because we can supply the goods promptly. How about increasing *YOUR* profits? Better send for particulars to-night—and remember you have the Brunswick record to complete this wonderful line.

The "Ultona"
Double



The "Ultona"
Single

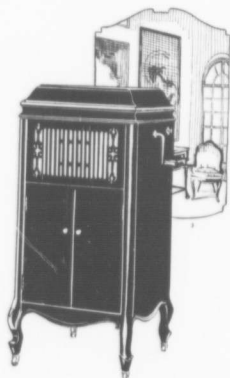
The single "Ultona" reproduces records in the same proper movement as the double "Ultona" giving the precise weight, and recording "Hill and Dale" records from under the diaphragm in center. Hear the "Ultona" play ALL Records BETTER.

THE MUSICAL MERCHANDISE SALES CO.
TORONTO — MONTREAL — WINNIPEG

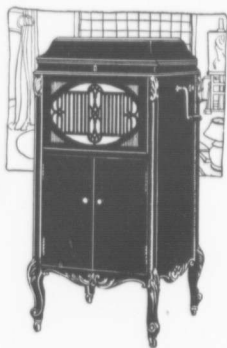
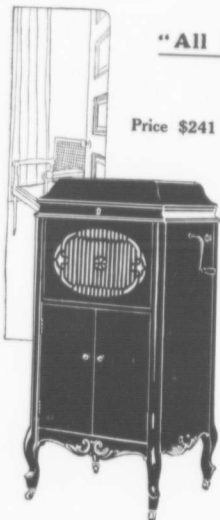
Announcing Our New 1919 Brunswick Models

"All Phonographs in One"

Price \$198



Price \$241



Price \$273

THE public to-day are turning to the All-Record Phonograph—one that allows them to play ANY make PROPERLY.

You do a larger business than your competitor because you have an article of merchandise which the public prefer. That's just the reason you should be handling the versatile Brunswick Phonograph.

Price \$311



No other phonograph can give you the exclusive selling features and new inventions which produce "Tones Hitherto Lost," such as the double and single "Ultona," All-wood tone chamber, "Built Like a Violin," nor the pleasing case design and same "Extra Value."

**Remember that you have the
Brunswick Record to link up
with this Complete Phonograph**

AT THE EXHIBITION

A complete line of 1919 Brunswick models with some new inventions and improvements will be displayed in Process Building, West entrance. Make it a point to stop and look into the features of this COMPLETE Phonograph. It will mean increased profits for you.

THE MUSICAL MERCHANDISE SALES CO
TORONTO MONTREAL WINNIPEG

Give Them What They Want!

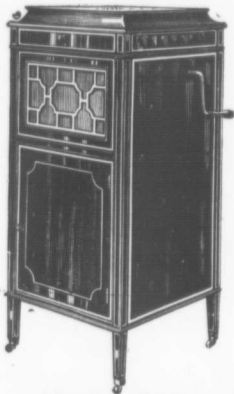


The tremendous demand for Pathe Pathephones during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

The people have been educated regarding Records—they know that there are good Pathe Records, they know there are good Victor Records,—that there are good Columbia and Edison Records.

The people want to hear ALL makes of Records and they must have a talking machine that WILL play all makes of Records—

The *Pathe Pathephone*



is the only Talking Machine with a world-wide reputation that gives you this great selling advantage.

This and other great features—the Pathe Sapphire Ball and Pathe Everlasting Records—make Pathe the greatest of all Phonograph propositions.

Write us for our latest confidential Booklet, "A Word With You." Read it carefully;—then you will understand why the Pathephone stands to-day without a peer, why its sale has always been enormous and is increasing by leaps and bounds!

Pathe Frères Phonograph Co. of Canada, Limited
Factories and Head Office: 4-6-8 CLIFFORD ST., TORONTO

DISTRIBUTORS:

Ontario—Pathe Frères Phonograph Co. of Canada, Ltd., Toronto.
Quebec—Pathe Frères Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.
Manitoba, Saskatchewan, Alberta, British Columbia—R. J. Whittle & Co., Limited,
Winnipeg, Man.
New Brunswick, Nova Scotia, and Prince Edward Island—H. L. Hewson & Son,
Limited, Amherst, N.S.



AGENTS WANTED EVERYWHERE

"I Don't Want to Buy Luxuries"

By W. W. O'Hara, of Layton Bros., Montreal, at the recent Edison Convention.

CONSCIOUSLY, or unconsciously, we are all influenced by people and things around us. Some influence us more than others, and again, others influence more of us.

Music, however, affects us all. This was seen yesterday at this convention, when the passing of one of the Marine bands broke up the meeting, until such time as those present had an opportunity of seeing and hearing for themselves. Not only, however, does music affect the civilized and educated people, but also the savage, as illustrated by their crude instruments.

The influence of music upon infants, and in the schools, is too apparent to make more than passing mention of here. Sooner or later we shall all have it, and if it is not got at home, it will be secured elsewhere.

Some one, and I believe rightly so, has called music the "universal language." Be that as it may, we know that it is the only thing we have "over here" that we are told we will have "over there" in the Great Beyond.

When met by the excuse (and excuse it is), "I don't want to buy luxuries now," I at once put my prospect "on the defensive," and ask the question, "What is a luxury?" The answer invariably will be as follows: "Oh, something that I don't really need, and can get along without. I want to get on, and help win the war." With which answer I invariably agree, and tell him so. His attention is, however, called to the fact that many present essentials are counted non-essentials, and even luxuries, in their infancy.

Take, for instance, the printing press. No one now would think for a moment of declaring that printing is a non-essential; yet if the prospect's definition of luxury is taken to be a fact, we must consider printing to be in the realm of non-essentials."

It is my intention, however, in this paper to refer to only a few of the present-day "essentials" developed by Mr. Edison, which at their inception were considered non-essentials or luxuries.

Telegraph and telephone are to-day world-wide necessities, and if immediately taken away from us would create a state of chaos, which I leave to you to imagine.

The Mazda electric light globe. Who of you would be willing to forgo the convenience and pleasure of this present-day necessity and go back to the universal use of the tallow candle?

Moving pictures, particularly with our children, are to-day world-wide necessities. Can any of you realize the effect upon us of witnessing a moving-picture performance, but *without* music?

The phonograph, last but not least, is Mr. Edison's favorite invention. Nothing that admittedly uplifts humanity and makes the world a better place to live in can be dubbed a luxury. If it is admitted that music and the other essentials above mentioned elevate and help humanity, then of necessity the excuse which prompted the writing of this paper dies.

The only valid excuse for not buying music, either in the form of a phonograph or otherwise, is that the prospect has not got the money to pay for it. This excuse would apply to boots and shoes with equal force.

"Living Costs So Much"

(Continued from page 65.)

the opportunity to interest her in the New Edison, the importance of having good music in the home, the pleasure the possession of this, the greatest of all musical instruments, would afford her family, and so forth.

In the last analysis, I do not dwell long on the high living cost. It cannot be denied that it costs more to live

now than ever before. It is essential, however, in trying to sell a phonograph to her, that Mrs. Brown be made to forget the high prices of the necessities of life. I have followed the lines suggested with considerable success.

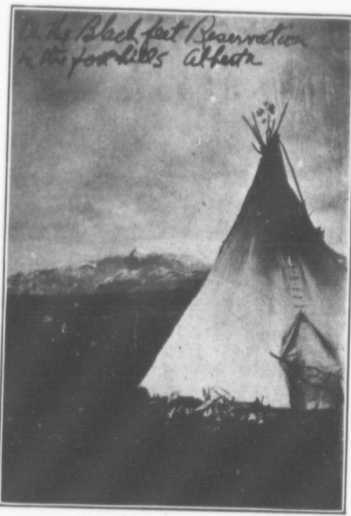
My point may be summarized in just two words, in so far as the handling of the potential buyer by the salesman is concerned:

Forget it.

Overstocks and How to Move Them

(Continued from page 58.)

shortage of records we often mail out a list of records, calling attention to special numbers which we want to move, yet good numbers. The results have been very gratifying. Coming in, people say, "Oh, you have some new records in," and remarks like this. The lists we run off here in our own office. In fact, since we have started



On the "Black Foot Reserve" in the Foothills of Alberta. Snap taken by W. F. C. Devlin, of the Martin-Orme Piano Co., Ottawa.

to send out our own lists from stock on hand, we have had to take on a special girl for the work of handling mailing lists alone, and have installed a multigraph and electric envelope addressor.

Another little help in our record sales has been to open a telephone list of owners. When things fall a little on the quiet side or an owner does not come into the store for a while, we phone them, advising them that we have some beautiful records that we would like to play for them, and inviting them to the store.

In closing, let me again try and emphasize these points: First of all—Know your records, be able to intelligently talk them, know your customer and make suggestions to him. Forget hits. They can take care of themselves, and bear in mind that *record sales* are a big factor in your business.

The less a man knows, the more suspicious he is. Always listen to an honest opinion—if for no other reason than it is different from your own.

Announcing the New Season's complete range of styles

The Chopin



Model
Louis XVI

Retail
Price
\$250.00

Compre-
hensive
style range
from
\$25.00 to
\$300.00

Chopin Phonographs Limited - Winnipeg

THE CHOPIN

Distinctive Styles for New Models with
Every Modern Improvement

NEITHER effort nor cost have been spared in advancing the new line of Chopin phonographs with the times.

Distinctive dignity has been sought after by the manufacturers in their endeavors to produce models that are most modern in their artistic appearance.

Quality—excellence of tonal effects—leaves little to be desired when compared with the most expensive instruments of the day.

Chopin phonographs will create business for your store. They are guaranteed to give the utmost satisfaction.

DEALERS WANTED IN UNREPRESENTED TERRITORY.

LET US MAIL YOU OUR PROPOSITION.

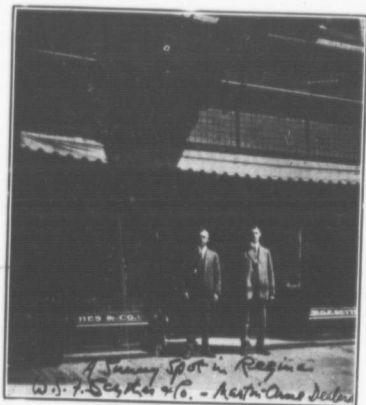
Chopin Phonographs Limited - Winnipeg

Back From the West

Mr. Otis C. Dorian, general manager Pathe Freres Phonograph Co., has returned to Toronto from a business trip through Western Canada. Mr. Dorian visited Pathe dealers in the leading centres from Winnipeg to Vancouver. This was his initial tour of Western Canada, which in size, wealth of resources and enterprise of the people, he found to be all that he had heard of it from other visitors. He met with the usual western hospitality wherever he went and he expressed warm appreciation of the courtesies there extended by western dealers. Present business and prospects for the fall season Mr. Dorian found to be very gratifying and the demand for the "Red Rooster" line through the west indicative of Pathe progress and development.

The Pathe is handled by the Hudson's Bay Co. in Edmonton, Calgary, Lethbridge, McLeod and Vancouver, being the exclusive phonographic line in that corporation's Edmonton, Lethbridge and McLeod stores.

As the result of his trip Mr. Dorian is more enthusiastic than ever over the business possibilities and opportunities that this country offers for the present generation as well as for future generations.



Where W. G. F. Seythes & Co., Regina, do business.

Sonora Dealers to Hold Convention

The first annual convention of Sonora dealers in Canada is to be held in Toronto on September 3, 4 and 5. Arrangements are being made by the Canadian distributors of the Sonora line, Messrs. I. Montagnes & Co., to make this event one of exceptional attraction from both business and recreation standpoints.

The convention sessions will be held at the King Edward, which hotel has been greatly improved in service and in furnishing by the new management, since ownership of the house changed this year. A complimentary banquet to the visiting Sonora dealers is one of the social features to which they are looking forward. There will be other social events.

Mr. Geo. E. Brightson, president; Jos. Wolf, treasurer; Frank Coupe, advertising and salesman, and Mr. Farb, factory superintendent of the Sonora corporation, New York, have already accepted invitations to be present and meet the Sonora dealers of this country, and incidentally acquiesced in Mr. Montagnes' suggestion that

they may bring any member of their families they wish, excepting their mothers-in-law, as he stated this is to be a real enjoyable affair.

Retailers of the Sonora line, therefore, managers of Sonora departments, salesmen and saleswomen who can be spared from their duties for a few days are expected to foregather at Toronto and make the first Canadian Sonora Dealers' Convention a great success.

The Journal has been shown a synopsis of the proposed programme, and arrangements that Mr. Montagnes and Mr. van Gelder are preparing for the occasion, and can assure those who will be invited of an interesting and instructive time.

Cannot Use Name "Lonora" on Phonograph

New York papers report the decision handed down by the Supreme Court restraining a firm from using the name "Lonora" on their phonograph. The motion was brought by the Sonora Phonograph Sales Co. The following published opinion of the court is of interest to the Canadian trade:

"This is a motion to restrain defendants, *pendente lite*, from using the word 'Lonora' upon phonographs to the injury of the plaintiff, who manufactures and markets phonographs under the name 'Sonora,' for which it has acquired a trade-mark, and which has been in use for many years. The principles regulating injunctive relief in cases of this kind, not only for the protection of the plaintiff, but in order that the public may not be deceived, are so well settled that it is unnecessary to review the authorities. There is no question in my mind from the papers presented upon this motion that the defendants are using the name 'Lonora,' and that their purpose in so doing is to deceive and defraud the public into the belief that the articles are those manufactured by the plaintiff. The similarity in names is so evident as not to require comment, and the proof is clear that it was adopted for the purpose of taking advantage of the trade name and reputation that plaintiff had acquired. The defendants do not even undertake to show how or why, out of the myriad words of the language, they selected upon an artificial word identical with, except for the first letter, that used by the plaintiff, and similar in sound. That there may, as claimed by defendants, be some slight differences in appearance and manufacture, is quite immaterial if, because of the name, the public are likely to be deceived to the prejudice of the plaintiff's rights. Motion is granted."

New Brunswick Models at Toronto Exhibition

In another part of this issue is a double page announcement of the 1919 models of the Brunswick Phonograph, which will be on display at the exhibit of the Musical Merchandise Sales Co. The Brunswick-Balke-Collender Co.'s designer has shown taste in designing the new models which are both distinctive in pattern and pleasing to the eye. Dealers are invited to call at the Brunswick display in the Process Building to see these new models.

The Poor Worm

Edith was admiring her new summer frock. "Isn't it wonderful," she said, "that all this silk comes from an insignificant worm!"

"Edith, it is necessary to refer to your father in that way?" her mother inquired reproachfully.

The difference between see and saw is intense.

Don't forget to laugh when your boss tells a story with whiskers on it.

THE McLAGAN

**Plays all makes
of Disc Records
Perfectly**



Model No. 19

**The machine that
is backed by
McLAGAN
reputation for
quality goods**

If you are interested in any way in the phonograph trade don't fail to see our Exhibit at the Canadian National Exhibition, Toronto.

Besides a full line of our stock patterns, we will demonstrate a large range of new designs for fall selling. Many original and attractive features will be on display. Don't fail to look us up when at the Exhibition.

The George McLagan Furniture Co., Limited

Phonograph Division

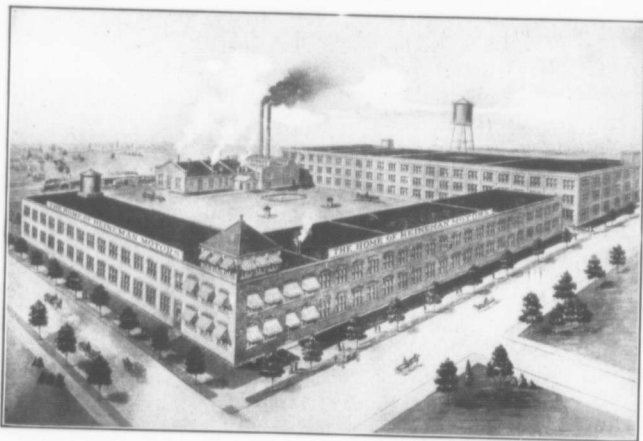
Stratford,

Ontario

Otto Heineman Phonograph Supply Co. Inc.

25 WEST 45TH STREET, NEW YORK

Factories: Elyria, O.; Newark, N.J.; Putnam, Conn., and Springfield, Mass.
Branch Offices: Chicago, Ill.; Portland, Ore.; Cincinnati, O., and
Toronto, Canada



The Home of Heineman Motors, Elyria, O., the Largest and Busiest
Phonograph Motor Factory in the World.

Merit Recognized

Nothing but the world-wide recognition of the superiority of HEINEMAN MOTORS, TONE-ARMS and SOUND-BOXES, could market the enormous output of this great plant. Here, quality, which knows no equal in the phonograph supply field, is built into every part entering into Heineman products and into every operation through which they go in the process of manufacture. Heineman products live up to the Heineman trade-mark.

This same standard is the one by which our DEAN STEEL NEEDLES are judged.

Canadian Branch—172 John St., Toronto.



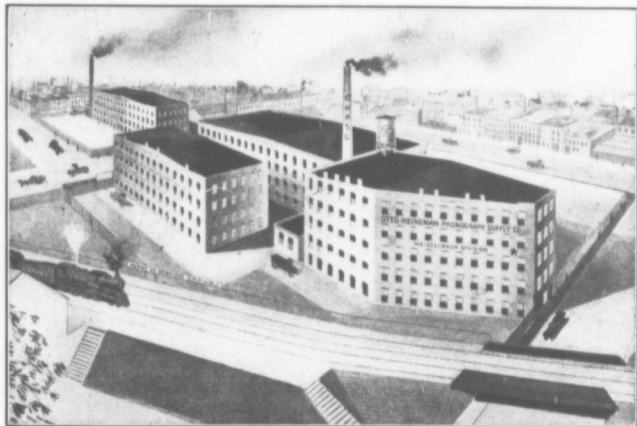
Otto Heineman
President



Otto Heineman Phonograph Supply Co. Inc.

25 WEST 45TH STREET, NEW YORK

Factories: Elyria, O.; Newark, N.J.; Putnam, Conn., and Springfield, Mass.
Branch Offices: Chicago, Ill.; Portland, Ore.; Cincinnati, O., and
Toronto, Canada



Plant of the Meisselbach Division at Newark, N.J.

One Success Deserves Another

When the Meisselbach factory was taken into the Heineman organization, the already established reputation of MEISSELBACH MOTORS, coupled with the remarkable rapidity with which the output of the Heineman factory had won its way to world-success, assured from the beginning a second success. That our Meisselbach division has developed to wonderful proportions is a fact now on record.

The name MEISSELBACH assures the best. It is a name you can bank on absolutely.

Canadian Branch:
172 John St., Toronto

Otto Heineman
President



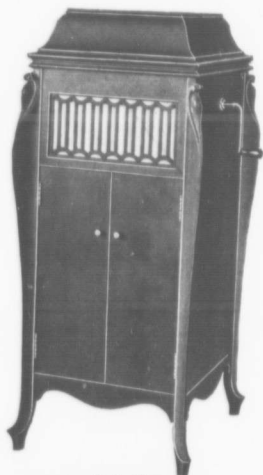
MEISSELBACH



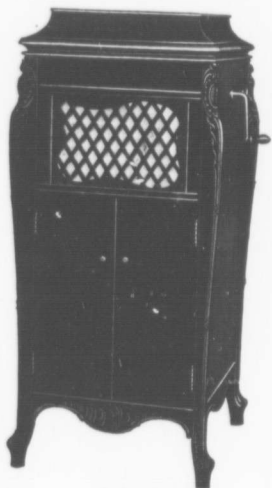
TONE ARMS

MOTORS

SOUND BOXES



Style "A"



Style "O"

The Fall Outlook Adds to Brant-Ola Prestige

The fact that present orders and those in sight are going to tax our plant to the limit this fall and winter furnishes proof of this—the public is realizing that for any given amount they have to spend they can secure more solid enjoyment from a

BRANT-OLA

and a selection of records than from any other source. And every time you make that sale there goes into your bank account a substantial credit that can be equalled only in a very few other lines of merchandise.

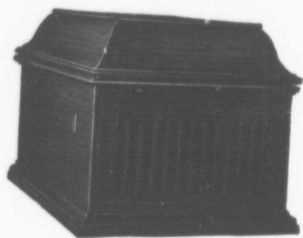
The Brant-Ola makes the best impression after a careful examination. As one dealer said, "it is made right."

The Brant-Ola cabinet is a piano case plant product.

The Brant-Ola motor, tone-arm, and sound-box are the best parts the supply markets offer.

The Brant-Ola is built to win those who are looking for a musical instrument among musical instruments of the highest quality.

Let us go further into the proposition with you.



Style "C"

BRANTFORD PIANO CASE CO., LTD.

Brantford

Manufacturers of the
BRANT-OLA

Ontario

MONTREAL TALKING MACHINE TRADE

ONE of the outstanding features in connection with local talking machine business is the development of the window display. There appears to be a competition amongst the dealers, so noticeably improved are the windows of the various stores. The effects are so attractive that public comment is frequently heard, and this is an asset to the trade at large. Now that the dealers realize what an asset the window is in attracting public attention and approval, may the competition in window displays continue.

Mr. Thos. Wright, of the Nordheimer Piano & Music Co., Ltd., Toronto, manager of the Aeolian-Vocalion wholesale department, recently paid his respects to the trade in Montreal, and was well satisfied that his line is being given able representation.

A. C. Skinner, one of the prominent jewellers of Sherbrooke, Que., has put in a stock of phonographs and records.

Norman F. Rowell, manager of C. W. Lindsay's phonograph department, has returned from a well earned holiday.

Mr. A. Graignery has joined the sales staff of C. W. Lindsay, Ltd., and is identified with the phonograph department.

The Ideal Phonograph Co., Sherbrooke, Que., have registered as a new firm.

C. W. Lindsay, Ltd., are making a specialty of supplying parts for any make of phonograph they sell, their repair department being equipped to handle repair work.

In a church social held recently in Farnham's Corners, Que., the programme included selections on the Victrola.

W. D. Stevenson, of Starr Co., of Canada, whose distributing headquarters are at London, visited local agents of the Starr line of phonographs recently.

J. J. Flynn has purchased the retail business of Arthur K. Kempton, who in future will confine his efforts to the wholesaling of phonographs and supplies. Mr. Flynn has opened up a fine store at 8 McGill College Ave., where he

carries a full line of Gloria phonographs, and in addition maintains a library for the exchange of phonograph records, handles parts and accessories, and also does repairing.

On Saturday, August 3, the Berliner Gramophone Co.'s factory and all their retail stores were closed for the entire day. The occasion was the annual picnic and excursion to Lavaltrie, which was a most successful event and larger than ever. A delegation of Toronto dealers of "His Master's Voice" lines attended as guests of the company. The visitors' baseball team was defeated by a team from the Berliner employees, by a score of seven to one. A report of the outing appears in this issue.

Quite an impetus was given to records of his playing by the recent visit to Montreal of Sousa and his famous band. His various records were prominently featured by the local stores retailing "His Master's Voice" lines, and the sales were quite materially increased. In one of the Berliner stores an autographed photo of Sousa himself was the centre piece of an attractive window during the week of the band engagement.

"Trade continues good and there is no indication of a change," said manager Depocas, of the Canadian Graphophone Co., wholesale Columbia distributors for the province of Quebec. A noticeable feature is the increasing demand, and enquiries from dealers for the better class of machines and records. From present appearances it looks as though fall trade will be even better than good.

The volume of business maturing the past month in Sonora machines and Victor records is eminently satisfactory to Goodwins Ltd. With the large number of absolutely certain sales in view for immediate foreclosure, the outlook is extraordinarily bright for this house for future and fall selling.

Wilder's Music Supply Co., Ltd., have enlarged their show window space in order to enable them to give more prominence to the display of Celeste phonographs.

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-phon Company Limited



Mr. Dealer:

Give the Violophone (Gold Point)
Phonograph Needle a thorough
test at my expense.

----- YOUR FREE COUPON -----

H. A. BEMISTER
10 Victoria St., Montreal, Que.
Please send me free samples of your Violophone (Gold Point)
Phonograph Needles, also dealers' discounts.

Name.....

Address.....



The \$1500 Phonograph

The illustration shows the latest addition to

THE GERHARD HEINTZMAN LINE

See this new art creation at the Gerhard Heintzman Pavilion at the
Canadian National Exhibition, Toronto, August 26th to Sept. 7th

GERHARD HEINTZMAN, LIMITED
TORONTO Sherbourne Street CANADA

C. W. Lindsay, Ltd., recently sold a Sonora portable machine to a young men's club at River des Prairies, along with a well selected library of records.

Mr. S. H. Brown, retail sales manager of the Berliner Gramophone Co., is an ardent motorist, and every week end makes Valcor, N.Y., near Plattsburg, his destination. We would hate to say what he covers the 160 miles distance in, for fear of his being arrested for breaking the speed limit.

The widespread and ever-increasing demand for the Columbia line in this city is in part due to the prestige these goods have been given locally by Almy's Ltd. Miss Vezina reports trade good, and predicts still better business for later on in the season.

"His Master's Voice products have been productive of good results lately, particularly in Victrola styles X. and XI., which we find are our best sellers," said W. J. Whiteside. "One most satisfactory thing we find in handling the Victor line," continued Mr. Whiteside, "is the fact that when the machine is sold we do not worry about the customer coming back with complaints about the machine. The only time we find he does return is to buy and select Victor records, and these sold well during the visit of Sousa's Band."

"Summer business in Aeolian-Vocalion and Sonora machines is not too bad," said Chas. Culross, "and with the leads we have in view it looks as if a good fall trade is in sight."

N. G. Valiquette, Ltd., stipulated to your correspondent that it was no use to grumble, as they considered they were getting a just share of trade, and that Pathéphones and Pathé records were becoming more and more easy to dispose of, the result of having given general satisfaction to the already large number of users in Montreal and vicinity.

The Canadian Graphophone and Piano Co. are holding

their own when it comes to putting out Grafonolas. A creditable month's showing has been made, which includes numerous purchases of Columbia Grafonolas and records.

The Cowan Piano & Music Co. have been exceptionally fortunate this summer, and have practically experienced very little let-up in sales, a steady demand being in evidence for Brunswick phonographs and records.

J. Donat Langelier in their retail warerooms intimated that Victor business was keeping up splendidly, both as regards the demand for machines and records, and stated that at all times they have solicited competition rather than avoided it.

An influx of nice business has been noticeable of late with H. P. Labelle, Ltd., Pathé distributors. Numerous cash sales covering various models helping to swell the month's receipts.

J. W. Shaw & Co.'s phonograph trade of late is by no means diminishing, an increasing business being observable. "Generous examples of the popularity of the Columbia line of grafonolas and records being evidence the past month," said manager Rampsberger.

The Berling Phonograph Co. report Brunswick Phonograph and record sales as most gratifying for summer selling.

Wm. Lee, Ltd., are doing a steady business with the new Edison diamond machine, and of late have sold a considerable number of Edison Amberola cabinet models. This also applies to Columbia Grafonolas. Edison and Columbia records are selling in goodly numbers these days.

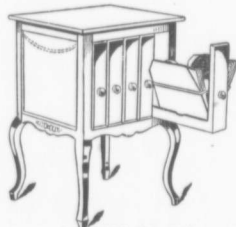
The Brunswick Shop report that they are satisfied with July business, and state that the Brunswick machine has undoubtedly made a decided hit with the musical people, and it is safe to predict that this make will still further establish itself as one of Montreal's favorite instruments.

Edison and Columbia phonographs in the more expensive

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

Our new No. 100 combination Record and Sheet Music Cabinet is very popular, and would suggest that you give it a trial.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA

ONTARIO



Canada's Leading Home of Music Welcomes You

MOST visitors to Toronto at Exhibition time find it pleasant and profitable to pay a visit to a few of the city's leading business establishments.

For piano dealers and all who are interested in matters musical, interest centres in the large new building at the Corner of Yonge and Albert Streets, where Nordheimer's are ready to welcome you and show you the latest developments in the musical world.

It is an education to visit "The House of Nordheimer." Also a distinctly enjoyable experience. Even in the larger cities there are to be found few piano warehouses that vie with this one.

Spacious showrooms, sunlit offices, splendidly equipped Sheet Music Department—all this, combined in a building modern in its every structural feature, furnishes a worthy setting for the splendid product of this leading piano house. Come, let us show you the latest innovations in tone-production for high-grade pianos.

Let us play for you the new Aeolian-Vocalion Records—on the most wonderful of all phonographs, the Aeolian-Vocalion.

Let us show you around Canada's finest building for the display of pianos and all things musical.

And finally, let us welcome you at our exhibit in the Manufacturers' Building.

NORDHEIMER

Piano and Music Co., Limited

Cor. Yonge and Albert Streets, Toronto

(One block north of Queen)

models were largely in evidence during the past month, while the call for Columbia and Edison records was confined mostly to the higher priced records of the well known artists embracing these two popular makes, said Layton Bros.

"Perhaps you would not believe it," said manager George S. Pequegnat, of the Phonograph Shop Reg'd, of Montreal, "but the hot weather came as a blessing to us, and during the very warm spell we sold an extraordinary large number of Pathé records. It seems that music dispels even the thoughts of warm weather. We are firm believers that as many machines can be sold in summer as in winter, and are prepared to prove that the day has passed when talking machines or records can be sold only for winter indoor enjoyment, as there are just as many arguments in favor of summer outdoor enjoyment, with perhaps a balance in favor of summer selling. Pathé and Aeolian-Vocalion sales have been good, and we are well satisfied with the response to the introduction accorded the Lyric Line."

Mr. Mervin Lyle, of Columbia Graphophone Co., Toronto, assistant to Mr. James P. Bradt, general manager for Canada, spent a day in Montreal on his return from Quebec, where he spent a short holiday.

WINNIPEG TRADE TALK

SINCE the beginning of the great war older men have again come into their own and can be found occupying many positions which captains of industry at one time thought should be filled with younger men. I don't pretend there is any originality in these remarks of mine for I've read similar utterances in various papers and periodicals. But only lately have I particularly noticed how the "old uns" dress, and this applies in a large measure to the music trades of Winnipeg.

I entered a street car two or three weeks ago and after seating myself a young (?) fellow came over to me and held out his hand. For a moment the thoroughly modish summer envelope enclosing the individual deceived me, but I glanced at the clean-shaven face and recognized a confere I had known and liked for years—a man slightly younger than myself, and, like myself, a man who has a son who volunteered before the war was many months old. I would have passed this man on the street without recognizing him in his new attire. The lady who bosses the establishment over which I nominally preside, has often said if I met her in a different rig I wouldn't know her, and, of course, a man's wife ought to be the best judge of his idiosyncrasies.

But how different things are now to a generation ago in the matter of dress, when a man in the late forties donned a long coat, a cane and a square-topped hat. My, oh, my! In those days many of us were so impressed with what was then termed the "majestic dignity" of such a figure, that we involuntarily lifted our hats at sight of one. But, alas! what a change has come over us; for the appearance of this majestic figure on the streets to-day would probably cause this flippant remark: "Look at that old geezer, advertising that he has one foot in the grave."

So I say to the old boys, "Make yourselves look young." This, of course, has been a woman's right, but now that the ladies have the vote, the men are entitled to their rights.

And talking about "youngish" appearances reminds me of another individual I met the same day I was approached by the friend above alluded to. I was transferring from one car to another, and saw a solitary, girlish-looking figure standing at the transfer point. Her back was turned to me, and the general effect presented was that of a girl in her middle teens, with skirt an abnormal distance from the ground. My mental appraisal stood thus: "16

years old; somebody's granddaughter." Just then the figure turned around and I gasped. Instantly the figures in my mind turned around. Result: "61 years old; somebody's grandmother."

Of course we had a strike in Winnipeg. We would be lost without one, and as soon as one strike is settled we, that is some of us, look around to see when the next one will take place.

This time the posties went out and stayed out for two weeks, but they did not call on any other organizations to help them out.

But, despite the holiday season, and the postal strike, and other difficulties which devotees of the business encounter, the music trades of the 'Peg seem to be holding their own. Why, I know of a music man who had green peas for dinner on Sunday week, last Wednesday, then Sunday and Monday again. Not canned peas either, though one would think that to be consistent a dealer in canned music would have a preference for the latter variety.

During the strike period quite a little "drop in" has been reported, and collections seem to be up to the mark.

Wray's Music Store has had quite a good spell of summer business, and have no complaints to register. Fred is still "over there" doing his bit, and writes quite cheering letters. Mrs. Wray is steadily improving, and has been around the store quite a lot.

Mr. Merrill, manager of Karn-Morris Co., has returned from his trip to Vancouver, going by Canadian Pacific, and returning via Canadian Northern Railway. He is quite enthusiastic about the business outlook, and says the crops in the Dauphin district look particularly fine. Mr. Merrill says the July business of the Winnipeg branch was very fair and collections quite up to the average.

Wahle-Royce Co. are just through stock-taking, and say everything points to a successful season this fall. Mr. Callahan has reached Winnipeg on a tour through the West.

Cross, Goulding & Skinner report a good month's work. As the result of an advertisement in the dailies, Mr. Bull said there was a lot of "drop in" business during the period of the postal strike, some of those being out-of-town customers with the ready cash. Mr. Bull spoke in an optimistic manner of the outlook for fall trade.

Mr. George E. Dies, of the Doherty Piano Co., Ltd., Clinton, passed through this city on his return from a business trip to the Pacific Coast.

Mr. George Best, of the Winnipeg Piano Co.'s talking machine department, has been holidaying at his old home in the east.

At the Winnipeg Piano Co.'s warehouses holidays are in full swing, and this, combined with the postmen's strike, has interrupted the usual drive for business which, however, in view of circumstances and the season of year, is very fair both in sales and collections.

The sympathy of friends in the trade is extended to Mr. Waldon J. Ross, secretary-treasurer of J. J. H. McLean & Co., Ltd., in the death of his sister, Nursing Sister Ada J. Ross, on Active Service.

Mr. J. W. Kelly, president of the J. J. H. McLean & Company, Limited, has returned from an extended pleasure trip, having visited Listowel, his home town, and Toronto, Hamilton, Buffalo, Chicago and Duluth.

J. J. H. McLean & Company, Limited, announce that they have removed their branch at Brandon to more commodious premises on Tenth Street. This new and up-to-date store is in the heart of the business district of Brandon, where this progressive firm is in a position to give their customers better service than ever.

Things within reach come quickly to those who wait on themselves.

*The Basis of the Child's Musical
Education is PIANO Study*



**WILLIS
PIANO**

Cabinet Grand

STYLE D
4 feet 8 inches

*See the other Willis Pianos
and Players at our exhibit
at Canadian National Exhibi-
tion, August 26 to September 7*

**WILLIS
AUTO
PLAYER**

STYLE H
4 feet 9 inches

*We are also sole Canadian
Distributors of the celebrated
Knabe and Chickering Pianos*



WILLIS & CO., Limited : : MONTREAL

TRADE TALK IN MONTREAL PIANO TRADE CIRCLES

MONTREAL people are intensely loyal to their city, but even the most faithful find it desirable to get away from town during the dog days of August. The same hot sun that ripens the sugar melons for which this city has an international reputation makes it mighty uncomfortable for human beings. Vacation periods then, amongst the music houses, is an important period of the year. Everyone who can get away is either away, going away, or has just returned. There is no attempt to make August sales equal December records, but with so many parents taking advantage of their children's cessation of school studies to give them music lessons, the general music business has not sloughed off as in former years.

It is true that the higher prices at which it is necessary to retail pianos involves materially larger capital to sell the same number of instruments. Whether the cash deposit and monthly instalment is proportionately large to meet the higher price, is doubtful. Conditions are all favorable to better terms, as well as higher prices.

Allan L. Carr, manager of the Sherbrooke, Que., branch of Willis & Co., Ltd., is establishing Willis agencies throughout the eastern townships, and reports good business from various new dealers appointed during the past month.

F. T. Quirk, manager Sterling Keys and Actions, Ltd., Toronto, recently called on the local trade, and whilst in Montreal visited the factory of Willis & Co., Ltd., at St. Therese.

Herman Ramsperger, formerly a local piano tuner, son of Mr. Frank Ramsperger, who has been connected with the firm of J. W. Shaw & Co. for many years, and a brother of F. G., of the Cowan Piano & Music Co., Ltd., also brother of A., who has charge of the phonograph department of J. W. Shaw & Co., recently volunteered for service in the Royal Flying Corps at Montreal, and is now training in Toronto. He was lately given his wings, passing all his examinations with high honors.

Leopold A. Poulin, display manager of C. W. Lindsay, Ltd., has returned from a motor trip of two weeks' duration. He traveled by way of Burlington, Mt. Pelier and the White Mountains, staying a short time on a farm at the foot of Mt. Moosalock, developing his muscle pitching hay. From there he journeyed to Old Orchard Beach, and returned by way of Sherbrooke. He was accompanied by Mrs. Poulin.

Mr. H. A. Layton, of Layton Bros., is spending a month's vacation at his summer cottage at Isle Cadieux. P. E. Layton, of Layton Bros., accompanied by Mrs. Layton and Gilbert Layton, motored through the Eastern Townships, taking in all the principal points of interest, making Knowlton their vacation headquarters. Mr. W. W. O'Hara, salesmanager of Layton Bros., spent his annual holiday with his family at Lancaster, Ont.

H. C. Wilson & Sons, Limited, Sherbrooke, Que., with branch stores at Coaticook and Rock Island, are introducing to the musical people of Sherbrooke and the Eastern Townships the New Wilson Piano, style "D." It is 4 feet 7 inches mahogany case, with all the latest appointments. This firm are also putting out a new player piano of their own name, which will be ready shortly, with the same size of case and scale. This firm are strong advocates of the one-price system, and in their store a price card is attached to each instrument.

Tom Cowan, of the Cowan Piano & Music Co., was recently the guest of the Canada Steamship Co., on a trip from "Niagara to the Sea." Upon his return he motored to Portland and Old Orchard Beach.

Wm. Lee, Ltd., report through manager Henry Hamlet, that they have found business to their liking during the past thirty days, Martin-Orme player pianos particularly participating in a very healthy demand. This firm are specializing in players, and to date have found the results of their efforts very encouraging.

George H. Willis, secretary of Willis & Co., Ltd., after returning from a short holiday spent at Chicoutimi, was suddenly stricken down with appendicitis whilst visiting in Brockville, and was hurried to the hospital in that city, where he was immediately operated upon. From last reports, whilst the case is a most serious one, the operation was successful, and the patient reported making satisfactory progress.

F. G. Ramsperger, of the Cowan Piano & Music Co., is a versatile genius. Not content with bearing the double burden of taking care of Tom Cowan's work while vacationing, he has been planning action for fall selling, and notwithstanding the warm spell, has developed some splendid ideas in piano and phonograph selling that spell success.

Mr. A. P. Willis, of Willis & Co., Ltd., has recently returned from his annual trip of inspection of the various branch houses and agencies of his firm in the Maritime Provinces, bringing with him most optimistic reports of crop conditions and of the business situation wherever he visited. With the large amount of money being spent in ship building in Halifax, the citizens and business people are buoyant and in the best of spirits, which naturally makes times and business prosperous. The devastated district has been cleared up, and architects are now busily engaged in re-building, which means finer buildings than before. The people he found coming out from under the trouble of the great disaster with remarkable resourcefulness. The Government is acting most liberally with the sufferers, as did also the people of Canada and the United States, who responded nobly. In St. John, N.B., was found much Government construction work going ahead, with numerous munition orders, and money circulating plentifully, and music receiving a fair measure of consideration. On the Island the same optimistic vein of mind prevailed, with prosperity in sight. Summing up the situation briefly, Mr. Willis said, "There is no visible sign of trade diminishing in the Maritime Provinces that I can see or learn of."

Mr. Chas. D. Patterson, salesmanager and director Willis & Co., Ltd., has returned to business from a vacation at Old Orchard. Mr. W. D. Willis, who holidayed at the same place, is also back at business.

Mr. J. A. Hebert, of C. W. Lindsay, Ltd., has returned from his holidays covered with tan and equipped with phenomenal fish stories. The C. W. Lindsay firm report July a satisfactory business month, through the latter half making up for a very ordinary first half of the month. C. W. Lindsay, Ltd., are doing their utmost to anticipate the shortage of pianos that will prevail this fall by larger purchases than usual at this season of the year.

Reviewing the player piano situation, Mr. A. P. Willis remarked that it was thought this particular end of the business would have been wiped out as a result of the excise tax of ten per cent. which went into effect on May first of this year. He has found, however, that a demand for players continues to exist amongst people who appreciate the necessity of music and the particular functions of the player piano in providing music where otherwise piano music would be impossible.

F. G. Sharpe, of Willis & Co., Ltd., as per usual, mingled with the trade in Rochester, N.Y. While there he visited the factory of the American Piano Co.

George L. Duncan, treasurer of Willis & Co., Ltd., is

back at his desk after a severe illness which necessitated an operation confining him to the hospital for some time. He is now sufficiently recovered to enable him to tackle his important executive matters with customary energy and vigor.

One of the most unique of Canadian musical gatherings is the Church Choir Assembly, which is held yearly at Knowlton, Que. The object of this conference is the improvement of the choir and rendition of church music, and it is already beginning to make its influence felt in Quebec and Ontario. This assembly is practically under the control of Mr. Arthur Egg, the well-known organist of Christ Church Cathedral, Montreal, and he has gathered around him for this year's assembly distinguished organists from Montreal, Ottawa, Hamilton, Pittsburg, Nova Scotia and other points. Mr. A. E. Whitehead, organist of St. Peter's, who will be one of the lecturers and conductors, is taking quite a large party from Lennoxville and Sherbrooke, and with Rev. G. Ellery Read, who is a member of the advisory board, will welcome any music lovers who desire to join this party. The period of the assembly covered the last few days of July and first days of August.

Mr. Ed. Hamilton, of C. W. Lindsay, Ltd., spent his vacation motoring through New York State, where he found delightful roads and plentiful scenery.

The J. Donat Langelier, Ltd., at their factory in Pointe-aux-Trembles, are busy turning out pianos and players to meet a continuous demand from all parts of Canada.

Judges' Opinions

Medical Officer (posting man to Labor battalion)—Do you think you are fit for really hard labor?

Hard Case—Well, sir, some of the best Judges have thought so.—*Passing Show.*

And Now He's A Major

W. ALLAN CHILD, of the Child & Gower Piano Co., Regina, has many warm personal friends in the trade as well as in social circles who are delighted to learn of his promotion from Captain to the rank of Major.

Commenting upon this promotion under the caption of "Get acquainted," the Regina Daily Post had the following: "Someone or other baptised him William Allan, but soon he was 'Bill,' and Bill, varied with 'Billy,' he has remained since. Major W. A. Child was born at Windsor, Ont., in 1882 and, although he is fair and 36, he is still a bachelor, in spite of being one of the most popular officers of the depot battalion. He was educated at the Toronto public school and Jarvis Street Collegiate Institute, Toronto. Upon completing his education he entered the service of the Nordheimer Piano Company, with whom he has remained since. After working his way through every department of the factory he was made provincial manager for the Nordheimer Company with headquarters at Regina, in 1904. Four years later he took in George C. Gower as a partner and under the firm name of Child and Gower Piano Company the partners have built up a prosperous business, being provincial agents for the Nordheimer and Steinway pianos, and for leading makes of talking machines. Major Child is an Anglican, a member of the Assiniboia and Country Clubs and an enthusiast over outdoor sports. He enlisted in the famous 28th in October, 1914, under General Embury, and after nine months in France, in which he took part in the engagements at Vimy Ridge and Lens, he contracted pleurisy and was invalided home after some time in a British hospital. In the meantime he had been promoted captain. He was placed on the reserve of officers and later when the depot battalion was formed he was recalled to the colors and given command of No. 3 company. A few days ago he was promoted to the rank of major.

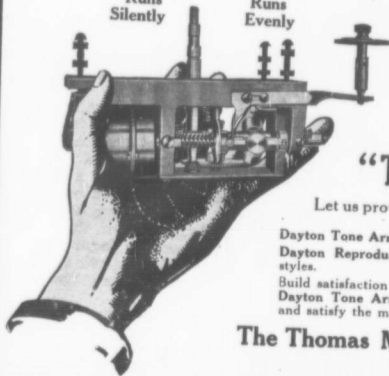
MM
DAYTON
MOTOR

Three
Styles

Four
Sizes

Runs
Silently

Runs
Evenly



Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put into his machine. That's the reason thousands of Dayton Motors are being sold. Their superiority makes them

"The Best Motor in the World"

Let us prove it's the best for you too—in quality, price and service.

Dayton Tone Arms are universal, playing any disc record. Five styles—all good. Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. They will bring you more business and satisfy the most exacting customers.

The Thomas Mfg. Co., 303 Bolt Street, Dayton, Ohio
Toronto Office: 911 Kent Bldg.

Complications of Piano Production

WITH each succeeding month conditions of piano production become more complicated and more persistent in demands upon the manufacturers' resourcefulness. Those who know their costs accurately are no longer able to quote prices more than a month ahead, and the business is fast becoming one of "prices subject to change without notice." Materials have continued to increase in cost and the supply grows more erratic. Labor is not only more expensive and more difficult to secure, but less subject to factory discipline and regularity of attendance at work, safe in the knowledge that there are no applicants for jobs. Production per man is retarded at the very time it should be increased.

Retailers who profess skepticism of the need of the advances made and that are going to be made are now realizing that it was a mistake not to have bought heavily early in the year when all indications were toward higher prices.

No prophetic skill or superhuman discernment is required to see that the situation will be worse before it improves. The competition of industries for labor is intense, and while piano workers have been looked upon as highly paid skilled labor, the industry cannot compete with all other industries in attracting apprentices or retaining experienced workers.

While retailers are combating the need of advanced prices some manufacturers have expressed regret at their not receiving from the dealer sufficient co-operation in passing along the increased cost of production to the ultimate burden-bearer,—the public.

It is pointed out that there is need of the dealer helping the manufacturer to stay in business, not for the sake of the manufacturer's interests, but on the basis of the first law of nature,—self-preservation.

The retailer who has featured a line, advertised it, talked it, recommended it, urged it, season after season, year after year, has a stake in the plant that produces the instrument. In the public mind he is linked up with that specific agency. It is vital to his interests that the manufacturer stay in business. It is not at all beyond the range of possibility that the next couple of years will see a reduction in the number of firms in Canada manufacturing pianos, and even a declaration of peace this year would scarcely prevent a continuance of conditions along the

lines they are going for several years to come. It is said that it was fifteen years after the Civil War in the United States before prices receded to a point that was considered normal.

The dealer then who has been identified with a line, and helped build it up, has more than a mere bartering interest in the existence of the factory. Its continuance is his asset. Its discontinuance dissipates the asset and makes it necessary to hunt around for another agency, a much more difficult proposition in the reality than in theory.

Whether at the instigation of the banks, creditors of the firms, or on the manufacturers' own initiative, there has been during the past couple of years an unusual amount of expert scrutiny. Efficiency experts, cost experts and auditing experts are in demand in all industries. The insufferable uncertainties of supply and the definite certainties of greater costs have made it necessary to know within the smallest fraction of a dollar just what it costs to produce the piano. The unsentimental statistics resulting from these expert investigations can be confronted with putting prices up, the manufacturer being credited with indisputable evidence of the impossibility of staying in business and supplying pianos at last year's prices, or even at last month's prices.

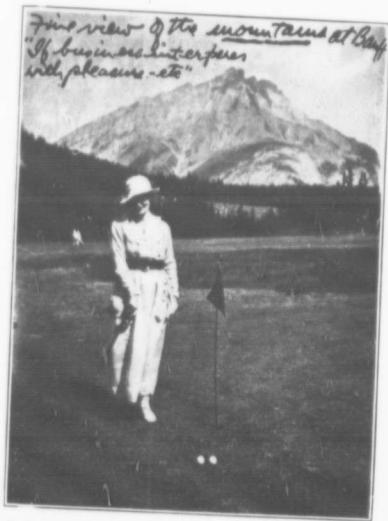
In the report of one of Canada's most reputable auditing houses concerning the business of a piano manufacturing plant, it said:

"It is quite evident that during the past two years the company's margin on sales made has suffered serious reduction, and it appears that selling prices have not been advanced sufficiently to keep pace with increased cost of production."

The manufacturer to whose business the above quotation applied has commented upon the indifference of retailers whom he has financed and through extended credits has kept in business at a period when the manufacturers' credit was the only means of keeping him going. He feels that he is entitled to a greater measure of co-operation in conducting his business so that it may at least be maintained even without profit until conditions improve and make returns on the investment possible, and he asks the dealers' co-operation and thoughtful consideration of the manufacturers' side of this question of prices, not on sentimental grounds, but on the basis that the dealer needs that the manufacturer stay in business.

Mr. Manning Visited the Maritimes

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., has just returned to London from a tour through the Maritime Provinces. Mrs. Manning accompanied him. Business, Mr. Manning found, quite satisfactory with the trade, feeling optimistic over crops, which are good. He reached Yarmouth just a few days after the German submarine had visited that locality, and which was seen from the shore lying off the coast.



Mr. W. F. C. Devlin, of the Martin-Orme Piano Co., Ltd., Ottawa, shows good artistic judgment in getting a picture of the mountain scenery at Blair.

Niagara Peninsula Dealers Meet

To get the local Boards of Education to support music in the schools is one of the definite objectives of the Niagara Peninsula Music Dealers' Association. Already a music teacher has been engaged by the Board of Education of Welland, and it is hoped to have the St. Catharines and Niagara Falls Boards do likewise. Interviews have been held with the respective Boards by committees representing the Dealers' Association, the members of which are very much encouraged by the favorable attitude of the educational authorities.

Messrs. Cadle, Glass, Blair, and Webb are the members of the St. Catharines committee, and Messrs. Gray, Holding and Hardy are the members of the Niagara Falls committee.

At the regular meeting for August of the dealers from Niagara Falls, St. Catharines and Welland, whose organization, as the Journal readers know, is named Niagara Peninsula Music Dealers' Association, the members were addressed by Mr. H. G. Stanton, general manager and vice-president of the R. S. Williams & Sons Co., Ltd., and who is also a member on the executive of the Canadian Bureau for the Advancement of Music.

The meeting, at which Mr. Stanton was present, was held at the Welland Club, Welland, taking the form of a dinner. Members expressed the hope that Mr. Stanton's address would be circulated in booklet form.

To Manufacture the Sonora

Minerva Mfg. Co., Ltd., of Toronto, a newly incorporated firm, has been organized for the purpose of manufacturing the Sonora line of phonographs, of which I. Montagnes & Co. are the distributors in Canada. Of the new firm, Mr. E. H. van Gelder is president and Mr. I. Montagnes, secretary-treasurer. The company's offices are in the new Ryrie Bldg., Yonge and Shuter Streets.

A new style is being added to the Sonora range. This will be known as the "Harmony" model, and is a special design for the Canadian trade and manufactured in Canada. It has been decided that all Sonora models shall be made in this country.

Presentation to Mr. E. S. Crawford

After many years' service with the firm of Heintzman & Co., six years as manager of the London branch, Mr. E. S. Crawford has tendered his resignation to enter into business for himself. Upon the occasion of his retiring the staff gathered around their popular manager and presented him with a beautiful Masonic ring, accompanied by an address. The entire staff have to part with a good friend, and the expressions of deep regret and also good will, were sincerely evident. Mr. Crawford replied in feeling terms.

Mr. Crawford is entering the piano business with his father and brother. They will handle the Cecilian, Karn-Morris and Evans Bros. pianos, also Brunswick phonographs and records.

His Master's Voice in Enlarged Premises

For many months the management of His Master's Voice Ltd., Toronto, have been anxiously awaiting the removal of the occupants of the building adjoining them and which they had leased. They have now secured possession and have moved in. This gives double the space occupied at 208 Adelaide Street West, where the premises have been seriously cramped, to such dimensions has the business grown. The additional premises will permit the carrying of a still larger stock of Victor records needed to maintain the management's policy of one hundred per cent. deliveries of all orders.

Columbia at the Fair

Columbia dealers visiting Toronto during the Exhibition will notice some very pleasing changes. The Columbia Company is installed in the new factory building, with a capacity four times that of the old premises.

The Music Supply Company (exclusive Columbia distributors), have leased the building next to their old location so that their address is now 36 and 38 Wellington St. East. They have fitted up very complete showrooms, with a display window to assist dealers in dressing windows; also demonstration booths, and all kinds of valuable sales-helps. The Columbia Period Grafonolas and other new models will be on show at 36 and 38 Wellington St. East; also at the Exhibition grounds.

Both Mr. John A. Sabine and Charles R. Leake, proprietors of the Music Supply Co., will be in town during the Fair, and expect to greet many of their dealers.

These new models will also be on display in the Columbia tent at the Exhibition grounds, where visiting dealers are invited to call. A limited quantity of the new models will be available during the next six weeks, but enough to let the various dealers get acquainted with the new motor, over which the Columbia people are very enthusiastic.

A new catalogue is on the way, also a new art catalogue of the period models, retailing at \$375 to \$3,000.

You Will Be Coming to Toronto for the Exhibition

Put our address in your note book and keep in mind that you are invited to come and look over the Sonora line. You can see and hear the Sonora in quietness and comfort at our own show rooms.

The Sonora is the phonograph that attracts the best class of trade, and it is not necessary to feature easy terms to sell the Sonora. Show it. Play it. That's all.



Sonora "Supreme," \$1500

ALL SONORA DEALERS

or their department managers, or their salesmen or saleswomen will, on September 3, 4, 5, be given an opportunity to meet other Sonora Dealers at Toronto. The occasion will be the

First Annual Convention

Sonora Dealers in Canada

King Edward Hotel

If you have said you are not coming, change your mind. If you are undecided, decide now. It will be good business for you to take in the business sessions, and there will be social events, too.



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"Invincible"
1. \$550
2. \$730

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Exclusive Canadian Sonora Distributors

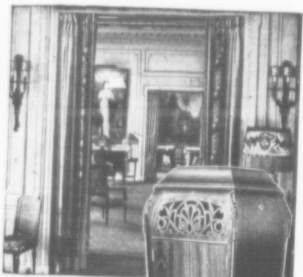
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THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

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Sonora
 "Grand"
 \$425



Sonora
 "Laureate"
 \$315



Sonora
 "Elite"
 \$290



Sonora
 "Baby Grand"
 \$250



Sonora
 "Intermezzo"
 \$220



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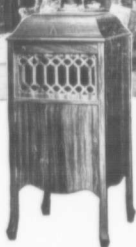


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Sonora
 "Troubadour"
 \$124

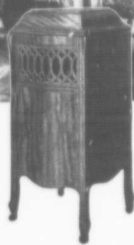


Sonora
 "Rhapsody"
 \$95

Cabinet No. 27½
 \$37.50 extra



Sonora
 "Imperial"
 \$169



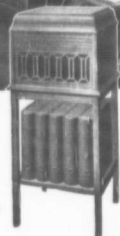
Sonora
 "Mendelssohn"
 \$85

Cabinet No. 17½
 \$22.50 extra



Sonora
 "Melodie"
 \$74

Stand No. 7½ \$7.50



Operating Two Factories

All details of the transaction have been completed whereby the phonograph business of the Pollock Mfg. Co., Ltd., is transferred to The Phonola Co. of Canada, Ltd. The latter firm is putting into immediate effect an aggressive business policy and proposes to materially enlarge the output of the Phonola Phonograph and the Phonola record, which has recently been added.

The firm recently acquired a cabinet factory at Elmira, where the Phonola cabinets are now being manufactured, the purpose being to offer the surplus to the trade. The Kitchener plant is being devoted to the manufacture of accessories. Already supplies of tone-arms have been put on the market. The manufacture of motors is being added and the first quantity is now going through the factory. A handsome model of a two-speed motor has finally come up to the demands of Mr. Welker, who is the mechanical wizard of the firm. Mr. Welker has been actively studying and experimenting with mechanics since the age of fourteen. He has repaired, rebuilt and remodelled many motors, and is now thoroughly satisfied that the Pollock motor will captivate the trade by reason of its construction, which embraces durability, evenness, silence and freedom from come-backs. It will be in one, two and three-speed types. A small motor is also being put through.

At an early date the Pollock Mfg. Co., Ltd., anticipate announcing to the talking machine manufacturing industry of Canada their line of motors, tone-arms, reproducers and other parts.

September Bulletin of Phonola Records

- | | | |
|------|---|---|
| 1002 | Les Millions D'Arlequin. | Concert Band. |
| | Fachalkowsky's Melodies. | Concert Band. |
| 1003 | Stars and Stripes Forever. | March, Military Band. |
| | Up the Street—March. | March, Military Band. |
| 1004 | Faust—Ballad Music No. 1. | Concert Band. |
| | Faust—Ballad Music No. 2. | Concert Band. |
| | | INSTRUMENTAL |
| 1005 | Hearts and Flowers. | Concert Orchestra. |
| | Schubert's Serenade. | Cello and Orchestra. |
| 1006 | Twinkling Star—Polka. | Piano, Xylophone and Orchestra. |
| | Sohn Rosmarin. | Xylophone and Orchestra. |
| 1007 | Larghetto. | Cello Selection. |
| | Air de J. S. Bach. | Cello Selection. |
| 1008 | Valze Chopin. | Piano Selection. |
| | Nocturne Chopin. | Piano Selection. |
| 1009 | Andante Cantabile in D Major. | Berkshire String Orchestra. |
| | Romance in G Minor. | Berkshire String Orchestra. |
| | | DANCE |
| 1010 | That's It—Fox Trot. | Jazambra Orchestra. |
| | Peachack Strut. | Xylophone and Rega's Novelty Dance Orchestra. |
| 1011 | Watermelon Whippers—Fox Trot. | Xylophone and Rega's Novelty Dance Orchestra. |
| | South American Fox Trot. | Rega's Novelty Dance Orchestra. |
| 1012 | Oriental Fox Trot. | Majestic Hotel Dance Orchestra. |
| | Texas Fox Trot. | Majestic Hotel Dance Orchestra. |
| | | STANDARD VOCAL |
| 1013 | Mother O'Mine. | Chas. Hart. |
| | Bring Back the Sunshine. | Lewis James. |
| 1014 | Somewhere a Voice is Calling. | Harry McClaskey. |
| | Tell Her I Love Her So. | Road Miller. |
| 1016 | Aloha Oe—Farewell to Thee. | Frederick Wheeler. |
| | Gypsy Love Song. | Frederick Wheeler. |
| 1017 | Asthore. | Joseph Phillips. |
| | Oh Promise Me. | Marie Morrissey. |
| 1018 | Dreams. | Frederick Wheeler. |
| | Kiss Me Again. | Grace Kerms. |
| 1019 | Anchored. | Frederick Wheeler. |
| | Irish Love Song. | Inez Harbaur. |
| 1020 | Good-bye Sweet Day. | Inez Harbaur. |
| | Angel's Serenade. | Grace Kerms. |
| 1021 | Morning. | Lewis James. |
| | When the Bell in the Lighthouse. | Frank Croston. |
| 1022 | Under the Greenwood Tree. | Inez Harbaur. |
| | Pirates of Penzance. | Grace Kerms. |
| 1027 | Star Spangled Banner. | Croston Trio. |
| | Battle Hymn of the Republic. | Croston Trio. |
| | | POPULAR—VOCAL |
| 1028 | Merrily We'll Roll Along. | Shirley Trio. |
| | Fetch Jam Makin' Time in Dixie. | Collins and Harlan. |
| 1029 | Ship and Trench Ship. | Collins and Thompson. |
| | When the Great Red Dawn is Shining. | Joseph Phillips. |
| 1030 | Alice I'm in Wonderland. | Sterling Trio. |
| | Because You Believe in Me. | Greek Evans. |
| 1060 | Chimes of Normandy. | Sterling Trio. |
| | Jack O'Lantern—When the Cows Come Home. | Joseph Phillips. |
| 1061 | Oh, Frenchy. | Elsie Gordon. |
| | There's a Lump of Sugar in Dixie. | Collins and Harlan. |
| 1062 | Bye and Bye. | Jones and Thompson. |

- 1063 We'll Do Our Share.

1065 I Miss the Mississippi Miss.

1066 Scheme to Enter Heaven.

1064 Bobby the Bomber.

1065 I Miss the Mississippi Miss.

1066 Scheme to Enter Heaven.

1063 We'll Do Our Share.

1065 I Miss the Mississippi Miss.

1066 Scheme to Enter Heaven.

Calgary Piano Man Visits East

D. J. McCutcheon, manager of the Heintzman & Co., Ltd., branch at Calgary, paid headquarters at Toronto a visit during the month, and also visited his old home near this city. Concerning car conditions, Mr. McCutcheon stated that they are a disappointment in some sections in the Province, "but," said he, "the West always has enough to eat and some over, so we look on the bright side again this year."

Musically, Mr. McCutcheon considers that the West has made wonderful advancement and finds very encouraging the response of farmers to the appeal to give the children a musical chance. He advocates the one-price system as being the logical and most successful method of retailing pianos. He believes that the trend is entirely toward retailing pianos at fixed prices.

News Notes

Mr. E. D. Gray, salesmanager of Heintzman & Co., Ltd., Toronto, has returned to business from a holiday trip by motor through Western Ontario as far as Windsor.

W. B. Rollason, the well known dealer of Welland, was among recent trade visitors to Toronto, covering the distance between his town and the Queen City by motor car.

At the Flax Festival on the Ontario Government's farm, near Toronto, which was an important social function, a Sonora phonograph provided the music in the "five o'clock tea" booth.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., Toronto, addressed the Niagara Peninsula Music Dealers' Association at that body's regular monthly meeting for August.

Mr. Ralph Higel, of the Otto Higel Co., New York, and formerly of Toronto, is now at Camp Hancock in Georgia, a large machine gun training centre, where he is chief clerk at Headquarters.

Mr. R. C. Willis has resigned his position as manager of the Percival Piano Co. of Ottawa, and has connected himself with the Phonola Company of Canada, Kitchener, for whom he will be wholesale representative of Phonolas and Phonola records.

R. L. Teeple, of the George McLagan Furniture Co.'s phonograph division, has returned from a successful trip through Western Canada. Mr. Teeple went through to British Columbia and was accorded a good reception for the McLagan phonograph.

Cecilian output, which was seriously interfered with by removing to the new factory, continues to improve, and Mr. J. E. Hoare, president of the Cecilian Co., Ltd., Toronto, getting matters in more satisfactory shape to give customers better deliveries. Like all other manufacturers Mr. Hoare is feeling the labor scarcity, which makes it impossible to get stock ahead in anticipation of fall.

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

We manufacture fine calender coated silks and namsooks 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 slipping over connections.

SAMPLES and PRICES furnished on request
Refer all enquiries to Dept. T.

Mr. Nordheimer Returns from the East

"While my trip was entirely one of business, the cordial reception I received made it one of very great pleasure," remarked Mr. Albert Nordheimer, president of the Nordheimer Piano & Music Co., Ltd., referring to his recent visit through the Maritime Provinces. Mr. Nordheimer spent three weeks in the East and was very highly gratified with the status of the Nordheimer line, which has secured a firm footing in the eastern provinces and is in the hands of agents of a very desirable class. Business Mr. Nordheimer considered quite encouraging, and in keeping with the characteristic solidity of the East.

Referring to music business in the country more generally, Mr. Nordheimer stated that there undoubtedly would be a shortage of pianos for the fall season, not because of the manufacturers reaping a harvest, but by reason of the greatly restricted output resulting from the scarcity of labor, which becomes more acute each succeeding month. He urged that the times and conditions demanded a revision of music trade policy in the matter of terms, which should be shortened, and that salesmen in getting higher prices should take into account the greater amount of capital invested, making larger cash payments imperative.

More Trains for Exhibition

It is customary each year for the Canadian railways to give special rates to the Canadian National Exhibition. This year there has been no public announcement regarding the intention of the railways in this respect, but it is understood that the local agents have received a circular giving them instructions regarding the matter and anyone applying to them will find this information available. The traffic congestion has been immeasurably improved since this time a year ago and prospects at the present time are that there will be a larger and better train service from all points to Toronto and return.

Days are Named for Exhibition

Following is the list of days named for the Canadian National Exhibition:

Monday, August 26th—War Veterans' and Opening Day.
 Tuesday, August 27th—School Children's Day.
 Wednesday, August 28th—Women's Day.
 Thursday, August 29th—Allies' Day.
 Friday, August 30th—Press Day.
 Saturday, August 31st—Production and Conservation Day.
 Monday, Sept. 2nd—Labor Day.
 Tuesday, Sept. 3rd—American Day.
 Wednesday, Sept. 4th—Farmers' Day.
 Thursday, Sept. 5th—Manufacturers' and Transportation Day.
 Friday, Sept. 6th—Review Day.
 Saturday, Sept. 7th—Citizens' and Athletic Day.

Specializing in Music

Having in mind that the musical appreciation of the Canadian public continues to develop, and that Boards of Education everywhere are realizing that music is an education and not a mere adornment, Whaley, Royce & Co., Ltd., Toronto, are making special efforts to secure and have for immediate delivery all kinds of musical merchandise, although supplies are very erratic and prices uncertain.

The sheet music department has grown to surprising proportions under a policy of getting the customer what he wants and getting it to him quickly, until customers of the house realize what service in sheet music means. The class of songs and of instrumental selections demanded indicate a decided advancement in the public's musical standards.

The Jazz Band Becoming More Artistic

Claiming that the modern jazz band is becoming more artistic, The Music Trade Review says: It is not so blatant, not so barbarous, as of yore. Only the most winning side is used, discreetly, subdued and synchronized. But the combination of instruments alone in a typical jazz orchestra continues to have the air of novelty. In one of the dance restaurants there is a band composed of five players. First, piano and violin. That is conventional enough. You could have a piano and a violin for anything from a concerto (or a least a sonata) down. Then, the drums. The drums, too, have their orchestra traditions; though perhaps they are not the same drums as these, which are usually not called drums at all, but "traps."

Now, however, we come to the racy elements of the ensemble. Saxophone and banjo! There is your jazz orchestra; violin, piano, saxophone, banjo and drums.

The drums and cymbals and bells and xylophones that the trap drummer plays are more or less necessary for the business of dancing—modern dancing. The piano and violin we need hardly consider. But it is the banjo, and, particularly, the saxophone which give the jazz band its distinctive color. Of course, it is the combination of instruments which turns the trick, really. Yet the sob, the extraordinary humorous tone, of the saxophone probably in the long run dominates the performance.

McLagan Phonographs

An instance of the growing demand for Canadian made phonographs is seen in the growth of the talking machine business of The George McLagan Furniture Co. of Stratford, Ontario. For over thirty years this company has been known from coast to coast as manufacturers of high grade furniture, but it was not until some twelve months ago that the McLagan Co. began to manufacture phonographs. The success of their efforts has been most encouraging, and their product has won immediate recognition.

Long before this company offered their machines to the trade a lengthy series of experiments was conducted in their splendidly equipped workshops, with a view to giving the public something of the very highest order at a fair price. No detail was overlooked, no time or money was spared in an effort to make this machine the very best on the market for the money. The large volume of business now controlled by this company pays tribute to the success of their efforts. Embodied in the McLagan line at present, are twenty-five different models to suit every requirement of the trade, while an extensive line of new patterns is in process and ready for fall trade.

McLagan's have arranged for space at the Toronto Exhibition, where their complete range will be on display. Many new and attractive features will there be demonstrated and the McLagan booth promises to be an exceptionally popular resort for all interested in the phonograph trade.

Heard in the Restaurant

"Who's the man over there at the third table?"
 "You mean that fellow giving his order?"
 "Uh huh."
 "He's only a piano man."
 "Who's the man with him?"
 "Oh, he hasn't any money either."

SITUATION VACANT

Reliable instalment collection clerk is wanted by Williams Piano Co. Ltd., Oshawa. The position carries a salary of \$1,500 per year, and is to be filled immediately. In applying give reference and details of experience.

Canada's Greatest Music House

(Established 1888)

invites the members of the small goods and sheet music trade to make 237 Yonge Street their headquarters while in Toronto for the Exhibition. When you are out at the grounds watch for the **Whaley-Royce** case of **Made-in-Canada** instruments in the Manufacturers' Building—right adjoining "piano row."

The "New Triumph" Long Model "Imperial" Bb Cornet

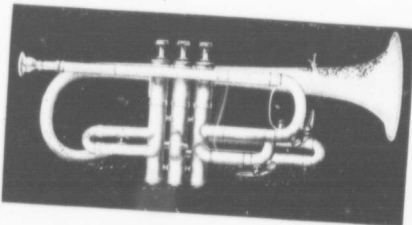
is the very acme of art in design, as well as the embodiment of all that is best in cornet making. Guaranteed 20 years.

Total Length in High Pitch, 15 $\frac{1}{4}$ inches.
Nos. 93-102.

Diameter of Bell, 4 $\frac{3}{4}$ inches. Weight, 36 ounces.

Built in High and Low Pitch with Quick Change to A.

With an extra set of complete Low Pitch Valve Slides with each High Pitch Cornet.



WHALEY-ROYCE Made-in-Canada Band Instruments are now outstanding evidence of a purely Canadian industry. Twenty-eight years ago we began this line of manufacturing, and have reached the position where the imported article has been shown to be inferior to the Canadian-made instrument.

PLAN NOW

for fall and winter stock of **violins, bows, strings, ukuleles, mandolins, guitars**—in fact all lines of **INSTRUMENTS** and **ACCESSORIES**.



The Talking Machine **NEEDLE** market is such that you should **BUY NOW, IF YOU CAN**. We carry the **WALL-KANE** and **MAGNEO** **Needles**. Retailers 15 **CENTS**. Dealers' price **\$5.90 FOR 60 BOXES**. Each needle plays 10 records. They are all we claim for them.

MUSIC

We carry in stock at all times all **STANDARD MUSIC**. WE ALSO **PUBLISH** those lines that dealers cannot do business without:

Mammoth Folio (Instrumental)	Conservatory Elementary Grade Books
Empire Song Folio	Read's Organ Method
Church and Home (Sacred Solos)	Dictation Books
Bellak Method (Piano)	120 Scotch Songs
Read's Easy Piano Method	Canadian Patriotic Songs
Orpheus Male Quartettes	Godfrey's Patriotic Songs
Jousse Catechism	And many others
Elementary Classics	Piano and Vocal Music of all kinds—Solos and Duets
First Pieces in Easy Keys	—popular, classical, etc.
Melodious Recreations	And all the "HITS" when they are "HITS."
Primary Classics	
Famous Classics	

The **WHALEY-ROYCE** series of **"IMPERIAL"** 50 cent music books, the finest collection obtainable anywhere.

SEND US ALL YOUR SPECIAL ORDERS AND WE WILL DO THE WORRYING

Watch for our Monthly Bulletin of Specials
THEY SAVE YOU MONEY

WHALEY, ROYCE & CO., LIMITED

311 Fort Street
WINNIPEG

Contractors to the British
and Canadian Governments

237 Yonge Street
TORONTO

The Cecilian Exhibit

The Cecilian Co., Ltd., makers of Cecilian pianos, players and concertphones, have ready for the Toronto Exhibition a complete display of their convertible pianos, metal action players and newest type concertphones. The exhibit at the Cecilian booth will be in charge of Mr. A. T. Pike, manager of the company, and a hearty welcome awaits visiting dealers and salesmen.

The firm's new Niagara Street factory has gotten down to smooth running order after the removal from Bathurst Street. The factory is under the personal supervision of Mr. John E. Hoare, president of the Cecilian Co.

Major Child Visits Toronto Trade Friends

Major Child, of Regina, who in civil life is W. Allan Child, of The Child & Gower Piano Co., surprised his friends in the Toronto trade by calling on them recently. The Major was on his return journey from the east with a detachment of troops and stopped off a day at Toronto, also visiting his old home at London. Concerning crop conditions in his favorite province of Saskatchewan, he was quite optimistic, for although in southern districts much of the grain was blown out, the great acreage sown will bring the average up to an amount netting a large increase over last year.

Referring to the business of his own firm, Major Child observed that the proportion of cash buyers was more noticeable, these being people who are purchasing instruments largely for educational purposes.



Mr. Matthews, Calgary, and Mr. Devlin, Ottawa, coming around "Grotto Mountain." Some steering there!

People Must Have Clean Amusement

England long ago decided that amusement of the wholesome kind was absolutely essential for the people in war time, while the Council for National Defence in the United States recently ruled that entertainment must be continued for its psychological effect upon the public. Without it under the strain of war they feared the people might develop a frame of mind that might affect the morale of the nation. The Canadian National Exhibition took a similar stand four years ago and this year the management will furnish entertainment on an even more elaborate scale than before, turning its diversions wherever possible to patriotic ends. A Model Camp on the largest scale yet attempted, giving extraordinarily vivid impressions of the realities of service abroad, will be a feature, while among the lighter diversions will be an entirely new Midway, a world congress of entertainers in front of the grand stand and a host of special attractions throughout the grounds.

MUSICAL EVENTS IN A LINE OR TWO

Galli-Curci is summering at Pine Hill in the Catskill Mountains.

Adelina Patti has just celebrated her 75th birthday at her home, Craig-y-nos in Wales.

Edouard Hesselberg, pianist, teacher and composer, formerly of Toronto, has located in Chicago.

The National Association of Organists had their annual convention at Portland, Maine, August 6 to 9.

Carlo Liten, the Belgian composer of "Le Carillon," for which Sir Edward Elgar wrote the music, is visiting America.

The Cherniavsky Trio are giving a series of concerts in South Africa, and are proceeding from there to India, China and Japan.

The Piatti prize for 'cello, competed for annually at the London Royal Academy of Music, was won this year by a South African girl fifteen years old.

Lucien Muratore and his wife, Lina Cavalleri, are on a trip to France and Italy. Muratore will return to sing next season with the Chicago Opera Company.

To meet the demand for song text translations there has been organized by Sigmund Spaeth, Ph.D., and Cecil Cowdrey, the American Bureau of Translation. Dr. Spaeth is musical editor of the New York Evening Mail.

New York papers announce that Paderewski is being sued for \$50,000 for breach of contract. It seems that in throwing himself unreservedly into the work of Polish Relief Paderewski is charged with having failed to keep an agreement to play in certain places.

Advice has come from England of a promising new song to make its appearance in Canada. It is "Star of My Life," by Lao Silesu, of Un Peu d'Amour fame, published by Chappell & Co.

At one of their recent Ballad Concerts in Queen's Hall, London, the House of Chappell featured a programme of Edward German compositions. This was under the personal conductorship of Mr. German himself, who has become a very popular composer.

People wonder why so many of our largest department stores make it a feature of their institutions to furnish their patrons with free concerts, says the New York Mail. The answer is simple. It is just another instance of business psychology. Give a person that which he wants—that which will tend to put him in an amiable frame of mind—and he will come to you. Give it to him for nothing, and he will make a double effort to reach you.

Piano Salesmen

**A STRAIGHT SALARY OF \$2,000.00
A YEAR AND EXPENSES**

We have a position open for a good travelling salesman at this salary, with splendid opportunities for an early advancement to a salary of \$3,000.00 a year.

Address your application to Paola Piano Company, Limited, Oshawa.

ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

SONGS

DREAM BOAT

(From See Saw) By Ivor Novello
Composer of "Till the Boys Come Home"
Comedy Th. London. i.e., Keep the Home Fires Burning

BELLS OF ST. MARYS, By Emmett Adams

Composer of God Send You Back to Me

MY HEART'S IN MY HOMELAND

By Kennedy Russell

Mus. Director of the Pavilion, London

JOGGIN' ALONG THE HIGHWAY

Words by Arthur Anderson

By Harold Samuel

16 MORTIMER STREET, LONDON, W., ENG.

Canadian Agent

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

The New Song Success

God Keep You In His Care

God keep you in His care; God keep you everywhere,
Through days of sorrow, danger, tears and pain;
Come to my lonely heart; come back no more to part,
God keep you in His care, till you come home again.

Edward Lockton.

NEW SONG

By

JACK TRELAWNY

Used by a large number of the leading English singers.

Published for All Voices in the Following Keys:
No. 1 in Bb (C to Eb). No. 2 in C (D to F). No. 3 in
Db (Eb to Gb). No. 4 in Eb (F to Ab).

J. H. LARWAY

14 Wells St., Oxford St., LONDON, W.I., Eng.

Selling Agents for Canada:

THE ANGLO-CANADIAN MUSIC COMPANY, 144 Victoria St.
TORONTO

Established 1811

"Chappell" Popular Sellers :

"Roses of Picardy"

"When the Great Red Dawn is Shining"

"God Bring You Safely to Our Arms
Again"

"Mavourneen Roamin"

"Love's Garden of Roses"

"If You Were the Only Girl in the World
and I Were the Only Boy"

"Waiting"

"Take Me Back to Dear Old Blighty"

"Tho' the Road be Long Hum a Little
Song"

"Your Eyes Have Told Me So"

"Land of the Long Ago"

"Wait Till the Cows Come Home" (Jack
O'Lantern)

TWO NEW ARTISTIC SONGS

"A Khaki Lad"

Florence Aylward

"Have You Seen Him in France"

Ward Stephens

THE AMERICAN "BLIGHTY" SONG

"I Want to Go Back to Blighty"

By Lee Walker and Lieut. W. B. Davidson

CHAPPELL & CO., Limited, 347 Yonge St., Toronto

London New York
Melbourne

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—AUGUST, 1918

Three Prizes

THE Society of American Singers has announced the foundation of a fund to encourage American composers and librettists in their work. The society will pay prizes of \$2,500, \$1,500 and \$1,000 respectively, for the three operas judged as best which will meet conditions to be made public later.

Parents On the Wrong Track

LEAVING one of the sessions of a music teachers' convention, some of those present were discussing copyright music informally in the corridor. One teacher said, "Some parents can hardly be made to believe that we do not buy the music for ten or fifteen cents and thus make a handsome profit on every piece." This party also said that this condition of things was influencing some teachers to confine themselves to the cheap reprint classics which in some cases they gave away. It would seem from that that parents need some educating.

Piano Compositions Again

"BACK to piano compositions" was the title of an article in the April issue of the Journal, which quoted an American musical paper on the deluge of songs in contrast to the comparatively few attempts at compositions for the piano. This disparity has since been accounted for by a musician who says: "The music of to-day is stronger in color than design, and, therefore, not pianoforte music. The orchestra is written for nowadays in preference to anything else, because it makes a small idea go furthest. Composers have not sufficient thought to construct an effective pianoforte piece. The piano is a merciless revealer of weak design, and, therefore, better avoided."

Round Pegs in Square Holes

SOME composers of the higher forms of music, it seems, have been trying their hands at writing popular songs with a war-time flavor. Of course this is done under assumed names as their real names could not be allowed to become tarnished through association with cheap music. These attempts apparently have not met with the expected success. It is rather a throw-down to a man's pride, if he has consistently frowned upon what he has been pleased to call trash, to find that his efforts to "write down to the masses" will not pass muster. The composers of the popular hits, as one of the papers says, don't have to try to be simple and "cheap" so that the public will understand them; they write naturally in the idiom of the public at large and they have learned that mere puerility is not a guarantee of success in popularizing a song.

A Change in Wedding Marches

CERTAIN newspapers are crusading against what they term German wedding marches. One of them comes forward with a suggestion of the following substitutes: Alexandre Guilman's "Marche Nuptiale"; the "Coronation March" from Meyerbeer's "Le Prophete"; Elgar's "Coronation March" and "Pomp and Circumstance"; William Faulkes' "Nuptial March"; Widor's "Marche Nuptiale"; "Marche de Synode," from Camille Saint-Saens' "Henri VIII"; Shelley's "Fanfare d'Orgue"; the "Epithalamium," by R. Huntington Woodman; Nicholas Jacques Lemmens' "Marche Triomphale"; "Cortege de Noces," from the finale of the third act of "Les Huguenots"; Lucien C. Chaffin's "Wedding Chimes."

Other numbers often requested to be played during the ceremony include selections from "Aida"; the intermezzo from "Cavalleria Rusticana"; Reginald de Koven's "Oh, Promise Me"; "Salut d'Amour," by Edward Elgar; Edward MacDowell's "To a Wild Rose," and Horatio Parker's "Wedding Song." Bandmaster John Philip Sousa has announced that he is composing a 100 per cent. American wedding march, at the request of various musical organizations.

The Other Side

COMMENTING on this controversy over wedding marches Musical America says in the course of an editorial: "The whole matter is a good deal more humorous than tragic. The two disgraced compositions are so intimately bound up with the conjugal institution that it is going to take an extraordinarily large dose of patriotism to displace them in the popular affection. As a matter of fact, the world—even that part of it which does not greatly concern itself over music as an art—has gone on its way considering these pieces simply as part and parcel of the marriage rites and not for a minute as German. And wedding marches are like national anthems. You cannot impose them on people. They are institutions, the fruit of long-continued custom. Some individuals may try to purge the marriage ceremonial of all Teutonic suggestion, but we gravely doubt if all the made-to-order marches in the world will long continue to supplant the pair now considered seditious. The truth is that neither, in the larger sense, is a German composition. Association and popular usage have made them the universal carols of matrimony and all the exhortations in the world are not going to alter this fact.

"An element of sly irony enters into the case of the Mendelssohn wedding march through the fact that it was inspired by and written to accompany a scene in the 'Midsummer Night's Dream' by a certain William Shakespeare, who, despite the claims of Berlin, was certainly not a Hun. More amusing still is the plea of the Herald on behalf of the Coronation March from the 'Prophet.' This march is not a bad thing of its kind, but we respectfully submit to all prospective couples the information that its composer, Jakob Liebman Beer, whose *nom-de-plume*, Giacomo Meyerbeer, still misleads some people, was a Berliner by birth, a Prussian of Prussians, a court favorite in his native city, and an artistic charlatan, to boot—one of the most flagrant that musical history records. He had the good fortune to win fame and spend much of his life in Paris, which fact unhappily makes it possible for his music still to be heard in a country anxious to rid itself of every trace of Prussian pollution. If we discard music written by a semi-Englishman for a Shakespearean play, can we with equal equanimity tolerate the bombast and fustian of a Prussian?"

The New Pricing of Sheet Music

AFTER many years of stupid adherence to an old custom, based on an unnecessary lack of frankness, the music publishers of our land, after their recent convention, are coming out into the light and adopting a new system for marking their publications," says Musical America editorially. "It is indeed high time!

"We have all been accustomed to be marked at twenty-five cents a piece of music that was purchased fifty cents. Often has the query been put: 'Why mark it fifty?' No answer has been given, except that we have known that many years ago a music teacher was the only one who could buy fifty-cent compositions at one-half off, or twenty-five cents.

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- COME SING TO ME** *Jack Thompson*
- I'LL SING TO YOU** *Jack Thompson*
- IN GOD'S OWN KEEPING** *Henry Geehl*
- SUSSEX BY THE SEA** *Ward Higgs*
- GOD SEND YOU BACK TO ME** *Emmett Adams*
- JAPANESE LOVE SONG** *Maye H. Brahe*
- VALE (Farewell)** *Kennedy Russell*
- SLEEP AND THE ROSES** *Arthur F. Tate*
- IMPORTANT SONG CYCLES**
- FOUR SONGS FROM "THE FRINGES OF THE FLEET"** *Edward Elgar*
- SONG PICTURES (Five Songs)** *May H. Brahe*
- LYRICS OF LONDON** *Herbert Oliver*
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Came the public, as soon as this became known, with the statement that they were teachers, and the publisher was powerless to refuse them the half price. For he could not disprove that they were music teachers!

Thus it transpired and remained unchanged over a period of years. And it has been an accepted thing for years that all music issued by our American publishers could be bought at half the price marked on the copy, with the exception of some suites for piano or song-cycles, these being issued in an album and sold at 25 per cent. discount, in other words at 75 per cent. of the price marked on the copy. In such cases the publisher marked the music at a certain price with the word *net* after it. This *net* was a sign that the usual "half off" was not given on a composition so designated.

"A few years ago, or even less, several publishers began to mark 'net' on a number of pieces on which they previously had given one-half off. This confused the situation and it is probably due to this that the new clarification process is being brought about. The old marking resulted in the music-dealer all over the country being at liberty to charge any price for the music that he chose. He could afford to sell a piece marked fifty cents for twenty-five, as the publisher sold it to him at a price that allowed him to. But he might sell it for thirty-five or forty cents, too. Again, music-teachers in rural communities—and in the cities also—secured the music at half of the printed price and sold it to their pupils at the full printed price, or if they wanted to be very generous allowed them five cents off on a fifty cent piece, selling it to them at forty-five cents!

"The system of pricing was wrong. It was not open, and without knowing it the publishers were protecting the unscrupulous music-dealer and teacher. Some dealers were getting rid of the new issues of publishers, pieces that they had difficulty in disposing of, by selling them very cheaply, thus destroying the standard price. It is understood that the leading music-publishers agree with the policy to standardize the price by abolishing the old-time and meaningless marked price; the other publishers will follow in time, as the new price becomes the accepted way of marking music.

"The public will, of course, have to pay a little more for a copy of many of its favorite songs, if these are copyright songs. It will pay forty cents instead of thirty for a song than when he marked it sixty cents and sold it for the price of labor, of paper, etc., in short the cost of producing this copy has gone up with the other commodities, so that the publisher to-day makes no more profit on such a song than when he marked it sixty cents and sold it for thirty. The move spells the doom of secret discounts, of graft on the part of greedy teachers and dealers. It is a dignified step toward the light, which cannot be turned too strongly on all enterprises in our daily life and business, if we hope to obtain in them that legitimacy, without which they can never possess either permanency or strength."

More Sentiment—Less Sentimentality

ALICE SJOSELIUS, the soprano, is forward with the suggestion that our modern songs should be more simple and direct, more replete with sentiment than sentimentality. She says she finds songs that start out splendidly only to find that they end in a cheap sentimental way in which way many a beautiful melody has been ruined.

If Pegs Go Wrong

WHEN the pegs of the violin stick or jerk so that it is impossible to tune it accurately, remove the peg, then dampen the finger and rub it over a cake of soap. Apply the finger which has been made slightly soapy to the part of the peg where it fits in the holes, then rub chalk on the peg where it has been soaped until it is thickly coated, and the peg will be found to turn easily and gradually and at

the same time it will hold in its place, owing to the chalk. If the peg fails to fit the holes the only way is to get a new peg or have the old one fitted to the holes by a good repairer.

Buyers Always Come Along

A TIMBER merchant was sitting in his office one day, musing sadly over the general depression in the wood trade, when a quiet-looking young man entered.

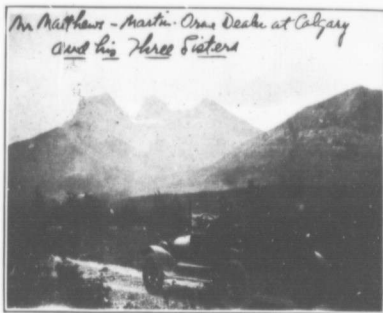
"Do you sell beechwood?" asked the stranger.

"Yes, sir," replied the merchant, rising with alacrity and hoping devoutly to book a large order; "we can supply any quantity on the shortest notice, either in the log or in the plank."

"Oh, I don't want so much as that," said the youth, shifting his feet uneasily. "I just want a bit for a fiddle bridge."

Renew Strings Frequently

FOLLOWING the article published in the Journal for March on "The Truth About Wire Strings," it is of interest that Mischa Elman is thus reported on the subject: "The best strings for the soloist are those of Italian gut. Wire E strings, because they are less liable to break, and get out of tune under sweating fingers, have achieved considerable popularity. I do not like them, and would never use them under any circumstances. The principal objection I find to them is that you cannot make swells and crescendos on



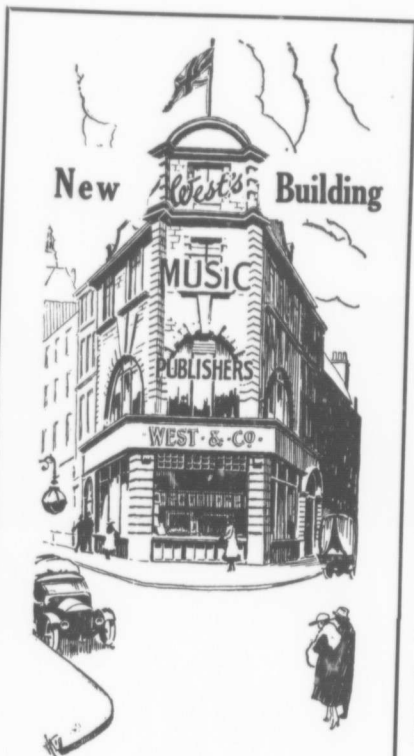
Mr. Matthews, of the Matthews Music House, Calgary, "snapped" with the "Three Sisters" in background.

them as you can on the gut strings. It is also impossible to make the different shades of tone color on a wire string, which is so important to the solo violinist playing works requiring exalted expression. The harmonies are also liable to be bad and false. I have known of cases where prominent violinists used a wire E string in public solo performances. They might do for a violinist who is not particular about his shading when playing on the E string, but I could never get satisfactory results from them, and never use them.

"The trouble with most violinists is that they do not change their strings frequently enough. Strings soon become lifeless and toneless, and then new strings will make a wonderful improvement in the tone of the violin. When the wire becomes loose on the G string and begins to rattle, a full sonorous tone is impossible. The remedy is a new string."

This necessarily frequent renewing of strings is something on which small goods salesmen should not remain silent.

Mr. H. Culverwell, of Chappell & Co., Ltd., has called on the sheet music trade in Montreal and Toronto, and is proceeding through Canada to the Western coast.



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which is situated right in the centre of the London Publishing world. The fact that our yearly export trade has increased TWO HUNDRED-FOLD since the war is sufficient proof that the music we are marketing is of the right saleable type. Live Canadian Dealers should at once write us for our new catalogue, which will be sent post free, together with trade terms.

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Publishers of "There's a Long, Long Trail"

Landon Ronald,

Conductor and composer, was born on June 7th, 1873, in London. His early education was obtained in London, continued by a period spent at the High School, Margate, better known under its later title of Margate College. Musically, his training was obtained at the Royal College of Music, where he studied for some five years with Mr. Franklyn Taylor (piano); Mr. Henry Holmes (violin); Sir Hubert Parry (composition); Sir Frederick Bridge (counterpoint); and also had various lessons from Sir Charles Stanford and Sir Walter Parratt.

At the age of 16 he left college, having completed his musical education, and made his debut as solo pianist in the famous musical play without words: "L'Enfant Prodiges," in the year 1890. But he soon abandoned the idea of becoming a solo pianist, and turned his attention to conducting. He was engaged by Mr. William Greet to go in the provinces with various comic operas, which were then the rage, and it was here, he maintains, that he gained the greatest experience. Through the kindness of Signor Mancinelli, who was then the chief conductor at Covent Garden Theatre, he came under the notice of Sir Augustus Harris, who engaged Mr. Ronald as maestro al piano and second conductor at Covent Garden in 1891. Mr. Ronald went on tour with Augustus Harris's Italian Opera Company, as conductor, for two years consecutively, and eventually assumed the direction of some English opera seasons which were given at Drury Lane Theatre, and in 1895 conducted during the grand season at Covent Garden Theatre.

Previous to this, Madame Melba had recognized the exceptional gifts of this young artist as an accompanist, and he had been playing for her at all her various concerts when she engaged him to go to America in the capacity of conductor on a tour she had arranged, and visited all the most important cities in the United States.

It was about this time that Sir Paolo Tosti arranged for Mr. Ronald to help him in his duties as accompanist at Court, and from then to the present time Mr. Ronald was generally chosen to accompany all the various state concerts that take place, either at Windsor, Balmoral, or Buckingham Palace.

The year after the death of Sir Augustus Harris, Mr. Landon Ronald left Covent Garden Theatre, and accepted an engagement to conduct musical comedy at the Lyric Theatre, under the management of Mr. Tom B. Davis, with whom he remained for three or four years.

It was during this period that he conducted various stray concerts for Melba and Kubelik, but no opportunity had yet been accorded him for doing serious work in the London concert room, although he was doing much good work down at Blackpool, where he was engaged for Sunday concerts during the summer season, with an orchestra of eighty. Indeed, it may be said that it was here that he obtained the experience which was to stand him in such good stead afterwards.

On the formation of the London Symphony Orchestra, Mr. Ronald's services became much more in demand for serious concert work, and after conducting concerts of all kinds for this orchestra, Mr. Ronald was invited to go to Berlin and conduct the famous Berlin Philharmonic Orchestra, when he achieved one of the biggest successes ever gained by a foreigner, and never before equalled by a Britisher. The critics were loud in his praise, and one of the chief wrote of him that:—"He combines the qualities of our greatest conductors, such as Weingartner, Mahler and Nikisch."

Mr. Ronald repeated his exceptional success in Vienna, Leipzig and Bremen; and in fact wherever he appeared

there was nothing but a chorus of extravagant praise, and he was hailed as one of the greatest living conductors. This success abroad seemed to have brought things to a head in his own country, and work began to flow in upon him. He soon discovered that to make a personal success it was necessary for him to have an orchestra of his own, and as an exceptionally fine body of instrumentalists, called the New Symphony Orchestra, was seeking a conductor, it was arranged that Mr. Ronald should be their permanent director. Since he has assumed this position, both he and the orchestra have taken a leading part in the musical life of London, and it is no exaggeration to add that at the present moment this combination has most of the chief work here. They are engaged to appear every Sunday at the Albert Hall, and do a great deal of work on Sunday evenings with the National Sunday League, as well as giving their own series of symphony concerts.

Besides his work here in our midst, however, Mr. Ronald is in great demand in the provinces, and conducts from time to time such organizations as the Hallé Orchestra and the Liverpool Philharmonic Orchestra; and has for the past ten years directed a season of promenade concerts at Birmingham, and Blackpool Symphony Concerts during August and September.

In 1909 he was specially invited by the Academy of Santa Cecilia to conduct one of their fine concerts at Rome, and it may be said that he even surpassed his Berlin triumphs.

In November, 1910, Mr. Ronald was approached by a committee specially appointed by the Corporation of the City of London, to accept the post of principal of the Guildhall School of Music, and after much negotiation, during which it was made perfectly clear that his career as a conductor was not to be interfered with, he accepted one of the most coveted positions in the musical profession.

According to all reports, the school has already shown enormous progress since his appointment, and the scheme he inaugurated for the complete education of those students wishing to adopt music as a profession, has met with success, and has done wonders to raise the standard of the school to even bigger heights than it attained during the principalship of the late Sir Joseph Barnby.

In a varied career, Mr. Ronald has acted as musical critic for the "Artist," the "Onlooker" and the "Tatler," but some years ago he forsook this vocation.

As a composer of songs, perhaps there is no Englishman better known than Mr. Landon Ronald, and he has also written several works for orchestra, including a suite de ballet, a symphonic poem, a birthday overture, two dramatic scenes for voice and orchestra, several song cycles for voice and orchestra, and the two most successful ballets ever produced at the Alhambra Theatre, namely "Britannia's Realm" and "L'Entente Cordiale."

Among Mr. Ronald's most popular songs are "Down in the Forest" (from his "Cycle of Life"), "Away on the Hill" (Madame Melba's favorite song), "O Lovely Night" (from "Summertime"), "Five Canonets," "Sunbeams," "Wise Folly," etc., etc. Mr. Ronald's publishers are Messrs. Enoch & Sons, London.

A Sheet Music Veteran Retires

Mr. Walter Eastman, Sr., father of Walter Eastman, manager of Chappell & Co.'s New York branch, has retired from the House of Chappell, London, after 32 years' happy association with that firm. The occasion of Mr. Eastman's retiring was marked by a dinner of the Chappell department heads at which he was presented with a handsome gold watch by Mr. William Boosey on behalf of the staff.

Teaching Songs

A few of the good teaching songs which, among others in the Chappell catalogue, promise to be much in evidence next season are, "There are Fairies at the Bottom of Our Garden" and "Good Morning, Brother Sunshine," by Liza Lehmann; "All I Ask of Life" and "In Her Old-Fashioned Way," by Guy d'Hardelot; "Homing" by Teresa del Riego; "Roses of Picardy" and "It is Only a Tiny Garden," by Haydn Wood; "Our Little Home," by Eric Coates; "Because of You," by S. Liddle; "A Prayer at Dawn," by Arthur Baynon; "Be Brave and Smile," by Harry S. Pepper; and "The String of Pearls," by H. Lyall Phillips.

Mr. Chas. Passmore, of Boosey & Co.'s Toronto branch, has returned from one of his periodical visits to New York.

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Ward-Stephens, Composer

There have of late been springing into prominence a number of songs from the pen of an American composer of high rank, namely, Mr. Ward-Stephens, of New York. Mr. Ward-Stephens was born in New York in September, 1872. In his young days he studied with W. H. Sherwood, the well-known pianist, and later on he went abroad to study with some of the most eminent teachers in Europe. His debut as a pianist was made in Paris in '96, and the following year his work as an organist was widely praised by the leading critics. After touring Europe and visiting the leading centres in America, he settled down in New York again to devote himself to composing and teaching. His present position as organist is with the First Church, Christian Science, New York.

These songs referred to, and which are published by Chappell & Co., are: "A Life Lesson," "There is Ever a Song Somewhere," "Little Orphan Annie," "Her Beautiful Hands," "God, and God Alone, is Love," "In My Father's House are Many Mansions," and "Awake Thou that Sleepest."

Besides these individual songs this composer is responsible for three books, "Musical Settings of Sacred Words," "Musical Settings of Sacred Psalms," and "Musical Settings of Selected Poems by James Whitcomb Riley."

Beare & Son Facilities Enlarged

After being in the hands of the contractors and decorators, the Toronto headquarters of Beare & Son is much improved. The floor space has been enlarged and re-arranged to permit the carrying of the unusually heavy stock necessitated by prevailing conditions. A sample room has been added for the convenience of visiting customers, and the general office and shipping section made more roomy to facilitate the handling of the firm's business and despatch of goods.

An interesting comment on the big stock of all lines in the Beare & Son warehouse was that all the violins carried at the present time are French-made, even those of the cheapest grades.

The Beare Bulletin for August lists attractive offerings in "Symphony" E, A, D and G strings; guitars of spruce top, rosewood finish sides and back; mandolins, mahogany finish; and a limited stock of Swiss-made mouthorgans.

Rapid Progress Shown by West & Co.

For the second time in five years the remarkable growth of the home and export trade of Messrs. West & Co., the English music publishers, has necessitated their removal to larger premises. They are now located at 12 Moor St., Charing Cross Road, London, W.I. This location is conveniently situated. The new premises are equipped with a "reception lounge" for the comfort and convenience of the visiting trade and profession.

The proprietors of West & Co., probably best known to the world as the house which published "There's a Long, Long Trail," are Claude B. Yearsley and Geoffrey Clayton, who have been receiving the congratulations of their business and personal friends upon their progress and enterprise.

Regarding some of the newer West & Co. publications, one of the English critics says: "Herbert Mackenzie's 'Down the Starlight Road' makes a direct appeal; and it will be sure to prove a general favorite among those for whom it has been intended. Other chorus songs which are calculated to meet with ready acceptance are: Herbert Mackenzie's 'Way Back Home,' Guy Jones' 'There'll be Something doing Some Day,' and Melville Mackay's 'My Love for You'—all of the spontaneous, catchy type. Yet

another chorus ditty meriting attention is Alexander Anderson's 'The Shadows of My Night' the composer furnishing his own text. This sympathetic number has been dedicated to Our Blinded Heroes."

Sacred Numbers

In addition to those by Ward-Stephens mentioned elsewhere in this page, some of the foremost sacred songs in the Chappell catalogue are "Cast Thy Burden" (Bernard Hamblen), "O, Loving Father" (Teresa del Riego), "Great Lord of Life" (Florence Aylward), "God's Garden" (Frank Lambert), "Lead, Kindly Light" (S. Liddle), and "Lift Thy Heart" (Frances Allitlen).

"God Send You Back to Me"

This melodious English song by Emmett Adams has been a great favorite during the past few months, and the sale is extending very rapidly. It has been featured by bands, orchestras and vocalists all over the country, and from present indications there will be a big demand for this song during the coming season.

"Sussex by the Sea"

The stirring marching song, "Sussex by the Sea," has become wonderfully popular in Canada during the past year, and it may now be heard played and sung all over the country. Sussex was not so very long ago but a name to many of our young Canadians, but now that so many of our soldier boys have visited that beautiful English county, it has become so well known that it has an added interest to the Canadian people, and it will be many years before the fame of Sussex by the Sea will die out in Canada.

Jack Thompson Songs

Jack Thompson's song, "Come, Sing to Me," one of the finest waltz songs on the market, has been followed by a companion song by the same composer, "I'll Sing to You." The graceful rhythm and charm of melody in this newer song will undoubtedly ensure for it as favorable a reception as for its predecessor. One cannot take up a Jack Thompson song and fail to be impressed with the haunting appeal of both words and music.

J. H. Larway Music

From this reliable source of supply we get a saleable song album issued under the general title, "Songs of Sunlight and Shadow," and joint production of Richard C. Hicks and Frederick E. Wilson. Whether viewed from a creative aspect or from a purely vocal standpoint these songs will bear comparison with the best things of their own particular class and order. Indeed it is seldom that the often totally differing needs of the musician and the singer are so satisfactorily met as in the case of the present volume. Even his simplest measures the composer never fails to invest with rhythmic life and beauty. Four numbers complete the album, to wit: "Peace," "Daffodil," "Unfulfilment," and "In My Garden." We like immensely the romantic charm and grace and the wistful subtlety of the first and last numbers; although we should not be surprised to be told that the composer himself has pinned his faith on the other two songs. Vocalists who have made the acquaintance of the same composer's "Three Songs set in Sapphire" (noticed some few months back), will not need pressing to procure "Songs of Sunlight and Shadow."—*Musical Opinion.* Anglo-Canadian Music Company are Canadian agents for Larway publications.

New Ashdown Music

Besides his unquestionable musicianship, Henry E. Geehl evinces very considerable artistic perception. His essays, moreover, are calculated to appeal in a very general sense, being addressed to the heart rather than the head. The "Fairland" suite reveals much that is tempting in the way of tunefulness, at the same time not being devoid of imagination. These delightful miniatures from Grimm are severally named, "The Twelve Dancing Princesses," "Song of Rapunsel," "The Elves," and "Cinderella at the Ball." Average pianists will find the sketches well within their reach. Such music cannot fail to improve both taste and technique alike.

From the same pliable pen we have to acknowledge a group of four "Arabesques"—brief but eminently tasteful numbers—and Ballade (No. 1), a somewhat pretentious concert solo which will require careful study. The latter piece gives us a glimpse of the composer in what may be termed his unbuttoned mood—free from considerations of the market and of other limitations—and proves beyond doubt what heights he would be ready and willing to scale if only his followers could be induced to rouse themselves and to climb the summit along with him! We often blame composer and publisher when, if the plain truth be told, the fault lies at the door of the buyer.—*Musical Opinion.*

Anglo-Canadian Music Company are Canadian agents for Ashdown publications.

NEW MUSIC	Copyrights entered at Ottawa
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- 34348 "But After the Ball Was Over." (Then He Made Up for Lost Time.) Words and music by Rud de Sylva and Arthur J. Jackson.
- 34349 "If She Means What I Think She Means." Words and music by Arthur J. Jackson and Rud de Sylva.
- 34350 "Tackin' 'Em Down." Words by Rud de Sylva. Music by Albert Gumbel.
- 34352 "Balacava." Two-Step. For Piano. By James E. Lemon. Woodford, Ont.
- 34353 "Be British! Play the Game." Song. Words and music by Jack N. Crichton, Toronto.
- 34354 "Algonquin." Words and music by Margaret Saint Barbe Harrison, Macdonald College, Ste. Anne de Bellevue, Que.
- 34357 "At Half Past Nine." Words by Sam M. Lewis and Joe Young. Music by Archie Gottler.
- 34358 "Les Diabes Bleus." Chant Patriotique. Paroles de Leon Chevalier. Musique de G. Hebert. Geo. Hebert, Montreal.
- 34363 "Yankee Doodle-Dee." Words and music by Agnes Gilbert Bacon. Whaley, Royce & Co. Limited, Toronto.
- 34364 "There's a Little Buttery in Normandy." Words and music by Harold Shaw. Whaley, Royce & Co. Limited, Toronto.
- 34369 "Come with Me in My Aeroplane." Words and music by Florence M. Benjamin. Arranged by Jules Brazill. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
- 34374 "Just 'Round the Corner." Words by Gus Kahn. Music by Egbert Van Alstyne.
- 34375 "It's a Pretty Little Thing." Song. Words by Stanley Murphy. Music by Harry Fack.
- 34376 "Wondrous Eyes of Araby." Fox Trot Intermezzo. By Herbert Spencer.
- 34377 "We're Coming from Cody." March Song. Words and music by Jack Yellen and Private Harry Weasel.
- 34378 "Cassandra." Slow Fox Trot. By George Tompkins.
- 34384 "When We Meet in the Sweet Bye and Bye." (Song.) Words and music by Stanley Murphy.
- 34388 "Marching to Berlin." By C. E. Adams. Windsor, Ont.
- 34389 "Hurrah for the Allied Fleet." Words and music by O. B. Woodruff and Pearl Beale, Alexis Creek, B.C.
- 34396 "Only You in Dreams." (Song with violin obligato.) Words by Kathleen McAvoy. Music by W. R. Draper. Arranged by A. V. Hughes. William Draper, Toronto.
- 34397 "Good-Bye, Girls." Words and music by Morris Manley, Toronto.
- 34399 "Uncle Sam and Jack Canuck." Words and music by Magdalen Hammes Greiner, Wetaskiwin, Alta.
- 34400 "Oh! How I Hate to Get Up in the Morning." By Irving Berlin.
- 34403 "My Little Canadian Girl." (Ma Petite Canadienne.) Valse for Piano. By Jos. Pelisek, Ottawa, Ont.
- 34405 "Sunny Alberta." Song. Words and music by M. H. Greiner, Wetaskiwin, Alberta.
- 34411 "The Boys of Vimy Ridge." March and Two-step. Composed by H. J. Edmunds, Windsor, Ont.
- 34412 "Our Yankee Lads." Words and music by Olive M. Skelton, Exeter, Ont.
- 34414 "On the Level You're a Little Devil." (But I'll Soon Make an Angel of You.) Words by Joe Young. Music by Jean Schwartz.
- 34415 "You're the Greatest Little Mothers in the World." Words by Sam M. Lewis and Joe Young. Music by Archie Gottler.
- 34416 "Tut, Tut, Tut." Words by Blanche Merrill. Music by Jean Schwartz.

- 34417 "Boots, Boots, Boots." Words by Blanche Merrill. Music by Jean Schwartz.
- 34418 "I'm Over Here and You're Over There." Words by Harold Atteridge. Music by Jean Schwartz.
- 34419 "Trombone Jazz." Words by Harold Atteridge. Music by Jean Schwartz.
- 34431 "Where Have You Been Hiding All These Years?" Words by Sydney Mitchell and Eddie Cox. Music by M. K. Jerome.
- 34432 "My Friends, Morris and Max." By Bert Kalmar, Edgar Leslie and Harry Ruby.
- 34434 "A Little Birch Canoe and You." Words by J. Will Callahan. Music by Lee H. Roberts.
- 34439 "Dreaming Time." (Song.) By Herbert Kohler. (Words and Music.) Thompson Publishing Company, Toronto.

Edison Officials Buy Out New York Jobber

Edward C. Boykin Succeeds George L. Babson as General Manager—Action at New York Does Not Portend Similar Action Elsewhere

INDIVIDUALS connected with Thomas A. Edison, Inc., have acquired control of The Phonograph Corporation of Manhattan, which for several years has jobbed the Edison line in New York City in addition to conducting the magnificent Edison Shop, at 473 Fifth Avenue.

William Maxwell, Vice-President of Thomas A. Edison, Inc., has been elected President to succeed Henry B. Babson, and Edward C. Boykin, formerly Director of Sales Promotion for Thomas A. Edison, Inc., becomes successor to George L. Babson, as General Manager. Mr. Maxwell states that the change of ownership and management has no significance except a desire on the part of the Edison Company to see the New York jobbing business and the Edison Shop handled in a way that will constitute an international advertisement of the Edison line. This was, of course, scarcely possible so long as the control of the Company was in the hands of people whose interests were purely local.

"That we have had no disagreement with the Babson brothers," Mr. Maxwell pointed out, "is evidenced by the fact that they will continue to job the Edison line at Chicago, Milwaukee, Detroit and Kansas City. Nor have we any intention of eliminating our jobbers and establishing in their stead branch houses or subsidiary jobbing companies.

"We have always had covetous eyes on New York and it was with considerable reluctance that we established an independent company as our New York jobber. When the war is over, New York is going to be pretty nearly the centre of the world and after careful consideration it seemed advisable to us to control our New York representation. New York City is visited every year by thousands of strangers whose attitude toward the Edison phonograph is largely influenced by the impressions they receive at the Edison Shop on Fifth Avenue and at the wholesale headquarters down town. Naturally, we could not expect outsiders whose interests were confined largely to sales made in New York and contiguous territory, to take more than a passive interest in a man from Kansas or Patagonia.

"We intend to operate The Phonograph Corporation of Manhattan not only as a New York distributor, but also as an active and painstaking ally of our jobbers and dealers throughout the United States. Our action in taking over the New York jobbing company does not signify any intention on our part of eliminating other jobbers. We now handle the jobbing of the Edison line on the Pacific Coast, and this with New York will make about all we care to handle. We shall be in very good shape to promote export business after the war, both to Europe, South America and the Orient. We have a beautiful retail store in San Francisco as well as commodious wholesale quarters at San Francisco, Portland and Los Angeles and therefore have every facility on both coasts to receive foreign visitors and develop export business."

A promise is of value only as it is kept.

It is no use to hurry if you are going in the wrong direction.

The most wonderful Talking Machine of the present age at the price. An Instrument of Supreme Value, Tone and Quality.

CLEARTONE

(Speaks for Itself)

The **CLEARTONE** has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS

No. 01—8-in. turntable, single spring	\$1.25
No. 01—10-in. turntable, single spring	1.40
No. 6—10-in. turntable, double spring, plays 2 10-in. records	2.95
No. 6—12-in. turntable, double spring, plays 3 10-in. records	3.50
No. 8—12-in. turntable, cast iron frame, double spring, plays 3 10-in. records	3.85
No. 9—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 3 10-in. records	4.85
No. 10—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 4 10-in. records	5.85
No. 11—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 7 10-in. records	6.85
		8.50

STONE ARMS AND REPRODUCERS

No. 1—Tone arm and reproducer	\$1.10
No. 2—Tone arm and reproducer, for playing all records, high grade	1.35
No. 4—Tone arm and reproducer, for playing all records, high grade	2.95
No. 7—Tone arm and reproducer, for playing all records, high grade	2.65
No. 8—Tone arm and reproducer, for playing all records, high grade	2.65
No. 9—Tone arm and reproducer, for playing all records, high grade	2.65

MAIN SPRINGS

No. 00— $\frac{3}{8}$ in., 23 gauge, 9.6 ft.	29c. each.	100 lots 25c. each
No. 01— $\frac{1}{2}$ in., 23 gauge, 7 ft.	25c. each.	100 lots 20c. each
No. 0— $\frac{3}{4}$ in., 20 gauge, 8.6 ft.	25c. each.	100 lots 21c. each
No. 1— $\frac{3}{4}$ in., 25 gauge, 9.6 ft.	39c. each.	100 lots 35c. each
No. 2— $\frac{13}{16}$ in., 25 gauge, 9.6 ft.	43c. each.	100 lots 39c. each
No. 3— $\frac{7}{8}$ in., 25 gauge, 11 ft.	49c. each.	100 lots 45c. each
No. 4— $\frac{1}{2}$ in., 27 gauge, 10 ft.	49c. each.	100 lots 45c. each
No. 5— $\frac{1}{2}$ in., 27 gauge, 11 ft.	65c. each.	100 lots 59c. each
No. 6— $\frac{1}{4}$ in., 27 gauge, 11 ft.	90c. each.	100 lots 85c. each

RECORDS

POPULAR and GRAMMAVOX Brand, 10 inch double face, lateral cut, all instrumental—
 32c. in lots of 100. 30c. in lots of 1,000. 29c. in lots of 5,000

GOVERNOR SPRINGS

\$1.00 per hundred; \$6.00 per thousand. Special price in large quantities for Motor Manufacturers.

GENUINE DIAMONDS, SAPPHIRE POINTS AND BALLS

Genuine Diamond Points for playing Edison Records	\$1.45 each.	100 lot, \$1.35 each
Sapphire Points for playing Edison Records18 each.	100 lot, .14 each
Sapphire Balls for playing Pathé Records20 each.	100 lot, .16 each

STEEL NEEDLES 60 cts. per M. in quantity.

NEEDLE CUPS AND COVERS

\$17.50 per M. \$16.00 per M. in 5,000 lots. Covers \$7.50 per M.

COVER STAYS

No. 1, for Table Cabinets, 6 in. long	9c. each.	100 lot, 7 $\frac{1}{2}$ c. each
No. 2, for Floor Cabinets, 9 in. long	17c. each.	100 lot, 13c. each
No. 3, heavy for Floor Cabinets, 10 in. long	20c. each.	100 lot, 16c. each
Continuous Piano Hinges, 23c. per foot.			

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers. Special quotations given to quantity buyers in Canada and other export points.

Write for our 84 page catalogue, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

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

NEW RECORDS

Victor Records for September

POPULAR SONGS

- 18482 There's a Lump of Sugar Down a Dixie. Marion Harris. Story Book Ball. Billy Murray. 90
- 18484 When We Meet in the Sweet Bye and Bye. Sterling Trio. A Rainbow from the U.S. Featureless Quartet. 90
- 18486 When Alexander Takes His Ragtime Band to France. Marion Harris. 90
- I'm Gonna Pin My Medal on the Girl I Left Behind. Peerless Quartet. 90
- 18487 Garden of My Dreams. Charles Hart. 90
- Any Old Time at All. Helen Clark and Shannon Four. 90
- 18488 Goodbye, Mother Machree. Harry Macdonough and Shannon Four. 90
- 18489 Oh, How I Hate to Get Up in the Morning. Arthur Fields. Oh, Frenchy. Arthur Fields. 90

DANCE RECORDS

- 18477 Oh Lady! Lady!—Medley One-step. Waldorf-Astoria Dance Orchestra. 90
- Sinbad—Medley Fox Trot. Waldorf-Astoria Dance Orchestra. 90
- 18483 Bluin' the Blues—Fox Trot. Original Dixieland Jazz Band. Sensation Rag—One-step. Original Dixieland Jazz Band. 90

VOCAL AND INSTRUMENTAL RECORDS

- 45153 France, We Have Not Forgotten You. Lambert Murphy. I'll Pray for You. Olive Kline. 1 25
- 18499 Old Dan Tucker. Victor Military Band. The White Cockade. Victor Military Band. 90
- 18491 Green Mountain Volunteers. Victor Military Band. Speed the Plow. Victor Military Band. 90
- 35677 Gems from "The Rainbow Girl." Victor Light Opera Company. 1 50
- Gems from "Rock-a-bye-Baby." Victor Light Opera Company. 1 50

RED SEAD RECORDS

- 87294 Over There (French Words by Louis Belamarre). (Geo. M. Cohan.) Enrico Caruso, tenor—in English and French. 2 50
- 64786 Viking Song. (Wright Coleridge-Taylor. Emilio De Gogorza, baritone. 1 25
- 64783 Dear Old Pal of Mine. (Harold Robe—Lieut. Gitz Rice.) John McCormack, tenor. 1 25
- 74576 Quartet in E Flat—Mennetto. (Manara.) Elman String Quartet. 2 00
- 74541 Barber of Seville—Una voce poco fa (A Little Voice I Hear). (Rossini. Amelita Galli-Curci, soprano—in Italian. 2 00
- 74517 L'Ultima Canzone (The Last Song). (P. Paolo Tosti.) Giovanni Martelli, tenor—in Italian. 2 00

CANADIAN RECORDINGS

- 203902 Carresses. Hector Pellerin, baritone. 90
- 203903 Pensez aux Mamans. Hector Pellerin, baritone. 90
- 203904 L'Pou' Oer. Du May d'Amour, monologue comique. D'qui qui qu'on. Du May d'Amour, monologue comique. 90

New Pathé Records

POPULAR "HITS" OF THE MONTH

- 20393 Your Taps are No Man's Land but Mine (Empy Metarron-Morgan). Campbell and Burr. 10
- Our Country's in It Now (Empy Metarron-Morgan). Invinchic Four (Male Quartet). 10
- 20388 Won't You Be a Dear, Dear Daddy (Crosmer-Lanston). The Farber Girls. 10
- They Were All Out of Step But Jim (Berlin). Constance Carter, contralto. 10
- 20391 We Stopped Them at the Marine (Lieut. Gitz Rice). Arthur Fields and Invinchic Four. 10
- If He Can Fight Like He Can Love, Good-night Germany! (Meyer). Arthur Fields, baritone. 10
- 20389 Hello America, Hello Home. Louis Wilder, baritone. 10
- From the North, South, East and West (Lander). William Simmons, baritone. 10
- 20390 I Kiss That Mississippi Miss That Misses Me (Wending). Big City Four. 10
- 20392 The Belgian Rose (Garrison). Harry McCluskey, tenor. 10
- Those Draftin' Blues (Pinkard). Arthur Collins, baritone. 10
- a. You're Crazy About the Women, You're Not Crazy at All (Haley). Joe Bennington, baritone. 10
- 20387 She's Not in Tippetary (Chapin). Invinchic Four, male quartet. 10
- Alas, I'm in Wonderland (Fields-Bowley). James Stanley. 10
- 25016 There's a Long, Long Trail (Elliott). Percy Homas and His Buddy Boys. 10
- Khaki Sammy (Cargaret). Percy Homas, baritone. 10
- 29208 Ten Little Bridesmaids (Watson-Lee). Jack Norworth, baritone, piano accomp. 12
- I Stopped, and I Looked, and I Listened (Ayer). Jack Norworth, baritone, piano accomp. 12

NEW STANDARD BALLADS SUNG IN ENGLISH

- 40125 Because I Love You Dear (Manley). James Stanley, basso. 12
- 25200 Danny Boy (Weatherley). Marie Van Essen, contralto. 12
- An Irish Folk-Song (Foster). Alma Beal, contralto. 12
- Last Night (Kjerfald). Alma Beal, contralto. 12
- 29202 O Canada! Our Father's Land of Old (Lavallee). Frank Oldfield, baritone. 12
- I Love You, Canada (Manley). Frank Oldfield, baritone. 12

NEW INSTRUMENTAL RECORDS

- 60071 This (Massenet) "Meditation," violin solo. Jacques Thibaud, piano accomp. 12
- Serenade (Schubert), violin solo. Jacques Thibaud, piano accomp. 12
- 20381 Where the River Shannon Flows (Russell), cornet solo. Bohumir Kryl, piano accomp. 10
- 20382 Killarney (Balfé), cornet solo. Bohumir Kryl, piano accomp. 10
- Here Comes America (Glogau-Fantusini). Medley One-step. Introducing: "Send Me Away with a Smile." Accordion. 10
- Silver Heels (Monté) Intermezzo. Bands and Accordion. Edward Boynton and D. Boudini. 10

NEW GEMS BY THE HAWAIIANS

- 20385 Hawaiian Nights (Roberts). Waltzes. Louise and Ferrera Hawaiian Orchestra. 10
- Somewhere in Hawaii (Mac-Moskin). Louise and Ferrera Hawaiian Orchestra. 10

NEW PATHÉ "DE LUXE" DANCE RECORDS

- 29207 Military Waltz (Logan). American Republic Band. 12
- While the Incease is Burning (Smith). Medley Fox-trot. Introducing: "Rose Room Fox-trot." American Republic Band. 12
- 71092 Oh! Look! (Carroll). Medley Fox-trot. Introducing: "Typical Tropical Tunes." "A Kiss for Cinderella." "I'm Always Chasing Rainbows." American Republic Band. 14
- Sweet Little Buttercup (Paley). Medley One-step. Introducing: "Cleopatra" from "Sinbad." American Republic Band. 14

SPECIAL LIST OF SEASONABLE SUMMER DANCE RECORDS

- 20317 The Tickle Toe, from "Going Up" (Hirsch). Medley Fox-trot. American Republic Band. 10
- The Moonlight Waltz (Logan). American Republic Band. 10



A view in the inspection and repair department at the new premises of the Otto Heineman Phonograph Supply Co., Toronto.

- 20321 My Sweeties (Snyder-Louis-Young). Medley Fox-trot. Bondini Brothers, accordionists. 10
- A Scotch High Ball (Arr. by Bondini Brothers). (Medley One-step). Bondini Brothers, accordionists. 10
- 20320 Going Up, from "Going Up." Medley One-step. American Republic Band. 10
- Midnight Valse (Holland). American Republic Band. 10
- 20319 When You Come Back (Frey). One-step. American Republic Band. 10
- The Story Book Ball (Montgomery-Ferry). Fox-trot. American Republic Band. 10
- 20357 A Baby's Prayer at Twilight (Jerome). One-step. American Republic Band. 10
- Flower of the Orient (Savino). "Waltz." American Republic Band. 10
- 20356 Oh Lady! Lady! (Kern). Medley Fox-trot. American Republic Band. 10
- Pack Up Your Troubles in Your Old Kit Bag. Medley One-step. American Republic Band. 10
- 20328 Stockyard Blues (Pinkard). Fox-trot. Van Esp-Banta Dance Orchestra. 10
- Popularity (Cohan). "One-step." Van Esp-Banta Dance Orchestra. 10
- 20368 Why Do They All Take the Night Boat to Albany? One-step. Hotel Biltmore Dance Orchestra. 10
- When I Feel Sad and Lonely (Faller). Fox-trot. Hotel Biltmore Dance Orchestra. 10
- 29200 Ten Little Bridesmaids (Watson-Lee). Medley One-step. Hotel Biltmore Dance Orchestra. 10
- The Booster (Lake). Fox-trot. Hotel Biltmore Dance Orchestra. 10
- 71001 I'll Think of You, from "The Rainbow Girl" (Hirsch). Medley Fox-trot. Hotel Biltmore Dance Orchestra. 12
- Song of the Night (James). Waltz. Hotel Biltmore Dance Orchestra. 14

- 11000 **Lo, Here the Gentle Lark** (Bishop). Soprano with Orch.
 Lec. Caroline Andrews.
Souvenir (Della) Violin with Piano Acc. by Francis
 Moore. Helen Ware 1 25

Columbia Records for September

VOCAL SELECTIONS

- 10-Inch—90c.
 A2583 **Life in a Trench in Belgium—Part 3.** (Fun in Flanders.) Lieut.
 Gitz Rise of First Canadians, and Henry Burr.
Life in a Trench in Belgium—Part 4. (Fun in Flanders.) Lieut.
 Gitz Rise of First Canadians, and Henry Burr.
 A2569 **We're All Going Calling on the Kaiser.** Arthur Fields and Peer
 Less Quartette.
 A2584 **The Captain of the Toy Brigade.** Sterling Trio, male voices.
I Want to Be a Soldier Like My Dad. Robert Lewis, tenor solo.
 A2581 **That Soothing Serenade (Was Just Written for Me).** Robert
 Lewis, tenor solo.
When You Feel a Little Longing in Your Heart, from 'The Love
 Mill.' Columbia Stellar Quartette.
 A2580 **Your Lips are No Man's Land But Mine.** Campbell and Burr.
 tenor duet.
When I Send You a Picture of Berlin. Arthur Fields and Peer-
 less Quartette.
 A2579 **You'll Always Find a Lot of Smashing in My Old Kentucky**
 Home. Van and Schenck, character duet.
 A2578 **I Can't Let 'Em Suffer.** Farber Sisters, character duet.
I'm So Glad My Mamma Don't Know Where I'm At. Farber
 Sisters, character duet.
 A2582 **After You've Gone.** Campbell and Burr, tenor duet.
When We Meet in the Sweet Bye and Bye. Sterling Trio.
 A2579 **That Grand Old Gentleman, Uncle Sam.** Arthur Hall, baritone
 solo.
I'm Just an Old Jay from the U.S.A. Byron G. Harlan, character
 song.
 A2585 **So Long Sal, the Best of Friends Must Part.** Campbell and Burr,
 tenor duet.
Sweetness (Honeysuckle of Mine). Campbell and Burr, tenor
 duet.
 A2571 **When You and I Were Young, Maggie.** Louise Robinson, soprano
 solo.
Mighty Lak' a Rose. Louise Robinson, soprano solo.
 A2568 **Parted.** James Harrod, tenor solo.
When the Corn is Waving, Annie Dear. James Harrod, tenor
 solo.
 A2572 **My Possum Hunt.** Evan Davies, humorous monologue.
Mr. Eustus Johnson at the Wedding. Evan Davies, humorous
 monologue.

FRENCH RECORDS

- 10-Inch—90c.
 E3976 **O Canada, O Canada.** Le Cure De Notre Village, Quatuor.
 E3980 **La Berceuse Aux Etoiles.** Solo et Choeur.
 E3981 **Marche a La Paix.** Solo et Choeur.
 E3982 **Noel D'Irlande.** R. H. Gauthier, harp.
Sous Les Ponts De Paris. J. H. Pithoulet, tenor.
 E3983 **C'est Encore La France.** A. Lapiere, tenor.
Le Drapsin De Carillon. H. M. Magnan, bass.

INSTRUMENTAL

- 10-Inch—90c.
 A2575 **Mrs. McLeod's Reel.** Don Richardson, violin solo.
The Devil's Dream Reel. Don Richardson, violin solo.
 A2574 **Arabian Dreams.** Louise, Perera and Greenes, Hawaiian guitar,
 Hawaiian banjo and ukulele trio.
Somewhere in Hawaii. Louise, Perera and Greenes, Hawaiian
 guitar, Hawaiian banjo and ukulele trio.
 A2576 **Goulash.** Fox-trot. Jazarimba Orchestra.
Jazzie Addie. One-step. Jazarimba Orchestra.
 A2578 **The Missouri Waltz.** Earl Fuller's Rector Novelty Orchestra.
Smiles. Medley Fox-trot. Introducing "Mystery Moon." Earl
 Fuller's Rector Novelty Orchestra.
 A2577 **They Were All Out of Step but Jim.** Medley Fox-trot. Intro-
 ducing (1) "When Alexander Takes His Ragtime Band to
 France." (2) "Some One Else May Be There While I'm
 Gone." Mike Bernard, piano solo.
Blaze Away. One-step. Mike Bernard, piano solo.
 E3910 **Kosovo Waltz.** Tamburiza Serbian String Orchestra.
Jefanovicovo Kolo. Tamburiza Serbian String Orchestra.
 12-Inch—\$1.50
 49339 **Home Sweet Home.** Hilda Lashansko, soprano solo.
 49329 **Il Covatore, Il Balon Del Sio Sorriso.** Riccardo Stracciari, Bari-
 tone solo.
 A6057 **Polish Dance.** Mazurka. Eddy Brown, violin solo.
Faxabrass on Federwara's Minnet. Eddy Brown, violin solo.
 A6052 **Funeral March of a Marionette.** Columbia Symphony Orchestra.
Dragon Fly Mazurka. Columbia Symphony Orchestra.
 A6058 **If He Can Fight Like He Can Sing.** One-step. Introducing "Oh!
 Harry! Harry!" (2) "You Can't Fool Around with a Lot of
 Little Girls." Marconi Brothers, accordion trio.
 A6053 **General Pershing March.** Prince's Band.
Passada Day March. Prince's Band.
 A6055 **Vocal Medley from "Going Up."** Introducing (1) "Hip, Hoop,
 Ho!" (2) "If You Look Into Her Eyes." (3) "Kiss Me."
 (4) "Going Up." (5) "Do It for Me." (6) "Tickle Toe."
 (7) "Down Up." Introducing (1) "Good Bye Germany."
Vocal Medley from "Rainbow Girl." Introducing (1) "You're
 the Finest of Them All." (2) "In a Month or Two." (3)
 "Beautiful Lady, This Man is Mine." (4) "Rainbow Girl." (5)
 "I'll Think of You." (6) "Just You Alone." Columbia Light
 Opera Company.

Phonograph Specialty Specialist

Arthur K. Kempton, Montreal, whose announcement of the "Disk-Lite" appears on another page, is specializing in specialties for the talking machine trade. The "Disk-Lite," as the name implies, is a light for talking machines, so arranged that the light is thrown on the disk. Mechanically it is not a bit intricate and can be easily attached to any machine. The advantage is that the talking machine thus equipped is independent of any other light in the room in which it may be located with an utter disregard to the position of window or lights.

The Gloria Record cleaner is another specialty for which Mr. Kempton has the Canadian agency. This is in two styles and carries the dealers' own imprint.

The Golden Tone needle is also one of Mr. Kempton's lines and in this he has a proposition of special interest at this time.

Mr. Kempton has the selling agency of the Regal brand of phonographs manufactured by Duchesse & Grimard Ltd. The line at present consists of six styles ranging in price from \$40 to \$135. Mr. Kempton is desirous of getting in communication with prospective jobbers of his lines and he requires travellers on salary and commission.

New Talking Machine Company

Minerva Phonograph Co., Ltd., has been incorporated with an Ontario charter to manufacture, buy, sell, import and deal in musical instruments, talking machines and parts thereof. The capital of the Company is to be forty thousand dollars, divided into four hundred Shares of one hundred dollars each; the Head Office of the Company to be at Toronto.

More Montreal Notes

The Montreal Star and La Presse are now conducting a Music in the Home page as arranged for some time ago.

Manager Henry Hamlet, of Wm. Lee Ltd., will as usual take in the Toronto Exhibition.

R. G. Cordingly, of Brockville, was noticed among recent trade callers, his visit to Montreal being in the interests of the Aeolian-Vocalion.

Willis & Co. Ltd. in order to take proper care of their customers in Sherbrooke, Que., recently sent out from their factory a special piano polisher.

Miss Pierce, assistant to Miss Vezina, manageress of the phonograph department of Almy's Limited, is spending a well earned vacation in the Mountains.

At the band concert in Dominion Park recently, Mr. Frank Simon played the well known popular song, "Soon You'll Be Coming Home, Lads," composed by Mr. P. E. Layton, as a cornet solo. As an accompaniment, a special orchestral arrangement was played by the full band.

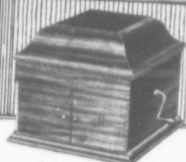
Mayer Lavigneur, of Lavigneur & Hutchison, the well known piano dealers of Quebec City, was elected first vice-president of the Province of Quebec Branch of the Union of Canadian Municipalities at the convention which was held last week in Victoria, B.C. Ald. Collier and Ald. Bedard represented the city of Quebec at the convention.

TRAVELLER WANTED

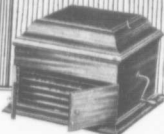
Traveller, experienced, for phonographs and supplies. State experience, also territory covered and remuneration required. Confidential. Box 337 Canadian Music Trades Journal, 68-68 West Dundas St., Toronto.

STORE FOR LEASE IN MONTREAL

A prominent retailer on St. Catherine St. East, Maisonneuve, will rent a portion of his store at a reasonable rental. The location is an ideal one, and is most suitable for a phonograph, piano, or sheet music store, being in a thickly inhabited centre, with a population of 35,000 comprising chiefly skilled mechanics who are earning big money. In addition it is located near the leading transfer points in that section of the city. There is no piano store in the immediate vicinity, and this is a golden opportunity for some one who'll be the first? Address Box 66, Canadian Music Trades Journal, 68-68 West Dundas St.



Phonola "A" \$77.00
Mahogany or Oak



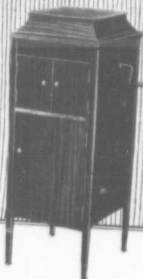
Phonola "B"
Mahogany \$61. Oak \$55.



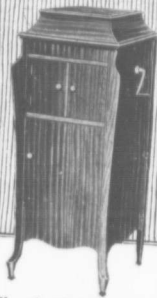
Phonola "C" \$35.00
Golden Oak or Birch Mahogany



Phonola "G" \$25.00
Golden Oak



Phonola "Duchess" \$88.00
Mahogany or Oak



Phonola "Duke" \$108.00
Mahogany or Oak



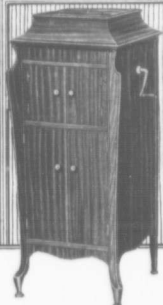
Phonola Cabinets

THERE are two complete plants for the manufacture of the "Phonola," which is the pioneer of cabinet phonographs in Canada. In our Elmira plant, shown on this page, we manufacture the cabinets for the "Phonola," which the thorough workmanship and beautiful finish for Sound Box, Tone-Arms, Motors and accessories are manufactured in the Kitchener plant, shown on the opposite page. The "Phonola" Phonograph and "Phonola" Records give the dealer a complete proposition. See the advance list of "Phonola" Double Disc 90 cent records on another page.

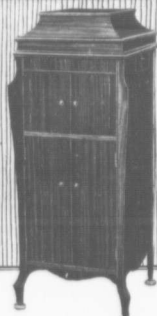


ELMIRA FACTORY

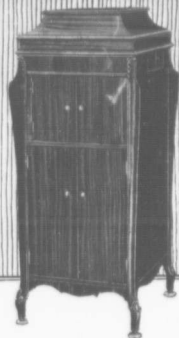
THE PHONOLOG CO. of CANADA LIMITED
Kitchener
Canada



Phonola "Grand Duke"
Mahogany or Oak \$138.00



Phonola "Princess" \$165.00
Mahogany or Oak



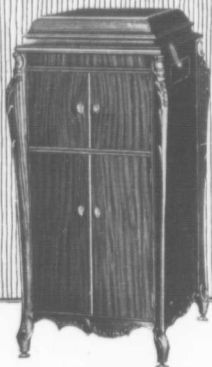
Phonola "Prince" \$215.00
Mahogany or Oak



Phonola Parts

THE "Phonola Angelus" Sound Box, Goose Neck Tapered Seamless Tone-Arms, Motors and all accessories are manufactured in our plant at Kitchener, by mechanics who have specialized in phonograph work for many years. The workmanship is of the highest class and well adapted to the beautiful cabinets made in our Elmira plant, shown on the opposite page. By using our Special Tone Arm Attachment all makes of Disc Records can be played.

The "Phonola" Phonograph and "Phonola" Records give the dealer a complete proposition. See the advance list of "Phonola" Double Disc 90 cent Records on another page.



Phonola "Organola" \$310.00
Mahogany or Walnut



KITCHENER FACTORY

THE PHONOLA CO. of CANADA LIMITED
Kitchener Canada



Columbia Headquarters

extends a cordial invitation to members of the trade visiting Toronto at Exhibition time. To greet you personally, to add to the enjoyment and profitableness of your stay will be a real pleasure.

Make our office your office
pro. tem.

Columbia Graphophone Co.

54-56 Wellington St. West - Toronto

Here, There and Everywhere

Mr. James Keenan, of Barrie, was noticed among recent visitors to Toronto.

Mr. A. B. Pollock, president Phonola Co., of Canada, Ltd., Kitchener, was a recent trade visitor to Ottawa.

The 9th annual convention of the National Association of Piano Tuners has just been held in Chicago.

Large announcements in the Guelph papers heralded the taking on of the Edison line by the Grinyer Co. Limited.

Mr. John Samuels, the well known Ottawa music trades man, was noticed among recent callers in Toronto.

Miss F. E. Henzell, demonstrator at the Hill & Scott store, Edmonton, enjoyed a recent trip into the north country.

494 dealers in the United States buy 82 of the pianos made there. 3,116 dealers buy the remaining 18.—The Piano Journal.

Mr. A. C. Skinner, of Sherbrooke, Que., has opened up an Edison phonograph department, and has already put on several recitals.

Mr. Henry Forsyth, of Norwich, Ont., is a strong believer in phonograph recitals, as a perusal of the local paper indicates.

Mr. John Kellestine, Owen Sound, has lost a valuable member of his staff in the recent death of his able book-keeper, Miss Howell.

Mr. H. A. Sloan, of Windsor, is off on a holiday to recuperate. Mr. Sloan narrowly escaped the necessity of undergoing an operation.

The McLaren Co., Ltd., St. Catharines, are breaking into the phonograph business with a representative Edison department, September 1st.

Mr. C. J. Pott, Canadian salesmanager of the Otto Heineman Phonograph Supply Co., Inc., paid a brief visit to his firm's head office in New York.

Mr. Henry H. Mason, of Mason & Risch Ltd., was among those who escaped the extreme heat of the latter part of July by taking a holiday at the Lake.

Geo. H. Honsberger, of Païhe Freres, who has been enjoying a midsummer vacation from the business of boosting the "Red Rooster" line, is again on the job.

Mr. C. V. Jones, advertising manager of Mason & Risch, Ltd., is among the month's vacationists. Mr. Jones is doing up the Hoosier State of Indiana, a la automobile.

Mr. James P. Bradt, general manager for Canada of the Columbia Graphophone Co., with headquarters at Toronto, was a recent visitor to the company's executive offices at New York.

W. H. Alfring, manager of the wholesale Vocalion department of the Aeolian Co., New York, spent a day with the Nordheimer Piano & Music Co., the Canadian distributors of the Vocalion.

Sidney Cave, whose wedding was reported in the last issue of the Journal, and formerly on the staff of Gervais & Hutchins, Montreal, has joined the selling organization of the R. S. Williams & Sons Co. Ltd.

T. C. Wright, manager of the Nordheimer Piano & Music Co.'s wholesale Vocalion department, is at his desk again much refreshed by a vacation at Algonquin Park, which, like all vacations, was too short.

R. H. Murray, of His Master's Voice Ltd., Toronto, and always an "His Master's Voice" enthusiast, has returned from a refreshing vacation at Temagami, where he had every opportunity to try out a brand new fishing outfit.

The Kingston Retail Merchants' Association, of which Mr. R. J. Rodger, the music dealer, is president, were addressed recently by Mr. W. H. Farley, the lecturer to

business men. Mr. Farley's subject was "Succeeding in Business."

Addison A. Pegg, salesmanager Nordheimer Piano & Music Co. Ltd., visited a number of western Ontario points in the interest of his firm's wholesale department. Mr. Pegg met with a cordial reception from the various Nordheimer agents called on.

Mr. C. M. Scott, of Hill & Scott, Edmonton, recently visited his old home in Seaforth, Ont. Mr. Scott is quite proud of his campaign for greater production in his vegetable garden. Hill & Scott supplied Willis pianos for the Alberta chautauqua circuit.

The Alberta Piano Co. Ltd., Calgary, recently ran an attractive ad. on the "Organola" type of the Phonola, which has "the pipes like an organ." These are tone control pipes which include every note in the scale. Like a pipe organ they separate the different sounds and give clearness and volume to the music.

H. Kautzman, road man with I. Montagnes & Co., Toronto, distributors of the Sonora in Canada, is back at headquarters after a tour of Western Canada. Mr. Kautzman went through to the Pacific coast and on his return visited his old home in the Western States. Mr. Kautzman reports good success for the Sonora with unfortunately a scarcity of stock.



This is not a grand opera tenor summering in the mountains. It is W. F. C. Devlin, of the Martin-Orme Piano Co., Ottawa, at Lake Louise in the Rockies.

Mr. D. W. Hamilton, of Clinton, is introduced as Canada's "Amberola Andy," by the Edison Amberola Monthly. Mr. Hamilton is the representative in his section for a large cream-separator manufacturer, and no matter what else he takes on his trips, one or two Amberolas always go along and he never brings them back.

The West is playing tag with the East. While R. E. Brown, of Meaford, Ont., drifts through a few isolated Western towns selling New Edisons, H. D. Stephens, of the Assinobia Music Co., Medicine Hat, Alberta, sells his brother-in-law back in Brown's own town a C-200. Brown simply rubs his head and says: "Tit for tat is fair at that."—The R. S. Williams & Sons Co.'s "Resonator."

A gold watch, presented by the R. S. Williams & Sons Co. Ltd., Toronto to Mr. W. Colwell, of Wallaceburg, served as a souvenir of a dual anniversary. Aug. 12 was the fiftieth anniversary of Mr. Colwell's marriage and he has been a patron of the R. S. Williams house for more than fifty years. In appreciation of the latter fact and in commemoration of the golden wedding the handsome time piece in solid gold case was presented to Mr. Colwell and was to him a most delightful surprise.

DISK-LITE

TRADE MARK

**THE ELECTRIC LIGHT
FOR ANY TALKING MACHINE**

To whatever locality the talking machine can be transported the Disk-Lite can be sent to it. With a Disk-Lite the talking machine can be in any part of the room, regardless of the day-light, lamp-light or electric-light.

The Disk-Lite can be attached to any talking machine by any person of ordinary intelligence.

Its power is supplied by a battery that makes the Disk-Lite equipped talking machine independent of any electric power supply.

The Disk-Lite saves records and reproducers and it also prevents the jabbing of fingers on sharp needle points.

The Disk-Lite has nothing to get out of repair. It is simple in construction. Swing it slightly to one side and the light is on; swing it slightly back and the light is off.

There are talking machines in your community that need the Disk-Lite, and it is only necessary to suggest it to the owners.

Get into correspondence about the agency in your territory.

Arthur K. Kempton

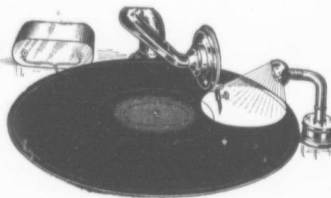
SOLE CANADIAN SELLING AGENT

8 McGill College Ave.

Montreal

Canada

**PERFECT
LIGHT**



**PROTECTS
RECORDS**

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., London, has been visiting the Maritime Provinces on a combined business and pleasure trip.

Mr. D. H. Kent, of the Kent Piano Co. Ltd., Vancouver, attended the convention of Rotarians at Kansas City. Mr. Kent is Secretary of the Vancouver Rotary Club.

At the instigation of a committee representing the New York Piano Merchants' Association three piano dealers were fined by the Police Magistrate for keeping their stores open on Sunday.

Those in the trade acquainted with Mr. Geo. C. Gower, of Child & Gower Piano Co., Regina, will sympathize with him in the death of his wife on July 24. The late Mrs. Gower had been in poor health for many months.

Willis & Co. Ltd., Montreal, recently received a letter from Right Rev. Arthur E. Dunn, Bishop of British Honduras, enclosing payment for a Willis Piano received and concerning which the Bishop said: "The piano is giving perfect satisfaction."

A nephew of Mr. A. P. Willis, Montreal, was recently killed in action in the person of J. D. Doherty, of Owen Sound, Ont., who was connected with the Artillery. The deceased soldier was also a nephew of Mr. G. L. Duncan, of Willis & Co. Ltd.

The Kent Piano Co. Ltd., of Vancouver, have recently re-decorated their Edison Salon and show windows. The scheme is pale grey tapestry and panels. The ten day postal strike affected wholesale business, this firm being Edison jobbers, but the firm report retail trade quite up to expectations.

Mr. H. W. Wade, Columbia Dealer, 935 Queen St. E., proprietor of the Riverdale Music Store, has retired from business and is spending the rest of the summer at his home at Frenchman's Bay. The Columbia agency for the Riverdale district has been taken over by Nelles Music Store, late of Danforth Ave., who have bought the property at 935 Queen St. E.

"There seems to be a slight improvement in the piano business, which may be attributed to the success of the Allies on the Western Front," said Mr. Frank Stanley, Toronto, referring to trade conditions. "If this success continues it may mean a very active fall trade, and even without any great increase in demand, there is certainly going to be a shortage of pianos this fall."

Mr. Geo. H. Suckling, Nordheimer and Steinway representative in Calgary, is leaving on a month's trip to the East.

Mr. W. A. Hawley, in charge of the Doherty Piano Co., Ltd., collections at Calgary, has returned from a flying visit to his old home in Campbellford, Ont., with stop-overs at Toronto, Peterboro, Hamilton and Chicago.



The latest pose of Major "Billy" Child, Regina, whose promotion is chronicled elsewhere in this issue.

The American Tuning Pin Co. of Brooklyn, N.Y., has been incorporated for the purpose of manufacturing tuning pins for pianos. The new concern has a moderate two-story brick factory at Lexington Avenue, Brooklyn. It is understood that these people are already making shipments. Their product will be known as the "Eagle" brand.



Wreckage at Corner of East Young and Needham Streets, Halifax Explosion, Dec. 6th, 1917.

The accompanying illustration is reproduced from a picture post card received by Frank Stanley, Toronto, from his brother, who was passing through Halifax. In the centre of the picture is seen a piano which was found in the ruins. This instrument was sold by Mr. Stanley to Controller Harris, of the Halifax City Council, who with his father-in-law and his son were killed in the explosion.

Snapshots from the Berliner Gramophone Co.'s Annual Outing



BEFORE THE GAME

Montreal and Toronto Ball Teams.
The English looking American at the end of the row on the right is Manager Murray of the Toronto team. Second to his right is Happy Smith, then Bill Dodds, and next to him Tommy Nash, whose middle name is "Records."

Mr. Herbert S. Berliner is in the row standing, the 13th figure from the left. The prospect of umpiring is evidently pleasing to him. On his left is "Charlie" Brown, of Brantford.

Mr. S. H. Brown, manager of the Berliner retail stores, is at the end of the standing row on the left.

LADIES' BASEBALL TEAMS Married vs. Single Ladies.

Mr. Stanley, manager of the Berliner west end store, is giving an imitation of Solomon out for a walk with a few of his favorites.



FINISH OF THE ELOPEMENT RACE

It was a seventy-five yard dash, and the man who got there first with his prize was the prize-winner. L. P. Brissette and Miss E. Geoffrey were first; O. Ray and Madame B. Mousseau won second place.

Berliner Gramophone Co., Ltd., Employees' Annual Outing

Toronto Dealers Attend

THERE was not an untoward incident to mar the annual picnic and excursion of Berliner Gramophone Co. Ltd., Montreal, on Saturday, August 3. Even the Toronto contingent has been fully accounted for and thanks to an efficient system of chaperoneage introduced by Murray of "personally-conducted-tour" reputation, none were allowed to stray from the main party and delay the boat as happened last year.

This annual outing of the Berliner employees has become an institution. It has grown to be as integral a factor of the business as the front door, or Moses, the chief office boy. It is looked forward to by all the members of the staff, who are privileged, indeed encouraged, to bring the members of their families, no matter how numerous. There is even no embargo on mothers-in-law, other than it is specified that the day is to be completely given over to having a good time.

Business is suspended for the day. The factory is closed down and so are the three Berliner retail stores. Foisy Freres, who are exclusive "His Master's Voice" dealers, also close for the day.

This annual outing is generously supported by the Company. The employees are paid for the day; they are provided with transportation on the boat, given all the soft drinks they can consume and are given an extensive collection of prizes, articles of value, that are well worth competing for, although the observer is struck with the fact that the interest of the contestants is in the game rather than the reward.

For years Berliner Gramophone Co. Ltd. has operated on a policy of greater efficiency and the co-operation of the employees is encouraged. In the manufacture of records the output has gone on improving in volume and in low percentage of rejects until an hour's production on the basis of the present output per day easily equals the output of an entire day of a very few years ago.

The more proficient the men become in speed and in quality the greater is their financial reward. There is no limitation on their earnings. The greater their wage cheque the more satisfying it is to their employers. The men are given bonuses and prizes and they enter into the contest of business with even greater zest than they contest the ball game and foot races at the picnic.

So attractive are the conditions under which the Berliner employees work that the company rarely needs to advertise for factory help. If a vacancy occurs or is likely to occur relatives of other employees are applicants for the job and the numbers of families that are represented by several members is a striking feature of the list of employees.

The annual picnic then is one of the elements responsible for the healthful and sympathetic relations of the employees toward each other and loyalty to the firm.

Significant relations between employer and employee and the manner in which the latter is encouraged was the presentation to two of the record press men. These men were given gold watches during the afternoon, the presentation being made by Mr. Herbert S. Berliner, vice-president of the company, who in a short and impromptu address explained that the watches were souvenirs of the men having broken the world's record for pressing records. Mr. Leo Metivier in March of this year pressed 107 perfect ten inch records in a working day of ten hours, being the first in the world to press over one hundred records per hour. A week later Mr. Marianna Rossi made 1040 ten inch records in ten hours, making a world's record.

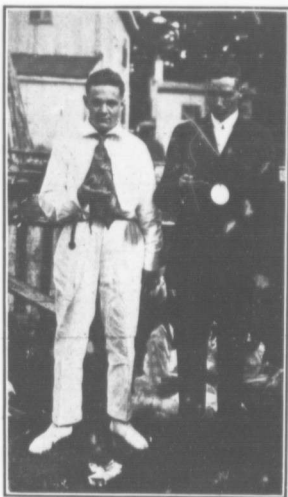
The men were greatly surprised and naturally very much elated over the magnificent testimonials given them and

the popularity of the presentation was shown by the applause of the crowds gathered about.

When it is considered that over 1,200 persons attended the picnic it can be realized that a good deal of detail is involved in the preparation and the conduct of the event. For the past three months the employees have been on the *qui vive*, and many a sly practice of the hundred yard dash has taken place in anticipation of the handsome prizes.

The various committees did their work well. They not only had the co-operation of the steam-boat officials but of the weather man himself, whose conduct on the day preceding was scandalous but on the day of the Picnic everything that could be wished for. It was a perfect day of beautiful sunshine, clear atmosphere and refreshing zephyrs.

Bright and early the excursionists began to arrive at the Victoria Pier and were clambering aboard the "Trois Rivieres" almost before the deck hands were awake. The



Looking at the new gold watches just presented to them. On the left Leo Metivier, M. Rossi on the right.

steamer had been chartered by the Berliner firm and for the day belonged to "His Master's Voice."

Representatives of the firms in Toronto featuring "His Master's Voice" lines were invited by Mr. Thos. Nash, manager of "His Master's Voice" Ltd., to be the company's guests for the day. The Toronto party taken to Montreal by Mr. Nash and Mr. Murray included the following:

- E. J. Howes, National Piano Co. Ltd.
- H. E. Wimperly, Victrola Service Co., accompanied by Mrs. Wimperly and Miss Egan.
- Holmes R. Maddock, Whaley, Royce & Co., Ltd.
- A. T. Blackburn, A. R. Blackburn & Sons.
- Bruce Beattie, The Beattie Agency.
- George Griffiths, Parkdale Victrola Parlors.
- George Dodds.
- T. Smith, T. Smith & Co.
- J. D. Ford, R. S. Williams & Sons Co., Ltd.
- H. Kautzman, I. Montagnes & Co.
- Chas. H. Brown, Brantford.



THE true charm of the designer's art is given the fullest scope in Gourlay Piano Cases.

They are modern interpretations of the early cabinet makers' artistic ideas, which time and progress have only served to stabilize as the standards of elegance.

No other setting would be fitting for that wealth of resonant tone for which Gourlay Pianos and Gourlay-Angelus Players hold a national reputation.

No other case designs would make it worth while, to the same extent, to build into pianos those durable qualities which Gourlay purchasers of years ago are now so pleased about.

See the Gourlay Exhibit at the Canadian National Exhibition.

Gourlay, Winter & Leeming, Limited
TORONTO, CANADA

Head Office and Factories:
309 - 325 LOGAN AVENUE

Salesrooms:
188 YONGE STREET

Chester Muckie, Heintzman & Co.

D. and H. Danielson.

Fritz Hahn, Paul Hahn & Co.

A. M. Mitchell, Robert Simpson Co., Ltd.

C. West, Remick's Song Shop.

Messrs. N. H. Hodgins, W. V. Ray, C. W. Burns, A. C. Kerrigan, J. H. Biggar, of "His Master's Voice" staff of travelling salesmen and J. A. Fullerton of the Journal.

An entire Pullman had been bought up and it was a jolly, care-free party that left the smelly, ram-shackle old edifice at Toronto that the railway companies have for so many years worked off on the travelling public as a railway station. Mr. Nash selected the latest train possible so that nobody could miss it and as a precaution against early rising the next morning.

Those of the party on whom their responsibilities sat lightest or who had the better developed sporting instinct had the porter unmake some of the berths and substitute tables, while those who retired for the remainder of the night didn't sleep any either.

Landed at Montreal the party was breakfasted at the Windsor, after which a sight seeing bus was commandeered to reach the wharf where the visitors arrived sitting up on the backs of the seats and singing at the very top of their lusty and fresh voices.

Mr. H. S. Berliner, Mr. Chilvers, Mr. White, Mr. Sanders, Mr. Avery, Mr. Brown, Mr. Davies and other members of the Berliner Gramophone Co.'s executive staff were on hand to extend a welcome and express the company's delight at the strength of Toronto's representation.

The programme of events included contests for the trip down the St. Lawrence. The first was to guess the exact time to one second that the boat would bump the wharf at Lavaltrie, the objective of the excursion. Cards were distributed, on which the contestants were to write their names and their guess. Miss Bourbonnais won the lady's prize.

The men's hat trimming contest was won by C. W. Burns and D. Danielson, whose distinguishing costumes for the day were the hats they trimmed. Their prowess with the needle is doubtless due to the fact that they always change it.

On landing, the party walked up the bank and along Lavaltrie's main street, which is the highway from Montreal to Quebec and an excellent motor road, to the grounds. It was now lunch time and the visitors with the executive and department heads to the number of fifty sat down to specially prepared tables, the luncheon being in charge of a Montreal caterer.

Of course the great event was the ball game. This was a five innings contest between a picked team from Toronto and the Berliner nine. The latter were somewhat dubious when they inspected the visitors' line-up. They remembered that Happy Smith was a semi-pro and a twirler of fame, also that when at bat he had the muscle to put it to the ball until—"Wow!" as West would say. They overheard Spec Maddock and Weiner Kautzman discussing with great baseball intellectuality just how they would put it over and when they saw Little Bigger and Pill Dodds warming up under Chicken Blackburn's directions they decided not to put up any money, with the single exception of Zip Sanders who has no wife to reproach him for betting—when he loses—and who made Tommy Nash part with a "tenner."

Who should umpire? There was only one man sufficiently fearless. Mr. Berliner was the unanimous choice and though he did his utmost for the visitors they went down to defeat under a score of 7 to 2. It was then one learned just how many years have passed since the respective players ever tossed a ball or even looked at a game.

Toronto Ball Team

Catcher—Nip West.

Pitcher—Squidge Hodgins.

1st Base—Squab Ray.

2nd Base—Chicken Blackburn.

S.S.—Snooker Mitchell.

3rd Base—Spec Maddock.

Left Field—Little Bigger.

C. Field—Bun Kerregan.

R. Field—Weiner Kautzman

Scorers—Checker Muckie, Promoter Murray.

Pinch Hitters—Pill Dodds, Happy Smith.

Official rooter and bet taker—T. Nash.

Montreal Team

Catcher—W. Ashton.

Pitcher—D. Hartfield.

1st. Base—J. Dickinson.

2nd Base—S. Sanders.

S.S.—W. J. Olmstead.

3rd Base—E. Avery.

Left Field—R. W. Matthews.

C. Field—R. Kelly.

R. Field—S. H. Brown.

The married ladies vs. single ladies game was so exciting that it had to be held to three innings. In this the matrons easily showed who had the most throwing and hitting experience and that they had it over their opponents in stealing bases.

The first prize for the men's hundred yard dash came to Toronto, the possession of W. K. Hodgins, who is always there with the speed whether to land an order, give service to a dealer or thoroughly enjoy a picnic. Encouraged by his success Miss Connell readily consented to a partnership for the coat race and they made first money.

In the interval preceding and following the games the dancing pavilion was a popular resort and the rivalry between the parties, one led by a mouth organ endeavoring to submerge the accordion of the other party was much enjoyed by the spectators though a little confusing to the dancers.

By the time the games were concluded the caterer's call was eagerly looked for and another enjoyable repast was indulged in. It was afterwards reported that on the return journey the boat departed leaving the caterer and his paraphernalia behind, but as the picnickers were quite through with him they could not even develop curiosity enough to ascertain the truth of the report.

The trip up the river was a continuation of the enjoyment of the day. There was dancing in the cabin, promenading on the deck and parties expressing their delight in song. The scenery had taken on fresh attractions and with an indescribably beautiful sunset for a background the "Trois Rivières" floated to her pier with the twinkling lights and tall chimneys of manufacturing plants in every direction eloquently impressing Montreal's industrial supremacy.

On the return journey the prizes were distributed by Mrs. Wimperly, who was invited by Mr. Chilvers to perform this duty. Mr. Wimperly had been appointed by the Toronto delegation to express to Berliner Gramophone Co., "His Master's Voice" Ltd. and the officials of both firms their appreciation of the courtesies extended, of the splendid outing and most enjoyable day.

About half of the visitors returned to Toronto, while others of them remained until Sunday, Monday and even longer, so thoroughly did they enjoy Montreal.

Heard Around the Grounds

Who is the party in whom Zip Sanders seems to be so interested?

You mean the lady with the fair hair and fur neck piece? Uh huh!

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Edison Message No. 24

ENCOURAGE COMMUNITY SINGING

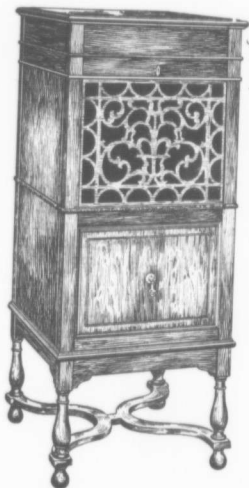
A recent editorial in the Musical Monitor says that one outcome of the war will be "recognition of the power of the greatest of all arts—music." This power will be exercised in many ways, but perhaps not more effectively than in the development of community singing.

Harmony is the soul of music. Music, especially in the form of community singing, is one of the most effective mediums for welding together the miscellaneous types that go to make up the American people, and which diversity of interest keeps more or less aloof from each other.

The Edison dealer, who interests himself in community singing, will help to stimulate a general interest in music which cannot fail to be of benefit to his community and of profit to himself.

A singing community is a fertile field for the Edison dealer.

THOMAS A. EDISON, Inc.
Orange New Jersey



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

She's editress of a Montreal newspaper. And who's the fellow at his other side? Oh! he hasn't any money either.

"How is the chicken?" asked Avery of the pretty waitress as he hesitated whether to order lamb or fried chicken. "Oh, I'm all right," she blushed. "How are you?"

"Now the psychology of salesmanship," said one of the visitors in a group discussing weighty matters, "is just to stop talking at the psychological moment and close the deal."

Some of the Ontario boys were heard commenting on the rottenness of the Quebec laws that prevented the poor bartender opening up before 9 a.m. Was it only a coincidence that the "Trois Rivieres" was timed to pull out at 9 o'clock?

Her—"Why do they call that the plate?"

Him—"Because that's where the drops from the pitcher are caught."

Her—"And are the fans here electric or just plain palm-leaf—and why do they think as much of the man who steals a base as the one who earns a run—and—even the man at bat had to strike."

Columbia Period Styles and the Six New Models

IN sending out a circular letter to the trade about Period style Grafonolas, and describing them as the ultimate in musical instruments, Mr. James P. Bradt, general manager, said:

"While considering that magnificent display of Grafonolas, ranging in price from \$250 to \$2,100, let your mind wander back to the best that the talking machine industry could offer 25 years ago when all the business was in cylinder product and sales of outfits averaged less than \$40. There was a near-sensation when a customer was landed for more than \$50. Get those pictures in your mind and your hand will start to lift your hat in recognition of the wonderful development of our enterprise."

The Columbia Company has inaugurated new price de-
trade that effective September 1st, 1918, there will be new list prices on all types of Grafonolas as follows:

Type "A"	\$ 30	Type "G-2"	\$170
Type "B"	45	Type "H-2"	185
Type "C"	70	Type "K-2"	250
Type "D"	85	Type "L-2"	325
Type "E-2"	135	Type "X"	115
Type "F-2"	150		

The Columbia Company has inaugurated new price designations for all types of Grafonolas. Types "A," "B," "C," and "D" are the table instruments listed at \$27 to \$80. Types "E" to "X" are full cabinet instruments and all of them will be equipped with the new motor and non-set automatic stop.

The Company has begun to distribute samples of six new models of Grafonolas—all full-cabinet instruments. In announcing and describing the new instruments, Mr. Bradt, says:

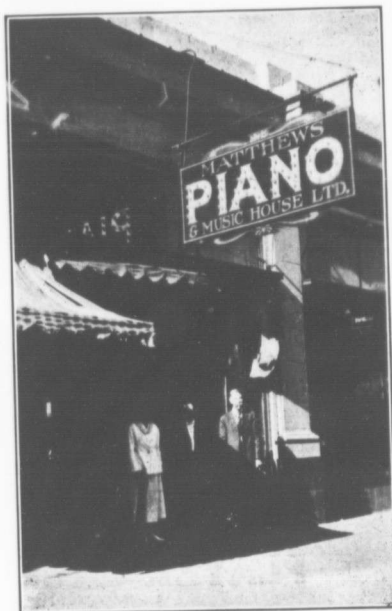
"Nothing heretofore introduced into a Columbia Grafonola will mean more to the future of Columbia dealers than the introduction of our new motor and non-set automatic stop, which is to be installed in all Grafonolas of the floor types.

"The motor and automatic stop are the culmination of months of effort, and we have reason to be mighty proud of the results. The exclusive non-set stop is protected by over seven hundred claims, exclusively a Columbia Grapho-

phone Company product, and the only non-set stop on the market, and in all probability the only one that will be on the market, because of the strength of our claims.

"The new cabinets are up-to-date in design—cabinets that every dealer in furniture, every lover of good furniture in the home, and everyone interested in the furnishing of a home will declare to be instruments of beauty and irreplaceable design. They harmonize with the most artistic interiors and add to any surroundings.

"In brief, we are offering the public cabinets that will fit the most fastidious taste; the best motor that has ever been constructed—the only non-set automatic stop in existence—but, more important than those features, we are offering instruments that will reproduce the human voice and musical instruments as they never have been reproduced before."



The Matthews Music Store in Calgary, as it looked to the camera of W. F. C. Devlin, of Martin-Orme fame.

"I Want to Talk it Over With My Husband"

"IF, when I get Mrs. Whosis to the closing point, she says, 'I want to talk it over with my husband,' said Leslie I. King, of Columbus, Ohio, at the recent Edison Convention, 'I go back at her something like this: 'Mrs. Whosis, you owe it to yourself as well as your husband to investigate this instrument before you purchase it. Your husband will appreciate an opportunity of seeing what he is going to buy, so let us send the instrument to your home for the week-end. I will personally select a programme of the better class of music, which you no doubt enjoy. If any of the selections are not altogether pleasing, we will be glad to exchange them.'

"I think human nature is very susceptible to compliments. My experience has been that compliments are good closers."

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*The PIANO is the Music Industry's
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WILLIS NEW ART PIANO

STYLE K
4 feet 6 inches

*See the other Willis Pianos
and Players at our exhibit
at Canadian National Exhibition,
August 26 to September 7*

WILLIS RE-CREATION PLAYER

STYLE L
4 feet 8½ inches

*We are also sole Canadian
Distributors of the celebrated
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WILLIS & CO., Limited : : MONTREAL

Piano Manufacturers Meet

A general meeting of the Canadian Piano & Organ Manufacturers' Association was called for August 1st. No firms outside of Toronto were represented.

The particular subjects for discussion concerned the recommendation of the Executive Committee re the Canadian Industrial Reconstruction Association.

Exhibition matters were also taken up and on motion it was decided that talking machines and player pianos exhibited in the music pavilions of the piano manufacturers must be demonstrated only in the sound-proof rooms with the doors closed and to be under the supervision of the chairman of the Exhibition Committee.

Ottawa Piano Man in the West

W. F. C. Devlin Completes Transcontinental Tour

MR. W. F. C. DEVLIN, salesmanager of the Martin-Orme Piano Co. Ltd., Ottawa, and a director of that firm, has just completed a transcontinental tour of the trade in the interests of his house. On returning from the east, Mr. Devlin started out for the Pacific Coast on July 5, returning in time for the Toronto and Ottawa Exhibitions.

Leaving Ottawa Mr. Devlin called at Peterborough where his line is actively represented by Mr. J. P. Cunningham, of the Peterborough Music Co., then on the R. S. Williams & Sons Co. Ltd., of Toronto, who deal heavily in Martin-Orme instruments both in Toronto and Hamilton. Mr. Hassall, manager of the piano department, and the rest of the boys were found to be as full of "pep" and enthusiasm as ever—especially those who were just going on holidays.

The next stop was at Winnipeg and then at Brandon, where Mr. Guthrie met Mr. Devlin. Unfortunately Mr. Guthrie's territory has been hard hit this year—drought and high winds destroying a large per cent of the crops.

About Regina conditions are much better and the wheat, barley and oat crops all look very fine.

Mr. Scythes, of the W. G. Scythes & Company, Ltd., who control the Martin-Orme Agency for the whole of Saskatchewan, was brisk and cheerful as usual. He has very fine warehouses, and what is of as great importance these times, very excellent premises for storage of large quantities of merchandise. Mr. Scythes claims he has had ample recent proof of his wisdom in ordering pianos well ahead.

Mr. Devlin was the guest of Mr. Scythes down at a very pretty cottage at Lake Katepwa in the Qu'Appelle Valley, over the week end. Here further members of the Scythes Company were met—"Frank," "Bill" and "Allan," all lusty young Westerners. There is also a very picturesque golf course where two interesting rounds were played. The camera was brought into play here but for some reason failed to register. Perhaps the atmospheric pressure, when "W. G. F." missed his drive, was too great.

A busy day was next spent with Mr. E. R. Matthews, of the Matthews Music House Ltd., of Calgary, exclusive Martin-Orme dealers, whose business is flourishing in all departments. Mr. Matthews is lucky in having two such sons as "H. E." and "LeRoy B." Matthews who are both highly trained in the piano and music business. Under the guidance of the genial president, The Matthews Music House has succeeded in Alberta as it formerly succeeded in Nebraska, and a big future is assured for this firm.

The next day, Mr. Matthews having his "Mac 4" up to concert pitch, he and the visitor left early for the Mountains. Of this trip, from Calgary to Banff and Lake Louise, it is impossible to give any adequate description. The easterner, who after being shown this same wonderful panorama, and being asked for his impressions opened his mouth and said—"Gosh!" more perfectly and completely described it than a chapter has done. The camera did its feeble best, and a few examples appear.

Mr. Devlin was also in the district south of Calgary on the MacLeod-Lethbridge line. All reports said crops were a failure on account of lack of rain. As a matter of fact all "summer fallow" land is bearing excellent wheat which experts say will run 15 to 25 bushels to the acre. The recent rains will help this and the food question tremendously. Farmers in this district are mostly well off as a result of the last three years' bumper yields, and say their only worry is that the wheat is needed for "the cause."

Some further references to Mr. Devlin's trip are to appear in the next issue.

The Martin-Orme Piano Co. is now well represented in the West, some of the agencies being as follows:

Vancouver—Walter F. Evans Limited.
Calgary—The Matthews Music House Limited.
Claresholm (Southern Alta.)—L. S. DeForest.
Red Deer—J. Edward Wetton.
Edmonton—Messrs Reed & Robinson.
Regina—W. G. F. Scythes & Co. Ltd.
Reston (South-west Manitoba)—W. J. Guthrie.

More Montreal Piano Trade Talk

Willis & Co. Ltd. report retail trade as fairly progressive, and when it is taken into consideration that two-thirds of their staff are holidaying no fault is to be found with the number of sales maturing each week for Willis products and other lines featured.

J. H. Mulholland continues to handle a fair volume of trade sales along the line of Evans' Bros.' instruments, and is satisfied that business conditions are keeping up fairly well during the summer months.

J. W. Shaw & Co. with the Gerhard Heintzman and Shaw lines continue, notwithstanding summer quietness, to exploit these representations to excellent advantage, and in a manner which has brought trade.

The Leach Piano Co. Ltd. recently published in leaflet form a list of prominent musicians, churches and theatres, together with testimonials, all of whom endorsed Leach pianos. These embraced users from local and outside points.

W. J. Whiteside states that July showed no improvement over former Julys, but on the other hand showed no decrease in volume of business transacted in Karn-Morris pianos and players. Mr. Whiteside will, as usual, visit the Toronto Fair which he says he has not missed for years and years.

J. Donat Langelier, at their retail warehouses, report a continuance of existing satisfactory conditions, and are looking forward to an active Fall campaign which will no doubt bring a greater volume of trade than has been evidenced heretofore, (and this is saying much). The Langelier line of pianos and players it goes without saying will share in the looked-for prosperity.

In the absence of president W. H. Leach, of the Leach Piano Co. Ltd., who is vacationing at his summer home, Beaver Cottage, Lac des Iles, in the Laurentian Mountains, his son, W. Lindsay Leach, secretary-treasurer of the company, acts as locum tenens, carrying on the work, attending to all details with the ease and familiarity of long practice. He reports encouraging trade in Gourlay and Leach pianos which have been well to the front of late, and he considers the outlook for Fall trade promises exceptionally well.

He who steals a watch may do time later.

The majority of the trade realize, at least in theory, that if the player is not going to be popularized for the entertainment, pleasure, and musical education that it can furnish, it is never going to be popularized.



There's Good News for you this Fall—

We have a big stock of all lines in our Toronto warehouses. You are cordially invited to call and inspect it during the Toronto Exhibition.

VIOLINS, French make, excellent tone, ebony fittings throughout, **\$10.00** each up.

VIOLIN BOWS, well seasoned sticks, well haired and superior fittings, **\$20.00** per dozen up.

VIOLIN STRINGS. Our celebrated "Corelli" E and A, **\$3.00** per bundle; D, **\$3.25**.

"Orchestral," E and A, **\$3.85** per bundle; D, **\$4.00**.

"Symphony," the only absolutely reliable gut string on the market to-day. E and A, **\$5.00** per bundle; D, **\$6.00**.

Excellent assortment of Guitars and Mandolins, also Violin Pegs, Bridges, Mutes, Fingerboards, Tails, Endpins, Purfling, and Resin.

You are cordially invited to make our warehouses your headquarters during the Exhibition—August 26 to September 7. Telephone Number Adelaide 3299.

Beare & Son

(WHOLESALE ONLY)

117 King Street West, Toronto
and London, England

Overcoming the Bugaboo of Mail Order Competition

Easier with the One-price System.

THE piano salesman in the smaller town is often brought face to face with a kind of competition that his brother salesman in the large city does not have to contend against—the competition of the mail order house. While the bugbear of mail order competition may loom up before the country salesman as a rather fearsome thing, analysis will show that sales of pianos and players which go to mail order houses could have been secured by the local piano store, in almost every case.

Statements to this effect are made by a writer in Music Trade Review, who proceeds: "The great mail order houses in the country have built up their enormous business because of three things—a standard price on every commodity, a uniform quality for every grade of goods, and an unfailing guarantee of satisfaction or money back. Each one of these business-getting factors can be offered by the local piano man, no matter where he may be doing business, but because many piano merchants have neglected to emphasize these principles, and adhere to them strictly in their transactions, mail order houses have been able to come into the local piano merchant's territory and secure customers under his very nose.

"The mail order customer must perforce buy his goods from a catalog. If he is in the market for a piano, he must choose his piano from the picture and description printed in the mail order catalog. Here the local salesman has an inestimable advantage over the mail order house. No prospect would prefer to buy an instrument from a printed description, if he had the alternative of actually seeing the piano itself. When a piano salesman finds a prospect who is contemplating buying a mail order piano, his main endeavor, and in fact his only hard work, will be to get the prospect into his store.

"Once the prospect is in the store, the salesman need have no fear of the catalog. Let the prospect pick out the piano he has been thinking of buying from the catalog, and then compare the picture with the instruments standing on the dealer's floor. No piano ever looked as well in a picture as it does in actuality, and the salesman will have little trouble in drawing the interest of his prospect away from the picture, and focusing it upon the actual piano. The question of price will then naturally come up. Unless the piano dealer has established the one-price policy, he will find his work here a little difficult, but if the one-price policy is an integral part of the business, the salesman can meet the mail-order proposition fair and square, and win out every time. Contrary to general opinion, mail-order prices on pianos are not lower than those ordinarily charged by piano merchants. The merchant also has the advantage of being able to sell a piano which has a standard name value, while most mail-order pianos have no nationally known name, but are rather pianos made by some outside manufacturer, expressly for mail-order trade.

"If the prospect has been shown that the piano merchant is doing business on the one-price basis, and that the pianos on the floor are honest instruments, at honest prices, and that those prices are the same to everyone, the only remaining feature of the mail-order proposition to be met is the question of guarantee. Here again the piano merchant has the best of the argument. No sensible prospect will prefer to accept the guarantee of a strange firm, an impersonal guarantee, when he can have the personal guarantee of a man who is doing business in his home town, and who must depend upon the good-will of the inhabitants of that town for his future business."



You Can Be Sure of a Good Piano

only when you know that the maker habitually means to make good pianos, has the factory resources to do it, has earned the reputation of carrying out his intention.

Half a century has gone by since Gerhard Heintzman, single-handed, made his first pianos. He is the oldest of Canada's piano-craftsmen. In making and marketing the first successful upright pianos, he stands out as a pioneer.

To-day his reputation is Dominion-wide. In every community the piano that bears his name is known as Canada's Greatest Piano.

Demand and factory to-day outstrip all the founder's original conceptions.

Yet the unvarying goodness is still built into every Gerhard Heintzman—the intention to build worthily passing from father to son.

No better piano can be made than the Gerhard Heintzman has **always** been. It embodies many exclusive tone-producing and tone-sustaining features. It takes in every new style-idea. It has the merit you look for in a lifetime purchase.

Its price is unusually low for quality so unusually high.

GERHARD HEINTZMAN, LIMITED
Sherbourne Street - TORONTO, Canada



The Name --- "Mason & Risch"

The full meaning of "Mason & Risch" is quality, yes —SUPER-QUALITY. The Mason & Risch name protects the buyers—it assures them TOP VALUE—it tells them of choicest material and preferred workmanship—it makes certain the long life of original purity of tone, and beauty of case—it speaks of almost a half century of ingenious and conscientious endeavor in creating a high standard and MAINTAINING IT—it symbolizes a product used and endorsed by renowned artists, famous schools and colleges.

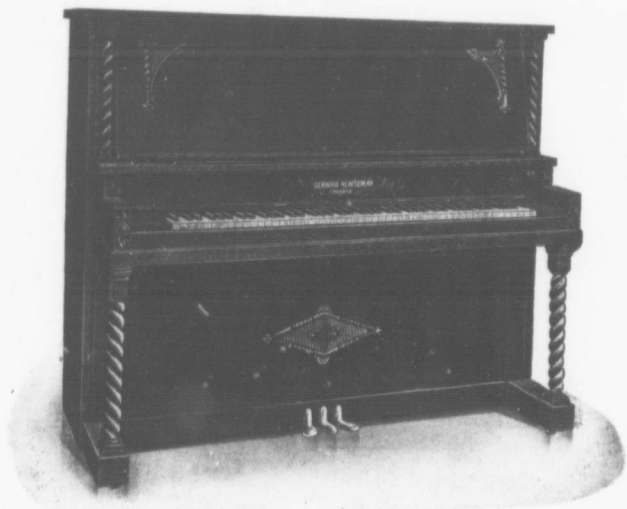
OWNERS OF MASON & RISCH PIANOS
ALWAYS REFER TO THEIR INSTRUMENTS
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To all dealers attending the Exhibition we extend a most cordial invitation to visit our building and inspect our latest product.

Mason & Risch - Limited



230 Yonge Street
Toronto



In Vancouver the Gerhard Heintzman Piano is held in highest esteem. In Halifax it has been the favorite piano for generations. Throughout Canada, from coast to coast, it has won a warm place in the nation's affections.

Gerhard Heintzman Pianos to-day are representative of the old ideals of honesty, integrity and craftsmanship that are responsible for the world's masterpieces.

They are built with all the skill and tone-producing ideas that come of our half-century's experience.

The Gerhard Heintzman is "Canada's greatest Piano."

GERHARD HEINTZMAN, LTD.

Sherbourne St.

TORONTO, CANADA

Inimitable Individuality

Every Mason & Risch Piano is made with exclusive individuality. It is designed and produced by master artisans and mechanics, using select and highest quality materials, giving an original and distinctive completed article—the most notable piano product of Canadian endeavor.

It is the equal of any piano built in any country in the world.



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