



# CANADIAN MUSIC TRADES JOURNAL

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Office of Publication:—56-58 Agnes Street, Toronto, Canada.

Telephone—Main 3589 & 11

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**I**HAVE always thought of Christmas time, when it has come round—apart from the veneration due to its sacred name and origin, if anything belonging to it can be apart from that—as a good time; a kind, forgiving, charitable, pleasant time; the only time I know of, in the long calendar of the year, when men and women seem by one consent to open their shut-up hearts freely, and to think of people below them as if they really were fellow-passengers to the grave, and not another race of creatures bound on other journeys. And therefore, uncle, though it has never put a scrap of gold or silver in my pocket, I believe that it has done me good, and will do me good; and I say, God bless it!

*Scrooge's Nephew in Dicken's "Christmas Carol."*

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MONTHLY \$1.00 PER ANNUM IN CANADA, 5s. IN GREAT BRITAIN, \$2.00 IN OTHER COUNTRIES.

**Prepare Now  
For the  
January and February  
Record Business**



**T**HE success of the talking machine business is in no small measure due to the record end of it. When you sell a Gramophone—that customer comes back to your store frequently and regularly, therefore

Push Victor Records  
Talk Victor Records  
Feature Victor Records  
Advertise Victor Records  
and  
Stock Victor Records

January and February are record months. Formulate your plans now and reap the reward in due time.

**VICTOR  
RECORDS  
OF  
FAMOUS**

Sopranos  
Contraltos  
Tenors  
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Basses  
Comedians  
Comediennes  
Whistlers  
Yodlers  
Male Quartettes  
Choruses  
Elocutionists  
Speakers  
Bands  
Orchestras  
Pianists  
Violinists  
Cellists, etc.

Others Are Doing It.  
Why Not YOU ?

**Berliner Gram - o - phone Co.**  
Limited

**Montreal, . . . . . Canada.**

**Martin  
Orme  
Pianos**



**Martin  
Orme  
Players**

**Favorites  
in  
1912**

**Leaders  
for  
1913**

### **Greetings**

May the disappointments and discouragements of the year now almost ended be forgotten in the happiness of the joyful Christmas Season. May the horizon of the New Year dawn bright and clear and full of promises and may the days that follow bring prosperity and contentment.

**The Martin-Orme Piano Co., Limited**  
Ottawa       -       -       Canada



MORRIS PIANO, NEW STYLE 5.

THE Karn - Morris management extend to their representatives and friends everywhere, sincere good wishes for a Merry Christmas ::

## WITH MASTERLY SKILL

our craftsmen, each a specialist in his own particular line, unite their energies to bring out a moderately priced instrument, with well drawn scale, case, design, tone and finish of a superior type.

From the day the "Morris" piano made its debut, the buying public's appreciation of the instrument has increased in the most gratifying manner. A large number of dealers, quick to realize the tastes of the people, have consequently taken on the **Morris line** and proved its merits, with the result that 912 has seen many more "Morris Friends" than any past year.

**The Karn-Morris Piano & Organ Co.**  
Limited

**Factories:**  
Woodstock and Listowel

**Head Office:**  
Woodstock





THE KARN PLAYER

## THE ACHIEVEMENT OF YEARS

is an expression often used as descriptive of the Karn Piano. Its present state, of being as nearly perfect as any human mechanism can be, was not attained in a few months or even a few years.

Month in and month out, year in and year out, with little improvements here, and new designs there, the **Karn Piano** is acknowledged to have won its way to fame and merited pre-eminence.

The **Karn Player** is all that the Karn Piano is, equipped with the best Player Action available.

**The Karn-Morris Piano and Organ Co.**  
Limited

Factories :  
Woodstock and Listowel

Head Office :  
Woodstock

THE Karn-Morris management extend to their representatives and friends everywhere, sincere good wishes for a Happy New Year. ::

The  
Newcombe

"Never Suffers by Comparison"

**THE NEWCOMBE**  
IS ACCORDED A PREMIER PLACE  
IN THE  
**ARISTOCRACY**  
OF MUSICAL INSTRUMENTS

If a man can write a better book  
. . . . preach a better sermon . . . .  
or make a better mouse-trap than  
his neighbor . . . . though he builds  
his house in the woods . . . . the  
world will make a beaten path to  
his door.

*Ralph Waldo Emerson*



That quotation applies with equal force to the manufacture of a piano with a well-drawn scale and that will stay in tune.

Our claim that the "NEWCOMBE" stays in tune better is based on the application of a scientific principle embodied in the "HOWARD PATENT STRAINING ROD" which is found in no other instrument than the Newcombe.

**THE NEWCOMBE PIANO CO., Limited**

**Toronto - Canada**

Head Office  
17-19 RICHMOND ST. WEST

Factory  
121-131 BELLWOODS AVE.



## The Lasting Qualities of the Gourlay Piano

False economy in the selection of a piano invariably leads to constant expense and dissatisfaction, and puts a restriction on the highest musical ambitions.

The Gourlay Piano co-operates. It is not built to sell at a low price, but is constructed throughout with the one idea of pre-eminence. Materially and artistically the Gourlay is the piano for your home.

Because you don't buy many pianos in a life-time it is best to make sure that your piano is going to be economical in up-keep. Not only does the Gourlay Piano stand in tune but as the years pass it will prove but little less valuable materially and musically, and the source of a flood of pleasant memories and recollections.

**Gourlay Winter & Teeming**  
**Toronto** **Canada**



**W**ishing the agents and friends  
of the "Dominion" Pianos,  
Players and Organs every-  
where a Happy Christmas. May the  
New Year bring you good luck, good  
health and good business. :: ::



STYLE LOUIS XV.

The  
"Old Reliable"

was well  
to the front  
throughout  
the  
present year.

—<—>—  
The  
Dominion  
Agency  
for 1913  
will be worth  
more than for  
any  
previous year.

THE  
**DOMINION ORGAN & PIANO CO.**  
LIMITED

Over 80,000  
Dominion Instruments in Different  
Countries to Speak for  
Themselves.

**BOWMANVILLE**  
ONTARIO  
CANADA

OOO  
The Bell Piano

CANADA'S ART PRODUCT  
A FAVORITE ALIKE WITH THE TRADE AND MUSICIANS

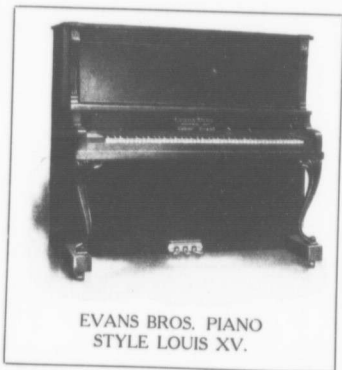


The BELL PIANO & ORGAN CO., Ltd

Wish to thank their many customers who assisted  
them in making this a banner year, and  
Extend Best Wishes to one and all for Happi-  
ness and Prosperity throughout the coming year.

FACTORIES,  
GUELPH, ONTARIO  
AND  
LONDON, ENGLAND

## "Quality our Motto"



EVANS BROS. PIANO  
STYLE LOUIS XV.

**T**HE Evans Bros. Pianos embrace all the essentials that tend to make the perfect piano. Cases artistically designed, scale evenly drawn, and a tone possessing that richness and sweetness that have made them deservedly popular throughout the Dominion.

Our new Louis XV. shown on this page is a ready seller, and our new Player Piano is in great demand.

**The Evans Bros. Piano and Mfg. Co., Limited**  
Ingersoll - - - - - Ontario

W



W

### To The Piano Trade of Canada

**A**S this present year is drawing to a close, and consequently a short time hence the new year, 1913, will be ushered in, the management of the Wright Piano Company, Limited have unusual pleasure in saying with all sincerity, "We Wish You the Compliments of the Season." May you have a joyous Christmas, and in the same measure, a happy and successful year all through 1913.

Strathroy, Ontario  
December 1912

**WRIGHT PIANO CO.**  
LIMITED

W



W

ESTABLISHED 1862

## The Wormwith Piano Co., Limited

MANUFACTURERS OF

PIANOS AND PLAYER PIANOS

Kingston, Ont. Nov. 20th., 1912.

TO THE TRADE  
THROUGHOUT CANADA.

Dear Sirs:-

We have never had a traveller or wholesale representative.

During the week ending November 16th, we had orders for one hundred and twenty one (121) "Wormwith" and "Weber, Kingston" Pianos and Player Pianos; one hundred and seven (107) by mail, and fourteen (14) by wire for prompt shipment.

British Columbia.....	27
Alberta .....	9
Saskatchewan.....	6
Manitoba.....	11
Ontario.....	43
Quebec.....	21
New Brunswick.....	1
Prince Edward Island.....	2
Nova Scotia.....	1

There must be a reason for this.

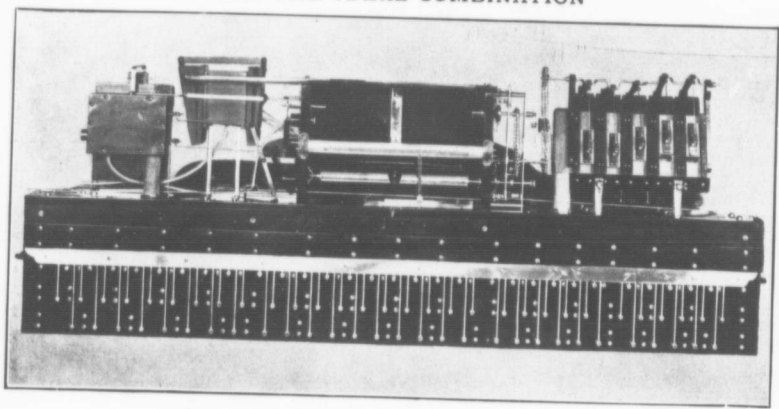
121

We invite dealers in territory where we are not represented, to give us an opportunity to send catalogue and quote.

Yours sincerely,

The Wormwith Piano Co., Limited

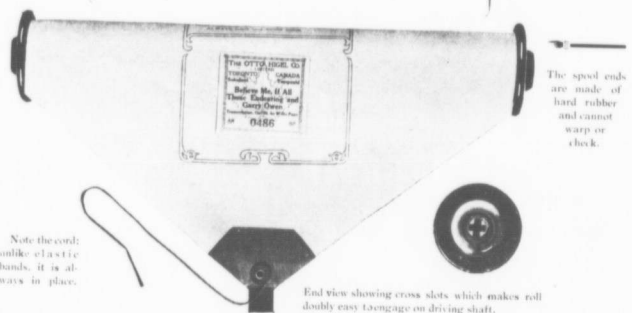
**OTTO HIGEL**  
**SOLODANT MUSIC ROLLS**  
 AND  
**OTTO HIGEL**  
**PLAYER PIANO ACTIONS**  
 ARE THE IDEAL COMBINATION



**OTTO HIGEL  
PLAYER ACTION**

It is smooth running and easily operated.  
 It permits the finest shading and phrasing.  
 It has great flexibility and abundance of reserve power.  
 All parts are made to an exact standard and are interchangeable.  
 Every part is made under our own supervision in our own factory.

**OTTO HIGEL  
PLAYER ACTION**



Note the cords  
 unlike elastic  
 bands, it is al-  
 ways in place.

The spool ends  
 are made of  
 hard rubber  
 and cannot  
 warp or  
 check.

End view showing cross slots which makes roll  
 doubly easy to engage on driving shaft.

**OTTO HIGEL SOLODANT MUSIC ROLL**

**THE OTTO HIGEL CO., Limited**  
 King and Bathurst Streets

**Toronto**

**Canada**



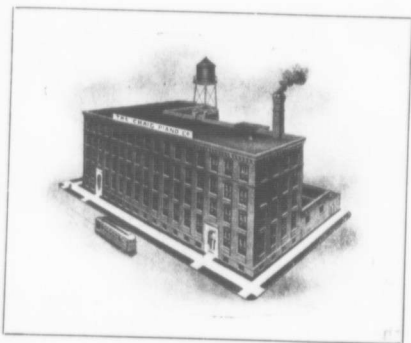
"THEY stood beside the helmsman at the wheel, the lookout in the bow, the officers who had the watch; dark ghostly figures in their several stations; but every man among them hummed a Christmas tune, or had a Christmas thought, or spoke below his breath to his companions of some bygone Christmas Day, with homeward hopes belonging to it. And every man on board, waking or sleeping, good or bad, had had a kinder word for another on that day than on any day in the year."

*Charles Dickens.*



**R**IGHT Heartily do we extend to  
the trade the Season's Greet-  
ings. May this be your merriest  
Christmas, and may January 1st,  
1913, be your brightest and happiest  
New Year.    ::    ::    ::    ::

The OTTO HIGEL CO., Limited  
Toronto, Canada.



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

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

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

## The Craig Piano Co'y

ESTABLISHED 1856.

MONTREAL,  
CANADA.



### Bookkeeping by Machinery

A large manufacturer says: "Our Underwood Condensed Billing Typewriter and the system you devised to go with it is the best investment we ever made. The machine saves the cost every four months."

**United Typewriter Co.**  
Limited  
7 and 9 Adelaide St. E. in Toronto  
Everywhere in Canada

See the  
Adding Typewriter  
Computing  
Typewriter



OVER 65 YEARS'  
EXPERIENCE

Anyone sending a sketch and description may quickly ascertain our opinion, free of which our invention is probably patentable. Communications strictly confidential. **HARDBOOK**, our Patent Office agency for securing patents. Patents taken through **HARRIS & CO.** receive special notice, without charge, in the

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A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms for Canada, \$1.75 a year, postage prepaid. Sold by **MUNN & Co** 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.

## PIANO MATERIALS AND TOOLS

FOR MANUFACTURERS, REPAIRERS, TUNERS AND DEALERS  
CORRESPONDENCE INVITED

**HAMMACHER, SCHLEMMER & CO.**

4th Avenue and 13th Street

NEW YORK, SINCE 1848

"His mastery was obtained in the only way in which it can be obtained —by devotion, intelligence and love for his art."

—THE BUILDING OF THE—  
**HAINES BROS.**  
**PIANO**

has ever been characterized by sincere devotion to the task in hand, and the measure of intelligence joined thereto must be determined by the high prestige so universally accorded these instruments.

We do not hesitate to claim that the

**HAINES BROS.**  
— IS THE —  
**BEST PIANO**

because we have spared no effort to make it worthy of that claim. Discriminating dealers have widely advertised that the

**HAINES BROS.**  
— IS THE —  
**BEST PIANO**

There's a reason. It may be designated as righteousness of purpose, and it leads to **HAINES BROS. QUALITY.**

We also manufacture the **MARSHALL & WENDELL PIANO**—The greatest value for the price in Canada.

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**Foster-Armstrong Co., Limited**

Factory  
Berlin, Ont.  
E. BIRCH, Superintendent

Head Office  
4 Queen St. E., Toronto  
J. W. WOODHAM, General Manager

**GEO. W. STONEMAN & CO.**  
**PIANO VENEERS**

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**Maryland Walnut**

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

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

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

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

# Perforated Music Co., Canada

103 Carlaw Avenue

Phone Main 2851

TORONTO

Cable Address "Permusco," Toronto  
Western Union Code used

## FOUR GOLD MEDALS AWARDED

Franco-British Exhibition, 1908

Japan-British Exhibition, 1910

Festival of Empire Exhibition, 1911

Canadian National Exhibition, Toronto, 1912

To the Dealer who wants Novel Music Rolls  
That Sell Themselves!!!

TAKE NOTICE!!!!

### "Imperial Special Rolls"

Up to the time of the introduction of the eighty-eight note Music Roll, the possibilities of the piano were very limited, owing to the fact that there were only ten fingers to operate the large extent of eighty-eight notes of the piano, naturally the full extent of the "Harmonics" would not be brought out. Now, however, thanks to the modern eighty-eight Note Roll, we have the equivalent of eighty-eight fingers, to play eighty-eight Notes, therefore we are taking full advantage of this valuable point, to enable us to produce many pleasing effects, and imitations of various other musical instruments, etc., through the use of these "Harmonics," which up to the present have been utterly impossible.

Therefore an entirely new field for special musical compositions is thus opened up. Under the title of "IMPERIAL SPECIAL ROLLS," various novelties, introducing these unique features, will be produced each month, and will appear in our future monthly Bulletins.

At present we have the following numbers ready and can commend them as being arranged on the foregoing ideas as stated, and are very speedy sellers.

59090 "Poetica" - - F. Moses Tobani 1.20	49101 Sabbath Day Reflections - - - .90
49087 Bonnie Sweet Bessie - - - .90	49103 Niagara Waltz - - Godeska .90
29099 Rosary (The) - - E. Nevin .45	69109 Thanksgiving Day - - - 1.50
59098 Druid's Prayer (The) - Davson 1.20	(A Harvest Fantasia)
59100 Chorister's Waltz (The) - Phelps 1.20	29110 Cavalleria Rusticana
49119 Love's Old Sweet Song - Molloy .90	Intermezzo - Mascagni .45
69112 Wedding of the Winds - Hall 1.50	69115 Magnolia Blossoms - Templeman 1.50

These rolls are all cut with "Accentist" and pedal perforations, etc., but they can only be had in the 88 Note Compass, except 49103 and 29110, which can be had in 65 Note.

Over 3000 Rolls of "Poetica" sold up to date !!!!!  
Over 2000 Rolls of "Druid's Prayer" sold up to date !!!!!  
Over 2,200 Rolls of "Chorister's Waltz" sold up to date !!!!!!!  
and all others equally as well.

SURELY THIS SPEAKS FOR ITSELF !!!!!!!

## Perfection in Finish

IS OBTAINED  
WITH

## Jamieson's Varnishes and Stains

NONE BETTER CAN BE  
PRODUCED

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

Established 1898

MONTREAL AND VANCOUVER

Over Fifty Years of Experience Guarantees the Quality of  
Our Products

## Toronto Piano String Manufacturing Company

— MANUFACTURERS OF —

## High Grade Piano Strings

(PATENTED 1904)

Canadian Agents for Rudolf Geise's German  
Music Wire.

122 Adelaide St. West

Toronto, . . . . Ontario

Telephone Main 5848

They are made from  
the choicest **Patent  
Steel Music Wire.**

They have been Can-  
ada's standard for  
nearly 30 years and  
are better to-day than  
ever.

They are made on automatic machines  
insuring absolute uniformity.

## COATES PIANO STRINGS

### Quality in Piano Strings

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

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

111 Adelaide Street W.

TORONTO, CAN.

## Soss Invisible Hinges

For the Piano Trade

Used on HIGH GRADE PIANOS, PLAYER  
PIANOS, ORGANS, MUSIC CABINETS.

**Easily and Quickly Attached**

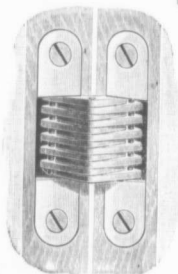
Some of the advantages of **Soss Invisible  
Hinges** are that there is no projection on either side,  
and when the door is closed no hinge is visible. These  
hinges do not creak and  
are stronger than the or-  
dinary hinge.

WRITE FOR PRICES

The  
**Soss Invisible  
Hinge Co.,**

Limited

104 Bathurst St.,  
Toronto, Canada.



## LAST CALL FOR CHRISTMAS

There is sure to be **LAST HOUR CALLS** for Cabinets and while we cannot promise that our stocks will be complete during December, we will promise **PROMPT ATTENTION TO RUSH ORDERS BY EXPRESS**, and if we cannot fill same will wire to that effect.

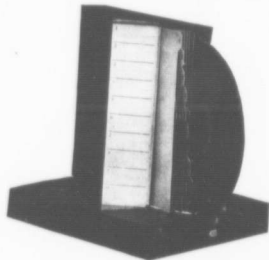
Top 20 x 24 1/2



No. 48 Golden Oak.

No. 49 Mahogany

No. 50 Mission



During December **WIRE ALL RUSH ORDERS AT OUR EXPENSE.**

Wishing the trade a **RECORD CHRISTMAS BUSINESS.**

Yours sincerely,

**NEWBIGGING CABINET CO.  
LIMITED  
Hamilton, Ontario**



LOUIS XIV.

## ORGANS

**The Goderich Organ Co.**

Limited

Goderich, - Canada

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

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

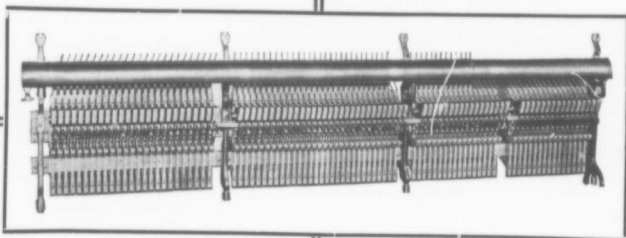
See this Mark

**"The Goderich Organ"**

## Piano Actions & Keys

THE heart of a piano is the action. Upon the quality of the action depends in a great measure the reputation of the instrument.

CANADIAN made pianos enjoy a reputation that has been built up by the high standard of workmanship and parts in them.



### "Loose" Actions

stand for quality of material used, skilled workmanship, constant, critical supervision in their manufacture, and every action is constructed as if our entire reputation was to be judged by that one action.

### "Loose" Actions

guarantee their users against action troubles. They are produced by a firm who specialize. They are adapted to the highest grades of pianos and players. They never fail to give satisfaction.

# J. M. Loose & Sons, Limited

Oldest Established Piano Supply House in Canada.

CARLAW AVENUE

Toronto

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Canada



## BOHNE HAMMERS

“The Hammers you may Depend Upon”

### WE ALWAYS DID

Manufacture a line of superior Piano Hammers that have assisted materially in building up and maintaining the high reputation held by Canadian made Pianos and Players.

### WE ALWAYS WILL

Aim high by insisting upon nothing but the best in workmanship and material being used in “Bohne Hammers.” We ever keep in mind that in each hammer sent out our pride is at stake: our reputation is at stake.

### THE Season's Greetings

We cordially extend to every Man in the trade. May you each one be favored with a very Merry Christmas as also a bright and prosperous Nineteen Hundred and Thirteen.

**W. BOHNE & CO.**  
516 Richmond St. West, Toronto, Canada  
134th Street and Brook Avenue, New York.

# 1 - 2 - 3

## THREE GOOD REASONS WHY YOU SHOULD SELL

# UNIVERSAL MUSIC ROLLS

- 1st.** Because your customer recognizes the music roll with snap and sparkle. The Universal Roll is faithfully orchestrated. This means that when your customer plays the roll he hears the full melody graced by the dainty touches of a correct orchestral setting.
- 2nd.** Because of the co-operation on the part of the manufacturers always at your disposal. So accurately does the Universal Bulletin reflect public taste that the new musical successes are available in Universal Music Rolls, when the popularity of the music IS AT ITS HEIGHT. Our musical critics are "first nighters," and the Universal Bulletin is held on the presses until the last moment—to include the VERY LATEST HITS.
- 3rd.** Because of their superiority, being made with paper with requisite quality for music rolls—strength and durability, but with expansion and contraction reduced to the minimum.

### **Themo-Art Music Rolls**

THEMO-ART rolls produced from the performances of expert pianists portray with wonderful fidelity the distinctive characteristics of hand-playing, augmented by side perforations for the purpose of melody note accenting, AUTOMATIC SUSTAINING PEDAL, and the line of interpretation.

THEMO-ART rolls enable the performer on a player piano, equipped with the necessary accessories, to render a composition in a manner closely approximating the most artistic key-board renditions.

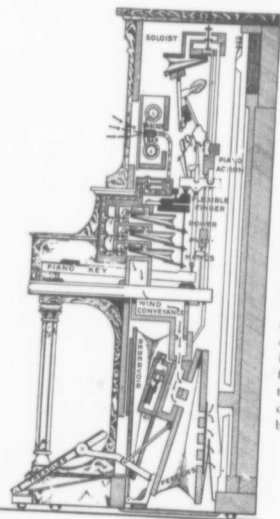
## **The Universal Music Co.**

**10<sup>1</sup>/<sub>2</sub> Shuter Street,**  
NEW YORK

CHICAGO

**Toronto, Canada**  
SAN FRANCISCO

Oldest and Largest Manufacturers of Music Rolls in the World.



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

## The Auto Pneumatic Player Piano Action

"Made in Canada"

The Recognized Standard of the  
WORLD

The wonderful durability of the **AUTO PNEUMATIC ACTION** is the foundation for its success. The **AUTO PNEUMATIC ACTION** is the most economical to buy in the long run, as only the very best materials and workmanship are embodied in this Player Action. Its durability is unquestioned and it does not get out of order

The  
Auto Pneumatic  
Action Co. LIMITED  
NOBLE STREET  
TORONTO

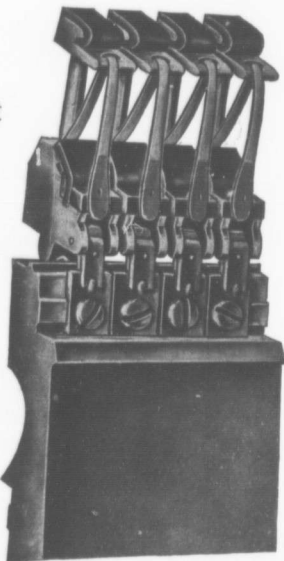
## The Sterling Individual Brass Flange Action

(Patented)

"Sterling" stands for the minimum of repairs. When repairs are necessary they are easily and quickly accomplished by merely removing the damaged section, interfering with no other part. The rail of the **Sterling Brass Flange Action** is shrink proof. It is made that way. Sterling Actions have strength to withstand hard usage. They are easy and free of movement—quick to respond.

Sterling Actions & Keys  
LIMITED  
Noble St., - - - Toronto

Without  
Doubt  
the  
Best  
Individual  
Flange  
on  
the  
Market






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**MENDELSSOHN  
PLAYER PIANO**


---

Player mechanism  
thoroughly re-  
sponsive.

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

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

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**MENDELSSOHN PIANO CO.**


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110 ADELAIDE ST. WEST

TORONTO, ONTARIO


**BLUNDALL  
PIANOS**

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TORONTO, - - CANADA

**The Canadian Ornamental and  
Wood Carving Co., Ltd.**

UXBRIDGE, - - ONTARIO

We make a specialty of machine and hand  
carvings of all description for Pianos, Furniture,  
Churches, Houses, etc.

We can save you at least 25 per cent on your  
present prices.

Send us samples or drawing for a trial order

**"Superior" Foundry Plates**

MADE BY

THE

**SUPERIOR FOUNDRY CO.**

CLEVELAND, OHIO, U.S.A.

# WHICH?

If you, Mr. Dealer, knowing all the various makes of pianos and players in Canada were a private individual buying an instrument for your own use, would you deliberately pay 50 per cent. more for an instrument that had merely a well advertised name?

## WHY NOT

sell your customers an equally good piano at a lower price and make the same profit as you can make on the higher priced article?

We hope to have your enquiry as to prices, &c.

## FRANK STANLEY,

TORONTO.

Factory:

121-135 De Grassi St.

Office:

14 Temperance St.

## CHRISTMAS APPEAL TO THE PEOPLE OF ONTARIO FOR The Hospital for Sick Children

Dear Mr. Editor:—

It would take more space than you can spare to tell of the good work done by the Hospital for Sick Children, Toronto, for the sick and deformed children of this Province. Let me, in a few words, tell you of the steady growth of this Hospital.

In the year 1875 there were only six cots and beds, one nurse, 44 in-patients and 67 out-patients. In 1912 there were 250 cots and beds, 64 nurses, 1,294 in-patients and 17,862 out-patients.

During the 37 years of the Hospital's existence, 19,370 in-patients have been admitted, and 133,724 out-patients have been treated, a total of 153,094, or an average of 4,138 per year. Of the 19,370 in-patients, 5,495 were from places outside of Toronto, 9,644 of the total in-patients were cured, and 5,711 were improved. This is a great record.

Of the 1,294 in-patients last year, 341 came from 218 places outside of Toronto, so that the Hospital is not a local, but a Provincial Institution.

In the Orthopedic Department in 37 years, nearly 700 boys and girls have been treated for clubfeet, and about 600 were corrected. Half of these came from places outside of Toronto, so surely we have a fair claim for help from the people of this Province.

The Corporation of Toronto grants \$25,000, not only for the city children, but towards the maintenance of all patients in the Hospital, and the citizens of Toronto donate an average of \$15,000 annually to the funds of the Hospital.

Will you, kind reader, think of what your money will do? It helps to re-sound health and strength, and gives crippled limbs and straight feet to crippled boys and girls.

Remember that your pocket-book must be the Hospital's friend, if the Hospital is to be the children's friend.

Remember that Christmas calls you to open the purse of your kindness to the Hospital, so that the Hospital may open the heart of its help to the children.

Remember that your money can help the Hospital build a bridge over which the feet of little children may travel on the journey from sorrow to joy, from sickness to health—aye, from death to life.

Please send a dollar, or more if you can spare it, to Douglas Davidson, the Secretary-Treasurer of the Hospital, or J. Ross Robertson, Chairman of the Trustees, Toronto.

### POSITION WANTED.

Young man well acquainted with the music business wishes a position as talking machine salesman, or would manage small goods department complete. Have several years' experience with Canadian houses; wish to start in new position some time after Jan. 1st; must be in large centre, and have good prospects for future. First class references furnished. Reply Box 207 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

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

SUPPLIERS OF

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

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

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

Soliciting **MANUFACTURERS' TRADE ONLY**, not Dealers, Repairers, etc.**Felts, Cloths,  
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Of every description, comprising Name-board, Stringing, Polishing, Muffler, Straight and Tapered, in Rolls and Sheets, etc., Stripped to Width and Length as wanted.

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

**Soft Yellow Poplar Veneers**

FOR

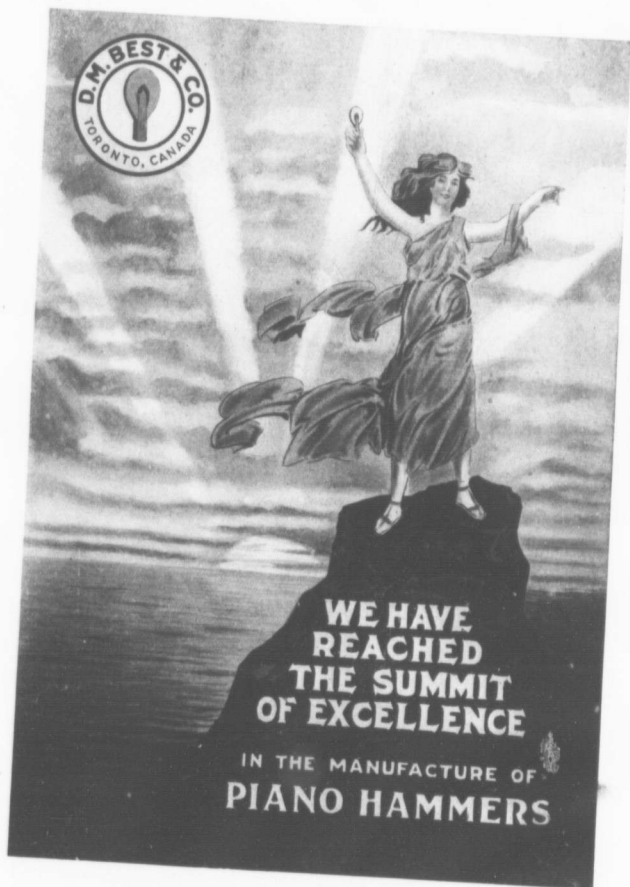
**CROSS BANDING**

Write to

**The Central Vener Co.****HUNTINGTON**

200,000 feet daily.

**W. Va.**



The advertisement features a central illustration of a woman in a long, flowing dress standing on a dark, rocky mountain peak. She is holding a glowing lightbulb in her right hand, with a beam of light shining down on her. The background shows a mountain range and a waterfall. In the top left corner of the illustration is a circular logo with a lightbulb in the center and the text "D.M. BEST & CO." around the top and "TORONTO, CANADA" around the bottom.

**WE HAVE  
REACHED  
THE SUMMIT  
OF EXCELLENCE**

IN THE MANUFACTURE OF  
**PIANO HAMMERS**

**D. M. Best & Co.**

455 KING STREET WEST

TORONTO . . . . . CANADA

# A MERRY XMAS FROM THE NEW WILLIAMS BUILDING

**The Home of Music**

From our new home at 145 Yonge St. we extend the most hearty and sincere best wishes for a very merry Christmas and a happy and prosperous New Year to our customers, friends and competitors. And we in turn will do our part to make the coming year a profitable one for William's dealers.

HERE'S HOW!

EST. 1849

A. D. 1912

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

WINNIPEG

CALGARY

MONTREAL

TORONTO



# Canadian Music Trades Journal

Issued Monthly

\$1.00 per year in Canada, 5s. in Great Britain,  
\$2.00 in other countries.

In the interests of the Musical Industries in Canada, including Piano,  
Organ, Player Piano, Supply, Talking Machine, Musical Merchandise,  
Sheet Music and all kindred trades.

PUBLISHED BY

Fullerton Publishing Co.  
56-58 Agnes St. - Toronto, Canada  
TELEPHONE MAIN 3589

John A. Fullerton, - Proprietor  
Residence phone North 2243

Harvey A. Jones - Associate Editor  
Residence phone North 6438

Correspondents in

MONTREAL WINNIPEG VANCOUVER  
and Other Centres

VOL. XIII.

TORONTO, DECEMBER, 1912.

No. 7.

## REGARDING WINTER SHIPMENTS.

AS the season of the year has arrived when the shipping of pianos is attended with considerable risk of damage to the highly finished surfaces, it is important that dealers receiving shipments should exercise discretion in unpacking. In fact, individual manufacturers would do well to invest in some circulars on this subject, to enclose with invoices of every shipment made between now and April.

Just a year ago there appeared in these columns a reproduction of a letter used with good results by the Martin-Orme Piano Co., Ltd., and which is again given in the best interests of the trade:—

"We wish to draw attention to the matter of unpacking the piano during the months between November and April, when the temperature is liable to be below the freezing point, as, if certain precautions are not observed, serious damage will follow.

"The governing principle is that the instrument must be warmed gradually before being taken from the case and exposed to the warm interior air; or if this is impossible, then the three impervious wrappings must be left on and not removed for an instant until the instrument has been taken into a temperate room and left covered at least 24 hours. The physical principle involved is that warm air carries a larger percentage of moisture than cold, which in being brought in contact with very cold surfaces immediately gives up its moisture by condensation in the form of a thin film of water which covers everything, precisely as happens to one's spectacles when coming into the house out of a zero temperature. This surface moisture leaves a coat of rust over all metal parts with disastrous effect; but is still more fatal to the highly polished surface of the hard varnish at this time undergoing a severe process of contraction and subsequent expansion. If this matter is carefully watched no trouble will result from shipping in cold weather, and the instrument will open up in as good shape as when it was packed. Observe principally that the more gradual and thorough the change from cold to warm before uncovering the better."

## THE PIANO—ARTISTIC AND COMMERCIAL.

NOTWITHSTANDING all the commercial tendency of modern production, the piano maker cannot overlook the fact that the rule of inventors and piano constructors for the past hundred years or more, has been to improve the tone and quality of the instrument. Now, even as then, the manufacturer cannot afford to sacrifice the aim which is born of an artistic and musical temperament to the more sordid commercial interest. In musical instruments music as an art must ever be uppermost; but having attained the high ideal of tone and rich sound, there is no reason why that quality cannot be maintained, although following business principles in its manufacture and distribution, just the same in another commodity.

In similar words a dealer comments on what he considers the proper attitude toward the piano. Continuing, he says:—"The retail dealer in selecting instruments for stock is no doubt benefited much by the possession of a highly-cultivated musical taste, but his love of music may sometimes carry him into another extreme, and cause him to overload the strictly commercial principles on which his business is to be conducted. The aim of the dealer in art curios and antiques and pictures, being an art critic, is to select what he considers to be the most beautiful works of art for sale; but he has always to consider the monetary value from a commercial standpoint, otherwise his stock is soon overloaded with undesirable commodities, and some of the things he buys, while being works of art, would be by no means saleable. The story has been told of a picture dealer who was attracted by handsome gold frames, and, it is said, artists always remembered his weakness and took care that their pictures were in gorgeous settings. The same mistake may be made occasionally by the musical instrument dealer who may be attracted by a flashy case and by some makers' announcement of the extraordinary value of the keys, the marqueterie panels of the case, and even by the accessories which render the exterior of an instrument attractive, forgetting that it is the music which the instrument is capable of producing."

ing that the expert musician thinks about more than the case. Needless to say, where the two are combined there is a greater chance of successful trading, and discretion in buying instruments should be exercised just the same as in buying anything else.

"The public, unless experts in musical instrument construction generally regard the interior of the piano with feelings akin to awe at the complexity of its construction, and seldom place a great deal of reliance upon their own judgment. As a matter of fact, confidence in the dealer is very assuring, and helps the customer to decide quickly; that confidence can be increased or lessened by the evidences of the dealer's ability or willingness to study his customer's interests. He may often add to the status he holds in the trade, and increase the respects shown for his judgment by carefully analysing any new instrument he may introduce and in a ready and easy way explaining its construction and good points to prospective buyers."

#### The Final Instalment Letter.

WHEN a party finishes paying for his piano, do you expect to ever come in contact with him again? Do you ever consider he may some day exchange his piano for a player? Would it be possible that his son might be in the market for a talking machine? With such ideas in mind, one music firm recommends the use of a letter similar to the following, to be mailed just after the final payment has been made.

Dear Sir or Madam:—

The bookkeeping department reports to-day that the final instalment on the player piano you purchased some time since, has been paid, and that your account has been duly balanced.

We are sending this letter as a slight testimonial of our appreciation of your patronage. The world largely does business on the confidence of one man in another, but it still remains a pleasure to deal with the man who realizes his obligations and discharges them with honor to himself and his family, as you have done. We hope the player we sold you has added to the appearance of your home, and also to the pleasure of you and yours, and that it will continue so to do for a long time to come.

It is with considerable pride we contemplate the no small list of satisfied and satisfactory customers of which you are one, and with whom our business relations have in the past been so consistently pleasant. In the light of this experience, we trust that our store will receive your future visits when the need arises for adding anything you desire in music. Our sincere thanks for past favors are yours.

Very truly yours,

#### The New Year's Letter.

SOON New Year's will be here, and therefore reasonable is the suggestion of writing to your customers, actual and prospective. There seems to be an increasing number of occasions for a letter from the music retailer—one in which a confidential tone can be assumed, thereby tending to establish more friendly relations between the store and the public. The appended letter, which came to the Journal's attention, is here given as an illustration because of the statement of a reputable house, that it actually accomplished something worth while. Did you ever try out anything along that line?

Dear Sir or Madam:—

In the year that has just been gathered unto the years ago, we indulge the hope that the days and weeks making up its span of twelve months brought few sorrows and many joys to you. Now, it is a year that is past, and the retrospect

must soon give way to the hopes and the efforts that lie beyond the threshold of January 1st. It is our sincere wish that the new year will prove the best you have known, bringing you a larger measure of comfort and happiness. A considerable part of both of these desirable virtues seem influenced by the material things with which we are able to surround ourselves. Furnishing your home in better taste makes it more desirable for every member of your family, and all over the country the wish for homes that cheer and comfort is being realized.

You know the home that is really and truly a haven of restfulness and domestic felicity is worth all its cost, because the very best of life and love is centred in it. No matter how thin sounds, it really is far more practical than sentimental—if you will analyze it. In our daily work, the study of better homes is carried on with the means to make them actually so. Possibly, from time to time, something in the musical line from this store has been added to your home possessions, and we take pleasure in offering our services to their increase at any time.

With the compliments of the season, we remain,

Very truly yours,

#### The Care of an Organ.

A FIRM of organ manufacturers offer the following advice to owners of reed organs, and which may be passed on to them by the dealers who sell the organs: "An organ should, whenever possible, be placed against an inside wall in a room of dry, even, and moderate temperature. Great heat is, of course, to be avoided just as much as damp. When the organ is not in use the stops should be shut and the lid closed, thereby preventing dust from entering the instrument. Even quite a small quantity of dust will throw an organ out of tune; especially do small particles of dust stop the vibration. The reeds, which are vibrating brass tongues riveted to a brass block, are placed in the edge of what is called the reed board. In an organ having two sets of reeds, one is placed in the front, the other in the back part of the reed board. If any one of the reeds is silent and fails to sound when the stop is drawn and the key is pressed, the first step to take is to ascertain whether the faulty reed is in the front or back set. If it is either the viola, celeste, or flute stops, it is in the front set; if in the diaphanon or melodia, it is in the back set. The front set of reeds can be reached by letting the top section of the back down; then raise the swell and draw stop, when the reeds will be seen. If the tongue of a reed is broken, it should be removed, with the reed an octave above or below; the maker will then replace it with a new one. Should one of the keys of an instrument be down, causing a constant sound when the stops are drawn, it may be due to one of three causes, viz., the tracker pin may bind and not work freely, in which case a little sandpapering may put it right. The second cause may be because the pin has dropped and the valve has been pushed off. After removing screws, the action can be lifted off, and anyone with the slightest knowledge of musical instruments will at once know how to remedy the defect which will be apparent to view. The third cause is that the keys may bind on the brass pin which guides the front of the key. This is easily remedied by turning the pin a little. Of course, there are other and more serious injuries, but most of them are known, and some are quite within the scope of repair—even by an amateur. Fortunately, many piano dealers are not amateur instrument makers; they rightly understand the constructive building of the organs they sell, and some do a very profitable business in repairing as well as tuning."



NEW SCALE WILLIAMS PLAYER PIANO



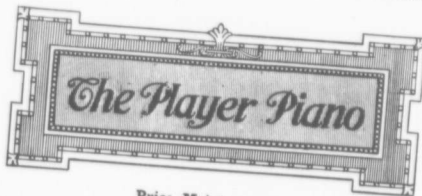
## OUR GREETING

WE put aside for the time being the numerous bona fide talking points of the "New Scale Williams" instrument to extend to our many representatives and friends in the trade, our most sincere wishes for a very Merry Christmas. Coupled with this goes the hope that Nineteen Hundred and Thirteen may prove your most happy and successful year both personally and in business.

---

THE WILLIAMS PIANO CO.  
LIMITED

OSHAWA :: :: ONTARIO



### Price Maintenance.

WHILE the sale of music rolls has increased at a rapid rate, it cannot be said that the profit and satisfaction of handling them has increased in the same proportion. The public still expects impossibilities from the retailer and still shows an unprofitable indifference to the importance of the music roll branch of the business. Probably the satisfactory experience so many dealers are experiencing in the selling of records for talking machines, is the greatest demonstrator to the dealer of the folly of trafficking in perforated rolls merely because they cannot avoid carrying certain quantities of them. Because one dealer considers it necessary to cut prices in order to get his roll stock moving, other dealers, of course, do the same thing and more of it, and soon profit has been wiped out. In the absence of fixed prices at which perforated rolls should be retailed, it would appear that music dealers would be content to let business at unprofitable prices go to some other dealer. One of the most attractive features of the talking machine business is that there is no price cutting, and that fact does not prevent the public from buying. On the contrary, knowing that prices are the same in any store, the talking machine owner does not put off his buying indefinitely, in the hope of buying his records cheaper somewhere else.

While the public is being educated to an absence of a standard regarding player music prices, too great a proportion of it has developed an impression that perforated rolls will stand any kind of treatment. "How long will the roll last?" is frequently asked, and too frequently the reply is that it will last "indefinitely," instead of the buyer being advised that a little care is necessary to the life and best results of the roll.

### Sticking the Buyer.

NO sale can be counted a good sale if the satisfaction of the purchaser does not enter into the transaction. That a "prospect" is ignorant of piano values and piano standards, is no justification for a salesman selling him a second grade instrument at first grade prices. Some salesmen are prone to boast of their ability along this line, and only recently one of this class was heard taking much glory to himself for "sticking" a customer two hundred dollars on a player sale. He convinced the unsophisticated buyer that the stencil he sold him was a valuable imported instrument at a reduced price, the "reduced price" being the same price as their leader. While it is doubtless a temptation to take advantage of the prejudice of some "prospects" against an instrument, it is a shameful sort of fraud to delude a customer who gives his confidence to the seller, as in the incident referred to. To make matters worse, the salesmanager

accepted the contract, so anxious was he for the extra profit immediately shown by the sale, though a pronounced advocate, in theory, of the Golden Rule.

### Selling Player Pianos.

A CERTAIN piano salesman who is an acknowledged master hand in his line, never loses an opportunity to get other people's ideas. When visiting other cities he usually goes "shopping," and as he sometimes says, sees more to avoid than to use. In demonstrating a player, he does not always play a roll through. He has studied his customer first, and decided to let the latter finish the roll. This may not always be advisable, but frequently is. The "prospect" immediately has a different interest, and along with his interest is a "desire for possession," the stage the salesman has in mind for advancing him to. Let a piano salesman have his name get into the hands of an automobile house and he will be promptly interviewed. He will consent to a demonstration in spite of himself, and he will notice also that the demonstrator will rapidly convey him to a choice piece of road in an uncongested district. Then the auto "prospect" will be running the car almost before he knows it, a proceeding fatal to his resolution not to buy an auto. Another point in automobile selling he will probably observe, is that the salesman has no hesitation in naming the price of the car, whether it is one thousand dollars, or ten thousand. The moral to the piano salesman then, is that if he has a player piano at \$750, and around on a \$450 proposition, he should not flounder \$750 a lot of money. He may sell the \$450 line, and then have the gloomy satisfaction of seeing the same man readily give up five times as much for an automobile.

### Making Player Rolls Pay.

THERE is a growing appreciation on the part of music dealers, of the fact that the player roll department is one that should be run on its merits, and not something that existing conditions require dealers to take care of in spite of themselves. Occupying, as it does, space in the store, and requiring time to run it, and money to finance it, the player roll branch should be expected to yield a profit. In this connection a prominent retail firm with several branch stores, in a recent communication to the Canadian Music Trades Journal, said:—

"We were interested in your article on the music roll business, as a feature of more than passing importance in the future piano trade. We agree with some of the points taken, but we are in favor of placing this department entirely on its own basis, expecting in doing so, a reasonable profit, and we are not in favor of using it as a means in closing player piano sales, as we do not think it at all necessary to give either free rolls or free library. We have been giving some attention to our music roll department, and find that it is showing results, but we cannot expect them to do this if we allow our salesmen to load them up with free library and free contribution of music rolls. Our pianos are all marked in plain figures on a cash basis, and we consider that we are giving value at the prices quoted without adding any frills."



### Thinkers Are Wanted.

ONCE prominent business man, now deceased, was on occasion, condoling with himself on the fact that upon his old and stooped shoulders rested the entire burden of the conduct of his establishment. We say condoling "with himself" advisedly, for though talking to a brother merchant, the latter had no room for sympathy with the older man. "Why so?" the latter asked, "you have a big enough staff here to run things for you if you will let them." "Yes," agreed the old man, "there are enough of them, but if I were to ask a question now, there isn't a man that wouldn't answer what he thinks I would like to hear, instead of telling me what he thinks," and the old man adorned his observations with some choice morsels of profanity, in the use of which he was an expert. While the attitude of many business men develops in their employes just such a spirit as complained of, and any originality of thought would almost cost the man his job, the fact remains that business men want thinkers in their employ, and they respect the man that can hold and fearlessly express conscientious opinions, whether they coincide with the views of his employer or not. In this present year of grace, more than at any previous period of the country's history are thinking men, men with initiative and force of character being sought after, and never in the history of the country's commerce were such employes more scarce. Said a business man, "I am willing to pay twenty dollars a week for a stenographer, male or female, who will do my work with intelligence, and who can perform the duties of this office without having to be told how, more than once." Said another employer, "When I had only four machines, and worked one of them myself, I made as much money and had less to worry about, than with ten machines and a foreman to keep the men busy. I am sure they waste twenty-five per cent. of their time in gossiping among themselves, and in the extra time required to show them how to do things, because they will not use their own brains." Still another employer recently spent fifteen thousand dollars in remodelling one department of his plant in an effort to overcome the indisposition or inability of his men to think beyond the confines of their own individual jobs.

### Favors Simpler Methods.

I HAVE no notion of selling musical instruments or owning a music store. But if I did, do you know what I would do?" asked a man at luncheon the other day. "I would reverse the order of things, cut out the live-wire, snappy salesmen as we know them, and rig up an old-fashioned store with some good old-family friendly fellows to run it—fellows that would make man, woman or child feel at home.

"Does it ever strike any of you that it is pretty easy

to get too much of what is at first a good thing; or that people may get tired of shrewd selling games and want to go back to the plain, old home-like methods of a decade ago? There is a story in one of the newspapers about a brilliant lady in New York who has been engaged to teach the department store clerks the science of selling. 'Treat your customers,' she says, 'as if they were a psychological study,' and a lot more stuff along the same line that we are all more or less familiar with.

"Now, honest, would you like to go into a store and feel that you were somebody's psychological study? I don't like it, and I am generally conscious of it when I am it. That is the part that we often forget to consider when we think we are taking on the science of this selling game—that the person being sold to is by a sort of mental telepathy made conscious of the fact that he or she is having some sort of a job pulled off on them. It is a case of a fellow fooling himself more than he fools the other fellow—a case where a little knowledge is worse than not enough. There may be some masters at it that can do these things naturally, but they are scarce, and the general run of the smart salesman make me tired. They make my wife and daughter tired, too."

### Securing Prospects.

By C. Jellison, in his booklet, "An Old Piano Salesman's Advice to Young Salesmen."

"Just a word about securing prospects; there are many ways, try this one. Children, especially little girls, know who are thinking of buying pianos in their neighborhood. They get it direct from their little friends, and if you will cultivate the acquaintance of every little girl you meet, you will thereby secure quite an amount of new business during the year. Try this plan if you have not already done so. To supply a demand for a piano or player piano is not at all difficult, but to create a demand—the desire to possess an instrument—and then close the sale, is an art—salesmanship.

"In regard to promises, do not make any that are not written by you in the contract or sales report—make them a complete history of the transaction. If your promises will not look good on your sales report, do not make them, even if you lose the sale. If all your promises are embodied in your sales report, then the firm will know everything, and share in the responsibility, if they accept the sale, which no doubt they will do provided they have found that you are reliable, etc.

"If you happen to be selling on a straight percentage, or commission basis, do not feel that your firm is holding you down. You are in a better position to show what you are worth, thereby making more money than your brother salesmen who are on straight salary, and you are more independent—unrestrained. Straight salary is based on a certain percentage of the net business produced; you have the best of it from any point of view—if you are a live one. There are many good salesmen who would not accept a straight salary if it were possible to make a fair straight commission deal, or part salary and commission, on net sales.

"As for positions—especially on a commission basis—there are more \$100-a-week opportunities in the piano business-to-day than \$25-per-week jobs. Get out of the 'merely-making-a-living' class—go to it—you will win."

### UNITED STATES GOVERNMENT TRYING TO DEVELOP INTEREST OF PIANO MANUFACTURERS IN FOREIGN MARKETS, INCLUDING CANADA.

The United States Department of Commerce and Labor has, through Consuls and Consular agents, endeavored to secure information concerning foreign markets. A monograph entitled "Foreign Trade in Musical Instruments," represents a compilation of reports designed to interest the U. S. manufacturer of pianos and supplies. While the contents are probably no more useful than accurate, that portion relating to the music industries of Canada are at least of interest to this Journal's readers, therefore the following excerpts from a summary of the Department's findings are reproduced.

"While Canada does a large import business in musical instruments," reports the compiler, "its domestic manufacturers supply most of the demand. The tariff puts an effective check on the import trade from the United States."

Canada is the second best customer of the United States piano trade. According to the returns for the U. S. fiscal year of 1911, Canada bought as follows:—

	Pianos.	Players.	Organs.	Talking Machines and Accessories.	All other and parts.
	\$	\$	\$	\$	\$
The United Kingdom	324,443	70,341	33,932	528,401	267,670
bought.....	331,585	339,217	332,132	777,653	175,679

The Consul at Toronto is credited with supplying the information that "Toronto and the surrounding section is the centre of the musical trade of Canada, most of the pianos manufactured in this country being made in this district," the district including Bowmanville, Oshawa, Guelph and Berlin.

The Toronto report also says:—"While the great bulk of the trade here is in Canadian-made pianos, a considerable number are imported, chiefly from United States, and piano parts, mostly actions, are also imported from that country to a limited extent. Frames, cases, and keyboards, as well as most of the actions, are made in Canada. American instruments of the better grade are sold here to some extent, but the cheaper grades have not been successful. Player pianos are steadily increasing in favor, and comprise about 30 per cent. of the sales; the styles and sizes correspond very closely to those of instruments used in the United States. Art and satin finish are most favored in large centres, and bright polish in the outlying districts; natural mahogany and walnut veneer, with plain cases, are most popular.

"The manufacturers, as a rule, have selling establishments in Toronto, and are the principal dealers, both for their own makes and for imported pianos. Practically all the leading American makes are represented here. Advertising is done in the daily press, in trade journals, and by circulars, very much as in the United States, the whole country being covered in this manner. Dealers usually carry a good stock of instruments, which they obtain at prices ranging from \$120 to \$275 for uprights, and \$375 to \$550 for grands, and sell for \$250 to \$600 for the former, and \$500 to \$700 for the latter."

Information from the Hamilton consular district is that "Only about one per cent. of the instruments sold here are American, but piano materials and actions are largely imported from the United States, while wire and piano hardware come from Germany."

The trade will be surprised to learn that "Several Canadian branch factories are maintained by American and will doubtless wonder where the Vice-Consul General at Vancouver, who supplies this in all seriousness, appear to depend on reduced quotations (compared with American prices) to meet the very keen competition here. While there is no prejudice against the American instrument, there is a 'made-in-Canada' propaganda, with a gradually increasing support, which works against the sale of pianos, as well as all other American articles competing with Canadian products.

"Instruments in stock here sell at retail for \$250 to \$2,500. Few, if any, pianos are shipped to local dealers on consignment, and cash sales are few. Short credits are customary, running from 30 days up, but rarely as long as six months, which seems to be the limit. The monthly payment plan is employed for the retail sales, but apparently is not favored.

"Some adjustment of instruments to stand the moist climate here is necessary. Firms intending to enter this market should familiarize themselves with the British Columbia companies act, which imposes certain restrictions upon foreign corporations doing business in the province."

The Consul General at Winnipeg has learned that "climatic conditions in Western Canada are considered to be among the most severe in the world on musical instruments using sounding boards." No doubt he misunderstood President Kelly of the Winnipeg Music Dealers' Association, when he credits the latter with the opinion that "most of the piano movements come from the United States, and are put into cases manufactured in Canada." The figures of the Department of Trade and Commerce at Ottawa show these imports to be of infinitesimal proportions. The Vice-Consul at St. John, N.B., finds that "practically no parts are imported," and also emphasizes the climate as an enemy to the piano's condition.

The data furnished by the Consul-General at Ottawa includes a table giving the names of the various makes sold and retail prices, which range from \$250 to \$2,500. He somewhat ambiguously reports also, that "the market in this district is very good for high grade American pianos and player pianos, but because of the price they do not command nearly so large a sale as Canadian instruments."

In the course of a talk at St. Clement's Church, Provost Macklem, of Trinity, told this story. A parishioner of Spurgeon once asked him if he thought a man would go to heaven.

The great preacher thought a while, and then replied:—"I don't see any reason why he should not go to heaven, but I am afraid his neighbors would not."

Christmas  
1912

**A**t the close of the greatest year in the history of our business, we desire to thank our representatives and friends in the trade for their liberal confidence and support. We wish we could grasp each of you brothers in the great industry, by the hand and say "Merry Christmas" :: ::

The  
Sherlock-Manning Piano  
and Organ Co.

W. N. Manning

J. F. Sherlock

New Year  
1913





## Did You Ever Wait Five Minutes For One Cent?

Have you ever been to the Candy Department of a store and noticed nicely boxed candy with a 49c price marked on it? Have you ever bought a box of this candy, tendered 50c, and waited five minutes for one cent?

Does this condition exist in your candy department, or in any other department in your store? Careful investigation shows that most large stores are dissatisfying customers and losing money in just this way.

This sort of thing does not happen in the small candy shop. It has no need to happen in the large department store. It does, however, because the system of handling cash is not suited to the particular requirements of that kind of department.

Study the needs of your departments. Consult our representative as to the remedy.

Write for Free Booklet

# The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory: Toronto



### GREAT IMPROVEMENTS PROJECTED FOR TORONTO.

Harbor Commission Has Comprehensive Plan. Explained to Board of Trade by Mr. R. S. Gourlay.

The Toronto Board of Trade called a special meeting recently, to be addressed by Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, who is the Board's representative on the Toronto Harbour Commission. Mr. Gourlay had been deputed by the Commission to explain to the members of the Board of Trade their Harbour plan. That the work of the Commission has the interest and sympathy of the business men and citizens at large, was shown by the magnificent attendance. A luncheon preceded Mr. Gourlay's explanation of the plans, in McConkey's largest hall, and so great was the attendance that the hall was literally packed, and many could not secure admission.

Mr. Gourlay had with him the original colored plans prepared by the Commission's engineer, and these were placed so that the audience could follow Mr. Gourlay's explanation of the various details.

The plan, which calls for an outlay of approximately twenty millions of dollars, provides not only for beautifying Toronto's twelve-mile waterfront, but includes the reclamation of 644 acres of what has hitherto been known as Ashbridge's Bay, the present leasing value of which is \$10,000,000, and providing thereon industrial sites, leases having already been closed with a number of manufacturing concerns, who desire adequate shipping facilities by rail and by water.

The Dominion Government has agreed to co-operate with the city, and satisfactory negotiations have also been carried on with the railways, so that the deepening of the harbor and direct water and rail connections will result. The plan so co-ordinates with the city's park scheme, as to include the making for the citizens a valuable asset in a boulevard and drive along the entire waterfront, reaching out to the island, the park area of which will be enlarged and providing a twelve-mile drive that will be unique. In fact the plans omit nothing that can be of industrial advantage to the city and in beautifying, as well as providing for aquatic sports and pleasure spots for the citizens.

Mr. Gourlay's comprehensive explanation of the work and plans of the Commission, was closely followed, and a hearty vote of thanks tendered him by the members of the Board of Trade, of which he is the immediate past president.

The work of the Commission is an excellent object lesson of the superiority of a well chosen commission over an elective council such as Toronto has, and that has never given a hint of ability to handle so gigantic a problem as that now being taken care of by the Harbor Commission, whose plans provide for a revenue so great that the proposition becomes one of very light financing.

Members of the music trade outside of Toronto will be interested in knowing that the plan provides also for an additional entrance to the Exhibition grounds.

The plan, as prepared by the Commission, and explained by Mr. Gourlay, was unanimously endorsed by the Board of Trade, which body urges the Toronto City Council to co-operate with the Harbor Commission, in order that the plans may be carried out.

### BRITISH MUSIC TRADES TO HOLD EXHIBITION.

The English piano trade has awakened to a realization of the fact that this is a time for activity. Instead of continuing to complacently allow pianos of German and other foreign makes to outstrip their own productions in popularity, they are going to educate the British public. The first step to that end was taken as a result of a letter in the London Daily Express concerning the respective merits of English and German pianos, and which resulted in German firms refusing to accept the challenge of English firms for a friendly comparison of the makes of both countries.

The English manufacturers have been roused to action, and a Pianoforte and Music Trade Exhibition will be held, as reported in this Journal for November. This will be on a large and ambitious scale, from Sept. 6 to 20, 1913, and will be held at the Olympia. The stands will be so arranged that each exhibitor will have four approaches to his display.

One part of the main hall will be set apart for the display of talking machines alone, in which each exhibitor will have a sound proof enclosure for demonstrating purposes.

Mr. F. W. Bridges is the organizer of the Exhibition, the offices of which are at 124 Holborn, E.C., London.

### MR. HIGEL AT CARLSBAD.

Mr. Otto Higel, of Toronto, head of the well known firm bearing his name, is at present undergoing treatment at Carlsbad, Austria, whither he went on expert medical advice. Mr. Higel, though undergoing two operations for gallstone, had not effected a permanent cure, and he suffered from intermittent attacks during the entire spring and summer. Accompanied by Mrs. Higel and his only son, Ralph, he went to Carlsbad, as stated, the world famed health resort. Weekly cable dispatches keep those at the factory in touch with Mr. Higel's condition, and many friends in the trade express the sincere hope that he may be permanently and speedily cured.

During his absence the business and factory of the Otto Higel Co. are in the capable hands of Mr. R. H. Easson, vice-president, and Mr. H. A. Smith, factory superintendent, who is also secretary of the company. They are at present working to the capacity of their men and plant to maintain their policy of prompt shipments. Player action trade shows a pleasing development in the use of players, while their music roll department shows that the Canadian public has become an important purchaser of this line of merchandise.

### MUSICAL INSTRUMENTS IN BRAZIL.

By H. R. Poussette, Canadian Trade Commissioner at Buenos Ayres.

Canada can do nothing in this section, even if her piano manufacturing industry were far enough advanced to make it worth while considering, since even with a preference of 20 per cent., the United States have been unable to make appreciative headway up to 1909 against the continental makers. South Americans do not take to organs; it is an instrument that is never heard except in churches, and then it is usually of the pipe style. The talking machine has come to stay and nothing but a piano can compete with it in the home.

# Victor- Victrolas

and

# Victor Records

FOR making the year which is drawing to a close the best in our history, and for the appreciation shown by the trade of the service which we have ever striven to furnish, we can only express our gratitude by saying a sincere "Thank You" and by assuring you of our desire to be of even greater service in the coming year. ❀ A Merry Christmas and a Happy New Year to you all.    ::    ::    ::    ::

## The Big Opportunity in the Music Trade



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

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

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

The recent addition to the new Victor-Victrolas assures continued prosperity and brings new and greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.

---

# His Master's Voice Gramophone Co.

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

208 Adelaide St. West,

Toronto



### On Featuring Records.

WHILE dealers here and there all through the country will necessarily pass up talking machine sales this season for the want of adequate stocks, they can at least have the healthiest business they have ever had. They can choose their customers and turn down the "prospect" who might be somewhat doubtful, but would be sold to under normal conditions. Again the scarcity of machines will not be an unmixed blessing if it turns the attention of dealers more earnestly to the sale of records. While it is desirable to have a talking machine in every home, it is at present more desirable that the talking machines now in homes should not be allowed to become "dead" ones. Nothing will kill the interest or desire of a prospective buyer like the influence of some talking machine owner who has grown lukewarm or absolutely indifferent. Somebody complaining of an alleged unsatisfactory telephone service in Toronto, supposed the company was so busy installing new telephones that they had no time left to look after those already installed. Similarly some dealers have been so busy making talking machine sales, that they have for the time being lost sight of the importance of featuring records.

The salesman who specializes on the higher grade records makes himself doubly valuable. He is immediately a greater source of profit to his employer, and consequently to himself, but what is more important, he sells a class of music that people do not tire of. As the recently printed advertisement of a well known piano says, "The appetite for good music is never appeased," and it is very noticeable that the talking machine owner, whose first selection of records may be entirely of the "rag-time" variety, will eventually lose his enthusiasm or let his machine become a "dead" one, if he does not introduce into his collection records of the better music. The talent of the operatic and concert hall stars costs more, hence it is quite natural that the records must sell at a higher price, but they give the purchaser infinitely greater value, at the same time giving the dealer better profits for the same labor, therefore from every standpoint it is desirable to get the records of the better music into use. For some years the talking machine did not attain to any degree of prominence as a musical instrument, and was not endorsed by musicians. One reason was, doubtless, the class of records featured. Dealers and salesmen featured records that amused the first time they were heard, but that to so many became tiresome, to say the least, after repeated playing. In music, as in literature, the mediocre and trashy quickly die, while the classics are their own justification. And it is the high class in music that puts the talking machine in the front rank of musical instruments, and that elevated it from a

ten dollar toy to a six hundred dollar musical instrument. Formerly it was made and sold as an article of amusement. Now it is for the purpose of entertaining and educating—a vast difference.

### Shortage of Machines.

MONTHS ago the prediction was made in these columns that this year's Christmas trade would, as usual, be characterized by many dealers bewailing a shortage of machines. That shortage has been making itself felt for several weeks, and dealers, who months ago laughed at the advice to order early, are now spending money on telegrams and long distance telephone messages in a vain endeavor to secure goods that they cannot possibly buy. It took no particular foresight to realize that there would be a shortage, for anyone interested in the talking machine business must have seen that during the past couple of years the demand has increased at a rate more rapid than the supply could be increased in the same time.

One would have thought that last year's experience would have put dealers on their guard, but many that were caught short a year ago are again on the list of those who failed to anticipate the season's needs. Increasing a factory output of such a line as talking machines is not something that can be accomplished at a few weeks' notice, and when it is taken into consideration that the factories supplying Canada with talking machines have similar increased demands from various other countries as well as in their own home market in the United States, it is little to be wondered at that they could not increase their factory outputs in time to take care of the of the whole of this year's demand. In the meantime those dealers who were negligent in ordering, or who do not give the line aggressive representation, or who are not prompt in meeting their acceptances, will be the last to receive consideration in the filling of orders this fall, and deservedly so. This scarcity has put a premium on machines, and the condition is even more acute in the United States, where all sorts of schemes are being resorted to by jobbers and dealers to secure stocks. One large jobber actually sent a marked cheque to another jobber in another part of the States to pay for a large shipment that he hoped the jobber would supply him with, for the cheque was at dealers' prices. The cheque was returned. In the meantime it is a very great temptation on the part of the manufacturer or wholesaler, who commenced on the first

## NOTICE

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

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

**BERLINER GRAMOPHONE CO., Limited**  
MONTREAL



Trademark



Trademark

# AFTER CHRISTMAS

a great many dealers lay back on their oars, with the remark that "there won't be anything doing now until March."

This is a grievous error.

There are thousands and thousands of talking machines given as Christmas presents, and the first thing a new owner does is to buy records.

He will buy them in your store if your stock is in shape to supply his needs, even if he did not purchase his machine from you.

So don't let your stock, your enthusiasm or your efforts peter out—on the contrary, double up on all of them and get after the record trade in your vicinity.

Columbia Records will be most in request, because of their superiority over all others.

Columbia Records are the only records bearing a definite guarantee:

## GUARANTY.

We guarantee to every purchaser of Columbia Double-Disc Records that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of disc records of any other make regardless of their cost. We further guarantee that their reproducing qualities are superior to those of any other disc records on the market and that their life is longer than that of any other disc record, under any name, at any price.

**Columbia Dealers be prepared for the January Record Business.  
Non-Columbia Dealers—Get in line.**

## Columbia Phonograph Company, Gen'l

McKinnon Building - Toronto, Ont.



Trademark



Trademark

of January to urge dealers to get their orders in early to say, "It serves you right," or "I told you so."

#### Cater to the Women.

AS the woman is the buyer of what goes into the average home or is, at least, consulted about the purchase of what may represent a permanent investment such as a talking machine, it would seem quite logical that the dealer should cater to the woman. Formerly the retailing of talking machines seemed to be surrounded by a sort of undefined atmosphere of the dealings thereto belonging exclusively to men. This is the idea expressed by one dealer recently, who stated that in thinking over his own business in talking machines and the possibilities of enlarging that branch, it suddenly occurred to him that his store had not been visited by many of the women of the town. Most of his sales of better class types had been made in the homes, the consent to a trial at the home having been invariably received from the man of the house. This dealer's soliloquy led to his adopting means of interesting the women of the neighborhood, of so arranging and furnishing the department as to appeal to feminine instincts. His advertising was directed to the women, and in various ways this dealer stated that he elicited the interest of women to an extent that sales were visibly effected for the better. One or two recitals given at afternoon teas in private homes, he found an excellent advertising medium. By playing on one of the best machines a number of the higher grade records of music especially suited to a gathering of women, most of whom claimed some musical taste, an interest was awakened, and inquiries from the better homes of the community resulted. In this case a young woman from the store had charge of the machine, conveying, better than words, that a woman could easily take care of and play the talking machine. In many ways, this dealer stated, studious effort was made to get the women interested and at the same time the men did not cease to be interested. Another feature his experience brought out was that, though in most cases harder to persuade to buy the better type of machine, women usually choose the better class records. It is also true that in dealing with women, the salesman is less prone to bring out the less staple titles.

#### Other Merchants and Talking Machines.

TRADE papers in the interests of various lines of merchandise, including drugs, furniture, hardware and even dry goods, periodically endeavor to create interest in talking machines, advocating that their readers handle them. With dealers in these lines of merchandise, it is not a question of handling a musical instrument, but of dealing in a commodity that can be profitably retailed, and with a moderate investment. Occasionally a merchant, in a line of business to which the talking machine is quite foreign, is found featuring the latter with an aggressiveness that many music dealers could well copy. The policy of the manufacturers to keep talking machines from becoming a mere adjunct to any miscellaneous line, is one that music dealers have not realized as promptly or as loyally as warranted by the interests at stake. No doubt it was selfish reasons that prompted the talking machine manufacturers to keep the line as-

sociated with music houses, for certain it is that the status of the line has been more firmly established by so doing, nevertheless agencies have been refused to merchants in other lines where the music dealer had even refused to take it on, though subsequently doing so and giving it better representation than a hardware merchant, for example could possibly do. Music dealers who can see no profit or merit in talking machines, have become scarce, nevertheless there are a few of them not doing the volume of business that his merchant neighbor in the furniture line would do. People expect to find music in a music store, but they should not be left to find out by accident or by persistent hunting that the local music store carries a stock of talking machines and records. That fact should be so thoroughly dinned into their minds through the medium of the local newspapers that they could not forget it if they wanted to.

A certain furniture paper published in the United States, has just made the discovery that the chief end of the business lies in the records, for it says:—

"The principal profit in handling talking machines does not seem to be in the initial sale of the instrument and the first order for records, but in the orders for records that follow. In other words, it is in the records and not in the machines that the volume and profit comes in, although the profit made on the machine is of about the same percentage as on the records. While talking with a dealer who handles them, a gentleman entered the store, walked up to the dealer and handed him a slip of paper with four numbers on it, saying: 'Send those up to the house, will you?' The dealer handed me the slip, saying: 'Now, here's an example for you right here. This order is for four \$5 records. Could I have sold any \$20 piece of furniture in this store with so little trouble, in so short a time, and at so small a cost for advertising and handling? The chances are that I haven't even got these records in stock, but I'll have them here in two days. I'll get my money out of them before I have to pay for them, and my forty per cent., net, is all velvet.'"

#### Is "Canned" Music Worth While?

UNDER the above caption the "Ladies Home Journal," published an interesting article by Karleton Hackett, from which the following is taken:—

"There is hardly a man in the country but knows something about talking-machines and piano-players, yet few men have any comprehension of the educational value these instruments may have for a household. 'Canned music' has been held up to scorn and ridicule; but so has every other step in the right direction, so that means nothing.

"Love for music comes only through familiarity with the music itself; education in the appreciation of music means that the individual has had chances enough to hear music he can comprehend, and so has grown into a liking for it. To young people the music which pleases and entertains must be given, since there is no surer way to earn their dislike than to ram down their throats what they cannot understand, especially if they get the idea that they are being 'educated.'"

"Some will say: 'Better no music than to corrupt the taste by what is bad.' This brings up the question: What is bad? Experience has taught us that we learn

## Start 1913



The U-S "Royal"  
Retail Price, \$60

with a  
stock of  
**U-S**  
Phono-  
graphs  
and  
Records

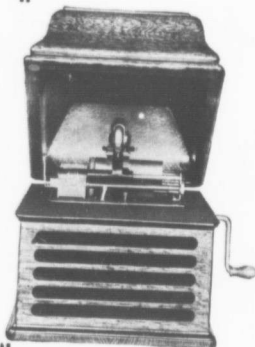
The Quality is right.  
The Price is right.  
Our Service is right.



Fit any Phonograph

A source of continual profit  
to you.

A source of continual plea-  
sure to your customer.



The U-S "Rex"  
Retail Price, \$30

SHEET

**Music** BOOK

**Violins, Mandolins, Banjos  
Guitars, Autoharps**

and  
"Imperial" Band Instruments



**WE** gladly take this opportunity  
of exchanging Yuletide  
Greetings with our many friends  
and customers in the trade. With-  
out departing from the old, old  
salutation to express ourselves, we  
just say to each one—"A Very  
Merry Christmas to you and a  
Happy and Prosperous New Year."

A source of  
continual  
satisfaction to  
dealer  
customer  
and  
everyone  
concerned.

Feature  
"Imperial"  
Strings

They have  
stood the test  
of our 25  
years of  
handling them.

Always order

"Imperial"  
Rosin

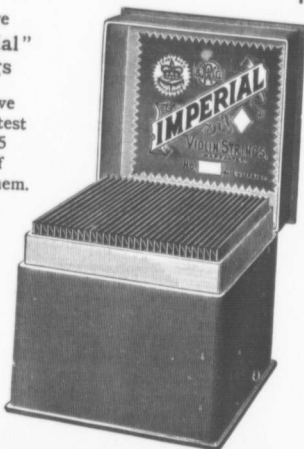
The neatest and best Rosin  
on the market  
to-day.

**Whaley, Royce & Co.**  
Limited

237 Yonge Street  
TORONTO

and

Donald and Princess Sts.  
WINNIPEG



by doing, not by inaction; that the faculties actively employed gain in taste and power of appreciation, while the finest natural faculties, if unemployed, will atrophy.

"A dozen women in Chicago formed a bridge club which met weekly at the houses of the members. One of the women owned a talking machine, so when it came her turn to entertain she had it play while refreshments were being served. None of the other women possessed any musical instrument, but the hostess for the following week was so much impressed by the social powers of this talking machine that she concluded to borrow it for her party. Before the winter was over each of these women persuaded her husband to purchase a machine.

"One of these households was typically American, the wife without any natural inclination for music, and the husband one of those militant anti-noise crusaders who boasted everywhere that he knew nothing about music. Nevertheless they bought a machine, and, since they must have something to play, they started in with the latest ragtime favorites. One evening they heard, at a house where they were calling, the record, by Mischa Elman, of Dvorak's 'Humoresque,' and next morning the husband was the first one at the counter to buy that record for himself. He played it two or three times that night, finding in it something that he did not know existed. With this glimpse into the new world he began to question his musical acquaintances as to other things which might appeal to him, for if there were any such pleasure to be derived from music he was not going to be fool enough to miss it. One day in glancing over the paper he noticed that Mischa Elman was to give a recital, with this same 'Humoresque' on the programme. The combination was too much, and the man who had always looked down on concert-goers with patronizing pity found himself standing in line before the ticket office. If this be not education in the appreciation of music of the most valuable type I know not what to call it.

"One of our most distinguished musicians was lately presented with a talking machine, which has been as much of a delight to him as was even a new drum to a small boy. He plays it for himself and for his guests, saying that he must do what within him lies to make people comprehend the value of it. If he 'learns something every time he plays a record,' what possibility do you think there is that your taste will become corrupted if you, too, play the machine and listen to what it tells you?

"Thousands of pianos that were never touched save on weekly dusting day have been roused by the mechanical player from their long sleep; thousands of homes where the sound of music never broke the stillness have been awakened to life as the talking machine poked in its nose.

"The study of music is not now pointed so much to the training of professionals as to developing the musical consciousness of the mass of the people. These mechanical instruments for the reproduction of music are now the most valuable aids for developing this consciousness which exists, so have no fear of those who turn up their noses at 'canned music'; they mistake the conditions. Let those whose voices and fingers are untrained take courage, since they can learn to appreciate the meaning of music to the full and be better for it."

### "THE GRAMOPHONE AT FOND-DU-LAC."

In "Rhymes of a Rolling Stone," Robert W. Service, "the poet of the Yukon," pays a tribute to the gramophone, showing how, through its instrumentality, the voices of the world's artists reach to the remote corners of the earth. The story is told of Eddy Malone's purchase of a "grammyfone, to draw all the trade to his store," and the introduction of the instrument at an open air concert on the lake shore, there being present such local celebrities as "Yellow-Knife," Chief "Roll-in-the-Mud," "Old Tom," "Dogrib," "Cree," and others.

After three verses describing its "dayboe," the poet shows in the following two verses that though the operatic stars created an impression, it remained for Harry Lauder to "get them going."

"Well, though I'm not strong on the Dago in song, that sure got me goin' for fair,  
There was 'Crusoe an' Scotty an' Ma'am Shoe-Man Hank,  
an' Melber an' Bonchy was there.  
'Twas silver an' gold, an' sweetness untold, to hear all them big guineys sing;  
An' thick all around an' inhalin' the sound, them Indians formed in ring.

"So solemn they sat an' they smoked an' they spat, but their eyes sort o' glistened an' shone;  
Yet never a word of approv'n' occurred till that guy Harry Lauder came on.  
Then hunter of moose an' squaw an' papoose jest laughed till their stummicks was sore;  
Six times Eddie set back that record an' yet they hollered an' hollered for more.

The sixth verse is a readable description of the scenic properties, which included chasms, sunset, peaks, the lake, tepees, the evening star, "The peace an' the rest an' final and best, the music of Ed's grammyfone," followed by a word picture of the effect of "Silver Threads Among the Gold," as follows:—

"Then sudden an' clear there rang on my ear a song mighty simple an' old;  
Heart-hungry an' high it thrilled to the sky, all about 'silver threads in the gold.'  
'Twas tender to tears, an' it brung back the years, the mem'ries that hallow an' yearn;  
'Twas home-love an' joy, 'twas the thought of my boy— an' right there I vowed I'd return.

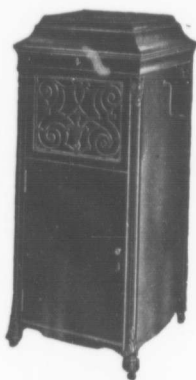
"Big Four-finger Jack was right at my back, an' I saw with a kind o' surprise,  
He gazed at the lake with a heartfelt of ache, an' the tears irrigated his eyes.  
An' sez he: 'Cuss me, pard! but that there hits me hard; I've a mother does nothin' but wait.  
'She's turned eighty-three, an' she's only got me, an' I'm scared it'll soon be too late.'

According to the last verse the character who tells of the "grammyfone" didn't go back, though he'd "cut out the booze" and "corralled all the coin to go back," for "it wasn't to be—he'd a mother, you see—so I slipped it to Four-finger Jack."



# EDISON

## The Phonograph with the Right Home Tone



THE AMBEROLA



THE CONCERT

Its wonderfully lifelike reproduction of sound—

Its tuneful, long-playing Amberol Records—

Its scratchless, permanent Sapphire Reproducing point—

Its comprehensive repertoire of songs and instrumental music—

Its great staff of record-making talent—

Its home-recording capabilities—

Make the Edison the choice of all who really investigate before they buy.

*Thomas A. Edison*  
INCORPORATED

103 Lakeside Ave., Orange, N.J., U.S.A.

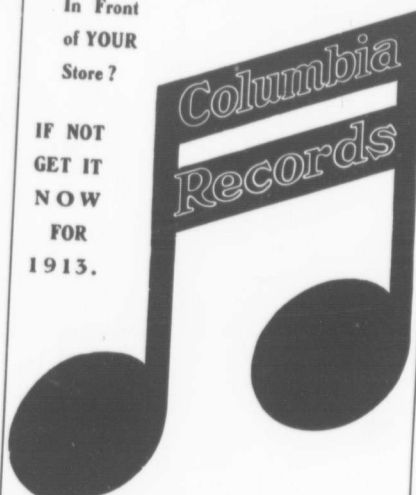
The Edison Dictating Machine will add a vast degree of efficiency to the handling of your business correspondence and will split its cost in two. With the Edison Dictating Machine you can clean up a mass of accumulated correspondence and sweep your desk clean at one sitting.



# Is This Sign

In Front  
of YOUR  
Store?

IF NOT  
GET IT  
NOW  
FOR  
1913.



**IT IS A TALISMAN  
TO BRING YOU PROFIT.**

**Ask Columbia Dealers.**

They will verify our claims of the profit and satisfaction there is in handling COLUMBIA GRAPHOPHONES, COLUMBIA GRAFONOLAS, COLUMBIA RECORDS.

The demand has been created by Columbia **quality**. Hearing is believing. Let us send you a sample outfit. Get into line for 1913 RECORD BUSINESS. Your Old Country Customers will want some of the Columbia-Rena Double Disc Records.

12 inch size - - - \$1.25 Retail  
10 inch size - - - .85 "

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

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

## NEW RECORDS Advance lists for January



### VICTOR RECORDS FOR JANUARY.

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

- Single Black Label Records, 10-inch size, 75c. each; 12-inch size, \$1.25 each.
- Double-Faced Black Label Records, 10-inch size, 90c. each; 12-inch size, \$1.50 each.
- Purple Label Records, 10-inch size, 90c. each; 12-inch size, \$1.50 each.
- Earl Cartwright and Victor Light Opera Company  
5871 Natoma—Vaquero's Song (Harp by Lapidino)  
Victor Herbert 10
- Victor Light Opera Company  
31875 Gems from "Merry Countess" (Fledermaus)  
Unger-Anderson-Stauss 12
- 35263 Souvenir de Beethoven—Fantasia (arranged by Moses-Tobani) ..... Arthur Pryor's Band 12
- Crema de la Crema—Fantasia (arranged by Moses-Tobani) ..... Arthur Pryor's Band 12
- Frank La Forge, Pianist  
Double-Faced Blue Label, 12-inch, \$1.50
- 55030 Adagio from 5th Concerto, Op. 73 (Beethoven) (with orchestra) ..... Frank La Forge 12
- Scarf Dance—Air de Ballet (Pas des E'charpes) Op. 37 (Chaminade) ..... Frank La Forge 12
- 17200 Irish Names (Ludlow-Hilton-Turvey)  
Reinold Werrenrath 10
- Out on the Deep (Cowan-Loehr) ..... Frank Croxton 10
- 17201 National Spirit March (Hager) (Drum effects)  
Arthur Pryor's Band 10
- Let Me Like a Soldier Fall—Quickstep (Linden) (with drums) ..... Arthur Pryor's Band 10
- 17202 You're Just as Sweet at Sixty as You Were at Sweet Sixteen (Heelan-Helf) (with Quartet Chorus) ..... Walter J. Van Brunt 10
- Oh You Silv'ry Bells (Jingle Bells) (Havez-Botsford)  
Peerless Quartet 10
- 17203 I'm Wearing Awa' (Nairn-Foote) John Barnes Wells 10
- Daddy (Behrend) ..... Elizabeth Wheeler 10
- 17204 Where the Moonbeams Gleam (Jones-Daniels)  
Albert Campbell-Henry Burr 10
- Mocking Bird Rag (Walsh-Straight)  
American Quartet 10
- 17205 Row! Row Row! (from "Follies of 1912") (Jerome-Monaco) ..... Ada Jones 10
- I've Got the Finest Man (Creamer-Europe)  
Ada Jones 10
- 17206 Spanish Dance—Op. 58, No. 1 (Rehfeld) Violin  
Maximilian Pilzer 10
- Petite Valse (Hollman) Violoncello  
Rosario Bourdon 10
- 17207 When the Rainbow Shines Bright at Morn (Bohannon)  
William F. Hookley with Male Chorus  
Tennessee Moon (Mahoney-Wenrich)  
Heidelberg Quintette with Will Oakland 10
- 17213 The Funny Little Melody (Irving Berlin)  
Walter J. Van Brunt-Maurice Burkhardt 10
- You May be Irish, but I Think That You're in Dutch (Bryan-Fischer) ..... Billy Murray 10
- 17214 Waiting for Me (from "Two Little Brides") (Jerome-H. Von Tilzer) ..... Eddie Morton 10
- Fables (Bransen-Helf) ..... Bob Roberts 10
- 17215 Baby's Sweetheart—Serenade (Corri) Conway's Band 10
- A Farmyard Caprice (Thurbin) ..... Conway's Band 10
- 17216 Samson and Delilah—My Heart at Thy Sweet Voice (Saint-Saens) Cornet.  
Michele Rinaldi and Vessella's Band 10
- (1) Farewell to the Forest (Mendeisohn) (2) Spring Song (Pinsuti) ..... Victor Brass Quartet 10

- 17217 'Tis but a Little Faded Flower (Howarth-Thomas) Anthony and Harrison 10  
 Emmett's Lullaby (J. K. Emmett) (with Will Oakland) Heideberg Quintette 10  
 17219 Temple Bells (from New York Hippodrome Production—"Under Many Flags") (Klein) Lyric Quartet 10  
 Rosalie (Weslyn-Spencer) .... That Girl Quartet 10  
 17220 A Little Girl at Home (from "Lady of the Slipper") Marguerite Dunlap and Harry Macdonough 10  
 Bagdad (from "Lady of the Slipper") Billy Murray 10  
 35264 Tennessee Minstrels, No. 24 Victor Minstrel Company 12  
 College Overture (Tobani) Arthur Pryor's Band 12  
 35265 Rondo Capriccioso (Mendelssohn) Vessella's Italian Band 12  
 Aida—Grand March (Verdi) Vessella's Italian Band 12  
 35266 Say Not Love is a Dream—Vocal Waltz (from "Count of Luxembourg") (Hoeft-Lehar) Olive Kline 12  
 Oh! Oh! Delphine Medley Waltz (Caryl) Victor Concert Orchestra 12
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 88391 Barbieri di Siviglia—Largo al factotum (Barber of Seville—Room for the Paetotum) (Act I, Scene I).  
 Rossini  
 88392 Pagliacci—Prologo, Part I.—Si puo (A Word). Leonavalo  
 88393 Pagliacci—Prologo, Part II.—Un nido di memorie (A Song of Tender Memories) ..... Leonavalo  
 88394 Gioconda—Barearola, "Pesceator, affonda l'escu" (Fisher Boy, Thy Bait be Throwing) (Act II, Scene I).  
 Ponchielli  
 88396 Gioconda—O monumento! (Oh, Mighty Monument!) (Act I) ..... Ponchielli  
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- NEW RED SEAL RECORDS.**  
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 88346 Ballo in Maschera—Ma se m'e forza perdeti—Romanza (Forever to Lose Thee!) (Preceded by the recitative, Forse la soglia—"This Affair Must End!") ..... Verdi  
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 Charles Dalmores, Tenor—12-inch, \$3.00  
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 Maud Powell, Violinist—12-inch, \$1.50  
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 17209 Over Hill, Over Dale (from "Midsummer Night's Dream") (Mendelssohn) (from "Natural Music Reader")—Elizabeth Wheeler-Marguerite Dunlap 10  
 Elsie Baker 10  
 Summer Now Hath Come Among Us (Pinsuti) Elizabeth Wheeler-Marguerite Dunlap 10  
 17210 (1) I Wish You a Very Good Day (Hall-Palmer) (2) The Wishing Stone (from "Every-Day Songs and Rhythms") (Hall-Palmer) (3) Young Night Thought (from "Thirty-Six Songs for Children," C. C. Birchard & Co. (Grant-Schaefer) Elizabeth Wheeler 10  
 (1) See-Saw, Margery Daw (Grant-Schaefer) (2) Boat Song (from "Thirty-Six Songs for Children," C. C. Birchard & Co.) (Grant-Schaefer) (3) Nursery Song (Badlan-Bullard) (Piano accompaniment) Elizabeth Wheeler 10  
 17211 Gently Fall the Dew of Eve (Verdi) from "Melodie 4th Reader," American Book Co. (unacomp.) Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker 10  
 Lift Thine Eyes (from "Elijah") (Mendelssohn) (from "Melodie 4th Reader," American Book Co.) Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker 10  
 17212 Sleep, Little Baby of Mine (Dennee) ..... Elsie Baker 10  
 Shumber Sea (Chishalm) ..... Elsie Baker 10  
 17218 Golden Slumbers Kiss Your Eyes (from "Harmonie Second Reader") Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker 10  
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 Mein Schatzchen braucht nicht reich zu sein (Lied von Paul Lincke) ..... Apollo Orchester 10  
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 Gute Nacht, du mein herziges Kind (Good Night, My Child) (Franz Abt) ..... Albert Janpolski 10  
 68352 Tannhauser—Lied des Hirtenknaben und Chor der Pilger (I. Teil) (Shepherd's Song and Pilgrims' Chorus, Act I, Part I.) (von Wagner) Gertrund Runge, Weimar, and Nebe-Quartett, Berlin 12  
 Tannhauser—Lied des Hirtenknaben und Chor der Pilger (II. Teil) (Shepherd's Song and Pilgrims' Chorus, Act I, Part II.) (Von Wagner) Gertrund Runge, Weimar, and Nebe-Quartett, Berlin 12
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Burr and Campbell
- 518 Let's Buzz ..... Peerless Quartet
- 519 Somebody Else is Getting It ..... Arthur Collins

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- 5429 Grand Waltz (Venzano) Part 1, Adagio Cantabile. Ber-  
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Bernice De Pasquali, Soprano. In Italian, with  
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- A1235 Pagliacci (Leoncavallo). "Vesti la giubba" (On with  
the motley). Giovanni Zenatello, Tenor. In Italian,  
with orchestra.
- Cavalleria Rusticana (Mascagni). Siciliana (Oh Lola,  
fair as the flowers). Giovanni Zenatello, Tenor. In  
Italian, with orchestra. \$1.00.
- A1234 La Boheme (Puccini). "Musetta's Waltz Song" (As  
Down the Street I Merrily Stray). Fely Dereyng,  
Soprano. In French, with orchestra.
- Manon (Massenet). "Je marche sur tout les chemins"  
(Gayly I march on my way). Fely Dereyng, Soprano.  
In French, with orchestra. \$3.00.
- A5428 Sapho (Gounod). "O ma lyre immortelle" (Oh lyre im-  
mortal). Rosa Olitzka, Contralto. In French, with  
Orchestra.
- Angus Dei (Lamb of God) (Bizet). Rosa Olitzka, Con-  
tralto. In Latin, with orchestra.

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Gertrude Remyson, Soprano. In German, with or-  
chestra.
- Tannhauser (Wagner). "Dich Theure Halle" (Oh Hall  
of Song and Joy). Gertrude Remyson, Soprano. In  
German, with orchestra.
- A5430 Tosca (Puccini). Te Deum and Monologue of Scarpia,  
Act 1. Cesare Alessandrini, Baritone, and Grand  
Opera Chorus. In Italian, with orchestra.
- Thais (Massenet). Selections. Prince's Orchestra.

**10-INCH DOUBLE DISC RECORDS—85c.**

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Byron G. Harlan, and Arthur Collins, Baritone. Or-  
chestra accomp.
- Hitchy Koo (Muir, Gilbert and Abrahams). Byron G.  
Harlan, Tenor, and Arthur Collins, Baritone. Or-  
chestra accomp.
- A1237 When I Get You Alone To-night (Fischer). Ada Jones,  
Soprano, and Walter van Brunt, Tenor. Orchestra  
accomp.
- Come Back to Me, My Melody (Berlin). Walter Van  
Brunt, Tenor. Orchestra accomp.
- A1232 Temple Bells, from the New York Hippodrome pro-  
duction, "Under Many Flags" (Klein). Harry La Forge,  
Tenor, and Columbia Mixed Chorus. Orchestra  
accomp.
- Sweetheart Let's Go A-Walking, from the New York  
Hippodrome production, "Under Many Flags"  
(Klein). Miriam Clark, Soprano, Harry La Forge,  
Tenor, and Columbia Mixed Chorus. Orchestra ac-  
comp.

- A1233 California for Mine (Armstrong). Peerless Quartet.  
Orchestra accomp.
- Here's Love and Success to You (Ball). Henry Burr,  
Tenor. Orchestra accomp.
- A1240 On a Beautiful Night With a Beautiful Girl (Edwards).  
Peerless Quartet. Orchestra accomp.
- Goodbye, Everybody, from "A Modern Eve" (Gilbert).  
Henry Burr, Tenor. Orchestra accomp.
- A1236 Auld Lang Syne (Words by Robert Burns). Columbia  
Mixed Chorus. Orchestra accomp.
- A Jolly Sleigh-Ride Party (Chwatal). Descriptive num-  
ber. Prince's Orchestra.
- A1239 Fireflies (Idyll) (Lincke). Prince's Orchestra.
- Aloha Oe Waltzes (Liliuokalani). Prince's Orchestra.
- A1229 Waiting for the Robert E. Lee (Muir). Guido Deiro, Ac-  
cordion Solo.
- Deiro Rag (Deiro). Guido Deiro, Accordion Solo.

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

- A5433 Die Walkure (Wagner) Ride of the Valkyries. Prince's  
Band.  
Toreador and Andalusian (Rubinstein). Prince's Band.

Mr. Frank L. Dyer, has resigned the presidency of  
Thos. A. Edison, Inc., and other Edison interests in  
Orange, N.J. Mr. Edison personally takes the executive  
head of his interests, and Mr. C. H. Wilson, general  
manager at Orange, becomes vice-president.

**PATENT NOTICE.**

Canadian Patent No. 110,488, of Feb. 25th, 1908, for "Lever  
Cover and Hand Support for Player Pianos," owned by The  
Cable Co., Chicago, U.S. The manufacture of the invention has  
been commenced, and is for sale or use, at a reasonable price.  
John H. Hendry, Hamilton, Canada.

**WHERE IS THIS MAN?**

Wm. McBride, music dealer of Alliston, Ont., would be  
pleased to know the whereabouts of Jas. Wright, who moved  
from Creemore, Ont., to Orbow, Sask., in Oct., 1910, taking with  
him one Singer sewing machine, style 27-4-5337, No. 600942.  
Anybody knowing his whereabouts kindly notify.

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### The Argument for Cash.

A story by E. C. Bean, adapted to the Music Trades, to urge that credit in retailing sheet music and small goods, is an accommodation, not a right.

BIG Joe Goss had one characteristic which made him invaluable in the music as in the circus business. Drawing from his experience, and in the vernacular of the circus, he was wont to say: "Gentlemen, the parade starts at ten sharp, no matter the wind or weather; and the big show begins at two." They'd start, too—on schedule.

I was pleased when Big Joe decided to quit the road and settle down as partner in our music store two years ago. Everybody knew and liked him; he owned several pieces of property and I figured that with one general hustler giving all his energy to the sheet music and small goods (the piano and talking machine end was claiming most of my own time), the business ought to double in a year's time.

I changed from a credit to a cash basis a few weeks before Joe and I made our bargain. Most of my customers saw the reasons for the new rule and accepted it. But the postmaster and the local passenger agent stood out. Their patronage was not missed, but when the passenger agent, brooding over the refusal of a driver to deliver without cash, got the expressman to make up an out-of-town order, I came near compromising. Later, when the postmaster, who was the president of the local Business Men's League, began to agitate the starting of a new store, I put the situation up to Joe.

"Here's a case where the big show has got to start,"

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I told him. "I have worked over these fellows for a couple of months, and I can't bring them around. I know there is some way to do it, but I don't seem to have the key."

"Leave that to me," said Joe after a minute's thought. "The mule doesn't live that won't move if you build the right fire under him."

I went along with Joe, to see—and to learn.

"Having prepared the fulerum, we'll see if we can move these small worlds a bit," said Joe, as he opened up his post-office box. With the mail was a card:

*"Call at General Delivery*

*for*

*Package on which Postage is due."*

Presenting the card at the general delivery window, Joe quietly said, "Give me the package covered by this." Still more quietly, he added, "Charge the postage due, will you?"

The clerk looked at Joe in ill-disguised astonishment.

"Charge it! Charge due postage? We aren't allowed to do that; it's against the rules."

"Can't I get the package without paying?"

"You bet you can't. No pay, no package, that's what the postmaster-general says."

"Can I see the postmaster on this ruling of yours?" Joe asked.

"To be sure; much good will it do you though."

"Got a package here on which postage is due," Joe led out. "Asked your clerk to charge it and he won't do it."

"Of course he wouldn't; we don't charge anything at the post-office."

"Do you mean to insinuate that my credit isn't good for sixteen cents?" said Joe.

"Credit nothing!" replied the postmaster. "It isn't a matter of credit at all; it's a ruling of the government."

"What's your justification for a stand like this against me?" demanded Joe, in the voice of grievance.

The postmaster was plainly nettled.

"Haven't I told you plainly that this is no personal reflection on you—that it's merely a rule—a government rule—and, reason or no reason, the government can make such a rule, can't it?"

Big Joe dropped the antagonistic tone he had employed; his speech became the speech of conciliation.

"Of course, the little music business that we have

down here is not as big or as strong as the government. But an insect must breathe and eat as well as an elephant. The same rules of life apply to one as to the other. Then why not give us a fair show by living up to the rules we make, just as we live up to those you are here to enforce? Why not pay for your sheet music and records on delivery, just as I pay my postage due?"

And Big Joe tendered the delivery clerk his money, got the package and was out before the postmaster was ready with an answer.

Joe walked briskly up to the ticket agent's window. "Transportation for one to Ottawa," he said. As the agent drew the lengthy strip from its compartment, Joe shot at him the simple words, "And charge it."

The agent's demeanor changed from salesman to crank in a second.

"Charge it!" he vociferated. Still holding the transportation in his hand, he opened the door of the passenger agent's office.

"Say, what shall we do with this fellow—arrest him, or send him to the asylum?" he almost yelled.

"What's the matter," said the passenger agent, jumping to his feet. He looked from the ticket agent to Joe.

"I only wanted to get a ticket charged," vouchsafed Joe.

"Never heard of such a thing! What, buy a railroad ticket on credit?"

"What's your justification for such a stand as that—refusing a perfectly responsible man a simple accommodation?"

"Justification?" was the agent's amazed retort. "Why, we don't need any justification. This great railroad never extends a passenger a moment's credit. If you don't pay, you don't ride, that's all."

"And do you call that good railroading?"

Greater, if possible, than before was the passenger agent's amazement.

"It's good railroading and it's good business—any fool knows that."

"Then," said Joe in the suave accents of persuasion, "if the little music business we are doing our best to

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run here in this town, wishes to take on good business methods—following the example of your great railroad—why can't we look to you to back us up in it?"

And Big Joe bowed smilingly and we left the station. At the meeting of the Business Men's League a few weeks later, two of the leading speakers were the postmaster, presiding by virtue of his office, and the passenger agent.

Both talks touched on the same thought—that credit was an accommodation, not a right, and there was a hint that home industries should be upheld no matter what stand on "accommodation" was taken.

Not much—but enough for the hearers to know the words applied, not to the great industrialists like the postal system and the railroad, but to the little home store Joe Goss and myself were doing our best to run.

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26216. "Paradise for Two." Words by Jean Havez, Music by Ted S. Barron. Jerome and Schwartz Publishing Company, New York.
26280. "When the Henry Clay Comes Steaming into Mobile Bay." Words by William Jerome and Grant Clark, Music by Jean Schwartz, Jerome & Schwartz Publishing Company, New York, N.Y.
26318. "Coquette Valse." Four Piano. By Georges Bachmann.
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26281. "My Man." Words by Joe Young. Music by Conrad and Whidden.
26282. "First Love." Words by Melville Alexander. Music by Lulu Glaser and Anatol Friedland.
26283. "Good Night, Nurse." Words by Thomas J. Gray. Music by W. Raymond Walker.
26284. "Ragtime Jim." By A. Fred, Phillips.
26238. "At the Devil's Ball." Words and Music by Irving Berlin.

26239. "That English Rag." Words by Thomas J. Gray. Music by Gus, Edwards.
26240. "Melody Man." Words by Jean Havez. Music by Les. Copeland.
26241. "The Way to Kiss." Words by Melville Alexander. Music by Anatol Friedland.
26242. "That Broadway Glide." Words by A. Seymour Brown. Music by Bert Grant.
26243. "That Marquard Glide." Words by Rube Marquard and Thomas J. Grey. Music by Blossom Seely and W. Raymond Walker.
26244. "Oh You Silv'ry Bells." (Jingle Bells). Words by Jean Havez. Music by George Botsford.
26245. "The Hold Up Rag." Words by Edward Madden. Music by Egbert Van Alstyne.
26261. "If All the Girls I Knew Were Like You." Words and music by Irving Berlin.
26269. "Don't Leave Your Wife Alone." By Irving Berlin.
26311. "Fidelity." March and Two-Step. By Abe Losch.
26312. "Tears and Smiles." Reverie Serenade, By Harry J. Lincoln.
26314. "Rose Maid." Waltzes. By F. H. Losey.

#### CANADIAN COLUMBIA NOTES.

The first issue of the above named publication has made its appearance. As its name would suggest, this is the house organ of the Canadian branch of the Columbia Phonograph Co., and designed to be of assistance to Columbia dealers and their salesmen. The foreword of "Canadian Columbia Notes," is as follows:—

"The first and only object of this magazine is to aid the Columbia dealer to build up his business and establish it on a firm substantial basis.

"Our success will depend wholly upon the co-operation of the dealers. Unless you will co-operate with us fully in the exchange of new ideas in retailing, window displays, circularizing, advertising, handling of stock, etc., our work will be unavailing.

"If all dealers will write the editor when they hit upon new ideas that have worked out satisfactorily, we will publish them so that dealers all over the country may benefit by their experience.

"In each issue we will take up some question of mutual interest and endeavor to suggest ways and means of overcoming difficulties and obstacles which are now bothering you.

"If there are any points in connection with your business on which you think we can assist you, write us and if we are unable to solve them, we will put them before the rest of our readers and obtain their help.

"Remember, co-operation is the key-note to all success, and that without co-operation, we can achieve nothing."

#### EXCEPTIONALLY BRISK.

"Business is exceptionally brisk with us," is the report of the Sherlock-Manning Piano & Organ Co., of London, who have been obliged to work overtime in an endeavor to keep up with the demand for Sherlock-Manning 20th Century pianos and players. Mr. C. E. Tanne, of this firm, who has been in the West for some weeks, and meeting with excellent success, is now on the home stretch. The dealers upon whom he has called have accorded him an excellent reception.

### WIDOW OF THE LATE SAMUEL NORDHEIMER DECEASED.

After a short illness the death occurred at her home in Toronto, of Mrs. Nordheimer, widow of the late Samuel Nordheimer, who predeceased her in June. Mrs. Nordheimer had attended the wedding of her only son, Roy, a week previous to her death, and received a chill when returning home. Being weakened by the chill, she was unable to withstand an attack of heart trouble, to which she was subject. Her illness was not considered serious, so that her death was a great shock to an extensive circle of friends.

Deceased, who was prominent in Toronto social circles, was in her sixty-fourth year. She was a daughter of the late James Boulton, and was married to the late Samuel Nordheimer in 1871. Mrs. Nordheimer had entertained various members of the Royal family who visited Canada. The Boulton family, to which she belonged, was one of the oldest and most distinguished in Ontario.

### SHIPPING IN CORRUGATED BOXES.

The Thomas Organ Co., Woodstock, Ont., adopted early in the year the system of shipping their Style 120 stool in corrugated cardboard boxes. It has caught on; the system is much more satisfactory than the wood crates, and while the extra cost is cheerfully met by the dealers, they are recompensed by the saving in freight charges. This applies particularly to Western shipments and the most Easterly points.

### EXTRA LOUD VICTOR SOUND BOX.

In response to a demand for an extra loud sound box, Berliner Gramophone Co. brought out the "Improved Concert Sound Box." This does not form a part of the regular equipment, but comes as an extra, to be sold to those persons who sometimes desire more volume from certain records than is possible with the regular sound box. This new sound box may be had in nickel plate, or gold plate, retailing at \$6 and \$10 respectively.

### HOW DECEMBER FINDS THEM.

This month closes one of the most satisfactory calendar years in the history of the Dominion Organ & Piano Co., Ltd. of Bowmanville. Mr. J. W. Alexander, President of that firm, in speaking of this season's business in pianos and players, as well as their organs, said, "We can hardly exaggerate the condition of trade with us this last few months. We have been simply overwhelmed with orders, and we are afraid that a good many of our agents and customers will be disappointed between now and the end of the year. We are working overtime, but with little hope of catching up on our orders."

### BEWARE OF THIS MAN.

Music dealers are warned to be on their guard against a slick individual, who defrauded at least one Canadian firm and an American firm. Messrs. J. J. H. McLean & Co., Ltd., the well known Winnipeg firm, supply the following particulars:—

"A gentleman (?) by the name of A. Rogers, a tall,

fine looking man, with a dark complexion and foreign accent, with a slight lisp, called on us last September and secured a position with us as piano salesman. After working for a month or so, he suddenly disappeared without any notice, taking with him about \$25.00 expense money, and a suit of clothes which he never paid for from a firm to whom we introduced him. We understand he went from here to Seattle. We have just had a letter from the Junius Hart Piano House, New Orleans, stating that this man worked them for about \$400.00 along the same line."

Messrs. McLean & Co. supplied the foregoing particulars that they might be given publicity, so that other dealers may be forewarned, which, according to the old saw, is to be forewarned.

### MASON & RISCH CALGARY BRANCH IN NEW PREMISES.

The Calgary branch of Mason & Risch, Ltd., of which Mr. G. D. Venini is manager, has removed to new premises at 507 Eighth Ave. West, the building at this address having just recently been completed. Among



Mr. John Raper, Jr. of Ottawa and Mr. N. H. Conley of Mason & Risch Ltd., at the latter's summer home in the "Highlands of Ontario."

the features are dust proof showrooms, inter-communicating telephone system, passenger and freight elevators. The building is steam heated.

Their new home will enable the staff to much more effectively handle their growing business, and will give ample space for display purposes, a serious handicap in the premises recently vacated. A portion of the basement is also laid out with a view to storing the large stock that will be received before the severe weather sets in. The second hand organ department is also in the basement. On the main floor are the showrooms and offices, and these have been handsomely decorated and furnished. The arrangement of the new store also permits carrying a more extensive stock of "His Master's Voice" lines, the sale of Victorolas being an important feature of this branch. In the upper floors of the building are offices and studios for rental.

"A big increase in player business," is the terse comment of Williams Piano Co., Ltd., concerning the season's business, which they report the best they have ever had.





## Wishing All Our Friends A Merry Christmas

And thanking them for the many valued favors shown us during the past year which have been so highly appreciated.

It will be our endeavor during 1913 to maintain in our products, the same high standard of material and workmanship which have always characterized the name of "Thomas." Again thanking you and wishing you all A Happy and Prosperous New Year, we remain,

Yours sincerely,

**Thomas Organ & Piano Co.**  
WOODSTOCK - - ONTARIO



### A Record Year's Business.

**W**E wish to thank our dealers and patrons, who by their loyalty and co-operation have contributed to a year's business which has not been equalled by us since the inception of our Company in 1840.

It is particularly gratifying to know that our efforts to build not only a high grade piano but an artistic instrument as well, is so much appreciated. It is also further evidence of the fact that to-day **QUALITY** in a piano is demanded more than size and volume.

In order to cope with the ever increasing demand for Nordheimer Pianos and Nordheimer "Human Touch" Player Pianos, we have made plans to greatly increase our output, so that prompt shipment can be made.

Again we thank our many friends for their esteemed patronage, and wish them the season's greetings.

**The Nordheimer Piano and Music Co., Limited.**

TORONTO - CANADA

December, 1912.



## Manufacturers Hold Annual Meeting

Attendance a Representative One—Important Trade Matters Discussed—Mr. F. Bull of Oshawa the New President

ONE of the most representative meetings ever held by the Canadian Piano and Organ Manufacturers' Associations, was the annual convention of that body on Wednesday, December 11, at the National Club, Toronto. The business meeting was preceded by an informal dinner, served in the very best style of the steward of that well known Club.

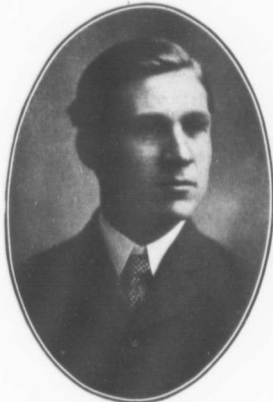
Promptly at 8 o'clock the president, Mr. Henry H. Mason, called the meeting to order, the reading of the minutes of the last meeting being the first order of business. These were approved.

### PRESIDENT'S ADDRESS.

In his introductory remarks the president referred to the large representation at the meeting, and to the fact that the "Association now comprises practically

### Renewal of the Exhibition Agreement.

Concerning the agreement between the Canadian Piano & Organ Manufacturers' Association, and the Canadian National Exhibition Association, of Toronto, which is a matter of importance to the various manufacturers who exhibit, and of interest to the dealers who annually visit the Toronto Exhibition, the president pointed out that the present year terminates that agreement. He reviewed what had been done up to the present, and pointed out that the suggestion has been made to not only re-decorate the piano booths, but to re-face each with a canopy or pergola effect, bringing the front posts to the edge of the present railings, leaving the sound-proof rooms as at present. "The alterations," he suggested, "would not be very expensive, and could be designed by anyone nominated by the Association, the



MR. F. BULL, President



MR. H. H. MASON, Hon. President



MR. H. DURKE, First Vice-President

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION.

every manufacturing concern of importance in Canada, and is in a position to deal with the many matters that interest the trade."

The following pertinent sentiments expressed by the president will be readily endorsed by every member of the trade: "The music trade is one of the most important in the Dominion, and occupies in the public mind a position of dignity which we should all endeavor to maintain. It is unfortunate that from time to time there have been developments take place with regard to the selling of our product which would appear to have a tendency to lower the trade in the public estimation. It should be the endeavor with ourselves, as well as with the public, to maintain a high position with regard to business dealings in all departments."

plans to be approved by the National Exhibition authorities."

### American Piano Imports.

Concerning this subject, the president's report in part said: "Reference has been made from time to time to the Executive Committee, that American firms have been offering carload shipments of pianos and invoicing them at considerably below cost price. In addition to that, valuations have been placed on the piano box, with the idea of bringing about an additional reduction of duty on the piano itself. This question has been debated, without arriving at any particularly authoritative or definite information."

Open discussion of this subject later in the meeting, showed the feeling of the meeting to be that American

pianos of cheap makes are being billed to Canadian buyers at less than American prices. It was also pointed out that retailers or manufacturers, who are also reported, made a serious mistake in handling cheap, imported makes, for they not only sent abroad money that it was desirable should be spent at home, but set up an invidious comparison in the mind of that purchaser of a cheap article, poorly made, of poor tonal qualities, and it was urged that retailing manufacturers should purchase from their brother manufacturers, when certain classes of instruments were required.

#### Puzzle Guessing Competitions.

"A matter that has been referred to the Secretary from outside sources has been the tendency to lower the dignity of the piano business by coupon and guessing competitions, which have only the effect of disturbing the public mind in connection with the piano industry. This practice, if at all justifiable, is certainly most unnecessary in the present state of the piano industry. Probably never before in the history of our trade have conditions been so promising, or the future so attractive, as at the present time. There should be no requirement which would call for the use in the piano trade other than of legitimate methods with regard to the sale of our product. It is an open fact that apparently all of our members and of every firm outside the Association, has probably more business than they can comfortably take care of at the present time. Delivery, in a number of instances, has been short, and the future holds out as good promise for the trade as is the case at present. The Association should urge on the continuance, as far as possible, of all honorable and legitimate means of disposing of our product, but should endeavor to discourage methods that are likely to prejudice the general good of the trade."

#### Piano Trade Honored.

During the year the music trade of Canada has again been honored, through the recognition paid to the zeal and ability of Mr. R. S. Gourlay, whose unanimous election to the position of President of the Canadian Manufacturers' Association, is not only a tribute to him personally, but also to this music trade association, of which he is a valued member.

#### A Testimony to the Secretary.

Mr. Merrick, our secretary, has proved himself, as in previous years, both willing and competent to attend to the work he has had to do.

#### NEW BUSINESS.

Under this head the proposed Ontario legislation concerning compensation to employees was introduced. The proposed new law was explained by Mr. Gourlay, the basic idea being to recognize compensation as a human necessity, and that the working-man's family should not be entirely deprived of support because of misfortune. The manufacturers, however, are endeavoring to have it recognized that labor should bear a small proportion of the cost. This was to remove the possibility of malingering. The matter was discussed at considerable length, and a resolution was carried expressing the approval of the Association in the enactment of a more comprehensive measure than at present exists in Ontario, and of endorsing the idea that em-

ployees, as well as employers, should contribute to a compensation fund.

#### Re Piano Benches.

This question, on which the policy of the association has already been pronounced, as per resolution published in these columns on a previous occasion, was brought up, and after some discussion, the meeting decided that the policy should be maintained, in order to secure uniformity in selling, that is with the sale of a piano a stool only should be included.

#### Re Exhibition Agreement.

After discussing the Exhibition agreement, it was decided that the president's suggestion should be handled by the Exhibition Committee, who will report to the Executive Committee. When a decision is reached, plans and specifications will be handed the various exhibitors.

#### Re Trade Commissions.

The question of paying commissions on retail sales, and what had been attempted to secure a discontinuance of this custom, was reviewed at length in the president's address. This has already been covered in previous issues of the Journal, and at the present time there is nothing new to report, there seeming to be a lack of unanimity in adopting methods to dispose of what everyone agrees to be a most costly feature of piano retailing.

#### Vote of Thanks.

A most successful and interesting meeting was terminated after hearty votes of thanks were extended to the retiring president, Mr. H. H. Mason, and to the secretary, Mr. James G. Merrick, to whose untiring efforts and ability is due, in a large measure, the continued success of the association.

#### Election of Officers.

The Nominating Committee's slate was carried without an objecting voice, as follows:—

Hon. Pres.—Henry H. Mason, Toronto.  
 President—F. Bull, Oshawa.  
 First Vice-Pres.—Harry Durke, Toronto.  
 Second Vice Pres.—Geo. C. Heintzman, Toronto.  
 Treasurer—F. Killer, Toronto, re-elected.  
 Secretary—Jas. G. Merrick, Toronto, re-elected.  
 Executive Committee—Robt. S. Gourlay, Henry H. Mason, Albert Nordheimer, W. E. Manning.  
 Exhibition Committee—Henry H. Mason, Fred Killer.  
 Nominating Committee—David Allan, T. J. Howard, and Harry Durke.

#### Those Present.

Those present, and the firms they represent, were as follows:—

Bell Piano & Organ Co., Ltd., Guelph, Ont.  
 Mr. David Allan.  
 Blundall Piano Co., Toronto.  
 Mr. Enoch Blundall.  
 Gourlay, Winter & Leeming, Toronto.  
 Messrs. R. S. Gourlay and John E. Hoare.  
 Heintzman, Gerhard, Limited, Toronto.  
 Mr. Fred Killer and Mr. S. F. Bauleh.  
 Heintzman & Co., Ltd., Toronto.  
 Mr. C. A. Bender.

Karn-Morris Piano & Organ Co., Ltd., Woodstock.  
 Mr. A. E. Windsor.  
 Mason & Risch, Limited, Toronto.  
 Mr. Henry H. Mason.  
 Mendelssohn Piano Co., Toronto.  
 Mr. Harry Durke.  
 Newcombe Piano Co., Ltd., Toronto.  
 Messrs. T. J. Howard and C. W. Scott.  
 Nordheimer Piano & Music Co., Ltd.  
 Messrs. Albert Nordheimer, L. Gassard and Victor Nordheimer.  
 Sherlock-Manning Piano & Organ Co., London.  
 Mr. W. N. Manning.  
 Stanley, Frank, Toronto.  
 Mr. Stanley.  
 Thomas Organ Co., Woodstock.  
 Messrs. Harry Sykes, and John G. Dunlop.  
 Williams Piano Co., Ltd., Oshawa.  
 Messrs. F. W. Bull and Samells.  
 Wormwith Piano Co., Ltd., Kingston.  
 Mr. G. Y. Chown.

#### UNITED STATES BRIEFS.

Mr. E. F. Droop, a past president of the National Association of Piano Merchants, has been elected president of the Board of Trade of Washington, D.C.

A report from Detroit states that a salesman named Charles D. Haines was discharged by two local music dealers on the same day, he having been securing remuneration from both. The U. S. trade has been warned of him by his former employers.

The strike of workers in the piano string factories of New York has been settled. The men demanded that the union should be recognized, and that piece workers should receive weeks' wages. These concessions were not granted, but an increase in wages was given. The strike continued for two weeks.

Grinnell Bros. of Detroit, who has stores in Chatham and Windsor, Ont., were plaintiffs in an action for damages against the Cable-Nelson Piano Co. The action was based on the alleged circulation of letters reflecting on the plaintiffs. During the progress of the case the Court sustained the objection of Mr. C. A. Grinnell that he need not divulge the nature of the contract between his firm and Steinway & Sons.

Prominence is given in the U. S. music trade press that the Woolworth chain of 5 and 10 cent stores have added perforated rolls through a deal with a manufacturer discontinuing the production of 65-note rolls. These rolls, it is reported, have been put on sale in the Woolworth stores in several cities, at 10 cents a roll. The Woolworth firm, which is capitalized at \$65,000,000, has stores in Canada.

When the School Board of Richmond, Va., in 1903 decided to add music to its curriculum, the members did not anticipate the excitement that would be generated as a result in 1912. According to a report from that city, the local dealers protested against the pianos used being purchased direct from a Chicago manufacturer. The latter's local dealer first furnished the pianos on a basis of a gift of one instrument for each instrument purchased, the alleged financial loss thereby sustained being compensated for by a magnanimous desire to foster

musical education, etc., etc. The local dealer of the Chicago manufacturer subsequently became a member of the Board, and it appeared to him to be illegal to continue to supply the pianos, consequently they were purchased direct from Chicago. As a result of the protest of the local dealers the Chicago firm withdrew its tender, and a committee was authorized to buy pianos at a sum not to exceed \$200 per piano.

C. F. Webb, of London, Eng., and J. S. Stokes, of Mooretown, N.J., have patented at Washington a music roll holder for use with player pianos. Their patent numbered 1,042,858, and which they have assigned to the Stokes & Smith Co., of Summerdale, Pa., has for its principal object the providing of a music roll holder with a motor, mounted thereon and movable with it from one position to another, for alternately rotating the take-up roll and the music spool whereby the music sheet is caused to be unwound from and rewound upon the spool.

#### MUSIC NOTES.

Holy Trinity Church, Winnipeg, has a new four manual organ.

The Jacques Cartier Church, St. Roch's, Que., is to have a new pipe organ.

A town band has been organized at Imperial, Sask., with Rev. R. C. Eaken, as president.

A new pipe organ of 47 stops has been installed in the Mt. Pleasant Methodist Church, Vancouver.

A brass band has been organized in Morrisburg, Ont., with William Laskey as instructor, and Ralph Fetterley as secretary-treasurer.

Mr. T. D. Thompson, of Messrs. Chappell & Co., Ltd., Toronto, just recently returned from a visit to Eastern centres. Mr. Thompson went as far as Halifax.

The Edmonton Orchestral Society, Ltd., has been incorporated with a capital of \$10,000. H. M. Roberts is president, D. G. Hughes, secretary-treasurer, and R. Bullock, musical director.

A band has been organized at Deer Island, N.B., and Simon A. Frost of Eastport, assisted by A. B. Lodge, leader of Lodge's orchestra, has been engaged to instruct the embryo musicians.

A Calgary women's musical club has been organized, with a membership of about 30. The officers elected are as follows: Mrs. H. E. Anderson, president; Mrs. W. R. Winter, vice-president; Mrs. Robins, corresponding secretary; Mrs. Mitchell, recording secretary, and Mrs. Penhale, treasurer.

#### EDISON'S AGENTS NON-SUITED.

A recent despatch from Washington says:—"Thomas A. Edison was held not to have been the inventor of the moving-picture film by the Court of Appeals of the District of Columbia, which reversed a decision of a lower court, granting an injunction and damages to Edison's assignees against a film company of Chicago. The court held that the moving-picture film was neither discovered nor produced by Edison, but by a manufacturer of photographic supplies, and that Edison's work in the development of motion pictures lies solely in the camera apparatus.

**CANADIAN MUSIC ROLL MAN MARRIED.**

A very pretty wedding was solemnized amid ferns and palms at St. Stephens Church, Toronto, on Wednesday, December 11th, when Miss Ethel Gladys, youngest daughter of Mr. and Mrs. W. Tucker, was married to Mr. Harry Heath Fitch, Canadian manager of the Universal Music Co. Rev. T. G. Wallace officiated. A reception was held, after the ceremony, at the home of the bride's parents, after which Mr. and Mrs. Fitch left for a trip to Western points. In returning to Toronto they will stop at Niagara Falls, for a reception to be given by Mr. Fitch's parents. The Journal joins the many friends of Mr. Fitch in extending to him congratulations and good wishes.

**THEIR GOLDEN JUBILEE.**

M. W. Waitt & Co., of Vancouver, are this month celebrating their 50th anniversary. They commenced business in Victoria, B.C., when that place was, in 1862, incorporated a city. Attractive newspaper announcements invited Vancouver citizens to a "Golden Jubilee at Home," during the first week in December.

**IN THEIR NEW STORE.**

Berliner Gramophone Co.'s retail business in Montreal, is now located in their new store, at 355 St. Catherine St. West, a short distance from the premises occupied by them for so many years. Their new store, devoted exclusively to the sale of "His Master's Voice" lines, is said to be the finest of the kind on the continent. Though no expense has been spared in fitting it up, the effect is of a much larger expenditure than was actually the case. A mezzanine floor is one of the features, giving more space, and yet concentrating the business, so as to be more advantageously supervised. There are 20 separate and individual demonstration parlors, each being differently decorated. On the upper floor is a concert hall, seating some three hundred people, where Victrola recitals are given every afternoon from 2 to 4, and every Wednesday and Thursday evening. In the next issue will be published views, and a more detailed description of this new store.

One of the most enthusiastic talking machine men anywhere, is Mr. Frank H. Whetsel, who is making such a success of the department at the Bell Piano Co.'s Toronto salesrooms. Mr. Whetsel's introduction to the talking machine trade occurred some 12 years ago, in England, where he remained for seven years, coming to Toronto five years ago. Shortly after the Bell Piano Co. opened up in talking machines, Mr. Whetsel was placed in charge. The development of His Master's Voice lines is immensely pleasing to himself, although, he states, he could use more Victrolas than he is able to get. Mr. Whetsel is a native of St. John, N.B., and was a professional banjo player for some years.

**CUT IT OUT.**

Sometimes your name, or some reference to your business gets into the news columns of your local papers. As it is a physical impossibility for this Journal's editors to read all the weekly and daily newspapers in Canada, there are many such items that do not get to the

Journal. You are interested in reading about some other dealer, near at hand, or far away, whether he is building a new store or remodelling the old, whether he has taken on another agency or added talking machines or musical merchandise, whether he has just got married, or is celebrating his silver or golden wedding, or whether the stork has visited him, or whether he has bought a new automobile, or whether he has commenced farming on the side, or become an alderman, or a school trustee or a J.P. Perhaps you may not think others are interested in you, but they are. Next time your newspaper has anything to say about you, cut out the item and mail it to the Journal, or mail the paper itself, marking the item. If your local paper fails to record something it should, send in the item anyway. The Journal wants the news—and gossip too—of the trade. Cut it out.

**TO BLEACH IVORY.**

To bleach ivory ornaments or piano keys, the following method works well, says Scientific American. The ornaments are first washed or "soaked," if possible, in a bath of unslaked lime, which has in it a few ounces of bran and water. This should make a pasty solution if properly mixed, and will bleach the ivory which is discolored or stained. It should be rubbed off with a cloth and the ivory dried in magnesia powder. After a few minutes a few strokes with a cloth gives the ivory a brilliant polish.

**WORTH THINKING OVER.**

The Editor, Canadian Music Trades Journal:—

The article on "Importance of Knowing the cost of Goods," as also the two views on "Profit-Figuring," in your November number, have been read with a great deal of interest. They touch a point at the very core of every man's business. It is not solely to applaud the ideas expressed in these articles, however, that I write this letter, but rather to raise a question that grows out of them. I mean "the Disposition of Profits," instead of "the Making of Profits."

After the end of the year, some of us will be issuing cheques to employees for their percentage of the profits or of their sales beyond a certain amount, upon which their salary was based. This practice is no new one. It has been in vogue for some years and the custom is extending. Its object we all know.

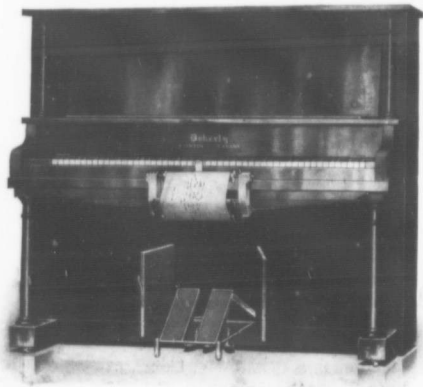
Now what I wish to get at is that the granting of a bonus should be aimed at the promotion of team work, and not the boosting of the individual's sales. The advantage of team work in the welfare of a music store or piano factory is not only desirable but absolutely necessary to accomplish the best results. To illustrate: Going out to see some property in the suburbs the other afternoon, I noticed a gang of men putting down a new granolithic sidewalk. They appeared to be a model of team work. Every man had his own particular work to do. Whether it was carrying a pail of water, wheeling a load of cement, mixing, or any of the other details, the actions of the men were interdependent. Collectively, they were accomplishing the utmost every hour. Yet two or three of the men could have been urged to do more, thereby retarding the work, not advancing it.

If team work is the viewpoint, any division of the profits must be on the net profits of the institution, and not paying individual salesmen a certain per cent. on his sales over a given amount.

In the belief that this method of interesting employees is a successful one, the above opinion is submitted for the consideration of your readers, should you consider the topic a reasonable one.

Yours faithfully,  
A REGULAR READER.

## The Doherty Attachable Player Action



### PLAYS THE KEYS The Natural Hand Touch

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

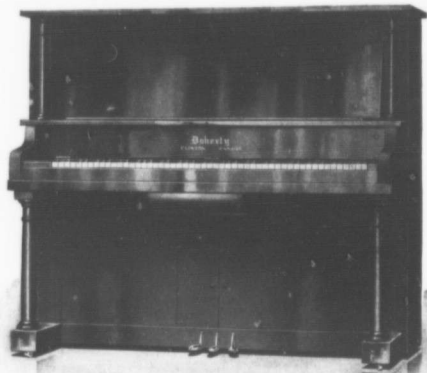
### DOHERTY DETACHABLE PLAYER

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

Dealers,—

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

Write for details to



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

FACTORIES AND HEAD OFFICES, CLINTON, ONT., CANADA

WINNIPEG, MAN., 324 Donald St.

BRANCHES,

CALGARY, ALTA., Longheed Bldg.



Willis Piano.



Knabe Upright



Knabe Grand



Willis Player



Christmas  
1912

New Year  
1913

THAT every individual connected with the Music Trades may have a very Merry Christmas followed by happiness and success throughout the coming year is the wish of the Management and Staff of

WILLIS & COMPANY, Limited,  
Montreal.

**DON'T** wait until Spring to write about the Willis Agency in open territory.

The coming winter will see many Willis Pianos going into homes, public buildings and other places where music is appreciated.

The logical way for you to secure your share of the business is to arrange for representation of the Willis line in your community.

AS sole selling agents in Canada for the celebrated "Knabe" uprights and grands, we have several points at which the "Knabe" could be secured for a leader by the merchant becoming a "Willis Dealer."

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**WILLIS & CO., LIMITED**

Factories, St. Therese, P.Q.

Head Offices, 580 St. Catherine Street West  
MONTREAL, P.Q.

## MONTREAL LETTER.

THE interests of merchants in Quebec Province, who do an instalment business, have again been threatened. A bill, which received its second reading in the Quebec Legislature, proposed to amend Article 1543 of the Civil Code, so that purchasers of movable articles, bought on instalments, could legally dispose of them, though payments were not all made. At present a merchant can recover from a third party articles such as pianos, sewing machines, furniture and implements sold on instalments, when payments are still due, even though the third party is unaware that payment is incomplete.

The crisis has again been successfully overcome, however, the promoters of the Bill having consented to its withdrawal.

The need for the one-time live Piano Dealers' Association of Montreal, has not passed over, however, and it is just such contingencies as the above that emphasize the need for organization.

A copy of the Bill had been forwarded to Mr. A. P. Willis, who immediately called a meeting of piano, furniture, sewing machine and farm implement dealers at his office. In the meantime he and Mr. C. W. Lindsay got in touch with their political and business friends, and had them object to the measure. Among these were Premier Gouin, the Speaker of the House. So vigorous was the opposition that, with the consent of its promoters, the Bill was dropped, and while the meeting above referred to was in session, a wire to that effect was received.

Time, energy and money, in efforts to oppose such measures, should not be left to individuals, as appears to have been the case. It is for just such purposes an organization should exist, as well as for promoting good feeling. Mr. Willis and Mr. Lindsay have personally been prompt and active in heading off these unjust measures, and their success should be an incentive to a live association. It is now two years since a meeting has been held, and the time seems opportune to revive interest by calling a meeting, and discussing trade problems, electing officers, etc., whether or not with such meeting is incorporated a banquet or informal dinner.

Still another Bill of interest to piano men is being opposed by the Montreal Board of Trade, and the local council of the Canadian Manufacturers' Association. It is called the Domicile Bill, the passing of which means that in the event of an action at law, suit would have to be entered at the place of domicile of the person sued, and not at the place of selling goods, for example.

W. H. Leach, President of the Leach Piano Co., Ltd., when asked to say something that would be of general interest to the piano industry, gave the following: "Of nothing am I so thoroughly convinced as that advertising in connection with the piano and music business, is the greatest factor of success, advertising that is absolutely honest and sincere. I question whether we like the advertisement which exaggerates any better than we like the person who exaggerates. I question whether we like the advertising which brags and blusters and blows any more than we like the person who has these undesirable traits. Advertising is the expression of the character of a business. The future was never so bright for those who run their business accord-

ing to business principles; who look upon their business as a serious business, and for the concern who gives the public a dollar for a dollar value."

Mr. R. H. Easson, Vice-Pres. of the Otto Higel Co., Ltd., of Toronto, was in Montreal recently. The trade here is in deep sympathy with Mr. Otto Higel, and hope that his trip to Europe will be the means of restoring his health.

Mr. R. A. Willis, Vice-Pres. of Willis & Co., Ltd., has returned home from a three months' most successful trip to the North West and British Columbia. Since his return he is receiving the congratulations of friends on his recent election to the Vice-Presidency of the Westmount A. A. A.

Alex. Bailey of C. W. Lindsay, Ltd., Ottawa, is one of a committee chosen to talk over the possibility of a Winter Carnival at the Capital this year.

The John Raper Piano Co., of Ottawa, recently supplied a Mason & Risch player piano for the opening of Parliament, to Senator T. Laundry, Speaker of the Senate.

The Canadian Graphophone Co. are certainly happy at the way sales are going on in the call for Columbia talking machines and records, and while last December's business was enormous, this year's (judging by present selling) will have it "beaten a mile."

With Gervais & Whiteside, business is humming. The call that exists at present for Karn & Morris instruments is larger than ever, which is "going some" at that. This house have sold a large number of instruments for spot cash. Initial payments on time sales are also above the average.

The warerooms of J. H. Mulhollin, the Evans Bros. representative, seems to be a rendezvous for "Santa Claus," as he has closed a large number of orders for delivery of Evans Bros. make on Christmas eve.

November, 1912, can be spelled in capital letters by Layton Bros., as it represented the largest month's business in the firm's history, which they claim is due to handling quality goods.

Foisy Freres are looking forward to a record December trade, both in Mendelssohn pianos and Columbia talking machines and records. November business was productive of a large increase over the corresponding month a year ago.

Nordheimer, Martin-Orme and all lines handled by C. W. Lindsay, Ltd., have come in for a full share of recognition lately, whilst their player trade shows wonderful development. Miss Griffith is now in charge of this firm's music roll department.

Business at both the east end and west end branches of the Hurteau Williams Co., Ltd., show signs of healthy activity. The New Seale Williams, their leader, was well represented in the volume of new business transacted last month, while December has opened up with a snap and vim that is most encouraging. Players, as well as uprights, were included in the month's turn over.

J. W. Shaw & Co. are busy these days in all departments, attending to the wants of their various customers. The demand is as usual, very heavy for Gerhard Heintzman and Shaw pianos, with the call for the most expensive types in the former make.

Mr. Dunlop, of the Thomas Organ Co., was in town to meet Mrs. Dunlop, who was returning from Europe.

A Thomas pedal organ, with electric blower attach-



ment, was recently installed in the Montreal school, for the English speaking blind. Layton Bros. made the sale.

The "News," of Westmount, in its "Men of Mark in Westmount," biographizes Mr. A. P. Willis, head of Willis & Co., Ltd., who was born near Pietou, N.S. The son of a farmer, he began his life work as a school teacher, removing to Montreal in 1873, to engage in the sewing machine business. Five years later he added pianos and organs, and with these was so successful that he soon dropped sewing machines. Twenty-five years later he decided to manufacture, and the ownership of the present factory at St. Therese is the result. Mr. Willis was originally intended for the ministry, but though he missed the pulpit, he is a devoted and active Episcopalian, being a member of the Synod, governor of the Diocesan College, and on the Anglican Committee of the Laymen's Missionary Movement.

Mr. H. S. Berliner, vice-president and general manager of Berliner Gramophone Co., accompanied by the firm's chief accountant, Mr. E. Landermann, early in the month visited the firm's Ontario jobbers, His Master's Voice Gramophone Co., of Toronto. Mr. Landermann, who may be considered a connoisseur of accounting systems, had an opportunity of personally inspecting the books of His Master's Voice Gramophone Co., as kept by Mr. T. Taylor, and these he promptly stated to be the most perfect he had ever seen.

Mr. A. G. Farquharson, Canadian manager Columbia Phonograph Company, recently paid a visit to Montreal, visiting Messrs. Hurteau, Williams Co., and Messrs. Foisy Freres. Mr. Dudley, salesmanager of the former company, is a Columbia enthusiast, and is very much interested in the new Columbia Grand, which retails at \$650.00. This is a superb instrument, and is a great step forward in the talking machine industry. Mr. Farquharson had the great pleasure of hearing Miss Mimi Foisy sing a "duet in unison" with Miss Alice Neilsen on the Columbia. The selection chosen was Michaela's Aria from Carmen (A5247), and the effect was very beautiful, and reflected great credit on Miss Foisy. The Columbia Phonograph Co. are to be congratulated on the great strides which they are making in Canada. The business done for the month of October, they report, made a new high-water mark in the history of the Company, this record being again smashed in November by an actual increase over October of fifty per cent.

#### WINNIPEG LETTER.

DEALERS complain of money being a little slow in coming in, the returns of the year's harvest having scarcely gotten under way. One collection report shown your correspondent, covering \$6,000, did not indicate a serious slowness in collections. Nearly all the dealers are complaining of a shortage of stock, which would indicate that there is room for some factory enlargements. The trade here is very much interested in the proposition to change the Bank Act, whereby farmers would be enabled to borrow money on their grain. In this event, it is claimed that farmers would not be under the necessity of immediately marketing their crops, and thereby avoiding an impossible condition for the railways as at present, and losing millions of dollars for the West, in being unable to wait for more favorable

market conditions. The price of wheat, by the way, is rather low, and one would naturally think that unless the Western farmers go in more for mixed farming, they will always get the small end of the horn when trying to market the whole year's crop, and a large one at that, in the short space of three months, or less. How they expect to do this and not have the prices suffer, and why they do not store more of their grain pending more favorable prices, is a mystery to the average business man.

Mr. Biggs, of the Mason & Risch Co., has no complaints to make regarding getting business, the only difficulty, he finds, is in securing stock. Collections, he finds, a little slow as yet, but they are gradually increasing—as the farmer markets his grain.

Messrs. Cross, Goulding and Skinner report excellent Victrola business, also a steady sale of New Scale Williams player pianos, of which they are rather short at present. Miss McDonald, of Fargo, has recently joined the staff of this firm, as saleslady in the talking machine department. Miss McDonald has had a good deal of experience in this line of work. Mr. Grieve, vice-president of the above company, is quite elated over the visit of the stork, which left him a girl.

Mr. F. W. Musselwhite, of Prince Albert, was a recent visitor in town. He reports splendid business in Edison phonographs and piano lines, of which he carries a good stock. Mr. Musselwhite and family sailed for England, to spend the holiday season in London, returning in about a month.

Souls & Co. report good results from their "Wellington Puzzle" sale, from which they received a large number of answers of all descriptions, some very novel ideas being used in answering the puzzle.

Mr. Polson, late of the Karn-Morris Piano Co., has joined the staff of Mason & Risch. Mr. Polson is in charge of the office and collections.

The Winnipeg Piano Co. report fair sales and collections for November, and expect December to be a record month, especially in collections, owing to the number of notes falling due in that month, as well as several earlier not being paid, owing to delay in marketing grain. Mr. Willis, of Montreal, was a recent visitor to this firm's store, and reported very favorable business in the West. The Winnipeg Piano Co. have just installed a new and up-to-date set of Dictaphones to cope with their increasing correspondence, and have much to say of their extreme sensitiveness and efficiency.

Mr. A. G. Farquharson, Canadian manager of the Columbia Phonograph Co., took another flying trip to Winnipeg from Chicago, and is full of the beauties and improvements of the new Columbia "Grand," just brought out—in the shape and design of a grand piano.

Mr. E. C. Seythes, Western director of the Williams Piano Co., visited the firm's factory at Oshawa, and also went as far east as Montreal.

The Tucker Piano & Music Co., Ltd., report the sale of a church organ to the Poor Saint Claire Convent, Victoria, B.C., also the sale of a piano to a private individual in Prince Rupert, B.C., which shows business is not confined to Manitoba territory alone. Miss Johnson, who is in charge of the talking machine department, reports a good sale of both Edison and Columbia lines. The Nordheimer "Human



Touch" player piano, is also finding a ready sale on demonstration of same.

The Doherty Piano Co. are adding a new department to their store. A phonograph room is being built in the basement. This is 20 x 50, and is being panelled in oak, and will be divided into demonstrating rooms. Mr. Stanwood states that they intend handling a full line of Edison cylinder and disc machines and records. The Edmonton and Calgary branches are doing splendid business, but complain of shortage of stock. Collections with this firm are reported good, both in city and country. The new Doherty grand, with attachable player, is finding a ready sale.

Babson Bros. are doing a big business in Edison phonographs and records, owing to the reduced price in records. This is also bringing a sale of phonographs. The Blue Amberol record and new disc machines, are creating much interest.

A few recent visitors to Winnipeg who have found time enough to visit the city, in order to make their selection of musical goods for the holiday trade, were Messrs. J. D. Allen, Thos. Mamelin, W. H. Lorne, J. L. McKay, N. J. Porter and Voygt, manager of O. S. Mitchell, all of whom spent considerable time in the warehouse of the R. S. Williams & Sons Co., who have many interesting lines in the way of suitable and attractive gifts for the Xmas trade.

Mr. Norman Lindsay, of the Lindsay Piano Co., has the same trouble in securing stock as a number of the other dealers, as he has orders booked ahead, for which he is awaiting shipments.

The J. J. McLean Co. are doing good business, and are looking forward to a bumper Christmas trade.

Messrs. Fowler & Co., of 290 Edmonton St., who handle the Newcombe and Bundall pianos, report also a number of sales of Willis & Company's Alexandra pianos for the month of November. They are anticipating a large Christmas trade in "His Master's Voice" goods.

Mr. Smith, manager of Whaley, Royce & Co., Western branch, in this city, is kept busy filling orders, and is looking forward to a big month's business.

Wray's music store is doing a good business in both sheet music and instruments. Mr. Wray carries a full line of Besson band instruments, which meet with a ready sale.

The Karn-Morris Piano Co. find business to be A 1., collections being a little slow, but on the increase. Mr. Merrill is well pleased with the comparison of this season's trade, with the same period of 1911.

#### FURNITURE STORE ADDS COLUMBIA LINE.

The Adams Furniture Co., Ltd., an old established and successful firm that has built up a large trade on instalment selling, has opened up a department for Columbia graphophones and records. This agency was placed through the Music Supply Co., who are sole Ontario distributors of Columbia lines.

The department is in charge of Mr. Douglas Selby, formerly with the Toronto staff of the R. S. Williams & Sons Co., Ltd., and whose experience and ability ensures its success.

#### COURTING COMPARISON.

The slogan that "Newcombe pianos never suffer by comparison," has been made to do effective work for the Newcombe Piano Co. this season, both in wholesale and retail trade. While behind in filling orders, the company is well pleased with the material increase of business this season over the same period of a year ago. Player pianos have been especially featured, with the result that many of them are now in use in prominent homes, and Newcombe dealers note a decided impetus in the demand.

#### THINKS WELL OF THE WEST.

Mr. Henry H. Mason, general manager of Mason & Risch, Ltd., is back at his office in Toronto, after a tour of the numerous Mason & Risch branches west of, and including Fort William. Mr. Mason was absent about six weeks, going through to Victoria, and returning by way of the Crow's Nest Pass, to take in his branches at Nelson and Lethbridge. Their trade in Western Canada he found in very satisfactory shape, with this season's sales reflecting in volume and quality the increased buying power of Western Canada, by reason of the large increase in population, and the greatness of the crops. He did not observe anything, however, to justify the least relaxation in the close watch that it is necessary to keep on Western business.

#### ON A VISIT TO ENGLAND.

Mr. M. Tayler, music dealer of Prince Albert, passed through Toronto, en route to England, to spend the Christmas holidays in his boyhood home at Huddersfield. Mr. Tayler is one of the many young Englishmen attracted by Canada's opportunities, and doing well in the West. He came first to Winnipeg, to enter the employ of the Union Bank, but being musically educated, and a lover of music, he soon saw a business opening in Prince Albert. In addition to New Scale Williams lines, Mr. Tayler has worked up an excellent trade in Victor goods and musical merchandise. He recently resigned the position of choirmaster and organist in a local church.

#### MOVING INTO NEW BUILDING.

The new ten story building of the R. S. Williams & Sons Co., Ltd., at 145 Yonge St., Toronto, and the completion of which was attended by several unforeseen and unavoidable delays, is now open for business. The various departments have been taking possession of their respective locations for several weeks, though it is not expected the last work of finishing and furnishing will be complete before the end of the year.

Besides specially constructed "silent salesmen" of

#### POSITION WANTED IN BRITISH COLUMBIA.

Successful young Western music dealer selling out, will be open for position in February. Has had several years' banking experience; is making good in retailing pianos, sheet music, small goods and talking machines. Competent to take charge of department; has good European connection; could handle accounts and collections; experienced choirmaster. Reason for wishing to change is dislike of living in a prairie town. Apply Box 467 Canadian Music Trades Journal, 58 Agnes Street, Toronto.

mahogany and plate glass, there are, on the ground floor, several specially designed cases for the display of musical merchandise. The arrangement of these and the other fixtures, give the ground floor that roomy appearance so difficult without too great a sacrifice of display space.

About the last department to be completed is the museum, or old fiddle department at the rear of the ground floor, and which is the special pet of Mr. R. S. Williams, head of the firm. Adjoining this has been constructed a special fire proof vault for the storage of the costly old fiddles in which this department deals.

#### **COSTS YOU NOTHING, BUT WORTH PAYING FOR.**

Bona fide music dealers in Canada can secure a handsome letter opener or paper knife, from W. Bohne & Co., 516 Richmond Street West, Toronto, by sending in a request on their business stationery. This paper knife is too expensive for general distribution, but W. Bohne & Co. wish it to get into the hands of bona fide dealers throughout the country, who would naturally be interested in the quality of the hammers in the instruments they sell. The knife in question has plated blade, and the handle, in shape and colors, is a reproduction of a piano hammer. Altogether it is one of the handsomest letter openers ever presented, and any retailer will find it well worth the trouble taken to make a request for it.

#### **NEW GRAFONOLA DESIGNS.**

The Music Supply Co., the Ontario distributors of Columbia lines, have secured a sample of the new "Colonial Regent" grafonola, which will replace the "Regent Junior." In addition to being a musical instrument, this is a useful article of furniture, being in the form of a round table. The retail price in Canada is \$195. Another new Columbia design is a reproduction of a grand piano case, and is designated the "Columbia Grand." This has a number of new features, and the Music Supply Co. have a sample on the way.

This firm, profiting from last season's experience, placed orders far in advance, in order to ensure their trade being taken care of. As a result, though unable to immediately complete all orders, they have been able to make shipments on every order, so that their dealers have been taken care of.

#### **THE HOUSE OF NORDHEIMER.**

Mr. S. Herz, of the Nordheimer Piano & Music Co., Ltd., who, as stated in the last issue of the Journal, is in the West in the interests of his firm, is now on the return trip, having gone through to the Coast. He has been meeting with excellent success, and contracts secured will mean much more energetic Nordheimer representation in the West than ever before. At the Toronto warehouses, also, there is a healthy activity, both in Steinway and Nordheimer makes, their sales of both lines for the month of October and November having been greater than for the same period of any previous year. Their Victrola department, now on the third floor, with three attractive demonstration rooms, is also much more active than heretofore. Altogether Mr. Albert Nordheimer, head of this firm, is well pleased with present conditions and the outlook.

#### **SELECTED A SHERLOCK-MANNING.**

A recent issue of "The Evening Times and Star," St. John, N.B., says:—"The manager of the Saint John Opera House has purchased a beautiful Sherlock-Manning piano from Bell's piano store, Germain St., for this favorite place of amusement. This piano was selected by Professor Grossmith, the famous London musician-humorist, for its clear, full, musical tone, perfect action, and even scale, and it will be used by him on the opera house stage this week." The Sherlock-Manning firm report excellent retail business in London, in addition to a rapidly expanding wholesale business. During the past four months they have retailed more pianos in London than in the two years prior to that period.

#### **GERHARD HEINTZMAN BUILDING ADDITION. PREMISES NOT SOLD.**

A report published with all seriousness in a Toronto daily that Gerhard Heintzman, Ltd., had sold their sales-rooms at 41-43 Queen Street West, was "greatly exaggerated," as Mark Twain would have said. "Absolutely without foundation," said Mr. Fred Killer, of that firm, when asked in regard to the alleged deal, "though asked by someone to give an option on different occasions, we have not even considered it," and for further evidence of their not being interested in selling. Mr. Killer pointed to an addition now in process of erection at the rear of the building. The latter is being extended back ten feet to the line of the lane at the rear. This addition will be the full width and full height of the building, the front of which has been much improved by a new plate and metal front, running up two stories.

#### **CROSS BANDING VENEERS.**

A firm directly interested in the growth of the piano trade in Canada is the Central Veneer Co., of Huntington, West Virginia, which firm specializes in the manufacture of soft yellow poplar cross banding. The proprietor of this firm, Mr. Wm. Seiber, personally visits Canada, his last trip having been in 1911. This firm report that they have just completed an additional new mill room, equipped with new cutters, and this, with added drying facilities, doubles their output of soft yellow poplar cross banding veneers.

In the selection of logs, the Central Veneer Co. state that they are able to secure the very choicest logs that grow. The firm have been producers of veneers for twenty years, Mr. Seiber having developed a business, with a present output of nearly a car per day. It is the proud boast of this firm that they seldom lose a customer, owing to the success of their motto of best quality, workmanship and material.

At a meeting of the Music Publishers of London, it was decided to ask the retail trade to sign an agreement, already in effect by a few English publishers, providing for the maintenance of prices. The form of agreement sets forth that copyright sheet music shall not in future be sold at a discount exceeding three pence in the shilling. Sheet music marked at four shillings full price, to be treated at two shillings net in arriving at this discount.

## IN THE TRADE.

A new piano store in connection with the Picton County School of Music, New Glasgow, N.S., is announced.

The Minister of Labor has appointed Mr. J. A. McDonald of Halifax, a member of the Board of Conciliation and Investigation.

Mr. Wm. McBride, of Alliston, Ont., who in addition to his music business, has other local interests, states that trade with him during November was good.

Mr. W. Bohne, proprietor of the hammer manufacturing firm of W. Bohne & Co., Toronto, was a recent visitor to New York, where he also has manufacturing interests.

Mr. E. C. Scythes, Western director of Williams Piano Co., Ltd., and whose headquarters are at Winnipeg, visited Toronto recently, on his way to and from his firm's factory at Oshawa.

Among manufacturers' representatives recently visiting Ottawa, was Mr. N. H. Conley, of the Mason & Risch, Ltd., whose goods are energetically featured by the John Raper Piano Co., of that city.

Harry Sykes, secretary Thomas Organ Co., has recently received the appointment as Commissioner of the Boy Scouts for Woodstock. This movement is very popular in Woodstock, there being three complete troops.

Among the season's good sellers in sheet music reported by the Jerome & Schwartz Publishing Co., of New York, are "Coontown Quartette," "There's one in a million like you," and "String a Ring of Roses round your Rosie."

W. M. Dunlop returned to Woodstock this week after a two months' visit to the Maritime Provinces. He reports business as excellent, and was delighted to send home from time to time increased orders for Thomas organs, stools and benches.

Mr. Fred Killer, the genial secretary-treasurer of Gerhard Heintzman, Ltd., is just recovering from a severe attack of sciatica, which made it impossible for him to spend more than a couple of hours a day at his desk for some little time.

A new music store in Red Deer, Alta., under the proprietorship of Mr. W. H. Hadley and Mr. Harry Webb, is announced. They will carry a specially selected stock of sheet music and small goods, in premises on Ross Ave., formerly occupied by H. H. Hobart.

When met by the Journal representative in Toronto recently, Mr. J. B. Mitchell, vice-president and factory superintendent of Dominion Organ and Piano Co., Ltd., of Bowmanville, reported that their only worry was inability to get sufficient goods through to fill orders.

"Though last year will be hard to beat, this year's business will be larger," is the report of D. M. Best & Co., hammer manufacturers of Toronto, whose advertisement on another page in this issue, is reproduced from an attractive calendar recently gotten out by them.

Mr. Alfred J. Mason, one of the directors of the Aeolian Co., of New York, and general manager of the Orchestrelle Co., of London, England, recently visited his former home in Toronto. Mr. Mason is a brother of Mr. H. H. Mason, general manager of Mason & Risch, Ltd.

In renewing his subscription to this Journal, Mr. Arthur Blouin, the well known dealer of Sherbrooke,

Que., states that the past summer's business with him was good, and that he has disposed of many Gourlay and McMillan instruments, and has a large list of good "prospects."

Mr. P. S. Connelley, the popular secretary-treasurer of the Karn-Morris Piano & Organ Co., Ltd., is in the General Hospital at Woodstock, recovering from an operation for appendicitis. The surgeons anticipate no complications, and Mr. Connelley's many friends will wish him a speedy recovery.

Reference was made in the last issue of the Journal to the book music copyright case of Hawkes & Co. versus Whaley, Royce & Co., Ltd., Toronto. The former sought an injunction restraining the latter from selling an alleged infringement of Otto Langey's Violin Tutor. Justice Middleton refused an interim injunction.

Mr. G. Y. Chown, head of the Wormwith Piano Co., Ltd., Kingston, was a recent trade visitor to Toronto. Mr. Chown was more concerned about getting existing orders filled than in securing additional orders. A surprising feature of Wormwith business to Mr. Chown, has been the demand for oak cases this season.

Mr. C. Reider, head of the Bowmanville Foundry Co., Ltd., which firm supplies pedals and other piano hardware, reports their business ahead of any previous year, with the capacity of the plant insufficient. Negotiations are under way for a larger site, on which a much enlarged factory and plant will be erected.

Frank Stanley, of Toronto, was a recent visitor to Quebec City, in the interests of Stanley pianos and Stanley players, taking in a number of intermediate points, including the eastern townships. He reports both his wholesale and retail trade exceptionally brisk this fall, with the demand for players predominating.

A Kingston dispatch states that a porter in the employ of the Wormwith Piano Co. was crushed by an elevator in the firm's factory, and received serious injuries. Being hard of hearing he did not observe that the hoist was approaching and was crushed by it. His hip was dislocated and his leg broken in two places. He was 70 years of age.

Chas. H. Brown, music dealer of Brentford, Ont., who features "His Master's Voice" lines, reports a surprising demand for the higher prices types, so much so in fact that he has been unable to secure stock to supply that demand, hence a recent visit to His Master's Voice Gramophone Co., Toronto, to see if a personal solicitation could secure some stock.

On behalf of the 22nd Regiment of the Oxford Rifles, Captain John Dunlop, of the Thomas Organ Co., Woodstock, and Lieutenant M. McKay, presented Captain T. L. Hay, also of Woodstock, with a loving cup, prior to his marriage. Lieutenant Hay is a son of the late James Hay, proprietor of the business of Hay & Co., and which he continues.

Word is received that a company has been formed and will open out a piano and music store at 140 1st avenue north, Hunt block, Saskatoon, Sask. The name of the firm will be Western Piano and Music Company. They will handle all kinds of standard music, vocal and instrumental, also small musical instruments, and, it is said, among their lines, have the exclusive selling of the Willis pianos, also the Knabe. Mr. W. Williams will be manager of the company.

A report from Sherbrooke, Que., says that Messrs. G. H. Moulton & Son, Coaticook, Que., who for many years have been in business in this town selling pianos, musical instruments and carriages, have sold their business and fine building on Main street, which they erected a few years ago to Mr. W. Labarre, who has been in the carriage business here for several years. Mr. Labarre has already taken possession.

Mr. Jos. M. Loose, head of J. M. Loose & Sons, Ltd., manufacturers of actions and keys, who has visited several outside points in the interests of his firm, is more sanguine than ever of the stability of the piano trade. The demand for the products of their own factory is also convincing evidence to Mr. Loose of the activity of this season's piano business, which seems to be greater than the various manufacturers anticipated. Hurry-up orders for actions and keys are now a daily occurrence.

Mr. W. Allan Child, of Child & Gower, Regina, the Saskatoon representatives of the Nordheimer line, was the victim of a serious automobile accident recently. While returning from the Country Club, of which he is a member, accompanied by Mr. W. M. Grahame, and travelling at about 30 miles per hour, one of the rear tires blew out. The car swerved into the ditch, throwing Mr. Grahame some distance, and pinning Mr. Child in the wreck. He was badly crushed, and was removed to the Grey Nuns' Hospital.

"Very satisfactory, indeed," was the typical reply of Mr. F. T. Quirk, in reply to a question as to how trade was with Sterling Actions & Keys, Ltd., and the Auto Pneumatic Action Co., Ltd., both of which firms are under his capable management. The demand for the Sterling Individual Brass Flange Action has proven very pleasing, while the player actions manufactured by the second firm are being shipped as promptly as turned out, the present problem being to produce them in sufficient quantities. This business shows a healthy increase in player sales.

According to a despatch from London, Ont., the night-watchman at the plant of the Sherlock-Manning Piano & Organ Co., had a narrow escape from being murdered. While going his rounds at about 11 p.m., he heard the noise of a breaking window. Seeing a man outside, he called to him. The latter immediately drew a revolver and fired at the watchman's face. The night-watchman quickly raised the clock he was carrying, to protect his face, and the bullet entered his hand. Fur-

ther bullets smashed his lantern. Mr. Stuart believes he is the victim of mistaken identity. He had only been on duty a couple of nights.

A \$2,500 pipe organ is being planned for by the Sparling Church, Ross Ave. and Worth St., Winnipeg.

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Specialists**

Phone Parkdale 2993

**Matthews Organ Co.**

A. Matthews, Proprietor.

33 Dunn Ave. - - Toronto

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PIANO AND MUSIC TRADES  
JOURNAL**

Published on the 7th of the month

Is the leading literary trade journal in  
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to those connected with the  
Music Trades in Canada.

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“The Piano for the Home”



F in selecting the appointments of the home there is anything in particular that just adds the finishing touch it is the “Gerhard Heintzman” instrument.

Much has been said by satisfied owners regarding the distinctiveness of the “Gerhard Heintzman” in tone and in design, and after all it is the recommendations from these sources that carry weight, because they are the outcome of the actual experiences with instruments that have stood the test of time.

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## MASON & RISCH

have for many years been the recipient of the most flattering testimonials from the World's Greatest Artists, but the letter shown herewith, reflecting as it does the greatest triumph ever achieved by a Canadian Piano, is one which is truly remarkable, and of which we feel justly proud. The letter reproduced below emphasizes more strongly than could any words of ours the fact that the MASON & RISCH is the one really great Canadian Piano to-day.

TORONTO MUSICAL FESTIVAL  
ARENA

Week of October 7th to 12th.

MESSRS. MASON & RISCH,  
230 Yonge Street, Toronto.

Toronto, October 18th, 1912.

GENTLEMEN:—

It is needless for me to say that the recent Musical Festival, held at the Arena in this city, was a great success from every standpoint; but before I leave for New York to-night I desire to express to you the great satisfaction the foremost artists of the world had in having the privilege of the use of your pianos while they were in your city.

Such great artists as Mme. Gadski, Mme. Sembrich, Mme. Fremstad, and Miss Treville, Mr. Orville Harrold, Mr. Dan Beddoe, and, in fact all of the artists in one way or another expressed to me their great satisfaction in using your piano.

In connection with my associate, Mr. Lawrence Solman, I desire to express my thanks to you for your great courtesy and excellent service during Festival week.

Yours very truly,

(Signed) J. H. DALTON,  
Mgr. TORONTO MUSICAL FESTIVAL.

J. H. D.—C.

The full import of the above letter will be more completely realized when one considers that in addition to the great artists therein mentioned no less than the following famous names are referred to as having used the MASON & RISCH piano in the Toronto Musical Festival:

NIELSEN  
DRESSLER  
MORENZO

MACONDA  
LULEK  
SPALDING

OLITSKA  
CAMPANARI  
TIBALDI

SWARTZ  
MARDONNES  
SACHSHIRSCH

BLAUVELT  
ROMELLA

(The remarkable young pianist)

It is a compliment to Canada as well as to MASON & RISCH that their pianos should have given such satisfaction to such a remarkable galaxy of stars.