

he accorded a hearty welcome at the Mason & Risch building on Yonge Street, or to the Mason & Risch Music Pavilion at the Exhibition grounds. Their building, directly opposite Shuter Street, is one of the outstanding landmarks of the city, and is the objective point of many out-of-town visitors at all seasons of the year, where everyone from the head of the firm down to the elevator man has always time enough to make the visitor feel welcome.

One of the lines most severely affected in the early days of the war was talking machine needles which formerly came almost entirely from Germany. The market seems to have adjusted itself to conditions, however, and there is ample proof that the trade is not dependent upon Germany for its supply. Whaley, Royce & Company, Limited, some time ago arranged for the exclusive Canadian representation of "Truetone" needles, which they are strongly featuring. These come in five variations of tone, each tin-boxed in 200 lots. The boxes are in neat cartons of five ready to hand out to the customer. Whaley, Royce & Company are distributors in Ontario and the Maritime Provinces for Phonolac talking machines and also Fonotipia, Odeon and Jumbo records.

THE HOME OF PIANO SOUNDING BOARDS AND SUPPLIES.

To members of the Canadian trade interested directly or indirectly in piano books, sounding boards, hammer mouldings, trap levers, bridges, key bottoms and other supplies, the firm name of Julius Breckwoldt & Co. is very familiar. The business of this great enterprise at Dolgeville, N.Y., represents a growth of nineteen years. A most complete illustrated resume of this firm of the Dolgeville Republican from which the following paragraphs of interest in Canada are extracted:—

Julius Breckwoldt, the founder and present active head of the company was connected with the Dolge interests in an important capacity until the year 1896 when he resigned and started in business for himself, and in a comparatively brief interval he has built up the largest industry of its kind in the United States, its product equalling the combined output of all others. In 1905 William Breckwoldt, the only son of the founder of the company, was taken into the firm, now holding the position of Treasurer and Financial Manager and the young man has proved an able second to the father in administrative and executive genius.

To-day the annual sales of the Breckwoldt company approach the million dollar mark and have by no means stopped growing. Their trade covers the whole of the United States, all parts of Canada and Europe. Their export trade is now an important section of the business, England, France and Germany, until the present war complications interfered, taking constantly increasing portions of their product.

The Breckwoldt factories cover about 50 acres of ground, including their extensive lumber yards, roads and railroad trackage connecting with the local branch of the New York Central and as high as twenty million feet of lumber is carried in stock at one time. This consists of spruce, beech, birch and maple principally, of various mills and delivered by ear load and wagon.

At Fulton Chain and Tupper Lake other large mills

are owned and operated by the Breckwoldt company employing in the neighborhood of 100 men when a full force is engaged, these mills alone supplying from six to ten car loads of lumber daily. The company consumes from 12 to 15 million feet of lumber a year and employs a force of nearly 250 men in all departments. "Slack" business has rarely been experienced with the company, their plant being one of the most steadily operated of any industry in the state and a well paid substantial class of workmen comprise the big pay roll, practically all citizens of Dolgeville and property owners. A strike or labor difficulty has never been experienced in their history which speaks volumes for the just and liberal policies of the company, and the satisfactory relations existing between the administrative and producing departments.

Spruce wood is used exclusively in the manufacture of piano sounding boards, its peculiar grain formation and texture of fibre making it adaptable for the purpose and providing the only wood known that gives the necessary tone qualities. Furthermore, it must be absolutely sound, free from knots or other defects and another qualification of the finished sounding board, reducing the available footage of the log and adding to the expense of manufacturing,—the wood must be quarter-sawn.

The consumption of spruce in this industry is enormous and available stocks are growing scantier and more difficult to secure every year. Great areas of standing timber are controlled by the Breckwoldt company and practically all of the "fiddle butt" stock, as sounding board timber is known to the initiated, in the Adirondack and Catskill ranges is owned or optioned by this concern as well as large tracts in Canada and elsewhere in the hardwood timbered sections of the country.

Scientific methods of forestry are employed in all their field operations, the necessity of intelligent conservation being recognized early in the business and practiced skilfully; they employ a practical forester in their various tracts who has full charge of all their cuttings.

UNIVERSAL MUSIC ROLLS AT NEW RATES.

Following the announcement in the July issue by the Universal Music Co. that Metrostyle-Themodist and Metro-Art (hand-played) music rolls would replace the Themostyle, Themo-Art and Uni-Record rolls and the entire catalogue of these would be open to the Canadian trade, and that a reduction of from 40 per cent. to 50 per cent. would be made in the list prices of the various classes of music, the following list of music has made its appearance. This Universal list is full of attractive numbers which will receive all the more consideration from dealers, now that a general reduction in prices has become effective:

METROSTYLE-THEMODIST.

301952	A-Topper, One-Step Medley.....	H. A. Wade	\$1 00
301864	Battle of the Kings, March.....	Harry Alford	85
301846	Beaux Arts, Pigeon Walk.....	Vance Lowry	65
301948	Broadway Fox Trot Medley.....	H. A. Wade	1 00
301928	Flannel Walk, Fox Trot.....	Herman Avery	75
301924	Summer Hesitation Medley.....	H. A. Wade	1 00
301828	La Flamme, Hesitation Waltz.....	Clara Evelyn	70
301878	Polka "Parade", One-Step.....	Dorothy Forster	80
301758	Silver Fox, Fox Trot.....	Henry Long	75
301922	Strawberry Short, Cake Walk.....	Oscar St. John	90

METRO-ART (88-Note) Hand Played.

202194	Bohoro, Op. 12, No. 5.....	Maurice Moszkowski	\$1 25
202162	Carrie Jacobs-Band Medley.....	Carrie Jacobs-Band	1 25
202158	For You Alone.....	Henry G. Coe	85
202178	In Old Missouri.....	Egbert Van Alstyne	75
202174	Dry June Tears.....	Henry G. Coe	85
202184	Songs We Used to Sing in Dixieland.....	Teresa del Ringo	1 10
202186	Starlight Intermezzo.....	Pedro de Zulueta	85
202182	To the Lass We Love—A Toast!.....	Ernest R. Ball	75