

**Piano in Canada.**

General Mr. Howard M. Frederick, Arionola Mfg. Co., Ltd., was con- siderable satisfaction a number of well known dealers in the music business. "Orders are being filled satisfactorily than supplies have been for some time. We are now in good shape," said Mr. Frederick. "We are making some quite ambitious plans for the future. Two and three of the Arionola line have been added to the line by the addition of a grille front for the sound opening. The samples are an appreciable improvement that will appeal to Arionola agents.

**Factory Humming.**

At Whaley, Royce & Co.'s headquarters things continue to hum. The factory is operating to full capacity turning out bugles, drums, trumpets, and brass band instruments. Through the firm's daily paper advertising the Canadian public are fast learning that band instruments are produced in this country and sales are multiplying accordingly. Their publishing and retail departments are also making a good showing.

**Director of Goderich Organ Co. Enlists.**



Lieut. W. L. Saunders,  
Director Goderich Organ Co.,  
Goderich, Ont.

Lieutenant Walter Laidlaw Saunders, the third son of Alexander Saunders, President of the Goderich Organ Co., Limited, of Goderich, Ont., was born at Goderich, Ont., April 29th, 1889. He was educated at the Central School, and Collegiate Institute, Goderich, and the S.P.S., Toronto, afterwards taking positions on the engineering staff of the Grand Trunk Pacific, and C.P.R. His last work was building the Lake Erie and Northern Ry. from Galt to Port Dover. Answering the Empire's call, he enlisted with the 133rd Battalion at Waterford, County of Norfolk, taking rank as Lieutenant. He is a good student and an ardent soldier, fully realizing the importance of the struggle in which the Empire is engaged. Lieutenant Saunders is to be married on the 17th May to Miss Angie Haines Gibson, daughter of R. D. Gibson, Principal of the Public School at Waterford, the engagement being announced. He is a shareholder and director in the Goderich Organ Co., Limited, although owing to his professional duties, he has not taken an active part in the affairs of the company. Mr. Alex. Saunders has two sons with him in the business, W. Frank and Charles K.

**Music Roll Demonstration Plan.**

An American contemporary describes how Mr. N. A. Secord, manager of the piano department of the John Wanamaker store in New York, solved the music roll problem. After much study and observation extending over a considerable time, a plan was decided upon. The music roll department adjoins the piano and player salesrooms and though very inviting, was overlooked by many visitors.

On an elevated platform adjacent to the music roll department were placed a player piano and an electric player. To customers were mailed invitations to hear, free of charge, rolls by the various manufacturers. At regular intervals each day an accomplished lady musician gave an informal demonstration on each instrument. Results have shown that many persons hearing a roll played will visit the department and make a purchase.

**Uncle Walt Mason Says:**

When I was selling hooks and eyes, I never failed to advertise. My stock was small, my joint obscure, but my announcements proved a lure, and people came from distant shores, and passed by all the other stores, they gladly came to patronize the man who boomed his hooks and eyes. My ads were small, but full of zip; they gripped you, and they held their grip, there was no weary waste of words, no language thrown at passing birds. I wrote them daily in my store; they were my most important chore. Each day I gave folks something new, to keep my little joint in view, and aunts and sisters, mas and dads, were always looking for my ads. All kinds of people, counts and cooks, came there to buy my eyes and hooks, to see the man whose daily spiel lent savor to the evening meal. And now you see my fine retreat, my modern home in "Easy Street." Thus spake to me, with balmy smile, a man who quickly made his pile; a few short years have seen him rise from that small joint of hooks and eyes, to clipping coupons at his ease, a heap of bonds upon his knees.

**Next to Reading vs. Segregated Advertising.**

Next-to-reading has some advantages; also some disadvantages, says an ad man in Advertising and Selling. Segregated advertising has some advantages, and some disadvantages. One authority believes from the result of his experiments that the advantages of segregated advertising outweigh any advantages next-to-reading advertising may have. Others apparently believe the opposite to be true.

I believe—and many advertising men agree with me—that it is six of one and a short half dozen of another—and with a slight advantage favoring segregated advertising. But if twenty-one arguments for advertising in one medium or another were tabulated, I should rank this "next-to-reading vs. segregation item" number twenty-one. It is of comparatively no importance.

The main and important factor in magazine advertising is—What is the appeal—not editorial policy—but appeal of a publication to its readers? Is it read with a wholesome, as well as a strong interest? There are many kinds, as well as many strengths, of appeal. If I buy a magazine because of the bottle of perfume sold with it—I am interested in odors, not ideas.