

for Gerhard Heintzman pianos for the whole of Prince Edward Island.

Trade friends and acquaintances of Mr. F. W. Shelton, manager of the retail musical merchandising department of the R. S. Williams & Sons So., Ltd., Toronto, will sympathize with him in the death of Mrs. Shelton, which occurred at their home after a long and painful illness. The deceased lady is survived by three girls.

Japan, during the year 1918, exported musical instruments to the value of 1,079,711 Yen. This was a great increase over that of 1917 and 1916, when instruments to the value of 621,218 and 37,587 Yen respectively were exported. These figures are supplied by Trade Commissioner A. E. Bryan. A Yen corresponds to about 60 cents in Canadian money.

Reed & Robinson, the well-known music house of Edmonton, have removed to the Williamson Building at 9815 Jasper Ave. East, where they have greatly improved facilities for handling the various lines of which they control the agencies. Since entering the music business Messrs. Reed and Robinson have made good progress in developing a list of customers that appreciate high class musical instruments and service.

Joseph M. Goldstein, professor of political economy of the University of Moscow, has, it is understood, prepared a survey of the conditions in Russia. This survey shows the financial assistance which will be required to rehabilitate Russia after Bolshevism has been extinct. It also shows that a great number of musical instruments of all kinds will be required during this period to supply the national need for music.

According to London Musical News, while Mark Hambourg was at work in the middle of a Chopin ballade at a recent recital in Brighton, England, "the whole framework of the pedal mechanism dropped away from the body of the piano." Luckily there were no casualties, as the pedal appears to have remained quietly on the floor without struggling to escape, so that the pianist, "with the assistance of a gentleman from the audience" was able to harness it up again and proceed with the ballade.

Frank H. Whetsel, who recently received his discharge from the army after three years' service, is now connected with the Victor department of the National Piano Co., Ltd., Toronto. Mr. Whetsel is well known in local phonograph circles. He was for several years manager of the Bell Piano Co.'s Victrola department and is thoroughly conversant with "His Master's Voice" lines.

Mr. E. D. Gray, retail salesmanager of Heintzman & Co., Toronto, is on a vacation trip to the western coast, where he will visit his father. He expects to take in several western centres, going as far as Seattle. Mr. Gray will bring back his wife and little son, who have been spending some months visiting in the west. Before leaving Toronto Mr. Gray arranged for delivery of a new car on his return after the month's holiday.

A competition open to all composers of British nationality is announced by Messrs. Hawkes & Son, of London, England. Four cash prizes of £50, £30, £20 and £15, respectively, are being offered for the four best musical compositions sent in. The compositions sought after are those of melodic character, showing originality and musical talent. The following pieces are named as examples of the style and length of work required:—Elgar's "Salut d'Amour," Dvorak's "Humoresque," and Offenbach's "Barcarolle." Full particulars of this competition, which closes on November 1st, will be sent free by return post to all intending competitors.

Edison Dealers' Convention

(Continued from page 77.)

ally happened. It told of a specific occasion on which a humanly interesting test of the New Edison's ability to re-create was made.

"Then, isn't it logical to assume that a news twist to advertising greatly increases the reader's interest? I think there is no doubt about that, and that is why we strive to give every Edison magazine advertisement a news angle.

"You will recall the Lazzari advertisement, the Case advertisement, the Ciccolini advertisement and particularly the Fields advertisement. Each one told of a happening of interest to the music-loving reader, each was a distinct advertisement in itself, each one possessed an individuality of its own, telling a story of its own though all on the same subject."

Mr. Palmer pointed out how impossible it would be to print the name of every Edison dealer at the bottom of all their magazine advertisements, but suggested the next best thing, which is for the dealer to run the interlocking advertisements and to mail out to their prospects the interlocking folders.

In a message from Mr. Edison, delivered by Mr. Maxwell, he said:

"A large production of disc Re-creations is already an accomplished fact and steps are being taken practically to double our present production. Our only problem at the present time is to obtain a mould that will give us a definite production of absolutely uniform quality. We are introducing such a mould and its use will enable us to get out supplements on schedule and give us a more uniform product.

"The shortage of disc phonographs has been due to our uncompromising determination to have cabinets of the finest quality. We have finally succeeded in getting our standard accepted by the various manufacturers and the shortage of phonographs will be materially relieved in the near future.

"I have already renewed the experiments on symphony orchestra recording, which were interrupted by the war. It was too early to make any definite prophecies, but I feel confident that sooner or later we shall be able to record a full symphony orchestra of ninety-four pieces, with a fidelity which will enable us to sustain a tone-test in comparison with the orchestra. Please understand that this does not mean a new record. It will be the same kind of record we are now making, although it will probably have to be twelve inches in diameter."

The series of talks, discussions and demonstrations were brought to a conclusion by a monster banquet in the ballroom of the Hotel Commodore, at which Mr. Edison personally attended. The entertainment was provided by Edison artists and Earl Fuller's Edison orchestra.

The next convention is to be held in New York.

The Canadian representation was as follows:

Mr. R. S. Williams, Mr. O. Wagner, Mr. "Jeff" Ford, Mrs. I. G. Lakin, Mr. J. W. Ford (just back from France), Mr. T. A. Dillon, Mr. Mackay, Mr. G. Petch, Miss Ronaldson, Toronto.

Mr. and Mrs. G. Gray, Hamilton.

Mr. Geo. Paul, Winnipeg.

Mr. Chas. Clarin, Mr. Young, Calgary.

Mr. Doan, Cornwall.

Mr. W. Mason, Lindsay.

Mr. G. Langtry Bell, Kent Piano Co., Vancouver.

Geo. Fletcher, Nanaimo, B.C.

Mr. Jas. Arthurs, Mr. F. W. Heavysege, Mr. Geo. Brennan, and the four Layton Bros., of Layton Bros. (Recently returned from overseas), Montreal.