

Finishing a Rosewood Case.

With the exception of the stain, the process given for finishing an antique oak case may be followed in the finishing of a rosewood case. For a dark rosewood case give a coat of alcohol red stain, sandpaper smooth and fill as directed for the usual rosewood finish. This is the same as for mahogany, namely, take equal parts of best whiting, plaster of paris, fine pumice-stone powder and litharge, all by weight, adding for color Vandyke brown, burnt sienna and French yellow ochre, in proportions to form a suitable color. Mix these ingredients to a paste with a mixture of 1 pint of japan, 2 pints of boiled oil and 3 pints of turpentine; run the mass through a hand mill.

Following the filling comes the coat of orange shellac, which is to be glazed over with asphaltum varnish. After this point has been reached, the process is the same as for the oak case, beginning with the thirteenth day, which see.

Mechanical Varnishing.

Much time is saved by means of the mechanical varnisher, which dips the parts into a vat of varnish. A rack holding the parts of six pianos, and several racks being used, placed in a framework, the same is very gradually immersed in a vat of varnish, where it is allowed to remain a few minutes, when it is slowly withdrawn. You can hardly discern the motion of the frame as it enters or emerges, so that the surplus varnish is permitted to flow off and back into the vat without leaving a wrinkle on the work; the varnishing is done perfectly, ever so much smoother and more level than with the brush. Not only is time and money saved by this method, but all joints are rendered damp-proof, an important matter in the shipping and exporting of the pianos when done. The varnish, of course, preserves each glued part from the action of moisture.

COLUMBIA GENERAL SALES MANAGER VISITS CANADIAN BRANCH.

Mr. James P. Bradt, Former Manager, Here, Enthusiastic Over Columbia Demand.

Mr. James P. Bradt, salesmanager of Columbia Graphophone Co., with headquarters at New York, visited his firm's Canadian branch at Toronto last week. When seen by the *Journal* at the "King Edward," where he was a guest, Mr. Bradt had only the most optimistic statements to make concerning trade.

"What is the state of talking machine business in the United States," queried the *Journal*.

"Unbelievably good" was the reply. "Knowing that business conditions, generally speaking, are not good, it is difficult to understand or explain why we should be working our factory 22 hours per day six days a week. This has been the condition for more than four months, and despite our best efforts, and our very largely increased output, we make very little headway in reducing our arrearages, as more new orders are being placed with us for larger quantities of Grafonolas and Columbia records than ever before at this season of the year."

"Is this likely to be permanent?," ventured the *Journal*. "or is it only a passing flurry?"

"Well, our December, January and February sales were the largest in our history," said Mr. Bradt, "and March is headed in the same direction and going very

strong. In fact there is no evidence whatsoever of a let-up or a let-down.

"Why this business of ours is so blessed while most other lines in the States are more or less depressed, is beyond me."

"How about your European business?"

"The most striking proof of the Columbia boom in England is simply to mention that our London branch has paid the Prince of Wales Fund \$7,500 on account of royalties on Columbia war records. Messrs. Cromelin and Sterling saw the opportunity and went ahead.

"We have the same sort of boom in the United States, only much more so—a greater demand for Grafonolas and Columbia records than we have even heretofore known. Naturally this condition is very gratifying to Mr. Cromelin, who succeeded Mr. Lyle as general manager last November."

Mr. Bradt has a wide personal knowledge of the European business of his firm from his managerial experience there, and likewise has a special interest in Columbia business in Canada, in the development of which he had a large part, having been manager here for four years. Referring to this branch he said:

"Our business in Canada is also good; a lot better than we had reason to expect, considering how hard hit Canada has been.

"The situation again brings home the fact that the desire for music is earthwide; it is not bound by race or creed, or country; it manifests itself in every class, from the very rich to the very poor; it cannot be stifled by business depression, and, as we are now proving, not even by the greatest war in the history of the world."

Gerhard Heintzman, Ltd., Toronto, are now handling disc lines exclusively in their phonograph department. They have both Edison diamond disc and Columbia lines, having added the latter for last Christmas trade.

Mr. W. Bohne, the well known piano hammer and string manufacturer, has spent several weeks in the Southern States, owing to the ill health of Mrs. Bohne. During his absence business revived quite materially, the string department running full time, and the increased demand for hammers being quite pronounced.

The genial W. T. Ott, accountant at the Columbia Graphophone Co.'s headquarters at Toronto, gave his associates in that firm and his personal acquaintances considerable of a surprise on March 1st by getting married. The new Mrs. Ott was Miss Laura Bemisderfer, an estimable young lady of Tiffin, Ohio.

D. M. Best & Co., hammer and string manufacturers, Toronto, report a welcome improvement in trade, with this and last month's business almost normal. Mr. Best believes that improved trade is in a measure due to stocks in manufacturers' and retailers' having been worked off, and the consequent necessity of more stock being made up.

In a circular letter to the trade the Thomas Organ Co., of Woodstock, Ont., emphasize the organ opportunities that should be closed now. Many dealers have, during the last year, placed organs where the householders felt unable to afford the more costly purchase of a piano. This not only gives an immediate profit, but makes a connecting bond between dealer and customer for a future piano sale.