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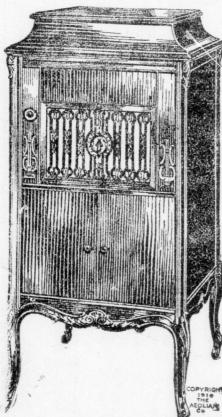
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The Aeolian-Vocalion



"I Have Exchanged My Phonograph"

have laughed at such a thought! Exchange the instrument that had! meant so much to wife and me during the past year; relinquish that which had taken so much time and careful pains to select; of which we were so proud; and which we knew was the best instrument of all at which we had looked? The very idea would have seemed ridiculous.

"But we have found a better phonograph a wonderful new instrument that is a phonograph finer than all the rest, and then something greater, far greater.

"A week ago a friend asked me if I had gone yet to see the

Aeolian Vocalion.

"No! Why should I? Did I not have the best-known and best phonograph upon the market? Why should I look at any other?

"Don't be too sure, said my friend. Had I not thought that these instruments were some time going to develop beyond their present stage? And what more likely than that this development should come from the Aeolian Company, the largest manufacturers of musical instruments in the world—the leading house in the production of pipe organs, pianos and other more modern instruments like the magnificent Steinway Duo-Art Planola?

"I went to see the new phonograph that day. In twenty minutes I had bought one, arranging to turn in my old one in exchange.

"The new instrument was better looking than any I had seen. Its case designs were better art; its case woods were finer.

"I asked to have a familiar record played—a favorite of wife's and mine. When I heard that record I awoke to the shortcomings of my phonograph, as well as all others I had heard. We rarely realize the inadequacy of anything we are accustomed to until we meet something better.

"Here was a genuinely better tone. It was rich and deep—very musical and very natural. I realized then that other phonographs, wonderful as they were, were all too thin, too high and strident, too 'phonography' in their reproductions.

"And then I was shown the great new phonograph feature that the

their reproductions.

"And then I was shown the great new phonograph feature that the Aeolian Company has given to the world.

"The same record was played again, but first a slender tube ending in a little metal device was drawn out from the instrument and placed in my

'Make any changes in tone volume that you would like to hear,' said 'At first I was a little timid. I pressed the device. The music swelled

"At first I was a little timid. I pressed the device. The music swelled a little in volume. I pressed it all the way. A great, glorious burst of sound came from the instrument such as I had never heard before from a phonograph.

"Then I reversed the movement. The sound began to diminish. In a moment it had softened away to an exquisitely delicate whisper that was still perfect in tone quality. It was a genuine pianissimo; also an effect I had never before heard from a phonograph.

"Before the record ended I was playing that piece. All the music instinct in my soul was awake, and for the first time in my life, finding expression."

We invite you to come in and hear this wonderful machine

Renaissance of Musical Art In London

BY ISOBEL C. ARMSTRONG. BY ISOBEL C. ARMSTRONG.
For years London has been recognized sa musical city. Few others of the speaks an unusual degree of the fra-

A decade ago musical festivals ex- conductors. tending over two or three days were an annual event, bringing in their

Following this came a period of quiet

"Art must go in the face of grim ealities, and war time is no time for will furnish an evening of rare tude even of those who had formerly pleasu njoyed to the utmost the aesthetic

the streets to the strains of "Tip-perary," while civilians found themswinging into the rhythm. It vasn't long till voices were raised in the melody of "Till the Boys Come Home," hearts offering up, meantime,

Music and the War. Music expressed so many emotions, atriotism, courage, hope, fear, longelse must give way before war condi-ions, it could not be music. and also of the school festival to be held the middle of the month.

The effect of the war in quickening ne emotions, plumbing hitherto unuspected depths of human nature, resulted in a remarkable acceleration of artistic appreciation a veritable musicians cease from troubling a renaissance of musical art in London. Club's Patriotic Service. The Woman's Music Club, organized

22 years ago by Miss Carling and senting and hearing good music taking precedence among musical orfor women and girls some diversion as awakening ambition. esponsibilities and anxieties.

Instead of disbanding as a war faculty developed in the infants little measure, the club proceeded with the arrangement of a season's program.

The same plan was followed the second and third year of the war. There was Better Educational Facilities. view was taken by program committees soon be an evil of the past.

Students soon come into competition in examinations and in recitals.

They compare notes with one another about the methods of their teachers and evening concerts demonstrated the truth of the theory.

Raising the standard of musical piano. with the original motives was not conposes followed, prominent amongst these the Children's Aid Society.

Within the past few weeks the Woraise the sum of \$500 to furnish a ward n the Byron Sanatorium for tuber-

Musical Art Society a Striking
Manifestation. Perhaps the most striking manifes-tation of development of art impulse that this or any other city in the world has known during the present war has been the organization and successful administration of the Musical Art Society,

Formerly it was an accepted slogan that making a paying proposition of bringing distinguished artists or mus-ical organizations to the city was an

association, composed of keen professional men, "hard-headed businessmen," men of many callings and affairs, was the inspiration and achievement of genius. When the list of the officers and members of the Musical Art Society was published early last summer it contained the names of dozens of the most prominent citizens, several of whom were identified for the first time with musical affairs. The Musical Art Society has made possible the hearing in this city of several world-famous singers, and of two great visiting orchestras, all in one season. It has made a permanent

chorus of 250 voices a possibility, and also a permanent orchestra. The largest auditorium in the city, immense rincess Winter Garden, has been crowded to the doors for each concert and each one ir succession of the series has been voted more

enjoyable than the last.
The Musical Art Society has given a tremendous impulse to things mus-ical in Western Ontario. It has given vast pleasure; it has played a prominent part in laying the foundations of a greater musical future for London has kept its head above water.

Has Cultivated Fraternal Spirit. People on the outside have acquired the parrot habit of talking glibly about the jealousies of the musical profes-They have always talked that way, which is a perfectly good reason to some people for continuing to talk that way. An organization formed last autumn in London gives the negation to anything of the kind, at least so far as a certain section, and an important one at that, of London musicians is concerned. Last fall the London Organists' Club was formed, the first of its kind in Canada, if you The passport for membership demanded is membership in good standing in the Canadian Guild of Or-So many have qualified that the circle includes some twenty mem-bers, who meet monthly for discussion

of interesting problems of their pro-fession, and for social intercourse. The club has already been responsible for a better understanding among the leading musicians who belong. They are working shoulder to shoulder for the promotion of musical interests, in-stead of at cross purposes in the role

of rivals. a recital, the others, so far as poss make a point of attending. Cases have

ternal spirit.

local conductors opportunity has been afforded music lovers to hear and to participate in the presentation of the noble choral works of the great masters. There have been bands and orthemselves; singers, pianists, violinists and teachers who have caused the fame of London to be known far and wide.

There have been bands and office themselves; singers, pianists, violinists and teachers who have caused the fame of London to be known far and frequently also deserving of the term "artistic." Which all reflects wide.

Freat credit upon the organists and conductors.

train famous orchestras and soloists musical talent in this city, its variety has had her lesson. is one of its wonderful features. True, many of the men who are

tributions to patriotic and other pro-

enjoyed to the utmost the aesthetic things of life.

But with the organization of battalions, bands sprung up and multiplied and the soldiers marched proudly down and the soldiers marched proudly down and plano, has been called to all parts pression of ideas, ideals and emotions. of Western Ontario to give recitals i

the past six months. When the Children Sing. London's musical future is safe in the hands of the school children. This mforting assurance is felt by thos who have been privileged to attend the splendid spring festivals of music presented every second year by a great choir composed of boys and girls of ng: music quickened the pulses, the public schools. That is why there it iffened the purpose, brought respite to much pleasurable anticipation of the part the school children's chorus nxiety, proved a recreation, an in-prization and diversion. Whatever the Musical Art Society next week,

And so the musical organizations and nusical events in London follow fast upon the heels of one another, so ising from apathy and selfishness to swiftly, indeed, that a music-loving activity and desire to render service, but worn-out scribe who must "write nd the broadening of outlook on life up" these, moaned some days ago esulted in a remarkable acceleration "Another musical treat! When So much organization with sultant opportunity of studying, pre-

urally has an important effect in deganizations in point of semiority, early recognized the necessity of providing musical taste, fostering talent and strain of new war the curiosity of the children strain of new war been properly aroused and a critical been properly aroused in the infants little

abundant testimony that the club was fulfilling the mission it set itself to and greater general knowledge, ineffiperform. But the educative side was client music teaching will fortunately not thrust into the background. The soon be an evil of the past.

taste in London and district, encour- the aisle from her in school, wants one aging the performance of the best too. Jimmy Burns is learning to play musical works, and fostering musical the violin, and a great ambition surges talent were worthy peace time objects. in the soul of Dicky Jones to handle Even furnishing needed recreation a fiddle also.

the original motives was not conditional distribution to patriotic purpose and the state of the

The Part "Canned Music" Plays. But it isn't everybody who has the time or talent to learn an instrume Some people have not been endowed con the continent have been able to boast so many meritorious musical organizations, such fine choirs or an aent of an equal order.

Through the ambition and ability of the churches. Through the ambition and ability of the churches a week pass during the the Grafanola, the player-piano, the trustical spirit.

Some people have not been endowed by nature with voices. But there must be music in the home. That is one attract the attention of visitors. The choirs are worthy of the churches. Seldom does a week pass during the trustical spirit.

> a soloist wants to know. She brings Variety of Talent.
>
> Apart from the excellence of the a record of the song as sung by a celebrated artist. She listens; she

The glorified music box is invaluable in an educational way for the children development, unmarked by striking genuine artists have donned khaki and too young to attend large concerts.

genuine artists have donned khaki and too young to attend large concerts.

The fortunate young people whose rich storehouse to call upon for confamiliar with good compositions ade quately performed.

Recognition of the educational value of "canned music" has largely increased the demand. The renaissance of mus-The London Instrumental Trio has ical art in London has had its com-used to rock her papoose to sleep.

IS HAWAIIA'S MUSIC

Dances Imported From the Islands.

"Hawaiian music and hula dancers" was the bait in the advertisements of pared, restaurants and cabarets in North American cities in the summer of 1916.

its fate would be death in infancy are Charles Wakefield Cadman, whose song, now beginning to suspect that there may be something to it after all. Also, a household classic, is one of these com anyhow. If you ask them point blank, made an arrangement of a Sioux Inthey will dismiss their doubts and and dian song for Mme. Marcelia Sembrich, swer patronizingly that a hula is "one of those outlandish Hawaiian instru-The Old Hawallan Hulas.

hula was a religious service combining music, poetry, pantomime and dance, regular rhythm throughout a song, and and was practiced all over the islands yet preserve the rhythmic completeness was held in honor of the Goddess Laka ment, Miss Densmore has found that vines and branches, and required a long songs express their ideas. and severe training of all who took part. In other countries similar religious opera, the drama and literature This but the coming of the Europeans Americans and Japanese in the last century caused such a radical change in the entire civilization of the islands that no artistic development after that

Modern Hawaiian music is mostly the ukulele. Ukulele means jumping jerky movement of the fingers in play-This guitar-like instrument, of Portuguese origin, is played by acceast half the inhabitants of the islands,

ung men courting their ladies in the Modern Hawallan Music a Mixture of Many Elements.

The ballads themselves have much in ommon with the old German folk songs. This is thought to be due to the influence of Captain Berger, a German musician, who for 40 years conducted the Royal Hawaiian Band in Honolulu-a great factor in the musical hie of the islands before they became a territory of United States. It is this pseudo-Hawaiian music

which has found its way to us and won such popular favor. Nor are the gyrations of the sprightly young women who accompany the ballads those of the ancient hulas. But, then, if the music and dances were orthodox Hawaiian we might not like them so well.

NORTH AMERICAN INDIAN FOLK MUSIC

1,100 Song Collected for the Bureau of American Ethnology by Miss Frances Densmore.

Until recently, few people were aware of the fact that the North American Indian had a song literature of his own, and by no means a negligible one. We regarded the music of the Indian as consisting of a weird battle cry, and unrhythmic, impromptu hymn of praise

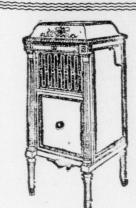
used to rock her papoose to sleep. It was with considerable surprise, therefore, that we learned that Miss Frances Densmore has collected 1.100 songs for the Bureau of American Ethnology of the Smithsonian Institution These songs she recorded on an especially constructed phonograph that she took into the field. They were taken directly from the Indian songs, with all their native characteristics and pe-Cosmopolitan Origin of the Songs and cultarities. Two books by Miss Densmore on Chippewa music are published another on Sioux music is in press while others on the music of the Utes. mandan and Hidasata are being pre-

Applying Indian Folk Themes. This work, although intended pri-Today the "ads" still proclaim "Hula | marily as a record, has caught the atdancers and ukulele orchestras." This tention of several composers, who have realized the beauty of the Indian themes and have harmonized them they are wondering what hula means posers; so also is Alberto Bimboni, who which the celebrated soprano used recently in one of her historical recitals

Peculiarities of the Indian Rhythm. It is remarkable, says Miss Densthat the Indians do not keep a regular rhythm throughout a song, and usly constructed bowers of the melodic and rhythmic forms of the

When Mme. Sembrich heard the song of the Sioux Sun Dance, she was quick to recognize the charm of the native rhythm and the beauty of the melody. 'he song was greatly enjoyed by the ndience at her recital, and will be pub-shed shortly, with Miss Densmore's sythmic translation and the original

New Material For the Composer



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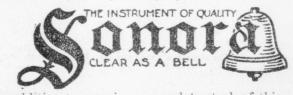
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Pathephone Come in and hear the Pathé Pathephone, the musical instrument famous for its natural reproduction of sound-both vocal and instrumental. The Pathephone is the result of the inventive genius of the Pathé Frères of France, plus the \$35 to \$300 skill and constructive ideas of the Western world.

Pathé Double-The Pathe Sapphire Ball Faced Discs, 85c and up is merely one of the secrets of perfect sound reproduction. This highly polished ball of genuine Sapphire cannot scratch the disc. It plays not one, but thousands of Pathé discs without the slightest wear to the ball or to the records. It reproduces the music in a clearer and more natural manner. The Sapphire Ball travels in the hollow grooves of the Pathé

Pathe All-Wood Tone Chamber

disc from which it takes every delicate shading of tone and sends it on clear, clean and

The Pathé tone chamber is made of wood. Like the violin, it is delicately responsive to the slightest variation of sound reproduced by the sapphire ball. It is scientifically constructed to render, in the greatest volume, a sweet, mellow tone which is impossible to obtain from a metal or part metal sound chamber. The Pathé Tone Control device and the loud and half tone sapphires allow you to regulate volume of sound at will.

ists of international fame. There is an immense selection of wonderful Pathé Band selections recorded by leading bands of America and Europe. Pathé popular music is kept up-to-date, so that Pathephone owners may have the latest selections. Pathé discs from \$5c and up—all double faced, including operatic selections. Words cannot describe beautiful music, therefore you must hear the Pathephone. One demonstration will verify everything stated in this advertisement. Come in and hear some of the beautiful Pathé records. Your phonograph can be equipped to play Pathephones, \$35 and up, equipped To Play ALL Makes Of Disc Records If you wish any particular record from another catalogue you can play it perfectly on the Pathephone. The Pathé repertoire comprises recordings of both American and foreign art-



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mograph can be equipped to play

ists of international fame. There is an immense

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