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It means *profits* because the lively demand for Conn instruments is constantly being increased by our national advertising --- the most extensive and intensive campaign ever conceived for band and orchestra instruments.

It means *prestige* because Conn leadership is acknowledged by the world's greatest artists --- and this leadership naturally falls to the dealer who is able to offer these superior instruments.

Write now for details for our proposition for dealers and information on available territory.

CONN LTD
1299 Conn Bldg, Elkhart, Ind.
"Trade Mark Registered"
World's Largest Manufacturers
of High Grade Band and
Orchestra Instruments

SKETCH OF EMIL WELTE FAMOUS INVENTOR

Founder of Welte Business in U. S. Passed
Away Quietly at Age of 82 at Residence
in Norwich, Conn.

Emil Welte, who in 1865 came to America for the purpose of founding in this country an outlet for the then-famed Welte organs and orchestrions known throughout Europe, died last week at his residence after an illness caused by old-age feebleness. Mr. Welte at his death was 82 years old.

The business founded by Mr. Welte has been developed during the past fifty-seven years by himself and his successors into today's progressive organization controlled by G. W. Gittins, with a factory at 297 East 133rd street, in the Bronx, and retail studio at 665 Fifth avenue.

An interesting obituary of Emil Welte comes to us from Cooley's Weekly of Norwich, Conn., from which we print the following:

"Mr. Welte was born in Voernbach, Schwarzwald, Germany, April 20, 1841, the son of Michael Welte. He was graduated from the technical school in Furtwangen Baden, Germany. At the age of 21 years he was appointed by Grand Duke Frederick of Baden to represent the clock and automatic musical instrument industries from the Black Forest section at London, England, exhibition, 1862.

"He sailed from Liverpool on January 21, 1866, on the ship Afrika, one of the first side-wheelers built about 1841, arriving in Boston February 2, 1866, and the day following, Sunday, reached New York City.

Mr. Welte came to America for the purpose of installing a very large orchestrion in William Kramer's establishment, 50 Bowery, New York City. This automatic, self-playing organ attracted favorable comment from critics, and, considering it an opportune time to open an establishment here, Mr. Welte wrote to his father in Voernbach to ship him a number of smaller orchestrions.

"He opened a store on Fifth avenue and 23rd street, New York City, and later opened another on East Fourteenth street, diagonally opposite Steinway Hall. The business in New York was conducted under the firm name of M. Welte & Sons, branch of M. Welte & Soehne, Voernbach, Germany, and until May 1, 1914, Emil Welte was its active manager. He retired at the age of 73 to his home at Norwich Town. Until recently he was chairman of the executive board of the M. Welte & Soehne, now located at Freiburg in Baden, Germany, that house being manufacturers of automatic musical instruments and the Welte-Mignon autograph piano.

"In 1887 Mr. Welte improved the newly invented perforated paper music roll and was the first to use it, with his patented pneumatic action in a large orchestrion built for Theiss Alhambra court, New York City, an exact duplicate of which he installed a few years later in Adelina Patti's residence in Wales."

NEWS ABOUT THE MEN WHO RETAIL THE PIANOS

Brief Items of Trade News Gathered Here and
There in Music Field.

Alva I. Melis, Vacaville, Cal., has added music goods to his several stocks.

Murdock & Lewis is preparing to open a music store in Ironton, Ohio.

A new store has been opened on West High street, Hicksville, Ohio, by C. F. Lehman.

E. J. Hersh, music dealer, York, Pa., reports good results for his exhibit of pianos and players at the fair held at Mount Joy, Lancaster County, Pa., recently. Two players and one upright piano were sold and a number of prospects obtained.

Many sales were made through the exhibit conducted by Neal, Clark & Neal, music dealers in Buffalo, N. Y., at the Niagara Frontier Industrial Exposition, held recently in Buffalo.

Ralph Kenny, manager of the musical merchandise department of the Platt Music Company, Los Angeles, Cal., reports good results from the "Eighteenth Anniversary Sale" recently concluded.

L. Hammerschlag Co., jobber in musical instruments, 41 Union Square, New York, recently filed a petition in bankruptcy. Judge A. N. Hand appointed Byron Clark, Jr., receiver.

Wavley & More, 71 West Main street, Middletown, Conn., has taken on a talking machine line.

A visitor to the New York talking machine trade recently was Adrian Palmer, of E. A. Palmer & Son, Hamilton, Bermuda.

McCarraher Bros., Phoenixville, Pa., won first prize for the best float in the annual Hallowe'en parade in that city. A bevy of pretty girls from the McCarra-

her staff gladdened the eye and Morgan McCarraher gladdened the ear with music of a piano on the float.

George S. Minter is the new manager of the Findlay, O., store of the B. S. Porter Son Co.

The record sales of J. W. Greene Co., Toledo, O., show a double growth as the holidays approach, according to E. A. Kopf, manager of the department.

Edward G. Evans, of talking machine jobbing division of C. Bruno & Son, New York, was recently elected chairman of the board of finance of Darien, Conn.

Abner Geoffen, a talking machine dealer of 25 Cook street, Brooklyn, N. Y., recently filed a petition in bankruptcy, giving liabilities as \$3,708 and no assets.

Anniversary Week with J. Goldsmith Sons Co., Memphis, Tenn., resulted in many talking machine sales.

COST ACCOUNTING FOR RETAIL PIANO TRADE

Methods in Book Declared Excellent by National
Association of Cost Accountants.

Praise from experts for the book "Accounting for Retail Music Stores," issued by the Trade Service Bureau of the Music Industries Chamber of Commerce, is found in a review of that publication in a Bulletin of the National Association of Cost Accountants. The methods are described as "excellent" and "should prove of great value to those interested in music store accounting." Following is said:

"The book is the result of suggestions made by the Chamber to the business schools of several leading universities and colleges to the effect that the need in the music trade for a more general use of proper accounting methods presented an unusual opportunity for research and investigation.

"Under the supervision of Professor Archie M. Peisch, of the Amos Tuck School Faculty of Dartmouth College, and a special committee of the Chamber, the accounting system mentioned above was prepared which could be recommended for use by retail music merchants. The booklet describing the system is divided into the following six chapters: 1. General; 2. Classification of Accounts; 3. Forms; 4. Methods; 5. Preparation of Statements; and 6. Determination of Taxable Income.

"The booklet is gotten up in good style and the methods described are excellent. It should prove of great value to those interested in music store accounting."

USE OF GERMAN PATENTS.

One of the live subjects of discussion in certain manufacturing circles is the reinstatement of the patent convention with Germany. There is no doubt but that, before the war, the Germans took advantage of the protection of the patent laws of this and other foreign countries. They took out patents simply to check the people of other countries from entering into certain industries, and then kept a monopoly of such industries without attempting to work them in foreign countries. To the latter were sold the products of German factories. Great Britain tried, and is still trying to circumvent this plan by a law requiring that patents taken out in that country must be worked there on a commercial scale within a given period or else licenses would be issued to Britons permitting them to make use of the patents.

SCHAFF BROS. CO.

The manner in which the new two-tone styles in Schaff Bros. Piano Co.'s pianos have been received by the trade is considered an eloquent acknowledgment of their salable qualities by Curtis S. Miller, vice-president and sales manager of the company, who reports that the orders for the new instruments exceed the greatest anticipation of the officials. The plant is operating at full capacity in turning out the admirable new styles and the other well known and tried styles of the Schaff Bros. Co.

GRANDS IN SAN DIEGO.

The grand piano is continuously featured in a specially effective way by the Wiley B. Allen Company, San Diego, Cal., which said in a recent display: "Beauty, dignity and grace come into the home with the grand piano. Comes also the joy of better music, an added incentive to study and an ambition on the pupil's part for better music and higher achievement."

BUSINESS AS USUAL.

"Don't let the alterations now in progress keep you away—come in and see us. We will be pleased to serve you and will thank you for your patronage," is the advice of the Jefferson City, Mo., branch of the Martin Bros. Piano Co., printed this week. The branch was recently opened at 213 East High street, where a fine line of pianos, talking machines, rolls and records is carried.