

\$1,200,000 GIVEN FOR AN ENCORE

Rachmaninoff's C Sharp Minor Prelude Brings That Amount in Liberty Bonds.

The Allied Music Division of the Victory Liberty Loan committee has the proud distinction of representing the first industry to go over the top with its share in the New York district. Not only did it get together its quota of \$2,750,000 within the first few days of the drive, but it oversubscribed its allotment by near-

ph for Xmas The Ideal Gift

A Large Shipment Just
Received at Kimball's,
the Down Town
Phonograph and
Record Store

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Complete

tyles and Prices

75, \$100, \$115,
95, \$200, \$225,
to \$400

ly 200 per cent before ten days of the campaign had passed.

Boxes Sell for \$200,000 Each.

As its grand effort for the loan the Division, which represents both business and professional interests, staged a great rally in the Metropolitan Opera House at which Jascha Heifetz, the famous violinist and Sergel Rachmaninoff, the Russian composer and pianist, provided the musical program. Seats were not sold for the event, but were distributed to the people who bought their bonds through the music trades the best seats going to the largest investors. Several boxes brought in \$200,000 or more apiece. The speakers of the rally were Admiral Mayo, Rev. C. Wallace Petty, and Lt-Col. Theodore Roosevelt.

After Heifetz had finished playing his selections, one man in the audience called out that if the violinist would play Gounod's "Ave Maria" as encore, he would subscribe \$500,000 in bonds. The composition was played amid the awed silence of the great throng and the bonds were signed for. Then came Rachmaninoff's turn to "play for great stakes," when in response to an offer to buy \$1,200,000 worth of bonds from a party of men in a box he rendered his renowned C sharp minor Prelude.

Tribute Paid to Music.

In many of the press accounts of the Allied Music Division rally tribute was paid to the conspicuous part music had played in winning the war. It was pointed out that government and military authorities who were at first inclined to view music as non-essential, quickly reversed their judgment as the great demand for music arose on all sides and on every front. Liberty Loan leaders have recognized from the beginning the power of music to loosen the pocketbooks of Uncle Sam's millions when the great drives have been on, and music is now deemed an indispensable adjunct of every rally large and small.

Maeterlinck's "Blue Bird" Set to Music

Albert Wolff, will produce Maeterlinck's "Blue Bird," as an opera at the Metropolitan Grand Opera house in New York in the near future.

In an interview Mr. Wolff states that the keynote of the play, which is a children's play was simplicity, and that he will follow this same idea of the music which he has written. Mr. Wolff, who is a personal friend of Mr. Maeterlinck, had the author do the cutting for the opera.

Mr. Wolff began work on the score of "The Blue Bird" in 1911, but due to the war this work was retarded.