"America's First Gift of Art to the World"

THE

Chickering

HAS PARALLELED AMERICA'S MUSICAL DEVELOPMENT FOR

100 years

World Famous, Exclusively Chickering Artists Making Trans-Continental Tours, Season 1923-24, Include

JOSEF LHEVINNE  ERNO DOHNÁNYI
ELLY NEY  GERMAINE SCHNITZER
PHILLIP GORDON  GUY MAIER
JAN CHIAPUSSO  LEE PATTISON
MAURICE DUMESNIL  ALFRED MIROVITCH
EMIL TELMANYI  RENEE CHEMET

and many others
The Hazelton Brothers Piano since 1849, has established an enviable prestige and reputation for quality and enjoys to-day a recognized position among the few truly great American pianos. The co-ordination of this time-honored instrument with the Welte-Mignon (Licensee) offers to the Hazelton dealer a distinctive line of reproducing pianos that appeal to the discriminating clientele which is steadily developing for this type of piano. Obtainable in both grand and upright models.

HAZELTON BROTHERS INCORPORATED
Builders of Equality Pianos Since 1849
637 WEST 55TH STREET, NEW YORK CITY
In the piano business trade names are of greater importance than those in most lines of industry. Generally speaking, a trade mark is established to take the place of the manufacturer's name in the mind of the consumer. For instance, it is easier for us to familiarize ourselves with the name "Ivory" than to remember that this soap is made by the Procter & Gamble Co.; or to remember "EverReady" instead of the National Carbon Company.

The piano business, however, is favored; the name of the manufacturer is largely used as the name of the product and is the only trade mark that people recognize. The manufacturer's name on the fall-board of the piano is a peculiar advantage, when one stops to think of it. Can you imagine the furniture in your home having a decalomania on the very front of every piece. Would anyone buy it if it were so marked?

We are told that this is Berkey & Gay furniture. The name immediately means quality and responsible merchandise. But where do we find that name on the merchandise to prove that it is made by Berkey & Gay? If found any place it is on the back, or in some invisible place.

Because of this great privilege that has been accorded us by the buying public every step possible should be taken by the industry as a whole to protect the value and reputation of piano names. Unless a piano name or trade mark is backed by responsible manufacturing it is not honest merchandise and is a detriment to the trade and cannot be an asset to the dealer who sells it. For it is generally conceded that without quality and service the prestige of a name cannot long be maintained.

There has been much commercialization and very intensive merchandising in our trade during our recent efforts to return to normal conditions. And there has been a tendency to resort to quantity selling and price appeal to move pianos in large numbers. Pianos, noticeably cheap in construction, have been compared in both advertising and selling with instruments that are finely constructed and built with all the fundamental necessities of high piano quality. Such selling methods have their reaction. The merchant who sells prices alone, builds no reputation or prestige either for his agencies or for himself.

And when prestige-building stops, progress is invariably slowed down or stopped entirely. For no matter how deeply rooted prestige and good-will are they will depreciate unless effort is made to maintain them. To maintain them requires constant use of the same constructive forces of prestige advertising that established them. On this point Mr. Guy Emerson, vice-president of the National Bank of Commerce in New York, makes the following pertinent observation:

"The banker is coming to realize that public interest is not necessarily a permanent possession. It can be won only by skillful competition in a world where every device is mobilized to win the notice and stimulate the action of the average man or woman, from the hour of rising in the morning till the hour of retiring at night. The morning mail is full of circulars; selling appeal fills the newspapers and magazines, the bill-boards, the street cars and the shop windows as one goes to work and returns in the evening. To win a place in the crowded and besieged mind of the modern man is not equivalent to holding same a place. It is more like creating a melody which the prospect hears, enjoys and inevitably forgets. It must be played and re-played, or other melodies will take its place. Not even the greatest corporation or the most popular product can hope to build up a reputation which will of its own force endure. The history of advertising is filled with striking proofs of human forgetfulness."

As Mr. Emerson points out the volume of present-day advertising presents a problem even when the advertising program is carried out along the most conservative and constructive lines, and when only goods of established reputation and merit are handled and sold. On the other hand, because of the remarkable increase in the use of advertising during the past quarter century, the chances of losing prestige and standing by exploiting names of questionable quality, are multiplied.

The future of the trade depends upon the value of its trade names and trade marks. Reliable trade names backed by quality merchandise have permanency. Dealers can afford to advertise them knowing that they will continue to be marks of quality in years to come. Such reliable trade names are not in vogue today and dissolved tomorrow. They act as sign posts and give to the public a standard by which it may judge the difference between the fine and inferior musical instrument.
Orders for Hundreds of Pianos Waiting to Be Filled at Steinway Factory in Hamburg

Ernest Urchs, of Steinway & Sons Wholesale Department, New York, Back from Tour Abroad, Describes Conditions in the Music Industries in Europe and Tells of Visits to Homes of Celebrated Artists

O PPORTUNITIES for the sale of Steinway pianos manufactured at the factory in Hamburg are plentiful, announces Ernest Urchs of the wholesale department of Steinway & Sons, New York, and also concert and artists’ manager for that company, who returned to New York last week after a four months’ vacation abroad. The manager had been in Europe and had sold of delightful visits to a number of celebrated pianists, including Paderewski. Mr. Urchs was accompanied by Mrs. Urchs and their daughter, Ottilia, who is a gifted cellist.

The Steinway factory in Hamburg now has orders for between seven and eight hundred pianos waiting to be filled. These are important sales to England, France, Spain, Holland, the Scandinavian countries, and other parts of Europe, as well as Germany. Some pianos with fancy cases are sold in Berlin.

“Despite prices considered almost prohibitive in Germany,” said Mr. Urchs, “the Steinway factory receives plenty of orders. Our pianos are priced in American dollars—not marks. Steinway is the only new class of piano buyers in Germany today. It includes the new rich classes of people who have produced these pianos and checking costs, etc.

The duty on pianos exported to France increases the price of one of them, singing popular songs while the other two were playing in their Paris apartment.

In addition, Mme. Landowska will play a selected program of music on the Steinway grand, Hardman reproducing grands, the Lester Harp, straight upright and player, the Laffargue and Victor piano with the Welte-Mignon action, and the Victrola.

The booth was in charge of L. L. Shoemaker and A. T. Miller grand, the Melodigrand and talking machines. The Geary piano, violin, etc., and also orchestration supplies. Will offer the best pianos and vio

THE MUSIC TRADES

October 6, 1923

DUO-ART BOOTH WINS PRIZE AT NEVADA STATE EXPOSITION

Erected by Sherman, Clay & Co., Representative in Reno—Programs Attracted Prospects, Who Have Since Bought Reproducers

RENO, Nev., Oct. 2.—Among more than fifty booths at the Nevada State Industrial Exposition, which ended its five days’ business, that of Sherman, Clay & Co. was adjudged a winner.

Not only was the booth one of the prettiest at the exposition, but the musical entertainment given there made it a great drawing card. This did much to stimulate interest in the Duo-ART which was exhibited.

The exhibit, which was the only piano display, consisted of the duo-ART at which the visitor was received.

Among the exhibits were that of the I. E. Albright & Son Co. at which Jacob Becker, president of Becker Brothers, New York City, was an interested spectator. The exhibit was in charge of Claude T. S. Albright and Alvin A. Albright, sons of the head of the firm. An interesting feature here was the playing and singing by three local high school girls, one of them singing popular songs while the other two accompanied her simultaneously on two pianos.

The exhibit included the Becker Brothers pianos and player-pianos, an interesting feature of which was the firm’s new line of player pianos. Another exhibit, one of much interest and the only one of its kind at the fair, was that of the Pennsylvania Band Instrument Co., with its complete line of orchestra and marching band instruments. This company was recently formed to take over the line of instruments previously built up so successfully by the Werley Music House. The exhibit was in charge of F. P. & A. Albright and the Werley Brothers music store.

The Geary & Andrews store exhibited the Henry F. Miller grand, the Monarch 4x4 talking machine, the 5x5, a new Victor, and a small Ampico. The booth was in charge of A. B. Hensinger.

Among the larger exhibits was that of the Cameron Piano Co. which showed the full Lauter line, Lauter grand, Lauter-Humana, Lauter reproducing piano with the Welte-Mignon action, and the Victrola.

The booth was in charge of L. L. Shoemaker and A. T. Miller.

W. P. ROCHE NAMED WHOLESALE VICTOR HEAD BY LYON & HEALY

New Division Established in Chicago House—L. C. Wissell in Charge of Retail End

CHICAGO, Oct. 1.—Walter P. Roche, who has been assistant manager of Lyon & Healy's Victor department for the past several years, has been made manager of the Victor wholesale division by L. C. Wissell, remains in charge of the retail division.

This separation of the Victor department was occasioned by the increased demands made by the retail division.

Walter P. Roche

vision on Mr. Wissell, who will fill the new change, managed both wholesale and retail. In recent years, however, the expansion in both wholesale and retail division has taxed him greatly.

The release from activities in the wholesale field comes as a relief to him. He can now devote his full energies to the promotion of the retail division of Lyon & Healy Victor department.

The retail department was Mr. Wissell's first love and his success there has been notable. It was through his unremitting efforts that the Victor department of Lyon & Healy became so important a factor in the musical merchandise field.

Mr. Roche does not come as a stranger to fill this position, for he has been with Lyon & Healy for eighteen years. Starting as a stock boy, then retail, wholesale and traveling salesman, next assistant manager, he is today, by sheer merit, manager of the wholesale Victor department.

Chicago Piano Club Annual Meeting Oct. 10

CHICAGO, Oct. 2.—The annual meeting for the election of officers for the Piano Club of Chicago will be held in the Red Room of the LaSalle Hotel on Wednesday evening, Oct. 10. The place of meeting was originally announced as the Sherman Hotel, but this had to be changed on account of lack of accommodation available at that hotel on the date of the meeting.

The candidates, who have been nominated without opposition, are: John McKenna, president; E. W. Davis, vice-president; J. D. Healy, secretary-treasurer; and George J. Dowling, traffic manager.

MERRITT J. CHAPMAN DEAD

Was Notable Figure in New York Piano Trade, from Which He Retired in 1913

Word was received at the Wanamaker store in New York on Monday morning of the death of Merritt J. Chapman on Sunday morning, at his home, White Acres Farm, Royal Oak, Michigan.

Mr. Chapman was a noted figure in the New York piano trade at one time. He was the manager of the piano department in the store of John Wanamaker, and the success of this department was largely due to his unremitting efforts.

Mr. Chapman was seventy-four years of age. He had been in poor health for a number of years, and the success of this department was largely due to his unremitting efforts that the Victor department of the Lyon & Healy Piano Co., at 421 East Colorado Street, has not been

Chicago Music House Incorporates

Chicago Music House, established two years ago at 4144 Broadway, has incorporated for $50,000 and closed a fifteen year lease on the store at 4150 W. Augusta Avenue, where the concern will open one of the finest retail shops in the city. The firm will feature several lines of pianos, and will have a full line of pianos, phonographs and other musical instruments.

Ubert Urquhart Joins Aeolian Co.

Ubert Urquhart, well known in the trade, has joined the wholesale forces of the Aeolian Co. He was formerly connected for quite some time with the experimental department of the Auto Pneumatic Action Co. and subsequently served as president of Hazelton Bros, Inc. Mr. Urquhart will spend three or four weeks in visiting the Aeolian factories before he begins a new position.

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F. F. Story in New York

F. F. Story, vice-president and treasurer of the Story & Clark Piano Co., visited L. Schowenberg, manager of the eastern division of the company, in New York this week. Mr. Story has been visiting other branches and dealers of his company in the East.

Paul J. Schilling Head of Detroit House

It was erroneously stated in THE MUSIC TRADES, issue of Sept. 21, that Paul J. Schilling is the new head of the Story & Clark Piano Co.'s store in Detroit, Mich. Mr. Schilling is president of the Schilling Piano Co., 2130 Woodlawn Ave., Detroit, and represents the United Piano Co., and subse-

Irving Kaufman Becomes Vocalion Artist

Irving Kaufman, vaudeville star, has signed a contract for a year which will take him to Europe and South America. He will be associated with Russell L. Rust, a well-known artist, and the Rust Music Co., at 727 West Seventh Street, for the past four years, has just been incorporated under the name of the Rust Music Co., with a capital of $100,000. Mr. Rust will open one of the finest retail shops in the city. The place of meeting was originally announced as the Sherman Hotel, but this had to be changed on account of lack of accommodation available at that hotel on the date of the meeting.

Oscar Schmidt Returning from Europe

A wireless has been received from Oscar Schmidt, president of Oscar Schmidt, Inc., Jersey City, N. J., who is returning to the United States aboard the steamer Metropolitan, which arrives in New York early. The message is President of the Schilling Piano Co., 2130 Woodlawn Ave., Detroit, and represents the United Piano Co., and subsequently served as president of Hazelton Bros., Inc. Mr. Urquhart will spend three or four weeks in visiting the Aeolian factories before he begins a new position.

The American Piano Co., New York, has declared its sixty-second consecutive quarterly dividend of 1% percent on the preferred stock and a cash dividend of 1% per cent on the common stock. Both were payable on Monday of this week to stockholders of record on September 30.

Leon M. Lang Returns to Sherman, Clay & Co.

SAN FRANCISCO, Oct. 4.—Leon M. Lang, who recently resigned as vice-president and manager of the piano department of Kohler & Chase, San Francisco, has returned to Sherman, Clay & Co., with which he has been associated for more than twenty years before joining the firm of Kohler & Chase. He has been made sales manager of the piano department in the Oakland store, succeeded under management of P. A. Briggs, and has entered upon his new duties.

R. W. E. Hunt Acquires Portland, Me., Concern

PORTLAND, ME., Oct. 4.—Ralph W. E. Hunt has purchased the controlling interest in the Hunt Piano Co., and Burton R. Miller, who was associated with him, is retiring from the business. Messrs. Miller and Hunt formed a partnership in 1909, taking the corporate name of the Miller & Hunt Co. Mr. Miller sold out his interest in the firm of Miller & Hunt, and Mr. Hunt has organized under the name of the Hunt Piano Co., with factory and offices at Belle Harbor, Long Island City, New York, and has just entered upon his new position.

Max F. C. Westphal, Dealer, Bankrupt

NEWTON, IOWA, Oct. 1.—A voluntary bankruptcy petition was filed by Max F. C. Westphal, dealer, music instructor and tuner, of Newton, Iowa. Liabilities amount to $1,000, and assets, $600, are claimed exempted. Mr. Westphal names twenty-one creditors, four of them Des Moines firms, whose claims are unsecured. These claims amount to $2,500. The petition was filed in the Newton Bankruptcy Court.

Carrie Hart Brunswick Shop in Difficulties

CHICAGO, Oct. 4.—The Carrie Hart Brunswick Shop at 88 West Monroe Street in this city, was petitioned into bankruptcy today. Liabilities are reported to be $1,000,
Platt Music Co., Los Angeles, Celebrates 18th Anniversary with Sales at Five Branches

LOS ANGELES, Oct. 1.—One of the most successful home exhibits held in this section of the State will open tomorrow. Next Saturday when thousands of people will have viewed the three model homes, furnished complete from cellar to attic. Eleven furniture dealers and four music firms of Canton supplied the furnishings for the opening of the sale.

C. M. Alford of the Alford & Fryar Piano Co., a leader in the movement, offered informal concerts at Home No. 1 last Saturday, where Mr. Alford and Mr. W. A. Angius reproducing piano. Capable attendant were offered a chance to see in charge of the windows and several hundred visitors to the home during the day. Many of the Alford & Fryar Piano Co. offers pianos and phonographs. The house features various effects. It is also used as a test room for in-Depends and cabinets. Among the various makes of phonograph, uprights, and reproducing pianos were sold in large numbers, and the best of the best in the Alkona, Bordeaux, and Knabe pianos. The salesmen find great satisfaction in selling the Home, all made by their own hands. The Alkona, Bordeaux, and Knabe pianos. The salesmen find great satisfaction in selling the Home, all made by their own hands.

DEALER MAINTENANCE TO DEVELOP MUSIC BUYERS

Music Merchants Profit by Displays That Emphasize the Value of Music in the Home

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MILWAUKEE NOW HAS A PIANO HOSPITAL

Piano Exchange & Resale Co. to Specialize in Rehabilitating Used Instruments and Converting Manual Uprights into Modern Reproducing Pianos

MILWAUKEE, Oct. 2.

SOMETHING new in piano stores is being estab-
lished in Milwaukee under the name of Piano
Exchange & Resale Co., which has opened for busi-
ness at 140 South Second Street. It will specialize in rehoused pianos and
will make a special feature of converting manual
uprights into reproducing instruments.

Irving H. Klein, formerly vice-president and manager of an up-State branch of the local music house, and H. F. Eilers, formerly assistant to the modern sales manager of the firm, have opened the new enterprise. It was organized before Mr. Eilers was called to New York to consider his new position. Since Jan. 1 he was connected with a local music house.

It is announced that the Piano Exchange & Resale Co. will name the Auto-Name Chopin 5.5.5., which is an original piano, to be placed in residence at his addition, a Steinway piano was elevated to this honor.

The piano was sold to Mr. Kingman by the Gardiner Piano Co. of New York City. When Mr. Gardiner compared the dimensions of the windows of the music room and the Steinway piano he found that the instru-
mant might be placed either of the windows. Following a consultation with the contractor, it was decided that the piano would have to be moved into the unfinished room and the roof and chimney built around it.


WANTED-A man of experience and energy with a
knowledge of the piano and phonograph business to
supervise sales, advertising and promotion with pe-
g. This man can secure a fine opportunity in the most
progressive city in the heart of Connecticut. This
business is thoroughly established, and its business is con-
tinuously increasing. To the right party that can answer
these requirements a partnership will be considered.
Address Box No. 878, The Music Trades, 501 Fifth Avenue, New York.

BUSINESS OPPORTUNITY

An opportunity to actively associate yourself in an
official capacity with one of the fastest growing retail
music stores in central Ohio. Reasonable investment
required. Bank and merchant references furnished.
Address Box No. 877, The Music Trades, 501 Fifth Avenue, New York.

EXPERIENCED BRANCH MANAGER desires to
make change and form direct in high
good grades. Twenty years' experience in the piano
and can offer highest references in trade among
leading manufacturers and retailers. Sales ability un-

CASH FOR YOUR BUSINESS

By our plan will retain cash that may be held cash by
using plans and contracts as security for back sales.

W. A. LAMSON & COMPANY

COMMERCIAL PAPER

12 PARK ROW NEW YORK

MEMBER AMERICAN BANKERS' ASSOCIATION

ATTLELIT REPRESENTATIVES OF

POLL TUNING SCHOOL

Provision school of Piano Tuning and Reproducing Piano tuning and repairing to the United States.

Over 250 Successful Graduates.

CAUSE P%T OF

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Co.

Camden, N. J.

VICTROLA"
A HANDSOME brochure that traces the development of the art of piano making in America and reveals the interesting history of the Vose piano has just been issued by Vose & Sons Piano Co. in commemoration of the completion of its new factory in Watertown, Mass. "Vose Reminiscences" is the title of the booklet, which was written by Denning D. Luxton, vice-president of the company. It tells the story of the accomplishments of a family devoted to the art of piano making in America since the first instrument was made here by Benjamin Crehore. The cover is of imitation brown leather with the letters of the title in gold. In its entirety the brochure is a credit to the time honored house of Vose and its dignity is in keeping with the high character of Vose products.

Following a pen picture of Milton, Mass., reputed cradle of the first piano made in America, Mr. Luxton tells of the accomplishment of Benjamin Crehore and the aid which Lewis Vose gave the pioneer American piano maker in building his instruments.

"It is significant," writes Mr. Luxton, "that Lewis Vose was interested and financially assisted the enterprises of Crehore, as related in the 'History of Milton, 1640-1887.' Thus the name of Vose was identified with that of Crehore and the first piano made in this country."

POINTING out that the Vose family became identified with many pioneer American enterprises, Mr. Luxton says:

"Since the days of colonists and early settlers the Vose family has continuously played a famous and conspicuous part in the upbuilding of Milton. It is a matter of history that the name Vose became identified with many pioneer enterprises. Some of the Vose families, as a venture, migrated to points farther away from the coast, but as a rule they remained close to Milton and Boston. Many Vose descendants live today on ancestral estates in that vicinity.

"Robert Vose, born 1699, settled in Milton in 1654, the youngest son of Thomas Vose. Then followed Edward Vose, 1636; Nathaniel Vose, 1697; Nathaniel Vose, Jr., 1699; Oliver Vose, 1734; John Vose, 1756; Whiting Vose, 1761; James Whiting Vose, 1818; Willard Atherton Vose, 1851; George Atherton Vose, 1876; Atherton Luxton says:

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"The splendid factory in Greater Boston, and over 80,000 Vose pianos in use, are tributes to the worthy ambition of the founder of the Vose & Sons Piano Co., James W. Vose.

"Today the second and third generations—Willard, Atherton and George Atherton, son and grandson of James Whiting Vose—are actively engaged in developing the piano to its present high standard.

"The new Vose factory is conveniently located in Greater Boston, on the New York and Boston Post Boulevard, next to the United States Government buildings at the entrance of Watertown. This factory is a show place among New England's busy plants and a monument to the founder, James W. Vose.

"As the early settlers and musical people were welcomed by Mr. Crehore in those days, so today there awaits a traditional and hearty welcome from the Vose & Sons Piano Co. Every courtesy is extended to visitors, who are taken through the entire factory where Vose pianos are made for the enjoyment of people of refinement and culture.

A picture of general interest to the trade is that of the first piano, a square, built by the company in 1851. It is displayed in the window of the Vose retail warehouse on Boylston Street. It is a masterpiece both in regard to tone and case construction. It is well preserved.

An architect's sketch of the massive and handsome new structure on the New York and Boston Post Boulevard at the entrance to Watertown is also reproduced in the brochure.


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"As the early settlers and musical people were welcomed by Mr. Crehore in those days, so today there awaits a traditional and hearty welcome from the Vose & Sons Piano Co. Every courtesy is extended to visitors, who are taken through the entire factory where Vose pianos are made for the enjoyment of people of refinement and culture.

A picture of general interest to the trade is that of the first piano, a square, built by the company in 1851. It is displayed in the window of the Vose retail warehouse on Boylston Street. It is a masterpiece both in regard to tone and case construction. It is well preserved.

An architect's sketch of the massive and handsome new structure on the New York and Boston Post Boulevard at the entrance to Watertown is also reproduced in the brochure.


"The splendid factory in Greater Boston, and over 80,000 Vose pianos in use, are tributes to the worthy ambition of the founder of the Vose & Sons Piano Co., James W. Vose.

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DISCUSS PLANS FOR MUSIC EXPOSITION IN BOSTON

OFFICERS and representatives of the New England Music Trade Association were guests of the National Exhibition Association, Inc., at an informal luncheon in the Adams House yesterday afternoon. W. L. Nutting, Nashua, N.H., president of the association, was unable to attend and his regrets were presented by Secretary W. F. Merrill. Piano manufacturing, retail and talking machine houses sent representatives who heard the plans as set forth by H. C. Spain, director of the National Exhibition Association, Inc. The exposition will be held at Mechanics Hall, Nov. 26 to Dec. 1. Mr. Davis said that prominent exposition men are vitally interested in the coming music exhibition, as others are expected to be held in leading cities of the country. He emphasized the fact that the incorporation of the association were fully acquainted with Boston's needs and explained why they chose Boston as their first music exposition city. Artists have been booked for the entire week and a large attendance every day during the show is expected.

Representatives of the National Exhibition Association, Inc., will canvas the music trade for exhibitors. Many reservations for exhibition space have been made. The directors of the movement will have charge of all exhibits and state that costly musical instruments will have proper care and handling. It is planned to hold music week in the spring of 1924, something that has never been accomplished in Boston. Frequent questions were asked by D. D. Luxton, W. F. Merrill, E. A. Cressey, George B. Donnelly and Peter F. McNichol, the latter two representing the Columbia Graphophone Co.'s New England wholesale department.

Estey Organ Co. to Move Offices

The Estey Organ Co., located in the Walker Building on Boylston Street for over fifteen years, will move to new quarters in the Park Square Building next month. Clarence E. Briggs is manager of the local interests of the concern. The Estey company has planned a large and elaborate suite of rooms on the fourth floor of the new building. According to the plans, there will be two demonstration rooms, one for reed organs and the other for reed organs, a general business office and several private offices. The rooms will be panelled in walnut on the sides and ceiling. Leaded French windows will add to the artistic atmosphere. By a special arrangement there will be four distinct locations of the demonstrating organs in the one room. There will be one location especially appointed for the smaller organs, and also a location for the cabinet and wall organs. The rest of the trimming and decoration will be in accordance with the music rooms of the most exclusive homes. An up-to-date repair shop will also be conducted at the new studios. C. M. Bolling has been added to the sales staff of the company and will begin his duties this week.

"Steam Up" at New Vose Factory

The boilers at the new Vose factory in Watertown, Mass., were ceremoniously fired last Friday by Willard A. Vose of the company. Among those present were the officials of the company, many of the older employees and a few guests. The factory is rapidly nearing completion. D. D. Luxton, vice-president of the company, was present to see the progress and assisted in the formalities of lighting the heating plant.

Robert Steinitz to Leave for Paris

Robert, Steinitz of M. Steinert & Sons, who is in charge of the Arch Street store of the company, will sail for Paris on Oct. 10. He will meet his brother Alexander and his mother in Paris and will return to this country in December. Alexander Steinitz is a pianist and composer and is in charge of the Steinert Duo-Art Week, beginning Oct. 8, at all Steinert stores. Demonstrations will be given daily, with the exception of Columbus Day, Friday, Oct. 12, and the stores, and each day has been assigned to a different artist. Mondays will be Paderewski Day; Tuesdays, Hofmann Day; Wednesdays, Cherkassky Day, and Saturday, Popular Roll Day. The Steinert stores will have special Duo-Art window displays.

Walter Goodwin Opens Music House

Walter Goodwin for many years associated with the Hallet & Davis Piano Co. in the sales division, has started in business for himself at the old stand of the Estey Piano Co., at the corner Tremont and Common Streets. Mr. Goodwin is experienced in the piano line and will carry several well known brands.

Trade Notes

C. C. Conway, vice-president of the Hallet & Davis Piano Co., spent a few days in this city the past week, W. B. Tunstall and T. B. Brown also visited the company's offices. R. O. Ainslie of the Angelus division of the company left for a short trip to New York the latter part of the week. H. C. Spain is now in charge of the company's offices. B. O. Ainslie of the Angelus division of the company left for a short trip to New York the latter part of the week. H. C. Spain is now in charge of the company's offices.

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Successful Dealers Handle a Quality Piano

The Weaver Piano is firmly entrenched in the homes of the country. Its tonal and mechanical qualities are fully appreciated. And its long life of service and beauty give its possessors a satisfying pride of ownership. The Weaver Piano impresses upon its owners the real value of an investment in quality.

This quality in the Weaver Piano is no matter of chance. It is the result of generations of fine piano manufacture. It is the result of constant research and experiment in building every part.

The tone for which the Weaver Piano is noted is the result of mechanical improvements and painstaking devotion on the part of the finest piano craftsmen. The Weaver upright contains a continuous bridge—a unique feature in upright pianos. And this bridge is extended well beyond the end strings, producing a perfect blending of the tone at the extremes of base and treble.

The substantial and ever increasing demand for Weaver Pianos has proved to us and to Weaver dealers that quality pays. It pays in sales, it pays in satisfied customers, it pays in new customers. And greatest of all, it pays in the prestige and reputation derived from the association with a fine product.

Dealers who are not entirely satisfied with their present connections, and dealers who are desirous of forming a connection that assures a growing, active piano business, are cordially invited to communicate with us. They may count on our making every effort to co-operate and to assist them with a liberal and mutually profitable policy.

WEAVER PIANO COMPANY, INC.
GUST. AD. ANDERSON JOINS B. K. SETTERGREN CO.

Well Known Traveler and Experienced Piano Maker Becomes Vice-President and General Sales Manager of Bluffton, Ind., Concern Recently Formed to Manufacture Small Grands—Other News

Gust. Ad. Anderson represents such a man as my old friend and former master, Gust. Ad. Anderson.

Banker Sees Continued Prosperity

Continued prosperity for America was predicted by George M. Reynolds, chairman of the board of directors of the Continental & Commercial Bank of Chicago, in an address before the Association of Manufacturers' Representatives at a luncheon at the Drake Hotel here this week.

"What with our rapid readjustment since the war, prosperity seems to be gaining momentum, and at present there does not seem to be anything that will stop it," Mr. Reynolds said.

E. H. Story Visits Factory

E. H. Story, president of the Story & Clark Piano Co., returned to the main offices of the company here last week from a visit to the factory. E. M. Love, secretary of the company, left this week on a business trip through the South, covering the States of Tennessee, Kentucky, Alabama, Georgia and Arkansas. R. A. Burke, sales manager for the company, has just returned from a short business trip to Indiana, Ind.

Chicago Trade Rises $1,210.17 for Japanese Relief

Members of the Chicago music industry contributed $1,210.17 to the Japanese relief fund, it was announced this week. Burke, sales manager for the company, has just returned from a short business trip to Indiana, Ind.

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The Music Trades, October 6, 1923

The music of the Vose piano is of the highest order, and is built to last a lifetime. Its tone is rich and resilient, and it has a remarkable quality of sustain. The action is light and easy, and the keys are well-crafted. The Vose piano is a true unto a century of service, and it is the pride of many households. The Vose instrument is a symbol of excellence in the piano industry.

The Vose Piano Company was founded in the late 19th century by Eddy Vose. The company became known for its high-quality pianos, which were favored by many prominent musicians and performers. The Vose pianos were known for their durability and excellent sound quality, and they have been a favorite of musicians for generations.

The Vose Piano Company is one of the oldest and most respected piano manufacturers in the United States. The company has a long history of innovation and excellence, and it continues to produce high-quality pianos that are beloved by musicians and music lovers around the world.

The Vose Piano Company is located in the heart of the piano manufacturing district, and it is proud to offer its products to music lovers everywhere. The company is committed to providing the best possible service and support, and it is dedicated to meeting the needs of its customers in every way.

The Vose Piano Company is a true American success story, and it is an example of the highest standards of craftsmanship and integrity. The company is proud to continue its tradition of excellence, and it is looking forward to many more years of service and success.

The Vose Piano Company is an example of the best in piano manufacturing, and it is a symbol of the American spirit of innovation and excellence.

The Vose Piano Company is located at 501 Fifth Avenue, New York. For more information, please visit our website at www.vosepianos.com or call us at 1-800-Piano-123.
Customers Flock to Stores Following Settlement of Coal Strike Crisis by Governor Pinchot—Other News

PHILADELPHIA, Oct. 1.—The recent settlement of the coal strike crisis has boosted sales in all lines of music trade endeavor in this city, which, because of its proximity to the coal region up-State, is falling in for a heavy share of business from that section. Salesmen for piano houses, sheet music publishers, talking machine, record and roll salesmen all report that since Governor Pinchot averted the threatened strike by arbitration, thereby setting the minds of the miners and their families at rest on the labor question for some time, there has been an unprecedented impulse in that region to buy. And this movement is confined not only to the workers themselves, but to the general public, which, relieved of the empty coal-bin bugaboo, is turning their attention to luxuries in general and music in particular.

The firm of H. A. Weymann & Son, Inc., musical merchandisers, has had in hand for some time heavy orders for talking machines and musical merchandising, subject to cancellation in the event of a strike. These orders called originally for deliveries in October, November and December. Now, however, these dealers insist upon immediate deliveries to supply the demand. The United Music Stores and other concerns find a similar condition throughout their up-State territory.

The same situation applies in the piano trade. The Cunningham Piano Co. has had an unusually large number of orders from that section since the settlement, while other piano houses along the line are feeling the revivifying influence of the peaceful ending of the crisis.

Upper Left—Matt J. Kennedy, Manager Premier Chicago Headquarters; Upper Right—Charles Grundy, Mid-West Traveling Representative; Lower Left—W. R. McAllister, Eastern Traveling Representative; Lower Right—Charles B. Boothe, Manager of the Premier Pacific Coast Headquarters, Los Angeles, Cal.


cRISE

Crisis by Governor Pinchot—Other News

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The firm of H. A. Weymann & Son, Inc., musical merchandisers, has had in hand for some time heavy orders for talking machines and musical merchandising, subject to cancellation in the event of a strike. These orders called originally for deliveries in October, November and December. Now, however, these dealers insist upon immediate deliveries to supply the demand. The United Music Stores and other concerns find a similar condition throughout their up-State territory.

The same situation applies in the piano trade. The Cunningham Piano Co. has had an unusually large number of orders from that section since the settlement, while other piano houses along the line are feeling the revivifying influence of the peaceful ending of the crisis.

Upper Left—Matt J. Kennedy, Manager Premier Chicago Headquarters; Upper Right—Charles Grundy, Mid-West Traveling Representative; Lower Left—W. R. McAllister, Eastern Traveling Representative; Lower Right—Charles B. Boothe, Manager of the Premier Pacific Coast Headquarters, Los Angeles, Cal.


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Ban Placed by Denver Dealers on Use of Terms in Their Advertisements Acts as Business Builder

DENVER, COLO., Oct. 1.

Music merchants of Denver are optimistic in speaking of the outlook for fall and Christmas business. They give as reasons the fact that crops are bountiful, farmers are recovering from their losses and in Denver and its suburbs the unemployment problem is negligible. The piano and player-piano business for September is reported fair. Since the agreement on the part of music merchants that terms would not be used in advertisements collections have been better and business is on a firmer basis.

Stuart Perry, representative of the United Piano Corp., was in Denver recently and received a substantial order from the Darrow Music Co. for electric reproducing pianos. Mr. Perry is very optimistic about trade conditions and finds everywhere a spirit of activity among dealers.

"We look forward to a good Christmas business," said Charles E. Wells of the Charles E. Wells Music Co. He reports considerable interest in grand pianos. The company has announced the start of its Christmas Savings Club for the purchase of such well-known makes of pianos and players as Amisch, Chickering, Kurtzmann, Winton, DeKalb, Stroh, and Clark and Gulbransen. Business is increasing at its recently opened branch house at Casper, Wyo.

Burt Wells, advertising manager for Knight-Campbell Music Co., has returned from Cheyenne, Wyo., where he has been in charge of the company's branch house for two weeks during the absence of the manager on vacation. During his stay Mr. Wells gave several player-piano demonstrations in the store which created much interest.

A. J. Speich, retail sales manager for the Baldwin Piano Co., says that the volume of business for the month of September was larger than that of the same month a year ago. Mr. Speich sees no reason, with crop conditions good and employment plentiful, why business should not go ahead of that done for the last three months of the year in 1922.

REDEWILL MUSIC CO. MOVES TO PHOENIX

Eugene Redewill, head of Arizona Music Concern, Preparing to Open New Store in Prescott

PHOENIX, ARIZ., Oct. 2—Eugene Redewill, head of the Redewill Music Co. of this city, left last night for Prescott, Ariz., where he is arranging to open a branch store. The Redewill company announced several months ago that it was planning to open a branch there, but now Mr. Redewill has gone north to make definite arrangements. The Prescott branch will carry a complete line of pianos, including the Knabe, Ampico and Gulbransen.

Sigmund Ingersoll, who has been connected with the firm for the past six years, will have charge of the Prescott branch. Besides being an experienced piano man, Mr. Ingersoll is an accomplished violinist.

Mr. Redewill will arrange for several concerts by renowned artists who will give their services in Prescott following out the same plan as he uses here in the winter months. The policy slogan of his firm is, "Firm That Made Arizona Musical."

NOW-A "KD" TONK BENCH INCORPORATING CHARACTERISTIC TONK BENCH QUALITY

Strong Artistic Comfortable

Labor Saving Freight Saving Space Saving

A new principle, correct from an engineering viewpoint, incorporating strength at the joint equal to that of a single piece of wood; controlled by patented methods of assembly. The "KD" bench now enables us to present to our dealers a supreme value in knockdown benches.

The saving in shipments is great. You owe it to yourself to investigate and learn just what this new product means in your business.

Send for Bulletin No. 18.

TONK MFG. CO.

2032 Clybourn Ave., CHICAGO

BRODWIN & CO. MOVE INTO LARGER NEW YORK STORE

Business Now Located at 149th Street and Third Avenue—Firm Has Grown Rapidly

Harry Brodwin, owner of Brodwin & Co., New York, dealer in pianos and talking machines, moved recently into a large corner store at 149th Street and Third Avenue, occupying the whole of 533 and 535 west 149th Avenue, where he had been located for many years.

Mr. Brodwin received a new location when he started his business with very little capital. At first it was necessary for him to give personal attention to practically all the details.

In due time he built up an excellent trade in pianos, talking machines and phonographs, and his Collections have won the well-deserved reputation for quality and service.

Mr. Brodwin's new location will enable him to display merchandise to even better advantage and cater to more customers.

Mr. Brodwin first entered the piano business as an outside salesman for William R. Rae & Co. About nine years ago. After five years in this capacity he started the small store at 533 Courtlandt Avenue. Now he is located in larger quarters across the street.

The Darrow Music Co. recently closed a very satisfactory trade. Their Advertisements Acts as Business Builder Indianapolis, Ind., firm has grown a third of a mile. The firm carries the Knabe, the Schubert (with Virgil tone producer), the Autopiano, the Schencke and Sterling instruments.

Irvin Brodwin, a brother, who recently acquired an interest in the business, is the chief outside salesman. Four others are employed by the firm. Harry Brodwin attributes his success to perseverance and to honesty in all transactions.

OPERATORS' PIANO CO. TELLS AN INTERESTING STORY IN FOLDER

Leading Styles Illustrated and Described in Booklet Just Issued by Chicago Automatic Instrument Manufacturer

CHICAGO, Oct. 1—The Operators' Piano Co., with factory and offices at 16 South Peoria Street, this city, has just issued a new folder, listing the company's leading styles. It is printed on heavy enamel stock and each style is illustrated by photographs, showing exterior and interior views of the instruments.

The Tiny Coinola has an overstrung scale, combined with a perfect crossed sounding board, which gives it a tone equal to a much larger instrument, and is adapted to places where space is at a premium. It is 55 inches high, 36 inches wide and 21 1/2 inches deep. Midget Style A is shown as a similar size, a little larger than the ordinary.

Style C is listed as a regular standard sixty-five note automatic player. The instrumentation is in piano and mandolin, and the music used is the regular sixty-five note standard roll, each roll consisting of ten tunes. The instrument is equipped with the famous "trouble proof" Coinola mechanism.

Several special features are shown in the folder. Style 80 is described as one of the company's finest. It is an instrument consisting of piano, mandolin, two octaves of orchestral xylophone bars, two octaves of flute pipes, two octaves of violin pipes, one octave of clarinet pipes and reed drums—recorder, Indian block, triangle, tambourine and 15-inch Chinese crash cymbal, equipped with an automatic swell for expression. The instrument is 7 feet 6 inches high, 5 feet 2 inches wide and 2 feet 6 inches deep.

The Reproduco Player Pipe Organ, which has an organ manual and piano manual, giving the musician the advantage of playing either the piano or pipe organ without changing positions, and which can also be played by roll, is given large space in the folder. The company has had unusual success with this instrument since it was added to their line.
How the Mental Bugaboo—Summer Dullness—Was Banished by the Fitzgerald Music Co., Los Angeles

BELIEVING that the theory that the summer months are inevitable slack periods in the musical instrument business is more of a mental bugaboo than an actuality, the executives of the Fitzgerald Music Co. of Los Angeles expended this belief to the members of the piano department in an effort to release this “psychological brake” on business.

As a result of the experiment this department completed in July the biggest month’s business in its entire history of thirty-one years, outdistancing even the biggest month’s record during the phenomenal year of 1920, when all business was at the peak of its activity.

Announcement of the record-breaking sale was made by H. C. Braden, vice-president and general manager of the company. The feat is taken by Mr. Braden as trying in the summer,” said Mr. Yuncker in discussing the record.

“I decided to try out this theory and called the entire organization together for the talk on the subject one Monday morning at the beginning of the month. I told the men that we would make the month not only not as good as any other in the year, but the biggest month in the entire history of the house.

“When we analyzed the situation and exchanged ideas, everyone agreed that there was really no sound reason why business should not be as active in summer as in any other season.

“I pointed out that the so-called slack season offered even greater opportunities than any other time, if we were alert and earnest, for the reason that competition was reduced to a minimum Other houses, affected by the false notion that effort was wasted in the summer, were not ready to face the market.

“The men grasped this idea and entered into it with vigor.

“We did not resort to any special sales, reduced prices, bunuses, special inducements, or forced drives. We worked every effort to tell the truth about our products, to attain a greater fulfillment of our mission of real service.


NOVEL SLANT ON ADVERTISING HELPS TO BUILD CONFIDENCE

How F. A. Winter & Son, Altoona, Presents Its Message to the Public—Music Houses Open Evenings and Swell Sales

ALTOONA, PA., Oct. 2—Music shops in the Altoona district are going after the fall business aggressively. Every house has launched a vigorous advertising campaign featuring pianos and small goods. One of the local stores announced an “open evenings” policy for several nights to cater to the early fall trade.

The F. A. Winter & Son music house announces receipt of a stock of new pianos and a sale of used pianos, the firm taking occasion to comment on store advertising, quoting Edward W. Bok on his praise of the offer of cash for advertising “to encourage merit and stimulate accuracy,” and Arthur Brisbane on advertising accuracy and honesty to the store stating that “We say no advertising from this store will ever be untruthful. Therefore when we tell you of a store bargain we mean every word and statement we print.”

The Brooks Music House conducted a large advertising campaign and for three days the store held an “evening hour” opening for those who wished to take advantage of the sale.

Russell & Kegg, small goods dealers, featured violin outfits to introduce the winter season, offering specials in all instruments.

Walter Hepperla Visits Weaver Factory

York, Pa., Oct. 1—Walter Hepperla, president of the Premier Grand Piano Corp. of New York City, with his wife, visited the factory of the Weaver Piano Co., Inc., last week. After leaving high school Mr. Hepperla’s first position was with the Weaver Piano Co. He worked his way up with that concern and then left for New York, where he founded the Premier Grand Piano Corp. Mr. and Mrs. Hepperla spent two days in New York visiting old friends, many of whom were at the Weaver factory. Mr. Hepperla had not been in this section for several years, and remarked upon the growth of the city and of the many changes and improvements noted at the factory plant.

Seminary Buys 7 Lindeman & Sons Pianos

ATLANTA, GA., Oct. 2—Seminaries & Sons pianos, manufactured by the United Piano Corp., have been shipped from that company’s factory at Norwalk, Ohio, for the Semple Seminary of this city. The instruments will be used for the instruction of students in piano.

C. M. Tremaine Speaks in Philadelphia

C. M. Tremaine, director of the National Bureau for the Advancement of Music, was a speaker before a recent meeting of the Philadelphia Music League. Mr. Tremaine spoke on the National Music Week and the music movement in general.

Fall Buying Active in Baltimore

Baltimore, Oct. 2—Fall piano business is beginning to open up in this city, and many of the houses report that both new business and collections are showing marked improvement. Compared with the same period of last year the business for 1923 is considerably ahead. The demand for high grade instruments is particularly noticeable, many of the customers buying grands. That the fall and winter months will be good is the general opinion of the dealers, and they are making plans accordingly.

GMKRAUKER PIANOS

For more than half a century

The Krakauer Piano has represented the highest ideals of art and craftsmanship. The Krakauer agency is a franchise that means both profit and prestige to dealers who secure it.

KRAUKER BROS.

Cypress Avenue, 136th & 137th Sts.
NEW YORK CITY

WEGMAN MALCOLM LOVE
Uprights, Players, Grands
Wegman Piano Company
26 Tenth Avenue
NEW YORK CITY

PLAYER PIANO NOTES

FROM THE LAUTER-HUMANA FACTORY, NEWARK, N. J.

Lauter Factory Working at Fullest Capacity

Dealer Demands Heaviest in History

Full Carload of Lauter-Humana Player Pianos Leaves Newark Plant for Large Pennsylvania Dealer.

The accompanying photograph shows one of Lauter Co.’s large trucks delivering a load of Lauter-Humana player pianos that went to make up a full car for Reif­nyder & Sons music house of Pennsylvania. The car­load left Newark on September 30th and consisted en­tirely of Style 420 Lauter-Humana, as follows: 10 polished mahogany, 7 art mahogany and 1 walnut.

LOADING 38 LAUTER-HUMANAS FOR PENNSYLVANIA DEALER

Reifnyder & Sons are one of the most progressive dealers in the State of Pennsylvania. They conduct three modern stores at Lebanon, Reading and Harris­voig.

The Lauter Line is featured in all three stores as the concern’s leader.

Ordinarily, player-pianos in the price class of the Lauter-Humana are not shipped in carload lots, but the demand for this instrument is so great that carload shipments are being made regularly.

The most progressive dealers throughout the country are featuring the Lauter-Humana, which accounts for it being the largest-selling high grade player piano in the world.

Frank T. Bloom, southern representative, and A. W. Musser, New England representative, returned to New­ark headquarters on Monday, October 1, after complet­ing very successful trips. In addition to an excellent volume of orders, they established sixteen new agencies.

Both men occupied the week in conferences with the factory executives and will leave for their respective territories on Monday, October 8. This will be the final trip of the year.

Wholesale Manager A. E. Schmalzig will start on a month’s trip on Monday, October 8. His first stop will be Chicago. He will visit St. Paul, Minneapolis, and the larger cities of the west, returning via Dallas, Kansas City and Cincinnati.

A number of important dealers have visited the fac­tory during the past few weeks to place their orders, and also to make inquiries about stock for the coming year.

LAUTER-HUMANA

“The World’s Finest Player Piano”
Artistic!

Art is Truth. A piano is artistic when it gives truthful tonal response to the beauty of the pianist's conceptions. In a like manner the phonograph is artistic if it truthfully expresses the record of the artist.

The Starr searches out and reanimates the soul of the record—the soul of the artist. Through its wondrous singing throat of silver grain spruce, the Starr conveys the tones pure and undistorted.

For a new joy, hear the Starr Phonograph and Gennett Records at any Starr Dealer.

Write for catalog.

THE STARR PIANO COMPANY, Richmond, Indiana

New York  Chicago  Los Angeles  Birmingham  Detroit
Cleveland  Indianapolis  Boston  Jacksonville  Cincinnati
Canada
J. F. Melici, Wissner Newark Manager, Also Profits by Knowledge of Foreign Languages
—Makes Customers Feel at Home

NEWARK, N. J., Oct. 2—J. F. Melici, manager of the Wissner local store, believes in going after sales wherever he can. By talking pianos at all times Mr. Melici makes some unexpected sales. Recently he interested Orlando Piani, the champion cyclist, in a Wissner grand, which is to be sent abroad when the "bike" devotee leaves for his vacation.

Mr. Melici has also sold a Wissner grand to Paul Specht's Triangle Orchestra, which is one of the season's attractions here.

A sense of humor and a knowledge of foreign languages make many sales, says the Wissner manager. Because of his ability to pick up foreign idioms and customs, Mr. Melici makes friends of many customers who would feel lost elsewhere. In this way he is also able to demonstrate with appropriate musical selections in the form of a mailing folder. This folder should prove especially effective in the hands of the dealers.

Mr. Melici makes some unexpected sales. Recently he

Brambach November Campaign Ambitious

Details of Small Grand Sale Placed Before Dealers in Handsome Portfolio—Unusually Forceful and Attractive Printed Matter Supplied for Use of Merchants

THE BrAMBACH Piano Co., New York, has just

in the form of a mailing folder. This folder should
prove especially effective in the hands of the dealers.

Floor Plans a Feature

The well known Brambach diagram, showing the store auditorium at Thirteenth and G Streets on Sept. 18 and the second in the large lecture hall of the Park View Public School on Sept. 21. The recitals were in

a special trip to the local warerooms and selected the

Ludwig Reputation

LUDWIG reputation has been built up by years of strict adherence to a policy of building pianos of artistic worth and absolute dependability. We point with pride to the long list of dealers who have found the Ludwig their biggest asset in building up their trade. And, today, the Ludwig offers, in addition to its proven worth, a variety of practical styles in every type of piano now in demand.
Lester Pianos Stand the Constant Daily Strain in Leading Conservatory of Music for 20 Years

Lester Pianos Last a Lifetime

Lester Line Builds Prestige

RSCJ
Lester Piano Co.
1308 Chestnut Street,

LESTER PIANO COMPANY
1306 Chestnut St., Philadelphia
Shows the Celco Reproducing Medium Installed in Many of the Fine Homes of the United States

Brochure Just Published by the United Piano Corp. Is Notable for Its Artistry and Excellent Typography—Celco Equipped A. B. Chase Graced Private Apartment of Late President Harding in White House

The United Piano Corp., with factory and executive headquarters located in this city, has just issued a new and enlarged edition of the brochure showing the Celco reproducing medium installed in some of the finest homes in America. This book has been prepared with the view to putting into the hands of United dealers a publication that will assist them in selling the Celco to the owners of the best homes in their localities.

It is an interesting and handsome publication, as any book showing exterior and interior views of the best homes in America is certain to be. Sepia paper has been used for stock and the pictures are of large size. The cover is dark brown with the caption embossed in gold.

The White House is the first home shown. An A. B. Chase grand equipped with the Celco reproducing medium graced the living room of the late President and Mrs. Harding in their private apartment.

Then follow views of so many other attractive homes in which the Celco has been installed that it is difficult to select a few as representative. One home identified with the White House is that of Herbert C. Hoover, Secretary of Commerce. Mr. Hoover is the third member of the President’s Cabinet to select the Celco reproducing medium.

Two interior views of the residence of Henry Phipps on Fifth Avenue, New York, are contained in this new United publication. Five Celco equipped pianos have been purchased by members of this prominent family, it is stated in the book.

Two artists in different fields are Celco owners. They are Paul Whiteman (who also uses the A. B. Chase in his orchestras) and Jackie Coogan. Pictures of nine of these pianists. The frontispiece is a drawing of the A. B. Chase grand equipped with the Celco reproducing medium against an attractive colored background.

The Piano in the Home

The following paragraph records how often a piano in the home did not make displays.

In thousands of homes there is one great ambition—the desire to possess a reproducing piano. Now is the time of the year when this desire is going to be realized. Can you offer your clientele a reproducing piano not only artistic in character but practically trouble-proof? You can if Christman Reproducing Instruments are on your floor.

The Christian Electrically Operated Reproducing Grands and Uprights

There is profit and pleasure in selling Christmas Reproducing Pianos. Profit because dollars are not eaten up by incessant service and pleasure because of an absence of annoying service troubles.

The quickest way to know Christian quality is to examine Christman now. Your sales force will be so delighted with Christman performance and construction that further talk on our part will be unnecessary.
Kennedy Radio Sets -
In Furniture Models

An unusual opportunity for leading music dealers in each community.

Music stores throughout the country are rapidly adopting radio as an essential department in their business and are finding it a profitable, dependable source of revenue. The Kennedy Furniture Types, beautiful, self-contained units, are particularly suited to the music trade.

These radio sets are artistically modeled in classic period designs that will harmonize with the most refined environments and, in the better homes, will be accorded the same welcome as the piano and phonograph. The long-distance reception and high selectivity that have made Kennedy sets famous are now combined with a simplicity of operation that appeals to the average buyer. To you, as a dealer, this means less sales effort, easy demonstration, and thoroughly satisfied customers.

It is the Kennedy policy to establish an exclusive dealer in each community—this assures the Kennedy dealer of continuous protection plus a profit and prestige that are highly desirable.

Model X—Beautiful hand-rubbed Mahogany cabinet with inlay of Satin Wood and Ebony. Retail price, complete: $285.00

Jacobean Console Model—Built of American Walnut with artistically matched paneling. Exemplifies late Jacobean design. Retail price, complete: $775.00

Spanish Desk Model—Cabinet finished either in Mahogany or American Walnut. Interior lined completely with Golden Bird's-eye Maple. Retail price, complete: $825.00

Describe literature and dealers’ discounts sent on request. Write or wire for details of the Kennedy exclusive dealer proposition.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS
SAN FRANCISCO
Pierre Boucheron of Radio Corporation of America Is Collecting Data

Pierre Boucheron, advertising and publicity manager of the Radio Corporation of America, New York, is making a tour of the Middle West, where he is visiting the RCA jobbers and dealers in an endeavor to secure opinions and views on the radio trade tendency in that territory. He is gathering the information which will be used while on this trip, in conducting research in the Middle West territory for the guidance of the Radio Corporation in its future relations with the trade.

The results of these investigations will be incorporated in a series of courses to radio dealers, to be known as "How to Sell Radiolas." The object of the course will be to bring to the dealers' attention the three fundamental ideas behind successful retailing activities, and to suggest ways and means of putting them into practice. It is believed that radio trade will find this information highly valuable in the conduct of its work when this data and information is made available in hand-book form.

HOSPITALS GOOD RADIO PROSPECTS

Patients in Army Sanitariums in Texas Also Purchase Records and Rolls of Music Broadcast

SAN ANTONIO, TEX., Oct. 1.—The installation of radio sets in hospitals has opened a new sales channel. In the army hospitals and sanitariums throughout the Eighth Corps area the San Antonio broadcasting stations are a source of much pleasure and benefit to the patients.

These radio concerts, many of which are planned especially for the patients, give patients and staff personnel a concentrated musical interest among the men, and they are becoming better and better customers for all lines of music products.

When something unusually good makes its debut through the air there is a decided increase in orders for records from these recuperating centers and the interest also extends to sheet music and music rolls in the popular field.

Many orchestras and band organizations have in the past used the radio to bring in prospective patients, and in many instances, the performance of the musical organizations can reach all of the hospitals and sanitariums in the area, as well as to other hospitals in the vicinity.

The radio concerts and speeches are heard at Fort Bayard, the great tubercular army sanitarium, at Fort Bliss and at various other health centers.

COMBINED RADIO AND TALKING MACHINE SELLS WELL IN BOSTON

General Phonograph Corp. of New England Has Many Calls for Outfit Manufactured by Puritan Phonograph Co.

BOSTON, Oct. 2.—The combination of radio and talking machine in a neat Queen Anne period model is proving one of the best selling models by the General Phonograph Corp. of New England. This company is managed by N. B. Smith and carries the Okeh radio outfit in this form. We feel that a great need is fashioned after the latest styles in house furnish-

"The average person has neither time nor talent to make a radio for himself, but is willing to pay for a radio outfit in this form. We feel that a great need has been supplied and we look for the rise in popularity of this model in the next few months."

ATLANTA, Oct. 1.

THAT many music dealers do not recognize the value of the radio transmitting station in selling their music for them is the opinion of Julius Wester­

A "cooperating station," says Mr. Wester­

"By cooperating with the station, helping it secure singers and orchestras, getting the new numbers for it and keeping on good terms generally with its director he can increase his sales materially.

"Take, for example, the matter of new songs. Natu­

Natural music the dealer gets them first. He wants to put them over. He has to, as a matter of fact, if he is going to make a success out of his business.

"No longer does he have to sit down and wait for people to come into his store and hear them played.

"He gets some copies, goes around to the broadcast­

"In other words, in addition to getting an audi­

"The radio transmitting station," says Mr. Wester­

"The radio transmitting station in selling music for the music dealer who cooperates over the radio gets a program naturally gets first call when it comes to answering these.

"Just how much this trade will amount to when there is a radio set in every home and musical programs have been worked out better it is hard to say, but no dealer can afford to neglect such an opportunity when it comes knocking at his door.

"If I were writing a set of beatitudes for music deal­

""Blessed are the music dealers who are located near a radio broadcasting station, for they have a chance to cooperate and increase their sales many times over."

NEW YORK TO HOLD SECOND ANNUAL RADIO EXPOSITION

Equipment to Be Displayed at the Grand Central Palace During the Week of Oct. 6—Use of Loud Speakers Barred

New York City's second annual radio exposition will be held from Oct. 6 to Oct. 13 at the Grand Central Palace under the auspices of the American Radio Ex­

"No long'er does he have to sit down and wait for others to put them on his program. In the course of a week he will have those songs into the homes of thou­

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COMBINES MUSIC AND MOVIES

George S. Dales Co. Adds Motion Picture Department and Plans Radio Section

AKRON, OHIO, Oct. 1.—The George S. Dales Co. here announces the opening of a moving picture de­

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Radio Sales Good in Oshkosh

OSHKOSH, WIS., Oct. 1.—Local music dealers han­

"No long'er does he have to sit down and wait for others to put them on his program. In the course of a week he will have those songs into the homes of thou­

"Take, for example, the matter of new songs. Natu­

"In other words, in addition to getting an audi­

"The radio transmitting station," says Mr. Wester­

"The radio transmitting station in selling music for the music dealer who cooperates over the radio gets a program naturally gets first call when it comes to answering these.

"Just how much this trade will amount to when there is a radio set in every home and musical programs have been worked out better it is hard to say, but no dealer can afford to neglect such an opportunity when it comes knocking at his door.

"If I were writing a set of beatitudes for music deal­

""Blessed are the music dealers who are located near a radio broadcasting station, for they have a chance to cooperate and increase their sales many times over."

New Radio Station for San Francisco

SAN FRANCISCO, Oct. 2.—The San Francisco mu­

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Radio Sales Good in Oshkosh

OSHKOSH, WIS., Oct. 1.—Local music dealers han­
The Economy of a Complete Line

The dealer who handles the Complete Kohler & Campbell Line can concentrate in his advertising and selling effort. This means economical selling and greater profits. His salesmen can begin at once and sell the Kohler & Campbell idea of value and durability and then fit in the instrument that suits the prospect. There is no lost motion. There is no need of a switch of name. There is a style to suit every prospect whether it be a grand, an upright, a player or a reproducing piano. Hundreds of dealers know this to be a Kohler & Campbell selling asset.
The Skinner Organ Co. will install an organ in the Temple Emmanuel, Greenboro, N. C.  

F. D. Masters of the American Piano Co. was a visitor to the music trade.

R. B. Strube, after a pleasant vacation, has resumed his duties in the Burgess-Nash store, Omaha.

A. F. Bielert has just been added by the Dusiny Piano Co., Providence, R. I.

H. A. Brown, music dealer of South Bend, Ind., was in Chicago last week visiting the trade.

The Alfred Bowbly Music Co. of Shickshinny, Pa., recently prepared an attractive float to participate in a parade to celebrate the opening of the Sullivan Trail. M. Steinert & Sons, New Haven, Conn., branch store is featuring the Union Art through large advertisements in the local papers.

Willard Dunning of the Dunning Piano Co., Des Moines, Iowa, was a visitor at the Burgess-Nash store, Omaha, recently.

Gill R. Lindeman of the Melodigrand Piano Co., New York City, was a recent trade visitor in Philadelphia.

Elmer Fournier, owner of the Fournier Music Store, Trenton, N. J., and Miss Edna LaMotte, who was manager of the music department of the store, were married recently.

Segwick & Casey, Inc., Hartford, Conn., are holding a sale of specially used, rebuilt and new pianos and players. An attractive display window brought many transient prospects to the store.

The Mildred Piano Co., of Trenton, N. J., is holding a large sale, featuring the stock of pianos which was recently transferred from the Mersan, Conn., store that was closed a few weeks ago.

Harry Pomar of the Cable Piano Co., Atlanta, Ga., has just returned from a three-weeks' trip visiting the music dealers of New York City and in the northern part of his firm.

William Place, Jr., of the Place Music Store, 120 Broad Street, Hartford, Conn., has added the Skinner line of pianos and is daily expecting his first shipment.

A series of musical concerts, advertised as the Wurlitzer-Apollo Autumnal Musicals, began recently in Cincinnati. The schedule and specifications on these public concerts have been mailed out by the Wurlitzer Co.

Alterations at the Atlanta, Ga., branch of the Cable Piano Co. are going steadily forward. The rearrangement is to give considerably more space to the different departments of the store and at the same time provide better display space.

Two new salesmen have been taken on in the piano department of the Shepard store, Providence, R. I. Roger K. Williams, a piano tuner in Providence, and John Charles, well known in the piano trade of southern New England, are the new additions to the staff.

The Chambers Music House, Mason City, Iowa, recently closed a successful sale which lasted several days. Different makes and styles of pianos and player pianos were offered and the sale space was taken to daily papers to advertise the sale.

The comic strip for an interesting window display of the Spring Trade Convention, on Trade Street, Winston-Salem, N. C., is "Holds you like a vise, shoots forth all kinds of jazz." Fastened to a table is a small vise holding a box of music. A modern talking machine section has been installed.

The Daves United Sport Shops, with headquarters at 825 West Twenty-second Street, New York, have placed a large order for Vocalions.

Frank H. LaVoi, of O. J. DeMoll & Co., Aeolian distributors, recently enjoyed a hunting trip to the mountains of Colorado. He is familiar with the music industry, having successfully conducted a similar business at Mount Vernon, N. Y.

The Wurlitzer Co., with San Francisco headquarters at 250 Stockton Street, has opened a branch store at 2845 Mission Street, that city. This store is another link to the large chain of stores conducted in practically every city in the United States.

The House of Terry, 152 Square, El Dorado, Ark., plans to add a music department soon. This concern was formerly engaged exclusively in the jewelry business but has modeled its quarters to accommodate a music section.

A joint venture of the Adon Poli of the branch store of Sherman, Clay & Co. at Santa Rosa, Cal., recently enjoyed a hunting trip to the mountains of Colorado. He is familiar with the music industry, having successfully conducted a similar business at Mount Vernon, N. Y.  

The Wurlitzer Co., with San Francisco headquarters at 250 Stockton Street, has opened a branch store at 2845 Mission Street, that city. This store is another link to the large chain of stores conducted in practically every city in the United States.

The Acme Music Co., Rutherford, N. J., formerly owned and conducted by the F. Brunner Co., has been purchased by N. W. C. and is thoroughly familiar with the music industry, having successfully conducted a similar business at Mount Vernon, N. Y.

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G. F. Perkins, practical piano expert, recently was added to the staff of the Joseph J. Dumpy Piano Co., Providence. He is being sent to city stores as a sales manager with the Melkell Piano Co., Providence. Mr. Perkins is known in the piano trade from coast to coast.

B. V. Elliott, until recently with Steinhauer & Eton, Waterbury, Conn., has returned to his San Francisco headquarters to assume the management of the firm.

Ben Reynolds, proprietor of Ben Reynolds & Co., dealers in "Everything in Music," Washington, D.C., is recovering from a serious illness which has confined him to a hospital for several weeks.

J. H. Williams, president of the United Piano Corp., recently spent several days in Baltimore, where he conferred with Mr. G. H. Waring, who is general manager of the Oakland branch of a large real estate company.

B. P. Slaby, Pacific Coast representative of the American Piano Co., has returned to his San Francisco headquarters from a honeymoon trip to the southern part of the State.

R. H. Hultine, Western representative of the Packard Piano Co., was a recent visitor to Portland, Ore. He called on G. F. Johnson of the G. F. Johnson Piano Co., which was acquired by J. H. Wolcott.

W. P. Wagener of the Wagener Music Co., Visalia, Cal., and J. C. Dorson of Stockton, Cal., paid a visit to the offices of George H. Waring, Co. San Francisco, recently, and took on agencies for the Seeburg line of automatic instruments.

A new store of the American Piano Co., located at 125 Main Street, Bangor, Me., has been occupied by F. D. Masters of the American Piano Co., who represents the Packard piano in Portland.

L. W. Essig, well known in the piano trade in Baltimore, has become a member of the sales force of the A. C. A. Acme Piano Co., which was acquired by J. H. Wolcott.

Frank Edgar of the Aeolian Co. and R. Morris Kemp, of the Vernon division of the Aeolian Co., was in Providence, R. I., recently. Arthur F. Gardiner, manager of the Gardiner Piano Co., Vocalion dealer, placed with Mr. Kemp a large order for Vocalions.

C. D. Bond, factory superintendent of the Weaver Piano Co., Inc., York, Pa., was a recent visitor to Philadelphia, where he visited the Warren R. Greening Co., factory distributor for the Weaver line in the Kensington district.

The Weaver Piano Co., Inc., York, Pa., has received an order from Robert Ansell, Robert Ansell, Inc. of Balti­more, who visited the Weaver factory last week. Mr. Ansell stopped in York for a day while making an auto trip with his family to Delaware Water Gap and points in New York State.

An interesting meeting of the sales force connected with the Harrisburg, Pa., branch of Charles M. Stieff, Inc., held recently. The program was in charge of the manager, O. B. Lank, who was with the factory and general manager of Charles M. Stieff, Inc., came from the Coast for the purpose of making a sales call.

Plans are being made for the installation of an organ in the First Church of Christ Scientist at Hayward, Calif., where the church is especially interested in completing the building, but now that construction work is finished the raising of an organ fund will be started.
The name "Kelly" on a piano plate is a single word that tells a whole quality story.
TO OPEN NEW STORE IN AKRON

Ernest E. Smith and Carr A. Mitten Take Lease in New Masonic Temple Building

AKRON, OHIO, Oct. 2.—Ernest B. Smith and Carr A. Mitten, members of the recently organized Smith & Mitten Piano Co., this city, have completed arrangements for opening a new music store in the new Masonic Temple Building, 78 East Mill Street. They will remodel the front of the ground floor store, on which they have taken a lease, and also alter the interior. They will carry pianos and talking machines. Headquarters have been established temporarily at 208 Gordon Drive.

Mr. Smith came to Akron recently from Grand Rapids, Mich., where he was manager of the Friedheim Music House. He has had over twenty-five years' experience in the music business, including wholesale and retail branches.

Mr. Mitten has been identified with the Akron music trade for many years. For the last twelve years he has been general manager of a local piano house. He is associated with leading clubs and has many friends in this section.

Messrs. Smith and Mitten were in Chicago recently completing arrangements for securing the representation of various lines of musical instruments. They plan a business trip to New York soon.

Active Demand for the Wegman Line

E. J. Hartman, president of the Wegman Piano Co., New York, stated to a representative of The Music Trades that his company had experienced a very active summer season, with a gratifying demand for all of the company's styles. The Wegman factory has been kept continuously busy throughout the summer, and Mr. Hartman expressed his gratification for a steadily increasing demand for the Wegman line with representatives and dealers.

Mr. Hartman returned from a visit to Buffalo, as well as Adirondack resorts, on which he was accompanied by his son, who is in the publishing business, holding a responsible position with "Variety." Mr. Hartman said that he had the pleasure of seeing many old friends in Buffalo and found the dealers there doing a fine business. He stated that he looked forward to an exceedingly active fall business which would round out a good year for the piano trade.

Ampico Heard at Eastman Theatre, Rochester

ROCHESTER, N. Y., Oct. 1.—The Ampico was enjoyed recently by audiences in the Eastman Theatre here. Philip Gordon appeared as soloist, playing in one group "The Pianist Transcendental" of Liszt, and alternating with the Ampico's reproduction of his performance. The appearance of Mr. Gordon was arranged for the benefit of the local music lovers' society, local representative for the Ampico and the Chickering.

S OON after Anton Bilotti, pianist and Hardman artist, returned to the United States from a concert tour in Germany and Italy, he went to the factory of Hardman, Peck & Co., New York, in order to inspect the two grands that he is to use in his concert tour of this country.

The accompanying illustration shows Bilotti testing and trying out one of these instruments. Second from Bilotti, and standing back of the piano, is Ernest F. Bacon, superintendent of the Hardman factory. Fred Peterson, a foreman at the Hardman plant, is shown inspecting the two grands that he is to use in his concert tour of the country.

Anton Bilotti Testing Pianos at the Hardman Factory for His Concert Tour

OGDEN, UTAH, Oct. 2.—The part that music plays in creating the true "home" atmosphere was demonstrated here recently when a musical program was given to the members of the local cooking school by the Glenn Bros.-Roberts Piano Co. of this city. A Tillotson registering piano was used in demonstration at the recital. The instrument played both classical and popular selections, which met with the hearty approval of the audience of 150. Marcellus Smith arranged the musical program.

Bilotti begins his American concert tour this season. He appeared as soloist at a concert in the Metropolitan Opera House last year.

Puts Life in Displays and Sales Gain

OSHKOSH, WIS., Oct. 1.—The Wilson Music Co. of this city has hit upon a novel method of attracting attention to its display window by the employment of a series of weekly "live exhibits." On Saturday evenings, when thousands of shoppers are in the downtown district, the Wilson company puts on a concert in the large display windows fronting on Main Street, and with the aid of loud speakers broadcasts the music to the crowds in the street. The first concert attracted such a crowd police officers were needed to direct traffic past the store. A number of music instructors in the city are cooperating in the series, putting on exhibits for the Wilson company, using their own pupils as the musicians.

Show How to Reach Man's Heart Thru Music

ANTON J. BILOTTI

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ANTON BILOTTI WILL USE TWO HARDMAN GRANDS

for American Tour, Which Begins October 15

Photo by Kodel & Herbert

Black & Decker

TRACKER BAR SUCTION PUMP

The only thorough and effective Tracker Bar Suction or Vacuum Pump. Absolutely essential for removing dirt, dust and paper particles from the tracker bar. Keeps the instrument in proper playing condition, preventing weak and silent notes.

Hammacher, Schlemmer & Co.
Piano and Player Hardware, Felts and Tools
4th Avenue and 13th Street

Peerless Pneumatic Action Co.
469-485 East 133d Street, New York
Alive forever is their cherished genius through the miracle of the Reproducing Piano

No longer do the famed pianists live in memory only. Their masterful playing has been recorded and held for posterity through the wonderful Reproducing Piano. You can now hear, at any time, the exact playing of the world-famed pianists of the past and present generations, if your home contains this new and marvelous instrument.

Of all Reproducing Pianos, your critical choice will be the Welte-Mignon®, for it brings into your home the incomparable Welte-Mignon Library of music records. Practically every recognized pianist of note during the past twenty years has left an imperishable record of his genius which the Welte-Mignon® reproduces not merely approximately but exactly as if the pianist himself were seated at the piano fingering the keys.

Almost every dealer has the Welte-Mignon® and will be pleased to demonstrate its masterful capabilities. A beautiful and interesting brochures will be sent if you write the Auto Pneumatic Action Co., 12th Avenue and 51st Street, New York.

Welte-Mignon
Licensee
Hear it—in comparison. There's a nearby dealer

The Welte-Mignon® is an electrically impelled mechanism which, when built into a piano, either upright or grand, plays the instrument in exactly the same way that some talented musician played when he made the master record. It is practically invisible does not interfere with manual playing. It is obtainable in nearly every prominent make of piano, a few of which are listed below.

- Baldwin
- Bush & Lane
- Hardman
- Hazleton
- Kimball
- Kranich & Bach
- Kurtmann
- Mathushek
- Mehlin
- Sons
- Poole

In Canada: The Mason and Risch (exclusively)
Featuring the

Welte-Mignon

National Advertising for October

Appearing in the

Saturday Evening Post

October 6, 1923

AUTO PNEUMATIC ACTION COMPANY
12th Avenue & 51st Street, New York
Spencer Williams, Originator of “Blues” Numbers, Records for Connorized Rolls

From New Orleans to Broadway runs the trail of Spencer Williams, noted colored song writer and pianist, who recently recorded six of his own popular numbers for the Connorized Music Co. of New York. The Connorized company selected Mr. Williams as the right man to record “blues” numbers for at least two reasons. One of these is that Mr. Williams is a real musician and a master of the keyboard and, secondly, because he can record a “blues” number as no white man, no matter how competent a musician, ever could. The “blues” was born in the South and was popular with the colored folks long before people up North ever succumbed to its siren calls.

In addition to his ability to produce the best type of “blues” numbers and play them as they should be played, Mr. Williams is an interesting personality. He was born in New Orleans, La., and wrote his first song when he was twelve years old. He has been writing popular music ever since and one of his greatest successes was “Dark Town Strutters’ Ball,” which had a phenomenal run some years ago. As one of the leading exponents of the “blues,” Mr. Williams has toured the United States, Canada, Mexico, and the Orient. He boasts of being the only colored song writer who can speak Chinese, Japanese, Arabic, German, French and Russian, as well as English. In the South, Williams is a very famous character, and in the North he is a well-known person.

The Connorized Music Co. arranged with Mr. Williams to record six of his own hits for Connorized music rolls. The featured numbers are: “LowDown Papa,” “Black Man (Be on Your Way),” “Keep Yourself Together, Sweet Papa,” “Cotton Belt Blues,” “Oh! Min.,” and the exceptional hit, “You’re Always Meanin’ Round with My Man.” The “blues” epidemic is now at its height and the acquisition by the Connorized company of this popular colored artist is regarded as a distinct asset.

The company has proved itself wide-awake to the musical developments of the day and has recently launched several distinct novelties in the roll field, including the “radio roll” for enabling amateurs to master the Continental radio code and the “Uke Roll,” with the aid of which a beginner can master an accompaniment to the player-piano on the ukulele or similar instrument without preliminary lessons.

Stress Roll Feature in Piano Ad.

Thompson U’nette Piano Co., Chicago, Calls Attention to Universality of Its Player Grand

ChicagO, Oct. 1.—The Thompson U’nette Piano Co., maker of the U’nette player grand, has recently launched a series of retail advertisements, the copy and cut of which are offered by the company to the piano dealer for his local newspaper advertisement.

The series is running at present, in the local paper of Oak Park, Ill., and is proving very popular and some sales. Each advertisement has a catchy headline and one that attracts the eye of the reader. “Music Up Where You Can See It” is the headline of one of the ads. “Knee-room Under the Keyboard” is another. “Easy, Natural Key Torch” is a third.

The fact that any music roll may be used in the U’nette player grand is the subject of one of the advertisements, which points out the big selection of music that is possible to obtain with the roll equipment.

The series features the “Alpha Kappa” model. The Alpha Kappa model U’nette player grand costs no more than the usual music rolls, and the satisfaction in playing and owning a grand is very much greater.

The Seeburg Piano Co., famous coin-operated instrument manufacturers, use for their players—exclusively—

CLARK ORCHESTRA ROLLS

19 Second St.
DeKalb, Ill.
PIANOSTYLE CO. FEATURES
"ROSES OF PICARDY" IN LIST
October Bulletin of Brooklyn Roll Manufacturer Lists Many Hits—Officials See
Brookline Season Ahead

"Roses of Picardy" is the feature fox trot number listed in the October release bulletin by the Pianostyle Co., Brooklyn, N.Y., manufacturer of word and instrumental music rolls. Dealers and jobbers in all parts of the country who have heard this latest roll placed quantity orders for early delivery with this firm. Twenty-five other late popular song and dance hits of the season are also listed in the bulletin released for the month of October and they are as follows:

A Small Girl Song ... Fox Trot; "Born and Bred in Brooklyn" (from "The Rise of Rosie O'Reilly"); "Foolish Child," fox trot song; "Holding Hands," fox trot song; "If I Wish I Had Some One To Cry Over Me," waltz ballad, fox trot chorus; "Last Night on the Back" (from "The Rise of Rosie O'Reilly"); fox trot; "Love (My Heart Is Calling You)," fox trot song; "Mud (Cause You Treat Me This Way)," fox trot; "Nobody But You" (from "Ziegfeld Follies of 1923"); "No, No, Nora," fox trot song; "Oh, Min," minstrel song; "Rose of the Morning" (from "Passing Show of 1923"); "Steamboat Sal," fox trot; "That Big Blond Mamma," fox trot song; "That Old Gang of Mine," fox trot; "Two Time Dan," fox trot; "Wanna Go South Again Blues," fox trot; "When I Said Good Bye to You," waltz ballad; "When June Comes Along With a Song" (from "The Rise of Rosie O'Reilly"); "When the Gold Turns to Grey," fox trot song; "Who Will I Know?" fox trot song; "Where the Ganges Flows" (from "Adrienne"), and "You Wanted Some One To Play With (I Wanted Some One To Love)," fox trot.

The Pianostyle Music Co. officials are looking forward to a big retail season and are well prepared at this time to care for all orders, either for immediate or future deliveries.

Joseph Gold, Connoisseur Artist, Lopez Aid

Joseph Gold, who is one of the well known artists recording for the Connoisseur Music Co., New York, has been appointed assistant pianist to Vincent Lopez, who is now with his famous orchestra at Hotel Pennsylvania, New York.

Clark Orchestra Roll Co. Working 24 Hours a Day Filling Past Month's Flood of Orders

De Kalb, Ill., Concern Finds That Business in Electric Field Is Showing Great Activity—Longer Rolls Bring Gratifying Response in Orders—October Bulletin Lists Leading Hits in Combinations

BUSINESS is so good with the Clark Orchestra Roll Co., with factory and offices in this city, that the company has had to maintain a twenty-four hour shift to get out the orders that have been pouring in during the past month. This announcement was made by B. H. Clark, sales manager.

In making the announcement, Mr. Clark stated that the company has had a clear indication that business in the electric field is going all the way through. "We feel," said Mr. Clark, "that we are getting more than our share of the increased length of our rolls and our special arrangements.

The October bulletin of Clark orchestra rolls has just been released and contains a splendid selection of the latest, most popular dance numbers. The roll in the list contains the following ten songs: "I Love Me," "O Music of the Sunshine," "When You Walked Out," "My Sweetie Wears a Pinafore," "Pardon Me, Step," "I Cried for You," "Who's Sorry Now?" "Blue Honeysuckle Blues," and "I Wish I Had Someone To Cry Over Me." These are numbered 92438 to 92447. Another good roll is a selection of "The Best from Songland." They are: "Tell Hands! Dirty Face!" "Tell Yoonsome Over You," "Gold Coast Blues," "Love," just an Old Love Song," "Just a Girl That Men Forget," "Foolish Child" and "Chic-a-dee." These are numbered 92448 to 92457.

The following ten numbers compose a roll of special novelty dance hits: "In a Tent," "Low Down Papaya," "Saying Goodbye," "Your Yummy Yummy," "Your Old Love Song," "Swingin' Down the Lane," "Tell Me a Story," "That Old Gang of Mine," "Why Must My Pal Grow Old?" and "Yes! We Have No Bananas." These are numbered 92458 to 92467.

In making the announcement, Mr. Clark explained that when customers desire a roll that reflects every characteristic of the best modern piano playing at a distinct saving, there is bound to be a widespread demand for Play-a-Rolls.

The catalog of claw and Juba Roll Co. features a certified list. Months of effort were devoted to developing this list of selected rolls. Lists were checked and arranged according to the fact that they were the last word in material, the added length of the roll and the experience and judgment of Standard roll experts. Then, as a final touch, the dealers were given a chance to try the rolls for checking according to their records. Rolls receiving the greatest number of votes were finally placed on the certified list.

The mechanical production of these rolls, it is said, expresses the last word in manufacture. The Play-a-Roll is square cut, is assembled with the greatest care, and is packed to such an extent as to make them stand apart when placed on the shelf.

Extensive Advertising Campaign Launches

The sales department of the Standard Music Roll Co. is backing up the new roll with a comprehensive advertising campaign which will cover the retail field as well as all the trade papers bound to feature it.

Readers interested in the Clark Orchestra Roll Co. are invited to write for the new roll with a comprehensive advertising campaign which will cover the retail field as well as all the trade papers bound to feature it.

Features of Play-a-Roll, Launched by Standard Music Roll Co., Arouse Interest

New Roll Offered to Trade to Retail at New Price—Popular Recordings of High Quality, Attractively Presented—Certified List of Classic Numbers One of Interesting Innovations


The outstanding features embodied in the new Play-a-Roll just announced to the trade by the Standard Music Roll Co. of this city, together with its additional appeal of price, have aroused great interest throughout the country, and the company reports a large number of orders as well as a heavy demand for same here.

The unique price of ninety cents on the popular numbers puts this roll in a class by itself and meets a demand for a high class musical roll at a price below a dollar. It is believed that this feature alone will assure forcible competition for same here and in the trade generally.

The company says that the roll itself is depended on to bring results and it says that they can get the latest popular numbers in a roll that reflects every characteristic of the best modern piano playing at a distinct saving, there is bound to be a widespread demand for Play-a-Rolls.

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Following are the titles on the first bulletin of popular numbers. All are roll numbers:


VOCALIST LISTS NEW SCHOTTISCHES

"On Mobile Bay" Included Among Current Releases of Cincinnati Company

CINCINNATI, Oct. 1.—The Vocaliste Music Co. of this city has just issued its October list of Vocaliste rolls. Late fox trots, blues and waltzes are included. There is also a schottische, "On Mobile Bay." The following numbers are listed for release: "Anna-belle," "Baby and Bubbling Brook," "Blue Hooiser Blues," "Born and Bred in Brooklyn," "Come, Let Us Dance the Waltz of Love," "Cut Yourself a Piece of Cake," "Dreamy Melody," "Eddie's Blue," "Roasted Peanuts," "I Cried for You," "If I Knew You Then As I Know You Now," "I'll Always Love You," "I've Got the Yes! We Have No Bananas Blues," "Just a Girl That Men Forget," "Roses of Picardy," "Shingin' Down the Lane," "Tell Me a Story," "That Red Head Gal," "The Gold Digger," "Why Must My Pal Grow Old?" and "Yes! We Have No Bananas."

INTERNATIONAL

The Popular Priced Roll With and Without Words

October Releases

WORD ROLL INSTURAL NUMBER
92429—Alabama BlackREP, Fox Trot . . .. 2429
92430—Babylon Belle, Waltz Song, with Mandolin Arrangement . . .. 2430
92431—Big Bang Blues, Mandolin Arrangement . . .. 2431
92432—Black-Eyed Susie, Mandolin Arrangement . . .. 2432
92433—For Old Times Sake, Waltz Song, with Mandolin Arrangement . . .. 2433
92434—Foolish Child, Fox Trot . . .. 2434
92435—Good Night Waltz, Mandolin Arrangement . . .. 2435
92436—Hush-A-Bye Baby, Waltz Song . . .. 2436
92437—I Wish I Had Someone to Cry Over Me, Waltz Song, with Mandolin Arrangement . . .. 2437
92438—Just a Girl That Men Forget, Waltz Roll . . .. 2438
92439—Kiss Me With Your Eyes, Waltz Song . . .. 2439
92440—My Heart Is Calling You, Fox Trot . . .. 2440
92441—Oh! Gosh, Oh! Golly, Waltz Song . . .. 2441
92442—Oh! Gosh, Oh! Golly, Waltz Song . . .. 2442
92443—Orchestra Roll Co., with factory and offices in this city, has been appointed assistant pianist to Vincent Lopez, who is now with his famous orchestra at Hotel Pennsylvania, New York.

THE AMPHION CO.

SYRACUSE, N. Y.

AMPHION PLAYER ACTIONS

STAFFNOTE

PLAYER ROLLS ARE THE BEST

Send for catalog and full details of this latest and best "Machine Dream" (new, waltz ballad, STAFFNOTE PLAYER ROLL CO. 1271 Fond du Lac Avenue, Milwaukee, Wis.

THE AMPHION CO.

CHICAGO

16 S. Peoria St.

BY THIS SIGN YOU WILL KNOW THE POPULAR COLUMBIA PLAYER ROLLS.

COLUMBIA MUSIC ROLL CO.

PHILADELPHIA, Oct. 6, 1923

THE MUSIC TRADES

Word roll featuring "On Mobile Bay" among current releases of Cincinnati company.
CONSIDER PHONOGRAPH SHOW FOR NEW YORK

Talking Machine Men, Inc., Told of Project—Association Indorses "Two for One" Record Exchange
Plan for 15 Per Cent of Purchases—Edward Adams Demonstrates New Songs

Edward Adams, advertising manager of the Talking Machine Men, Inc., recently gave an interesting account of some of the developments taking place in the manufacture of radio sets, which will be of interest to listeners who have become accustomed to the sound of the Talking Machine Men's phonographs. The company, he said, is preparing to introduce a line of radio sets which will be sold at a price of $100, and which will be equipped with a built-in phonograph. Adams also announced that the company will soon begin manufacturing phonographs for the consumer market, and that it will be able to produce them at a lower cost than has been possible in the past.

The new sets will be made of high-quality materials, and will be designed to be as attractive as possible. Adams said that the company is particularly interested in the design and construction of the sets, and that it is making every effort to produce a product that will be both functional and aesthetically pleasing. He added that the company is also looking into the possibility of incorporating new features into the sets, such as built-in speakers and remote controls, in order to provide the consumer with even more options.

Adams also spoke about the importance of the phonograph in the development of the radio industry. He said that the phonograph was a major factor in the growth of the radio business, and that it has played a significant role in the development of the industry. He added that the company is committed to continuing this tradition of innovation and excellence, and that it will strive to produce products that are both functional and stylish.

The company plans to begin producing the new sets in the near future, and it is expected that they will be available to consumers shortly after that. Adams said that the company is looking forward to introducing these new products to the public, and that it is confident that they will be well received.

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THE MUSIC TRADES

October 6, 1923

UTICA, N. Y., Oct. 2.

THE S. & S. Music Co., 290 Columbia Street, Utica, had one of the best trade days of its entire selling history on Saturday, Sept. 15. Phonograph records, musical instruments, music rolls were purchased by numerous customers who were practically newcomers to the S. & S. Music Store. In practice, the store actually sold out a very large portion of its stock.

This briskness in trade is attributed entirely to the list price, which the store is endeavoring to "put across" on Friday evening. Here is how the advertising was performed:

The new store of the M. H. Housel Music Co., at 145 South High Street, Columbus, Ohio, says business is very good at present. The demand is for consoles and the phonograph department. The store is being made for Lopes, to be used by the popular orchestra.

J. A. Stone Piano Co., Minneapolis, Vocalion distributor, says the vocalion records and materials, including motors, diaphragms and records. By the time the Dempsey-Firpo heavyweight championship fight is over, the public will be hearing a lot of the title struggle to the crowd. For this reason, the manager of the S. & S. Store made arrangements with the editorial department of the Utica "Daily Press," for the announcement of advertising matter pertaining to music records, the phonograph and manufacturing companies.

Mrs. Farnsworth, chief of the H. N. White Co.'s line of band instruments. The contract was approved by the bureau upon request referring to releases on records and rolls as well as on sheet music. All additional details which may be wanted are furnished at a small cost and their maker states that the public was taking in the fight, the manager of the S. & S. Store made arrangements with the editorial department of the Utica "Daily Press," for the announcement of advertising matter pertaining to music records, the phonograph and manufacturing companies.

Mr. Vance states that an effort is being made to attract newcomers to the S. & S. Store. The address is 209 Columbia Street."

S. & S. Music Co. Announces Returns of Dempsey-Firpo Championship Fight at Office of Utica "Daily Press" and "Fills In" with Jazz and Direct Advertising Announcements

209 Columbia Street, will carry a blow by blow story of the title struggle to the crowd. This advertisement resulted in an audience of about ten thousand people gathered in front of the "Press" offices on Friday evening.

Getting Publicity to 10,000

An hour before fighting, the win by a phonograph was connected to the loud speaker and the crowd was given a treat to the latest popular songs, the phonograph records. As a result of the advertising was made to effect: "Visit the S. & S. Store tomorrow. The address is 209 Columbia Street.

By the time that Dempsey was battering Firpo the manager of the S. & S. Store succeeded in "battering" some profitable publicity into the minds of the ten thousand people who gathered to get the fight returns. The store will be "filled in" with the latest phonograph records and music rolls. See that you visit the S. & S. Music Store tomorrow. The address is 209 Columbia Street."

"Three days prior to the fight announcements were made on radio and in "Press" Full house of fans will attend the fight. A loud speaker loaned by the S. & S. Music Co. will be used to illustrate the differ

VICTOR BOOK AND RECORDS

BASIS FOR CLUB'S COURSE

Charles City, Iowa, 20th Century Club to Give Laboratory Course in Musical Appreciation and History

CHARLES CITY, IOWA, Oct. 2.—A laboratory course of study in music history and appreciation will be started by the Charles City 20th Century Club this season as a department of the Twentieth Century Club and the phonograph will be used to illustrate the different musical features of music and the music of the all civilized nations.

A large number of records will be used during the year. The club will use as a textbook the book published by the Educational department of the Victor Talking Machine Co., called "What to Hear in Music," by Anne Shaw Fussell.

There are twenty-six charter members in the club and the first meeting will be held at the Club's Hall, 201 Main Street, and Mrs. A. H. Witt is chairman of the club.

ODD FELLOWS CARRY HOME OWN CONVENTION RECORDS

Huber's Bennett Recording Orchestra Ties Up with Cincinnati Convention and Many Disks Are Sold as Souvenirs

CINCINNATI, Oct. 2.—Odd Fellows and Rebec­
cas who attended the convention of the Sovereign Grand Lodge, Oct. 21 and 22, were given an opportunity to take home with them a mem object of the big session that will give them pleasure and entertainment for years to come and will, at the same time, give the city of Cincinnati and Chestark Park, one of Cincinnati's most famous open-air amusement resorts.

Justin Huber's Recording Orchestra, which furnished the music for the celebration of the 100th anniversary of the Odd Fellows for dancing at Chestark Park, was selected as one of the official hands for the Sovereign Grand Convention. The orchestra re­ceived the honor of being selected for this purpose as a result of the success that occurred to Lloyd Kidwell, pianist and composer, who is a member of the orchestra. The idea occurred to Lloyd Kidwell, pianist and composer, who is a member of the orchestra. The idea was such that the orchestra was selected for the purpose of recording the plan. Accordingly the orchestra registered some of the solo numbers and rendered the plan at the convention.

The printed matter on the records thus made set forth the fact that the number of participants in the Sovereign Grand Lodge program, rendered by Justin Huber's Chestark Park Orchestra. The records were sold as souvenirs at the convention.

Kidwell is composer of a special I. O. O. F. march, and this, too, was registered on a record.
Demand for His Product Has Increased 25 Per Cent This Year, Says A. E. Noble, Manufacturer—Sales Doubled in California—T. E. Williams, Special Representative, Now Visiting Trade in East

A NOther indication of prosperity in piano manufacturing is that the demand for Noble's polish for musical instruments has increased 25 per cent during this year. The sales during August went ahead of those of any other month of the year and September's showing will exceed that of its predecessor.

The demand comes from every State in the Union. From all sections of the country, letters enthusiastically endorsing the product have been received by A. E. Noble, head of the Noble Piano Co., maker of the polish.

Sales Doubled in California

Many of the writers state that they are now using only this polish and find it ideal for pianos and other musical instruments. In California and the other Western States the polish is especially finding favor and the sales in that territory have doubled in the past few months.

"The reception given our polishes is very gratifying," said Mr. Noble to a representative of The Music Trades this week. "The sales have increased steadily since we first put them on the market and the demand comes not only from the music industry but from furniture and automobile houses and all lines where fine finishes and paint, enamel and varnish renderers are essential."

"We have increased the output of our factory to keep pace with the demand. Our polishes are approved and recommended by many of the manufacturers in many lines, and all that seems necessary is to make one sale to establish a permanent account."

"Our advertising in The Music Trades has produced very satisfactory results, bringing us many inquiries and orders," Mr. Noble added.

Mr. Williams, special representative of Noble polishes, is at present covering the Eastern territory, reporting very satisfactory results, bringing us many inquiries and orders. Many of the writers state that they are now using only our polish and find it ideal for pianos and other musical instruments. In California and the other Western States the polish is especially finding favor and the sales in that territory have doubled in the past few months.

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"Our advertising in The Music Trades has produced very satisfactory results, bringing us many inquiries and orders." Mr. Noble added.

Mr. Williams recently completed a trip through the West which was exceptionally successful. The Noble polishes are guaranteed to contain no ingredients harmful to a finish, no matter how fine it is essential.

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American PIANO WIRE

"Perfected" "Crown"

Highest acoustic excellence dating back to the days of Jonas Chickering. Took prize over whole world at Paris, 1900. For generations the standard, and used on the greatest number of pianos in the world. Service of our Acoustic Engineer always available—free Illustrated catalog—free

American Steel & Wire Company

ST. PAUL BASS STRINGS

Special attention to piano tuners and dealers for repair work.

21st St. and Fairmount Ave. PHILADELPHIA, PA.
Further plans for the standardization of piano parts were discussed at a meeting held at the Piano Club in the Bronx, New York City, on Thursday of last week. Various suggestions for standardizing or simplifying different parts of a piano were mentioned, but the one that received most favorable attention was the hammer striking line.

The meeting was under the auspices of the Superintendents' Club of the New York Piano Manufacturers' Association. In addition to members of the former body, there were present representatives of the Piano Manufacturers' Association and also some representatives of supply houses.

Following a luncheon, the meeting was called to order by John W. Stevens, president of the New York Piano Manufacturers' Association. The meeting was later turned over to Henry Eschenbrenner, chairman of the standardization committee of the Superintendents' Club.

L. D. Perry Makes Proposal

L. D. Perry, a member of the New York Piano Manufacturers' Association, and also treasurer of Ludwig & Co., proposed that the body begin by favoring the standardization of the hammer striking line in the piano.

"If the hammer striking line is standardized," said Mr. Perry, "then manufacturers of piano keys can turn out their product in advance of orders. It will be unnecessary for the key maker to wait for orders from piano manufacturers. Both will benefit materially. The maker of keys can put his plant on a quantity production basis with the assurance that the merchandise he turns out will be salable in the open market. The piano manufacturer will know that he can get keys at any time without delay. In fact, the key maker working on a plan in keeping with a standardized hammer striking line could turn out keys well in advance of orders and always have in stock some finished keys ready for prompt shipment. Standardizing the hammer striking line would lead to further simplification of the interior of pianos and cases, maintained Mr. Perry, who has had considerable experience in practical piano construction.

Other piano parts that were mentioned by those attending the meeting as admissible of standardization or simplification included the following: Continuous hinge on the top of the piano case, the fall board hinge, pressure bar screws, pedals, casters and nose bolt. Though possible changes for all of these were discussed, no definite action was taken regarding any one of them.

Those present at the meeting were as follows: Charles Reep, Emil Voelckel, W. Hasler, president of the Superintendents' Club and member ex officio of the committee on standardization, and Mr. Eschenbrenner, all of the Superintendents' Club; committee on standardization; M. C. Lorini, Louis S. Palmer, F. H. Abendroth, Mr. Stevens and Mr. Perry of the New York Piano Manufacturers' Association; and E. F. Howard of Hammacher, Schlemmer & Co., and R. H. Schroeder of C. F. Gospel & Co., both supply houses.

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Anticipate Your Fall Requirements—Now!

All indications undeniably point to a record-beating popularity of Musical Instruments this Fall and Winter. Schools and colleges will soon be open and vacation time is almost over. It is a matter of but a few weeks when the indoor social season with its consequent renewed musical activities will be in full swing again. Realize the full importance of your opportunities, Mr. Dealer, and don’t wait for big business to engulf you. It is surely coming—and coming soon—so be fully prepared when it reaches you.

There is no better time than the present for stocking up on small goods, and there is no better source of supply than the House of “Bruno.” “Bruno” for eighty-nine years has been conscientious in its efforts to give the retail music dealers in America honest, rock-ribbed merchandise—merchandise at a price that assures a good, legitimate profit.

The wisdom of anticipating your fall requirements at this time cannot be questioned.

C. Bruno & Son, Inc.
351-353 Fourth Avenue    New York City
“Bruno” Means Security
THE MUSIC TRADES

MUSICAL MERCHANDISE

WILLIAM L. LANGE TO PUBLISH
"SOUVENIR" PARAMOUNT CATALOG

Will contain pictures of celebrated banjoists and famous orchestras using the Paramount—other features will be helpful to banjo players.

WILLIAM L. LANGE, New York, manufacturer of Paramount banjos, is working on his new catalog, which will be issued in the near future. This will be termed a "souvenir" catalog, and in appearance it will be superior to any other publication previously issued by Mr. Lange.

The new Lange catalog will contain forty pages, each measuring 9 x 12 inches. The stock is old ivory and there will be ample illustrations. The cover is to be extra heavy, dark brown in color, and bear a wondrously printed in orange and black from specially designed lettering.

The full line of Paramount instruments is illustrated and described in detail. One of the big outstanding features is the illustrations of seventy-five well known professional banjo players and twenty-seven of the country's leading orchestras, many of which are known the world over through their wonderful records of dance selections on Victor, Vocalion, Pathé, Columbia, Okeh, Paramount, Emerson, Edison, Gennett and other records, wherein the tonal qualities and effect of Paramount banjos is convincingly demonstrated.

Every Paramount dealer will appreciate this souvenir catalog when he receives his allotment imprinted with the word "Paramount" printed in orange and black from specially designed lettering.

Program by United States Marine Band at Carnegie Hall Was Broadcast by Station WJZ of Radio Corporation of America in Aeolian Hall—Music Merchants Tied Up Stocks with Tour by Washington Bandmen

Music dealers in the metropolitan section of New York tied up their stocks of band instruments with the broadcasting of the concert in Carnegie Hall, New York, last Sunday night by the United States Marine Band under the direction of William H. Santelman.

The program was broadcast by WJZ, station of the Radio Corporation of America, in the Aeolian Building. It is estimated that by this means the concert was heard by 800,000 persons, among whom there doubtless were many band instrument prospects. Other concerts are scheduled for Saturday of this week and October 7.

This is the eighth time in its 122 years of existence that the United States Marine Band has gone on tour. This concert tour was authorized in one of the last official acts of the late President Harding. The band will visit only a limited number of cities.

Music dealers in New York tied up their stocks of band instruments with the appearance of the band.

LYNBROOK NU-ART

Banjo, Tenor Banjos, Banjo Mandolins, Ukulele Banjos, Drums and Tambourines

WORKMANSHIP GUARANTEED

ASK YOUR JOBBER OR IF NOT WRITE

Albert Hoadlett & Sons, Inc.

43-45 Messrs Street

BROOKLYN N. Y.

SILVERLIVERY

To introduce the line we offer SILVERLIN at prices that defy competition. Write us for full particulars.

CARL FISCHER

Cooper Square

New York

SILVERLIN

is the different metal Violin "A" String all the violinists are asking for. Endorsed by KREISLER, ELMAN, FLECHT, VIDAS, MACMILLIN, and others.

FRANK W. LEWISTON & SONS

208-210 WABASH AVE.

CHICAGO

.FOR VIOLIN AND VIOLONCELLO

"RAO" Aluminum Wound Strings (Patent) keep for...

For Violin and Violoncello A.

Not an experiment, use a sample, let a genuine string fall on the market only after months of testing. "RAO" strings will increase volume of tone, will not break, will not resize and is absolutely free from rust and corrosion. Write for sample and try in your store, 25c a set. C. BRUNO & SONS, 351-353 FOURTH AVE., NEW YORK.

If your dealer does not have the "RAO" aluminum a stock order of C. BRUNO & SONS, 351-353 FOURTH AVE., NEW YORK.

BANJO JAMBOREE

Banjo, Mandolin, Ukulele, Ukulele Banjo, Mandolin Banjo, Bass Mandolin

BRUNO BAND INSTRUMENTS

VISIT BRUNO MUSICAL MERCHANDISE

BRUNO BERGSTROM

1145 GRAND AVENUE

MINNEAPOLIS, MINNESTOA

INCREASE VOLUME OF TONE, WILL NOT BREAK, WILL NOT RESIZE AND IS ABSOLUTELY FREE FROM RUST AND CORROSION. WRITE FOR SAMPLE AND TRY IN YOUR STORE.

ALBERT H. LEWIS & SONS

952-954 MICHIGAN AVE.

CHICAGO, ILL.

FOR VIOLIN AND VIOLONCELLO

"RAO" ALUMINUM WOUND STRINGS

NEW PROCESS STRINGS

ARE THE FINEST MANUFACTURED, USED BY ALL PROMINENT ARTISTS.

NATIONAL MUSIC STRING COMPANY

New Brunswick, N. J.
How to Make a Band Instrument Salesman Out of the High School Director of Music

His Cooperation in Securing the Support of Parents for a Symphony Orchestra in the Waco High School Netted Many Sales for Music Dealers in That Texas City

WACO, TEX., Oct. 1.

An example of what can be done to build up an interest in music in a community is shown in the work of S. E. Schaefer, director of the high school orchestra of Waco.

Three years ago Mr. Schaefer took charge of the organization and the orchestra has been the pride of the school since that time. By using music of the best grade the director found that the students took a greater interest in the organization and were willing to give extra time to rehearsals.

Recently Mr. Schaefer decided to extend the scope of the high school orchestra and sent out a letter to people who would be interested in the cultural growth of the city. The letter carries a message that dealers might use to advantage in promoting the musical activities of their communities and indirectly increasing their sales.

A Sales Building Letter

"Would you like to have your boy or girl a member of a seventy-five or one hundred piece organization approaching in instrumentation that of a symphony orchestra?" the letter begins. "It seems to be the opinion of the public that the present day boy or girl is interested in jazz only, but in my three years' experience with the Waco high school orchestra I find that it is only the better grade of music that will hold the attention of the young musician for any length of time, and I feel that this desire for better music on the part of the young people should be encouraged.

"Waco has a Masonic Band, an Elks' Band, an Orphans' Home Band, a Boy Scouts' Band, a Baylor Band and a Municipal Band. There are no orchestras other than that of the high school, two or three churches and the picture shows.

"It seems to me that there is a good opening for a concert orchestra and it is my desire, therefore, to organize an orchestra of the above mentioned proportions, provided there is enough interest on the part of the public. This organization, if perfected at once, can be in full swing by Christmas time.

Advantages of Knowing Music

"Music, of course, is the finest of the fine arts. It is uplifting and inspiring. Work of this kind will provide good wholesome amusement and at the same time the pupil will be acquiring a knowledge that will be a source of great pleasure and perhaps profit to him as the days go by. Music will provide entrance to the best society and will afford opportunities and pleasures that can be gained in no other way.

"The advantages above named, together with countless others, are well known to you. The question is, What do you think of this proposition, and are you interested for your own boy or girl?

"Beginners will be cordially received. It is my plan to begin organization at once if there is sufficient interest to warrant doing so."

This letter awakened much interest and Mr. Schaefer received numerous replies. He was so encouraged by those that he began organizing the orchestra immediately. The pupils are now practicing for their first public appearance. The instruments were bought in Waco.

Your Trade Wants Drum Outfits

And Here Are the Assortments That Sell!

Practical drummers made the selections—no essential trap left out—no unnecessary article retained. These outfits meet practical drummers' needs. And—believe us—drummers buy them!

The drums used in these outfits are Twentieth Century Drums—GUARANTEED DRUMS!

Thanks to our exclusive 3-ply, laminated rock-maple flesh and counter hoops, Twentieth Century Drums won't warp or shrink. They can't. These hoops stay round for keeps!

This feature alone assures years of service and satisfaction for the man who plays a Twentieth Century Drum.

And in Tone and Appearance as well as Rugged Durability, these drums give extra value for the money.

They are profitable to sell and satisfactory to own. What more could be said of good merchandise?

Write (on Your Business Stationery) for Dealers' Prices

Musical Instrument Makers Since 1883
60 BROADWAY, BROOKLYN, N. Y.
BLAZES A MESSAGE TO THE SKIES ON BROADWAY

Artistic Day and Night Display Signs of Conn and Buescher Saxophones Erected in Theatre District by H. & A. Selmer, Inc., and Conn New York Co.—Expense Justified by Increasing Sales

A Cann Advertisement That Works Twenty-four Hours a Day

AND and orchestra instrument advertising has invaded Broadway. The two large illuminated display signs shown in the accompanying pictures have been erected on the Palais Royal Building at 476-478 Broome St.

---

SPLINGERLAND BANJOS

Are sold the country over because they are
Highest Quality
have many exclusive features and sell at a reasonable price.

Write today for details of the Slingerland Banjo, Prof. Tone Tenor Banjo, Banjo - Mandolin, Banjo - Ukulele.

Slingerland Mfg. Co.
1815 Orchard St.
CHICAGO

How Tom Brown Tells Broadway He Plays a Buescher Saxophone

Forty-seventh Street and Broadway, in the heart of the New York theatrical district.

These high class billboards advertise Conn and Buescher band and orchestra instruments. The sign advertising the former instruments was erected by the Conn New York Co. of 233 to 237 West Forty-seventh Street, New York. It depicts a Conn saxophone in colors. This sign measures forty by ten feet.

Tom Brown of the Six Brown Bros. is featured in the other sign, which was erected by H. & A. Selmer, Inc., of 117 and 119 West Forty-sixth Street. This sign is thirty feet square.

Both of these signs are notable for their artistic finish. They are done in colors and each is appropriately framed, so that it is set apart from adjoining signs advertising other lines of merchandise.

They have proved an excellent means for developing band and orchestra instrument sales. These signs draw trade both day and night. The growing demand for band and orchestra instruments more than compensates for the cost of these expensive signs, says an official of the Selmer company.

---

A. BRETONNEAU Mfr., Paris
ESTABLISHED IN 1838

REEDS

Fournier
Fournier Superieur
Fournier Superieur Red Band

Megaphone
Bretonneau Superieur
Bretonneau hand made

E. CHIASSARINI & CO.
Sole Agents

ONLY JOBBER
1685 Lexington Ave.
New York City

“Is this the Best You Have?”

How many of you music dealers have had this question asked by brass instrument players at the time of purchase or perhaps later when returning an unsatisfactory instrument?

Players of Couturier Instruments do not need to experiment or hunt the market over for the “final instrument”—they have found it in a Couturier. Any Conical Bore owner has insured himself full satisfaction and progress in his art. Dealers who seek the satisfaction that comes from selling the finest in the field, can realize it with the famous Conical Bore Line.

E. A. COUTURIER
Band Instrument Co.
LA PORTE INDIANA
Rival Music Tradesmen Supply the Harmony for Popular Orchestra in Salt Lake City

Harmony prevails in the ranks as well as in the music of the Warner Stone Orchestra, this city, though its personnel includes two music tradesmen from rival houses. They not only cooperate wholeheartedly to produce good music, but to promote greater interest in music and the sale of small goods.

Warner Stone's Orchestra, Which Plays at the American Dansant in Salt Lake City

Warner Stone and his orchestra, shown in the accompanying illustration, have been engaged to furnish the musical program at the American Dansant in Salt Lake City this season. Mr. Stone is head of Stone & Co., dealers in musical merchandise in this city. He had had unusual success in conducting various bands and orchestras and is well known in the local trade.

The members of the orchestra are shown in the accompanying picture. Their names are (reading from left to right): George Teasdale, manager of the small goods department of Glen Bros.-Roberts Piano Co., Salt Lake City; John Vesser, Goy Heritz, Morris Stevenson, Frank Barnes, Sherman Abbott, Benjamin Bullough, Thomas Brown, Mr. Stone and Morris Treweek.

NEW BRUNO CATALOG TO CONTAIN TWELVE SUPPLEMENTS IN COLOR

Edition Will Be Ready for Distribution to Limited List of Dealers on Oct. 10

A well arranged and amply illustrated catalog showing a complete line of small goods will be ready for distribution to the trade Oct. 10 by the wholesale and importing house of C. Bruno & Son, Inc., New York. This book will have twelve colored supplements and will be bound in a cover printed in two colors (red and brown) on golden stock.

For several weeks past members of the house of Bruno have been compiling this catalog. Their aim has been to put out a dealer's guide superior to any other on the dealer's desk.

Some of the feature supplement pages to be found in this Bruno's latest catalog will be: Imported violins, both old and new types; Bell brand steel strings for all instruments; Hohner piano keyboard accordinos and Hohner harmonica charts and mouth organs of all grades and styles.

Charles Sonfield, general manager of the firm, said to a reporter of THE MUSIC TRADES this week that this catalog will be among the finest ever produced for this trade. It will be sent only to those now buying from his firm and names on the prospects' list.

"As the demand for this catalog will be unprecedented," continued Mr. Sonfield, "we arranged to print a limited number of copies for the trade. Musical merchandise dealers desiring one should arrange to have their names placed on our mailing list for this big issue."

Sax-o- Cement

FOR REPACKING AND RECOATING A SAXOPHONE

The only convenient cement for making cork stick to metal.

T. Taylor Buckley, Inc.
MANUFACTURING CHEMISTS
Trenton, New Jersey

CLEO

Wound strings for violin, cello and double bass is tried and stretched under our process and GUARANTEED for 30 days after it's sold to your customer.

New silent salesman display show case, consisting of 2 tubes, is loaned to dealers of "Cleo" strings.

We are now in excellent position to supply the trade's demand for high grade IMPORTED BOW HAIR.

Send for catalogue.

S. SIMON
6183 South Michigan Ave., Chicago, Ill.

CONN
Band Instruments and SAXOPHONES

DEALERS APPOINTED IN NEW YORK AND VICINITY

Shall our representative call?

CONN NEW YORK CO.
233 W. 47th ST. NEW YORK CITY
XYLOPHONE AND MARIMBA STAGE COME BACK

INDIANAPOLIS, IND., Oct. 2. THE Leedy Mfg. Co., maker of drums and drummers' accessories, with factory and offices in this city, have recently improved its models of xylophones and marimbas, and, as a result, the business in these lines is increasing. G. H. Way, sales manager for this firm, in an interview with a representative of THE MUSIC TRADES, gave this paper these few facts, which are interesting to the dealer.

"It is a no secret in the musical instrument world that sales on all models of xylophones and marimbas, regardless of manufacturer, have been slow for the past year. The outstanding reason for this seems to have been on account of the fact that the popular dance orchestras have not been able to furnish a 'part' for the drummer or xylophonist to play from. "Owing to the new style of playing modern music, with its novel arrangements, a 'part' is necessary except when the musician is a rare artist at improvising. New numbers have to be played on short notice and leaders do not have time to prepare a 'part.' Therefore this feature of the orchestra has been neglected.

"A condition of this nature, of course, naturally reflects upon the musical instrument dealer, because unless the professional is playing these instruments, the amateur does not become interested and sales drop off. The xylophone and marimba are 'coming back' at a breakneck speed. Many music publishers are now awake to the fact that their numbers are greatly improved by including a xylophone-marimba 'part.' There are still a number of the largest publishers that are not furnishing them, but it is hoped they will soon see the advantage it gives them and the orchestra.

"Dealers, drummers, leaders and all concerned should boost the movement. "The Leedy company has lately improved its models of xylophone and marimbas. The new design of attaching four wheels to the stand at a greatly reduced price has proved very popular. In addition to this there is a new device for splitting the frames and resonators and the unique resonator adjusting mechanism. Only the very best quality rosewood is used for our xylophones and marimbas, which are carefully tuned. They are air dried, our natural air drying method. These things make the Leedy Solo-Tone models real superior instruments."

WASHINGTON, Oct. 2.—William Place of the William Place Music Co. last evening conducted a harp chorus consisting of twenty-five instruments, which played here at a popular amusement house. The occasion was a reunion of the Founders' Chapter, National Association of Harpists. The ensemble played several compositions by Van Vechten Rogers, national vice-president. Four hundred feet of moving picture film were taken by the Pathé company.

SEE BENEFIT FROM SCHOOL POLICY
Washington Dealers Prepare for Larger Sales Since Pupils Study Stringed Instruments
WASHINGTON, Oct. 2.—The District of Columbia public schools have included the study of violin, viola, 'cello, flute, clarinet, cornet, trombone and other instruments in their courses for the new school term which has just opened. The establishment of this extension of public schools service is made possible largely through the cooperation of the community center department. A small charge per lesson is made.

The new departure is under the general direction of E. N. C. Barnes, public school music supervisor. Laura Fairchild Ward, director of grade school orchestras in Washington, has immediate supervision of the instruction. Music dealers here say this additional opportunity to study instrumental music in schools will be reflected in more sales.

Martin Handcraft Instruments
"INFORMATION without obligation." A most meaningful message to music dealers who are on the lookout for business-building lines. A post card brings it. 

WRITE TODAY
MARTIN BAND INSTRUMENT CO. ELKHART INDIANA

Wilson Tympani Rod Bass Drum
When the Wilson Tympani Rod Bass Drum was introduced to the trade and profession some months ago it marked the greatest advance in the drum industry since separate tension was invented. It is a real progressive idea and was just what the drummers wanted in bass drum construction. A larger, more sturdy and finer bass drum. No more tensioning troubles. No more bent rods. In introducing this model along with the other progressive improvements adopted by all after their announcement, Wilson Bros. Mfg. Co. has proved why it is known as "America's Most Progressive Drum Manufacturer."

SEND FOR DEALER'S CATALOG
WILSON BROS. MFG. COMPANY
CHICAGO, ILL.
Present Trade Activity in Europe Surprises

Carl L. Nelson, Back After Three Months’ Trip

President of Vega Co. Finds Renewed Interest in Orchestras and Bands and These Instruments Are in Great Demand—Says German Department Stores Close Each Noon to Fix New Prices for Remainder of Day

BOSTON, Oct. 2. Carl L. Nelson, president of the Vega Co., and also president of the local Association of Musical Merchandise Manufacturers, has returned to Boston from an extended tour of Europe. He was accompanied by Mrs. Nelson and they were gone nearly three months. Both ocean voyages were made aboard the Leviathan, and from start to finish their trip was an enjoyable one.

In an interview with the representative of THE MUSIC TRADES Mr. Nelson summarized many features of his trip from the time he reached Paris until he left London on the return voyage.

“Everybody is busy in Europe,” began Mr. Nelson. “You will find they are very busy in Germany, for instance. The other countries present scenes of activity almost resembling those on this side of the Atlantic.

“I visited my Paris representative, Gousseon & Co., and found the company to be in the thriving circumstances as well as looking ahead for better business and better prices for Vega banjos and other American products. France seems to me to be determined in the question of the Ruhr occupation. Frenchmen feel there is but one solution of the problem and they have found it.

“In Italy I tramped around the old ruins and visited picture galleries and many other historic places. From what I learned the great mass of the people have responded to the new leader, Mussolini. They consider him to be the man of the hour. Under Mussolini the Italians will undertake any project, such confidence have they in his power and ability.

“Over Hope Marks Germany

“In Germany, although there is great industry and application, there is also a presentiment of an impending disaster. The people feel that although they are working daily it will bring them nothing in the end. The prices change there daily and the whole merchandising section is affected by this. The constant drop in the value of the mark is the cause of this. The department stores have to close before noon and alter their prices before they can open for business in the afternoon. In Hamburg I was seriously inconvenienced by the prevalence of communist riots and had to change my course to avoid the result of the rioting.

“In the Tyrol there is much industrial activity, but the trouble there is due to a shortage of materials with which to work. The first place in which I saw any evidences of suffering was in Munich, Germany. There was a scarcity of food in that city and the weekly dole of one meat meal was in order. Most once a week is the rule in the greater part of this area.

“The countries of the Scandinavian Peninsula, Norway, Denmark and Sweden, are all on the old pre-war footing and industries are operating regularly in these countries. There is greater interest in the various countries and their separation from the Continent and the region of trouble put them in a better position to gain in products and wealth.

“Band Instruments in Demand

“As regards music, the greater part of the area over which I traveled shows signs of activity. I noticed a new interest in the orchestras and bands and the instruments of these groups are selling with great rapidity. The reason for this I was informed was the interest taken in bands and orchestras by the younger folks of the various countries. Even in the depressing air of Germany there was a prevalent interest in bands. If we are ever flooded with the German bands, as was the case not so many years back, the nucleus of them is practising now.

“In general, I was much surprised by the healthy conditions I found, having had a preconceived notion that all was desolation and ruin. In fact, I cannot imagine that the war is so recent, so much is going on to disprove the fact of a war at all.

“Mr. Nelson found that the Vega factory has had the best summer of its existence and he was much pleased with the management of affairs during his absence.
GET YOUR BANKER TO DO THIS FOR YOU

Tom Brown Music Co., Buescher Representative in Chicago, Utilizes Window of Lake State Bank
—Idea Can Be Carried Out Elsewhere by Getting Cooperation of Local Banks

THE HIGHEST
STANDARD

Quality Supreme

Has the
Endorsement of
America's
Foremost Artists.

Send for Our
Catalogue D.

Instruments for
the Reed Section
of the Band.

HARRY
PEDLER & CO., Inc.
Elkhart, Ind.

"Hilo" Hawaiian
Steel Guitars

The only Guitars espe-
cially constructed for
steel playing. Singing
tone quality with long
sustained vibration and
greatly increased vol-
ume over ordinary
Guitar. Well made,
handsome finish, artis-
tic appearance.

Four grades in large
concert size at $25, $40,
$55, and $70. Two
grades in Junior size at
$25 and $40.

Send for illustrated circular.

Sherman, Clay & Co.

San Francisco

CALIF.

“Cardinal” GENUINE ITALIAN
GUT STRINGS
FOR VIOLIN, VIOLA, CELLO, HARP AND BASS

Italian Musical String Co., Inc.

Manufacturers. New York Office: 4 St., Mark’s Place, New York City

Oliver Ditson Company
BOSTON, MASS.

Manufacturers, Importers, Jobbers of
Musical Merchandise

Ditson Quality

Modern Service
Established 1834

“W.J. DYER & BRO.

Import and Wholesale
Musical Instruments
of the Better Kind.

What new models have been introduced of the better class of stringed instruments? Write for our catalogues.

VEGA BANJOS

STRING AND BAND INSTRUMENTS

The Vega Company

155 Columbus Ave., Boston, Mass.

There's a Buescher Sax in the Parlor

WHEREVER you go, large city or small town, you'll hear the sweet-toned Buescher Sax taking a major part in home festivities.

Buescher dealers from Coast to Coast receive the benefit of Buescher national advertising. The prospect letters we send to our dealers not only move Buescher instruments into the homes, but enable the dealer to establish contacts that sell pianos, music, etc., etc.

If your store is not selling Buescher instruments, let us tell you of stores just like yours in towns just the same in population as yours that are enjoying the good margin and the rapid turnover and new contacts that the Buescher line gives to the Music Merchant.

Ask for our complete Band Instrument Catalog,

BUESCHER BAND INSTRUMENT COMPANY

A-13 Buescher Block
Elkhart, Indiana
How a Nation-Wide Exploitation Campaign Was Launched to “Tell the World” About the Hohner Harmonica

Thousands Being Expended in Bringing Home Musical Message of World’s Least Expensive Instrument—Trade Papers, Magazines, Dailies, Radio, the Movies, the Stage, the Schools and City Administrations All Enlisted in Great Publicity Drive

Even the Juvenile Movie Stars Succumb to the Lure of the Harmonica, as Is Shown in Illustration 1. The Smiling Trio Consists of Wesley Barry, Who Has Attained Easy Task. His Long Association with the Hohner Organization gave him a conception of the possibilities of the harmonica, if properly exploited. He knew of its convenience, its simplicity, its portability and the ease with which it could be mastered. He knew that every artist on the vaudeville stage using Hohner harmonicas in their acts, but while the work of these skilled players often resulted in the inspiration of youth to a desire “to go and do likewise,” the lack of a simple and accurate instruction book for harmonica players often led to discouragement.

The Need for an Instruction Book

When William J. Haussler of the firm of H. Hohner first determined to put the Hohner harmonica on the musical map, he realized that he was confronted by a task. His long association with the Hohner organization gave him a conception of the possibilities of the harmonica, if properly exploited. He knew of its convenience, its simplicity, its portability and the ease with which it could be mastered. He knew that every harmonica, from the most inexpensive to the most elaborate, was carefully and accurately tuned and would hold its tune for some time after manufacture. All this knowledge, however, was of direct value only to Mr. Haussler and the organization with which he was associated. He realized that while there was a steady, consistent demand for harmonicas from all parts of the country, the demand was only scratching the surface. The harmonica had just about “held its own” for a number of years. It had undergone important improvements in the course of time, modern methods had been introduced in its manufacture, and it was definitely a better instrument than its predecessors. While there was hardly a “daddy” or a grandpa who would not condescend to coax music from the friendly little harmonica in his youth, harmonica playing was a neglected art among the youth of the day. Many who had never heard the instrument played by a competent performer were inclined to regard it as a toy or a pastime for the little brother. Of course there were a number of artists on the vaudeville stage using Hohner harmonicas in their acts, but while the work of these skilled players often resulted in the inspiration of youth to a desire “to go and do likewise,” the lack of a simple and accurate instruction book for harmonica players often led to discouragement.

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To Exploit the Hohner Harmonica in a Nation Wide Publicity Campaign

(Continued from page 42)

tongue," as it is technically designated. This involves covering four holes or openings of the harmonica with the mouth and then holding the tongue over the four holes or openings of the harmonica when the breath is drawn in or exhaled in playing the scale, and then holding the tongue over the volutes covering four holes or openings of the harmonica in accordance with the beats, or time, of the music.

The next step taken by Mr. Haussler was to prepare a simple, interesting and instructive instruction book for young Harmonica players, in instructing them in mastering the harmonica. This little book has been distributed throughout the country through Hohner dealers. The new edition will run into a million copies and embodies revisions and improvements over the first booklet.

The Man Who Made the Harmonica Famous

These contests were invariably conducted under official sanction, but the credit for their success is due, in the main, to Mr. Haussler of M. Hohner, who provided the music used and the harmonicas used by the entrants in the final contests.

In line with these contests, persistent advertising and publicity campaigns were engineered by Mr. Haussler through the medium of the trade publications, the daily newspapers, and more recently through the national magazines. The radio has been employed to good advantage in exploiting the harmonica as a musical instrument, and one of the greatest triumphs credited to Mr. Haussler's efforts was the appearance of Dr. Hugo Riesenfeld, musical director of these famous orchestras of the Rivoli and Rialto theaters in New York, who took an interest in the little instrument, and Mr. Haussler secured an enthusiastic endorsement of the harmonica by this great artist.

In another letter to Mr. Haussler, Minevitch speaks of his reception there are of a most optimistic character. He has offered a direct factory contest, persistent advertising and publicity campaigns were engineered by Mr. Haussler through the medium of the trade publications, the daily newspapers, and more recently through the national magazines. The radio has been employed to good advantage in exploiting the harmonica as a musical instrument, and one of the greatest triumphs credited to Mr. Haussler's efforts was the appearance of Dr. Hugo Riesenfeld, musical director of these famous orchestras of the Rivoli and Rialto theaters in New York, who took an interest in the little instrument, and Mr. Haussler secured an enthusiastic endorsement of the harmonica by this great artist.

Getting the West to "Tune In"

This can be judged largely by the number of orders pouring into the M. Hohner offices in New York. The monster plants of M. Hohner in Germany are working day and night to keep up with the demand and despite the recent report of a crevice in the ocean, it is reported that the management of the State Theater, Minneapolis, where he played two weeks, is trying to keep up with the demands of protest went up when the maximum age of entrants was limited to fifteen years. By popular request the age limit was set aside and even Brother Jim and Sister Susie may be heard practising in one part of the house, while in another room pa is surreptitiously "com­ ing back" on the harmonica, while even granddads take a try at his old harmonica to see if he is still able to play the tunes of long ago. And I see her pretending her music, for she does not wish to interfere with her family of harmonica enthusiasts. She realizes they are enjoying themselves and besides—she enjoys the music.

Fred Sonnen Covers Southwest

Fred Sonnen, a Hohner artist, has been "covering" that district, and Mr. McKay writes regarding this brilliant young artist: "I had the pleasure of spending several days with..."

The World's Greatest Violin String

100 LENGTHS

PIRASTRO WONDERFELT

GUARANTEED PERFECT FITS

MADE BY

GUSTAV PIRAZZI & CO.

C. H. TAYLOR & CO.

Wholesale Distributors

218 SOUTH WABASH AVENUE

CHICAGO

SELECTION! -

"LA BELLA" Brand and "SWEETONE" Brand Genuine Italian Gut Strings for all Instruments are not alone needed for their appearance but also for their Correctness of Gage and Trueness. They are guaranteed.
H. W. WEYMANN VISITS TRADE WHILE MAKING LONG MOTOR TRIP

Combines Business with Pleasure During Vacation and Finds Dealers Preparing for Busy Fall Season

PHILADELPHIA, Oct. 2.—H. W. Weymann, head of the musical merchandise manufacturing firm of H. A. Weymann & Son, Inc., returned recently from a nine-day automobile tour, which included the Pocono Mountains, Niagara Falls, Eagle’s Mere, Elmina and Rochester. N. Y. Mr. Weymann was accompanied by Mrs. Weymann and their son, Herbert, and George Ansell. In all the party covered 1100 miles.

Mr. Weymann combined business with pleasure on his vacation, calling on dealers in his territory. Judging by the way orders are coming in, says Mr. Weymann, the coming season will be the biggest Victor season in the firm’s history, both in talking machines and records. His firm has increased the sales force in the Victor record department to handle the increased business.

The Weymann firm, he declared, has formulated a policy of getting out all orders the day they are received. The future for the small goods trade is very bright, according to Mr. Weymann. Dealers that he visited on his motor trip report that they anticipate a good season from now until after the holidays.

C. Bruno & Son, Inc., wholesale musical instrument and Victor jobber, New York, added to its fleet of delivery trucks recently so the total is now six machines.

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LAUNCH BIG CAMPAIGN TO MAKE AMERICANS HARMONICA PLAYERS

(Concluded from page 43)

Mr. Sonnen, and, by the way, he is a wonderful musician. I am sure that he put the harmonica on an entirely different footing in the State of Kansas, having played to nearly a million persons at the State Fair at Topeka. Then, again, we had him broadcast from the Kansas City "Star" station. The telephone was constantly ringing and many called up, showering compliments on the beauty of his playing.

"I hope that when we are ready to put over the harmonica contest in Kansas City we will be able to procure Mr. Sonnen, because I am sure that he can do much to make the outcome an absolute success."

While the West is "humming with harmonicas" in all sections, the East is by no means dormant. As a result of the citywide harmonica contest in New York, a "harmonica band" was organized from among the entrants. While there was no scarcity of entrants for this band, it was necessary to limit the number of players to about twenty. While the young musicians could produce a sufficient volume of sound under normal conditions, it was found that under the adverse conditions often encountered in outdoor concerts, especially in high winds, greater volume was desirable than could be produced by a small aggregation of harmonica players alone.

Mr. Haussler solved the problem by equipping some of the players with harmonicas, others with Hohner cornets, others with Hohner saxes, and some with other instruments. This juvenile aggregation was carefully coached by Borrah Minevitch, and on Saturday, Sept. 8, gave a concert in Central Park, New York, under the auspices of the Park Recreation Commission. This was the first public appearance of this unique musical aggregation, and the reception accorded to it by a large crowd that turned out for the event was ample proof of its ability to please musically.

With the opening of the schools harmonica bands are being organized in the various institutions and many of the boys are already practicing for the citywide contests and the big national contest to follow. Those cities which have already taken part in the national contest are determined to hold their lead, while others are as determined to take it away from them.

OLD VIOLINS AND FINE BOWS FOR ARTISTS

Supplied in best qualities by FR. WUNDERLICH, BOW MAKER
(Scholar of Albert Straburger), Flusspfa. 1, Leipzig.

We Have Just Moved

WE ARE now in our new twelve story building, the largest and most up-to-date establishment in the United States, exclusively devoted to music in all its forms. Our facilities to serve you efficiently have been increased a hundredfold. Every modern means is employed to bring your orders to you with the utmost dispatch. We solicit your business, confident that we can repay it with a higher type of service than you have ever received.

When in town pay us a visit

CARL FISCHER
Cooper Square
New York
SAY JAZZ HAS BRIDGED GAP IN SEASONS

Toledo Music Dealers Find Demand for Popular Numbers Has Bolstered Seasonal Demand—New Selling Technique Developed—Merchants Prepare for Fall Teacher Trade

TOLEDO, OHIO, Oct. 1.

Sheet music dealers are enjoying a sales volume above last year. Summer months in past years were regarded as dull and entirely unproductive. Now, however, teachers stay at their tasks longer and frequently do not close the season until early July. Moreover, jazz has had much to do with changing the demand for sheet music. Now folks dance as much during the summer as at any other time. In fact, hundreds of resorts feature dancing and permit the plugging of songs during intermissions.

This has produced a new crop of singers and song salesmen who tie up with the number and offer the product on the spot while persons are still under its magic spell. It is a fact that the greatest number of songs is sold after folks have heard a selection several times. They must hear it to appreciate and enjoy it and in that manner are influenced to help ring the cash register.

Moreover, the movies are playing no mean part in assisting the sale of sheet music. The “Covered Wagon,” “Oh! Harold,” “Mighty Lil’ a Rose” and other films have furnished material which sheet music dealers have capitalized through window and newspaper publicity. One dealer displayed copies formed into a circle and upon the group focused a prism light. The windows every Thursday. Frequently they are displayed herself a recent graduate, reports.

The greatest number of songs is sold after folks have heard a selection several times. They must hear it to appreciate and enjoy it and in that manner are influenced to help ring the cash register.

Moreover, the movies are playing no mean part in assisting the sale of sheet music. The “Covered Wagon,” “Oh! Harold,” “Mighty Lil’ a Rose” and other films have furnished material which sheet music dealers have capitalized through window and newspaper publicity. One dealer displayed copies formed into a circle and upon the group focused a prism light. The effect was both charming and original and produced a magic spell.

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Selling Technique Developed—Merchants Prepare for Fall Teacher Trade

Among the hits favored are “Cut Yourself a Piece of Cake,” “Two Time Dan,” “Annabelle” and “Indian Moon.”

At Kresge’s one of the most productive sources of sales are the sheet music windows, which are changed every three or four days. Usually about 1000 copies are required to decorate the windows and make the proper impression.

Moreover, the Princess movie house is now showing a new Sam Fox song film each week. Last week “My Sweetie West Away” was the number. Kresge’s devotes a part of its principal corner window to displaying the current song, together with photographs of film scenes. Persons going to the show are made familiar with the words and the air through the song film and organ recital. In that manner not a few “mental” sales are made in the theater. Song pluggers at the store also feature the selection. It is said it takes three to four weeks to get most of the possible sales out of a number. Many selections do not begin to show their full strength until several weeks have elapsed.

Philip Blumenthal, song demonstrator for Jack Mills, is doing good work with “Hey! You Want Any Codfish?” Harry Lewis is also getting over many sales singing behind the counter.

The Irving Berlin song, “That Old Gang of Mine,” is scoring. The Shapiro-Bernstein number, “Annabelle,” is also popular. Other selections favored are “Midnight Rose,” “Out Where the Blue Begins,” “My Sweetie West Away” and “Bebe.”

Miss Doris Relyea is now in charge of the sheet music counter. She succeeded Helen Cunningham.

Brush Up for Teacher Trade

At the McCormick Music Co., teaching material is already in demand. A number of instructors will begin their term for old pupils shortly after the turn of the month. The Schirmer music图书馆 for teachers and the Century edition are worked for boys and girls.

This established house is adding to its following of teachers by keeping constantly alert a following of teachers. Miss Dorothy Myers states. Many orchestras are likewise supplied with orchestrations here. In fact, more than one leader makes his headquarters in this store, according to Peter McCormick, manager. “Maggie” and “A Whippersnapper” and “Annabelle” are songs in demand. The Ignas Fischer Music Co. is preparing for a busy fall season. Schools, colleges, academies and other institutions are ordering music for the autumn term now. Students will require much new music. L. J. Larson says it is the aim here to take care of this branch of the trade.

FEATURES SHERMAN, CLAY & CO. HIT

George Olsen Orchestra Popularizes “The West, the Nest and You,” “Two Continents"

PORTLAND, ORE., Oct. 2.—“The West, the Nest and You,” Sherman, Clay & Co.’s latest waltz number, is taking Portland by storm, and all local dealers report many sales on this tuneful waltz.

The local house of Sherman, Clay & Co. are featuring an attractive window display of “The West, the Nest and You” and are receiving the hearty cooperation of all local sheet music dealers in pushing the number. Officials report a large volume of business.

The George Olsen Orchestra of the Portland Hotel plays the number at every performance and when Olsen plays a number the Portland public follows the leader and the success of the number is an assured fact.

The Greatest Collection of Songs ever published under one roof

HugoFrey’s Triumph

GILDA GRAY’S Outstanding Feature

SOUTH SEA EYES

The Only Song of this Type On the Market

The Hit of Two Continents

March of the MANNIKINS

“Better than Havananola”

KEEP A GOIN’

The Outstanding Song Hit of the Musical Comedy Helen of Troy, N.Y.

IRVING BERLIN, Inc., 1607 Broadway, New York City
E. H. Pflock, of Boston Music Co., Wins Cup in Association’s Membership Drive

Retain Sheet Music Dealers’ Organization Had Offered Award to Traveler Bringing in Most New Members During Season—Cup Donated by S. ErnestPhilpitt

F. MIL H. PFLOCK, traveling representative of the Boston Music Co., Boston, won first prize given by the National Association of Sheet Music Dealers in the new membership contest between traveling salesmen for the season of 1922-1923. The prize is a fine silver loving cup, presented by S. Ernest Philpitt of S. Ernest Philpitt & Sons, Boston, to Mr. Pflock, and humorous to the extent of its having the names of the pupils enrolled on the cup. The new member drive for the year was taken up, attention being given to such matters as raising money, endowment, incorporation, building and administration of schools, finances of settlement departments, pupils enrolled, suggestions for curriculum, strong and definite. Each piece keeps within the grade limits assigned to it and presents none of those ‘knotty spots’ so vexatious to the teacher and so puzzling to the pupil. And each piece is designed to prepare the student’s facility already gained to a fresh advance.”

The reasons are not far to seek for the success and widespread enjoyment which have increasingly greeted the teaching pieces by this composer. His melodies are fluent and varied, nor does he disdain to give them a touch of ‘popular’ appeal; his rhythms are bright, strong and definite. Each piece keeps within the grade limits assigned to it and presents none of those “knotty spots” so vexatious to the teacher and so puzzling to the pupil. And each piece is designed to prepare the student’s facility already gained to a fresh advance.”

Excerpts from more than two dozen of Mr. Anthony’s compositions are given in the booklet. The book is of value not only to those directly interested in settlement music work, but to all who desire acquaintance with what is being done in one of the commendable fields by devoted teachers and music lovers.

NEW BOOK GIVES HISTORY OF MUSIC IN BRIEF FORM

“Progressive Series History of Music,” by Cecil Forsyth, Invaluable to High School Students

A book that is a contribution to the study of the history of music in high schools is the “Progressive Series History of Music,” written by Cecil Forsyth and published by the Art Publication Society. In less than 200 pages the author sketches broadly the development of music from the ancients to present tendencies. Nothing essential is omitted and nothing unimportant is included. The style is enjoyable, the type is large and there are numerous illustrations to explain the text. A set of questions on each chapter and a reference list of composers and theorists add to the value of the book and make it more useful for school work. For teachers who have only a limited time to give to the history of music this book meets all requirements.

In addition to chapters on the principal composers, who are taken up according to their chronological position, Mr. Forsyth has treated such interesting topics as “How music began,” “Plural melody,” “How music was first written,” “Instruments of music in Queen Elizabeth’s time,” “The violin and viola,” “The Trumpet and the Sackbut,” “The two streams—classical and romantic,” “Folk-song” and “Modern tendencies.” Seven chapters of the book are devoted to music and composers of recent times, thus bringing the history of music up to date.

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Notes from Melody Lane

Mrs. Catherine Nicklus of the C. C. Baker Co., Columbus, Ohio, has resumed her work again in the sheet music department after a year's leave of absence.

The Forbes-Meagher Music Co., Madison, Wis., has announced the opening of a new sheet music department, in charge of Philip Wagner. The store has been completely remodeled and redecorated. The record booths have been increased from six to ten.

Frank E. Kneeland, baritone, of the Boston Music Co., broadcast a program of songs by Carrie Jacobs Bond and Bertrand Brown, from Station WMAQ, La Salle Hotel, Chicago, recently. Mr. Kneeland broadcasted the same program from WEAF, New York.

"Yawning," the new Irving Berlin, Inc., novelty fox trot written by Milt Hagen and Alex Gerber, was recently tried out in vaudeville with peculiar results. The song is in reality a yarn, set to music, and a yarn is contagious, with the result that the act singing the song had most of the audience in yawns.

Dr. O. E. Van Doren, Iowa City, Iowa, bandmaster, has been summoned to New York to assist in the production of a phonographic record of his own march, "Men of Iowa." It was composed by him last spring and proved popular when played by the University of Iowa Band at commencement. This march also helped his summer band at St. Ascar, Iowa, to win the $200 prize at a band contest in Mason City.

Universal Corp. Offers Prize for March to Fit Production

Motion Picture Producers Seek Number Suited to "Hunchback of Notre Dame"—$250 Award Held Out as Incentive

A prize of $250 and an offer of ten (10) per cent of the firm's share of the royalties is the attractive offer made by the Universal Pictures Corp., New York, for a "march number" to be dedicated to the production "The Hunchback of Notre Dame." The number must contain plenty of chime and bell effects.

In order to give contestants an idea of the best type of music, it might be mentioned that the Universal production is based on Victor Hugo's world famous work of the same name—"The Hunchback of Notre Dame," and has as a background the Cathedral of Notre Dame. The central figure of the production is "Quasimodo," a deformed bell ringer of the Cathedral, who lives only for his bell. At the end of the picture—after he is stabbed fatally, he hobbits to the great dome and plays his own funeral dirge on the monstrous bells of Notre Dame.

Manuscripts must be furnished complete with words and music and should be addressed to: Music Contest Department, Universal Pictures Corporation, 160 Broadway, New York City. The contest will close on Dec. 15, 1923.

Selection of the winning number will be made by a trio of noted New York theater orchestra directors. The winner of the contest will have something unusual to look forward to on the royalties, as the number will be sold at all theaters where the production will play. In addition, he or she will achieve recognition in New York City.

IMPORTANT NOTICE!

The attention of the readers of this department is directed to the special list of new music stores, new incorporations, business changes, etc., which appear every week in the Music Trades, in the front of the paper. Turn to it now! Don't miss it, for it means business for you.—Editor's Note.

Songs That Spell Profits

Popular

In the Land of Sweet Sixteen (new)
Some Day You'll Cry Over Some Body Else (new)
When She Talks About Seeing Father (new)
If I Had You (new)
Many Years (new)
Ginny (new)
Wonderful Child
She's Got Another Daddy
Always Looking for a Little Sunshine (My Loan Dickie Home)
Beautiful Rose
Lonesome Two
Just a Little Gold Watch and Chain
Broken Hearts
Piano Dreams (Instrumental Waltz)
Step (Instrumental One-Step)
Dancequation, Instrumental Fox Trot (new)

Standards

Someone Like You (new)
Sunset, The Hills and You (new)
Mother, My Own (new)
Honey Brown Eyes (new)
Love is Love for Ever

Century Campaign Is In Full Swing

235 West 40th St., New York

Copyright 1923 by Century Music Pub. Co.
“Saw Mill River Road” Display Contest Arouses Wide Interest Throughout Country

Dealers Striving to Corner Prize Money for Best Displays Based on Popular Feist Hit—Oct. 1 to 15 Designated as “Saw Mill River Road” Weeks

“Saw Mill River Road” is another happy illustration of the old adage, “You can’t keep a good tune down.”

Originally a part of the “Glory” show, which has since closed, it kept getting bigger and bigger until Leo Feist, Inc., has simply been forced to put a big campaign behind it and wouldn’t be at all surprised if it developed into one of the biggest hits.

Leo Feist, Inc., has finally secured its release from the show and is not going to spare any efforts or expense to “put it over.”

To begin with, “Saw Mill River Road” is now billed as a Class C publication instead of Class D, as heretofore.

The first fifteen days of October—Oct. 1 to 15—have been set aside as “Saw Mill River Road” days, when practically every known method for “plugging” a song will be utilized to make “Saw Mill River Road” one of the outstanding hits.

In addition to all this a $500 window display contest is being conducted by Leo Feist, Inc. There are no strings tied to the offer other than that the display must be of “Saw Mill River Road” or of display material furnished by Feist. The idea is to secure the best possible examples of sheet music displays. The first prize is $100, second prize $50, two third prizes of $25 each and twenty fourth prizes of $15 each.

CHRIS. SCHONBERG, SONG WRITER, COMBINES MUSIC WITH SPORTS

Composer of “Love Is Just a Flower” Returns to Los Angeles After Successful Fishing Expedition

LOS ANGELES, Oct. 2.—Chris. Schonberg, noted Los Angeles leader and composer, is so musically inclined that when he goes out fishing on his estate in Ashland, Wis., he comes back with a string of bass on his fishing staff—a rather noteworthy catch.

Schonberg is returning to his native haunts in Los Angeles this week and is going to buckle down again to his musical activities. He is writer of the beautiful West Coast melody hit, “Love Is Just a Flower,” which has just been released on Victor records and which has been published by Jack Mills, Inc., of New York.

Schonberg has his orchestras at the Vernon Country Club and at the Cinderella Roof, two of the city’s most exclusive resorts.

End of Document
THE MUSIC TRADES

Third Edition of Berlin's Music Box Revue Proves Scintillating Broadway Production

THE third edition of Irving Berlin's "Music Box Revue" opened recently in New York. Hassard Short, assisted by Clark Robinson, has staged a beautiful production, and the performance itself is full of good music and gaiety.

There is an imposing array of talent, including Frank Tinney, Sally Ward, Florence Moore, Hugh Cameron and Robert C. Benchley. Tinney is very amusing in his role of the comic; Benchley scored a hit in his funny "Traveler's Report." The personal hit of the show is being scored by Miss Grace Moore, the prima donna, who is good looking, has an attractive personality, and whose voice fits her songs perfectly. Of course John Steel, as first tenor, had his share of popular appeal.

One of the features of the show is a funny grand opera burlesque, in which "Yes, We Have No Bananas" is sung in a medley of familiar arias by Florence and Grace Moore, Tinney, Steel, Santlay and Lora Sonton.

Last and not least there was Mme. Dora Streva, who sang a number of Russian songs with the skill and discrimination of the real artist. In the cast are also the youthful Bros sisters and Phil Baker, the popular musical monologist.


DISCUS PRICE MARKING AT NEW YORK CONFERENCE

Sheet Music Publishers, Meeting with Federal Trade Commission, Pledge Full Support

The practice of price marking sheet music in excess of the normal retail selling price was discussed at a conference of publishers with the Federal Trade Commission in New York Tuesday of this week. Those present pledged their support to any custom which the Federal Trade Commission, after due deliberation, believes to be proper. It is not expected that a decision will be made in the immediate future.

This conference was called at the request of the Music Publishers' Association of the United States, and Commissioner Van Fleet presided. Representatives of practically the entire membership of the publishers were present as well as others interested in publishing music.

The method of procedure at the conference was in keeping with the "trade practice submittal," which is a friendly informal method devised by the Federal Trade Commission, whereby, in case there is a dispute within a trade concerning the desirability or undesirability of any particular trade practice or custom, the matter can be discussed by representatives of the trade before the commission, which will use its good offices to assist the trade in arriving at a decision. In case a decision is reached by a representative number of the reputable firms in the trade, and is in accordance with the ideas of the Federal Trade Commission, the commission then issues a ruling on the subject, which has the same force as any other ruling of the commission.

THE THREE SNAPPY, PEPPY TUNES

"You Darling You"
"My Old Tomato Can"
"Sittin' in a Corner"
"Positively Another "All by Myself"
"Nobody Else Can Love Me Like"

IRVING BERLIN, INC., 1607 BROADWAY, NEW YORK CITY

The European Sensation Direct from Vienna

"JUST ONE MORE KISS"

This haunting melody direct from Vienna is destined to become a sensation in America. It is the favorite dance hit in all the Night Clubs of the European Capitals and will completely captivate this country.

Published as Song and Fox Trot

SAM FOX PUBLISHING CO.

Cleveland, Ohio
New York, N. Y.
ARE ROLLS OUTSELLING SHEET MUSIC?

F. Joseph Volz of Otto Grau Piano Co., Cincinnati, Ohio, asserts ratio is 100 to 1 in favor of Rolls Growth of Player and National Exploitation Speeding Roll Sales

A roll sales running ahead of sheet music sales is a Fox Trot that gives promise of becoming one of the hundred to one, so far as his experience goes.

From thence on, national advertising plays a large part in bringing forcibly to the attention of the player piano user the pleasure to be derived by an ever-growing and well selected roll library.

The increased production of player-pianos alone would not account entirely for the increased roll demand. There is standardization of roll advertising campaigns through the leading publications and the sensational development and growth of the player piano have probably been the principal reasons behind the rapid increase in the demand for music rolls.

The increased production of player-pianos alone would not account entirely for the increased roll demand. A pianist, when sold, usually accounts for an initial collection of rolls, more or less extensive, and whether the purchaser does or does not enter the ranks of permanent roll customers depends largely on how far that particular person is "sold" on the entertainment value of the player piano.

From thence on, national advertising plays a large part in bringing forcibly to the attention of the player piano user the pleasure to be derived by an ever-growing and well selected roll library.

Comparing Roll and Sheet Music Sales

In comparing roll sales with the sales of sheet music, it must be remembered that there are thousands of persons who are unable to play the piano manually, who express themselves musically through the medium of the player piano. The ratio of players to non-players, of course, varies in different communities and in different sections of the country and it would be difficult to strike even a fair average. It is undoubtedly a fact, however, that the proportion of the non-players is far greater than the demand for player-pianos by non-players has by no means reached its zenith and as this demand increases, roll sales are bound to enjoy a corresponding increase.

On the other hand, it is undoubtedly true that the average sheet music customer is more regular and frequent in his purchases than the roll buyer. This condition, however, is being overcome through the extensive advertising being done by the roll manufacturers.

MELROSE'S "SOBBIN' BLUES" SOBS WAY INTO BIG HIT CLASS

Chicago Publisher Reports New Jazz Number Is Very Popular in West—"Tin Roof Blues" to Be Featured

Chicago, Oct. 2.—"Sobbin' Blues," a new jazz number put out by Melrose Bros. Music Co. of this city, has sold immediately on the way toward the "best seller" class with a rush. It was introduced recently by several of the orchestras and caught on at once. It will be released on the Victor records and roll and we have had many advance orders for the sheet music, which will be released the coming week.

Another feature number which is proving a success is to be given strong exploitation by the makers of the Bennett records. It is "Tin Roof Blues," and the Bennett recording of the number has proved such a good seller that a "Tin Roof Blues" week has been arranged. This will take place during October and during the period every Bennett dealer in the country will feature the song in window displays and advertising. The instrumental record of the song was made by the famous New Orleans Rhythm Kings and the vocal record by Edna Hicks, who is scoring a big success as an interpreter of jazz songs. Melrose Bros. have issued attractive window strips and other advertising material to help out the week, and it is being arranged to have "Tin Roof Blues" featured in the display windows of the Glen Bros.-Roberts Piano Co., Salt Lake City, and in the various cities and towns during the period.

"It is undoubtedly true that the average sheet music customer is more regular and frequent in his purchases than the roll buyer. This condition, however, is being overcome through the extensive advertising being done by the roll manufacturers."

"Fuzzy Wuzzy Bird," "Maxie Jones" and "Dreams of India" were recently featured in the display windows of the Glen Bros.-Roberts Piano Co., Salt Lake City.

"SOFI WTTT WTTT WTTT" A HOT ONE STEP

By TED BAXTER

"ARE YOU LONELY" CORKING FOX TROT

By Lou Herscher and Joe Burke

FORSTER MUSIC PUBLISHER, Inc.
235 South Warash Avenue
Chicago - Illinois

"Songs That Sell"

(Down Among the Sleepy Hills of)
TEN-TEN-TENNESSEE

INDIANA MOON

THAT OLD GANG OF MINE

WHEN YOU WALKED OUT SOME-ONE ELSE WALKED RIGHT IN

LOVE (My Heart Is Calling You)

YOU TELL HER I STUTTER

YOU KNOW YOU BELONG TO SOMEONE ELSE

DEAREST

NOBODY ELSE CAN LOVE ME LIKE MY OLD TOMATO CAN

SITTIN' IN A CORNER

IF I CAN'T GET THE SWEETIE I WANT

YOU

SALT YOUR SUGAR

THREE THOUSAND YEARS AGO

SHUFFLE ALONG

BIT BY BIT YOU'RE BREAKING MY HEART

SOME DAY

I WISH I HAD SOMEONE TO CRY OVER ME

Special Edition
Universal Dance Folio No. 4

IRVING BERLIN, INC.
1607 Broadway
New York
THE CABLE COMPANY
Makers of Conover, Cable, Kingsbury and Wellington Pianos; Carola, Solo Carola, Euphona, Solo Euphona and Euphona Reproducing Inner-Players.

CHICAGO

THE MUSIC TRADES
501 Fifth Avenue, New York

THE CABLE COMPANY

FOR what goes on in the music industries, THE MUSIC TRADES is an invaluable guide. Not only does it schedule a list of the important events in the trade every week, but it also publishes an account of the new music stores, new bands, and other items that especially interest the manufacturers of and dealers in musical instruments.

The best way to keep in touch with what’s going on in the trade to read THE MUSIC TRADES

501 Fifth Avenue, New York

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Mathushek & Sons
MATHUSHEK PIANO MFG. CO., 1324 Street and Alexander Ave., New York

BRINKERHOFF
PIANOS and PLAYER-PIANOS
Brinkerhoff Piano Co., Republic Bldg., Chicago


Compiled by John C. Freund

Editor “The Music Trades” and of “Musical America”

Published by The Music Trades Co., 501 Fifth Avenue, New York

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SCHAFER BRO.
STAND FOR PIANOS AND PLAYER-PIANOS
Huntingdon, Indiana

KINDLER & COLLINS

WESER BROS.
FOUNDED 1879
PIANOS and PLAYERS
OFFICE AND FACTORY: NOS. 528-530 WEST 43rd STREET, NEW YORK

JAMES & HOLMSTROM PIANO CO., Inc.
ARTISTIC PIANOS

WEISS PIANOS

WING & SON
WING PIANO
Factory and Office, Ninth Ave., Thirteenth and Hudson Sts., New York

O. W. WUERTZ PIANOS

BAUER PIANOS
MANUFACTURERS HEADQUARTERS
No. 305 South Wabash Ave., Chicago, Ill.

F. CONNOR MANUFACTURER
PIANOFORTES

LEINS PIANOS
One Grade, One Price
Manufactured by E. LEINS PIANO CO., Office and Factory
304 WEST 42nd ST., NEW YORK

Kurtzmann Grand & Player Pianos

For Beauty of Case Architecture and Accuracy of Sound Draftsmanship are Absolutely Inexhaustible

MEHIN PIANOS

For those to whom Quality is of Supreme Importance
Established 1842. 315 N. Howard St., Baltimore, Md.

STERLING GRAND, UPRIGHT & PLAYER PIANOS

JEWETT PIANO CO.
BOSTON

CABLE & SONS

LEHR
High Grade PIANOS
H. LEHR & CO., Easton, Pa.

THE OLD RELIABLE
ESTABLISHED 1852

SCHMIDT-DAUBER CO.

G. W. C. LEINS PIANOS
Our Players are MADE RIGHT and SOLD RIGHT

THE MUSIC TRADES will prove the best tonic for your business. Rates on application.

THE MUSIC TRADES CO., 501 Fifth Avenue, N. Y. City

A. B. CAMERON PIANO CO.
UPRIGHT-PLAYER-REPRODUCING PIANOS
For best 60 days a special offer on Style B Piano

Oct 6, 1923
From Coast to Coast

The Celco Reproducing Medium in the A. B. Chase continues to be the first choice of those community leaders whose selection depends upon a careful consideration of intrinsic worth. There is no finer piano than the A. B. Chase. Equipped with the Celco Reproducing Medium it is the last word among musical instruments. From coast to coast the dealers featuring this distinctive combination are reaping rich rewards and are enjoying the benefits of fully protected, exclusive territory. Write for catalogs, prices and open territory.

The Celco Reproducing Medium

A. B. CHASE PIANO CO.
Established 1875

Division United Piano Corporation
Executive Offices

Norwalk, Ohio