

even violin sales, or even sales of harmonicas and jewsharps! The dealers are beginning to consider these things. They show a better understanding today than ever before. Their advertising in the local newspapers proves this fact. And, after all is said and done, the trade paper must have in mind, not altogether the songs of angels and the quality of celestial harps, but the methods by which the instruments of mundane music may be made, and the means by which business of the practical men of the earth, here and now, may be enabled to secure a good living and then to save up some of the substance and emoluments of hard work and honest ambition.

Therefore, you hard-working piano merchants and salesmen, put your concert-giving energies into the kind of entertainment by which sales may be stimulated. Let the singing professors run the community services, and the millionaires stand sureties for grand opera. It will all help. But give your personal attention to the reproducing recitals, and the snug little concerts, by which the piano in the sale of which lies your source of profit, may be introduced and made a favorite with your musical friends and fellow citizens.

**OUR DAILIES**

The power of the daily newspaper has grown so great as to be properly called irresistible. Fortunately, modern newspapers are conducted on a much higher plane than characterized the Fourth Estate a half-century ago. The Wilbur F. Storeys, Brick Pomeroyes and Ambrose Bierces, no longer dominate the printed page, either locally or generally. The journals of innuendo and scandal, as such have disappeared. The Saturday smut sheets are no longer hawked about, to catch the matinee and theater crowds. The sensation mongers of the second class cities have subsided, and decent men no longer buy the hebdomadals in fear and trembling, lest some covert threat may have been executed—in bold face type.

Today every city, large and small, may claim representative, high class journals, in which the news is cleanly put, and where music, and the other things of the higher spheres of intelligence, find recognition. Of course there are also the middle-ground newspapers, in which the spice of sensation is given opportunity to scatter and sting—sometimes to stink.

It often proves, too, that this kind of newspapers boast the largest circulation—and with veracity. They print more copies, at least, though how quickly put out of sight, in many homes, is never told or estimated. The decent newspaper does more than print the most copies, it has more than one reader in every family, and so it may really be better, even more largely circulated, than the paper that prints the greater number of copies.

This trade paper sees a great many newspapers every day—and reads a few of them. It reads, always, the New York Times, the Cincinnati Tribune, the Boston Transcript, the Philadelphia North American and the Chicago Post. To all of those fine dailies, and

others also, Presto extends congratulations. Such newspapers are indispensable.

And, as a business publication, this trade paper especially congratulates the Chicago Evening Post upon its issue of December 30, in which was presented the best and most enlivening review of the past year, and most encouraging forecast of the year just begun, that has come to notice. It was a great enterprise and more to be desired than the biggest "scoop" within recollection.

Mr. Rodman Wanamaker, the new head of the great stores in New York and Philadelphia which were founded by his father, is described as one who "early evinced an interest in art." He is, of course, a lover of good music and the piano department of his stores is one of his particular favorites. Fine instruments are secure in the Wanamaker stores.

\* \* \*

Speaking broadly, the opinions expressed by this paper on the subject of giving music rolls with playerpianos seem to have met with approval of the manufacturers. A sample roll is essential, of course. A supply of rolls is too much. Music rolls are made to sell.

\* \* \*

A widely known, high grade motor car is advertised by the headline, "No Rolls-Royce has ever worn out." It recalls the advertising slogan of the late Calvin Whitney who used to employ big type with which to say that the A. B. Chase piano "improved with use."

\* \* \*

It is good to know that the Shoninger piano is to be continued. The name is a power, and there are many dealers who have sold the New Haven instruments with so much satisfaction that they have considered its dropping out as a distinct loss.

\* \* \*

A great many in the trade will be sorry to learn that Mr. Lem Kline has about decided to leave the piano business. He is considering a large proposition to embark in the automobile line as state representative of a fine car.

\* \* \*

There are great possibilities in the McPhail pianos. And, while it is a loss to the industry to have Mr. Geo. F. Blake pull out, the new owners are to be congratulated upon the acquisition of the dignified old Boston industry.

\* \* \*

This year is a great one for Boston as a piano making center. The Chickering Centenary and the new Vose factory are two very significant facts in Boston's crown of piano glory.

\* \* \*

The demand for good electric pianos—the automatic and small theater kind—is large at this time. It seems to be a great year for the coin-operated instruments.

**A. M. McPHAIL PIANO CO.,  
SOLD TO LAURENCE BARRY**

**New Owner of Boston's Old Manufacturing Concern  
Is a Retail Man of Prominence.**

The A. M. McPhail Piano Co., Boston, was sold last week to Laurence Barry, who has been prominently associated with the retail trade of the city as an active member of the sales department of M. Steiner & Sons Co. Mr. Barry has had similar experiences in other parts of the country. Associated with Mr. Barry in the future activities of the A. M. McPhail Co., will be John J. Clark, assistant treasurer of the company, and Charles J. Blinn, its factory superintendent.

For the past thirty-one years Mr. Clark has served the A. M. McPhail Piano Co. in various capacities, rising finally to the position of treasurer. Mr. Blinn will continue as factory superintendent, a position he has held for the past twenty-six years.

The A. M. McPhail Co., was established in 1837 and incorporated in 1896. The factory is at Washington and Waltham streets and the executive offices at 120 Boylston street, where it will be continued. For a good many years the old industry has been plodding along with little show of the enthusiasm and enterprise which is absolutely essential in this day of push and competition.

There are many in the industry and trade who will regret the going from their immediate association of the man who has stuck to the McPhail for many years. George F. Blake and Frank E. Owen conducted the business for many years, as partners. The

latter gentleman retired a few years back and Mr. Blake has been in control ever since. He is one of the men it is good to know—a good friend and as "square" as they make "em". The hope of Mr. Blake's friends is that he quits because he wants to, and that his fortune is in keeping with his sterling merits, and as secure as the old McPhail industry itself has been under his administration.

**RIGHTS OF SELLERS AND BUYERS.**

Recent court decisions as to the rights of buyers and sellers are that a seller may sell or refuse to sell as he sees fit, and that a buyer may purchase or not as he chooses. In a recent case, it was decided that a wholesaler has a legal right to refuse to buy from a manufacturer because of the fact that the latter sells to collective buying houses or chain stores or other classes of trade not approved by the individual wholesaler. But while there is this individual right no two or more firms or corporations are legally permitted to co-operate in so acting or to combine in any way which has the effect of restraining the free flow of merchandise.

**W. O. BAKER'S NEW JOB.**

W. O. Baker, the retiring manager of the Taylor music Co., Moberly, Mo., has done his work so well that he has won and been given a fine reward. Mr. Baker's new position is proof of his business ability. He is to be the private secretary and personal representative of John N. Taylor in all of his business interests and dealings. This is a man-size job and the man who fills it will have to be continually at the helm. Undoubtedly Mr. Baker is capable of filling the post.

**C. KURTZMANN INSTRUMENTS  
FOR EASTERN COLLEGE**

**Schroeder & Co., Pittsburgh, Pa., Fills Fine Order  
from the Grove City College.**

The Schroeder Piano Co., Pittsburgh, Pa., recently received an order for twenty-one Kurtzmann instruments from the Grove City College, Grove City, Pa. The Schroeder Piano Co., is the active representative in Pittsburgh for C. Kurtzmann & Co., Buffalo, N. Y., manufacturer of the instruments included in the fine order.

The music department of Grove City College has been prominent among teaching institutions in the East for a good many years. The department is under the management of Dr. Henry Poehlmann who is an enthusiastic admirer of the C. Kurtzmann pianos, which have been in use in the college for many years.

The order placed by Dr. Weir C. Ketler, president of the college and Dr. Poehlmann includes the following C. Kurtzmann instruments: A concert grand for the chapel, two large grands, one playerpiano and seventeen uprights for use by the music students.

**THEATER PIANOS POPULAR.**

The theater pianos manufactured by the Operators Piano Company, Chicago, are coming to be more and more in demand, an order for three of them having been received in a letter a few days ago. The automatic pianos of all kinds are on the increase in popularity, and the force is kept busy turning out the instruments for this demand, says Manager Stadler.