

## OPENING OF STATION WDT PROVED A BIG EVENT

Broadcasting From Premier Grand Piano Co. Plant, in New York, Was Heard by Hundreds of Thousands.

Broadcasting Radio Station WDT at Premier Grand Piano Corporation, 510-532 West 23rd street, New York, opened auspiciously Friday evening, June 8th, at 11 o'clock. There was a representative gathering of over one hundred well-known people, from the musical and dramatic world, as also a generous representation from the newspaper and radio publication fields.

Miss Vaughn DeLeath, "The Original Radio Voice," managing director of Broadcasting Station WDT, made a very interesting and felicitous opening address, welcoming the guests present and stressing the appropriateness of the linking of Station WDT with the Premier Grand Piano Corporation. Later on she participated in the program in her artistic manner.

Miss DeLeath's remarks were indicative of the high character of programs which will be rendered regularly at this station, and emphasized, too, the diversity of talent which could be listened into from this station. The initial program consisted of the following interesting selections, rendered by the well-known artists mentioned:

Lew Thomas's Royal Orchestra, under direction of Harry Baum; Miss Vivienne Segal, prima donna Adrienne Co., from George M. Cohen Theatre; Nick Lange, tenor, in popular songs; Miss Susanne Sokvis, concert pianiste; Mr. Ted Barron, American composer; Miss Maren Berdine, prima donna of Greenwich Village Follies; Miss Olive Wright, concert soprano; Harry Hanbury & Conrad, composers in popular songs; Lyric Four, Ladies' Quartette from Adrienne Co., now appearing at the George M. Cohen Theatre; Bide Dudley, in Smart Sayings; Vaughn DeLeath, the Original Radio Girl, in original songs; James D. Kemperof, the Greenwich Village Theater Company.

It is estimated that literally hundreds of thousands of radio enthusiasts heard this opening concert, the country over, and Station WDT now takes its place among the leading broadcasting stations in the United States.

The many letters and telephone messages received at WDT immediately following the opening concert, demonstrated that the program was most appealing and popular. The New York daily press made detailed references to the opening and highly approved of the up-to-date equipment and facilities of this new station.

Subsequent programs will be listed regularly in the New York City and other newspapers, and every reader of Presto, is cordially invited to listen in to WDT whenever "on the air."

## POPULAR PIANO MAN ENTERTAINS HIS FRIENDS

Mr. and Mrs. I. N. Rice Spread the Board of Plenty Under the Elms.

Four or five big touring cars, one bearing a California tag, snorted and "purred" into the grounds of the country home of I. N. Rice, two miles north of Des Plaines at 1:40 Friday afternoon of last week, carrying full loads of guests for an out-of-door dinner given by Mr. and Mrs. Rice. At two o'clock, thirty odd hungry ones, a little tired from the week's attendance at the biggest ever music trade convention, were gathered under the elms on the lawn.

Aside from Mr. and Mrs. I. N. Rice, Mr. and Mrs. James Rice and several neighbors and nearby friends, the following music trade persons were there: Geo. P. Bent, Col. E. S. Payson, Sam A. Moist, R. K. Maynard, A. J. Rosseau and Mrs. Rosseau, "Gus" Behning, H. H. Clement, William Graupner, Harry C. Baker, of Seattle, Wash.; Richard Bauer, B. Platt and his friend Mr. Rosenberg, of Los Angeles; Alf G. Farquharson, secretary of the Music Trades Association of Southern California, Los Angeles; Linton Floyd-Jones and Charles Carter, of W. P. Haines & Co., New York, Mrs. E. G. Pond, Frank D. Abbott, and, last, but far from the least, Miss Cora M. Stevenson, head of the C. M. Stevenson Piano Co., Hamilton, Ohio. A number of others who had planned to be present missed their trains or were otherwise delayed, much to the disappointment of the host and hostess.

The occasion was a delightful one. There was no speech-making, even of informal kind. But there was a lot of reminiscing, stories and jokes. There was everything served that the epicurean could crave, and the chef d'oeuvre was a baked pig, served on all

# BUILT-IN PIANO ARRIVES

After Many Years the Instrument Made as a Part of the Permanent Equipment, Appears in Tacoma, Washington

By H. R. Raymonde

The fact is everywhere recognized that a piano contributes in larger degree to the pleasure of the home than any other investment. Not even the automobile, whether a "flivver" or a Rolls-Royce, can lay claim to such universal demand upon the heart of the home as the instrument of music. And the effort to insure a piano to every home still goes forward. The latest is the built-in piano, which has been developed and put into use in Tacoma, Wash.

The idea is not new. There has been talk of some sort of an "inner-door" piano for several years past. Plans for a built-in piano were printed in Presto fully ten years ago. But apparently the first practical application of the idea is here described.

### Made in Tacoma.

The built-in piano which is the very latest departure in built-in conveniences, is the creation of M. M. MacDonald, of Tacoma, who has had years of experience in manufacturing and selling pianos. Patents have been applied for fully covering this feature, and a factory will be opened in Tacoma for manufacturing and installing this instrument. As the industry grows other factories will be opened throughout the country.

The built-in piano places a high-grade instrument within easy reach of every one at a figure far below that of any other piano on the market. This is possible for the reason that the piano is incased in the same material as that used in finishing the room in which it is installed. The built-in piano occupies very little floor space, which is a great advantage in this age of small homes and apartments. The tone is supposed to be improved because building the instrument into the wall overcomes all surplus vibration.

### Claims Better Tone.

In his desire to discover just how much the tone would be improved by making the piano stationary,

fours. The feasting ended at quarter-to-four and at 4:15 the cars were on their way back to Chicago, several of the guests having to catch trains the same night on their departure for distant homes.

### HARRY SIPE'S WESTERN TRIP.

Harry T. Sipe, general representative of Adam Schaaf, Inc., left this week for a trip to the Pacific Coast which will probably extend over seven or eight weeks. Mr. Sipe will travel over a northern route, going west, visiting the more important cities. From Seattle and Tacoma he will proceed to Southern California and return through Arizona, Utah, Colorado, touching the best piano territory on the route. It is needless to say that the old reliable Adam Schaaf line of pianos will have effective representation where ever Mr. Sipe goes. This will be Mr. Sipe's seventh trip to the Pacific Coast.

### E. L. HADLEY AT ADV. CONVENTION.

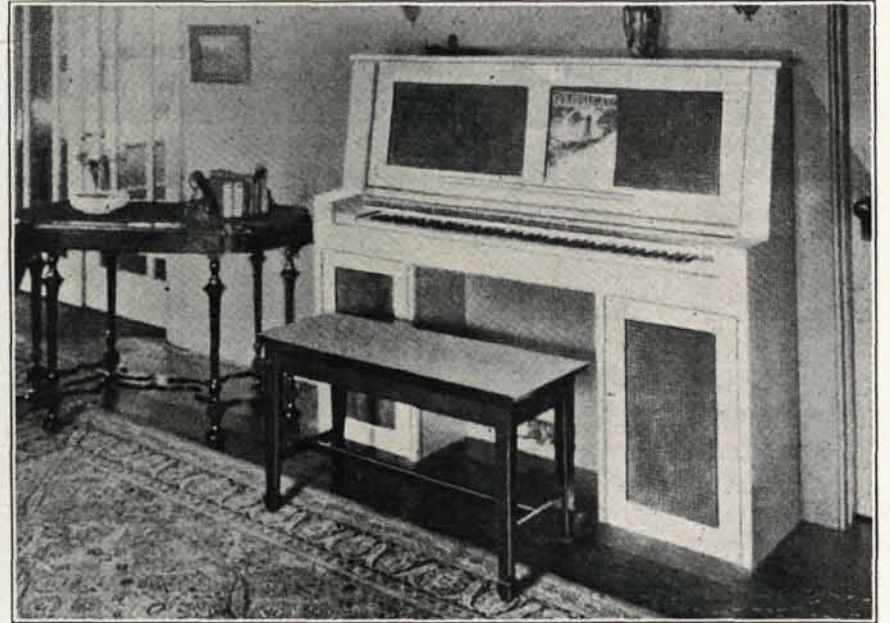
E. L. Hadley, of the advertising department of The Cable Company, attended the convention of the Associated Advertising Clubs at Atlantic City during the week that the music trades convention was being held in Chicago. That explains why Mr. Hadley was not among those present at the Drake last week.

### HIS TENTH GRANDCHILD.

Geo. P. Bent, in Chicago last week, received a telegram Friday afternoon, informing him of the arrival of his tenth grandson, born to his daughter, Mrs. Harris, of San Francisco. Mr. Harris is the representative of the Harris banking and bond house at the California city.

Mr. MacDonald used the action or mechanism of a piano which had been in his home for years and built it into the wall. The result was almost unbelievable. The tone was wonderfully improved, mellowed and sweetened.

The piano which Mr. MacDonald built into his own home is severely plain in design with insets of cane in the front panel and in the doors of the music



THE BUILT-IN PIANO.

cabinets on both sides of the pedals. The case is painted a soft, light gray to correspond with the woodwork and the cane insets are backed by bright colored silk which adds a charming touch.

Other and more ornate designs are planned by Mr. MacDonald for those who prefer them and at present he is experimenting with alder wood which takes a beautiful finish closely resembling mahogany. Alderwood will be used for the "trim" of a bungalow to be built in the very near future. The piano which will be built into the house will also be finished in alder and the whole given a mahogany finish.

The field for distribution is unlimited and it is safe to say the built-in piano will revolutionize the piano industry for it places a high-grade instrument within reach of practically every home.

## MELOSTRELLE SELLS WELL AT CONVENTION

Popular Steger-Made Instrument Scores Big Success and Dealers' Are Enthusiastic in Its Praise.

Among the really outstanding features of the convention, the new Melostrelle playerpiano was a center of great interest. From early morning until late at night, the Steger suite at the Drake was thronged with dealers who came to see, hear and play the celebrated Melostrelle, which has been a real sensation.

General appreciation of the Melostrelle's fine qualities was very gratifying to those in charge of the

The dealers were especially interested in the drum-tight Steger E-Z Axion. They expressed satisfaction at the ease with which the Melostrelle could be played and its remarkably responsive pedal touch.

The popular opinion might be summed up in the enthusiastic commendation of one dealer who remarked: "The Melostrelle's a knockout! That Steger E-Z Axion's a wonder—even the name 'Melostrelle' has selling force."

It is said that orders booked at the convention for Melostrelle players total more than 37 carloads. The representatives of Steger & Sons also obtained an impressive volume of orders for Melostrelle small grand pianos.

Nine distinctive styles of grand pianos of the Premier Grand Piano Corporation were shown at the recent exhibit in the Drake Hotel, Chicago.