

WILEY B. ALLEN CO. FEATURES THE LUDWIG

With Able Sales Methods Progressive San Francisco House Interests Public and Increases Ludwig Sales.

Admirable use of Ludwig piano history is being made by the Wiley B. Allen Co., San Francisco, in advertising the fine line of grands, uprights and playerpianos of Ludwig & Co., New York. The instruments are featured in every manner available and notable window displays and attractive newspaper advertising potent for increasing the interest in the name of Ludwig, are producing results.

The Wiley B. Allen Co. points with pride to the distinctive character and high order of attainment in the Ludwig instruments and details of the merits of the pianos, players and reproducing pianos draw musical people inquiringly to the handsome ware-rooms at Kearney and Sutter streets. The Unit Valve Player Action, with which the Ludwig player-piano is equipped, described in the advertising, particularly interests a large class of buyers. This device, assuring simplicity with perfect playing, is one of the convincing facts that quickly closes player sales.

In giving a list of the honors gained by the Ludwig piano in expositions in London and Paris as well as at home, the Wiley B. Allen Co. wisely points to the fact that over fourteen thousand Ludwig instruments are to be found in homes on the Pacific Coast.

MICHIGAN DEALER OFFERS PRIZES FOR NEW FIRM TITLE

C. C. Christensen Opens Store in Niles and Public to Suitably Name It.

C. C. Christensen has opened a new music store in the Miller Hotel Building, Niles, Mich., and asks the public to suggest a good business title for it. Mr. Christensen offers seventy-five dollars divided into three prizes for the three best names. The offer has been widely printed in newspapers in that section and according to Mr. Christensen interest in providing him with a suitable firm title is wide and keen.

The first prize is \$50 credit on any piano in stock; the second prize is \$15 credit on phonograph or sewing machine, and the third prize \$10 credit on any Conn band instrument.

The new store carries Baldwin pianos, players and grands, Conn band instruments, phonographs, sheet music, player rolls, records and everything in music.

MEANING OF CHRISTMAS PIANO CLUB EXPLAINED

Opportunities for Saving in Piano Price Made Clear by John Church Company.

"What the Christmas Club Means" is explained in the newspapers by the John Church Chain O' Piano Stores at La Salle, Ill. The club in the store at 857 First street is limited to fifty members and active methods to make the requisite number were

put in force from the start. What the club provides in the way of opportunity is stated:

"Usual down payments not needed! Prices based on sale of fifty instruments! Saving of \$100 to \$300! Beautiful floor lamp free! Fine music cabinet free! Library of music rolls free! Call and get details of this co-operative plan.

"The old way of buying a piano was 'Every one for himself'—no big saving—and no complete outfit such as our new plan offers you free!

"Investigate, at least, before you buy! The mammoth purchasing power of our great chain o' piano stores enables us to offer standard, nationally advertised instruments at prices far below those asked by most dealers. We believe, without a doubt, the values offered cannot be duplicated anywhere in the United States. Trade in your old piano or phonograph."

BALDWIN REPRODUCING PIANO AT INDIANA FAIR

Fine Instrument of Cincinnati Industry a Foremost Attraction at Big Annual Event.

For the past twenty-five years The Baldwin Piano Company, Cincinnati, has exhibited in the Indiana State Fair, and the exhibit has always been artistic and effective in showing the progressive character of



THE BALDWIN EXHIBIT.

the company. This year, the most successful year of all, the Baldwin exhibit was devoted to a complete demonstration of the Baldwin Reproducing Piano which attracted much favorable attention and secured many live prospects.

WILLIAM STAIGER, JR., DIES.

William Staiger, Jr., son of the head of the Staiger Piano Co., of Atlantic City, N. J., aged 37, was found dead recently in a bathroom of his home. He was a member of one of Atlantic City's wealthiest families. The body was found by his brother, Allen Staiger, in the suite which he occupied in the Arnold Apartments, Kentucky and Pacific avenues.

REMODELING SALE A SUCCESS.

The Whitney-Blaine-Wildermuth Co., Toledo, O., is conducting a remodeling sale of pianos, which is pronounced a great success. The store is undergoing extensive improvements and rearrangements of the departments. The company handles the M. Schulz, Boardman & Gray, Heller, Pease, Laffargue and Welte-Mignon (Licensee).

SOME PIANO DEALERS' IDEA OF CO-OPERATION

Manufacturer Who Is Always Desirous of Aiding the Selling Efforts of His Representatives, Tells of a Disappointment.

Co-operation of manufacturer and dealer is a most desirable course and mutually advantageous. Many dealers are glad to avail themselves of the opportunity to respond to the implied duty and really co-operate in an effective way.

But it is to be regretted that to some dealers co-operation is "something else again"; anything but a concurrent effort on their part. A hopeful and trusting piano manufacturer considers the distribution of his line as a joint operation of himself and the dealer. It is so in theory and when it is made so in fact by the appreciative dealers, the reliant manufacturer rejoices.

Most dealers expect the offer of co-operation and look for the manufacturer's contribution to the joint effort. They want new catalogs and cuts and printed matter by the bushel. They extend the privilege to the manufacturer of contributing prizes for the local fairs, bazaars and other events of the polite hold-up order. The sum may be comparatively small in each case, but the amount at the end of the year bites a big hole out of the profits.

"Co-operation is disappointing when you do all the operating and the inactive Mister Co does nothing," said a manufacturer this week noting his secretary's report about a number of dealers who were asked by him to co-operate by imparting a little information which the manufacturer desired for catalog compiling purposes. The facts desired were easily obtainable by the dealers and could be procured with little outlay of time and with no expense.

He sent personally signed letters to 381 dealers asking them to furnish him the names of schools, colleges, churches and other public institutions to which they may have sold any of his pianos within a year or so. The pianos have been well favored by the schools and colleges and a flattering number of dealers replied promptly, proudly stating the pleasant sales facts.

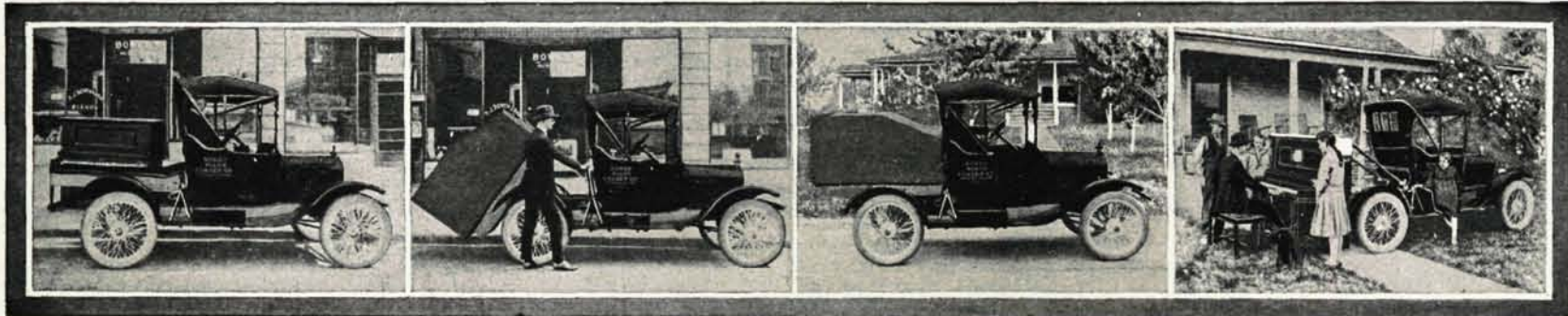
"But a distressing number co-operated in reverse English. In plain words ignored the request for information which could be given without cost or effort," said the manufacturer.

"Now this is not scolding, it is simply laying before you the lack of appreciation of factory efforts on the part of those who will benefit as much by the efforts as the factory itself. You know that the listing of public institutions as users of instruments is worth something to the dealer who handles the goods in that community, especially if that institution is shown with a nice halftone in our printed matter.

"But many dealers failed to reply to our letters: were too lazy or indifferent to frame some kind of reply and put it into the stamped envelope accompanying each inquiry."

TO OPEN IN HAMILTON, OHIO.

Fred Wagner, music dealer, has leased the store in the Hossfeld Building adjoining Hotel Hamilton, Hamilton, O., and he will remodel it and make it into one of the finest music store rooms in Butler county. Mr. Wagner hopes to be able to move in the first of December.



INDISPENSABLE TO PIANO DEALERS AND SALESMEN

We are now making shipments of our latest model, which is **Foolproof** and indestructible.

Price reduced to **\$95.00** including extra good moving cover.

Shipped to responsible dealers on approval.

Try one. If you don't like it send it back.

BOWEN PIANO LOADER CO.,

Winston-Salem, N. C.