

## FRANK M. HOOD STARTS ON JOURNEY THROUGH SOUTH

Schiller Piano Co. Traveler Will Introduce His Line to Enterprising Merchants in Promising Territory.

Frank M. Hood, vice-president of the Schiller Piano Co., Oregon, Ill., took leave of the Chicago office, 209 S. State street, late this week for an extensive tour of the southern states, where the complete Schiller line will be introduced to the merchants in that territory. The plans made by Mr. Hood call for a six weeks' trip, including all the southern states except the south Atlantic group. The trade centers of the states will be visited and conditions noted, said Mr. Hood last week, the first stop after departure being Nashville, Tenn., and the last St. Louis, Mo.

The time chosen for the business trip is considered appropriate by Mr. Hood in view of the fact that many dealers are considering new connections at early period preparatory to the spring and summer trade. The Schiller instruments have attained a high standard in the mind of the musical public, being consistent sellers where the better class of pianos are in demand. Dealers of long standing with the Schiller Piano Company have expressed their satisfaction of the company's products and policies.

## NEWS ABOUT THE MEN WHO RETAIL THE PIANOS

Brief Items of Trade News Gathered Here and There in Music Field.

A carload of Schumann pianos was received last week by the Bush & Gerts Piano Co., Dallas, Tex.

The A. Hospe Co. furnished the Mason & Hamlin piano for Renee Chemet, violinist, who appeared at a recent concert of the Omaha Symphony Orchestra.

Mrs. F. Stoner, formerly of the Brandeis Store, Omaha, has succeeded Ed Pfeiffer as assistant manager.

The Padelford Music Co., Oklahoma City, Okla., has been incorporated with an authorized capital of

\$50,000. The officers are A. S., I. B. and L. M. Padelford, all of Oklahoma City.

D. L. Whittle, of the Whittle Music Co., Dallas, Tex., on retiring as president of the Retail Merchants' Association recently, was elected a director.

A lively interest in small grand pianos is reported by the Oakford Music Co., Omaha, Neb.

The store of Rouffer & Co., 537 Cambridge street, Cambridge, Mass., was damaged by fire recently.

A service department of a comprehensive kind has been established by Atwood's Music Shop, 69 Monroe avenue, Memphis, Tenn.

Two Baldwin-made pianos have recently been installed in the new Grand Theater, Keokuk, Ia., one being placed in the orchestra pit and the other on the stage.

H. S. Lee, southwestern representative of the Lester Piano Co., Philadelphia, was a visitor to Dallas, Tex., recently.

An informal dinner was given recently for all employees of the Flanner-Hafsoos Music House, Inc., Milwaukee.

### THE COST OF FORGERY.

Watch your checks, is advice of Bankers' Association, which says a pecuniary loss of fully \$100,000,000 yearly is laid to forgery, including the passing of worthless and bogus checks. Because of this needless monetary sacrifice, the American Bankers' Association is back of a campaign to induce greater care on the part of the drawers of checks, and, similarly, to persuade the rightful owners of canceled checks either to destroy these checks or to keep them under lock and key.

### BALDWIN IN CONCERT.

The Baldwin grand was played by Nadia Boulanger, the great French pianist, in four concerts in Boston recently. The artist appeared at Miss May's School, February 18; Women's City Club, February 21; Steinert Hall, February 22, and Harvard University, February 24.

### A PORTLAND EVENT.

The Wiley B. Allen Co., Portland, Ore., last week featured the Mason & Hamlin Ampico in special advertising and demonstrations of the instrument in the Ampico Room, recently remodeled and decorated by Miss Baggs, the company's decorator.

## BEST TEST OF THE KRAKAUER PIANOS

Wide Appreciation of Instruments of Krakauer Bros., New York, Shown by Use in Schools, Theaters and Clubs.

The success of Krakauer Bros. pianos has been attained by a consistent adherence to high ideals, musical, artistic and mechanical adopted as a policy when the company was established in 1869. The trade was made aware then of the purpose of the house and every new dealer added to the list of Krakauer Bros. representatives since that time is impressed with the ambitious methods which govern piano production in the busy factory at Cypress avenue, East 136th and 137th streets, New York City.

No more enlightening booklet showing the widespread appreciation of a piano was ever issued by a manufacturer than "The Krakauer Best Test," the little book which is used to such good advantage by the representatives of Krakauer. The "Krakauer Best Test" contains long lists of colleges, convents, schools, theaters, concert halls, libraries, reading rooms, churches, missions, lodge halls and clubs from every state in the Union in which one or more Krakauer pianos are giving satisfaction. The list includes the name of close to eighty public schools in the city of New York.

The booklet confirms the claims of the Krakauer dealers when talking to a prospective buyer and no more forceful argument can be used by a dealer. It is the printed acknowledgment of the Krakauer Bros. claims for the tone qualities and reliability generally of the fine line of pianos, uprights, grands, players and reproducing instruments.

Another booklet of Krakauer Bros. which tells the story of Krakauer dependability and artistic character is "Those Who Know, and What They Say," which contains a number of voluntary and convincing testimonials from professionals and others.

## MUSICAL INSTRUMENTS AT LEIPZIG FAIR

Talking Machines Also Included in Exhibits in Great Annual German Event of Next Month.

The next Leipzig Fair will take place this spring from March 1 to March 7. The entire system of the Leipzig Fair comprises two distinct groups of exhibitions, namely the general trades fair and the technical fair. The general trades fair is housed in more than 80 large exhibition buildings which are located within the limits of the older section of Leipzig and in which musical instruments and talking machines are numbered among the various branches of the trades exhibit.

Of great interest is the new underground exhibition hall which has just been completed and which is located on the Market Place in the inner city. It covers an exhibiting area of 20,000 square feet. The technical fair will also show a number of new buildings, so that the total available exhibition space will now amount to more than 3.3 million square feet.

American business men who contemplate visiting the spring fair will be interested to know that the steamer "Deutschland," of the Hamburg American Line, leaving New York for Hamburg on February 17, will be provided with a direct connection for the Leipzig Fair. Should a sufficient number of passengers sail on that vessel, arrangements for a special train from Cuxhaven via Hamburg to Leipzig will be made, or special cars will be attached to the first available express train to Leipzig in case the number of passengers should not justify the placing of a special train at their disposal.

This year's autumn fair will take place from August 30 to September 9.

### MUSICAL INSTRUMENTS BURNED.

The J. W. Jenkins Sons Co. and the Brunswick Co. were heavy losers among music dealers in the fire which recently destroyed the American Royal Building, which housed the Automobile Show. The total loss is estimated in millions. Brunswick Radiolas to the amount of \$3,000 were burned. A Weber Duo-Art piano, Victrolas and high-priced radio sets were among the losses of the J. W. Jenkins Sons Co.

### MUSIC GOODS AT SHOW.

Retail music houses in Canton, O., will have exhibits at the annual Food Show and Household Appliance Exposition, which will be held early in March at the city auditorium. The Alford & Fryar Piano Co., George C. Wille Co. and the D. W. Lerch Co. will be among the exhibitors.

# FOR SALE

# THREE GRAND PIANO SCALES

## Baby --- Parlor --- Concert

These scales are not new and untried, but have been developed from the theoretical to the acceptable practical stage, at a cost of approximately \$50,000.

Any manufacturer buying one scale, or all three, is insured against any costly experimental or development work.

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