

## CO-OPERATING WITH CONTINENTAL PIANO CO.

New Advertising Service of Continental Piano Co., Boston, Appreciated by Lively Firms in the Trade.

That the recently inaugurated Continental Continuous Co-operative Advertising Service of the Continental Piano Co., Boston, has hit the right spot in dealer co-operation is shown by the large number of dealers who are using the suggestions and illustrations furnished as a part of the service.

The copy suggestions furnished have met with a great deal of popularity with the Continental dealers, as these are written from the retail viewpoint, based on the effective retail advertising of Continental dealers and the Henry F. Miller Store of Boston, a subsidiary organization, and can be readily adapted to the needs of the dealers.

"After the Turkey" is the title of a folder mailed this week to all Continental dealers as a part of the advertising service. The title page illustrates both suggestions brought out by the title, the suggestion of relaxation after the Thanksgiving meal, and the suggestion of "going after the turkey of business profits."

The folder contains an appropriate Thanksgiving advertisement for the dealer's use, a reproduction of an effective advertisement by C. J. Heppe & Son, which has handled the Henry F. Miller line since 1877, and two attractive advertisements of the Henry F. Miller store of Boston which have proved effective by actual test.

The folder was prepared by R. D. Elliott, advertising manager for the Continental Piano Company, and the Henry F. Miller Store of Boston. One paragraph is particularly worthy of quotation: "You'll find constant, well thought out advertising a valuable help in keeping after the turkey. Spasmodic advertising brings spasmodic results. Permanent results—building up your prestige and continually increasing your sales—come from keeping everlastingly at it."

## THE BRITISH PIANO IN WESTERN AUSTRALIA

Dealer There Complains to London Paper of Lack of Enterprise of English Manufacturers.

The British, German and American piano manufacturers are alive to the potentialities of the Australian market and one would suppose that with British preference clauses in the tariffs, the British instruments would have the best of it in the competition. But here is what a correspondent in Western Australia writes to the Music Trades Review of London:

"There is one solid fact that I would suggest you bring under your readers' notice and very forcibly too—that the British piano with the majority of traders here is a very small side-line instead of at least being on a level with the German instrument. Practically half the music shops here have not an English piano of any description in stock, nor are they likely to have unless some sort of selling campaign is entered upon by the British traders anxious for our trade. I have received at various times cata-

logues, etc., from English manufacturers, and being in search of something British ordered samples which in most cases were very satisfactory, but why not suggest that the Traders' Association, or whoever likes, sends a live salesman to Australia, for I have but little doubt that there is business, and bigger business, to be done in the Eastern states than in the West, although I feel sure that satisfactory contracts could be made here."

### SALT LAKE CITY VETERAN DIES.

Fergus Coalter, an employe of the Beesley Piano Co., Salt Lake City, Utah, who died recently at the age of seventy-one, was associated with the music business of the Utah city for over forty-five years. He came from Scotland in 1880 as a Mormon convert and some time later established the Coalter & Careless Music House with George Careless, a leader in the Mormon Tabernacle choir. The company was subsequently absorbed by another music house.

### LEASES IN NORWOOD, O.

W. H. Ackman & Sons, Norwood, O., have leased one of the new stores in the Center building, across from the city hall, where the company has opened an up-to-date piano and music store and will handle everything in the music line. The music department will be managed by Escue D. Ackman.

### DETROIT TRADE GOOD.

Manager Rodewa, of the piano department of the People's Outfitting Company, Detroit, Mich., was in Chicago on Wednesday of this week and made some calls on the trade. He said that business in Detroit was good.

## KNABE FOR MARY PICKFORD



One of the best known and most popular screen actresses, Mary Pickford, and her selection of a Knabe Grand Ampico is naturally a source of much pride and satisfaction to the Fitzgerald Music Company, which has placed an Ampico in half the houses in Hollywood.

The illustration shows the handsome Mary Pick-

ford window arranged on the occasion of her selection of the grand, which attracted more than usual attention. Pictures of the artist, a number of her favorite poses and characters, together with the exact duplicate of the grand selected by her, set a new standard in window display even for the Fitzgerald Music Co. noted for originality of idea and completeness in carrying them out.

## GOLDSMITH PIANO CO. HAS NEW STYLE 80

This Chicago Piano Manufacturing Company Has Some Great Field Men at Work for It.

"We are now putting out one new style, which is known as our Style 80," said A. Goldsmith, president of the Goldsmith Piano Company, 1223 Miller street, Chicago, on Tuesday of this week to a representative of Presto. "It is a very attractive style and is taking well wherever seen."

Mr. Goldsmith is highly pleased with the work that Charles Phelan is doing for the house as Southern traveler; particularly with the many orders Mr. Phelan is sending in from Texas. Mr. Phelan has been traveling for Mr. Goldsmith for about five years, and in all that time he has not written one "bum" order. He knows the dealers in his territory, and he will not close a contract with a doubtful customer, and when he communicates any information about trade conditions or men, it is found to be reliable. Reliability and a pleasing personality are two of the outstanding reasons for his success, Mr. Goldsmith believes.

Mr. Goldsmith's Pacific Coast representatives are Merrill & Merrill, of Oakland, Calif. This concern has not represented the Goldsmith Piano Company as long as has Mr. Phelan, but they are giving an excellent account of their work on the west coast. Just recently, Mr. Goldsmith says, Merrill & Merrill have been turning in many orders.

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Builders of Incomparable  
PIANOS, PLAYERS & REPRODUCING PIANOS

## THE BALDWIN CO-OPERATIVE PLAN

will increase your sales and solve your financing problems.

Write to the nearest office for prices.

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INDIANAPOLIS ST. LOUIS DENVER  
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## STRICH & ZEIDLER, Inc.

GRAND, UPRIGHT and PLAYER  
AND

## HOMER PIANOS

740-742 East 136th Street  
NEW YORK

## WILLIAMS PIANOS

The policy of the Williams House is and always has been to depend upon excellence of product instead of alluring price. Such a policy does not attract bargain hunters. It does, however, win the hearty approval and support of a very desirable and substantial patronage.

**WILLIAMS** Makers of Williams Pianos, Epworth Pianos and Organs **CHICAGO**