

POOLE PIANO CO.'S TRADE SATISFACTORY

All Instruments in the Fine Line of the Boston Company Equally Favored in Enthusiastic Dealers' Orders.

Grands, uprights, players and reproducing pianos shared equal favor in the holiday orders to the Poole Piano Co., Boston. All parts of the country are equally expressive of activity in Poole pianos, and Ava W. Poole, president and general manager of the company, said this week that the interest of dealers in the upright models was a pleasant sign of a return to normal in the piano field. "The constant effort in the factory is to make Poole uprights as well as grands, players and reproducing pianos more and more desirable and to add to Poole character for tunefulness and durability," added Mr. Poole.

The two broadcasting studios of Station WNAC, the Shepard Stores, Boston, have selected Poole grands, made by the Poole Piano Co., Boston, and radio fans have been commenting on the piano's pleasing tone. The pianos play a most important part in practically all musical programs.

STARTING YEAR 1926 IN NEW SHOWROOMS

Music Firms in any Places Acquire Desirable Locations for Presenting the Goods in Year to Come.

The J. W. Jenkins Sons' Music Co., Kansas City, Mo., has purchased the Rosser Casabeer Building on Main street, Tulsa, Okla., to be used as a new home for the Tulsa branch of the company. Besides the Tulsa branch the company has branches in Oklahoma City, Muskogee and Bartlesville in Oklahoma.

The Westlaco Music Store, Westlaco, Tex., has been moved to new quarters, where larger space for showing the pianos is available. The owners are Carl W. Moeller and Ray Hartness. The former manages the piano department and the latter the phonograph and radio sections.

Amendola Brothers, 164 Wooster street, New Haven, Conn., is now located in its new four-story building, directly across the street from the old quarters. Amendola Brothers carry pianos, Columbia phonographs, Columbia records and musical merchandise.

Frederick Hedrick, music merchant of Wyandotte, Mich., has moved his business into new quarters at 20 North Biddle avenue.

The Ansonia Furniture Co., Ansonia, Conn., opened its new building recently. The music section is located in the front of the store.

The Humes Music Co., which opened an attractive store at 214 Pine street, Albany, Ga., recently, carries a fine line of pianos, phonographs, sheet music, string and reed instruments. J. E. Humes is president of the company, which also has a store in Columbus, Ga., where C. S. Waddell is manager. H. E. Gorham, Mrs. F. W. Brannon and Miss Marie Rogers are assistants in the sales department.

The Ross & Heyer Company, Fort Worth, Tex., piano dealers, recently secured space in the new Perkins-Snyder building, Wichita Falls, Tex., and opened a new and beautiful store at 607 Ninth street. The Ross & Heyer Company handles Steinway pianos, the Duo-Art reproducing pianos and other high grade lines.

W. H. Ackman & Sons, Norwood, O., has 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 is managed by Escue D. Ackman.

The Knights of Pythias Building at 31-37 East Long street, Columbus, will be occupied by Heaton's Music Store for business in the new year. Removal into its new home on January 1 will mark the third move made by Heaton's Music Store since the business was established at 231 North High street, from which it later moved to the present location at 168 North High street. Otto B. and C. Wert Heaton have been engaged in the music business in Columbus for twenty-five years.

The Blanchard Music Shop, Kalamazoo, Mich., is now located in its new home in South Burdick street. A. E. Blanchard is proprietor. The new shop is an attractive one in every particular.

The Jason Piano Co., Spokane, Wash., is now in a store 22 by 140 feet at 916-920 Riverside avenue.

The Hospe Co., Omaha, Neb., will occupy the ground floor, second floor and basement of the newly acquired Electric Building at Fifteenth and Farnum streets next February. The new location will have

two entrances and two show windows, one on Farnum, and another on Fifteenth. The lease of the present store at 1513-1515 does not expire until November 1, 1927.

The Hamilton Music Store, Greencastle, Ind., was formally opened recently in the new Alamo Building, Greencastle, Ind. A feature of the new store is a completely equipped radio room, especially designed to accommodate those interested and to offer facilities for demonstration of the various radio lines handled by the store. The main floor of the store is given over to displays of Baldwin pianos and Brunswick phonographs and records. A large show window encloses the front, while the back of the room is devoted to a phonograph booth and an office.

BOWEN LOADER IS BOON TO DEALER AND SALESMAN

Overcomes Poor Roads and Effects Four Times the Work on Good Ones.

The new "23" Model Bowen Loader, made by the Bowen Piano Loader Co., Winston-Salem, N. C., is particularly worthy of the attention of the piano dealer. It is foolproof and indestructible and the price is an alluring feature of the commodity. The quoted figure includes an extra good moving cover. The company agrees to help on approval to the hesitating dealer who may test out its claims to usefulness, and return it if he doesn't like it.

This is an era of good road-making, but the work of the road maker is far from finished. In rough roads the Bowen Loader makes the transportation easier and safer; on the good, hard roads the dealer and salesman can do a maximum of work with the aid of the Bowen device. Everyday and in all varieties of weather the Bowen Loader gets the salesman down to business from the beginning to the end of the day. The Bowen Loader provides safe, easy, quick and economical loading and unloading and is a marvel of simplicity, compactness, lightness and durability.

With the Bowen Loader the work of two men is performed by one. By aid of a simple device the piano is loaded or unloaded in a few minutes. By the aid of the Bowen Loader the salesman performs his own loading and unloading without drudgery.

COUNTRY DEALER'S PLEA TO PIANO CUSTOMERS

He Does Not Depend on Friendship and Spirit of Neighborliness to Gain Trade But on Value of Goods.

To the live music dealer in the country town the competitive problem is one that engages his attention all the time. It is a plain matter of self-preservation for the small town dealer to keep impressing on his prospective customers among his neighbors that his store is as modern as the big places an easy ride away. And this is what the successful country storekeeper does. His publicity is of the kind that appeals to the loyalty of his neighbors to their home town. By inducing them in one way and another to visit his store he overcomes the effect that impressive stores in the big city may have upon them.

In this day of easy travel, when the automobile, the railroad and the interurban electric roads provide quick and ready means for the customer of the music dealer in the country town to look at the goods in the stores in larger places, the problem of keeping the home trade is a perplexing one. Where a great city is within easy distance the competitive factor is a more acute one for the dealer in the town considered a suburb. The competitive problem means not only constant thought on the part of the dealer, but never-ceasing activity as well.

His constant job is to prove to his neighbors that he has the ability as well as the desire to sell as cheaply as the big city house. So when it comes to the purchase of a piano, for instance, his sensible neighbor is easily convinced that he can buy as cheaply at home as in the big city. That is really the vital thought to be created and perpetuated in the minds of his prospective customers among the home folk. Unfortunately not every small town dealer attempts the creation of that thought in the people at home. Only occasionally does the local man continuously try to make the desirable impression.

New transportation conditions have affected the business of the local store as it has that of the great mail order houses. It is proved that the latter have been the worst sufferers from the quicker and more convenient methods of travel available to the average person in the small town. Observant and progressive music merchants in many so-called small towns have found redemption from slow business in

EFFECTIVE USE OF BRINKERHOFF PUBLICITY

Dealers Representing the Line of the Brinkerhoff Piano Co. Rewarded in Sales by Co-operation with Manufacturers.

Dealers handling the line of pianos, players and reproducing pianos of the Brinkerhoff Piano Co., Chicago, have made excellent use of the advertising aids provided by the company for the holiday campaign.

The Brinkerhoff Piano Company recently released a series of cuts to dealers for use in local newspapers. The free service has been of material aid to many merchants in the fact that it gave them something to work on in starting their fall publicity. These ads, run at intervals in local papers, have stimulated the trade and strengthened the business of the users.

The Brinkerhoff Piano Co. is getting excellent results from the co-operation of its dealers in utilizing the publicity furnished, according to the report made at the headquarters of the company, 209 South State street, this week. It indicates the strong appeal the wide line of Brinkerhoff instruments has made throughout the trade. This is attested by the fact that the volume of orders and re-orders received is increasing daily and orders are generally accompanied with a report of the fine trade conditions existing in the various localities and the ever-increasing popularity of the Brinkerhoff line.

The grand and reproducer styles have been consistent sellers with dealers, but a good percentage of the business has gone to player and upright models. Although it is conceded to be a great year for grands, the Brinkerhoff players and uprights have made an excellent showing in the trade.

their greater accessibility, due to the handy flivver and the more pretentious car. It was a matter of advertising locally in a new and more effective way.

They had to combat this fact: That the average dweller in a small town finds a day in the city more or less of an adventure. It is a glad change from the everyday routine. For the women especially the bigger city stores with their greater variety have an appeal that cannot be disregarded. So the policy of the home town dealer is to deliberately plan to meet the natural appeal of the stores in the larger places.

A most important thing towards achieving success in the local store is the element of good will. That is induced by the feeling of confidence. The wise music merchant in the small place is a mixer in musical affairs. He makes it his business to know the people who love music; to belong to organizations of a social kind where music is a part of the occasional functions, and to take an active part in the promotion of musical events. All the better if the local music merchant is a musician, because he can better demonstrate the instruments. He can doctor a sick fiddle or banjo or knows where it can be skillfully brought back to its original tunefulness.

It is possible for the local dealer to create the air of old customer familiarity in the store that the bigger city store cannot give the customer from the small town. It is surprising how important is that factor of the business. The people know the dealer and all who work in the store and the personal equation is an influential factor.

And their friend the dealer doesn't conceal the fact that he can cut prices lower than the big city store without cutting his own just proportion of profit. He reminds his small town customer that the bigger store in the bigger town must have proportionately larger expenses. There are obvious advantages the store in the small town can have and they are easily made understood by the local prospect. It can have a piano line for instance that fulfills every requirement as to degrees of quality and price. It is up to the dealer to overcome the allurements of the bigger places. It is a hard job, but it is being done. Among the biggest distributors of pianos, fine ones among them, are dealers in places you could hardly dignify with the classification of village.

REMICK SONG SELLS.

"Sweet Georgia Brown" is a hit of Jerome H. Remick & Co., New York, which is enjoying a big sale in every city and town in the country, and the sales are said to increase in equal ratio with the spread of the Charleston craze. The tempo suits that dance which young people want to learn even if permission to try out the steps is not accorded in every public dance hall.

OUTFITS SCHOOL BAND.

The Samuels-Bittel Music Co., Owensboro, Ky., recently supplied the outfit of band instruments for the high school band sponsored by the Rotary Club. The organization is composed of senior and junior high pupils, with Prof. Donald Hinchman as director.