

10 Cents a Copy

CHICAGO, SATURDAY, MARCH 17, 1928

\$2 The Year

SIGNS OF SPRING  
IN NEW YORK CITY

Stores Suggest Assurances of Dealers That a Lively Piano Business of a Seasonable Character Is at Hand and Factories Give Other Evidences.

## AROUND THE FACTORIES

Cheerful Anticipations Are Heard from the Men Who Make the Piano and Statements Are Supported by Shipping Room Figures.

By HENRY MAC MULLAN.

As the month of March advances towards the official date of spring's opening, the retail piano business gives a more seasonable representation of what spring business should be. That character is denoted in the redecorating of warerooms and special allurements in show windows of music stores. Any time is a good time to show the artistic Period models, but for two weeks past the tasteful designs seem to be more in evidence in the piano house displays.

Of course the most convincing evidences of the spring awakening are given by the piano factories, where the shipping rooms present the most undoubted signs. The make-up of the shipments express the fact that the small grand continues to hold favor with the buyers.

## Gordon Campbell on Production.

"My idea of distribution," said Gordon Campbell of the Brambach Piano Company, New York, to the Presto-Times correspondent, "is 350,000 pianos a year as the total for all the factories and stores and the division would be 200,000 new instruments and 150,000 used ones."

"Do you think there were more than 175,000 pianos manufactured in this country in 1927?" he was asked.

"I do not," replied Mr. Campbell. "Now, in regard to the propriety of dealers, my observations show that only one piano dealer can prosper in a town of 10,000 inhabitants; two can do very well in a town of 25,000. Of course, there are generally others who sell a few violins, accordions and what not, but I have in mind piano dealers. The retail business here in the East has been through some tight places during the winter, but it seems now that the tide has turned toward better trade."

Mr. Campbell believes the larger concerns in the piano manufacturing business, as in every other line, are the fittest for survival and expansion, and cited in proof the keen rivalry in the automobile business that is showing the larger firms farther and farther into the foreground.

Mr. Campbell's father, Mark P. Campbell, was in California when the reporter called, but Gordon Campbell had nothing to say of the results of his father's activities there or of the general significance of the chief's trip. After this brief interview, Gordon Campbell hurried out of the office to catch a Pennsylvania train for Philadelphia.

## American Piano Supply Co. Moves.

A sign on the door of the former headquarters of the American Piano Supply Company, 110-112 East 13th street, New York, informs the caller that the company has just moved to the sixth floor of the Hammacher, Schlemmer & Co. building, at 102 East 13th street.

## Wanamaker Was Piano Man, Too.

The death of Rodman Wanamaker, aged 65 years, head of the Wanamaker stores, New York and Philadelphia, which occurred at Atlantic City, at 1:30 a. m. on March 9, removes a man whose stores handled a great many pianos in the last ten or twenty years.

## Kreisler Is Also a Pianist.

Fritz Kreisler's compositions made up the entire program of the Ampico hour Thursday evening at New York. Kreisler has composed many selections, and though he is generally known as a violinist his piano playing has also received favorable note. His own composition, "Caprice Viennois," was played dur-

ing the hour as played by the reproducing piano. Several of the Kreisler compositions that had been transcribed by Rachmaninoff appeared on the program.

## Getting Tuning-pin Business.

"Of course you know the piano business has not been as large in the last year as formerly," said O. Hessmer, of the American Musical Supply Company, 441-447 Communipaw avenue, Jersey City, N. J., to the Presto-Times correspondent. "However, we are getting our share of the tuning-pin business, and piano manufacturing is on the upward trend once more."

## Tuttle Fights Loan Sharks.

United States Attorney Charles H. Tuttle, who is credited with being the most fearless fighter of law-breakers in the east, and who spoke recently to the assembled piano dealers of New York City at the Hotel Breslin, is now hot on the trail of loan sharks who have counted among their victims some of the music teachers and piano workers. He said: "I am anxious to educate exploited people to their rights, and I want to give them all the encouragement I can to come to me with their troubles under the promise that their names will not become public."

## Scarcity of Machinists.

"It is very hard for me to find machinists who can do our work," said J. Erlandson, proprietor of the J. Erlandson machine shops at 331 West Broadway, New York, on Wednesday. "You see," I make tools for all sorts of piano factories, and the work is very particular, many of the designs being on very special orders to have the devices made just so. Now, these orders come often accompanied by hurry-up production commands, so that I need a very fine machinist or two to help me get ready in time, and where in all New York can I find them?" Mr. Erlandson is not pessimistic about piano trade conditions, but he says it can stand a lot of new prosperity.

## Air-Mail Is Bottle-Necked.

Bottle-necking congestion in large cities is one of the world's greatest drawbacks today. Take delivery of air mail, for instance! Your correspondent's letters are mailed in the air-mail chutes here on Wednesday; they reach Chicago on Thursday morning at 5 o'clock. They reach the Presto-Times office one block from the main postoffice of Chicago on the next day; more than 24 hours in traveling from the Chicago air field to the Presto-Times, although they flew the thousand miles round trip in a few hours. Of what use is air mail with the alighting field miles away from the postoffice, and all kinds of congestion in that short distance?

"We found the same difficulty since father went away on his present trip," said Ed. G. Tonk, of Wil-

(Continued on page 13)

## ATLANTA TUNERS' EXHIBIT.

The Atlanta, Ga., division of the National Association of Piano Tuners played an active part from Wednesday to Saturday of this week at the 1928 convention of the Georgia State Federation of Music Clubs when it met in Rome, Ga. The division had a complete display of piano working models, with a member present at all times to explain to those interested the function and working of different parts of the piano. The exhibit in the municipal auditorium consisted of charts, diagrams, and working models of the upright action piano, the grand action piano and the playerpiano action, and a great deal of interest was roused in the piano and its care.

## COUNT DU BARRY A VISITOR.

Count George Hay du Barry, head of the Royal Court of Music, formerly the Du Barry Piano Co., Seattle, Wash., visited Chicago this week as a stop-off on his wide tour of exploitation for his "Tone-Wave-Dome," a patented contrivance for enhancing the tonal qualities of pianos, and his "Music Cap," or ear tone guard, which selects the vibrations and gives more tonal elegance to orchestra and other music.

## A KRAKAUER DIVIDEND.

A meeting of the board of directors of Krakauer Bros., piano makers, Cypress avenue, 136th and 137th streets, New York, was held on February 7, at which time the regular quarterly dividend was declared, payable March 15, 1928.

GREAT PIANISTS  
PLAY STEINWAY

When Horowitz, with the Chicago Symphony Orchestra, Fills Music Lovers with Amazement, He Justifies Estimate of His Art Made by Ernest Urchs.

Two great piano events in Chicago on Friday and Saturday of last week and on Sunday of this week were essentially occasions in which the Steinway piano participated in the triumphs of the artists. They were the appearance of Vladimir Horowitz with the Chicago Symphony Orchestra March 9 and 10, and that of Paderewski on March 11 at the Auditorium, where the number of those who heard him is to be measured by the total capacity of the Auditorium, plus its orchestra pit, plus 350 more on the stage. But there were so many more that he will play in the same house again on the afternoon of Saturday, March 31.

Chicago is familiar with the great Polish pianist; it was Horowitz who provided the amazing surprise. As an artist he has well justified the estimates made

by Ernest Urchs of the artists department of Steinway & Sons, when he met Mr. Horowitz in Europe last summer. Edward Moore, the Chicago Tribune music critic said: "Vladimir Horowitz is all that they have been saying about him, and a considerable bit more, besides. He is the most exciting person who has sat in front of a piano keyboard this generation."


In his report of the concert Herman Devries of the Chicago American said: "Nobody, I am sure, in this busy town has ever heard of Vladimir Horowitz until yesterday. The name was merely a name, even when the press department of Orchestra Hall gave details of Horowitz' birth and education, his achievements and success abroad. But you may be sure that every one interested in music is talking about him today."

"Beside the remarkable, prodigious, beautiful pianism of Horowitz, all the established, standard piano celebrities had better look to their laurels, for he sets their stars into the dim background. He is a flame, a poet, a technician. He is a human machine plus a brain and a temperament."

The appearance of the two great artists was a natural incentive to Lyon & Healy to associate the Steinway piano with the remarkable displays of piano artistry. As usual, the active Steinway representatives in Chicago made the musical event at the Auditorium and Orchestra Hall the basis for very effective Steinway piano publicity.

## ADOLPH SPICKER DIES.

Friends of Adolph Spicker, aged 60, of Cincinnati, Ohio, last week were shocked to hear of his death, which occurred at his home on Friday. He was proprietor of a violin store and repair shop in Cincinnati and numbered among his clients Ysaye, Kreisler and MacMillen. He received his musical education in Germany.



Paderewski

March 11  
Paderewski, Galli-Curci,  
Maier and Pattison  
March 9 and 10  
Vladimir Horowitz  
Steinway, of Course!

*Wouldn't you  
rather have  
a  
Steinway*

We arrange terms  
that make one so easy  
to own or to rent

**Lyon & Healy**

WABASH AVE. AT JACKSON BOUL.  
4616 SHERIDAN RD.  
870 EAST 63D ST.

REDUCED REPRODUCTION OF A LYON & HEALY NEWSPAPER AD.