

ISSUED THE FIRST AND
FIFTEENTH IN EACH
MONTH

PRESTO-TIMES

The American Music Trade Journal

PRESTO PUBLISHING CO.
Publishers
417 So. Dearborn St. Chicago, Ill.

FRANK D. ABBOTT - - - - - Editor
(C. A. DANIELL—1904-1927.)

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Subscription, \$1.25 a year; 10 months, \$1.00; 6 months,
75c; foreign, \$3.00. Payable in advance. No extra charge
in United States possessions, Cuba and Mexico. Rates
for advertising on application.

Items of news and other matter are solicited and if of
general interest to the music trade will be paid for at
space rates. Usually piano merchants or salesmen in the
smaller cities are the best occasional correspondents, and
their assistance is invited.

Payment is not accepted for matter printed in the edi-
torial or news columns of Presto-Times.

Where half-tones are made the actual cost of produc-
tion will be charged if of commercial character or other
than strictly news interest.

When electrotypes are sent for publication it is re-
quested that their subjects and senders be carefully indi-
cated.

Forms close at noon on Thursday preceding date of
publication. Latest news matter and telegraphic com-
munications should be in not later than 11 o'clock on
that day. Advertising copy should be in hand before

Tuesday, 5 p. m., before publication day to insure pre-
ferred position. Full page display copy should be in hand
by Tuesday noon preceding publication day. Want ad-
vertisements for current week, to insure classification,
should be in by Wednesday noon.

Address all communications for the editorial or business
departments to PRESTO PUBLISHING CO., 417 South
Dearborn Street, Chicago, Ill.

The last form of Presto-Times goes to press at 11 a. m.
Thursday preceding publication day. Any news trans-
piring after that hour cannot be expected in the current
issue. Nothing received at the office that is not strictly
news of importance can have attention after 9 a. m. of
Thursday. If they concern the interests of manufactur-
ers or dealers such items will appear the issue following.

CHICAGO, AUGUST 1, 1929

PRESTO'S CAMPAIGN BORE FRUIT

Away back in The Presto of August 2, 1894, as an item in this
issue, department of "35 Years Ago" shows, this publication was
fighting for neighborly conduct in the piano trade. In those days
many of the piano merchants regarded every rival as an enemy in
trade. Later, others in increasing numbers, saw the sense in The
Presto's campaign for friendly co-operation and gave substantial
assistance from time to time, until today the interests of one are
considered the interests and advantages of all.

RETAIL ASSOCIATION'S STUNT

A heroic stunt of the National Association of Music Merchants
this year is not one measured by dollars and miles and horsepower,
but the hero is to be the man who gets the most new members for
the association. A difficult stunt? Yes, but an exciting one. A man
need not be a master of epicycles and eccentrics in astronomy to win,
but he must be a good salesman. Here is a chance to reveal a hero
in an old foggy. A chance to practice that practical freedom that has
the form of an obligation. The winner is to receive a loving cup at
the convention in New York next June.

HIGH STANDARDS OF LIVING

Men begin to know their strength when, instead of great num-
bers doing the same things, one takes charge of one thing and one
another. America grew great because it followed the doctrine of
prerogatives and natural selection; everything goes backward if too
much standardized. There are many countries dying of dry rot for
want of such initiative as motivates the every-day work of the average
American. What the European dubs as "Yankee notions" have proved
to be very practical ideas indeed. Every nation has its hobbies.
Germany believes that what is worth doing is worth doing well.
France has a hobby for thrift. England likes to manage many prov-
inces. The American likes to raise the standards of good living to

better living for everybody, and in both senses he leads the world.
More good autos, more good pianos, more of the luxuries of life are
owned and enjoyed in this country than in any other land. The ex-
ample has been set; let other nations follow.

LIVELIER REACTION IN TRADE

Piano trade is coming back so steadily that it is showing itself
capable of indefinite development. The degree to which this legacy
has been passed on is astonishing. The very cheap piano constitutes
no part of the special claim; it is the better classes of pianos that are
walking in new paths of dawning hopes and untried possibilities.
The new condition has come about without prescribing any of the
antidotes for a depleted state of the piano trade.

MENTALITY AND FORTUNE

Men's minds are parcel of their fortunes. Mankind is ever
emerging from the gloom of ignorance and barbarism. The next
generation is bound to look upon the present one as slow, stupid,
and in the habit of duplicating work and not doing its own thinking,
independent of precedent. Perhaps, in this generation we have
doubled the quantity of our observation and yet not developed enough
skill to write a real selling advertisement. The man who would
crown his designs with the most prosperous success must give place
to thoughts and considerations of this kind.

WHERE EAR OUTCLASSES EYE

In sound the ear predominates over the eye, because it is more
immediately affected, and because the language of music blends more
immediately with, and forms a more natural accompaniment to, the
variable and infinite associations of ideas conveyed by words. Music
satisfies the keen sense of the beautiful and subtle. By listening to
a well-played fine piano, we seem to find a perfect paradise whose
fields are of young roses and whose air is music. Piano music seems
to be fitted to any rank or contingency in life.

MUSIC TRADES SOLD AT AUCTION.

The Music Trades and Musical America were two
of the six magazines sold at auction on July 19 be-
fore John L. Lyttle, referee in bankruptcy, 299 Broad-
way, New York, on July 19. Music Trades was in
a list that brought \$45,200. The purchaser was John
F. Majeski, 240 West street, who had worked in the
business office of Music Trades for some years in
association with Milton Weil. Deems Taylor, the
composer, had been editor of Music America, and
Arthur Kaye had been managing editor of The Music
Trades. When Mr. Weil sold out a few months ago
he is said to have accepted about \$200,000 in pre-
ferred stock in the company as his price, and that
when he left for Paris, where he is now living, he
had only some \$5,000 with him. With conditions as
they are across the ocean, it is not likely that Mr.
Weil has had much chance to add greatly to that
sum.

GORDON LAUGHEAD'S ACTIVITIES.

Gordon Laughead, general sales manager of the
Wurlitzer Grand Piano Company, returned to Chi-
cago early last week from a three-weeks' trip to the
Pacific Coast, with a summer coat of tan. He starts
east after a few days at home, his trip to embrace
Montreal, two or three other Canadian points and
then Boston, New York and Philadelphia. In Buffalo
he expects to confer with the authorities of the house
there and he will return by way of Cincinnati, where

he will see the other section of the house of Wur-
litzer. At the Piano Club luncheon in Chicago Mr.
Laughead told of his thrills in an airplane trip from
Los Angeles to San Francisco, flying it in 3½ hours
—350 miles by plane, while it is some 450 miles by
rail. Baggage of 25 pounds is allowed each passen-
ger.

REAL ESTATE MAKES MONEY.

A fortune has just been made by the sale of a
long lease by a prominent concern in the music in-
dustries of Indiana—practically a quarter of a mil-
lion dollars, plus a good bonus to move. The prop-
erty to be vacated by the music men is central in
one of the big cities of Indiana, and it was required
by real estate men as the site of a modern structure.
How many years would it take to make a profit of
such magnitude in making and selling pianos? When
it comes to making money in gigantic sums, trust to
real estate to make the turn.

STEIN'S JULY BEATS RECORD.

Charles Frederick Stein, piano manufacturer, 3047
Carroll avenue, Chicago, has had the biggest July
trade this year of any July since he began manufac-
turing. His pianos are becoming more widely known
every month. He says trade in good instru-
ments is going to be pretty fair this coming fall. Mr.
Madden, of Stein's, is now at his summer home in
the north woods.

A BEAUTIFUL CHICKERING

Ampico Hall, Chicago, in announcing a Chickering
which it is offering to the local trade, says: "It will
be a long time before there comes another piano so
charming as this new model Chickering. Before com-
mencing its design we studied hundreds of American
homes, conferred with distinguished architects and
interior decorators throughout the land. The lines
of this baby grand are typical of the best present-day
American furniture. Come and see how gracefully
this new model Chickering would adorn your living
room; hear its mellow tone and judge for yourself
how enjoyable would be its music."

PIANO CLASSES PRACTICAL.

Class instruction has been adopted as the most
efficient and economical way to teach all academic
subjects. It has been applied in music teaching,
however, only during recent years and has proved
to be in many ways more successful than the indi-
vidual lesson, and of course far less expensive. It is
probable, indeed, that there is no other way of realiz-
ing in practice the theory that every child has the
right to a training for self-expression in music, and
that piano instruction in particular should be brought
within the reach of all.

Morley Bros., of Saginaw, Mich., have become job-
bers for Edison radios, phonographs and records.
E. A. Bowman, Inc., of Detroit, are the jobbers there.