

TRADE PICKUPS

New Firms, Changes, Incorporations, Personal News, Removals, Piano Sales, Excerpts from Dealers' Advertisements, and Other Bits of News

The St. Louis store of Wurlitzer, 1006 Olive street, in connection with a sale it is holding, tells the public of that city that "Wurlitzer's is the world's largest music house, with stores from coast to coast."

Fisher's, 118 East Congress street, Tucson, Ariz., held a "clearance sale of pianos" last month which was successful.

Reproducing grand pianos made a special inducement in a piano sale at the Wurlitzer store in Louisville, Ky., 658 Fourth street, last month. The advertisement said in part: "Press the Button and Presto! Music to suit your every mood. Entertainment just when you want it—at a price within the reach of all. Enjoy the world's greatest music masters in your own home at all times."

"At Corley's pay only the balance due" is an announcement by the Corley Co., 214 East Grace street, Richmond, Va. The explanation to the public was: "We are authorized to sell a number of very choice instruments forfeited by former owners, for balance due."

The Southern California Music Co., San Diego, has drawn a good deal of trade to its store this summer by being the headquarters for season reservations for the performances of the San Diego Civic Orchestra at Balboa Park. Pianos and the Orchestra run in the same ads.

The A. Gressett's Music House, Jackson, Miss., asks: "Is your home a place of interest to your children and their friends or do they have to seek their amusement outside the home? This is a question you should consider most earnestly. Make your home musical now."

The El Paso Piano Co., 215 Texas street, El Paso, Tex., Will R. Shutes, proprietor, claims to be El Paso's oldest music house, established 34 years.

"The House of House" is the trade-mark, or slogan if the reader likes that better, of the C. A. House Co., Wheeling, W. Va. In telling about their 88-note player-piano "that every member of the family can play," they add for a more convincing appeal: "The cost is so small and the terms so very liberal."

Bailey's Music Rooms, Inc., 217 College street, Burlington, Vt., say: "Be sure you are right when you buy a piano. Let us show you what quality means in a strictly high-grade instrument."

"Buy a Starr Grand now," says M. F. Shea, 242 Fifth avenue, Nashville, Tenn. "Add charm and enjoyment to your home with this fine piano. The cost will be small in comparison to the pleasure it will bring to the members of your family."

Russell Smith, who for several years past has been employed in the radio sales and service department of the Stocking Music Store at Lowell, Mich., has started work with the O. J. Veiter Furniture Store in that town. He has established a radio service room there.

The Kimball Piano Co., of Peoria, Ill., has discontinued all its branch stores in that vicinity and the stock of the Pekin, Ill., store has been removed to Peoria.

Cameron's, 928-930 Hamilton street, Allentown, Pa., has been conducting a special sale of player-pianos.

Schmoller & Mueller, 1514-18 Dodge street, Omaha, Neb., are showing pictures of fine Steinway pianos, and they also announce some Duo-Art grands.

The Elburn Vertical Grand, "the home piano," is especially announced by Jenkins Music House at 116 West Third street, Bartlesville, Okla.

The Wurlitzer store at 333 Third street, Niagara Falls, N. Y., advertising to the people of Wilson, N. Y., and vicinity, tell them of the beautiful Studio piano of their make that can be purchased on a 30-payment plan.

The Milleman Music Co., 568 Merchant street, Ambridge, Pa., asks parents to send their children to the store for free music lessons.

Saunders Music Co., Ottawa, Kan., who sell the Gulbransen line, say: "Buy of us. It will be a good instrument; we sell no other kind."

The Vocalion Gramophone Co., omitted the dividends due in July on its stock.

Jenkins Music House, 313 North Penn street, Independence, Kan., says: "Don't let the lack of a piano delay this all-important child's education."

A fire of unknown origin last month destroyed the Allied Music Shop in the business district of Valparaiso, Ind., causing a loss of \$10,000.

The Griffith Piano Co., which operates two stores in Newark, N. J., and one in Irvington Center, that state, says of its player-pianos: "The pleasure of making music is so much greater than just listening! Anybody can enjoy the thrill of making music if they have one of our player-pianos."

Five dollars down and two years to pay the balance are terms offered in a used piano sale of the Lauter Piano Co. at 591-593 Broad street, Newark, N. J.

A pre-inventory sale of player-pianos is being conducted by the Andrews Music Store of Charlotte, N. C.

Speaking of the Steinway pianos, the Jenkins Music Co., 223 West Main street, Oklahoma City, Okla., says: "In point of long life, prestige and beauty of line and tone, it is the greatest piano value ever offered."

Clarkson's music department, Burlington, Vt., is selling many Gulbransen pianos.

The Metropolitan Music Co. has leased a building on East 11th street, Chattanooga, Tenn., and the company will employ some twenty persons.

New pianos sold by M. Steinert & Sons at Worcester, Mass., include the Steinway, Steinert, Jewett, Woodbury, Weber and Steck. The famous Duo-Art reproducing piano is also handled by this concern.

The Pioneer Music Co., 948 South Hill street, Los Angeles, Calif., rents pianos and says: "Rental may be applied on purchase later."

The Innes Music Co., Wichita, Kan., advertises: "As a special inducement this week we will include a good quality bronze floor lamp with each piano or radio purchase, without charge."

The Frederickson-Kroh Music Co., 407 W. Main street, Oklahoma City, Okla., declare that "more Kimball pianos are in use in American homes than pianos of any other name in the world."

The Aeolian Co. of Missouri, W. P. Chrisler, president, 1004 Olive street, St. Louis, Mo., declares that "the Steinway is the piano that gives the utmost in piano quality."

Featuring the Wheelock piano, made by The Aeolian Co., New York, the Birkel Music Co., 446-448 South Broadway, Los Angeles, Calif., says: "The Wheelock Grand is the Aeolian Co.'s latest achievement."

Floyd Barber, who has been manager of the Goold Bros., Inc., music store in Kenmore, N. Y., has taken up his duties as general manager of all the Goold Bros. stores.

"Steinway pianos are in a class by themselves—the standard by which all others are judged," says Mellor's, 1420 Market street, Wheeling, W. Va.

The C. A. House Co., 1141 Market street, Wheeling, W. Va., says of itself: "Forty-eight years of experience is your safeguard."

The Richardson Music Co., 730 West Seventh street, Los Angeles, Calif., is conducting a sale of fine used pianos.

D. Z. Phillips Music Co., conducting two stores in Pueblo, Colo.—one at 621 North Main street and the other at 1319 East Evans street—is carrying on a clean-up sale of trade-in pianos.

Knight-Campbell's, 403 North Main street, Pueblo, Colo., is conducting a mid-summer clearance sale of high-grade reconditioned pianos.

The new Cable upright piano, in walnut or mahogany, is featured in the advertising of the Adams-Bennett Music Co., Wichita, Kan.

The Waltham Piano Co. has opened a factory store in McMahan avenue, Newport, Tenn.

The Silvester Music House, 58 Front street, Worcester, Mass., is offering free music lessons for a limited time to all purchasers of new pianos, violins, saxophones, clarinets and other musical instruments. Daniel Silvester conducts the business.

Grunewald's, New Orleans, has had big success in its removal sale. It is now settled in its new home, 123 Carondelet street, New Orleans. Grunewald's has a branch store at Jackson, Miss.

"Your child's education is not complete without music," declares the C. A. House Music Co., 1141 Market street, Wheeling, W. Va.

Werner Grand pianos are being handled in a lively manner and with extensive advertising by the Mann-Foster Music Co., formerly Vandenberg Music Co., 118 North Washington street, Green Bay, Wis.

The Adams Bennett store at Wichita, Kan., is holding its 20th anniversary mid-summer sale of pianos.

"Have our estimator look at your old piano. We can refinish it like new," says the Gewehr Piano Co., Inc., 216 West 9th street, Wilmington, Del.

The Schumann Piano Co.'s store in Rockford, Ill., has been moved from the corner of Wyman and West state streets to the Guest House building at 511 North Main street. E. H. Jackson, manager of the store, is greatly pleased with the new location.

The H. C. Waite Music Co., Davenport, Iowa, has filed an original notice of suit in the district court there against Nicholas Massafaro, asking judgment in the sum of \$294.

The Goerke Co., Broad and Halsey streets, Newark, N. J., is conducting a sale of used player-pianos.

The Anderson-Soward Music Co. has opened the Brookville School of Music in the Spittler block, Brookville, Ohio.

Because of the larger selling field of his Elkhart and Mishawaka stores, Daniel Templin has decided to close his music store at Goshen, Ind., and concentrate sales work for a time in Goshen, South Bend and Mishawaka.

Leon M. Lang, for 27 years a representative of Steinway & Sons, has been invited to Chicago to stay until December 15 and employ part of his time in helping to train salesmen for Lyon & Healy.

The Robinson Music Co., 141 North 4th street, Steubenville, Ohio, representing Stroud, Wheelock, George Steck, Straube, Packard, Ivers & Pond and Chickering pianos, is conducting a special sale at Weirton, W. Va.

The Pioneer Music Co., 948 Hill street, Los Angeles, Calif., says: "We will pay you \$50 for your old radio or phonograph, regardless of make or condition. Make your selection from our large stock of uprights, players and grand pianos now on our floors—and deduct \$50 for your old phonograph or radio."

Jenkins Music Co., 223 West Main street, Oklahoma City, Okla., says: "Seventy-six dollars for your old radio or phonograph in trade on a new Victor Radio Combination."

Andrews Music Store, 235 North Tryon street, Charlotte, N. C., has been conducting a pre-inventory sale of "any piano in the store for \$3 down."

The Baldwin Piano Warerooms, Old Model Laundry building, Rochester, Minn., makes this offer: "We will give a full term of music lessons with each piano sold. Name your own local music teacher. Nothing could be more fair."

A picture of Edward H. Uhl is used on page 54 of the Hollywood Bowl for mid-July. Mr. Uhl is president of the Southern California Music Co., Los Angeles, whose building is pictured on the same page, with the sign "Baldwin Pianos" high above it on metal stilts.

Arthur Groverman, a 16-year-old senior in a Washington, D. C., high school, some time ago supplied himself with about 2,000 match sticks, a quantity of glue, and made a violin. It has a good tone, Arthur claims. Anyway, he plays in the Technical High School Orchestra and has the reputation of being quite a musician as well as handicraftsman.

The L. Martin jewelry store and Columbia Music store at 214 West Main street, Trinidad, Colo., a combination business, has been sold by the court referee in bankruptcy to a local firm of jewelers and optometrists.

An involuntary petition in bankruptcy has been filed in Federal Court against the M. L. Price Music Co. of Tampa, Fla. The French Nestor Co. of Jacksonville, Fla., was the principal creditor named in the petition.

Zibart Bros., Nashville, Tenn., is distributing a phonograph record put out by the Durium Co. under the title "The Hit of the Week."

The Platt Music Co., with its main store at 832 South Broadway, Los Angeles, operates ten stores, and claims that each one is "the house of music values." In pianos the Knabe, the Kranich & Bach, the Fischer, the Marshall & Wendell, the Straube, the Ludwig, the Estey, the Wegman, the Settergren and the Ampico. In radios, Grebe, Bosch, RCA Radiola,