

semble that the entire layout would seem to be absolutely incomplete without the piano.

But outside of the exposition manufacturers, manufacturers' representatives and Chicago music dealers are displaying instruments in an attractive fashion. All the "loop" music stores show special displays of pianos, band and orchestra instruments, publications and music goods generally. This array of "outside exhibits," if they were all placed together in a suitable location in the exposition, for instance on a floor of one of the general exhibits buildings, would make a representative showing of the instruments displayed and show musical instrument manufacturing in a way that would be a memorable event in the records of A Century of Progress Exposition.

Lyon & Healy show a magnificent line of Steinway pianos in all models and many special designs. Their Chickering display and showing of their entire line is very attractive. The Steinway relic exhibit showing early pianos made by Henry E. Steinway and other interesting souvenirs is extremely interesting and well worth visiting.

Story & Clark, at 173 North Michigan avenue, Chicago, have a display of their present-day models. The showing has attracted numerous dealers who have been visiting the exposition in passing through Chicago.

Kimball Hall is an "open house" for exposition visitors where the entire Kimball line is shown to advantage.

An interesting exhibit of Schiller pianos is on display at the Chicago Schiller agency, the Wynman piano parlors in the Republic building.

Not any of the Wurlitzer product was on exhibition at the exposition this year although several Wurlitzer and Apollo pianos are used on the exposition grounds, but which are outright purchases and not placed there for exhibition or display. At the Wurlitzer store, 329 South Wabash avenue, a very complete line of Wurlitzer pianos are on display and also a line of C. Kurtzmann & Company pianos, the latest acquisition of Wurlitzer, are on exhibition.

P. A. Starck's new store at 16 South Wabash avenue offers opportunity for a splendid display of the P. A. Starck line of grands and uprights.

At the Baldwin branch store, 323 South Wabash avenue, is a complete line of the Baldwin and the Baldwin-made pianos, the Hamilton, the Howard and other notable names made and sponsored by Baldwin.

The Baldwin window display is in part a replica of the Baldwin booth and exhibit at A Century of Progress Exposition last year and makes an exceedingly attractive and interesting showing.

James F. Langan, who is publishing music at 8219 Woodland avenue, Cleveland, Ohio, has several excellent sellers on his list, among them "It Doesn't Seem Like Christmas at Our House," "Good Night, My Rose, Good Night," "The Dancing Girl" and others. One of his latest publications is "In My Old New England Homestead Far Away" and has had a good sale.

The opening of the Pearson Piano Company branch store in its new location at 423 South Walnut street, at Muncie, Indiana, was quite a gala event. The manager of this new store is F. L. Banks, a gentleman who has been connected with the Pearson house for a long time and is well-known in the music trade of Indiana. The Pearson Company formerly had a store at Muncie and this re-opening of their business there is like coming back to old friends.

The new Grinnell branch store which was set in operation recently at Midland, Michigan, is under the management of Manley D. Morris.

AGAIN MERGER CONSOLIDATION TALK

Meager Details Only Now Obtainable.

It is reported that plans for a piano manufacturing consolidation are being considered which would include about all of the medium grade (so-called) piano factories now in operation. It was agreed, as the report goes, that Chicago is the most advantageous location for such a big combined manufacturing plant where the massed lot of pianos of the syndicate could be produced. One Chicago factory in particular capable, it is presumed, of ample production is looked upon with favor. Two or three other plants in and about Chicago are in mind but it is desirable that production be almost entirely under one roof.

The number of piano factories vacated since the first of the present year either by giving up manufacturing entirely or by transfer of production to other factories to be furnished at "so much per" or by some other manner of sharing in the profit of such a "get-together" arrangement, is considerable, in fact an enumeration of these shut-down, semi-closed and product-transferred establishments requires the digits of both completely finger-filled hands to compute.

TWO AUTHORITIES SUGGEST AMERICAN-MADE HARPSICHORDS

Gavin Williamson and Philip Manuel, who during the past season gave several recitals on the harpsichord along with two-piano recitals, the program being made up of solos and duo-piano numbers for harpsichord and harpsichord and piano, say that there might be a demand in this country for an American-made harpsichord; that many homes would be glad to have a harpsichord if one of superior quality and fidelity to the earlier instruments could be made in this country. At the present time Pleyel-Wolf, the piano manufacturing house of France, manufactures probably the most superior and almost all of the harpsichords used the world over, and the ones used by Williamson and Manuel are from the Paris factory. The import duty on these instruments is about forty per cent and the transportation charges are a considerable item. Mr. Williamson believes that there will be some demand for a harpsichord made in the United States. Mr. Manuel and Mr. Williamson have four beautiful instruments from Pleyel-Wolf at their studios, 4931 Lake Park avenue, Chicago.

The piano and harpsichord recitals given by these gentlemen are exceedingly interesting and their performances are well worth hearing. They claim that much of the music written from the time of Bach, Handel and other early composers, practically all of which was composed for the harpsichord, gives much better response and is more delightful to hear on a harpsichord of superior quality and proper construction than on the piano of today.

STORY & CLARK PERSONNEL—PERSONALS

President Frank F. Story, who is summering at his cottage at Green Lake, Wisconsin, comes to his office at the Story & Clark building, Chicago, semi-occasionally. Mr. L. P. Bull, vice-president, is just about ending his two weeks' outing, and Office Manager Robertson is just leaving on his annual outing tour. The junior members of the house, Frank F., Jr., at the factory in Grand Haven, Michigan, and Edward F. Story, at the Chicago offices, are carrying on entirely to their credit while the seniors are away.

CHANGES LOCATION FOR BETTER FACILITIES

Mason & Hamlin piano manufacturing has been transferred from Dorchester-Boston to the great Aeolian-American factories at East Rochester, N. Y., where better facilities are at hand than were found at the Hilltop street factory at Dorchester, the building which was occupied by the Hallett & Davis-Conway Bros. piano manufacturing enterprises before that aggregation dismembered itself.

TWO KALAMAZOO FACTORIES INCREASE PRODUCTION

The Gibson Musical Instrument factory at Kalamazoo, Mich., which during the past year or two has been given over to a great extent to the manufacture of toys and other similar lines, is again using most of its factory for the manufacture of musical instruments.

Another Kalamazoo musical instrument enterprise is the Vivi-Tone Company, producing an entirely new type of instrument called the Vivi-Tone Clavier.

In a gathering of Grunow radio dealers at the Kenwood Country Club, Chicago, recently, Duane Wanamaker, director of publicity, stressed the possibility of all-wave radio sets, supplementing his talk with demonstrations by tuning in foreign stations. Mr. Wanamaker is well known in the music trades and industries and years ago was associated with the music trade press.

AN IMPORTANT WURLITZER GATHERING

Successful Branch Store Meeting at Chicago

President Farny Wurlitzer Announces New Executive Staff Additions



THE last session of the three-day Wurlitzer Sales Conference held at the Medinah Club, Chicago, one of the representatives, a veteran Wurlitzer store manager, made this comment: "This has been the most constructive sales gathering I ever attended." At

this Wurlitzer get-together conference there were upwards of fifty gentlemen in attendance representing the Wurlitzer branch stores throughout the country and executives from the home offices and factories.

Rudolph Wurlitzer, Chairman of the Board, Discusses Business Conditions

Rudolph Wurlitzer, chairman of the board, discussed business conditions generally and the music business in particular. He also reviewed briefly the history of the Wurlitzer Company, touching on some of the more interesting experiences and incidents of the early days and the establishment of the house of Wurlitzer. The phenomenal growth of the Wurlitzer Company and the manifold operations of the house of Wurlitzer in manufacturing, wholesaling, importing, exporting and music business in general is one of the romances of the music business and industry of two hemispheres—of Europe and America.

A "Brass Tacks Conference," Says Farny Wurlitzer

Farny Wurlitzer, president, plainly stated the meeting was a "brass tacks" conference and that he was firmly convinced the retail organization could secure a larger volume of better business the coming year by instituting a more uniform sales procedure throughout the branch organization. To do this, Mr. Wurlitzer stated, both his brother, Mr. Rudolph Wurlitzer (chairman of the board), and himself had for some time felt the addition of executive talent of high caliber was desirable as the uptrend of general business conditions is seen. This would make possible a more intensified operation so that henceforth the various retail outlets would receive better and more frequent merchandising help from Cincinnati headquarters.

R. C. Roling Appointed Vice-President and General Manager; Herman Fleer, General Retail Sales Executive

The first step of the "New Deal" program, Mr. Wurlitzer continued, was the appointment of Mr. R. C. Roling as vice-president, and general business management fitted him particularly well for his new post. He has also been made a director of the company.

Mr. Roling, after outlining certain new policies and merchandising plans, introduced Mr. Herman Fleer as the newest member of the home office staff as general retail sales executive. Mr. Fleer's fine record is known throughout the trade. After his noteworthy operation for many years of the C. C. Mellor Company of Pittsburgh, Mr. Fleer became vice-president and general sales manager of Lyon & Healy in Chicago. More recently he has been actively engaged in the refrigeration distribution business in New York City as vice-president of White Enamel Refrigeration Company. Aside from Mr. Fleer's responsibility as a sales executive at Lyon & Healy he was drafted into association work and served as secretary of the National Music Merchants' Association and later as president of the Illinois Music Merchants.

Mr. Roling also announced a promotion from within the ranks that met with hearty approval of the entire meeting. Mr. John Weis, for many years general auditor, was advanced to the post of comptroller and secretary of the company. In point of service Mr. Weis is one of the oldest employes of the company.