

MUSIC DEALERS WHO

Bergstrom Music Company Celebrates 43rd Anniversary

SPECTACULAR ADVERTISING



A portion of Bergstrom's famous "JUST KIDS" band on the steps of the Iolani Palace of Honolulu. Bergstrom's territory-wide music school is comprised of some 800 students, encouraged in the study and enjoyment of music, and they are a familiar part of the Hawaiian stage, smart, snappy shows and parades.

On the evening of May 16 the people of Honolulu blinked their eyes as they read three full pages of display advertising in "The Honolulu Advertiser" announcing the 43rd anniversary of the Bergstrom Music Company. Between that date and June 4th there were 10 series of ads ranging from one to two full pages, while in other sections of the paper there were many most interesting news items.

Mr. Phillip L. Kellerman, president and general manager, is one of those dynamic men who do things. He made an announcement which is given in part here.

"Everything," said Mr. Kellerman, "is in readiness for the largest sale of musical merchandise ever offered in Hawaii. Three solidly filled floors of fine pianos, radios and band instruments from standard stock have been priced especially for this event.

Bergstrom's have one of the largest main floor areas on Fort Street as well as being one of the most modern and beautiful stores in Honolulu. Notable improvements have been made in the past few months for the convenience of customers.

The latest expansion was the building of six new record listening rooms bringing the total record listening facilities to twelve. All of these record booths are now air-conditioned, a vast improvement over the old ones. The record department has been tripled in size and it carries a complete selection of popular, Hawaiian, symphonic and opera records.

Feature New Lines

The complete Selmer band instrument line is now handled exclusively by Bergstrom's. Featuring the padless saxophone, this famous line will be a help and pleasure to all musicians in Hawaii.

Among the pianos featured at Bergstrom's are Mason & Hamlin, Knabe, Story & Clark, Price & Teeple, Wurlitzer, Cable-Nelson, Gulbransen, Baldwin, Everett electric Orgatron, Estey reed and pipe organs.

In the radio department are found all models of the famous Magnavox line, R. C. A. Victor, Zenith, Packard-Bell Wilcox-Gay and Gilfillan of which Bergstrom's is the Territorial distributor.

Band Instrument Stocked

In the band instrument department the lines are those of C. G.

Conn, Selmer, National steel guitars. Martin string instruments, Legionnaire, Gretsch, Scandalli, Cellini, Rex Royal, Hohner and Wurlitzer accordions.

Victor, Columbia, Decca, Brunswick and Bluebird records are carried in the record department, with a complete line of Victor symphonic and classic albums.

The sheet music department is large and includes the Schirmer library, Century library, Rubank and all the old and new popular and Hawaiian sheet music."

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A night view of the Bergstrom Music Company main window featuring the Storytone piano in an attractive tropical room setting. Located in the center of the main block of Honolulu, the windows of Hawaii's largest and oldest music house are at all times a colorful combination of sparkle and dignity.

