

JAS. F. BRODERICK HAS PASSED AWAY

Forcible Character, Who Began as Traveler,
and Became President of Straube Piano
Company, Died Wednesday
After Long Illness.

James F. Broderick, retired piano manufacturer, died at his home, 4709 Beacon street, Chicago, at 1:15 o'clock Wednesday morning of this week. Mr. Broderick had been ill for a long time and was a helpless invalid for several months past.

His principal business career was as president of the Straube Piano Company, which he conducted in Chicago for several years and then moved it to Hammond, Ind., where he had a new factory erected. Later he sold out to E. R. Jacobson and others, and since the sale has lived retired.

One of Mr. Broderick's social delights was in presiding at the meetings, lunches and dinners of the Piano Club of Chicago, of which he was the founder. He was not given to making long or set speeches,



JAMES F. BRODERICK

but he was a brilliant raconteur and witty in the toastmaster's position, excelling in jokes at either the expense of the Jews or the Irish. Sometimes the dawdling type of Englishman came in for a "scotching" or a tight-wad Scotchman or downeast Yankee would be the subject of his jokes. Nor was the "wise-guy" spared, whether he were piano dealer, manufacturer, traveler or factory workman.

Native of Philadelphia.

Mr. Broderick was born in Philadelphia in 1854. In his youth he knocked around as young men do, in getting an education, and did a little work in the show business. He came to Chicago in the fall of 1877, being then about 23 years old, and was engaged by the Root & Sons Music Company to go on the road. After traveling for that house for a few months he secured a position with Julius Bauer & Company, remaining with that concern until the death of Mr. Bauer, some four or five years later.

The Straube Piano Company was formed in 1897 and Mr. Broderick took charge January 1, 1898. The company grew rapidly under Mr. Broderick's management, and it is still growing fast under the able direction of Mr. Jacobson.

About the first earnings of Mr. Broderick were gained in his boyhood in Philadelphia in gathering waste lumber and selling it to the neighbors who needed kindling. After that a tent was set up on a vacant lot close to his home. Mr. Broderick was ticket taker and collector at the amateur show. From that tent show emanated "Bob" Wilson, the famous actor for so many years with Nat Goodwin, and also George Broderick, a brother of James F. Broderick. George Broderick's fame as a prominent basso is well known.

The funeral is to be held today, Saturday, at 3 p. m. in the chapel at Rosehill Cemetery, Chicago. This gave the relatives time to come from Philadel-

phia. Mr. Broderick having been a Mason, the lodge to which he belonged took part in the services.

A meeting was held at Julius Bauer & Company's at 11 a. m. Thursday, at which a committee of resolutions was appointed to prepare a suitable memorial paper on the life of Mr. Broderick for the files of both the Chicago Piano & Organ Association and the Piano Club of Chicago.

Adam Schneider presided at the joint meeting of the Chicago Piano & Organ Association and the Piano Club of Chicago on Thursday. Remarks were made about the life of the deceased from every one present, the general tone of which referred to his fearlessness and ruggedness.

The history of his career was brought out, showing that he began with the Chicago Music Co., working for Platt P. Gibbs; then went with Julius Bauer & Co.; then with the B. Shoninger Co.; then with the Mason & Hamlin Co.; then with J. V. Steger & Sons Co., and latterly with the Straube Piano Co. as its president.

Active pallbearers were appointed as follows: R. K. Maynard, A. B. Breese, Roy E. Waite, Platt P. Gibbs, Mr. Ward and S. E. Moist; Adam Schneider to substitute in case Mr. Moist could not serve. Honorary pallbearers: E. B. Bartlett, James F. Bowers, George J. Dowling, M. J. Kennedy, E. R. Jacobson, P. A. Starck.

Provision was made for flowers, a minister and a quartette. Automobiles of members of the trade will be at the disposal of the committees. The remains will be deposited in a vault and not buried for the present. Members of Dearborn Lodge of Masons, of which Mr. Broderick was a member, will attend.

FRANK L. GEORGE INVENTS IMPROVED PIANO ACTION

Assisted by Others, He Is Exhibiting It at the Auditorium Hotel, Chicago.

Frank L. George, of Los Angeles, Calif., is building a new action for both grand and upright pianos. R. K. Maynard, former piano manufacturer, is assisting him in daily demonstrations of the new action at Room 453 Auditorium Hotel, Chicago. It is styled the Duplex Piano Action.

Mr. George's invention is said to cut the cost. His idea is to simplify action manufacture. Mr. George has been studying on inventing a simpler action, and one easier to get at, for the last 25 years, and for the last 9 years has worked at the problem incessantly. For nine years he has done nothing else. The screws are all in front and the repair man can get at any part without removing the whole action.

The inventor was told by Alfred Dolge, years ago, that he was attempting the impossible in trying to construct a lift soft pedal in the grand that leaves no lost motion, and leaves the touch the same. But Mr. George has recently had a letter from Mr. Dolge telling him that he has accomplished the impossible. The demonstration in Chicago has attracted much attention from piano manufacturers.

FARM PRODUCTS AND PIANOS.

Inasmuch as farmers buy most of the pianos and playerpianos manufactured in this country, whatever contributes to prosperity on the farm indirectly adds to piano sales. Just now farmers are panicky over rushing their cattle, hogs and sheep to the big markets; they have oversupplied the markets and prices have dropped. On Wednesday of this week 500 farmers from northwestern Iowa were at Fort Dodge for a conference with officers and members of the Iowa Bankers' Association regarding present market conditions of farm products. The bankers promised to aid them. And at Omaha, where the Nebraska Farmers' Co-operative Grain and Live Stock State Association is in session, J. W. Shorthill, of Omaha, said that too much credit had been granted the farmers, rather than too little. Too much credit had permitted the farmers to invest in foolish ventures when they ought to have known better all the time.

AIDS COMMUNITY SINGING.

Appreciation of the aid the Music Industries Chamber of Commerce has been able to give through Robert Lawrence, of the National Bureau for the Advancement of Music, in the promotion of community singing is expressed in a letter from Martha Berry, director of the Berry Schools, Mount Berry, Georgia, in which Mr. Lawrence recently instructed a class in song leadership. "I want to tell you," she writes, "how much we appreciated Mr. Robert Lawrence, who helped our school so much this summer with his splendid community singing. He aroused a great deal of interest and enthusiasm and everyone seemed blest from his visit."

The Jones-Perry Furniture Co., Danville, Ill., claims to be outside the high rent district and cites it as an advantage in giving piano value. The house handles the Gulbransen player.

NEXT CONVENTION IN CHICAGO EARLY IN MAY

Music Industries Will Have No Music Show,
But Official Report Tells of What
Music Merchants May Do.

The week of May 9th, 1921, as the time of the next annual convention has been announced by President Aldcroft. It was also definitely decided that the Music Industries Chamber of Commerce will not hold a music show next year.

The sessions of the Chamber will be held in Chicago at the Congress Hotel, as well as those of the National Association of Music Merchants, the National Piano Manufacturers' Association, the Musical Supply Association of America and several other member associations. Indications point to a larger attended, more enthusiastic and more successful series of conventions than ever before held by the music industries.

The first part of May was set as the date for the convention at the previous meeting of the Board in June, and the fixing of the exact date was left to the president. The executive committee of the National Association of Music Merchants later decided upon the week of May 23rd, as it was learned that the Chicago Coliseum would not be available for a music show prior to that date. Subsequently, it was found that the Coliseum would be available earlier and accordingly the executive committee approved by mail the week of May 9th.

The executive committee of the National Piano Manufacturers' Association at their recent meeting in Buffalo voted on May 9th or such time as was decided upon by the Chamber. The by-laws of the Musical Supply Association of America provide for its convention at the same time and place as that of the Chamber.

SOME FACTS ABOUT THE PORTLAND, ORE., FIELD

Progressive Houses in That Busy Section Realize
on the Fall Expectations.

The Reed, French Piano Co. has just received a large number of playerpianos, which it is offering at very reasonable prices. A fine stock of used pianos are also offered by this house. Good used pianos have been hard to get in Portland, but the Reed, French Company has a superior line at present, including many of the best known makes.

A Chickering Ampico was among the best sales made by the G. F. Johnson Piano Co. this week. Mr. Johnson has purchased a new piano moving van. He said he waited until a republican president was elected before making the purchase. He looks for good times during Harding's administration.

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