

Manufacturers—Room E. National Musical Merchandise Association—Room D.

6:30 P. M.—Reception.

7:00 P. M.—Annual Banquet, National Association of Music Merchants. Main Dining Room and Avenue of Palms. Entire trade invited.

THURSDAY.

10:00 A. M.—Annual meeting delegates to Music Industries Chamber of Commerce and election of Directors, followed by meeting of the Board of Directors—Room C.

12:30 Noon.—Eastern Day Luncheon, under auspices Chicago Piano Club, to be followed by brief program of Music Industries Chamber of Commerce. Installation of new president.

6:30 P. M.—Annual Dinner and Meeting, National Piano Travelers Association.

9:00 P. M.—Chicago Piano Club Frolic.

FRIDAY.

Golf Tournament—Olympia Fields.

THE BUSINESS SESSIONS

The tentative program of the business sessions of the National Association of Music Merchants, at the Drake Hotel, Tuesday, June 9, and Wednesday, June 10, is an assurance of an interesting and instructive time for dealers.

On Tuesday, June 9, Professor Osbourne McConathy of Northwestern University, Evanston, Ill., director of the Department of Public School and Community Music, will address the merchants on "Relationship Between Public School Music and the Music Merchants."

Curtis A. Wessel, editor Phonograph and Talking Machine Weekly, New York City, will cover the phonograph situation, his subject being entitled "Friendly Enemies."

William Braid White, representing the National Association of Piano Tuners, will cover the subject, "What Is the Matter with the Service End of the Piano Business."

Alex. McDonald of New York, member of the executive committee of the merchants' association, will deliver an address on "Make America Musical," the slogan coined by Mr. McDonald and used officially at the 1925 convention.

During the Tuesday session, Alfred L. Smith, general manager of the Music Industries Chamber of Commerce; C. M. Tremaine, director of the Bureau for Advancement of Music, and C. L. Dennis, manager of the Trade Service Bureau and Better Business Bureau of the Music Industries Chamber of Commerce, will give reports on their activities in their respective departments during the past year. In addition to the above assignments, several other subjects will be covered.

It is expected that the entire morning of Wednesday, June 10, will be occupied in a thorough discussion of the radio situation. Howard A. Lewis of New York, manager of Radio Retailing, will lead in the discussion, and he has selected as his subject the "Radio Problems of the Retail Merchant." After his address, the radio subject will be discussed by the members of the association.

The afternoon session on Wednesday will be given over to the state and regional associations, the program for this meeting will be in charge of Wm. C. Hamilton of Pittsburgh, Pa., vice-president of the National Association of Music Merchants, and this will be followed by routine business, resolutions, etc., and election of officers.

The above program is not quite complete, and will be amended as events are added to the schedule.

Parham Werlein, Chairman.

Parham Werlein, New Orleans, will be honorary chairman of the luncheon on Wednesday, June 10, Southern Day. The honorary chairmen will be named later for Pacific Coast Day and Eastern Day.

The Tuesday Dinner, June 9.

The dinner on Tuesday evening, given by the Musical Merchandise Manufacturers, Chicago Zone, will be held at the Hotel Drake. F. E. Larson of Ludwig & Ludwig, who is in charge, reports that he expects about 250 jobbers and dealers to be their guests, and practically all the manufacturers of small goods in the country will be there.

The Banquet Invitation.

Formal invitations from The National Association of Music Merchants, to attend its Twenty-Fourth Annual Banquet on Wednesday evening, June the tenth, nineteen hundred and twenty-five at The Drake Hotel, Chicago, having been mailed to the trade. The tickets are \$7:00 per plate and to insure adequate arrangements it is essential all replies reach James T. Bristol, treasurer, not later than Saturday, June the sixth.

N. P. M. A. NOMINATIONS.

In a notice to the members this week the nominating committee of the National Piano Manufacturers' Association presents the following nomina-

GETS CABLE PIANO CO'S. PRIZE

The first prize offered by the Cable Piano Company, Chicago, for the best essay written by the school children of that city on "What Music Means to Chicago" was won by Margaret Williams, 214 Franklin avenue, River Forest, Ill.

The contest, held during Music Week and sponsored by the Chicago Federation of Woman's Clubs was open to any child in the Chicago schools. Fifty dollar in prizes was offered by the Cable Piano Company.

The following paragraph from the essay by Miss Williams, which won the first prize of \$25 is of special interest to all those connected in any way with the music trades:

"Music has its privileged class, but it is meant for every one. The privileged class meaning those with a creative genius, are supposed to be the teachers. We cannot expect to know music by merely reading about it. Only by taking it into our hearts and homes, and by making it our intimate companion can we gain a knowledge of the art that has enriched so many lives."



MISS WILLIAMS SHOWN RECEIVING PRIZE FROM R. J. COOK, GENERAL MANAGER, CABLE PIANO CO. FACING MISS WILLIAMS IS HER MOTHER AND IN BACKGROUND IS EDWARD MOORE, MUSIC CRITIC, CHICAGO TRIBUNE.

The second prize of \$15 was awarded to Fred Stenn, 1811 West 47th street; the third prize of \$10 to Leona de Maré; 2600 Foster avenue.

JESSE FRENCH IN JUBILEE EVENT

Big Display of Pianos and Players at Drake Hotel During Convention Week to Commemorate Fiftieth Anniversary of His Entrance Into Piano Business.

AMBITIONS REALIZED

Array of Instruments from New Castle Factory to Prove Attainment of Excellence Suggested in Widely Known Motto.

The display of the Jesse French & Sons Piano Co., New Castle, Ind., at the music trades convention at the Drake Hotel, Chicago, June 8 to 11, will be in the nature of a golden jubilee celebration of the entrance of Jesse French, Sr., president of the company, into the piano business, with which he became associated in 1875. It is considered by the company that the fiftieth anniversary could be fittingly and enthusiastically commemorated by showing the handsome styles in a fine line to the assembled dealers, many of whom are old and warm friends of Mr. French.

Begins in 1875.

Mr. French started in the music business in 1872, branching out into the piano business in 1875. Since that time he has been continuously connected with the industry, and all the time imbued with the purpose to make the products of his factory representative of progress in piano manufacture. The spirit of the company is expressed in the motto, "First Quality and Quality First." The attainment of excellence is made surer by the fact that all parts of the instrument, with the exception of the hardware, are produced in the mammoth factory at New Castle, erected

tions to be acted upon at the annual meeting of this association on Tuesday, June 9:

For Secretary, Harry Schaaf.

For Treasurer, Charles Jacob.

For the Membership Committee—Allan B. Lane, Roger S. Brown, Adam Schneider, Walter Lane and E. B. Bogart.

The convention sessions will be held in Room "C" at the Drake Hotel, Chicago, on Tuesday, June 9, at 9:30 a. m., and after adjournment of the noon-day

and equipped with the ideas of securing the best possible results in making Jesse French & Sons pianos.

To Show Realized Ambitions.

The display at the music trade convention at the Drake Hotel is considered a desirable opportunity to show the persistence in ideals set up fifty years ago and the realization of ambitions long recognized as the policies of the house. The array of grands, uprights and players at the Drake will be the Jubilee Year culmination of the experiences and purposes of Jesse French and his company since 1875.

The occasion will be a celebration in various ways outside of commemorating the historic event in the career of the president of the company. It will be a reunion of Jesse French & Sons dealers and a succession of joyous meetings of travelers and retail representatives. It will be a Jesse French reception of the characteristic kind where old friends, new friends and the music trade generally will be made to feel at home.

Join in the Line.

Among the line of instruments which will be made to show the extent and meritorious character of the instrument will be a Jesse French & Sons style SG grand in beautiful circassian walnut, with Welte reproducing action.

A Jesse French & Sons style CC playerpiano in beautiful burl walnut with standard action. A Jesse French & Sons style A upright piano in polished brown mahogany and a Lagonda style 45 medium grade player in dull satin brown mahogany.

Those who will attend from the company will be Mr. and Mrs. Jesse French, Sr., H. E. French, Jesse French, Jr., W. R. McKown and Earl May.

APPOINTED SUPERINTENDENT OF STRAUBE GRAND FACTORY

David McIlwrath, Experienced Piano Maker, Will Be In Charge of New Hammond Output.

David McIlwrath will become superintendent of a new grand piano factory being erected by the Straube Piano Co. at Hammond. Mr. McIlwrath has been in the employ of another big Indiana piano industry for twelve years and has been superintendent of the factory for the last six years.

The Straube Company at Hammond has been making upright pianos for many years and is just completing a new factory for the manufacture of grand pianos. It is this plant that Mr. McIlwrath will become superintendent of. The factory has a capacity of twenty-five grand pianos a day.