heartiest congratulations to the Jesse French & Sons Piano Co. in the celebration of their golden jubilee, calling the institution: "A music house of the highest character, which has been serving Alabama for half a century—its business methods are paramount."

The paper gave a sketch of the life of Jesse French, eighty-three, the eighty-three-year-old president of the Jesse French & Sons Piano company, and an interview in which he said: "I do not take an active part in the business any more. My sons have become so efficient that it is not necessary. However, from time to time I enjoy going over the reports sitting in my own flower garden at home."

"At this time I desire to thank all my friends, acquaintances, customers and business associates for their loyal support and assistance in bringing the Jesse French and Sons Piano company to its present state of efficiency and prosperity."

The interesting article in the Montgomery paper said that of the firm: "H. E. French, having acquired his knowledge of the piano business through the training and association with his father at the inception of the business, is at the present time vice-president and general manager of their large factories at New Castle, Indiana."

"His experience has been thorough, having started as elevator boy and shipping clerk then through the repair shop, office, salesman on the floor and road, it is needless to say that with this training he was able to create a piano business in New Castle, Indiana."

"Mr. French has been vice-president of the company since 1894 and an original incorporator of the policy. "To deliver quality instruments at an affordable price to the public.""

"Mr. French is also president of the Alabama Corporation and has an implicit faith in Alabama. Jesse French, Jr., bearing the cognomen of his father has been president of the company since he was born and is a piano tuner in the business since the early period of his life."

"Mr. French is secretary and sales-manager of the New Castle company as well as secretary of the Alabama corporation, and is one of the best posted men in the piano industry. His inherent knowledge of conditions throughout the country has contributed largely to the success of his business."

"It is through his organization of a sales force that the same Jesse French is known from coast to coast. He has been secretary of the New Castle company since 1897."

"Mr. French is very much interested in music and quite frequently takes his place in the many musical organizations of which he is a member. When a young man he was a member of the St. Louis Symphony Orchestra."

H. M. Spannuth, treasurer of the Jesse French & Sons Piano Co., of Alabama, has kept in close touch with the growth of the firm as he has been an officer of the corporation since its beginning.

"We are very enthusiastic over the prospects for future business as we appreciate the great growth of Alabama's financial institutions, which indicates that the manufacturers and retailers have the facilities for further development," he said.

H. C. Poston, general manager of the company in Alabama, pointed to the continuous growth of every department in an interview. The piano business during the summer was a surprise in the steadiness of sales, a happily advertised feature which bodes well about summer dullness. He pointed out that in order to take care of the increasing phonograph trade, Jesse French & Sons Piano company has installed two new booths. New, patrons are assured of comfortable and pleasant surroundings at all times, where they may leisurely hear their favorite records and choose their own tunes."

Of the most desirable features of the renovated store of the Denver Music Company, Denver, Colo., the windows serve all the departments, but the acquisition of the adjoining store provided for additional floor space for the musical merchandise and sheet music sections.

The opportunity for striking window displays is taken advantage of by the window designers, the artist who has already given examples of his art in the larger space at his disposal.

Two new display rooms have been made possible by the remodeling plans and these are devoted to showing Mason & Hamlin pianos and Ampiccs. Modern lighting fixtures provide the proper effects of subdued light and the wall decorations and rugs are in keeping with the artistic scheme adopted throughout the store.

NEW OHIO STORE.

Elmer E. Hensley, formerly manager of the Eltily, Ohio, branch of the Starr Piano Co., has opened a music store at 659 Lodi street, Eltily, and is carrying pianos, players and talking machines.

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