

LATE TRADE NEWS FROM LOS ANGELES

J. Paul Keppler Named Manager of New Music Division of Walker's Department Store—Other Interesting Items.

By GILBERT BRETON.

The mystery regarding the personnel of the piano and music department of the Walker's Fifth street department store has been solved, and it is now definitely settled that J. Paul Keppler, known as one of the best salesmen of the country, is to be the manager of this division of the big department store. Mr. Keppler comes from Omaha, where he was with the house of A. Hospe, Jr. It is presumed that Mr. Keppler was selected for this position from a good many applicants for the place and the compliment paid to the one selected is indeed a compliment to his reputation and his well known abilities as salesman and manager.

To Feature M. Schulz Line.

Of the pianos to be handled at the Walker department store, the M. Schulz Co. line is fully decided upon and large shipments have been on the way for some time for the opening. Among these is a large assortment of grands, representing all the models of all designs produced by the M. Schulz Co. and its allied interests.

Possibly Another Store.

A report is current in Los Angeles that a lease for piano space in another department store here has been made by a prominent dealer, one who has watched the success of Ben Platt in his department store activities and is desirous of getting a share of the piano trade that seems to be going departmentward.

This newly established branch of the Walker concern is backed and practically governed by leading interests in the retail piano trade of Los Angeles; by interests controlling other piano businesses and the Walker piano department, therefore is in close touch and more or less closely allied with important music trade interests, the names of which there is no especial need to publish.

Big Platt Company Sale.

Ben Platt, president of the Platt Music Co., which has just completed the most successful piano sale in the history of Los Angeles, left for Chicago and the east last week to reorganize his purchases for the fall trade. The Platt Music Co., during one day of last week, made the phenomenal daily sale of \$119,600.09 and to back up their statement are publishing a statement of accuracy of these figures by a well known certified accountant. Mr. Platt intends to remain in Chicago only for a day or two before going on to New York and other eastern points, but he said before leaving home that he hoped to get

back to Chicago to be there at the dinner of the Illinois Music Merchants' convention on Thursday night, the 13th inst.

Harry G. Gennett's Report.

Harry G. Gennett, president of the Starr Piano Co., Richmond, Ind., who has been visiting in Los Angeles the past week, reports that he is well pleased with the outlook for the Starr products and the Gennett records and has made preparation for an extensive campaign, both in Los Angeles and San Diego.

The Tonk Manufacturing Co., manufacturers of stools, benches and cabinets, report large orders in southern California and Mexico.

S. A. Brown, president of the Piano Exchange, 221 South Spring street, Los Angeles, says that the business of his concern has been very satisfactory during the summer months and the firm has made preparations for a large fall business by enlarging the store and show windows.

Paul E. Buttell, son of John J. Buttell, who it will be remembered was a prominent piano manufacturer of Des Moines and Chicago, has taken a position as salesman of Sears, Roebuck & Co.'s radio department at their Vermont street branch, and is expecting his father here to take up their residence in Los Angeles.

The Martin Music Co. has been instituting a clearing sale of its pianos and musical merchandise to make room for its wholesale business in Gulbransen players and upright pianos.

STEGER HOUSE ACTIVE.

Charles E. Byrne, vice-president and general sales manager of Steger & Sons Piano Manufacturing Co., Chicago, who was one of the speakers at the convention of the Illinois Music Merchants' Association this week, was asked by a Presto-Times reporter about present trade conditions. "Well," said Mr. Byrne, "we keep pegging away." In regard to the territory from which orders are coming, Mr. Byrne said the orders were general. His intimation was that the districts were scattering, but that there was trade to be had by going after it systematically and by giving the good service for which the house of Steger is noted.

STARCK TRADE EXPANSION.

P. T. Starck, president of the P. A. Starck Piano Company, Chicago, says that trade is fair and he predicts much more of a come-back within a few weeks. The Starck Company, with its active factory, its many stores located at desirable centers in the great cities, its efficient office organization, its working salesmen, its skilled mechanics producing fine goods, is an ever-expanding concern, and deservedly so.

The E. E. Long Piano Co. has opened a new store building in San Luis Obispo, Cal.

NEW REPRESENTATIVE FOR THE STRAUBE PIANO CO.

Wholesale Force Increased by the Addition of J. E. Albineau to Travel in Northwest.

J. E. Albineau has been appointed general representative for the Straube Piano Company, Hammond, Ind., in Wisconsin, Minnesota and North and South Dakota. His present address is 211 East Franklin, Minneapolis, Minn., where he is making his headquarters, or he can be reached in care of the main office of the Straube Piano Company at Hammond.

Mr. Albineau is a capable and conscientious representative of long experience in the wholesaling and retailing of grand, upright, reproducing and foot power pianos. Merchants in the above territory who are not now acquainted with the nationally advertised, nationally priced Straube and the Straube system of retail selling will find it worth while to have Mr. Albineau go over it with them. The constructive manner in which he assists merchants and salesmen in developing sales has created for him a very enviable reputation.

Prior to his association with the Straube Piano Company, Mr. Albineau was for a long time wholesale traveller for the Gulbransen Company of Chicago, in southeastern territory.

The new Straube feature is interesting the trade. The Straube patent of Duplex Overstringing enabled Straube to bring out the smallest full scale upright piano and the smallest full scale grand piano and these instruments are now enjoying very active sales volume. The Straube Artronome piano for foot power playing is an inspiration in the entertainment and study of piano music.

The J. F. Wysong & Sons Co., Eaton Rapids, Mich., handles a line of pianos and musical merchandise in a store opened recently.

WILLIAMS PIANOS

The policy of the Williams House is and always has been to depend upon excellence of product instead of alluring price. Such a policy does not attract bargain hunters. It does, however, win the hearty approval and support of a very desirable and substantial patronage.

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