

DEMAND IS ACTIVE FOR WURLITZER GRANDS

Visit to Factory at DeKalb, Ill., Reveals Lively Condition in Six Different Sizes of Them.

Gordon Laughead, general sales manager of the Wurlitzer Grand Piano Company, DeKalb, Ill., is just back from a trip to the East, embracing Boston, New York, Philadelphia and other large centers. Mr. Laughead found conditions quite fair for the season's trade in the East and brought back large orders for immediate shipments of pianos from the great factory at DeKalb.

Mr. Laughead was met by a correspondent of Presto-Times at his office in DeKalb immediately after his arrival. And at the same time the trade paper man accepted the invitation of Cyril Farny, general manager of the plant, to go through the Wurlitzer factory, along with Mr. Laughead, who had orders for several special designs and special instruments for his trade, which he was selecting for immediate shipment. The visit to the factory showed much activity, and shipments galore going out to all parts of the country—east, west, north and south.

Mr. Farny modestly remarked: "We take no credit for the large shipments that are going out at the present time, for these are the natural accumulation of orders for fall delivery. Trade has been good through 1927 and will be better in 1928, we believe."

"With our six different sizes of grand pianos, from the four foot nine to the six foot Concert Grand, of which we are getting out a new supply, we are in shape to fill all requisitions of anybody wanting Grand Pianos. By the way, we are just now getting out a lot of these six foot Concert Grands to meet a demand for them."

ROBERT E. LAUER JOINS STRAUBE ROAD FORCES

Experienced Piano Man With Straube Piano Co. Will Travel in Ohio and West Virginia.

Robert E. Lauer, who for many years has been identified with the music industry, has joined the wholesale staff of The Straube Piano Company of Hammond, Ind. Ohio and West Virginia are the



ROBERT E. LAUER.

states that Mr. Lauer will cover, a territory in which he is well acquainted.

The experience which Mr. Lauer has had has been of a very practical nature. He was for twelve years associated with one of the largest retail houses in Milwaukee, Wis., where as time went on he progressed to the position of piano department manager and was later in charge of the entire musical instrument division. He left the above concern to engage in the retail piano business at Green Bay, Wis., but was later prevailed to enter the wholesale music roll industry, from which field he again entered the piano field.

Mr. Lauer is a man of sound business practice, capable of counseling with merchants for the conduct and upbuilding of a successful retail piano business. "In the retail piano business today," he said, "conditions have changed materially from what they were

a few years ago. Instead of simply considering old names and traditions as an asset, we are now obliged to treat with modern forms of merchandising, both buying and selling. We have to think in terms of dollars and cents and it is from this angle that the Straube line is particularly interesting. Any merchant who adopts the Straube system of retail piano business operation is bound to make money with it."

SCHUMANN FACTORY A VERY BUSY PLACE

Whole Floors of Grands Being Prepared for Shipment, Many of Them Period Models.

Any visitor to the Schumann Piano Company's factory, Rockford, Ill., today will be surprised at the extensive proportion of grand pianos in the making to the uprights that are under production there. In fact, whole floors of grands are getting ready for shipment and many of these are Period Models—of the Spanish designs, the William and Mary Models, the Louis XVI and others. The Schumann Piano Company is making good-sized shipments and enjoying an enviable trade.

The Schumann Piano Company has a good output, constantly on the increase. The factory is well-equipped, centrally situated and ably managed.

AMPICO SYMPHONIQUE IS FEATURED OVER RADIO

Splendid Demonstration of Instrument Given Radio Fans Through Courtesy of Ampico Corporation.

The new Ampico Symphonique was featured over WENR in Chicago last week. This program was presented through the courtesy of The Ampico Corporation of New York and its Chicago representatives: Bissell-Weisert, Chickering Warerooms, 26 South Michigan avenue; Cable Piano Co., Mason & Hamlin warerooms, Wabash and Jackson, and Knabe Ampico Studios, Steger & Sons Piano Mfg. Co., northwest corner Wabash and Jackson.

A note to the announcement in the daily newspapers said:

"Music lovers who are planning to be downtown this evening or those without radios are cordially invited to enjoy this treat at the radio studios of the above representatives. Informal recitals of the Ampico Symphonique will be given all during the next two weeks at their stores."

IOWA DEALER OPENS NEW BRANCH STORE

Earling, Ia., Piano Merchant Extends His Selling Territory with Dunlop as Center.

Geo. J. Kohles, Earling, Ia., has opened a new store at Dunlop, Ia. The formal opening of the store took place September 24 after wide advertising of the fact in the local newspapers.

Mr. Kohles has been an active dealer for twenty years and the opening of a new branch is significant of several facts: Mr. Kohles' energy and faith in the commodities he sells and his expressed belief in the continuation of the piano's claims to the attention of the public.

Kohles' Music Store, which opened with a display of pianos of the Straube Piano Co., Hammond, Ind., said this in its opening announcement:

"We are pleased to announce the opening of our new music store on Main street, opposite the post-office. It will be a store that the people of this vicinity can well be proud of. The desire for music is inherent in all of us. There should be music in every home and we propose to make this advantage both possible and convenient for the public of this vicinity."

BACON AND BEHNING SALESROOMS.

There is activity in the new Francis Bacon and Behning salesrooms in Chicago, located on the twelfth floor of the Hartman Furniture Company's building, Chicago, and under the management of B. Linhoff, former manager of the Knabe-Ampico warerooms on North Michigan avenue, Chicago. A Presto-Times representative going through the floor on Monday of this week found Mr. Linhoff busy with a customer. It is said that the Hartman Company intends to place pianos on sale in all of its twelve branch stores in Chicago and man them with salesmen.

The Imperial Products Co., Fresno, Cal., has purchased the Alameda Art Organ Co. of Alameda. It is the intention to move the plant to Fresno.

GROWTH OF SOUTHERN CALIFORNIA INDUSTRIES

Artcraft Organ Co. of Santa Monica Expands to Produce More Cathedral and Residence Organs—New Radio Company.

By GILBERT BRETON.

A review of the important industries of Southern California without a description of the Artcraft Organ Co., established in 1915 at Santa Monica, would be incomplete. The personnel of this enterprising corporation has recently undergone a change from the fact that C. E. Haldeman, recently resigned as president and A. R. Taylor has been elected in his place. Mr. Taylor is widely and favorably known in Southern California. A. R. Taylor has been appointed sales manager of the entire production of the busy factory. E. Mylrea, who is known both in Europe and America as an expert on tonal organ building and mechanical technique, for many years was consulting engineer and expert of Hill & Sons, organ builders of London Eng.

The Artcraft Organ Co. has been very successful for the reason that they do not follow the old beaten track, but its methods of construction are adapted to the different situations that arise in the manufacturing of the modern console organ.

Distinct Organ Types.

A member of the Presto-Times staff upon meeting A. R. Taylor at the warerooms of the Wiley B. Allen Co. learned that there are two classes of organ structure, one called the cathedral type and one called the residence type, and while the older style organ manufacturers followed out the old style cathedral tone and pedal construction the Artcraft Company built entirely different organs for the residence and theater. The latter has more orchestral effects and mechanical technique.

The Artcraft Organ Company has lately contracted for one of the most elaborate residence organs especially constructed for the magnificent home of Harry H. Culver, the well-known founder and builder of Culver City, one of the most fashionable suburbs of Los Angeles. The Wiley B. Allen Co. is exhibiting portions of the structure of this organ, consisting of the longest diapason pipes and the shortest solo pipes which are attracting great attention in their windows on Broadway. It is learned that a number of other important contracts have been obtained by this enterprising firm, who feel justly proud of its success.

New Radio Company.

Among the new arrivals in Los Angeles are W. F. and F. E. Wesenberg from Detroit, Mich., father and son, who are both expert radio and electrical supply men. They have lately organized the Wesenberg Radio Music Co. and opened extensive warerooms at 3819 South Western avenue, Los Angeles, and are doing a large business in the radio and Victrola lines. They have taken the agency for the celebrated Kolster radio, manufactured by Federal-Brandes, Newark, N. J., which they are distributing in large numbers, not only in Los Angeles but are doing a mail order business as well. When the representative of Presto-Times called at the warerooms he was shown a large stock of Kolster radios, particularly in the model 8C, which retails for only \$375. W. F. Wesenberg said: "We are selling these instruments in direct competition with other high grade radios, such as the Panitrope and Brunswick." They are giving universal satisfaction he said, and added that the company was making extensive mail order arrangements to supply them in the outside districts.

F. E. Wesenberg, the junior partner in the business, is thoroughly capable of promoting a large business in the line, being a neodyne expert and a competent man in special installations. This enterprising firm is backed by ample capital which will enable it to expand in any direction as the business justifies.

GULBRANSEN FACTORY EXHIBIT.

The Gulbransen Company, Chicago, has arranged at its factory headquarters a large and complete display of Gulbransen products. Here in one room are more than twenty instruments—upright pianos, registering pianos, grand pianos, the new combination registering and reproducing piano, period model, art model and instruments finished in color-lacquer. The display is a very impressive one and has already been viewed by scores of dealers and salesmen. The company has announced a new retail advertisement featuring the Gulbransen combination registering and reproducing piano. The Gulbransen Company has also prepared a new two-color window card to be used by dealers who feature this extraordinary invention.