

CONFERENCE OF STRAUBE FORCES

Officials, Department Heads, Factory Executives, Road Men and Straube Dealers Gather at Headquarters in Hammond, Ind., for Annual Review of Business.

PLANS FOR 1928

President Jacobson and Sales Manager Stewart Make Statements Which Evoke Cheerful Anticipations in the Dealers.

The annual business conference of the Straube Piano Co. was held at the headquarters of the Straube institution at Hammond, Ind., on January 3, 4 and 5. In addition to the usual gathering of the officials, department heads, factory executives and various members of the wholesale staff, a considerable number of Straube merchants visiting the factory during the week were included in the activities and participated in what was declared to be the most successful and constructive business conference since the inception of the business fifty years ago in 1878.

George B. Dow, prominent piano merchant of Chicago, when commenting upon the leadership that the Straube piano has attained, also presented the gathering with a most interesting demonstration and sales talk pertaining to the Straube grand piano. Although in a highly competitive market, Mr. Dow and his sales manager, Charles Nelson, have built up a very large distribution of Straube pianos.

Among Those Present.

Among other Straube merchants visiting the factory who addressed the conference were Chas. C. Adams of Peoria, Ill.; George P. Gross, Cincinnati; L. H. Paul Jones, Fort Wayne, Ind.; C. J. Kramer, Gary, Ind., and W. O. Gross of Eaton, Ohio.

"Concrete evidence of the success of the Straube in Peoria," stated Mr. Adams, "is the fact that in our locality more Straube pianos have been sold than in any other community in the United States. Although times have changed, the Straube piano and the Straube Piano Co. policies of merchandising meet conditions as they are today and we expect to sell a lot of Straube pianos during 1928."

At a luncheon tendered to the conference at the Woodmar Country Club on January 5, E. R. Jacobson, president of the Straube Piano Co., and who was for two terms president of the Music Industries Chamber of Commerce, stated that the Straube Piano Co. had made very favorable progress during 1927 and that continued advancement was anticipated during 1928.

Sales Manager's Statement.

H. A. Stewart, sales manager, outlined the substantial character of the Straube institution and the

public confidence it enjoys. That 1928 will be a Straube year," stated Mr. Stewart, "is well confirmed by the cordial relationship existing between the Straube dealer organization and the Straube Piano Company and the sales activity that is now going on. Period designs by Straube in both grand and upright instruments sold well during 1927 and the number will be increased during 1928. New literature is in press at this time. In addition the unique features of construction which have proven so practical and popular



E. R. JACOBSON

during the past year will be continued so that people may continue to see as well as hear the merit of the Straube. Policies of National Advertising and National Pricing will be maintained in the future as they have been for many years past. The 'Good Housekeeping Magazine' and the 'Ladies' Home Journal' will be the outstanding publications used and merchants will receive effective tie-up material so that they may enjoy the local benefit of what the Straube Piano Co. is endeavoring to do. Although we have taken on a number of new dealers during 1927 and hope to have many others with us in the future, nevertheless, we appreciate the loyalty of our present merchants and nothing will be done that will prevent old Straube dealers from enjoying the fruits of their efforts."

Others Who Spoke

Other Straube executives who addressed the conference were C. H. J. Thorby, vice-president; A. T. Schuldes, treasurer; W. G. Betz, superintendent; R. E. Folk, manager of the retail division, and I. S.

INTERESTING TRADE NEWS FROM WISCONSIN STATE

Common Belief of Public Is Rendered Erroneous by Portable Phonograph Production.

Contrary to common belief the radio has not made severe inroads on the talking machine business, in view of the fact that the Allen-Hough Manufacturing Company of Racine, Wis., is producing five hundred portable phonographs daily. The company came to Racine about a year ago and began operations with a force of fifteen employees. Today it is employing eighty-seven and the plant is being operated night and day to fill orders.

The Ward-Brodts Music Company at Madison, Wis., which was organized early in 1927 by Cecil Brodt and T. Lane Ward has met with considerable success despite the fact that the company is not quite a year old. Mr. Ward and Mr. Brodt organized the shop with the idea that Madison musicians would receive better service and would be able to select from a larger stock, if all the music were available in one place.

The Noll Piano company, located on Milwaukee's south side, furnished the Charles Frederick Stein Grand piano in the new million dollar National theater, the first atmospheric de luxe neighborhood house to be erected on Milwaukee's south side.

SELECTS CHICKERING AMPICO.

Frederick Brosseau of Greenwich, Conn., and president of the Mack Truck Company, has purchased a Chickering Ampico grand in the style of William and Mary for use in his Greenwich, Conn., home. The sale was made at Chickering Hall, New York.

Dolk of Lamport-McDonald Advertising Agency, South Bend.

At the conclusion of the conference the group adjourned for dinner at the Terrace Gardens, Morrison Hotel, Chicago, and later, in a body, attended the theater. Among those present were: P. F. Pfingsten and C. J. Lenz, Glen Ellyn, Ill.; L. B. Kewith, George B. Dow and his sales manager, Charles Nelson, Chicago; W. O. Gross, Eaton, O.; L. H. Paul Jones, Ft. Wayne, Ind.; Geo. P. Gross, Cincinnati, O.; Frank Justin and A. Nawquist, Cicero, Ill.; C. J. Kramer, Gary, Ind.; Chas. C. Adams and H. H. Bland, Peoria, Ill.; I. S. Dolk and W. K. Lamport, South Bend, Ind. Of the wholesale staff present were included Capt. J. A. Bryan, eastern territory; Robt. E. Lauer, Ohio and West Virginia; J. N. England, southeastern representative; W. A. Berry, western representative; D. L. Sterling, central west, and Chas. T. Phelan, southwestern representative. The Straube offices were represented by E. R. Jacobson, president; C. H. J. Thorby, vice-president; J. F. Jacobson, secretary; A. T. Schuldes, treasurer; H. A. Stewart, sales manager; W. G. Betz, superintendent; H. R. McVey, Clarence Kritch, R. E. Folk, retail manager; Charles Levin, Joe Martin, and A. D. Myer, purchasing agent.

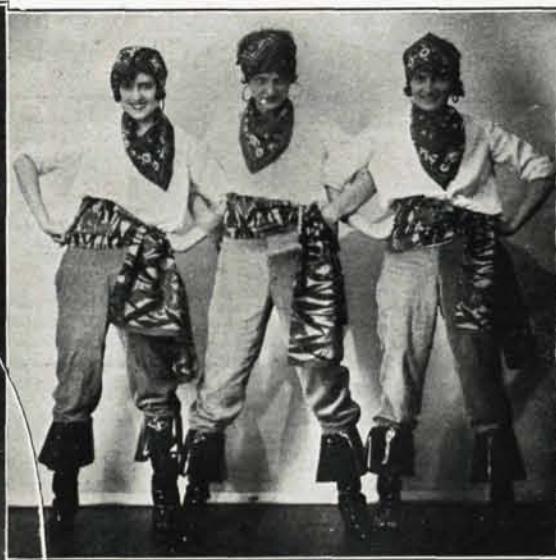
STUART ROSS PLAYS AMPICO RECORDS



JANE SPAEDER STEPPERS.



JANE SPAEDER HERSELF.



STEEPERS IN BUCCANEER DANCE.

The Knabe Ampico played an important part in a recent entertainment given at the Cleveland, Ohio, Masonic Temple by the Holyrood Commandery. Stuart Ross, celebrated concert pianist, used the Knabe Ampico very effectively, playing in alternation

with his own Ampico recordings. The Jane Spaeder Steppers, shown above, executed a series of seven dance numbers, the Knabe Ampico again furnishing delightful music for the intricate dance steps. The Ampico part of the program was made possible

through the efforts of W. O. Shaffer of the Cleveland Knabe Warerooms, who writes:

"Audience somewhat stunned at first, but you ought to have heard the applause later. Not one hitch in program."