

NEW PHILPITT STORE IN FLORIDA

S. Ernest Philpitt & Son Again Proves Its Progressive Spirit by Opening Ideal and Pre-tentious Headquarters in Most Desirable Position in St. Petersburg.

All St. Petersburg, Fla., is taking just pride in the opening of the new music store of S. Ernest Philpitt & Son, 516 Central avenue, active distributors for the Steinway piano in that section. Six years ago Mr. Philpitt opened a modest store at Sixth street and Central avenue and three years later moved into larger quarters at 444 Central avenue. The present move to the five hundred block indicates progress of S. Ernest Philpitt & Son and also indicates that in the opinion of Mr. Philpitt conditions in St. Petersburg warrant the expansion.

The new Philpitt store is located in the Gandy block and has been entirely remodeled to suit every need of a modern music store. Over the entrance and fourteen feet above the sidewalk hangs a twelve-foot Rayon Tube Electric sign, "PHILPITT'S," said to be the largest sign of this type installed in Florida. This sign is easily read for the distance of a mile in either direction on Central avenue. This store, which is more than twice as large as the former one, has a frontage of forty feet and a depth of one hundred feet. The floor of the central vestibule, eighteen feet in depth, is laid in French style of soft shades of brown and green. The two large show windows lend themselves to interesting possibilities for the display of musical instruments. The two large French doors give an inviting entrance opening of eight feet.

Arrangements Perfect.

On the right as one enters is the display counters and musical instrument cases, the cashier's office and the record demonstration booths. On the opposite side are two large booths for the demonstration of pianos and radios. Each booth is equipped with oscillating and exhaust fans, insuring comfort to customers. The ceiling, sixteen feet in height, is liberally supplied with semi-indirect lighting fixtures and a generous number of power receptacles have been distributed about the floor for the convenience of operating electrical pianos, Victrolas and radiolas. The oak flooring was so laid to give proper resonance and acoustical effects necessary for the proper demonstration of musical instruments.

Praises C. R. Putnam.

An attractive program had been planned for the formal opening on the evening of November 2. S. Ernest Philpitt stated on his arrival from Miami to attend the opening that in his opinion this was the most modern and attractive music store in the state. He also stated that he desired to give due credit to C. R. Putnam, who made the plans and specifications for the alterations and equipment and who carried them through to completion. Mr. Putnam, who was for six years secretary of the National Music Merchants, has been connected with the Philpitt or-

ganization for the past eight years and in charge of their pipe organ department with headquarters at the Philpitt store in Tampa.

Officials Present.

Officials of the nine Florida stores were in the city for the event, including Mr. Philpitt, Marshall Philpitt, also of Miami, vice-president and manager of publicity and sales; Ray Creager of Miami, C. R. Putnam of Tampa, E. V. Elliott of Orlando, Howard Crawford of Jacksonville and Jack Harwood of West Palm Beach.

The Fine Line.

The company is exclusive sales representative in Florida for the Steinway pianos, Duo-Art reproducing pianos in Steinway, Weber, Steck and Stroud pianos, the Aeolian reproducing residence pipe organs, Pilcher organs, Premier grand pianos, Krakauer, Henry F. Miller, Kurtzmann, Francis Bacon and Philpitt pianos. They are also representatives of the Victrola, R. C. A. radiolas, band and stringed instruments.

The store is equipped with five demonstration booths, beautifully furnished. A modern ventilation system makes possible a complete change of air every six minutes. Ceilings are seventeen feet high.

Congratulations Conveyed.

Floral pieces were received as congratulation from Steinway & Sons, the Victor Talking Machine Company of Camden, N. J., and Baltimore, Md.; Sam Fox Publishing Company of Cleveland, Pierce Electric Company of Tampa, and the Aeolian Company of New York.

Local firms and individuals sent baskets and bouquets of beautiful flowers. Telegrams were received from Eddie Martin, former St. Petersburg manager; C. G. Rowe, district traveling representative of the Victor Company; the Q R S Roll Company, the Baltimore Victor distributing company, Paul A. Schmitt Sheet Music Company, and Aeolian Company.

WANTS LONG-SERVICE TRAVELER.

The National Traveling Salesmen's Foundation, 277 Madison avenue, New York, recently extended an invitation to the oldest traveling salesman in the country, in point of years, and the oldest in years of experience, still on the road today, to be guests of honor at a banquet to be given December 4 at the Hotel Astor in New York city by the National Traveling Salesmen's Foundation to inaugurate a drive for a \$3,000,000 home for aged, incapacitated and indigent traveling salesmen. "Many of the answers received suggested that we had overlooked 'service,' and so we now want to invite the oldest in point of service to join the Guests of Honor," is the statement made this week. "Will you give the local business firms and salesmen among your readers the opportunity of qualifying for this honor and of enjoying the nationwide publicity that will come to the winner?"

KNABE FOR SCHOOL.

Frank H. Kimmel, manager of Ampico Hall, Cleveland, Ohio, reports the sale of a Knabe Grand to the public schools, city of Cleveland. The Knabe and other instruments of the American Piano Co. are well represented in the schools in the various cities.

STRAUBE PIANO CO.'S PRODUCTION SUSTAINED

Distractions of Pre-election Months Showed No Effect on Orders—Growth of Company Reviewed.

By FRED E. COOPER.

In the group of Indiana industrial cities on the shores of Lake Michigan whose conditions I observe all the year round, the distractions consequent on the election campaign, seemed to have had little effect on retail business. As reporting the conditions in the music business is my particular affair the absence of disturbance in music goods sales during the pre-election months was a notably pleasant thing. In Gary, Hammond, and the other busy industrial places, retail music business weathered the excitements of the election campaign period in excellent shape. In the big plant of the Straube Piano Company, at Hammond, production during the pre-election months showed stimulation with every week.

The mention of the Straube Piano Co. suggests the correcting of an inaccuracy in the notice of the death of William Straube which I read in several local papers. By one of the incidents in the beginnings of companies, Mr. Straube's name was given to the Straube Piano Company, with which, however, he remained only a short time.

Mr. Jacobson's Part.

I am familiar with all the circumstances associated with the history of the Straube Piano Company and I know that its strong and prominent position and genuine stability today is due to the high character of the policies instituted by the president, E. R. Jacobson. Straube position in the trade reflects the ability, ingenuity and personality of Mr. Jacobson.

Its Growth Continues.

I recall the days before Mr. Jacobson became principal owner and guiding spirit of the Hammond company, when it was known as an ordinary piano manufacturing concern. But with the advent of Mr. Jacobson and the associates with whom he allied himself, the Straube Piano Company began the course of wise activity which has made it one of the most successful contenders in the high quality piano field. The frank policies of national advertising and pricing which elevated the Straube from the field of bargaining or questionable tactics reflect the broad, open characteristics of Mr. Jacobson himself.

And the spirit of the president, which permeates the entire institution, is notably reflected in the vice-president, C. H. J. Thorby; the treasurer, A. T. Schuldes, and the secretary, J. F. Jacobson.

ROY S. HIBSCHMAN IN EAST.

Roy S. Hibschan, head of the Motor Player Corp., 340-350 West Huron street, Chicago, was in the East on Monday of this week when a Presto-Times representative called at his office. Mr. Hibschan is stirring up some good trade in various localities for his makes of instruments. He will be on duty at his office in Chicago on Monday of next week.

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