

RADIO

RADIO RECEIVING SETS
RADIO PARTS
RADIO—PHONOGRAPHS

Straube Radio Merits

Straube Piano Company's Character for Making Fine Pianos, Now Expressed in Production of Radio Sets of Technical Excellence and Artistic Design

The Straube Radio, made by the Straube Piano Company, Hammond, Ind., is a powerful set in a beautiful encasement. It is all-electric, nine tubes and satisfaction in performance is guaranteed by the manufacturers.

The character for the making of dependable pianos gained by the Straube Piano Company in its years of activity is an asset in its industrial expansion into the field of radio. Like the pianos, the Straube Radio

reliable construction. Doors swing all the way back against sides of cabinet. The height is 50 inches; width, 27 inches, and depth 17 1/4 inches.

The Straube Purpose.

In entering the radio field, the Straube Piano Company was imbued with the purpose to produce radios with the dependable features of construction that achieved its high position in the piano field. At the very start the Straube Radio enjoyed the prestige that results in sales. Straube quality appeared in the form of Straube Radio and Straube dealers benefited thereby.

Straube Personnel.

Many things associated with the production of Straube Radio suggested confidence. For one thing the president and officers of the Straube Piano Co. are men of long experience in making and marketing pianos of superior quality. Another important consideration is that the Straube factory of Hammond, Ind., is admirably located and excellently equipped for high class production in the new commodity. The trade naturally expects radio excellence in sets produced in the progressive Hammond plant.

The factory of the Straube Piano is associated with the character for unending research and continuous improvement in the products. Many new principles of piano construction originated there and it is safe to assume that the ambition applied to piano improvement will be continued in the manufacture of radios.

Selling Aids.

The cooperative character of its relations with dealers is another Straube asset that the trade is quick to allow when the representation of Straube Radio is considered. Aids to sales provided by the Straube Piano Company are important factors towards big turnovers and desirable profits. The experiences of the trade enjoyed in selling Straube pianos may be repeated with Straube Radio.

CHEERFUL CONDITION IN INDIANA FACTORIES

Pleasant Ride by Presto-Times Man Through Portion of State Discloses Busy Condition in Manufacturing Plants.

A two days' motor trip through northern Indiana recently by a representative of Presto-Times was made interesting by reason of delightful weather and visits to factories where good trade reports added more joy to the conversations.

The Straube Piano Company, Hammond, Ind., reported a very excellent trade, in fact, rather above normal conditions at this season of the year, but which often occurs as a result of active work from headquarters. The Straube Piano Company's radio business is assuming very important proportions and the convincing evidence appears in factory and shipping room.

Elkhart, Ind., the band instrument center of the world, is alive with the activities of this great line of manufacturing there. Automobiles of the employes of the Conn plant lining the streets surrounding the Conn factories and the automobile parking space for Conn cars was filled; all indicating the activities which prevail at the Conn institution.

The Conn Center is like a great educational institution where artists, artisans and business people assemble for important reasons. There is provided a great line of band and orchestra instruments that go forth to all parts of the world. On the day of the Presto-Times man's visit J. F. Boyer, the general manager, was attending a convention at some point in Kansas and Mr. Schwartz of the Pan-American division was on a similar mission at another point.

Notwithstanding the Hobart M. Cable Company, La Porte, Ind., has not been before the trade the past few months as persistently as in times past, nevertheless there is considerable activity at the factories and warm enthusiasm over the prospects of a favorable future trade.

PROPOSE NEW FEDERAL BUREAU

Representative Men in Music Trade And Others Hold Enthusiastic Meeting in Washington to Plan Procedure for Forming New Department of Fine Arts.

By HENRY MAC MULLAN.

A meeting was held April 8 at the Congressional Country Club about twelve miles north of Washington, D. C., for the purpose of discussing and planning for a request upon the Government at Washington to establish a Department of Fine Arts.

The meeting was presided over by Frederick Philip Stieff, head of Chas. M. Stieff, Inc., of Baltimore, Md.

Those in Attendance.

Those in attendance included Mr. and Mrs. Carl A. Droop of E. F. Droop & Sons, Washington; Mrs. Ingram of Dallas, Tex., sister of Robert N. Watkin of the Will A. Watkin Music Company, Dallas, Tex.; Hermann Irion of Steinway & Sons, New York; Delbert L. Loomis, executive secretary of the National Association of Music Merchants; Mrs. Jno. F. Sippell, president of General Federation of Women's Clubs, Baltimore, Md.; Mrs. Jos. C. Byron, president of Maryland Chapter of National Federation of Music Clubs, Hagerstown, Md.; J. Fred Essary, author and journalist, who is the Washington correspondent of the Baltimore Sun; Wm. J. Dougherty, managing editor of Music Trade Review of New York; Mrs. J. Frederick Essary, Washington, D. C.; Joseph A. Helprin, director of the Advertising Club, Baltimore, Md., who does the advertising for the Stieff house; Arthur Kaye, managing editor of the Music Trades, New York; Mrs. Edgar Stillman Kelley, president National Federation Music Clubs, Oxford, O.; Henry MacMullen, Presto-Times, Chicago, Ill.; Clarence J. Roberts of Baltimore, Md., president National Association Music Merchants, and Mrs. Roberts; Mr. and Mrs. Frederick J. Stieff, Baltimore, Md.; Guy R. Smith, manager of the Stieff store in Washington, D. C., and C. M. Tremaine, director National Bureau for the Advancement of Music, New York.

F. P. Stieff Presided.

Frederick P. Stieff opened the meeting by indicating the purposes for which it was called. He read several letters of regret from those who, for one cause or another, were unable to attend, including Frederick R. Huber, municipal director of music, Baltimore; Warren E. Rollins, artist, who painted the wonderful pictures that decorate the main hall of the Congressional Club and who is the father-in-law of Frederick P. Stieff. Mr. Rollins' home is at Pueblo Bonito, N. M. Regrets were also sent in by Hans Schuler, sculptor, director of the Maryland Institute, School of Art and Design, Baltimore, and from Robert N. Watkin of Dallas; Jno. J. Glynn of New York; Jay Grinnell, cDetroit; also from E. Arthur Miller, president of the Advertising Club of Baltimore.

Expert Legislative Correspondent.

Mr. Essary was called upon as a man who had expert knowledge around the legislatures of Washington on how to initiate a movement of this kind; whether to put the matter up to the President of the United States direct or a Senator or a Representative. His advice, cautiously given, was: "Get your groups organized; organized on a central basis, in order to reach the political minds as well as the practical minds. I do not think that any one group can make any great impression, but all the groups could. Sell the idea. Have one man on the floor of the House plugging day after day and month after month." He cited an instance or two in his observations of Congress where already plugging won the day where nothing else would. Mr. Essary was with President Wilson on both his trips across the ocean.

Hermann Irion on Art and Music.

Hermann Irion of New York said art had in its earlier history been under some grand potentate and later on had come under the fostering wings of the Catholic Church through the centuries; and without that we wouldn't have much of art. So now it ought to come under the protection of government. He referred to the paternalistic patronage of music by the governments of Germany, France and Italy, and he said of the four branches of art there was only one

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STRAUBE RADIO, Model 270, Open.

furnishes the pride of name value. The Straube Radio assures splendid reception, reliability and satisfactory results.

Gets Warm Reception.

The Straube Piano Company's dealers eagerly adopted the Straube Radio at its first appearance. Knowing the character of the house for dependable pianos of fine musical quality, they felt assured that a radio presented by the ambitious house would possess merit in the same degree. The distinguished position of the Straube piano in the field of music gives the purchaser of a Straube Radio that satisfaction which comes from the assurance of quality in the product. The Straube Piano Co. gives the guarantee that "The Straube radio is as fine as modern means and ingenuity has produced and the Straube type of artistic and graceful designing is always modern; always in vogue.

Merits of Set.

"The Straube radio represents the highest type of performance, reliability and cabinet encasement. It combines the latest quality achievement of famous radio engineers with fifty years' experience in the making of fine pianos. In the Straube radio you will notice not only the artistic gracefulness of enduring design and the beauty of richly figured and magnificently finished furniture equipment, but the unusual fidelity of tone; the clarity of instrumental music and the natural inflection of the human voice. You will notice, too, the ease with which volume without distortion from very soft to very loud is readily obtained. And the nine tube all electric Straube with built-in dynamic speaker furnishes power far beyond that which you will ordinarily use."

The Straube style 270 (closed) is shown in an accompanying cut. The model reflects rare excellence of design, extraordinary beauty of figured veneer, the handsomeness of piano finish and sturdy,