

**PRESTO
BUYERS'
GUIDE
1926**

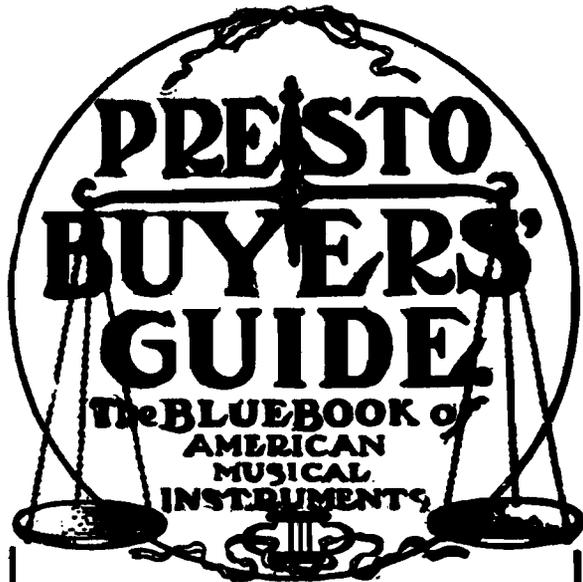
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29th Year of Publication



**PIANOS
PLAYERS
REPRODUCING
PIANOS
AND THEIR
MANUFACTURERS**

1926



“The Book that Sells Pianos”

The **BLUE BOOK**
of American Musical Instruments

**PRESTO
BUYERS' GUIDE**

to

**Pianos
Player-Pianos**

and

Reproducing Pianos

In Three Parts:

- I. Instruments of Established Names and Character.*
- II. Instruments bearing Special Names or Trade Marks.*
- III. Manufacturers of Pianos and Player Pianos.*

All preceded by Chapters on Piano Building and Buying designed for the guidance of prospective purchasers.

29th Year of Publication

PREFACE

EDITION OF 1926.

"In the multitude of counsel there is wisdom." But in selecting a piano the average purchaser finds that a "multitude of counsel" is confusing. That is one of the reasons why Presto Buyers' Guide is so popular and is so repeatedly referred to by prospective piano purchasers and is employed by piano salesmen with which to convince their customers that the instruments present are of dependable, whether popular, "high grade" or distinguished. For not many retail piano buyers can recognize the names which, in piano trade circles, stand so high as to disarm all adverse criticism.

One of the certain signs of a piano's quality is the name it bears. And, inasmuch as all piano manufacturers try to have the names of their pianos in some way characteristic, the style of the name is made with especial reference to its being quickly recognized by experts, or others familiar with the various trade names which appear on pianos of any character whatsoever. For in this country there are no established pianos that do not bear the trade-mark, or the manufacturer's name, on the fall-board.

Therefore it is essential, especially to buyers of high-grade or costly pianos, to recognize the name the instruments bear. There have been spurious piano names which have resembled those of distinction so closely as to mislead all but the most experienced.

The American piano is a better instrument than ever before. It is an article of pride in any home. And as a means of a full-rounded education and refinement, the rising generation, and the generations to come, will prove it, as never before since its first suggestion in the invention of Cristofori of Padua, in 1711.

This issue of Presto Buyers' Guide has been prepared with especial care, and its estimates of all pianos may be depended upon in every particular. The editors are always ready to supplement what is herein said by any further advice for dealers or their customers who may apply for information of any kind pertaining to any instrument or industry referred to in this book.

PRESTO BUYERS' GUIDE IS REVISED ANNUALLY.

All Earlier Editions Are Cancelled.

SPECIAL NOTICE: This book consists of three parts. First, brief analytical descriptions of all established pianos and playerpianos. Second, trade mark pianos and playerpianos. Third, succinct facts concerning the manufacturers, their factories, and other details of interest to prospective piano owners. It is suggested that, after noting what is said in Part One, concerning any instrument, the reader turn also to Part Three for additional information. Should the name about which data is desired not be found in Part One, it will probably be in Part Two, where the trade-mark and special-name instruments are listed.

IN ADVANCE

The outstanding features of the piano at this time are the remarkable development of the Reproducing Grand, the economy of space occupied by the little Uprights and the dainty beauty of the so-called Baby Grands. The steadily growing popularity of the small grands is easy to understand, for in power and resonance of tone the miniature replicas of the old-time concert instruments are full-grown and capable of the most artistic musical expression.

In a general sense the piano—the only instrument of music that responds fully to the heart of the home—has steadily advanced, and the outlook is that it will become even more of the favorite "household god" than ever before. Without doubt the necessarily large increase in cost of the piano threatened a temporary slowing up of its demand, but that has been in a large degree overcome and it is predicted that during 1926 the number of pianos manufactured will be larger than in any year since this century began.

The favor of the very small upright pianos is another feature of the piano demand. These dainty little instruments are designed for schools and small apartments. They are almost phenomenal in power and a majority of the foremost manufacturers are producing them in growing numbers.

The playerpiano retains its popularity. It is, of course, in every essential feature, a piano, as of old, into which is installed a special mechanism by which are produced the same musical effects as if a pianist were at the keyboard. The range of the playerpiano's possibilities is practically unlimited because of the enterprise of the music roll industries, which put forth the new as well as the classic music at small cost to the public.

With pianos, as with most things, prices should serve as an index to values. The old-time tricks of the trade have largely disappeared and prices have assumed a normal basis. And that means that the price is, when rightly fixed, a question of comparative quality. No one can expect to buy an instrument of the higher grades, or of great distinction, for anything like the prices asked for "popular" or the "medium" grade instruments.

By applying the same rules to the purchase of a player-piano that have been prescribed for the piano the least informed purchaser will be on the safe side. As with pianos, it often happens that the best possible commendation is in the name of the player-piano manufacturer. And with very rare exceptions all piano manufacturers now also produce player-pianos. In very many cases the player action is a specialty, made by expert player-action industries and adapted to the pianos. In such cases the makers of the pianos use great caution in choosing their piano player parts and, while there are several good player actions and player systems now in use, the piano manufacturers study them all with a view to discovering the ones best suited to their individual pianos.

On general principles, it is perfectly safe to rely upon the descriptions and representations set forth in the catalogues of reputable manufacturers. And if the name of any instrument presented for sale is found in this book, it is a sure sign that it is a "regularly made" player-piano and worthy of consideration. It should be said, also, that throughout this book the word piano applies equally to the player-piano, insofar as concerns any reference to character or quality of the instruments under discussion, in any paragraph or section of the book.

It may here be said that the purpose in the descriptions of pianos in this book is to be as brief as possible, and the length of the analysis of the instruments has no significance with respect to the character of the subject under discussion.

How Instruments Are Graded

IN piano catalogues and other commercial literature a common announcement is one which refers to the grade of the instrument. In very many cases the piano is said to be one of "Strictly High Grade." Originally pianos were not graded. Each manufacturer strove to produce the best instrument possible. A piano was then a rarity. As to price, it could only be high, for few pianos were made and they consumed much time and necessitated great effort in their construction. But with the advancement of the industrial world, with the improvements in machinery and the adoption of more efficient methods, means were employed by which musical instruments might be produced more and more rapidly. Thus all pianos were "high-grade" until about the early '70's, at which time the first commercial pianos appeared. Before that time there had been no thought of differentiation in grading pianos.

With the appearance of the commercial piano conditions changed, and, with every advancement in modern methods of manufacture, there came a reduction in cost of production, and, finally, a proportionate cut in selling price. But the public could not discriminate and often external appearances served to satisfy many who, having no real consciousness of either mechanics or music, might easily be misled concerning the character of instruments sometimes offered by unscrupulous salesmen. And so it became necessary for the manufacturers to indicate the quality of their productions, and the word "grade" was adopted for the purpose. Thus degrees were applied, and we find pianos classified as "high grade," "medium grade" and "commercial grade."

The High Grade Piano

AS the term implies, the high-grade instrument is constructed along lines and in accordance with such principles as create in the finished product all those characteristics that mark the highest attainments in piano production. Instruments of this class are constructed in the factories of the ambitious manufacturers who spare no expense in either the materials employed or in the execution of the plans according to which the piano is designed and built. They employ the finest and most beautiful of rare woods, the best of ivory and other materials, and will not tolerate the slightest infraction of the rule embodied in their principle of combining in the best possible way the very best means to the highest end. And in the making of pianos of this grade there is the fundamental basis of a musical scale which has been tried and found flawless. In this grade of pianos the element of cost is entirely subordinated to the paramount purpose of obtaining, through perfect workmanship and the use of perfect materials, perfect results. The application of this policy can have no other effect than to render these instruments costly in their construction, and entirely inhibits the idea of competition between the high and lower grades of pianos.

High-grade pianos should be chosen intelligently, and in any reliable piano store they are the easiest to select, because all well-conducted piano houses are proud of their "leaders," and the "leader" is the high-grade instrument upon which the dealer depends to sustain the character of his store as well as his own judgment as a piano expert. Usually speaking, the high-grade leaders possess distinction in the musical world, though it sometimes happens that a recent addition to the artistic class of pianos may be too new in the field to be widely known.

The Medium Grade or Popular Piano

ONE of the possible mistakes of the piano-buying public is the inference that by "medium grade," mediocrity is implied. On the contrary, the good medium-grade piano, produced by the honest manufacturer, represents the golden mean, the substantial middle ground, and is a perfectly safe piano to buy. It may not be designed to meet the most exacting requirements of the artist; nor is it fashioned to fill to the uttermost the most æsthetic demands, so far as elaboration and ornamentation are concerned. But, if well made, by a responsible concern, the medium-grade instrument may be relied upon to withstand hard usage and to give satisfaction in the household.

There are many medium-grade pianos which possess a delicacy of touch and fullness of tone far above their cost. They are made of honest materials, and lack, perhaps, mainly in such details as are appreciated by the most discriminating musicians, and they do not possess the distinction in the music world that is associated with the names of pianos of the highest grade. Medium grade pianos are, as the term suggests, medium priced pianos. They are reliable, musical, and in the majority of cases represent more than is asked for them. They are safe to buy, and the only requisite is that the merchant who commends one of them is reliable and will not take advantage of the staunch merits of the medium grade piano by which to ask the price of the highest grade or artistic instrument.

The name of a great piano is always a certain guarantee. Nowhere is the value of a name more in evidence than in fine pianos.

The Commercial Piano

THE predominating characteristic of the commercial piano is indicated by the descriptive adjective used to designate its quality. It is a piano manufactured with the idea of commercial adaptability. The idea of musical superiority, while not always eliminated from consideration, is not the dominant thought. To insure a large sale and to sustain the commercial advantage of low price, the manufacturer must reduce the cost of production to the lowest possible point. The commercial piano is not designed for musical experts, nor for well-to-do customers who are actuated in their choice by the fame of the manufacturer and are willing to pay a liberal price for correspondingly costly material and workmanship. It is never given the place of a "leader" in any honorable piano store, but is sold for what it is and at a price consistent with its qualities.

It is equally true that the commercial piano often possesses real merit, and serves to gratify the taste and answer the purposes of the music lover and piano student. It is often a strongly made piano, nevertheless, and capable of withstanding much hard usage. Its price is the lowest figure at which one can safely buy, for it is produced in great numbers and at as small a cost as any responsible manufacturer would think expedient and safe considering that his own commercial reputation is at stake.

The Trade-Mark Piano

ATRADE-MARK piano is one that bears some regularly adopted name, which is the copyrighted property of the makers of the piano or the dealer who sells it. Or it may be the name of the piano merchant who offers it for sale. In the latter case the surety is in the responsibility of the dealer or merchant. Any piano dealer may have his name placed upon pianos of commercial grades, and the only way to judge of the reliability of such pianos is to be sure of the responsibility of the dealer who sells them.

Usually pianos that bear the individual names of merchants or firms may be classified as trade-mark pianos, their responsibility depending upon the character and financial standing of the merchants who sell them. For this reason pianos bearing the proper names of individuals or firms are omitted from this edition of Presto Buyers' Guide. As names of retail merchants are used exclusively for local piano selling, buyers may easily form their own judgments.

It is also well to consider that there are what are known as trade-mark pianos which, while they do not in some instances bear the names of their actual makers, they do nevertheless bear names controlled by responsible piano dealers—often houses of the highest integrity.

Special Name Pianos.

NO subject in connection with musical instruments has created greater confusion in the minds of piano buyers than the class of instruments which bear names other than those of their makers, or of their established trade-marks. In earlier days such pianos were designated as "stencil" pianos. That word has fallen into disuse. Still, as a rule, instruments of the kind referred to are of the lowest price, designed for commercial purposes. Of late years, the systems of piano manufacture have so improved that the cheaper instruments have, in a large sense, become "standardized" in their production, and while not of the musically ambitious kind, the strictly commercial instruments are generally regarded as recognized articles of sale. Furthermore, it is fair to say that the so-called "stencil evil" in the piano business does not today exist in anything like the degree it assumed in former years when it was often employed to prey upon famous instruments. The safeguard is in knowing the cheap piano's origin, no matter what name it bears, and while it is not possible to indiscriminately commend that class of piano, the term no longer conveys in any sense the commercial degeneracy it once did.

As new names upon commercial pianos constantly appear, manufacturers, dealers and the public are invited to send them to Presto Buyers' Guide for publication in future editions of the book. And it is especially requested that, whenever possible, the names of the manufacturers accompany the names, for in that manner only can the character of the instruments be ascertained and justice be done to all concerned.

GRAND PIANOS

THE perfection of the Small Grand Piano has created a greatly enlarged demand for the form of instrument which was formerly considered out of reach of the average purchaser. When the grand piano was an instrument of great size, and corresponding price, there was but small sale except to concert performers and public institutions of musical learning. Today the concert grand is still a

noble specimen of the piano, and its sale is no larger than in times when the piano was comparatively an exclusive article for the homes of the wealthy.

But the demand for the small grand has developed, in keeping with the convenient size of the case, and the comparatively small cost of the artistic little instrument. There are great industries whose sole products are the small grand. Many of the manufacturers of uprights, however, also make the small grand a feature of their output. Where conditions are suitable, and the added cost is not a deterrent, the purchase of the small grand is to be commended.

THE REPRODUCING PIANO

AMONG the wonders of the age of ingenuity and creative genius the Reproducing Piano is well to the front. It is the highest expression of mechanical genius and attainment in the world of music. The Reproducing Piano, in its best development, enables the performer to record the expression of his genius and skill with such accuracy that the most acute ear, listening where the eye cannot see the instrument, could not tell that the human hands were not producing the effects upon the keyboard. The greatest of living pianists have made permanent records of their wizardry by means of the Reproducing Pianos, which repeat the marvelous technique and most delicate tone-shadings with absolute fidelity.

The Reproducing Piano is operated by electricity and the playing of the artist is recorded directly upon a paper roll from which, in turn, a master roll is produced, and from that many duplicates are made for the enjoyment of the public. Many of the foremost piano industries now manufacture Reproducing Pianos, and some of them have created artistic sensations when great performers have displayed their master-skill, to be followed by the precise reproduction of their finest effects by the piano alone. It is doubtful if the piano world will ever know any more remarkable achievement than that of the Reproducing Piano at its best.

PIPE AND REED ORGANS

IN the selection and purchase of a reed organ the same rules apply as with pianos. But in buying a reed organ there are comparatively few of the complications which so often beset the piano purchaser. For today the number of reed organ manufacturers is so small that there is little confusion of choice.

Pipe organs have advanced in popularity for private uses as well as public halls, churches, theatres, etc., and piano merchants find it profitable to look after organ "prospects." Electric organs, as used in film theatres, are increasing in sale. A list of organs of various kinds will be found in "Presto Trade Lists," No. 3. Should any information be desired concerning any instrument it may be had by addressing the publishers of this book.

HOW TO BUY AN INSTRUMENT

THE prospective buyer of a piano or player-piano who, relying upon his own judgment, attempts to select an instrument soon discovers that very many arguments may arise to perplex him in his choice. As a rule, and with rare exceptions, it is wise to buy of home dealers, to whom you can at any time have access should there arise necessity for explanations or advice. And in dealing with the local piano dealer do not begrudge him a fair profit. The dealer is familiar with the instruments and, if he is a man who is honest and reliable, you may depend upon what he tells you concerning them. Having once decided upon your piano, do not permit yourself to be disturbed by the contradictory talk of any other person who may deery your choice or declare that you have not made a good bargain. In ninety-nine out of every hundred such cases discontent is the result of disappointment born of a competitor's defeat, and such attempted interference is unworthy of consideration.

If the piano buyer lives in a city where many piano houses exist, it is well enough to "look around," thus to compare styles and to contrast the attractive features of the various instruments. But it is a mistake to decide upon any instrument merely because the price is a few dollars lower than some other that pleases better. A piano's quality may often be better judged by its maker than its price. If the dealer is responsible, and he gives assurance that the instrument he recommends is reliable, and plainly states as to what grade it belongs, then there is no risk in its purchase. If the piano recommended is of the high-grade class, the price may seem large, and yet to expect to secure it for any less may be unreasonable.

As to terms, or plan of purchase, it is very easy to buy a piano. But if you have the money to spare by all means buy for cash and save all discounts and interest, to say nothing of the annoyances of "time payments." But a lack of ready capital should never stand in the way of the home possessing the advantages of a musical instrument. It can be bought on "easy terms," by which a small payment may be made and the bulk of the purchase price paid in monthly installments. Do not object to paying legal interest on such deferred payments, and having once bought, refer any rival criticisms to the dealer.

Selecting a Piano.

The three essentials to a good piano are Tone, Touch and Durability. Next is beauty of case design and finish. The standard cases are made, or "finished," in mahogany, walnut, ebony or rosewood. The two first named are much the more popular. All are dependable if the piano is well made. The average ear may distinguish tone, and know when the instrument pleases. The inexperienced must take the salesman's word for the touch, or have a pianist pass upon it. But if you have confidence in him, better still, take the word of the dealer who sells the piano.

Durability is very important. The manufacturer's warranty covers that, and the dealer will indorse the manufacturer. It is, however, never possible to be absolutely certain that minor defects may not develop; and later should "checking"—a mild blemish in the case finish occur—it is very seldom due to any defect in the instrument, but to atmospheric changes. See "Care of the Piano."

Buying a piano is a matter of the ear and eye combined, plus the character of the merchant who sells it, backed by the responsibility of the manufacturer. It is always safe to buy a piano of distinguished make, and commercial pianos are safe to buy if the dealer bears a good reputation for honor and business principle. Usually a piano must be "strong" enough, else it could not be a piano at all. Should any purchaser be in doubt on any point it may be dispelled by addressing Presto, The American Music Trade Weekly, Chicago.

Care of the Instrument

The piano should not be kept in a damp room; moisture rusts the fine metal parts, including the tuning pins and strings. An overheated room is similarly bad. The temperature best for the human being is best for the piano, which is made with a view to "living" with the people in the home.

Above all keep the piano in tune. Piano tuners are plentiful, and they will keep the piano in tune by the year, or at a small sum for each tuning. Some pianos require tuning oftener than others. It is always best, whenever possible, to have the piano tuned by an employe of the house from which you bought it.

The Player-piano action is, of necessity, complicated. Don't attempt to take it apart, or to do more than have it oiled whenever the piano is tuned. Remember, it is both a piano and a performer, and it requires the attention of a tuner just as if there were no "action" in it, sometimes oftener.

Employ, if possible, a tuner you know to be reliable, and do not expect him to do skilled work for a laborer's hire. That kind will not overcharge you.

How to Use Presto Buyers' Guide

This book is divided into three successive parts; first, Pianos and Player-Pianos bearing names of their manufacturers—firms, corporations or other names controlled and advertised by the manufacturers; second, trade-mark pianos bearing the names used by their manufacturers for local merchants; followed by a list of so-called "stencil" names found upon instruments the origin of which being unknown to the Editors afford no basis of commendation; third, Industrial Section, giving briefly the facts concerning the industries by which pianos and player-pianos are produced. Index to contents will be found at the end of the book. Remember that pianos bearing the proper names of dealers or firms are not included in this book. Usually the local dealer's standing is known to his neighbors, and the character of the dealer's trade-mark piano, as a rule, will correspond in reliability to his local reputation for business integrity. That is the best criterion.

If the piano in which you are interested is one of distinction or of general sale, you will find its name in Part One. The pianos are arranged alphabetically. Having learned of the instrument's character and musical quality, turn to Part Three, at end of the book, and there find the article descriptive of the firm or company by which the piano is manufactured. If the piano is not listed in Part One, refer to Part Two. Should any doubt still exist, write to the publishers of this book on any point in question.

About Part Two

Part Two of this book, in which Trade Mark pianos are listed, has also considerable historic piano interest. For therein appear the names of many pianos which were once prominent, but have now been discontinued, or their makers have passed away. In some instances instruments bearing some of the names may still be in the market, but as a rule they must be old pianos, or else they belong to the so-called stencil class whose makers should be ascertained before purchasing, unless there is no objection to "stencils." It sometimes happens that old names of repute are adopted by newer concerns for commercial purposes. As is repeated again and again in Presto Buyers' Guide, the only way for piano buyers who care is to ascertain the makers of the instruments in which they invest their money.

PART ONE

EDITION OF 1926—EARLIER EDITIONS CANCELLED.

INSTRUMENTS OF ESTABLISHED NAME OR CHARACTER.

With Fall-Board Names of Foremost Instruments in
Fac-Simile.

Note—In this Chapter are described in alphabetical order all Pianos and Player-Pianos made in the United States which bear on their fall-boards the manufacturers' or firm names, the corporate or exclusive names owned by manufacturers who employ them upon products of their well-established industries. The name of a good piano is one of the most valuable assets of a piano industry and there is no question or doubt as to the authenticity and character of every name found in this Part One. Many pianos bear other names than of those by whom or in whose factories they are made—often names used as trade-marks, or names given in honor of officers of the corporation or companies by whom or for whom they are manufactured. It is the aim to include also these names in this publication, but in this Part One the names are only those of established character—names upon which the manufacturers rely for their advertised renown and for identification of their products in whatever part of the world they may be offered for sale.

The letter "I" affixed to many notices in the following list indicates that further particulars concerning the manufacturers, firms or corporations by which the instruments are made will be found in the Industrial Chapter, or Part Three of this book.

As a supplementary means of identification and protection of the customer there will also be found, in various instances, in connection with the descriptions of well established instruments absolute fac-similes of the names of pianos and player-pianos as they appear on the fall-boards of the genuine instruments.

SPECIAL NOTE.

Should the instrument sought not appear in Part One, refer to Part Two. The same general remarks apply to both Player-pianos and Pianos. In cases where the piano or player-piano name sought does not appear in Presto Buyers' Guide, the piano is either the product of a very new concern, or it is a recent addition to the trade mark or "stencil" lists. In such cases the only way by which to judge the character of the instrument is to ascertain the name of its manufacturer. When writing for special information give name of the merchant or house offering the instrument for sale and any other particulars by which its origin may be identified. Address all such communications to Presto Publishing Co., Chicago, Ill.

PART ONE

Pianos and Player-Pianos of Established Character.

SPECIAL NOTICE—Should the name of the Piano or Player-Piano about which information is desired not appear in this Part I, refer to Part II, and, if not found there, it may be assumed that the instrument is an entirely new one or bears a new name used for commercial purposes. As a general rule, it is advisable to buy pianos described in Part I, which is devoted exclusively to instruments bearing the actual names of their manufacturers or trade-marks used exclusively by them—all pianos here named, whatever the quality or grade, being the recognized products of established industries. But this implies no risk in buying Trade-Mark pianos that are guaranteed by houses of established reputation.

In some instances the names of instruments in this Section of Presto Buyers' Guide may not be placed in a strict alphabetical order, though they are mainly so. So that if the name is not found at once, the reader will follow to the end of the list of the initial to which it may belong. Should any name desired not be found in the book at all, any information concerning the piano may be had by addressing the publishers of Presto Buyers' Guide, 417 South Dearborn Street, Chicago.

IN THREE PARTS

This book consists of three parts or sections as follows:
Part One—Analytical Guide to Pianos and Player-Pianos, arranged alphabetically.

Part Two—List of miscellaneous, unknown and trade-mark pianos.

Part Three—Industrial Section, in which the manufacturers are classified, with officers' names in cases of incorporations, and other information which must be of interest to buyers of musical instruments.
Complete index will be found at end of the book.

The letter I following descriptive notices indicates that condensed data concerning the manufacturers of the instruments may be found in the Industrial Chapter or Part III of the book.

A

ACKERMAN & LOWE

Pianos and player-pianos bearing this name have been made for many years. In 1916 the industry of Ackerman & Lowe was dissolved and the scales, patterns and good will were secured by the Jesse French & Sons Piano Co., of Newcastle, Ind., which reliable industry still manufactures instruments of good quality bearing the name. (I)

ADLER

Instruments of durable character manufactured by the Adler Mfg. Co., of Louisville, Ky. Mr. Adler is vice-president of the large and responsible piano industry named.

AEOLIAN

This name is known the world over in connection with musical instruments. It is applied to some of the various products of the Aeolian Company of New York which include "Weber" pianos and the "Pianola" player-pianos. (I)

AHLSTROM

Manufactured by the Ahlstrom Piano Company, of Jamestown, N. Y. Established 1875 by C. A. Ahlstrom, who is noted as a piano expert and whose ideas have aided in developing the industry. The Ahlstrom 'Artone' piano is marked by several improvements, which in the uprights are the Non-Blocking Action and a new device for dividing the tone volume, which enables the production of a sustained pianissimo tone in the bass for the accompaniment, with the normal tone in the treble for the melody.

ALBERT

Pianos and player-pianos of popular characterization and very pleasing tone qualities are the products of the Mansfield Piano Co., whose factory is at 749 East 135th street, New York.

AMERICAN PLAYER-PIANO

The American Player-Piano Co. was established in 1902. Many thousands of these instruments have been sold, and they give perfect satisfaction. The industry is controlled by Bjur Bros. Co. of New York, which has won a place of distinction in the musical world. A player of first-class quality and perfectly safe to purchase. Refer also to Bjur Bros. Co. (I)

ANGELUS

The Angelus reproducing piano made and distributed by the Premier Grand Piano Corp. is a fine piano. It reproduces the playing of the world's great pianists exactly true to life. These remarkable results are due to the employment of the famous Angelus recording and expression devices which are so broad in their scope that no pianist can tax the capacity of the devices to record the playing to the minutest detail. The Angelus comes in grands and uprights, both motor driven. The following artists are available for Angelus owners: Godowsky, Gabrilowitsch, Mero, Bauer, Buhlig, Leginska, Rubinstein, Menth, and a host of other illustrious pianists. See Premier Grand Piano Corporation in Part 3. (I)

AMPICO

This is the name of a remarkable mechanism manufactured by the Ampico Company and it is installed in both upright and grand pianos. It is a device by means of which the actual playing of the artists listed in their extensive catalogue is actually re-enacted from records of their playing made at the Ampico Recording Studios in New York. The Ampico has received the highest endorsement of artists and musical critics throughout the world and has demonstrated its ability to re-enact perfectly the artists' playing in comparison concerts in which it has been demonstrated side by side with the actual playing of the living pianist, Godowsky, Rubinstein, Dohnanyi, Mirovitch, Ornstein, Levitzki, Moiseiwitsch and many other great pianists have submitted their playing to this supreme test with triumphant results for the Ampico. In addition to playing the artists' record music rolls the Ampico may be operated with any standard 88-note music roll to which the operator imparts his own interpretation and the instrument may be played manually the same as any upright or grand. In using the artists' record music rolls the Ampico is operated with an electric motor which obviates the necessity of pumping or effort of any kind on the part of the operator. The Ampico may be had in the world-famous Chickering, Haines Bros., Marshall & Wendell, Franklin, Fischer and the celebrated Knabe pianos and for Canadian distribution also in the Willis pianos. See American Piano Co. in Part 3.

APARTMENT GRAND

The name applied to the small grand piano manufactured by Lyon & Healy, Chicago. An artistic instrument which has won a high place with the public. It is equipped with a beautiful electric candelabra and is peculiarly suited to small apartments. Refer to Lyon & Healy in this Part 1 and also in Part 3. (I)

APOLLO

The trade-mark "Apollo" is one of the best known and most widely advertised names in the piano trade, both in this and foreign countries, in many of which



the trade-mark has been registered and a large business established. The name was first used by Melville Clark Piano Co., of De Kalb, Illinois. The name Apollo has been for some years past the name of a very high grade line of grand pianos and reproducing grand pianos manufactured by The Apollo Piano Company. The name is now known principally as a brand of a reproducing mechanism of the highest order of perfection. This mechanism possesses many exclusive features and in this field is unexcelled. The Apollo has a large and constantly growing library of rolls containing the names of the world's greatest composers and pianists, the nucleus of which is the famous Welte library to which most of the world's leading musicians have contributed. The Apollo mechanism is found only in Wurlitzer and Apollo pianos. (I)

ARIA DIVINA

This name now familiar as applied to pianos is that of the M. Schulz Co. reproducing piano. The Aria Divinas are artistic instruments in every way from case designs to tone and accuracy with which the performances of great pianists are reproduced with perfect ease by the least expert performer. The Aria Divina is an instrument of artistic character in which are features of notable achievement. In everything that is advanced in the very latest development of the instruments by which the actual performances of the world's greatest pianists may be instantly reproduced in any parlor the Aria Divina stands the peer of any and defies the cleverest criticism. (I)

ARTEMIS

This is the name applied by the Steger & Sons Piano Mfg. Co., of Chicago and Steger, Illinois, to a line of pianos and player-pianos of high character produced by the Artemis Division of that industry. The instruments are reliable. They are noted for beautiful tone and admirable designing. The construction of Artemis pianos and player-pianos is thoroughly dependable. The popularity of the Artemis line of pianos and player-pianos has made it a national institution. Artemis instruments are advertised and sold by reliable piano dealers. Their success as popular, moderate-priced instruments has been achieved on the basis of merit and they are sustained by a liberal guarantee. (I)

ARMSTRONG

Made by the Armstrong Piano Company, which industry has a splendid factory at East Rochester, N. Y., the complete equipment of which is an assurance of perfect



workmanship. The quality of the Armstrong is best described by the company's slogan, "Sound in body and musical in soul." The Armstrong is noted for refinement of case design, great durability and beautiful tone quality. The Armstrong players are among the most

widely known of the reliable instruments on the market today. Armstrong pianos have been used in the Rochester Public Schools with practical exclusiveness for the past fifteen years. The name of this instrument is that of a prominent officer of the American Piano Co., a gentleman of long experience in the piano industry and personally one of the foremost influences in the line of work to which he is devoted. (I)

ARTONE

This name is employed by the Ahlstrom Piano Co., of Jamestown, N. Y., to designate the special characteristics of the Ahlstrom pianos, because of their highly perfected construction and artistic tone. The makers consider them a classic among pianos and therefore featured as the Ahlstrom "Artone" pianos, the players being known as "Artonolo" and the grands as "Arto-Grand" and "Arto-Reproducing," these names being derivatives of "Artone." Ahlstrom Piano Company, makers, Jamestown, N. Y., to which refer. (I)

ART-O-TONE

This is the distinguishing name adopted by the Schumann Piano Co., of Rockford, Ill., for a pure Sheraton model of the famous instruments of that industry's manufacture. The "Art-O-Tone" was first introduced at the annual convention of the piano trades at Chicago in May, 1923. It created an artistic sensation. Refer to Schumann in this Part I; also see Part 2. (I)

ASTOR PIANO CO.

This industry is owned and controlled by the Bacon Piano Co., New York City, of which Mr. W. P. H. Bacon is president. This piano manufacturing concern is



named in honor of John Jacob Astor, who founded the Bacon Piano Company in the year 1789. The Astor Piano Co. produces uprights and player-pianos—instruments that are notable for their beautiful, resonant tone and handsome and distinctive case designs. The product of this manufacturer is thoroughly guaranteed for quality and workmanship. The Astor Piano Co. is in excellent commercial and financial standing. 614-618 West 51st Street, New York.

AUTOPIANO

It is said that there are twice as many Autopianos in use as any other player-piano. The Autopiano is a thoroughly high-grade piano, containing a player mech-



anism of marvelous attainments in which are many clever, patented devices that make possible interpretation of the highest order on the Autopiano. The Autopiano has received the highest awards at the following exhibitions: Grand Highest Award, Alaska-Yukon-Pacific Exhibition, 1909; Grand Prix, Rotterdam, Holland, International Musical Exhibition, 1909; Gold Medal, Manchester, England, Industrial Exhibition, 1910; Gold Medal, Manchester Coronation Exhibition, 1911; Highest Award, Appalachian Exposition, Knoxville, Tenn., 1911; Gold Medal, Second Insular Fair, Porto Rico, 1911; Festival of Empire, London, England, 1911;

Grand Prix, International Exposition, Petrograd, Russia, 1911; Gran Premio, International Exposition, Turin, Italy, 1911; Gold Medal, International Exhibition, Leeds, England, 1912; Grand Prix and Diploma of Honor, Anglo-American Exhibition at London, England, in 1914; and the Gold Medal and Diploma of Honor, International Exposition at Lyons, France, 1914. The State Commissioners of more than twenty States officially selected the Autopiano for their respective State Buildings at the Panama-Pacific International Exposition, San Francisco, Cal., 1915. The New Mexico and Washington State Buildings of the Panama-California Exposition, San Diego, Cal., 1915, also officially selected the Autopiano. In addition to this practically universal selection at these last two named expositions, the Autopiano received at the San Francisco Panama-Pacific International Exposition the following awards: (1) Medal of Honor; (2) Gold Medal; (3) Silver Medal; and at the Panama-California Exposition at San Diego a Diploma of Honor and a Gold Medal. Among the other notable triumphs achieved by this splendid player-piano are a beautiful Gold Medal and the order of St. Sylvester from the late Pope Pius X, and also from Pope Benedict XV, the White Cross of Merit and Royal Appointment from His Majesty, Alphonso XII, King of Spain, and two Gold Medals and Royal Appointments from His Imperial Majesty, Ahmed, Shah of Persia. The Autopiano is also official purveyor to the royal families of Japan and is in the palaces of Prince Shidinadya and Prince Ito; this distinction is also enjoyed in Korea where Prince Ye of the reigning dynasty has an Autopiano in his palace. There are Autopianos in the home of Puccini, the composer, and Victor Herbert, who have expressed their appreciation of this instrument. Among many other famous musicians who have endorsed the Autopiano are: Vera Curtis, Metropolitan Opera Co.; Thomas Chalmers, Metropolitan Opera Co.; Catherine Calvert, Film Star; G. Campanari, Formerly Metropolitan Opera Co.; Countess Eleanora de Cisneros—Chicago Opera Co.; Paul DuFault, Concert Tenor; Anna Fitzju, Metropolitan Opera Co.; Nahan Franko, Famous Conductor; Rita Fornia, Metropolitan Opera Co.; Mary Garden, Chicago Opera Co.; George Hamlin, formerly Chicago Opera Co.; George Harris, Jr., Concert Tenor; Olive Kline, Church and Concert Artist; Harriet McConnell, Concert Contralto; Maurice & Walton, Famous Dancers; Marie Morisey, Concert Contralto; Rena Parker, Musical Comedy Prima Donna; Leon Rothier, Metropolitan Opera Co.; William Rock, Famous Vaudeville Star; Betsy Lane Shepherd, Concert Soprano; Leonora Sparkes, Metropolitan Opera Co.; Valeska Surratt, Famous Vaudeville Star; L. Tetrizzini, Operatic Soprano; Greta Torpadie, Concert Soprano; Marcia Van Dresser, Operatic Soprano; Alice Verlet, Paris Opera; Clarence Whitehill, Metropolitan Opera Co. The officers and crews of over one hundred vessels in the United States and foreign navies have purchased and used these instruments. The manner in which they stand up under all sorts of climatic conditions and hard usage incident to life on shipboard is strong evidence of their great durability. Abbe Lorenzo Perosi, leader of the famous Sistine Choir of Rome, and director of all music used in the Catholic Church, has honored The Autopiano Co. with a testimonial as to the artistic quality of this remarkable instrument. The most recent of all Autopiano achievements was the appointment of The Autopiano Co. as official purveyors to the Holy See by His Holiness, Pius XI. The latest appointment making the third consecutive Pontifical benediction, means that the Autopiano is pre-eminent at the Vatican. During the last year, the Autopiano has received further endorsements from Her Majesty, Elizabeth, Queen of the Belgians; Cardinal Mercier of Belgium, and the new American Cardinal Dougherty. The Autopiano enjoys wonderful popularity in the United States Army. Seven were recently shipped to be used at the Fortress Monroe. Nearly one hundred were in use in various army posts throughout the country before the war. During the war over 200 were shipped to various cantonments throughout the United States bringing the total of the Autopianos in use in the United States Army to nearly 300. The Autopiano Company manufactures the Autopiano, the Autopiano Welte-Mignon

(Licensee), the Autopiano Grand Welte-Mignon (Licensee). The Autopiano line of upright player pianos consists of three styles, the Super Autopiano, the Styles S and Style G, these equipped with the Auto De Luxe action. Standard Pneumatic Action Autopianos are the Styles 10, 12S, 30 and 40, thus making a complete line of players from the most reasonable price to the very highest grade, the Super Autopiano being acknowledged the unsurpassed foot-pumped player-piano. The material used in the Autopiano is the best obtainable; the labor employed is the pick of the industry; the methods applied are the most modern and up to date known, and the personnel would be considered unusual in any industry. The financial standing of the Autopiano Co. is unquestioned. (I)

AUTOPIANO SELF-EXPRESSION

Player-piano. Electrically operated. They play music with the touch of an artist, rendering each composition with an astonishing accuracy of musical phrasing and shading. The operation is simplicity itself. All that is necessary is to insert a roll and turn on the switch. Made in three Autopiano models—two Upright and one Grand. (I)

AUTOPIANO WELTE MIGNON

(Licensee.)

As a player, using any eighty-eight note music roll, it is the Autopiano itself, electrically pumped. As a reproducing piano, using the Welte Mignon (Licensee) reproducing record, it presents the exact "tonal portrait" of the artist. Every gradation of tone, every change of tempo, every dynamic modification is unerringly reproduced. The world's master pianists, most eminent conductors and inspired composers have recorded their art for the Welte Mignon Model of The Autopiano (licensee). This company of distinguished musicians includes Paderewski, Hofmann, Busoni, dePachmann. D'Albert, Lhevinne, Bloomfield-Zeiser, Sauer, Gabrilowitsch, Scharwenka, Ganz, Schelling, Carreño, Spross, Grieg, R. Strauss, Samaroff, Epstein, Fryer, Mero, LaForge, Saint-Saëns, Leschetizky, Debussy, Leoncavallo, Lamond, Nikisch, Humperdinck and many others, as well as all the late popular lists played by New York's finest jazz artists. The remarkable effects produced by the Welte Mignon Model of The Autopiano (licensed) are made possible by the use of the Auto de Luxe Welte Mignon player mechanism (licensee). The faithful recording of the artist's performance is procured by a secret process. How carefully the secret is guarded is demonstrated by the fact that no other reproducing piano has been able to approximate the results achieved through the Welte Mignon mechanism, using the Welte Artist reproducing records. This instrument has been submitted to various comparison tests of the severest nature, and in every instance has been triumphant. The Welte Mignon Model of The Autopiano (licensee) is, therefore, a great achievement in a double sense, in that it has artistic possibilities, second to none, and that it is offered at a moderate price. See also Autopiano. (I)

AUTOTONE

A high-class player-piano manufactured in the Autotone Department of Hardman, Peck & Co., New York City. The Autotone possesses a number of exclusive features, among which are: The Accentor, which accomplishes the "human touch"—the ability to properly accent the melody; the "loud" pedal, the Selector, enabling one to run through a roll quickly and silently until the special part one has selected to play is reached; the Transposing Adjustor, enabling one to transpose any composition from its original key—especially valuable in accompanying singers and which also insures perfect adjustment of the music roll should it ever be affected by climatic changes; and the graduating lever by means of which the amount of tone can be regulated the same as by the soft pedal; the Repertoire, containing an inexhaustible wealth of music of every kind. Unless the name Autotone (spelled exactly so) appears on the fall-board, the instrument is not genuine. The Autotone is made with two (and only two) basic pianos—Hardman and Harrington. Un-

less the basic piano is one of these, the instrument is not an Autotone. The Autotone is not a combination of a player-mechanism made in one factory and a piano made by another concern. It is, on the contrary, a complete player-piano of the highest class, every portion of which—player action, piano action and entire piano itself—being made in one factory under the personal supervision of the experts of Hardman, Peck & Co. and guaranteed by them. (I)

B

FRANCIS BACON

Francis Bacon pianos and player-pianos are made by The Bacon Piano Co., W. P. H. Bacon, president, at 601-611 W. 50th St., New York. The history of this



company, starting in 1789, is the history of the piano business in America. It has received medals and diplomas for the excellence of its instruments wherever they have been exhibited, notably at the Philadelphia World's Fair in 1876, and at Chicago in 1893. This instrument enjoys unusual favor with the trade and the musical public, and is regarded as one of the most desirable instruments in the market. Francis Bacon pianos, player-pianos, electric expression players, reproducing pianos (licensed under Welte-Mignon patents) and grands have a century and a quarter of experience and "know how" behind them and emphasize unusual value at moderate prices. (I)

BAILEY

This well-known piano, established 1901, has attained to a good place among popular instruments. Instruments of extraordinary value which are guaranteed by Bjur Bros. Co. Factory, 707 Whitlock Ave., New York. In the matter of durability also, these pianos are desirable for home use where moderate cost is a consideration coupled with the natural desire to receive good value for the money invested. There have been well on to 45,000 Bailey pianos sold in the United States. The Bailey Piano Co. is controlled by Bjur Bros. Co., to which refer in Part Three. (I)

BALDWIN

Pianos bearing this well-known and honorable name are the artistic product of The Baldwin Piano Mfg. Co. of Cincinnati, Ohio, and are, in the best sense of the word,



instruments of the highest degree of excellence. The system or chain of scientific improvements peculiar to the Baldwin piano (based on the law of acoustics) and known as the Baldwin acoustic system, which permits the greatest conservation of tone, secures an artistic result of the highest quality, and has resulted in gaining for it a leading position among the world's artistic musical instruments. The Baldwin piano has individuality of the highest character. When it was exhibited at the International Exposition at Paris in 1900 it was honored with an award—the Grand Prix—which has never been bestowed on any other American piano, and the highest honor ever received by any piano made in

America. The Baldwin pianos are made in most modern and perfectly equipped factories under ideal manufacturing conditions. At the Louisiana Purchase Exposition, St. Louis, Mo., 1904, the Baldwin piano was again awarded the Grand Prize and still another Grand Prize was awarded the Baldwin pianos and Manuals at the Anglo-American Exposition, London, 1914. The "New York Tribune," in commenting on the comprehensive display of the Baldwin Company at Paris, and the success of this piano and this house, said that they made a record that would never be forgotten in the history of uprights, grands and reproducing pianos, the grands including the various sizes from concert grands to small grands for parlors. In Rome, 1923, the Baldwin piano was awarded the Papal Medal and the House of Baldwin appointed "Purveyors to the Holy See." The Baldwin piano is recognized as a universal favorite among the leading operatic artists and virtuosos of the piano-forte. The Baldwin Manualo is a unification of the most artistic piano with the most scientific player construction; in other words, it combines the highest artistic attainment in piano production with the most gratifying ability of performance. The entire output is controlled by The Baldwin Piano Company, to which refer in Part Three. (1)

J. BAUER & CO.

The J. Bauer & Co. piano, player-piano and Reproducing Grand piano are high-grade products embodying original features. Manufactured by Julius Bauer & Co., Chicago. The musical qualities of these instruments are such as appeal to the cultivated ear, and the styles of case-work and general construction have won warm encomiums from judges of piano-case architecture. In its material parts the Bauer piano possesses several patented features which have received the indorsement of artists and the musical public. In the spring of 1914 an entirely new Bauer piano appeared in which some almost startling innovations were embodied. The pianos of Julius Bauer & Co. are in first-class artistic standing. (1)

BAUMEISTER

An old name in the piano industry. Made by the Baumeister Piano Co., No. 565 Bergenline Ave., Union City, N. J., which company also controls the Archer Piano Co. Mr. C. F. Hovey is the manager of both industries.

BAUS

A reliable instrument of good reputation, made by The Baus Piano Co., at Southern Boulevard and Trinity Avenue, New York; also makers of the Baus Player-Piano. Baus pianos and players have been acknowledged to be of popular and durable manufacture. They are made in handsome styles and can be depended upon for substantiability. This industry is controlled by Jacob Doll & Sons, Inc., to which refer in Part Three. (1)

H. C. BAY COMPANY

The products of this extensive industry include the H. C. Bay reproducing grand and upright pianos, the Nita Grand pianos, the Solo Concerto and other player-



pianos named below, and the H. C. Bay upright pianos, regular and "studio" models, all of which have attained success. The H. C. Bay small grand piano is but 4 feet 8 inches in length and is one of the most popular instruments with trade and public. The leader in the H. C. Bay Company line is the H. C. Bay reproducing piano which has made a distinct place and is recognized by trade and public, and which instrument may be found in many of the foremost piano houses through-

out the country. Also very prominent is the famed "Solo Concerto," which has attained to a powerful place with public and trade, the "Drachmann," equally admirable, and other players such as the "Meldorf," "Vollmer" and "Bellmann," all of which see in this part One. The Company makes its own cases, backs, metal parts and has its own plating plant. The H. C. Bay player action, distinguished for its simplicity, ease of operation and durability, is used in all players produced by the company. It is a notable fact that the H. C. Bay instruments have developed a larger demand within the period of their manufacture than any other instruments. Increasing business forced the company out of its Chicago factory early in 1917, and an extensive plant at Bluffton, Indiana, was purchased, where now the above mentioned players are built under most favorable conditions. They are safe instruments to buy and their growth in popular favor is assured. (1)

BECKER BROS.

Manufactured by Becker Bros. (incorporated), whose factory is at 52nd St. and 10th Ave., New York. Pianos of great merit in which the skill and experience of the



makers are clearly evinced, and which are rapidly increasing in fame and demand. Mr. Jacob H. Becker, the founder of the Becker Bros. piano, was a recognized expert and he is succeeded by trained associates who sustain the fine character of the house and the instruments of its manufacture. The piano is well known for its tonal quality, superior mechanical features and durability. It is representative of the better class of the American piano, and thoroughly merits the confidence which the public reposes in it. The Becker Bros. player-piano is equally meritorious and is noted for its simplicity of construction and ease of operation. It also contains some exclusive features of merit. Financial and commercial standing unquestioned. (1)

BELLMANN (Reg. in U. S. Patent Office)

Name of well-made and handsomely designed player pianos manufactured by the H. C. Bay Company in the factories of that industry at Bluffton, Ind. Bellmann player pianos stand well among the better class of popular instruments and they may be commended with assurance of satisfactory results. See H. C. Bay Company in this section and in Part 3. (1)

BEHR BROS. & CO.

Manufactured by a veteran organization which has been actively engaged in making pianos since the year 1881. Behr upright and grand pianos are distinguished for



their beautiful tone, their handsome and distinctive designs, their exquisite craftsmanship and great durability. Behr player-pianos are famed for their exclusive and distinctive expression devices, which make possible the most artistic effects. Highest awards have been granted the well-known Behr Bros. instruments at leading world's fairs and centennial expositions, such as New Orleans, 1885; Melbourne, 1888-9, and Chicago, 1893. Xavier Scharwenka, Moritz Moszkowski, S. B. Mills, Edouard Remenyi and a host of other world

famous artists and composers, etc., have unqualifiedly endorsed the instruments bearing the Behr Bros. & Co. name. This company has added materially to its capital stock and increased its facilities and equipment to the utmost. Is in excellent financial and commercial standing. Behr. Bros. upright, grand pianos and player-pianos can be recommended in the highest terms, as they have stood the test of time and have always been renowned for their careful, artistic manufacture and exclusive and distinctive features. The Behr Reproducing Piano (licensed under Welte-Mignon patents) is a notable addition to this artistic line, and is three complete and distinctive instruments in one: A piano, a player-piano, a reproducing piano. The Behr Reproducing Piano actually reproduces or re-creates the world's greatest compositions, played by pianists of international fame. There are hundreds of artists' hand-played music rolls available for this remarkable instrument. The president of Behr Bros. & Co. is Mr. William J. Behr. (I)

BEHNING

The instruments manufactured by the Behning Piano Co., New York City, are well and favorably known, having been originally established in 1861, by the late Henry Behning, a piano-maker of skill and experience. The business is now carried on by the sons of the founder.

GEO. P. BENT CO.

This name is one of the most widely known in connection with American pianos. The Geo. P. Bent Company succeeded to the famous Chicago industry of the same



name which was established in 1870. Geo. P. Bent pianos and player-pianos, including grands, are instruments of unchallenged quality. The famous "Crown" piano had won international fame before the Geo. P. Bent Co. acquired it. The factory and offices are in Louisville, Ky. The instruments are of the same fine character and tone quality for which the Crown has long been noted. Pianos, player-pianos and grand pianos are manufactured and they are represented by responsible dealers in all parts of the country. They have a large sale among the most discriminating classes of music lovers and the name is a guarantee of satisfaction. The manufacturers are of the most substantial financially and otherwise. (I)

BENNETT

The Bennett Piano Co. was established in 1901, and instruments bearing the name have, from the first, been of fine quality and thoroughly reliable construction. They are characterized by tone quality at once powerful and sympathetic. They have sustained a place among the most attractive in case designs, and in every particular their construction has been worthy of the commendation which has been accorded to them by competent critics. Bennett player-pianos and Bennett grand pianos have no less won the favor of people of discriminating tastes. The history of the Bennett piano presents the story of a consistent striving to attain a place among the artistic American instruments. It was first designed by one of the recognized acousticians of the industry and the musical scale has been developed and refined through the years until the manufacturers became satisfied that, in the artistry of its construction and the tonal results of the musical scale, there was nothing lacking to entitle the Bennett to a place above the ordinary excellencies, and absolutely secure in the estimation of those competent to judge. The Bennett is manufactured by one of the strongest companies, financially, and it is represented by the best class of piano merchants almost everywhere. Whether in upright, grand or player-piano, the Bennett is an instru-

ment worthy of the most discriminating tastes, and its ownership is a sign of good judgment in the commercial sense, and refinement of the homes wherein it may be found. (I)

BENNINGTON

Pianos and player-pianos of durable character, made by the reliable Becker Bros., Inc., 52d Street and 10th Avenue, New York. (I)

BERNARD

Pianos and players of admirable character are the product of Decker & Son, 699-703 E. 135th St., New York, to which refer in this Part One and also in Part Three. (I)

BILLINGS

Good pianos bearing this name are made by the reliable industry of Weser Bros., Incorporated, 520-528 W. 43rd St., New York City, to whom refer in Part Three. In 1895 Weser Bros. assumed control of the Billings piano and have since been manufacturing these instruments. (I)

BJUR BROS.

Thoroughly commendable pianos and player-pianos of fine tone quality made by the Bjur Bros. Co., in their factory at 705 to 717 Whitlock Ave., New York. The



makers are piano experts, and their instruments contain patented features. The inventions of Mr. Wm. L. Bjur, the company's president, are recognized as of practical value and Bjur Bros. pianos are greatly improved by them. In appearance and in construction the Bjur Bros. pianos are characterized by many points of undeniable charm. The tone is full and resonant, the carrying power is ample and the quality high. The Bjur Bros. player-piano has won distinction also. The Bjur Bros. Co. also control subsidiary companies which produce the "American" player-pianos, the "Bailey" pianos and "Stultz & Co." pianos and player-pianos. Bjur Bros. pianos and player-pianos are products of capable men and admirably sustain their ambitions and skill. See also Bjur Bros. Co., in Part Three. (I)

BOND

Bond Pianos are made and guaranteed by The Packard Piano Company, Fort Wayne, Indiana.

Under the thoroughly tried and efficient form of co-operation which has been applied to the factory of the makers of the Bond piano, instruments bearing this



name—a name in itself a guaranty of good faith and merit in any instrument that bears it—has made progress almost phenomenal. By that system of co-partnership of labor and profits the Packard Piano Company have exemplified the truth of the maxim that "Good work is not done by tired men." It is a policy of fellowship that actuates the makers of Bond pianos and that gives to its progress uncommon interest. The Bond Piano Co. was organized and incorporated under the Indiana State laws in the fall of 1911, by the stockholders of The Packard Piano Company, the old-established Fort Wayne, Ind., industry. Early in 1913 at a

meeting of the stockholders of the two companies, a thorough analysis of the situation proved the expense of the management, production and selling was greater under two units than it would be under one. While the working force could be maintained separate and distinct in every way, in the manufacture of the Bond piano and the Packard piano, greater efficiency could be obtained in management, production and selling by The Packard Piano Company taking over the Bond Company, using the Bond Piano Co. as its trade-mark for the Bond product. This was done and The Packard Piano Company's guarantee has gone onto every Bond piano that has been manufactured to date and will go onto every Bond piano that will be manufactured in the future. In the Bond piano and Interpreter player-piano it is the purpose to produce a piano and player-piano of unquestionable merit at a minimum price possible to instruments of that character. See also Packard Piano Co., in Part Three. (I)

BRADBURY

One of the great names in the American piano industry. Founded over a half century ago, it attained to a place very high in the world of art. It is an instrument of

BRADBURY
F.G. SMITH INC. MFRS.

the highest grade. The materials which enter into its construction are of the finest, the scale is recognized by experts to be of peculiar sweetness and power, and the Bradbury has been the favorite with numberless critics and pianists. All of the good points of the Bradbury piano are found in the players of the same name. The famous instrument is controlled by W. P. Haines & Co., of New York, with factories at Leominster, Mass., to which industry refer in Part 3. (I)

BERKSHIRE

Made by the Jewett Piano Co. of Leominster, Mass., to be sold at a price which places them within the reach of all. Berkshire pianos have musical sweetness of tone, combined with sparkling clearness and abundant power. These pianos are carefully constructed and durability is warranted. (I)

BLACKSTONE

Pianos of popular character of this name are made by the Geo. P. Bent Company of Louisville, Ky. (I)

BRAMBACH

The developments of an instrument so individual in its character as the Brambach grand piano represent the accumulative experience of many generations; each

BRAMBACH
ESTABLISHED 1823
NEW YORK, U.S.A.

generation adding to its heritage and pointing the way to further advancement in the art to which this family has been devoted. It is, therefore, natural that the latest product of the Brambach factories is supreme in musical quality and purity of tone. Correctly made, theoretically and mechanically, the grand piano manufactured by the Brambach Piano Co. is the embodiment of artistic grace and individuality of tone. Realizing that a small grand, of suitable size for the average home, would not only fill a popular demand but would bring within the range of the music lovers a rich and

mellow tone possessing the same brilliancy and singing quality as the larger grands, the Brambach Piano Co. has centered special efforts upon the smallest grand made in this country. Every Brambach Grand piano contains the exclusive patented Brambach Tone Expander and guaranteed sounding board. The Tone Expander releases and greatly increases the volume of tone, producing a volume of tone that is usually found in large size grands. The Brambach Player Grand combines the piano and a player mechanism of unchallenged quality. Every attention necessary is given to all details of construction, for the cases, actions, hammers, etc., are all constructed in these modern factories. The piano actions used in the Brambach Grands are made in their entirety in the Brambach plant and embody a number of their own patents. These actions are conceded to be remarkable for their ease, reputation and durability. Also make Reproducing Grand pianos containing the Auto-deLuxe Welte-Mignon Reproducing action. Brambach grands are made in three sizes, 4 feet 8 inches, 5 feet, 5 feet 3 inches, respectively. The Brambach instruments are guaranteed by the manufacturers, whose financial responsibility is unquestioned. (I)

BREWSTER

The Brewster piano is one of the best known and most popular instruments of its grade in the market today. There have been sold within the past few years many thousands of Brewster pianos and players. In fact, there is hardly a place in the United States where the Brewster is not represented by the leading piano houses of the country and, as above stated, very extensively sold. The case designs of the Brewster piano are created in accordance with the prevailing vogue in furniture, and its reputation has been greatly enhanced by the attractiveness of styles. The scales of the Brewster piano have been drafted with the utmost accuracy, and the quality of materials used and the care exercised in its manufacture combine in making an instrument of an especially good quality and durability. Special mention should be made of the Brewster grands, which are of exceptional value and possess excellence of a large degree. Manufactured by the Brewster Piano Co., East Rochester, N. Y. (I)

BRIGGS

Priggs Piano Co., Boston, Mass., a famous house, was established 1868, by the late C. C. Briggs, Sr., who was among the first in Boston to permanently make uprights. See Jacob Doll & Sons in Part 3. (I)

BOGART

Made by the Bogart Piano Co., 135th to 136th Sts., on Willow Ave., New York. Pianos, playerpianos, grand pianos of durable character produced under the supervision of a practical piano expert of many years' experience. (I)

BRINKERHOFF

These pianos, player-pianos, grands and reproducers are the products of a responsible Chicago organization, at the head of which is Mr. Will T. Brinkerhoff. They are


BRINKERHOFF
← CHICAGO. →

instruments of unquestioned merit, great durability and a tone quality of fascinating character being marked features. The case designs are graceful and varied from the elegantly plain to the highly ornamental. Brinkerhoff pianos are sold by enterprising houses throughout the country and always with most satisfactory results. They are pianos in which the advantages of advanced methods of manufacture have the force of experience to guide them, and the personal energies and standing of Mr. Brinkerhoff add greatly to the enthusiasm which marks

the sale of these instruments. The Brinkerhoff upright reproducing piano can be played either manually as a regular piano, or as a foot-power player-piano, or as a reproducing instrument, in which the exact interpretation of the foremost artists of the world are reproduced. It is a combination of a playerpiano with special patented devices that automatically regulate the expression. The Brinkerhoff Grand pianos are noted for their tonal qualities, and they are so constructed that they meet the approval of the most critical musicians. This company specializes on Miniature Grands, which are only 5 feet in length, but possess the qualities of a larger Grand. See also Brinkerhoff Piano Co., in Part Three. (I)

BRAUMULLER

Pianos, playerpianos and Reproducing pianos made by the Braumuller Piano Co., of Union City, N. J., and which have attained to a popular place in the trade. Braumuller pianos and playerpianos are instruments of good standing in the musical world and they are everywhere considered as safe investments. Now made at 519-21 Tenth street, West New York, N. J. (I)

BROWN BROS.

Pianos, player-pianos and grand pianos bearing this name are the products of the Brown Bros. Piano Co., of 202 Park Square building, Boston. The instruments are

BROWN BROS.
BOSTON

thoroughly dependable and of a quality to commend them to critical buyers. Mr. Roger S. Brown, president of the corporation, has put in his entire life in the piano business, having been associated with some of the noted eastern industries, including the Ivers & Pond, the Estey Piano Co., the McPhail Piano Co. and others equally well known. He knows what a good piano should be and is determined to produce nothing less. While the Brown Bros. is a comparatively new instrument, it has made a fine start, and the company expects to be turning out an average of one thousand a year within a few months. See also Part Three of this book. (I)

BUTLER BROS.

These pianos and player-pianos are the products of a small industry in Cincinnati. They are made for the retail, which is confined to the factory warerooms.

BOARDMAN & GRAY

The house of Boardman & Gray was established in 1837, by Wm. G. Boardman and Jas. A. Gray. It is now owned and conducted by William J. and James S. Gray, sons of one of the founders. Factory, 7, 9 and 11 Jay St., Albany, N. Y. (I)

BUSH & GERTS

These famous pianos have been conspicuous in the world of music for forty years. They have won the approving judgments of some of the world's greatest pianists, and

BUSH & GERTS
CHICAGO

they are in use in some of the foremost music schools throughout the country. Grands, player-grands, reproducing grands and small grands are made, and all of high character presenting the latest improvements and most

advanced ideas. The "Grandette" is one of the favorite styles of the Bush & Gerts. It is a small grand piano 5 feet 4 inches in length, and the "Midgette Grand," of equal merit, is but 4 feet 9 inches in length. The Bush & Gerts pianos are manufactured in one of the largest and most thoroughly equipped factories in the world. The company controlling the Bush & Gerts is one of the strongest in the piano industry and the aim is to sustain the distinction which the instruments have gained in the long and persistent reaching out for perfection in tone production. In the warerooms of the foremost piano merchants of the world the Bush & Gerts pianos are presented as instruments worthy of the highest and most discriminating trade. The Bush & Gerts factory is at Rockford, Ill.; wholesale offices and warerooms, 410 S. Michigan Ave., Chicago. (I)

BIDDLE

The Biddle Piano Co. of New York City was established in 1860 by John Biddle, the great uncle of the present management. Biddle instruments are of the popular kind and have been turned out in large quantities. Both pianos and player-pianos are made. Office, 24 West 125th street; factory, Jerome Ave. and Elliot Place, New York City.

BUSH & LANE

Musical quality and durability of construction are the characteristics which have gained for Bush & Lane instruments prominence among the high-grade pianos

BUSH & LANE
CHICAGO.

produced in America. The success of the conscientious and painstaking efforts of the makers of the Bush & Lane is exemplified in the wide use their instruments have attained by musical authorities, conservatories, teachers and concert artists and in the homes of thousands of musically appreciative people throughout the land. This success has come from the steadfast maintenance, by the makers, of a policy of high-grade manufacturing, in which the finest materials are wrought into flawless musical instruments through the application of scientific knowledge, long experience, skilled workmanship and thorough methods. The makers of the Bush & Lane are not content with mediocre results, and in constantly striving to improve they have made valuable discoveries which have been applied to their products in the form of special features for producing and perpetuating musical tone. The Bush & Lane grand is unique for the volume and purity of its tone and the durable character of its construction. It is doubtful whether the sympathetic tone possessed by the smallest of the Bush & Lane Grands has been surpassed in any other grand of its size. The wonderful power and charming sweetness of tone of the entire line of Bush & Lane grands has been enthusiastically acclaimed by all musicians who have played them. Bush & Lane uprights are grands in upright form and contain actual grand plate and back construction. The beauty of tone thus produced obviously cannot be attained by an upright made in the ordinary way. This grand plate and back construction in upright position is fully covered by exclusive patents and are among the most important advances in upright piano tone production that have been made in the present generation. The Cecilian, exclusively manufactured by the Bush & Lane Piano Co., is one of the pioneer player actions and has maintained its superiority throughout the years that have witnessed the development of player mechanism. The Cecilian is interpretively responsive to every musical impulse of the cultured musician or novice. Perfect expression is obtained in its use. Its musical perfection is a remarkable tribute to the genius of the Bush & Lane organization. The Bush & Lane

Reproducing Grands and uprights are in the same high plane as the rest of their product, the original expression of the master players being not only faithfully reproduced, but with tonal effect such as even the old masters themselves were not privileged to enjoy. Not content with the achievement of their purpose in producing musically notable instruments, the makers of the Bush & Lane have also won distinction as originators of exclusive and handsome case designs for their instruments, so that the owner of a Bush & Lane has the double satisfaction of possessing a high-grade musical instrument in a setting that is striking in its originality and beauty. See also Bush & Lane Piano Co., in Part Three. (I)

BUSH & LANE CECILIAN

This famous name, which has been known in the piano player industry for a score of years, is owned by the Bush & Lane Piano Co. and is used to designate the

BUSH & LANE CECILIAN CHICAGO

player-pianos of the Bush & Lane and Victor lines. The Cecilian player action, manufactured exclusively by the Bush & Lane Piano Co., contains many valuable improvements and special features to humanize the playing that are not found in other players. Its ease of operation, its freedom from trouble, its responsiveness to the controls that enable the operator to produce artistic musical effects, place the Cecilian in a class by itself and, coupled with the excellent pianos in which it is installed, the Bush & Lane and Victor, it produces musical instruments of the most advanced type, capable of being operated with the most charming musical effects even by those who have no technical knowledge of music or of the piano keyboard. See also Bush & Lane Piano Co. in Part Three. (I)

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others, seeking employment find it the medium for securing positions. It is the place of exchange of ability and industry for opportunity and advancement in every branch of the music business. Place your want-ads. there and get results. Address: Presto, the American Music Trade Weekly, 417 So. Dearborn St., Chicago, Ill.

C

CABLE

Manufactured by The Cable Company, of Chicago, a piano manufacturing enterprise unsurpassed in amount of product or in financial strength by any other insti-



tution of similar character in the world's musical industries. The Cable piano is an instrument of very high standing and one which has also attained great popularity and is sold extensively in all parts of the United States and largely abroad. The immense prestige of The Cable Company, and the great financial strength of that progressive industry, which employs over \$9,000,000 capital and surplus, render the "Cable" piano a desirable one from the standpoint of security. This piano, bearing as it does, the name of this big company, represents to an unusual degree, big value. It possesses that pleasing attribute—an exceptionally sweet tone, one of richness and exquisite delicacy, especially recommending it for parlor use. Its lasting qualities are as unexcelled as skill, first-class workmanship and patient attention to the infinite details of piano building can insure. The Cable piano not only has the best qualities that distinguish an instrument of high standing, but those superior qualities of tone and action which are rendered possible by a construction and design especially adequate to the production of such desirable results. Embodied in the upright model is a patented sounding-board-and-frame construction which is a new and exclusive feature. Instruments having this construction bear the trade-mark "Tonarch." The patented sounding-board-and-frame construction in the grand model is a simple but most effective device, consisting of a curved bracing member built into the frame. This is a part of an improved construction designed to maintain the proper curvature of the sounding-board, so necessary to preserve the original tonal beauty of the instrument. Instruments having this construction bear the trade-mark "Crownstay." The Cable Reproducing Grand has all the merits of the regular Cable Grand, including the famous "Crownstay" construction. Combined with it is a reproducing action exclusively Cable which has been developed to the highest stage of perfection through a long series of experiments carried on in the great Cable factories. A recent addition to the Cable line is the Midget Upright which presents some remarkable features. It is but 44 inches high and 55 inches in length. But it is not a makeshift—not a toy—not a compromise. It is a full-fledged upright, built to meet every exacting Cable standard of quality and workmanship. There are scores of places where this little instrument is highly practical—in the school room, the small apartment, the den, or on the veranda of the summer home. Because of its small size and weight, the Cable Midget Upright may be readily moved about. No service is too difficult for this staunch little instrument; it is endowed with an unusual ability to withstand even more trying conditions of service than most larger pianos are called upon to meet. The Cable Player, Style "PL," contains all the important exclusive Cable features which have made the Cable line of players famous. This player is extremely easy to operate. A powerful, exclusive type motor provides a steady flow of power at all times. The "Wrist-Rest," a patented Cable device, enables the operator to maintain a natural, untiring position while playing. When not in use the pedals fold completely out of sight, giving it the appearance of a regular upright piano when played by hand. (I)

CABLE & SONS

These instruments are made of good material and possess elements of great popularity. The industry was established at Albany in 1852, and has been active in New York City for a great many years and was incorporated in 1923. (I)

HOBART M. CABLE

Instruments bearing this name are manufactured by The Hobart M. Cable Co., LaPorte, Indiana. The distinctive characteristics of the Hobart M. Cable piano


HOBART M. CABLE

are remarkably sweet and pure tone qualities combined with unusual power. The construction of the piano is notable for its solidity and compactness and for a number of superior features, which contribute to the general excellence. The scale, which is the scientific basis of quality in the Hobart M. Cable piano, is of the even, unbroken and satisfying kind that appeals to the trained musical ear. It is the inner secret of the great growth of the Hobart M. Cable piano's fame. In a word, it may be said that the Hobart M. Cable piano is a remarkable instrument, possessing all of the essentials of a strictly high-grade piano—viz., purity and sweetness of tone, evenness of scale, great durability, superb case designs in the richest of woods, and high commercial value. Its reputation, now impregably secure, has extended from ocean to ocean and even beyond the nation's boundaries. It is a piano high up among the recognized leaders and one whose brilliant career has already been fixed and whose future is secure. The player-piano bearing the same name possesses all of the admirable characteristics of the piano and may safely be recommended. Hobart M. Cable reproducing piano is marked by the same characteristics as the players and pianos with the remarkable control and interpretive powers added. (I)

CABLE-NELSON

"Cable-Nelson" is a name so well established that it has come into the first rank of the piano industry on the strength of the excellence of its product


CABLE-NELSON

and the high standard of its business policy. There is a wide and constantly growing demand on the part of the average piano buyer for a thoroughly high-grade piano and player-piano of real musical excellence. This is the demand to which the Cable-Nelson Piano Co. has addressed itself from the very beginning of its career, both to supply it and to foster it. Its motto is "A real piano and a fair price." The remarkable growth of the company bears witness to the soundness of its policy and its success in carrying it out. Its instruments are distinguished by their fine tone quality, excellent workmanship, and beauty of case design and finish. "Cable-Nelson" player-pianos embody the characteristics of highest standards in the art of player construction. Their player mechanism is most responsive and musically adequate, and the tone quality just right for the best player results. The Cable-Nelson factory is one of the most attractively located in the trade, and the wonderful efficiency of its organization and equipment is the cause of general comment. The high financial and commercial standing of the company and the reputation and experience of its officers add to the distinction of the excellent and reliable instrument. (I)

When in doubt, write to Presto, Chicago.

J. C. CAMPBELL

Manufactured by Kohler & Campbell, Inc., Fiftieth St. and Eleventh Ave., New York City. A well-made and thoroughly reliable medium-priced piano, named after


J.C. CAMPBELL
NEW YORK

the late J. C. Campbell, a piano maker of unquestioned skill. The J. C. Campbell piano was first produced in 1900, and it has well sustained the fame of the expert whose name it bears. This piano has received a great number of unsolicited testimonials, all attesting to its remarkable value at moderate prices. (I)

CAROLA INNER-PLAYER

This name is used exclusively by The Cable Company to designate their pneumatic player mechanism embodied in the Carola and Conover Carola Inner-Player


CAROLA INNER-PLAYER

Pianos. The Carola Inner-Player pneumatic action represents the latest developments in interior playing mechanisms. An especially desirable feature is the fact that all the various parts which go to make up Carola Inner-Player pianos are made in the shops and plant of The Cable Company, thus providing for the most accurate adjustments and the building up of the instrument as a solid unit, and not as a collection of assembled parts made under varying standards of other factories. This construction is endorsed by high musical authorities as providing the means for the most artistic rendering, capable of the greatest expression and showing a precision and finish in workmanship that in itself discloses why this company was the first to guarantee its player mechanism for five years. Some exclusive features of the Carola Inner-Player mechanism which have contributed towards its phenomenal success in the past years, have been the transposing device; pneumatic clutch; 6-unit motor; easy running roll mechanism; introduction of fibre in contact with metal to eliminate rattles when playing by hand; countershaft running in babbit bearings; direct motor drive without the intermediary of chains when playing; miniature keyboard on the pneumatic action for procuring an exceptionally responsive touch; metallic construction of parts usually affected by atmospheric changes; Solo-Aid device which plays the solo or melody louder than the accompaniment; four controlling levers; tempo indicator close to music sheet facilitating the following of marks thereon; cover for levers which also affords a comfortable rest for the wrists; sectional bellows construction easily disconnected and removed to afford access to parts otherwise concealed; slide valves transfixed by steel pins to prevent warping; easy pedaling due to a patented leverage system; automatic Triplex Pedal Device, by which the pedals are automatically released from and returned to the case by the simplest possible movement. The Carola Inner-Player action requiring a minimum of room, permits the placing of a stronger back on the piano, thus assuring durability. The Cable Company give a written guarantee on all of their Carola Inner-Player actions. Also obtainable with Solo Carola action, to which refer. (I)

Presto is an illustrated weekly paper giving the complete news of the Music Trades and Industries.

CHICKERING

The grand and upright pianos and the grands and uprights, with the Ampico, which bear this famous name, possess the distinction which belongs to the oldest con-



tinuous piano industry in the United States. In the year 1923 a nation-wide observance of the Jonas Chickering Centennial marked the completion of a full century of artistic musical endeavor of the Chickering house. Calvin Coolidge, then Vice-President, was the principal speaker at the banquet in Boston on April 21st. The founder of this illustrious house was Jonas Chickering whose name is inseparably associated with many of the most important piano improvements of all time. He was born in Mason Village, N. H., on April 17, 1789, and in his early twenties he went to Boston. He had already learned thoroughly the cabinetmaking trade, and his education had been thorough. He soon entered the employ of the pioneer piano maker of those days, and began a course of serious study of the art which was to engross his life. The genius of Jonas Chickering soon made itself apparent and his industry kept pace. He revolutionized the methods of piano building, and with the introduction of his full iron plate, an advance of measureless importance, laid the foundation of the recognition which has ever since accorded his name. So universally has the importance of this improvement been recognized that pianos are no longer made without it. It is but a short time back that the first Chickering piano ever made was repurchased by the Boston house and it is now in possession of the company, a source of pride to the present management and of interest to all music lovers. It illustrates the vast advance in piano building between the early days of the piano and the massive concert grands of today. In 1852 Jonas Chickering took into partnership his three sons, all of whom had received a practical training. C. Frank Chickering proved the inheritor of his father's genius, and as a "scale" draughtsman soon became widely known. To his dimensional and correlated studies are to be attributed much of the renowned beauty of the Chickering tone. The secrets of this invaluable knowledge he imparted to chiefs in the Boston factory, in whose gifts he had confidence, thus insuring their perpetuation. Not only were many patents taken out by Jonas Chickering, his sons and their successors, but various methods exclusive to themselves have also been employed, and there are in constant use operations of an abstract character which may be described as mechanical subtleties which are an integral part of the Chickering system. Chickering & Sons have been recipients of upwards of 150 marks of distinction both in the United States and Europe, in the form of diplomas, gold medals and letters from learned bodies. C. Frank Chickering himself was personally invested with the Imperial Cross of the Legion of Honor by the hands of Napoleon III. Less than ten such honors having been bestowed for accomplishment in the fine arts, which fact adds significance to the distinction. Every recognized means of showing marked appreciation has been employed in all parts of the world. The most famous virtuosi have exhausted eulogistic language in declaring their admiration of the Chickering piano. But Chickering & Sons have never rested upon laurels won. Today there must be accorded to the factory heads and business management the acknowledgment that the Chickering piano stands on a higher plane of merit than at any time in its history. The company is persistent in maintaining the name of the loftiest height, and today this determination to maintain an honorable pride governs every effort. In addition to the words of Liszt, Pachmann, Gounod and others the following extract from a remarkable letter written by the famous Busoni at the completion of his triumphal tour in 1918

is permissible. "There are piano makers' art studios and there are piano-makers' manufactories. Remain, as you are, the artists in pianomaking; it is the way to add your own chapter to the history of music." This expression of the famous Busoni emphasizes earlier praise uttered by others of the elect, and is tangible proof that the Chickering of today has kept pace with the exacting demands made upon the piano by present-day artists. During the present season the Chickering Concert Grands are contributing to the aesthetic success of such artists as Dohnanyi, Mirovitch, Schnitzer, Lhevinne, and many others of the highest rank. Remarkable in connection with this time-honored house is the length of service of a large proportion of its employes. There are men living who worked with Jonas Chickering, a long life-time of service which the house has been glad to honor. There are also scores who have been engaged in the Chickering departments for periods running from 25 to nearly 50 years. This implies loyalty and esprit de corps invaluable in this art industry, and which is a reflection of its atmosphere. The House of Chickering stands in unquestioned financial strength and enjoys an integrity which has been its proud possession from the beginning. The Chickering is obtainable with the Ampico. (See "Ampico" in this Part One.) (I)

CAMBRIDGE

Popular pianos and player-pianos, manufactured by the Cambridge Piano Co., 89 Southern Boulevard, New York City, which makes also a specialty of pianos and player-pianos but 3 ft. 9 in. and 4 ft. 3 in. in height. These attractive uprights fit perfectly the requirements of schools and apartment houses. They are instruments of admirable qualities in every way and are sold at prices within reach of the American householder. The styles are designated as O and F respectively.

CARTER

Pianos, players, grands, electric and reproducing pianos bearing this name are manufactured in a well-equipped factory at 632 W. 51st St., New York City, and are possessed of extraordinary tone qualities. They are made by skilled workmen of the finest materials obtainable, and have established a reputation for themselves as honestly built, reliable pianos of exceptional value.

CHASE BROTHERS

The high-grade production of the Chase-Hackley Piano Co., of Muskegon, Mich. An artistic instrument whose wide fame has been won by years of striving to attain to the perfection of an ideal American piano. The history of the "Chase Bros." piano dates back more than 62 years. From the first there has been but one aim so far as the quality of the instrument is concerned. There has been nothing spared to bring the "Chase Bros." piano to the highest point of perfection, and as a necessary consequence the cost of the instrument is proportionate to that of the other first-class instruments. Chase Brothers pianos are made in artistic grands and uprights of most approved models. They contain a number of patented features and they are manufactured by the most skilled workmen. Refer to Chase-Hackley Piano Co., in Part Three. (I)

A. B. CHASE

The A. B. Chase piano factory was established in 1875 and produces the highest grade pianos both in uprights and grands. The A. B. Chase pianos are also equipped with the Celco Reproducing Medium. The policy of this factory has long been that no material is too good nor no skilled labor too expensive if it will improve the A. B. Chase piano. Made by the A. B. Chase Piano Co. Division United Piano Corporation in the perfectly equipped factory of that industry at Norwalk, Ohio. (I)

A name of recognized standing, on the piano, is the best possible assurance of character and reliability.

CHRISTMAN

One of the old and reputable names in the American piano industry, Christman pianos, player-pianos and grand pianos are everywhere recognized as instruments



Christman
New York

of high grade and they are commended by a large number of the foremost piano merchants throughout the world. The Christman "Studio" grand has made a noteworthy success. It is but 5 feet long but possesses tone power comparable with the effects of the larger instruments. The Christman slogan of "The First Touch Tells" (registered), has become familiar in musical circles as being suggestive of the attractive tone quality of the instruments. The Christman Reproducing Grand is a recognized triumph in piano manufacture. The Christman Studio Grand holds an enviable place among the dainty little instruments of the grand design. It possesses a powerful tone of most agreeable resonance and it is one of the most successful instruments with trade and public. See also Christman Piano Co. in Part Three (I).

CECILIAN

Name of a famous pioneer player-piano of the highest grade which presents very scientific and indestructible features. This instrument is described in the article on the Bush & Lane instruments on a preceding page to which refer. The Cecilian is capable of absolutely perfect expression, and it is representative of the most advanced ideas in player mechanism. It has been before the world for a good many years and is claimed to be the first of players. Refer to Bush & Lane in this section and also in Part 3. (I)

THE CELCO REPRODUCING MEDIUM

This is the name given to the reproducing player mechanism installed in the A. B. Chase, Emerson and Lindeman & Sons pianos, which are controlled by the United Piano Corporation. The Celco Reproducing Medium reproduces the work of such artists as Paderewski, Hofmann, Bauer, Gabrilowitsch and hundreds of others of world-wide fame with an accuracy of technique and expression which is impossible to distinguish from the work of the living performer. The pianos in which the Celco Reproducing Medium is installed are the A. B. Chase, the Emerson, and the Lindeman & Sons. The Celco Reproducing Medium is operated by an electric motor making foot pumping unnecessary. It can also be used as a player piano, using the regular eighty-eight note player rolls. It is embodied in both upright and grand pianos. See United Piano Corporation in Part 3. (I)

CHRISTIE & CO.

Named for Jacob Christie, formerly of E. B. Bogart & Co., succeeded by the Bogart Piano Co., and made by that industry with factory at 135th St. and Willow Ave., New York. Pianos of good quality by a reliable firm. (I)

CHURCHILL

Well-made pianos, player-pianos and grand pianos bear this name. They are the products of the Hartford Piano Co., of Chicago, and they have a very large sale because of their beauty and moderate prices. The Hartford Piano Co. is a division of the Goldsmith Piano Co., of which Mr. A. Goldsmith is the president. (I)

A name of recognized standing, on the piano, is the best possible assurance of character and reliability.

CLARENDON

Grand pianos, reproducing pianos, player-pianos and upright pianos bearing this now distinguished name, are recognized as among the thoroughly representative



CLARENDON
ROCKFORD, ILL.

types of artistic American instruments. In tone, both as to power and the delicate gradations of expression, these pianos are recognized among pianists as models, and their development has been made possible by skill and the uniformity of methods which belong to well-equipped industries of the modern kind. There is a quality in the Clarendon that at once asserts itself and without which no instrument can achieve success of the larger kind. The depth and breadth of the tonal values of the graceful, and now famous, Clarendon grands are quickly recognized. The Clarendon player-piano is peculiarly strong in its musical and material attainments. It is equipped with an improved pneumatic action of peculiar sensitiveness, and it presents special points of excellence which are appreciated by the most critical. The Clarendon reproducing grands and uprights are representative of the latest forward step in the art of making the piano the most playable and most enjoyable musical instrument for the home. The degree of perfection in expression attained never fails to enthuse the music lover. In case designs and details of construction the Clarendon instruments are everything that fine pianos and players must be, and their standing in the trade and musical world is permanent and in some sense unique. No judge of pianos will challenge either the quality or the values of these instruments. They are, furthermore, the products of an industry of the highest financial standing. See also Clarendon Piano Co., in Part Three of this book. (I)

CONCERTONE

A player piano manufactured by the Mansfield Piano Company, 135th St. and Willow Ave., New York City, which represents unusual value in an instrument of quality and individuality. This name is registered under U. S. Patent Office and appears only on products of the Mansfield make. (I)

CONCORD

Pianos and player-pianos of dependability and attractive qualities which bear this name were manufactured in Chicago for many years, until the industry of Mr. Geo. P. Bent was secured by a large corporation with factory in Louisville. The Geo. P. Bent Company operates a large plant and produces among others the Concord instruments which stand high with public and trade. See Geo. P. Bent Company in Part Three. (I)

FRANCIS CONNOR

Pianos and player-pianos of fine quality are manufactured by Mr. Francis Connor, whose factory is at 184th St. and Cypress Ave., New York. Mr. Connor is an expert in piano construction. General offices and retail warerooms in the Francis Connor Building, Lexington Ave. and 40th St., New York City.

CONWAY

Pianos bearing this well-known name first appeared in the winter of 1905-6. In November, 1925, the control of the Hallet & Davis Piano Co. of Boston, which had marketed the Conway instruments, was acquired by the Premier Grand Piano Corporation, and the Conway upright pianos and players are now produced in the factories of Jacob Doll & Sons, New York. Conway pianos are in every way beautiful and dependable. Refer to Jacob Doll & Sons in Part Three of this book. (I)

CONOVER

Pianos of the highest type, first made in 1888 by J. Frank Conover, an expert of international distinction, and still manufactured by The Cable Company, of



Chicago. In making the Conover piano The Cable Company keeps constantly in view the highest requirements of the artistic piano and successfully strives to meet the growing demand for an instrument to fill the place created by the trend of modern times and recent musical developments. The Conover piano is distinctly a modern instrument whose fame is secure because of the unchallenged artistic merit that sustains it. It is a piano in which are embodied principles that have by experience been proven to be the foundation of superior tone quality, and it is made in accordance with the most advanced ideas of piano construction. It possesses all of the requirements demanded by the most exacting pianists and its use in the concert room is a feature of the musical world. It is a frequent remark among critics of the piano that the Conover scale represents the highest attainment in the art of tone production. It is a scale of absolute accuracy, by which the peculiarly even, sympathetic, yet powerful musical character of the Conover pianos is insured. With the Conover, as with only the very highest types of pianos, it is possible to render the finest gradations of tone color and to attain a tone of perfect purity, sweetness and resonance. Of course, in a piano of this character the important matter of durability enters largely. The Conover is a piano of solid construction. The back and frame are of such strength that the enormous "pull" of the strings produces not the least "give." The pinblock is built in layers of hard maple, the grain of each layer running transversely to that of its neighbor and these pianos stand in tune for a remarkable period of time. In the important matter of the action the Conover is no less well equipped. Every one of the several thousand parts of the Conover piano action is made and adjusted with all the care which fulfills every requirement of prompt response, agreeable "feeling" and elasticity. And in the construction of the Conover grand pianos there are also features of peculiar interest to scientific pianists. The grand rims are continuous and are made of separate layers of wood bent into permanent shape. These rims typify strength and, of course, conform to the shape of the grand plate. The Conover grand piano has received the enthusiastic indorsement of a large number of the famous pianists whose appearance in concert give added prominence to the piano upon which they prove their powers. The patented sounding-board-and-frame construction in the small grand model is part of an improved construction designed to maintain the proper curvature of the sounding-board, so necessary to preserve the original tonal beauty of the instrument. Instruments having this construction bear the trade-mark "Crownstay." In a recent publication devoted to descriptions of the various styles of Conover pianos there are portraits of some of the most renowned pianists and vocalists, accompanied by words of commendation. A reading of these letters is alone a lesson in piano appreciation and must impress the reader with the character of the artistic Conover piano. Conover grand pianos are made in several sizes, the small grand and parlor grand having attained great popularity among piano buyers of the higher class. The Conover Reproducing Grand unites the artistic Conover Grand with a perfected reproducing action that is exclusively Cable. This is a reproducing piano that is simple in construction, positive in action and troubleproof. Correctly sized for the small home or apartment with the reproducing action completely concealed, the Conover Reproducing Grand is graceful and attractive in appearance and conforms in every detail with the high ideals

The Cable Company has always maintained for the artistic Conover. In the upright the Conover art Carola Inner-Player is the Conover piano equipped with the famous Inner-Player action. The Conover Solo Carola Inner-Player is the Conover piano equipped with the celebrated Solo Carola Inner-Player action, to which refer in this section. (I)

CLARITONE

The name adopted by Adam Schaaf, Inc., for the perfectly reliable pianos and player-pianos made by that industry. All instruments from the industry named may be depended upon as reliable in every way. See Adam Schaaf in this Part One; also in Part Three. (I)

CHUTE & BUTLER

Chute & Butler pianos and players, formerly made at Peru, Indiana, are now manufactured by the Schiller Piano Company, Oregon, Illinois. The Chute & Butler instruments had won a good place when the Schiller Company purchased the scales, patterns and trade-name and has been manufacturing the Chute & Butler piano and player-piano since September 1, 1920. The original scales of the Chute & Butler pianos have been continued and many changes and improvements have enabled the Schiller Company to hold original patrons and add many new representatives to the list. See Schiller Piano Co. in Part Three. (I)

CLAVIOLA

The name applied to admirable interior player-pianos made by the Claviola Company, of New York, which industry is controlled by Kindler & Collins, of that city. (I)

CONOVER CAROLA INNER-PLAYER

Made by The Cable Company, of Chicago. Contains the celebrated Carola Inner-Player action, to which refer. The Conover Solo Carola Inner-Player contains many features of remarkable character.

CONTINENTAL

The Continental Piano Co was originally incorporated in 1912, but the business name and good will was bought several years ago by the Jesse French & Sons Piano Co. of New Castle, Ind., who have since made and marketed pleasing and durably constructed instruments under this name. They are instruments of attractive character and are guaranteed by an industry of unquestionable responsibility. The instruments make a strong appeal and have become favorites in piano warerooms and private homes.

CONRAD

Conrad pianos and player-pianos are manufactured by the Kreiter Mfg. Co., at their plant in Marinette, Wis. The name Conrad stands for beauty in design, sweetness of tone and reliability. The factory is a model of efficiency and is equipped with the latest and best machinery with which to manufacture good instruments. The makers of Conrad instruments stand high commercially. The company's principal offices are at Milwaukee, Wis. The factory at Marinette, Wis., is one of the finest and best equipped in the Northwest. The Conrad piano is a piano noted for its beautiful design and peculiar sweetness of tone. The Conrad pianos are made in several very attractive styles, including grands, upright and pneumatic player-pianos, all of attractive designs. The manufacturers of the Conrad piano stand among the highest commercially. Principal offices, Milwaukee, Wis. (I)

CREIGHTON

Instruments of durable character bearing this name are produced by Walter S. Pierce Co., of San Francisco.

CROWN

Pianos which became famous by this name were for many years manufactured by the industry controlled by Mr. Geo. P. Bent of Chicago. The Geo. P. Bent Co. is now owned by the Adler Mfg. Co. of Louisville, Ky., which industry is now producing the "Crown" piano of long-time distinction. See Geo. P. Bent Co. in Part One and also in Part Three of this book. (I)

COINOLA

Electric pianos and orchestrons of this name are manufactured by the Operators' Piano Co., Inc., of Chicago. Their instruments are coin-controlled and they are thoroughly well-made, musical and representative. For public places they are unsurpassed and they have won a foremost place among coin-operated instruments. Factories at 715 N. Kedzie Ave., Chicago, Ill. (I)

CUNNINGHAM

An attractive and popular piano manufactured by the Cunningham Piano Co., whose factory is at Fortyninth, Parkside Ave. and Viola St., and warerooms at 1101 Chestnut St., Philadelphia, Pa. The Cunningham piano is popular in its home city, Philadelphia, and throughout the states of Pennsylvania, New Jersey, and Delaware.

CURTIS

The name of the popular pianos of the Jewett Piano Co., Leominster, Mass. Curtis pianos are guaranteed to be instruments of excellence. Tone quality and responsive action conforming to particular requirements are tests of a piano. Curtis pianos meet these tests. The scale is the result of over sixty years of study and experiment in progressive piano making. Curtis pianos are sold throughout New England by M. Steinert & Sons, Boston. (I)

D**DAVENPORT-TREACY**

These instruments, pianos, player-pianos and grand pianos and Reproducing pianos (licensed under the Welte-Mignon patents) have won recognition from



both the trade and the public for the very high standard maintained in their manufacture. They contain only the best of materials, employ only the highest skilled labor, and are carefully and conscientiously constructed. The scale is remarkably even, and the instruments have a fine musical quality of tone. The cases are artistic and attractive in design. Manufactured by the Davenport-Treacy Piano Co., 632 West 51st Street, New York City. (I)

DECKER & SON

There is no more honorable or distinguished name associated with pianos than that of Decker. And through all the years, involving litigation and claims to priority and trade name rights, the house of Decker & Son has maintained a steady forward movement, conscious that in it rested all of the rights of initiative, excellence and fixedness of purpose. The Decker & Son piano had its beginning in 1856, when the late Myron A. Decker embarked with a partner, the instruments being known as the Decker & Barnes. Both members were thoroughly skilled and scientific piano experts. And the quality of the Decker pianos improved as they grew in artistic fame and recognition. The industry of Decker & Son is now controlled by Mr. Frank C. Decker, son of the founder, and his son—third generation—Mr. Frank C. Decker, Jr. Both are skilled piano experts trained from early boyhood in the production of instruments of the highest grade. Upright, grands and reproducing pianos are manufactured, and the Decker & Son instruments maintain the place in the piano world to which their artistic characteristics have entitled them for more than sixty-six years. There is no advance or marked improvement that is not clearly defined in these instruments, and financially the house is above challenge. (I)

DOLL & SONS

All instruments bearing this name are manufactured in the factories of Jacob Doll & Sons, Inc., one of the largest piano industries in America, located at South-



ern Boulevard, Cypress Avenue and 133rd Street, New York City. The pianos and player-pianos are popular with a large class of music lovers and music dealers throughout the country. The player-pianos are of the same popular standard as the pianos, and the number of instruments annually produced is very large and constantly increasing. Uprights, grands, player-pianos, electric expression and Reproducing pianos (Welte-Mignon, licensee) are manufactured and the instruments contain many valuable patents. This industry of Jacob Doll & Sons is one of the largest in New York and its influence is proportionately great. See also Part 3. (I)

DE KALB

A small grand piano and electric expression grand piano of excellent quality and construction and moderate price manufactured by the De Kalb Piano Co. of De Kalb, Ill.

DEITMEIER

Made by the Deitmeier Piano Co., San Francisco. Before the great fire of 1906 the industry was principally repair work. After the fire the business was resumed with manufacturing department on more extensive scale at 862 Valencia Street.

DELAWARE

A new industry at Muncie, Ind., has adopted its company name for that of its pianos and player-pianos. Well-made instruments designed by experts.

DENNYSON

Pianos and players of reliable construction and admirable tone which bear this name are manufactured by the Story & Clark Piano Co., of Chicago, in the great factory of that house at Grand Haven, Mich. (I)

HENRY DETMER

Well-made pianos, player-pianos and grands are made by Henry Detmer, whose factory is at Claremont Ave. and Le Moyne St., Chicago. A small industry of long standing and good reputation.

DIMINUTIVE

The descriptive name given to the small Strohber upright by the Smith, Barnes & Strohber division of the Continental Piano Co. This is a remarkable little instrument, is 3 ft. 7½ ins. high. See Strohber. (I)

DRACHMANN

Well made, attractive player-pianos which have a large sale to discriminating music lovers. They are manufactured by the H. C. Bay Company in the factories of that industry at Bluffton, Ind. The output and sales of the Drachmann player-piano are large and their quality is of the kind that justifies that condition.

DUERK

Baby Grand pianos of admirable character are the product of the Duerk Grand Piano Corporation. Factory, 119 Cypress Ave., New York City.

THE DUO-ART PIANOLA

This well-known instrument is actuated by Duo-Art music rolls, which are accurate records of the great artists' playing. It aims to reproduce the work of famous musicians so perfectly that it is like hearing them play in person. It plays any 88-note music roll. Manufactured by the Aeolian Co., of New York. (I)

E

ELECTROVA

Automatic-electrical (coin-operated) instruments, made by the Electrova Company, 117-125 Cypress Ave., Bronx, New York City. This house is controlled by Jacob Doll & Sons, to whom refer in Part Three.

ELECTRATONE

This is the registered name-of electric coin-operated player-pianos manufactured by the Waltham Piano Co. of Milwaukee, Wis. They are high-grade instruments made in three new designs and possess peculiar features including a combination harp or banjo with piano effect which is finding an ever-increasing market notwithstanding one formerly prolific market having been almost entirely shut off. See Waltham in Part Three. (I)

ELLINGTON

Ellington reproducing pianos, grand pianos, uprights and player-pianos are made by the Ellington Piano Co., Cincinnati. The Ellington is an instrument noted for its



purity and resonance of tone, intimate response of action and smartness of style and design. It may be purchased with absolute security. It is especially noted for its wonderfully accurate scale and its positive durability of construction. It has been subjected to the most severe tests of all climates and it has endured the most rigorous use. All in all, it is considered among the very best values on the market. The Ellington Manualo (the player-piano with the human touch) is a triumph of tone and technique combined, and shares fully in the established reputation of the Ellington piano proper. Output controlled by the Baldwin Piano Co., to which refer in Part Three. (I)

ELLSWORTH

Pianos of popular characteristics bearing this name are from the factory of Armstrong Piano Co., East Rochester, N. Y. Are of reliable quality and fully guaranteed. (I)

EMERSON

Emerson pianos have been manufactured since 1849 and are known everywhere by the descriptive phrase, "the sweet-toned Emerson." Upright, grand and player-pianos are manufactured. The Emerson pianos are also equipped with the Celco Reproducing Medium. Made by the Emerson Piano Co., Division United Piano Corporation, to which refer in Part Three. (I)

ENGELHARDT

The Engelhardt Piano Company of St. Johnsville, N. Y., makes a specialty of the production of automatic instruments embracing orchestrions, banjo-orchestras, player-pianos and reproducing player-pianos, bell pianos, flute pianos, xylophone pianos, coin operated pianos, reproducing player-pianos, orchestrions, banjorchestras and midget orchestrions.

EUTERPE

Good and durable popular grade instruments from the large factory of Jacob Bros., 539-543 West 39th St., New York. See also Part Three. (I)

Should you fail to find the piano name you are looking for in this Part One of Presto Buyers' Guide, refer to Part Two, where dependable trade-mark names of reputable industries are classified. If still in doubt, write to Presto, the American Music Trade Weekly, Chicago.

EUPHONA

The famous Euphona Inner-Player piano is made by The Cable Company of Chicago in two styles, PW and PR. Equipped with manually controlled transposing



device; key lock; pedal door-opener; pneumatic control of expression by means of depressable buttons, and tracker board control of piano sustaining dampers. It also has a full tempo scale, zero to "180," re-roll, and a novel feature termed "Silent High Speed," all controlled by a single controlling lever. All controlling devices are concealed by Cable Sliding Wrist-Rest and Lever Cover. Has non-leaking, non-corroding tracker bar, high speed re-roll, six-unit motor, patented compensating governor and the Inner-Player Miniature Keyboard. The whole device is simple in construction and presents the maximum of reliability. The cases are handsomely veneered and well finished, of plain line design, all of which, coupled with the mechanical advantages enumerated above, account for the immense popularity of this instrument. The Style PW differs from the PR in the size of case, the former being 4 ft. 4 in. high and the latter 4 ft. 6 in. high. The Euphona Reproducing Inner-Player piano (which see) is the Euphona Inner-Player, electrically equipped. The Euphona Inner-Player, pianos have been made by The Cable Company since 1907. (I)

EPWORTH PIANO

Epworth pianos have long been known among musical people for their characteristic sweetness of tone and all-around musical excellence. The workmanship, both inside and out, is exceptionally high-class and the Epworth represents an intelligent, conscientious, painstaking effort as applied to the production of a sweet-toned, reliable instrument. Epworth pianos are made by the Williams Piano & Organ Co. of Chicago, with a capital and surplus of over \$350,000. The officers are: H. B. Williams, president; Carl S. Williams, vice-president and treasurer; Bradley P. Williams, secretary. (I)

ESTEY

Estey grands, period grands, reproducing grands, pianos and player-pianos are manufactured by The Estey Piano Company, an old-established and distinguished house of high standing throughout the trade. These instruments are well and favorably known in practically every corner of the earth, Estey being one of the best known musical names in the world. The pianos represent the highest grade of construction throughout, and have been endorsed by numerous prominent musicians for their wonderful tone quality. The factory of The Estey Piano Co. is one of the familiar points of interest in music-making New York. It is at Lincoln Ave. and East 133rd St., and is one of the most perfectly equipped for producing artistic instruments. (I)

EUPHONA REPRODUCING INNER-PLAYER

The Cable Company, one of the world's largest manufacturers of pianos and player-pianos, began experimental work on reproducing pianos in 1909. During the seven years that followed their factories produced and severely tested a number of excellent models, but it was not until 1916 that their scientific experts were satisfied. Then, and not until then, was the Euphona Reproducing Inner-Player placed upon the market, for it is the policy of this great house never to experiment upon the public. The Euphona Reproducing Inner-Player can be played in five different ways 1. It may be used as a regular piano; 2. As a regular foot-operated player-piano; 3. As a foot-operated player-piano with motor assistance; 4. As a motor-operated player-

piano with manual control of wind-pressures for expression purposes; 5. As a thoroughly efficient and entirely automatic reproducing piano. The Reproducing Inner-Player is equipped with the famous Cable Inner-Player parts, which were awarded the Gold Medal at the Panama-Pacific International Exposition. The Miniature Keyboard, Triplex Pedal Device, Wrist Rest and a score more patented features are inventions to be found in no other players than those of Cable manufacture. Musicians have highly praised the easy action, full mellow tone and evenly balanced scale of the piano element. (I)

EVERETT

At one time one of the most active high-grade pia in the lists. A piano of distinctive qualities which the enthusiastic acclaim of many of the foreign artists of the world and promised to make the Everett one of the foremost. Controlled by the John Church Co., of Cincinnati.

F

FABER

Piano and player-piano of good quality and reliable construction which have won a popular place in the trade and in the musical world. Made by Faber Piano Co.,



Southern Blvd. and Cypress Ave., New York, which industry is controlled by Jacob Doll & Sons. The Faber Piano Co. manufactures a complete line of uprights, players, grands, electric-expression uprights and Reproducing instruments (Welte-Mignon licensee). These products are well regarded nationally, and representative dealers the country over are identified with the sale of these popular, dependable pianos and player-pianos. The fact that this institution manufactures a complete line of instruments at attractive prices, and of intrinsic value, makes Faber pianos especially desirable for the live piano merchant. See also Jacob Doll & Sons in Part Three. (I)

FARRAND PIANO CO.

These pianos and player-pianos are the products of the Farrand Piano Co. of Holland, Michigan, and they hold a high position for their recognized musical



quality, merit and durability of construction, insuring the life of the even, singing tone for which they are noted. These famous instruments are recognized as being of the highest grade and possessing the finest tonal qualities. The manufacturers of the Farrand piano and Farrand Cecilian (Licensee) Playerpianos are considered among the country's experts in their line, and backed by ample resources have been able to produce and maintain a degree of quality that offers the fullest measure of value to the buyer. The name of "Farrand" has been distinguished in the world of musical instrument manufacturers for a half century and the Farrand Piano and Farrand-Cecilian Player-Piano are worthy of the favor which the name suggests to piano buyers. With the Farrand Grand which has most beautiful tones, redundant in power and of exquisite timber, and with the Farrand Reproducing Grands and uprights, the company has a complete line of splendid instruments. (I)

FISCHER

The old New York house of J. & C. Fischer has been in existence since 1840 and is now located at East Rochester, N. Y. The original factory of J. & C. Fischer



was established in 1840, it being the outgrowth of previous association with other firms engaged in the manufacture of pianos. It is one of the oldest firms having had its inception in New York City, and during its long and honorable career has played a considerable part in the musical development of our country. In 1896 the Fischer house celebrated the manufacture of their one hundred thousandth piano. The Fischer is a high grade, standard piano with a fine, pure quality of tone, and notable also for the beauty of its case designs as well as its artistic musical excellence. The Fischer pianos are made in both grands and uprights and are obtainable with the Ampico (see Ampico). (I)

FARNY

Instruments of good quality, manufactured by the Farny Piano Co., an industry owned by the Rudolph Wurlitzer Co., of Cincinnati, O. Factory is at North Tonawanda, N. Y. (I)

FLEISCHER & CO.

A product of E. J. Radle's factory at 609 West 36th St., New York City, the Fleischer & Co. business having been bought by Mr. Radle in 1898. An instrument



which has displayed distinct improvement since it has been produced under Mr. Radle's ownership. It has a fine musical quality of tone and is attractive in its case designs. In handsome case designs and durability of construction there is only praise for the Fleischer & Co. instruments. Both pianos and player-pianos are distinctive in character and they sustain a place high in the esteem of trade and public. They are instruments that are safe to recommend to the most critical classes of buyers. They are handled by many of the prominent dealers. See F. Radle, Inc., in Part Three. (I)

FLOREY BROS.

The admirable grand pianos and reproducing pianos manufactured by this old industry are notable in several respects. The Florey Bros. make grands exclusively and devote all of their experience, skill and energies to sustaining a reputation won by years of consistent determination to excel. It is claimed, and presumably not disputed, that Florey Bros. were the first to seriously consider the establishing of an exclusive grand piano industry. They began the experiment in 1909 and have developed a substantial and constantly growing business with a fine class of trade. Florey Bros. grands are beautiful instruments of distinctly artistic tone quality and in every way desirable in the esteem of competent critics. They are sold by houses of the highest responsibility and they deserve the success they have won. Florey Bros. is a corporation the officers of which are practical piano builders. Refer to Florey Bros. in Part Three of this book. (I)

FOSTER & CO.

Foster & Co. manufacture a complete line of pianos and player-pianos. This line of instruments is very widely known and is representative of the best instruments of

FOSTER & CO.

ROCHESTER - NEW YORK

their grade. Reliably made of excellent materials in very modern factories at East Rochester, N. Y. The Foster pianos, during recent years, achieved great prominence through the exploitation of same by some of the most representative piano houses throughout the country. The Foster piano and player-piano of today occupy an enviable standing for quality in respect to tone and construction. (1)

FRANKLIN

Manufacture of this excellent line of upright and grand pianos began in New York City in 1887. The Franklin is an instrument that fulfills the exacting requirements

FRANKLIN

NEW YORK



of those music lovers who appreciate and demand a piano constructed in accordance with the highest ideals of musical craftsmanship and fittingly housed in a case whose design and finish is the acme of elegance. It is made by the Franklin Piano Co. That the Ampico is now offering the musical public in the favorite Franklin is sufficient recommendation of the quality of the Franklin instrument. A new line of designs has been recently placed on the market, and has been accorded the highest approval. The factory and office are located at East Rochester, N. Y., and showrooms maintained at 437 Fifth Avenue, New York. (1)

JESSE FRENCH & SONS

This artistic piano is the very finest product of the great factory of the Jesse French & Sons Piano Co. at New Castle, Ind. It is a strictly high-grade artistic instru-

JESSE FRENCH & SONS

NEW CASTLE, IND. U.S.A.

ment, notable not only for its fine musical qualities but also for its remarkably beautiful case designs. These instruments have attained to a place of distinction in the world of music, many great pianists and teachers having expressed for them their preference. A number of leading music schools also have signified their approval of the Jesse French & Sons pianos by having them installed in their institutions. The Jesse French & Sons grand pianos appeal equally to the artistic musicians and the owners of fine homes. One of the recent additions to the list is a parlor grand, which affords a fine example of great tone in small case, and it has won especial favor. This grand is also supplied with reproducing player actions. The uprights may be had with electric expression actions both with and without foot pedals. The name of French is one so long associated with pianos and music that it has literally become a household word. Within the last year much

skill and expense have been invested in new scales, improved methods of construction and new designs. There has also been introduced a novel feature, known as the Dulcet Tone, which opens a wide field of possibilities in tone coloring and shading. The Dulcet Tone brings into operation an especially arranged set of dampers and mutes in such manner as to give sweet one-string effects of peculiarly sympathetic quality. Mr. Jesse French, the president of the company, started in the music business in 1872, branching out into the piano business in 1875, and has been continuously connected with the industry ever since. Mr. French was the founder of one and intimately associated with others of the best, known and most successful factories and distributing companies in the United States. It has always been the aim of the company to make the Jesse French & Sons instruments the very best that they could produce, regardless of expense. The Jesse French & Sons piano is an artistic production, the culmination of years of experience in the music trade in all its features by the officers of its company. They are made in grands, uprights, foot-power and electric players and reproducing pianos in great varieties of size and style, in all of the fancy woods. Every part of the instrument, with the exception of the hardware, is produced in the mammoth factory in New Castle, Ind., erected especially for the purpose and equipped with the idea of securing the best possible results in every department in any way connected with the production of Jesse French & Sons pianos. For in them the question of quality is paramount and the desire to excel a very potent force, two expressive mottoes being well known in this connection, viz.: "Quality First and First Quality" and "A Name Well-Known Since 1875." Sold all over the world by progressive dealers. See also Jesse French & Sons Piano Co., in Part Three. (1)

JESSE FRENCH

Since 1875 the name Jesse French has stood for everything high-grade in the music line. Many thousands of pianos bearing the name Jesse French have been marketed in past years, but now these instruments bear the name of Jesse French & Sons. They are manufactured by the Jesse French & Sons Piano Co., New Castle, Ind. See this name for further particulars. (1)

FUEHR & STEMMER

Fuehr & Stemmer pianos, player-pianos and grands have made a good place in the public esteem. They are of handsome design and fine tone quality. Fuehr & Stem-

Fuehr & Stemmer

MAKERS
CHICAGO
UPRIGHT GRAND

mer pianos are noted for their clear and evenly musical tone, the scale being one of power and unbroken clarity from lowest note to highest. In case designs these instruments are equally admirable, the greatest care being used in selection of rare and perfectly matched veneers. The Fuehr & Stemmer player-pianos are identical with the pianos in musical character, and they have won a high place by reason of their responsive mechanism and great durability. In every way the Fuehr & Stemmer instruments may be recommended with perfect confidence. The Fuehr & Stemmer factory, at 1932 Wentworth avenue, Chicago, is equipped for the manufacture of high-grade pianos and it is conducted under the personal supervision of piano experts in every department of construction. It may be safely said that the Fuehr & Stemmer grand piano is in every way worthy of the reputation of the manufacturers and the fame of their instruments. It is powerful in tone without the strident characteristics which prove a blemish to some instruments. In every way this grand may be commended, and the name of Fuehr & Stemmer on an instrument is an assurance of merit and responsibility. See also Fuehr & Stemmer in Part Three (1)

G

GABLER

This is a name which has been familiar in the piano world since the year 1854 when the Gabler piano was established. The founders of the industry are repre-



sented by Mr. Emil E. Gabler, son of the first manufacturer of pianos bearing the name. Mr. Gabler maintains his interest, and has pride in what the name stands for in the piano world. He is himself a thoroughly trained expert in the building of the instrument, and he keeps in contact with the factory and the progress of the instruments which bear his name. Gabler pianos and playerpianos have been highly commended through the years. Gabler Electric Expression and Reproducing instruments are notable additions to this time-honored line. Eighteen new models, including two new grands, greatly enlarged manufacturing facilities and especially effective advertising and selling co-operation, make this an ideal line for progressive merchants. Main office and factories, Southern Blvd. and Cypress Ave., New York. (I)

GERMAIN

Well-made instruments produced by the Germain Piano Co., Saginaw, Mich.

GIBBONS & STONE, INC.

Gibbons & Stone, Inc., manufacture the Gibbons & Stone pianos for their retail trade. Strictly high-grade instruments, which include uprights, also player-pianos. Factory, 11, 13 and 15 Industrial St., Rochester, N. Y. Office and warerooms, 172 Main St., Rochester.

GILMORE

Reliable instruments of excellent musical quality, made by the Straube Piano Co., of Chicago, whose factories and offices are at Hammond, Ind. (I)

GOLDSMITH

Pianos, player-pianos and reproducing pianos of powerful and pleasing tone and great durability of construction bear this name, which is that of the president of



the Goldsmith Piano Co., makers of the instruments. All Goldsmith instruments are made under expert supervision by skilled artisans and the name has become known wherever music is a delight. Very beautiful case designs mark the Goldsmith products and thus sustain the favor of the instruments which is created by the satisfying tone quality. Purchasers of Goldsmith instruments are guaranteed the best results and receive large returns for their investments, and the methods of the manufacturers are of a kind to be uniformly commended. Factory and office, 1229-1233 Miller St., Chicago. See also Goldsmith Piano Co. in Part Three. (I)

It has been asked how any man can assume to pass upon the comparative qualities of pianos. Every man who knows anything about pianos, and not a few who know nothing about them, assume that responsibility. The editors of Presto Buyers' Guide are piano experts of life-long experience. They know personally every piano herein described.

GORDON

The Gordon Piano Co. was established in 1845 by S. T. Gordon, and continued by his son, Hamilton S. Gordon, until bought by the present company, by which the



quality of the instruments is being sustained and even improved. Both pianos and player-pianos are superior in construction and tone. They are instruments of the kind that meet the approval of the majority of the piano buying public and they have won their place in the world of music by their careful construction, fine appearance and tonal results. As an evidence of this it is enough to say that more than seventy thousand of the Gordon pianos and player-pianos are now in use. Factory and office, 709-713 Whitlock Ave., New York City. (I)

EDMUND GRAM

The Edmund Gram pianos, Grand, Upright and Player-pianos are well-made by an ambitious house in Milwaukee. Mr. Gram has been in the retail piano trade for a great many years and the instruments which bear his name are well-made, handsome in case designs and of artistic tone quality. (I)

GRINNELL BROS.

Manufactured by the well-known music house of the same name, Detroit, Mich. A very large proportion of the pianos made by them are sold at retail, through their



Detroit store and the forty branch stores of the house located in Michigan, Ohio and Ontario. The Grinnell Bros. piano is an artistic instrument in the highest sense of the term. It is manufactured with the utmost care by skilled workmen in their large, modern and perfectly equipped factories. The Grinnell Bros. piano is purchased largely by musicians and musical people who express for it a preference over all other makes, and it is the pride of the manufacturers that every piece of material, as well as the workmanship, that goes into the construction of a Grinnell Bros. piano is the best that money can buy. The main headquarters of Grinnell Bros is at Detroit. Their largest factory is at Holly, Mich. The standing of the house financially is of the very highest. The business is incorporated with a capital stock of \$5,000,000. (I)

FAMOUS OLD NAMES

In this day of advertising and enterprise the names of most great pianos are familiar to the public. But there are a few of the older instruments whose originators succeeded in making their genius known, but on leaving the scene, their successors, depending upon past performances, permitted the priceless fame of the pianos to decline. Such pianos are of course given their deserved place in this book and, even if the name may seem strange, the commendation herein accorded may be accepted as reliable.

GULBRANSEN

A name familiar to the musical world in connection with the playerpiano industry. The Gulbransen Registering Piano is unquestionably one of the best-known

GULBRANSEN

Registering Piano

instruments of its class in the world. Its trademark, the Baby-at-the-Pedals, and slogan, "Easy to Play," have been impressed upon the memory of millions of people through national advertising, and the claim is made that the Gulbransen Registering Piano itself is more widely distributed than any other. The great favor with which the Gulbransen instruments are regarded by music loving people of discriminating judgment is the best possible proof of their merits. And the large number of responsible piano merchants who represent the Gulbransen instruments leaves no question as to their desirability in every particular. In the field of player-pianos the name of Gulbransen is especially familiar because of the part Mr. A. G. Gulbransen has taken in the inventive and creative phases of the instrument. In artistry and tone realization there is no one to dispute the character of the Gulbransen pianos and registering pianos. From their first appearance, many years ago, these instruments have had a progressive career. In every sense the reliable product of a responsible industry. Refer also to Gulbransen Company in Part Three. (I)

H**HACKLEY**

The "Hackley" piano is made by the Chase-Hackley Piano Co., of Muskegon, Mich. It is a thoroughly reliable instrument, the product of an honorable house, and holds a high position in the musical world. The "Hackley" piano is named after the late president of the Chase-Hackley Piano Co., which well-known concern manufactures the piano in its perfectly equipped factory in Muskegon, Mich. (I)

HADDORFF

The career of the Haddorff pianos is by many in the art-world regarded as phenomenal. These famous instruments compass every form and attainment, in-

HADDORFF

MAKER

ROCKFORD, ILL.

cluding the Artistic Grands, Reproducing Pianos, Grand Reproducing Players, Player-pianos and uprights—every phase of high-grade piano manufacture, and the name of Haddorff is always the symbol of musical attainment. The attainment of power in a piano's name is a matter of such complexity of elements that to describe the way to that result in words is almost impossible. Haddorff pianos have so long stood as representatives of fine achievement in pianos that to refer to the evenness of tone, the responsiveness of action, and the charm of expression possible to the performer, would be to repeat that with which the piano world is already familiar. Haddorff pianos are recognized as models of piano artistry. They are instruments whose workings out have been, as is always the case with ambitious instruments, gradual and progressive through the years. The Haddorff scale is so finely shaded, and

its tonal results so graduated, that there is no ear so acute as to detect where the dividing lines occur. And that is one of the triumphs of the scale draughtsman's work. It is the work of a master acoustician whose entire life has been devoted to piano development and the finest attainment of inborn skill and experience has found culmination in the instruments that bear his name. Mr. C. A. Haddorff designed and created the first Haddorff piano. He is still the active and very fertile head of the factories of the Haddorff Piano Co., at Rockford, Ill. The Haddorff sounding board is scientifically constructed with a view to obtaining the greatest resonance without in the least interfering with the clarity of tone and quality of tone-power. Haddorff pianos are the results of the best materials so carefully treated and adjusted and so finely finished in external and internal details that there is only reason for approval by the most critical. And this applies also to durability, giving to these instruments everything that the discriminating piano lover must demand, and insuring for the instrument itself the progressive career to which it was originally dedicated. The Haddorff player-piano is in every way the same creation as the Haddorff piano, equipped with the pneumatic action by which the utmost refinement of expression is easily possible. All of the effects possible to human interpretation are attainable with an accuracy absolutely dependable. The Haddorff Reproducing Piano is electrically controlled and is representative of the latest advance in this marvelous instrument by which the performances of the greatest pianist may be reproduced with fidelity to the most delicate tonal results of accent, tonal control and technique. Haddorff pianos have attained an immovable place in the world of art, and they are everywhere recognized for the influence they exert in musical life and in the business attainments of their representatives. See also Part Three. (I)

HAINES BROS.

Since its establishment in 1851, the Haines Bros. piano has been one of the leading high-grade and artistic pianos. It remained, however, for the present-day

Haines Bros.

piano to attain its greatest eminence. The name of Haines Bros. has been of powerful influence in the trade and commands a higher regard today than at any previous time in its history. The present line of Haines Bros. pianos, both grands and uprights, and player-pianos, embodies everything that is required in the way of quality. The Haines Bros. piano has become known as the official college piano by reason of there being, in all probability, more Haines Bros. pianos in actual use in the most representative conservatories and institutions of musical learning in this country than any other piano. All of these pianos were selected and purchased by these institutions after severe and critical tests. The Haines Bros. piano has been for many years a favorite with many of the world's most famous artists. The list of artists runs into the hundreds and would tabulate here like a musical directory, but space prohibits its insertion. Two interesting and important books have been published in the interest of the Haines Bros. piano, "The Artist's Choice," containing portraits of famous artists, with their testimonials, and "Golden Opinions," with hundreds of letters from colleges, conservatories and other institutions of learning, all testifying to the efficiency of the Haines pianos under the severe service which always prevails in students' rooms. The Haines Bros. piano is one of those chosen by the Ampico Corporation for the installation of the wonderful Ampico by means of which the actual playing of the greatest artists is re-enacted. (See Ampico and Marque Ampico.) (I)

W. P. HAINES & CO.

This widely known piano was established by Mr. W. P. Haines of the distinguished family of New York piano manufacturers. It is an instrument of unchallenged

W. P. Haines & Co.
New York.

quality and it is manufactured under conditions well designed to continue in the esteem of the critical piano buying public. Associated with the manufacturers of the W. P. Haines & Co. piano is Mr. T. L. Floyd-Jones, a grandson of the original creator of pianos bearing the name of Haines. All of the members of W. P. Haines & Co. are experienced piano experts, and their ambition to produce instruments of distinction and character has long been recognized and realized. The player-piano bearing the same name is no less commendable for its fine qualities. It is the special wish and aim of the makers of these instruments that they be never confused with any others bearing similar names. A large new addition to the factory was made in the summer of 1917 and the manufacturing capacity thereby greatly increased, proportionately to the rapidly growing demand. Factory and offices, 138th St. and Walton Ave., New York City. See W. P. Haines & Co., in Part Three. (I)

HAMILTON

Manufactured by the Hamilton Piano Co., Chicago, Ill. The Hamilton Piano Co.'s extensive factories are located at Chicago Heights, Ill. The products of the

HAMILTON
CHICAGO

factories are very large and form an important part of the output controlled by the Baldwin Piano Co. Hamilton pianos, comprising upright, grand and reproducing pianos, school special pianos as Manualo player-pianos are instruments of decided merit and are very popular throughout the United States. They formed a part of the Baldwin exhibit at the Paris Exposition of 1900, and attracted much attention there. Many agencies were established for their representation in foreign lands. The silver medal was awarded the Hamilton pianos by the jury of awards at the Exposition. At the great Australian Federal Exhibition in Melbourne, 1903, the Hamilton piano was awarded the First Order of Merit. The Hamilton Manualo is a player-piano of extraordinary merit. It combines the qualities of the Hamilton pianos with a scientifically constructed player mechanism. It is absolutely sure to give lasting satisfaction. Refer to the Baldwin Piano Co. and Hamilton Piano Co. (I)

HALLET & DAVIS

Among the oldest American pianos and one whose career has reflected credit upon the American art industries. Established in 1839, the fame of the Hallet & Davis has continued to expand and today it is everywhere regarded as the high-grade product of one of America's most ambitious piano industries. Hallet & Davis pianos and player-pianos contain all modern improvements and are used by many eminent pianists and have won the indorsement of almost countless critics and experts. Hallet & Davis pianos are made in grand and upright styles, the grands having been chosen by

many artists for their public performances. Whatever the style and form, these pianos are strictly high-grade instruments. In November, 1925, the Hallet & Davis Piano Co. was acquired by the Premier Grand Corporation of New York, which continues the manufacture of the famous grand piano which so long came from Boston. The uprights are now produced in the large factories of Jacob Doll & Sons in New York. References to both the New York industries are to be found in Part Three of this book. (I)

HARDMAN

Made by Hardman, Peck & Co., one of the distinguished American piano industries, with a world-wide reputation for the utmost reliability. Hardman pianos are

HARDMAN

noted for their fine musical qualities, for their purity, delicacy and singing character of tone, the artistic beauty of their cases, and for their remarkable durability. The Period Model designs are especially handsome and accurate. Have been made for over eighty-three years, their representatives being found among the leading piano houses, those of the highest reputation throughout the world. Over 100,000 Hardman pianos have been manufactured and are now in use in the United States and foreign countries. The Hardman five foot grand is the most popular of the Hardman pianos because of its convenient size and reasonable price. The Hardman has been the official piano of the Metropolitan Opera Company in New York for the past fourteen years and a letter from the management to the makers of the piano states that the eighteen Hardman pianos in constant use in the opera house, which are noted for their fine quality, fullness and great durability, give thorough satisfaction in spite of the fact that they are subjected to "extremely heavy usage, due to the almost ceaseless rehearsals that are conducted here." Office 433 Fifth Ave., New York. (I)

HAMMOND

The Hammond pianos and player-pianos, manufactured by the Straube Piano Company, are instruments of high quality; they please those with the most discriminating musical taste. The Hammond player has the unique advantage of being built with the distinctive Artronomie player action, a Straube invention, manufactured exclusively by that company. The Artronomie action, distinguished for its dependability and ease of operation, has numerous exclusive points in design and construction which place it in a class by itself. Among its distinguishing characteristics are the patented Pendulum Valve, which eliminates friction and corrosion in the valve mechanism; transposing tracker bar; and the pneumatically controlled Melo-Harp—the last named feature adding the charm of harp tones to the music at the touch of the operator. The Straube Piano Company recognizes the fact that pianos and player-pianos can be no better than the material and workmanship which go into them, and has built up its reputation on a solid foundation of satisfied customers. The Hammond slogan: "Built by those who know to please those who know," is a literal statement of fact. Countless satisfied owners are the result of years of dependable manufacturing. (I)

HAMPTON

Instruments of beautiful tone and reliable construction which bear this name are from the factory of the Story & Clark Piano Co. of Chicago and Grand Haven, Mich. Dependable pianos and players in every respect. (I)

HARP-O-GRAND

A fine and remarkably effective automatic piano which is a favorite for places of entertainment. Manufactured by the Nelson-Wiggen Piano Co., of Chicago. Refer to Part III of this book. (I)

HARRINGTON

Manufactured in the Harrington Department of Hardman, Peck & Co., New York. A moderately priced instrument of superior qualities. Its beautiful tone



HARRINGTON

is satisfying to the critical musician; its sympathetic touch fairly invites the fingers by its delightful responsiveness. And these vital qualities are perpetuated by a durability which results from the use of the best material manipulated by expert workmanship. Special attention has been given to Harrington case-designs. The wide variety of styles and the several different woods employed in the Harrington pianos render it a simple matter to satisfy any taste and to choose a piano in harmony with any proposed environment. The Harrington Midget, with the same qualities as are in the larger pianos, has a marvelous tone for so small a piano. See Part Three. (I)

HARTFORD

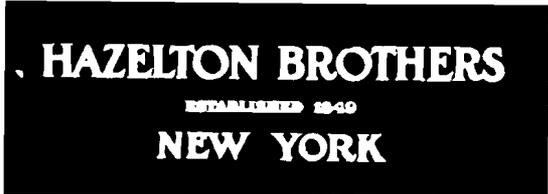
The name of handsome and dependable uprights, grand and player-pianos manufactured by the Hartford Piano Co., of Chicago. The Hartfords are medium-priced instruments in which there is large value for moderate investment. Perfectly reliable and safe instruments to buy and the guaranteed products of an industry of the utmost reliability. (I)

HARVARD

Reliable pianos and player-pianos of great attractiveness are manufactured by the Harvard Piano Co., of Dayton, Ky. They are recognized as being among the most popular and salable instruments on the market. They possess distinct individuality and musical merit, and are in every respect thoroughly well-made and strictly reliable instruments. The Harvard is owned exclusively by the John Church Co. of Cincinnati, Ohio.

HAZELTON BROTHERS

One of America's oldest and most famous pianos, established in 1849, thus being one of the pioneer piano industries of reliability and distinction. It is a well-



HAZELTON BROTHERS

ESTABLISHED 1849

NEW YORK

known fact that pianos originally built by this house are still in good condition musically. They make a full line, including player-pianos and grands and also install the renowned Welte-Mignon, under Welte-Mignon patents, in both uprights and grands. Hazelton grands are famous throughout a large clientele of musical critics. Office and factory, 637 West 55th Street, New York. (I)

HENSEL

Pianos bearing this name are from the factory of Hardman, Peck & Company (Harrington Department), which guarantees their reliability. The name is a registered trade-mark belonging to Hardman, Peck & Co. These instruments are also made in upright Reproducing pianos, using the Welte-Mignon actions. (I)

The only assertion you are justified in seriously doubting is that the instrument is being sold "away below cost." Pause and ask, Why?

HENKELMAN

George Henkelman, Jr., president of the Henkelman Piano Mfg. Co., of New York, organized the company in June, 1922, to make popular pianos and player-



HENKELMAN
NEW YORK

pianos. Factory, 709-17 East 140th St., New York. The Henkelman instruments are of the kind music lovers buy, because they are handsome in design, beautifully finished and of the sweet quality of tone most admired. Mr. Henkelman being himself an expert piano maker, understands the demand and supplies it. Henkelman pianos are durable in every respect and they have made good progress, with trade and public. (I)

HERBERT

The Herbert 2-in-1 player-piano contains the latest and most modern improvements, as well as a number of special features of superior merit, enabling the per-



HERBERT
MILWAUKEE

former to play the music of the masters with ease and effect. All Herbert pianos are fully warranted and are thoroughly reliable and safe pianos to buy. The offices of the Herbert Playerpiano Mfg. Co. are at 310 W. Water St., Milwaukee, Wis. Refer also to Part III. (I)

C. J. HEPPE & SON

The C. J. Heppe & Son is the leading piano made by the Heppe Piano Co., whose main office and warerooms are 1117-1119 Chestnut St., Philadelphia, Pa. The



C.J. HEPPE & SON
PHILADELPHIA NEW YORK

pianos made under the direction of the Heppe Piano Co. are produced in two factories. The uptown Philadelphia store is located at Sixth and Thompson Sts. The Heppe Piano Co.'s product differs from all other pianos in that they have three sounding boards instead of one, an invention which was patented in 1902 in the United States and foreign countries. (I)

HINZE

This popularly known piano and also player-piano are manufactured in Chicago; are thoroughly reliable and bear the guaranty of the manufacturer. Charter for the manufacture controlled by W. W. Kimball Co., to whom refer. (I)

HOLMES & SON

Pianos and player-pianos made in their modern and completely equipped factory at East Rochester, N. Y. These instruments have an excellent reputation for their quality of tone and durability. Their player mechanisms are installed with great accuracy and operate with an ease which has been warmly praised. (I)

HOLLAND

This name is that of high-grade pianos and player-pianos made by the Holland Piano Mfg. Co., of Minneapolis, Minn., and Menomonie, Wis., the offices being



in the former and the factory in the latter city. Holland pianos and player-pianos are admirably refined and musical: their case designs are handsome, and the material and construction are durable and reliable. These instruments may be safely recommended. That they are instruments of the kind that win prompt approval is seen in the fact that they are today in demand with a class of piano buyers who have the ability to discriminate and who would not entertain the thought of any other than representative instruments. The Holland factory is under the management of Mr. Jas. E. Sleeper, a well-known expert. See also Holland Piano Mfg. Co., in Part Three. (I)

HOFFMANN

A good piano of moderate price, made by Smith, Barnes & Strohber Co., in their large factory at North Milwaukee, Wis. The Hoffmann piano has been on the market for many years and has proved to be of durable construction and in every way reliable. The tone is of the quality that attracts a great many people and the case designs are at once beautiful and original in decorative details. The manufacturers are among the largest in the American piano industry, with factories in Chicago and Milwaukee, and the house is of unquestioned financial standing. Their guarantee of the Hoffmann piano is an absolute protection. See Smith, Barnes & Strohber Co., in Part Three. (I)

HOMER

Pianos and player-pianos of dependable construction and attractive musical qualities bearing this famous name are the products of Strich & Zeidler of New York, to which refer also in Part Three (I)

HORNUNG

A well-established piano, made by C. C. Hornung, Inc. These pianos were first made in San Francisco in 1872, and have always been sold as a high-grade instrument. Mr. Hornung uses nothing but the best of materials, actions and keys. He obtained highest award and gold medal at Midwinter fair in 1894. Office and salesroom at 234 Eddy St., San Francisco, Cal.

HOWARD

Pianos bearing this name are the product of The Howard Piano Co., of Cincinnati. The "Howard" is a well-made instrument of absolute reliability and durability, backed by one of the strongest and greatest houses in the trade. The Howard player-pianos is distinguished by mechanical thoroughness, together with the application of scientific principles. The Howard school piano is a universal favorite with public schools and the musically informed. The Howard small grand piano is an instrument very highly regarded by music lovers. The Howard coin-operated piano is sure to give satisfaction and is a universal favorite. See Baldwin Piano Co. (I)

Presto, the American Music Trade Weekly, contains a department called "Where Doubts Are Dispelled," in which any question pertaining to pianos, their makers and qualities, will be answered. It is consulted by prospective piano purchasers. If in doubt on any point concerning any instrument, your questions are invited. Address Presto, 417 South Dearborn street, Chicago, Ill.

HUNTINGTON

Pianos and player-pianos, also electrically and manually operated. Manufactured by the Huntington Piano Company at its factory in Shelton, Conn. The Huntington



Piano Co., incorporated in 1894, is a substantial industry the product of which holds a good place with the piano buying public. The Huntington pianos and player-pianos are of the durable kind that withstand the wear of years and present a beautiful appearance, their case designs being graceful and their construction good throughout. The name of Huntington is one in which the piano merchants find an influence that creates business, and their customers realize full value for their investment in the instrument of music. The executive offices of the Huntington are at 81 Court St., Brooklyn, N. Y.

I**INNER-PLAYER**

This name is used exclusively by The Cable Company to designate their player mechanism. To the words "Inner-Player" The Cable Company adds the word "Carola" when the mechanism is built into the Carola Inner-Player line, and has added the word "Euphona" when the mechanism is built into the Euphona Inner-Player line. This player action represents the very latest development in the player-piano field. Its many exclusive features are made and patented by The Cable Company, Chicago, regarding which see elsewhere in this edition. (I)

INTERPRETER

Distinctive name given by The Packard Piano Co. to the high-grade grand, upright and reproducing player-pianos of that famous industry. Refer to "Packard" in this section and to "Packard" Piano Co. in Part Three. (I)

IRVING

Reliable pianos and player-pianos manufactured by the M. Schulz Co., Chicago. Irving pianos are well made, possessing durable qualities, and give the best of satisfaction wherever used. The makers are one of the wealthiest and most enterprising corporations with a reputation second to none. Financial standing is unquestioned. Refer also to M. Schulz Co., in Part Three.

IRVINGTON

This piano and also player-piano belong to the famous line of instruments manufactured by the Story & Clark Piano Co. of Chicago. The great factory is at Grand Haven, Mich. Reliable and beautiful instruments. (I)

IVERS & POND

A piano long established and extensively advertised. Ivers & Pond pianos have gained a prominent position before the public and they are in every respect meritorious instruments, as are the player-pianos of the same make. Factories at Cambridge, Mass. Warerooms and offices, Pond Bldg., 250 Boylston St., Boston.

There is no more risk in buying a piano than a parlor table if you know that the merchant is reliable. If you don't know that, the piano's name will be ample security if you follow the analysis in this book, which is designed to assist the uninformed in the matters of piano quality. It is almost a truism that reliable instruments can be represented and sold only by reliable merchants.

J

JACOB BROTHERS

Manufactured by the responsible Jacob Bros. Co., in the large and important piano-manufacturing plant of that house at 537-543 West 39th St., New York City.



The Jacob Bros. Co. is one of the most progressive and successful concerns in the piano industry. They have several retail stores in the city of New York and in other important cities of the East; and their wholesale trade is very large and substantial. Jacob Brothers pianos and player-pianos are durable instruments, their finish being exceptionally fine and the tone quality satisfying. They received an award at the World's Columbian Exposition, in 1893, and have been the recipients of many encomiums from the music trade and public. Jacob Brothers have large financial interests in other noted makes of pianos, and also a controlling interest in one of the finest equipped piano case factories in this country; they have recently acquired an action factory of old established reputation, and altogether have taken a very prominent position in the piano industry. See also Jacob Bros., in Part Three. (I)

JAMES & HOLMSTROM

An old, honorable and valued name in the American piano industry. The James & Holmstrom instruments have long been noted for their excellence of material,



durability and fine tone qualities, one valuable feature in the construction of these pianos being the transposing keyboard. The small grands that bear this name have attracted widespread attention among critics in the musical world by reason of their unusual excellence. The James & Holmstrom factory comprises commodious quarters at Alexander Ave. and 132d St., New York, devoted exclusively to the manufacture of these fine instruments. The Reproducing and playerpianos of this make are equally admirable in every particular. (I)

JANSSEN

One of the conservative, reputable piano manufacturing concerns in New York, owned exclusively by Janssen Piano Co., Inc. Manufactures uprights, miniature grands, player-pianos and player-grands, also reproducing and expression player-pianos. Office and factory, 82 Brown Pl., New York City.

JEFFERSON

These attractive and sweet-toned pianos and playerpianos are the products of The Jesse French & Sons Piano Co., of New Castle, Indiana. They have met with favor with a class of music lovers who want reliable instruments for family or home use. The Jefferson piano is durable in construction, and it is fully sustained by the company's guarantee. (I)

HENRY G. JOHNSON

This name is well known in the piano trade as that of an expert piano builder who has been active in the industry for many years. No one questions Mr. John-



son's skill and his ambitions are adequate. In September, 1919 Mr. Johnson organized the Henry G. Johnson Piano Mfg. Co., secured the factory at Bellevue, Iowa, which has been in operation for very many years, and commenced the manufacture of Henry G. Johnson player-pianos exclusively. The Henry G. Johnson instruments have won success by their sterling merits. They are more and more in demand as the trade and public become familiar with their desirable qualities, and the fact that the factory has been enlarged by an addition 400 feet long by 80 feet wide speaks in positive terms of the progress which has been made, and this condition augurs well for the future. (I)

JEWETT

Jewett pianos have been made in New England continuously for over sixty years and sold throughout the United States and abroad. Used and endorsed by famous musicians, Jewett pianos are famed for their thoroughness of construction, fullness of tone and exceptional ability for standing in tune under changing conditions. Factory, Leominster, Mass.

E. P. JOHNSON

The name of the president of the E. P. Johnson Piano Co., of Elgin and Ottawa, Ill. Mr. Johnson is a thoroughly skilled and experienced piano maker, having designed and built some of the famous instruments besides those of his own industry, which is one of the most flourishing. The E. P. Johnson pianos and player-pianos are in every way distinguished by quality and up-to-date characteristics. E. P. Johnson pianos are dependable in every respect and they are favorites with many of the foremost dealers. (I)

EDOUARD JULES

One of the three pianos made by the Heppe Piano Co., of Philadelphia and New York. This piano is equipped with Three Sounding Boards (patented) instead of the usual one, and is on sale by C. J. Heppe & Son, main office, 1117-1119 Chestnut Street, Philadelphia. (Established 1865.) (I)

K

KAISER

A small industry was established in 1891 and is making a few very good instruments for the retail trade of their makers. Office, 3301 Beach St., Chicago.

KELLMER PIANO CO.

Conservative concern in good standing making small numbers of pianos for retail trade, exclusively, at Hazleton, Pa., established in 1883.

KELSO & CO.

Commercial pianos and player-pianos made at No. 16 Horatio St., New York.

KENMORE

A medium grade piano manufactured by the P. A. Starck Piano Co., of Chicago. Good piano at a reasonable price, and the product of an industry so responsible that its purchaser is absolutely secure. (I)

KIMBALL

The unlimited enterprise and great commercial strength of the W. W. Kimball Co., Chicago, manufacturers of the "Kimball" piano, have pushed forward the fame



and triumphs of the instrument until both the piano and its reputation have girdled the globe and entered almost every center of population where pianos find a market. The "Kimball" has received endorsements from both the popular and the professional, or artistic, elements of the public, and that to an extent that has been rarely equaled. The Kimball received highest awards at the World's Columbian Expo., Chicago, 1893; Trans-Mississippi Expo., Omaha, 1898; Alaska-Yukon-Pac. Expo., Seattle, 1909, and the Panama-Pac. Expo., San Francisco, 1915 and 1916. The Kimball is made under conditions which, to an almost absolute degree, assure perfect adaptation and fitting together of its parts. The plant in which it is manufactured is one of the finest and best equipped in the world—there being few which approach it in magnitude of production or in the perfection of its adaptation to the purpose for which it is designed. The manufacturers of the "Kimball" are men of long experience in the musical instrument industry. The Kimball concert grand has been used by and is the preference of and has been endorsed by a large number of artists many of whom while using it have scored their greatest public triumphs as concert soloists. The tone quality of the Kimball piano has been the goal toward which the efforts and resources of the great commercial organization that makes it have been directed, not less earnestly than toward durability. In both regards their success has been very great. The financial strength of the W. W. Kimball Co., together with the jealous, scrupulous care with which they guard their reputation, furnishes a safeguard for the purchaser more desirable than which no other guarantee can be found. The Kimball Player-Piano is made under the same advantageous conditions as the Kimball piano and its demand is such that this instrument calls for a large percentage of the entire output of the great factories. Kimball reproducing pianos in upright and grand are now a part of the Kimball line and greatly in demand. (I)

KELLER & SONS

Pianos and player-pianos of admirable character which were founded in 1892 by the late Henry Keller. In the summer of 1916 the industry was purchased by Wilfred Piano Co. and the already excellent quality of the pianos and player-pianos has been fully sustained. Office and factory, 758 Whitlock Ave., New York City. (I)

KINDLER & COLLINS

Pianos made by practical piano men in their factory at 520-524 West 48th St., New York. The company consists of O. L. Kindler and Wm. P. Collins, and the pianos are reliable, musical and desirable. Player-pianos are equally attractive and a small grand has also been added to the Kindler & Collins line of popular instruments. The Kindler & Collins instruments are made in various case designs and always with a view to symmetry and beauty. They are sold by many of the foremost piano houses throughout the country and steadily gain in favor wherever introduced. (I)

A name of recognized standing, on the piano, is the best possible assurance of character and reliability.

KINGSBURY

The popular instruments bearing this name are the product of The Cable Co., of Chicago, one of the largest, as well as most progressive piano manufac-



turing industries of the world. The "Kingsbury" is an attractive instrument, backed by a house of great resources and of highest responsibility. The "Kingsbury" pianos possess unusual attractiveness in case design and finish, besides having excellent musical qualities. They are of the characteristically popular kind, in which general style and the grace of design are wedded to those even more important considerations of musical tone and durability of construction. There are many reasons why the New Scale Kingsbury piano is an unusual value. In the first place, the makers are piano men of long standing; in the second place, their large capital and resources, over nine million dollars, means big buying power; means getting the best materials the market affords at the right price; and it has also meant the equipping of their two great factories with every facility for turning out the best work in the best way. Finally, the makers of the Kingsbury piano insist upon building all parts of their pianos, even to the actions, sounding boards and keyboards, in their own plant, where they supervise not only the workmanship, but the inspection of all raw materials. The guarantee of the manufacturers is backed by unquestioned financial responsibility. See The Cable Company in Part 3. (I)

KIMBALL PLAYER-PIANOS

Refer to Kimball Pianos. The player mechanism is manufactured in its entirety by the W. W. Kimball Co. This product also includes player grand pianos and reproducing pianos in uprights and grands. (I)

KINGSTON

Pianos and player-pianos bearing this name are made by The Rudolph Wurlitzer Co. The Kingston is a handsome and in every way desirable instrument. Main offices at Cincinnati. Factory at North Tonawanda, N. Y.

KIRSCHNER

This is the name of one of the popular pianos and players from the industry of the Henry G. Johnson Piano Co., of Bellevue, Iowa. Kirchner pianos are made



in attractive case designs and of durable construction and pleasing tone quality. They are intended for the popular trade, and in that they have won recognition and a wide sale. The factories, at Bellevue, Iowa, are extensive and perfectly equipped for speedy and accurate production. Refer also to Part Three of this book. (I)

When in doubt write to Presto, Chicago, Ill., for advice. But if your piano dealer is reliable take his word for it.

WM. KNABE & CO.

The distinguished and time-honored instruments which bear this celebrated name are manufactured by Wm. Knabe & Co., Inc., one of America's oldest industries.

Wm. Knabe & Co.
ESTABLISHED 1837

Knabe pianos have an artistic record dating back to the year 1837, when the instrument was founded by the late Wm. Knabe, in Baltimore, Md. Mr. Knabe had been working in different factories before he established his own instrument, having arrived in this country in 1832. His earlier knowledge had been acquired in the famous factories of Germany. He was a man of great mechanical ability and possessed of ideals which mark the man of genius. These ideals have been sustained and imbedded in the Knabe piano to this day, through all of more than eighty-two years since the first instrument bearing the name appeared in Baltimore. In the succession of practical workers in the factories of Wm. Knabe & Co. have been generations of experts, descendants of the original workmen and members of the Knabe family. These skilled men gained their training in the Knabe factory and it is not long since a census of the Knabe employees proved the interesting fact that more than one-third of the men have been employed by Wm. Knabe & Co. for from fifteen to more than fifty years, an average for the entire force of eighteen and a half years. When Wm. Knabe died in 1864 his two sons, Ernst and Wm. Knabe, Jr., and his son-in-law, Chas. Keidel, came into practical control of the rapidly expanding industry. Branch houses were opened in several cities, including New York and Washington. At the death of Ernst Knabe, who had become one of the most popular and able piano manufacturers the industry has ever known, and later of his brother, Wm. Knabe, Jr., the direction of the business fell to Chas. Keidel. Subsequently the house was incorporated with a capital of \$1,000,000 and in 1908 it became a division of the American Piano Co. Today the house of Wm. Knabe & Co. is stronger, more ambitious and progressive than ever before in its long history. It produces grand and upright pianos and player-pianos. Both in manufacturing ability and commercial integrity the house stands unquestioned. The factories in Baltimore are among the largest and best equipped in the world and the plant, including lumber yards, covers more than six acres and embraces 392,000 feet of floor space. The distinction of the Knabe pianos is world-wide. They combine in a rare degree power and sweetness of tone, delicacy and poetic singing character and a beauty of case design and finish not surpassed. Many of the world's great artists have used the Knabe pianos in their public concerts, and the Knabe grands have taken part in the concert tours of a large proportion of the famed virtuosi. They have also been used in the concert halls throughout the United States and the public schools of New York city for many years. They are sold all over the United States by prominent and responsible piano houses as well as in foreign countries, there being many agencies throughout Europe and elsewhere. On January 1, 1912, Chas. Keidel, Jr., son of Chas. Keidel and grandson of Wm. Knabe I, was elected to office of president of Wm. Knabe & Co. On Mr. Keidel, Jr.'s, death in April, 1913, Mr. Wm. B. Armstrong, a man of long experience and tried ability in connection with the piano industry, in its various departments, was made president. Mr. R. K. Paynter, who had long been manager of the Washington and New York branches of the house, was elected vice-president and general manager. In March, 1922, Mr. Paynter was advanced to the presidency of this distinguished and time-honored institution. Mr. Paynter has been connected with the house since 1899. Factories, Baltimore, Md. The Knabe is obtainable

with the Ampico, by means of which the playing of the greatest pianists in the world is re-enacted in the home. Wholesale offices and warerooms, 437 Fifth Ave., New York. (I)

CHARLES KOHLER

Charles Kohler pianos are made by Kohler & Campbell, Inc., of 601-615 West 50th St., New York. This organization has one of the largest outputs of pianos

CHARLES KOHLER
NEW YORK

and player-pianos in the world. These Charles Kohler pianos, player-pianos, electric expression pianos, reproducing pianos and grands, are the products de luxe of the instruments manufactured by this institution. They represent the best skill and knowledge of the late Mr. Charles Kohler, who was recognized as one of the foremost factors in the piano industry. Charles Kohler instruments are notable for tonal purity and tonal volume, handsome and artistic case designs, beautiful finish and easy, responsive actions. They are highly esteemed in every detail, being the exponents of splendid craftsmanship, skill and infinite care in production. See also Kohler & Campbell, in Part Three. (I)

KOHLER & CAMPBELL

Manufactured by Kohler & Campbell, Inc., 50th and 51st Sts., and 11th Ave., New York City, one of the leading piano industries and possessing several large

KOHLER & CAMPBELL
NEW YORK U.S.A.

factories. Their progress has been remarkable, not only in the enormous output of pianos, but also in the constant improvement of their instruments, which are distinguished for their durability and excellent tonal quality, and in consequence they have won a position in the front ranks of reliable makes of pianos. The latest additions to this popular line are baby grand pianos, electric expression players and reproducing pianos (licensed under Welte-Mignon patents). The Kohler & Campbell baby grand instrument is distinguished for its beautiful tone, extraordinary tonal volume and handsome appearance. This artistic instrument is one of the smallest grand pianos made. The Kohler & Campbell electric expression player may be played either by hand, by treadles with music rolls or by electric power. The Kohler & Campbell reproducing piano may be played by hand as a piano; as a player-piano, using any Standard 88-note roll; and as a reproducing piano. There are thousands of Welte-Mignon music records available for this remarkable instrument. The Kohler & Campbell house is one of the most enterprising and progressive in the entire industry. Their pianos are of the kind that please the popular taste and there are over 230,000 of these pianos now in use. These pianos are also exported in large numbers and are remarkable for the manner in which they withstand climatic and geographical extremes. See Kohler & Campbell, in Part Three. (I)

KOTH-BAYER

On January 1, 1915, Mr. Frederick Koth, an experienced piano maker, entered into partnership with Mr. Harry Bayer, of Poughkeepsie, N. Y. In 1923 Mr. Koth retired from the firm and the business is now owned by Mr. Bayer who established it in 1905. Factory, 1-3 Hooker Terrace, Poughkeepsie, N. Y.

KRAKAUER BROS.

The manufacturers of this piano are all practical musicians and piano makers. Instrument of admirable quality and durability of construction. The house was

KRAKAUER BROS.
MAKERS
NEW YORK

established in 1869, and the piano bearing this name is the product of a family of musicians as well as mechanics of skill in the art of piano building. The grand pianos manufactured by this estimable house are recognized in musical circles as instruments of superior merit, because of their artistic tone quality. The Krakauer grands have maintained a high place among the artistic American instruments. They are splendid specimens of piano design and in their tone quality and power they challenge admiration and meet the highest commendation of the most critical. The Krakauer reproducing pianos are types of the highest development. Krakauer player-pianos are no less admirable. They enhance the very latest improvements and have from the first been recognized as containing many novel and exclusive features. Also manufacture art grands which are delicately hand carved. See also Krakauer Bros. in Part Three. (I)

KRANICH & BACH

Among the special improvements claimed for the Kranich & Bach piano are the Violyn plate (a full metal plate with slanting pin block); the patented spiral spring washer; folding music rack and fall board in the uprights; and the Isotonic pedal which eliminates the shifting action in the grand. The Kranich & Bach upright and grand pianos have been before the public for more than a half-century and during that time have held the same position they now occupy. The Kranich & Bach player-piano (containing a player action manufactured completely in the Kranich & Bach factory) is in every way as admirable as the piano of the same makers. A popular Kranich & Bach instrument is the "Grandette," a standard grand piano only 59 inches long. (I)

KREITER

Made by the Kreiter Manufacturing Co., Inc., in their new, modern and well-equipped factory, with all the latest machinery for the interior of the piano, as well


KREITER

as the woodworking parts, such as the cases, backs, etc., which are all made in their own factory, located at Marinette, Wisconsin. The Kreiter plant covers seven acres of land. Daily capacity, thirty pianos. The Kreiter pianos are made in grands, uprights and player-pianos. They are standard instruments of high-class design and are noted for admirable tone qualities, affording ample power and expressive effects. These instruments have easily won hosts of friends. The Kreiter player-pianos are equally desirable and very popular instruments. This company also makes the Waldemar piano, named after the son of the president of the Kreiter Manufacturing Co., and which has met with success and which presages a place of genuine popularity for the pianos from Wisconsin. A thoroughly reliable piano made by a responsible industry. See Kreiter Piano Mfg. Co., in Part Three. (I)

KURTZMANN

Wherever good pianos are known, the Kurtzmann is a prime favorite. This celebrated instrument is available in the Reproducing Grand, with the famous Welte-


KURTZMANN

Mignon (licensee) action, a magnificent concert grand, a charming parlor grand and a variety of baby grands. It is also made in uprights and upright players and the Kurtzmann line has recently been augmented by the development of a high-grade four foot four vertical grand and vertical player grand. This firm is one of the country's oldest piano makers, having been established by Christian Kurtzmann in 1848. During the 77 years that have followed, the company has steadfastly adhered to the quality ideals of its founder and chosen to grow by adhesion to sound methods of production and merchandising. The Kurtzmann has won a distinct position as a musical instrument of high character. The goal has been to make each Kurtzmann a musical and artistic masterpiece. True craftsmanship is found in even the minutest details, and the Kurtzmann company has long been famed for its skill in the selection and matching of choice mahogany or walnut veneers. Special attention is given to the finishing of Kurtzmann instruments, ample time being taken to assure a finish that, like the piano itself, will assure a life-time of service. The tone quality of every Kurtzmann is developed along the most approved lines, so that it will appeal to critic and novice alike. Full laminated bridges, pin blocks, reinforced sounding boards, as well as overall metal plates, are mechanical features of Kurtzmann practice that strongly appeal to those who are accustomed to appraise piano values and the Kurtzmann has become far famed as a piano that is much higher in value than it is in price. The Kurtzmann line is particularly well presented in the latest Kurtzmann art catalog, which will be promptly mailed upon request. (I)

KRELL

The Krell grand, upright and player-pianos are the famous and very popular products of the Werner Industries Company, successor to the Krell Piano Co., Cincinnati, Ohio. Krell pianos and player-pianos have been favorites in the musical world for a great many years. They are durable, handsome and desirable instruments. See Werner Industries in Part Three. (I)

KROEGER

The grand and reproducing grand pianos, player-pianos and upright pianos which bear this distinguished name are known wherever music is appreciated. The name of Kroeger is an old and honorable one in the piano trade. The makers of the Kroeger have been piano makers for more than sixty years, and the Kroeger industry is one in which musical America has taken pride. Factory at New York City.

ONLY THREE GRADES

There are but three grades of pianos—the commercial or low priced; the medium and reliable kind; the high grade and artistic qualities. Knowing the character of the piano's maker, his ambitions and selling prices, enables the expert to instantaneously classify the instrument. The piano buying public can not be expected to understand the contributory elements of pianos. Even the practical pianist can not judge at once of a piano's quality.

L

LAFFARGUE

Pianos, reproducing pianos, grand pianos and player-pianos made by The Laffargue Co., 134th St. and Southern Blvd., New York. They are instruments of external beauty and interior excellence. The Laffargue piano is sold at fair prices by prominent houses in all parts of the United States with good results. (I)

LAGONDA PIANO CO.

Widely known pianos and players are made and marketed by the Jesse French & Sons Piano Co., New Castle, Ind., who are the proprietors and exclusive factors

Lagonda Piano Co.
-NEW CASTLE, IND. U.S.A.-

for the same. Lagonda pianos are fully warranted by the Jesse French & Sons Piano Co., which is adequate assurance of the merit of the instruments and the responsibility of their makers. The Lagonda pianos and players, both foot-power and electric, are made in a large variety of styles and sizes as well as all the fancy woods. They are handled by many of the most enterprising piano houses in this country as well as being exported to lands beyond the seas. They are attractive and thoroughly reliable instruments. The Lagonda player-piano enjoys a daily increasing demand which tells plainly of its merits and satisfaction-giving qualities. The advertising phrases used in connection with these instruments very aptly tell the story: "Lagonda Pianos, Maximum Values"; "Lagonda Pianos, thousands in use and the demand increasing." See also Jesse French & Sons in this Part One and the Jesse French & Sons Piano Co. in Part Three. (I)

LAKESIDE

Well-made instruments manufactured by the Cable-Nelson Piano Co., of Chicago and South Haven, Mich. Lakeside pianos are produced with greatest care, ac-

LAKESIDE
CHICAGO
MANUFACTURED BY
CABLE-NELSON PIANO COMPANY

ording to the well-known standards of this progressive house. Their musical quality is excellent and their case designs are especially attractive. They are considered exceptional value, and are sold by many of the leading piano merchants of the country. Lakeside pianos and player-pianos enjoy a well-merited popularity and their place in the trade is securely established. The company is responsible in every way. See also Cable-Nelson Piano Co., in Part Three. (I)

LAUTER

The Lauter piano and the Lauter-Humana player piano have been made for many years and lay claim to distinctive features. The Lauter Co. was established in 1862. Office and factory, Newark, N. J.

The best way to use this book is to refer first to the name of the piano under consideration, as it appears in Part One. If the name is found there, read what is said of the manufacturers in Part Three. If the instrument is not found in Part One, refer to Part Two. If found in the Trade-Mark list, the instrument may be depended upon as being warranted by reputable manufacturers. If the name is in the Special name list, the only way is to depend upon the dealer who sells the piano, and that is safe if the merchant is reliable.

LEHR

Made by H. Lehr & Co., Easton, Pa. This concern was organized in 1890 and has had a continuous record of successfully producing fine instruments. The original



owner, Horace Lehr, is still at the head and now has associated with him his two sons, Horace A. Lehr and Henry S. Lehr. A complete line of Lehr upright, player, electric player, grand and reproducing grand pianos is made. Their high musical value is recognized throughout the country as well as their reliability and beauty of construction. Manufactured under most favorable conditions, instruments of high quality are produced at a reasonable cost. The LaFayette pianos and player-pianos are also made by H. Lehr & Co. to supply the demand for good instruments at a popular price. (I)

LEINS

Admirable pianos and player-pianos bearing this name have appeared since 1889, when the industry producing these instruments was established in New York City.



The Leins piano is thoroughly well made, of choice materials. It is the product of E. Leins Piano Co., incorporated, at the head of which is Mr. E. Leins, whose name the piano bears. Fredk. B. Roth, secretary and treasurer. It may easily be realized that under such conditions the Leins piano is the embodiment of careful workmanship and an ambition to excel. The Leins pianos are not produced in vast numbers, but each one is the result of deliberation and care. Leins pianos are now sold by many dealers and the factory output increases with the spread of the demand for good pianos. It may be said that the Leins piano is the product of one of the few remaining industries controlled by actual piano makers who personally superintend the progress of their pianos from beginning to the finished product. The Leins player-piano is equally reliable and has won distinction by its merits. See also E. Leins Piano Co., in Part Three. (I)

LEONARD & CO.

Upright, player and grand pianos which bear this name are of fine quality and reliability and are manufactured by the Lester Piano Co., of Philadelphia. They are instruments of beautiful tone quality and superior workmanship. The material and construction are unexceptional and the Leonard stands high in the judgments of critical trade. Leonard pianos and players are increasing in popularity as they become widely known, and they are commended with the utmost assurance of satisfaction, and are sold by the best class of piano merchants throughout the country. Until recently the Leonard & Company line consisted of uprights and player-pianos only, which have become so popular with the trade because of their sterling quality and reasonable price that the company decided in 1925 to make the Leonard line complete by the addition of the Leonard & Company grand. This marvelous grand, while only 4 feet 11 inches long, possesses the tone and other desirable features found heretofore only in the larger grands. (I)

Presto contains in every week's issue practical suggestions for the Betterment of Business and the Success of Piano Merchants and their Salesmen.

LESTER

Lester pianos have won a high place in the world of music because of their sweetness of tone and the care expended in their construction. Adherence, on the part



of the Lester Piano Co., to the principle of creating quality instruments, rather than to build vast numbers of pianos, has been the basis of Lester reputation. No detail in Lester construction, by which the tone and durability might be perfected, is permitted to pass unperfected. As a result, many famous pianists have placed their approval upon Lester pianos. Among them are such names as Hertz, the famed director; Louise Homer, American artist; Campanari, eminent baritone; Alice Nielson, operatic soprano; Kneisel, violinist and concertmeister; Bell Alten, soprano of Metropolitan opera, and scores of others; also many great music schools, as the New England Conservatory, of Boston; Syracuse University; Broad Street Conservatory, Philadelphia; Converse College, Spartansburg, S. C.; Lewisburg Female Institute, Lewisburg, W. Va.; East Carolina Teachers' Training School, Greenville, N. C., and many others. Lester pianos are used in nearly 100,000 homes, and in most of the public schools of Philadelphia. What could speak more plainly of piano merit? The Lester player-piano is no less pre-eminent; its action is also the product of Lester Piano Co. factories, and it has many special features of recognized superiority. The latest addition to the Lester line is the Reproducing piano, operated electrically, in both upright and grand cases. The performances of the world's greatest pianists are accurately reproduced, among others the hand-playing of Paderewski, Pugno, Josef Hofmann, Leopold Godowsky, Busoni, DePachmann, Gabrilowitsch, DeBussy and a host of other celebrities. Refer also to Lester in Part 3. (I)

LESSING

Reliable pianos of pleasing tone quality, attractive designs and finish, and most durable construction. Made, marketed and guaranteed by Smith, Barnes & Strohber Co., Chicago. In creating the Lessing the manufacturers had in mind the great and growing demand for pianos of the utmost durability to be sold at moderate prices, and still to insure lasting value and satisfaction. Lessing player-pianos are no less attractive. It need not be said that the Smith, Barnes & Strohber Co. is an industry of unquestioned financial standing. Large factories in Chicago and North Milwaukee. (I)

LINDEMAN & SONS

The Lindeman & Sons is the second oldest piano factory in America. Lindeman & Sons pianos have been manufactured since 1836, and have been famous for high quality and reasonable prices. The line includes uprights, grands and players. The Celco Reproducing Medium is included in Lindeman & Sons' pianos. Made by Lindeman & Sons Piano Co., Division United Piano Corporation. (I)

LINDNER

Manufactured for many years by M. Lindner, Buffalo, N. Y. They are instruments of good tone quality and durable construction. Mr. Lindner is a piano maker of experience and he is ably assisted by Mr. C. F. Lindner, also an expert piano specialist.

LEXINGTON

Pianos of beautiful appearance for reference to which see Jacob Doll & Sons, in Part Three. (I)

LUDWIG

Ludwig grands, uprights and player-pianos and reproducing pianos are noted for handsome case designs and full resonant and sympathetic quality of tone, and this,



together with the high quality of the action, has established their superiority and popularity. They are fine instruments in which there is distinctive character and high order of attainment. The famous Ludwig instruments are manufactured by Ludwig & Co., a company of practical piano makers, and the foremen of the factories have been given an interest in the business in order that they should have an additional and personal incentive to attain the highest efficiency in their respective departments. This company is of high standing and financial responsibility, with factories located on Southern Blvd., Willow Ave. and East 136th St., New York City, the plant being one of the finest and best equipped in the world. Ludwig & Co. are the originators of the Unit Valve Player Action, with which the Ludwig player-piano is equipped. The unit system, which permits each valve to be removed separately, appeals not only to the executive, but to the maintenance man. It reduces the up-keep expense to a minimum, because its mechanism, in perfect playing condition, is simple and easy. All parts of the player action are easily accessible from the front without removing the action. The Ludwig player-piano is easily operated and its accurate and sensitive action gives an effect like that of the human fingers and thereby affords correct musical expression. The construction of this player, combining simplicity, strength and durability, insures lasting service. The player action, while a part of the piano, in no way interferes with hand playing. The Ludwig piano was signally honored with a high award at the Paris Exposition of 1900, and it was given the highest award given to pianos at the Pan-American Exposition, Buffalo, N. Y., 1901, also the London Crystal Palace Exposition, London, England, 1902. A great number of prominent artists and musicians have endorsed the Ludwig piano in terms of the highest praise. See also Ludwig & Co., in Part Three. (I)

LINK

Player-pianos, coin operated, reproducing pipe organs and pianos, with selective rolls for theatres, etc., are manufactured by the Link Piano Co., Inc., whose factory is at 183-185 Water St., Binghamton, N. Y. This industry also manufactures the Link C-Sharp-Minor Unit organs.

LYON & HEALY

The Lyon & Healy piano is the product of the old-established general music house of the same name, of Chicago. Its manufacturers refuse to build in greater numbers than is consistent with the utmost care. The case designs are after sketches by well-known architects and are acknowledged models in their way. The Apartment Grand is an instrument of unique character and is recognized as a fine specimen of artistic piano manufacture. It presents some special features and in tone quality it is remarkable not only because of its power and clarity, but in that, while small in dimensions, it is in every essential feature a real grand. This instrument is also made in the popular art period designs. The new Lyon & Healy Concert Grand has already won commendation for its purity and sonority of tone. This instrument is full concert size. The Lyon & Healy Reproducing Piano is made both in grand and upright models. Office, Wabash Avenue and Jackson Boulevard, Chicago. (I)

M

MADISON

The Madison Piano Co., of New York, was incorporated in the winter of 1917, after manufacturing the Madison pianos and player-pianos for a number of years.



MADISON
NEW YORK

The instruments are attractive in designs, of admirable tone quality, and they have made a decided impression on the trade and music-loving public. They are perfectly reliable in every particular. The manufacturers are experts and their experience has taught them just what the piano-buying people prefer. Reference to Madison Piano Co. in Part Three of this book. (I)

MACEY & KAMP

Well-made, sweet-toned and in every way dependable pianos and player-pianos and grand pianos. They are the products of the Goldsmith Piano Co., of Chicago. Good values for a fair price are insured and the success of these instruments attests their desirable qualities. See also Goldsmith Piano Co., in Part Three. (I)

MANSFIELD

Mansfield pianos and playerpianos have won an enviable reputation for their superior workmanship, material, tone qualities, beautiful case designs and for



MANSFIELD
NEW YORK

the satisfaction they render. They are known for their quality and individuality and are manufactured in one of the most modern and well equipped plants in the country. As manufacturers the Mansfield Piano Company have a distinguished position. The high standard here to are still in force, and before leaving the factory every instrument is thoroughly inspected by one of the individual members of the firm, all of whom are practical piano builders. This is one of the established houses that have never tried to see how many instruments they could make, but instead have always tried to see how perfectly they could construct each piano. "Quality First" is the slogan that is held to throughout the organization. A combination of expert workmen, best selected material, and the desire to make only the best in pianos, gives every Mansfield piano a distinct individuality which is further strengthened by many valuable inventions which are not merely talking points, but improvements of value. Mansfield pianos and player-pianos have received the endorsements of well known artists in both this and foreign countries, and are sold by some of the most prominent dealers in the United States. They have been placed in many public institutions where they are daily rendering satisfactory service. Refer to Mansfield Piano Company, Part Three. (I)

MARCELLUS

One the three pianos made by the Heppie Piano Co., of Philadelphia and New York. This piano has the patented Heppie Three Sounding Boards, and is sold by the firm of C. J. Heppie & Son, main office, 1117-1119 Chestnut Street, Philadelphia. (Established 1865.) (I)

MANUALO

"The Player-Piano with the Human Touch." Found exclusively in the player-pianos made by the manufacturing plants of the House of Baldwin. The Manualo



Manualo

is not a detached piano-player nor a player action installed in a piano. It is a complete distinctive instrument—a player-piano built as a player-piano—a unit. No other player-piano is a Manualo. A few features are the accented pedal action, giving the instrument the human touch, standardized and replaceable valve and air finger units, direct striking pneumatics, an original bellows arrangement, short rounded air passages and the simplest and most responsive tempo arrangement. The Manualo was awarded the grand prize at the London Exposition, 1914. This is the greatest recognition ever bestowed upon any player-piano. The Manualo ranks as one of the leaders in the player-piano world. Controlled by The Baldwin Piano Co. See "Baldwin," "Ellington," "Howard" and "Hamilton." Also refer to Baldwin Piano Co., in Part Three. (I)

MARSHALL & WENDELL

An old-time name in the piano industry, one of the pioneers in American piano history. Established in Albany, N. Y., in 1836. Marshall & Wendell has recently



Marshall & Wendell

entered upon an enlarged career. The new scales are admittedly superior and resonant, singing tone is high proof of modern progress and intrinsic merit. The demand for these instruments is very large and especially for home use. These pianos have been the recipients of awards at three of the most important exhibitions—the Pan-American in 1901, Seattle-Yukon in 1909, the Panama-Pacific Exposition at San Francisco, and their most recent triumph was the award received at the great exposition held at Rio de Janeiro to celebrate the hundredth anniversary of the independence of the Brazilian Republic. The beauty of the case designs of the Marshall & Wendell is evidenced in the styles shown in the catalogue of the present year. They are characterized by simplicity and beauty of proportion which make them harmonize with furnishings of finest character. In addition to the several upright styles in the Marshall & Wendell there are the Marshall & Wendell grand pianos. The celebrated Ampico, which automatically re-enacts the playing of the world's greatest pianists, is obtainable in the Marshall & Wendell. (I)

MARSHALL

In the summer of 1919 the Marshall Piano Company was organized in Chicago by J. P. Seeburg, who for many years had been at the head of another industry which bore his name. In 1920 consolidated with the J. P. Seeburg Piano Co., which see in this section. See J. P. Seeburg Piano Co. in Part Three. (I)

MARVEOLA

One of the recognized lines of well-made and reliable popular pianos made by Weser Bros., Inc., in the great factory of that industry at 520-28 West 43d Street, New York. See Part Three. (I)

MASON & HAMLIN

Instruments of the rarest artistic merit. The remarkable excellence of Mason & Hamlin pianofortes has gained wide recognition at home and abroad. They have



long commanded the highest price in all markets of the world. Embodying all that is best in the old systems of construction, the Mason & Hamlin pianoforte contains improvements which have resulted in extraordinary beauty of tone and exceptional durability. Its tone has a sympathetic quality which distinguishes it from all others and which musicians say they find in no other piano. Musicians generally, as well as scientists, critics, and the public, recognize its characteristic tone quality and superb merit. Eminent artists choose it as their means of expression, and among these may be mentioned Harold Bauer, world-renowned pianist, who declares "It is the most superbly beautiful instrument that I know of." Ossip Gabrilowitsch, the eminent Russian pianist and orchestral conductor, states that "The Mason & Hamlin pianos are, in my opinion, in advance of all others." Pablo Casals, held by many qualified to know to be one of the world's greatest living musicians, characterizes the Mason & Hamlin pianos as "Unequaled in artistic appeal." Dame Nellie Melba says, "It seems to me that the preference on the part of an individual for the Mason & Hamlin piano is indicative of a superior musical nature on the part of that individual." In similar terms Benno Moiseiwitsch, the great Russian pianist; E. Robert Schmitz, the distinguished French pianist; Giorgio Polacco, conductor, Jacques Thibaud, eminent French violinist; Tito Schipa, world-renowned tenor; Edith Mason, distinguished operatic soprano, and many others refer to these pre-eminent musical instruments. The present head of the company, Mr. Henry Lowell Mason, is a son of the founder, Henry Mason, and a grandson of Dr. Lowell Mason, who has been called the father of church music in America. A man of the highest integrity, with exquisite taste and a refined musical nature, he has devoted to the interests of the company his entire business life since graduating from Harvard in 1888. Supplementing his training in every department of the business is a wide acquaintance with the leading musicians of the world and a sensitive, intuitive appreciation of their individual natures, aims and aspirations. The Mason & Hamlin manufacturing plant, spacious and thoroughly equipped, is located in Boston on Harrison Ave., Waltham and Union Park Sts., and is a model of scientific arrangement and effective operation. Its corps of workmen, of matured skill, trained to the Mason & Hamlin standard of excellence, are artists in their line who are imbued with the spirit of their leaders and are always striving for finer results. With such leadership and such facilities, backed by ample resources, the purpose of the founders of the business is being carried forward, with the prospect of a degree of excellence even greater than that heretofore attained. (1)

MARQUETTE

Player-pianos made by The Marquette Piano Co., the offices of which are at 2421 Wallace St., Chicago.

MASCOT

A small keyless automatic piano, playing regular ten-time rewind music roll, made by the Western Electric Piano Co., 429 W. Superior St., Chicago. (1)

As a rule piano merchants are equipped to pass upon the merits of the instruments they sell. It is therefore a good rule to rely upon the local piano merchant, who has become established, as to the comparative values of the instruments in the store.

MATHUSHEK

One of the oldest and most important names associated with the American piano industry, manufactured by Mathushek Piano Mfg. Co. The instruments are



of a very high standard quality containing many valuable, distinctive features, which were most valuably commented upon by the Scientific American in the issue of September 22, 1906, and which included a full description of the special construction of the iron frame; the original method of stringing; the sound board made up of narrow strips, in which the grain of one runs transversely to that of the one adjoining; the improved method of holding the tuning pins; the absence of the heavy vertical posts in the back, made unnecessary by the plate construction, all of which contribute to the remarkable resonant quality of the instruments, and have been the means of the Mathushek being designated "among the most durable pianos in the world." The instrument takes its name from its founder, Frederick Mathushek, one of the most interesting characters in the history of the piano industry, and who has produced many wonderful inventions. Quoting from "Pianos and Their Makers," by Alfred Dolge "It is impossible to discuss or even enumerate the manifold inventions of Frederick Mathushek. His whole existence was dominated by the desire to produce in a piano that ideal musical tone which he could hear mentally, just as the deaf Beethoven heard his symphonic poems when he wrote them. The piano industry of America is largely indebted for its wonderful development to the genius of Frederick Mathushek." The Mathushek Players and Reproducing Grands and Uprights have been developed to a very high stage of perfection and measure up to the high ideals established by the founder of the business. There is probably no concern better equipped to meet the requirements of foreign countries than the Mathushek Piano Mfg. Co. See also Part Three. (1)

MARLOWE

Marlowe pianos and player-pianos are manufactured in the well appointed factories of Henry G. Johnson Piano Manufacturing Company, Bellevue, Iowa. They are



reliable and popular throughout the United States, and are being sold in ever increasing numbers. The Marlowe pianos and players are made of excellent materials by thorough piano makers, and the player mechanism in these instruments are installed with utmost care so as to insure permanent satisfaction. Fully guaranteed. (1)

MAYNARD

Popular pianos bearing this name are from the factory of the Werner Piano Co., Chicago, Ill., which see in Part One. The origin of these pianos offers a perfect guarantee of their reliability.

McPHAIL

McPhail pianos, in tone, construction and material employed, maintain a place of distinction. They are high-grade pianos in every sense. These makers specialize in small Grand pianos and have won a high place in the trade for these instruments, both as to tone quality and beautiful case design. The office is at 40 Waltham St., Boston, Mass. (1)

MELOSTRELLE

This division of Steger & Sons Piano Mfg. Co. produces "Melostrelle" upright, grand and player-pianos. Melostrelle instruments are praised for beauty of tone,



durability of construction, dignity of design and remarkable refinement of detail. They have merited recognition among music-lovers as most desirable instruments for the artistic home. Melostrelle small grands are made in the "Piano City," Steger, Illinois, in a separate, three-story factory devoted exclusively to the manufacture of fine grand pianos. Melostrelle Player-Pianos are equipped with the celebrated, drum-tight, Steger E-Z Axion. Permanent satisfaction is guaranteed by the undivided responsibility back of Melostrelle instruments. The financial standing of the makers is unquestioned. See also Steger & Sons, in Part Three. (I)

MEHLIN & SONS

Pianos and player-pianos bearing this well-known name stand well in the world of music and are sold by many reliable houses. They are handsome instruments and reliable. Office and factory, West New York, N. J.; New York City retail warerooms, 509 Fifth Avenue. (I)

McCAMMON

The original factory, established by the Senior McCammon, in 1832, was located at Albany, N. Y., and afterwards removed to Oneonta. In 1900 the registered trade-mark "McCammmon" and what remained of the business was purchased by William Tonk & Bro., Inc., 452-4-6 Tenth Ave., New York City, who have since continued the manufacture of this well-known piano under a separate organization, the original company name being retained. The McCammon has always been an instrument of good standing on account of its superior qualities, and in the hands of the present makers, many improvements have been added. This instrument is made with special care and with a view to great durability, not only for our own climate, but also for varying climates of foreign countries; of excellent tone qualities, honestly made throughout and in every respect thoroughly reliable. See also William Tonk & Bro., Inc., in Part Three.

MELDORF

Manufactured and fully guaranteed by H. C. Bay Company, Chicago and Bluffton, Indiana. Popular, durable and desirable instruments which have long been in great demand. The name "Meldorf" is registered in U. S. Patent Office. See H. C. Bay Company in Part Three. (I)

MELODIGRAND

These instruments have a specially constructed sound-board which prevents its splitting. Made in uprights, grands, player-pianos and reproducing pianos. Refer to S. G. Lindeman & Son, Inc., in Part Three. (I)

MELVILLE CLARK

This name is one of the oldest and best known names in the piano trade, dating back to 1875. Melville Clark pianos are now manufactured by The De Kalb Piano Company of De Kalb, Illinois. The line consists of a small grand piano and an electric expression grand piano. These instruments are of excellent quality and are available in several different designs. (I)

MENDELSSOHN

Established by an industry at McKeesport, Pa., which bore the famous name, the Mendelssohn piano had won popularity when the industry was bought by the Sterling



Company, one of the old and distinguished industries of Derby, Conn., and Brooklyn, N. Y. The Mendelssohn pianos and player-pianos are reliable, attractive and of beautiful tone quality. They have been so long familiar to trade and public that they maintain an even demand and give satisfaction to a discriminating class of music lovers. Refer also to the Sterling Company in Part Three of this book. (I)

MERRILL

A name familiar in the piano world. It is the name of the founder of the Merrill Piano Co., which began in Boston many years ago. The industry is now affiliated with the Jacob Doll & Sons Piano Co. to which refer in Part Three. (I)

MIDGET

The descriptive name applied to a very small piano possessing the musical qualities of the standard sizes, manufactured by The Cable Company of Chicago. See description under the head of "Cable." (I)

MIDGETTE

The name of an artistic small grand piano manufactured by the Bush & Lane Piano Co., of Holland, Mich. Fine instruments in every way. See Bush & Lane in this Part One and in Part Three. (I)

MIESSNER

"The Little Piano with the Big Tone." This piano is 3 feet, 7 inches high, 4 feet, 6 inches wide, and 2 feet in depth, and is noted for its beautiful quality of tone. The remarkable Miessner is manufactured by the Miessner Piano Company, Milwaukee. These instruments have been used extensively in small homes, apartments, universities, colleges and public schools. They have been endorsed by many prominent musicians and heads of some of the largest and best known music dealers in the country. The little Miessner is perfectly adapted to the purposes of schools and homes where space is restricted. And the tone and power of this instrument are really a revelation to students of acoustics. See Miessner Piano Company in Part Three. (I)

HENRY F. MILLER

Among the art products of the American piano industry are the instruments of Henry F. Miller & Sons, a division of the Continental Piano Co., and these instruments represent the highest attainments. The Henry F. Miller pianofortes have so long been the favorites with a large share of the world's great pianists and the music-loving public that they are recognized as of the highest attainments. See also The Continental Piano Co., in Part Three. (I)

S. W. MILLER

The name borne by these admirable pianos and player-pianos is that of an expert acoustician and piano maker. The industry was established twenty years ago and has produced a large number of instruments of quality. A feature of the product is that only one style is produced for piano, player and electric reproducer. The latter is called the "Electora," and it is equally as desirable in construction. Office and factory, Sheboygan, Wis. (I)

If in doubt write to Presto, Chicago.

MILTON

This name is a familiar one to the musical world generally. Milton pianos have been manufactured for many years and always with the care that produces



most satisfactory results. The modern factories in which the Milton piano is produced are new, large structures located at 626-630 West 51st St., New York City. Milton pianos and player-pianos are thoroughly well-made, beautiful instruments, designed for a class of discriminating music lovers. They possess a tone at once powerful and sweet. They are pianos in which purchasers are assured good values and they are pianos that give exceptional satisfaction. Milton reproducing pianos are equally representative and popular. (I)

MILTON PLAYER-PIANO

The player-piano of the Milton Piano Co. is an exceedingly popular instrument, the sale of which is steadily increasing everywhere. The characteristics of this player-piano are, musically, identical with those of the Milton piano. The player action is one of the most approved and thoroughly up-to-date. The performance is easy and accurate, and in the point of durability there is no question. In short, a popular player-piano in which there is large value represented. See also Milton piano. Factory, 626 West 51st Street, New York City.

MINUM

Name adopted by the Starr Piano Co., of Richmond, Ind., for the admirable small grand and upright pianos of that reliable industry. See "Starr." (I)

MODELLO

A player-piano, produced by the House of Baldwin. The Modello is an instrument of genuine merit, which meets the public demand for a real player-piano at a popular price. The Modello is a player-piano of which any family may be proud. Its simplicity of lines is strictly in accord with modern taste and its mechanism is of the most advanced type. It stands without a better at its price. The sale of the Modello is controlled by the Baldwin Piano Co., Cincinnati, O., to whom refer in Part Three. (I)

MONARCH

A popular piano manufactured by the Monarch Piano Co., of Chicago. The Monarch pianos and player-pianos are desirable instruments of attractive character at moderate prices for unsurpassed values. Perfectly safe to buy. See the Baldwin Piano Co., in Part Three. (I)

MONOGRAM

Small school pianos bearing this name are manufactured by the Miessner Piano Company, of Milwaukee, Wis. These instruments are thoroughly well made of good materials and possess qualities of peculiar power and attractiveness. The president of the industry is Mr. W. Otto Miessner, a musician of distinction as well as a successful manufacturer. The Miessner Piano Co. is at 110-120 Reed Street, Milwaukee, Wis. (I)

MORISSETTE

Instruments of good tone and construction, in which are embodied several patents—uprights, player-pianos and grands. The name is that of the manufacturers, there being associated in it, H. L. Morissette, Philip A. Morissette and Zinon Morissette, also Louis Leseault. The factory is at 14 Blount street, Providence, R. I.

Presto, the American music trade weekly answers all questions about pianos.

MUSICALE

Pianos and player-pianos of durable character and admirable tone qualities bearing this name are manufactured by the Mansfield Piano Co. of 749-51 East 135th St., New York City.

MULTI-REPRODUCER

A special patented mechanism which multiplies the musical enjoyment derivable from the reproducing piano, either grand or upright. It reduces to extraordinary simplicity the operative control of the reproducing piano. Bush & Lane Piano Co., at Holland, Mich., are the distributors. The Multi-Reproducer will function with any reproducing piano. No special roll is required. Any regular grand piano can be converted into a reproducing instrument with Multi-Reproducer control. The Multi-Reproducer is the latest major development in the reproducing field. It provides selective and continuous operation of the reproducing piano. A little punch button standard, placed on a chair arm, table, or in any convenient place, affords entire control for continuous entertainment with no attention to changing of rolls and with no effort other than the pressing of the buttons. Many selections, each having its own individual button control, can be played in any order. The reproducing piano itself may be in the same room or an adjoining room, and, if a grand, is usable for hand playing without the interference of the drawer beneath the keybed which in the regular reproducing grand is always in the way. The mechanism constituting the Multi-Reproducer and the roll magazine is contained in a separate table cabinet or can be specially installed in suitable furniture or in a wall niche or closet.

N**NATIONAL**

Coin-operated pianos bearing this name are admirable instruments in every respect. They are manufactured by the National Electric Piano and Roll Co., of St. Johnsville, N. Y. These instruments are especially suited for theatres and other places of public entertainment. Also manufacture "Peerless" models, "Cabaret," "Elite" and "DeLuxe Orchestron."

NELSON-WIGGEN

Players, grands and automatic pianos designed for private, as well as public use in places of refined entertainment, theaters and other purposes, are the products of



the Nelson Wiggen Piano Co., of Chicago. These instruments embrace the Pian-O-Grand, the Harp-O-Grand and the Banj-O-Grand—all of durable and dependable construction and capable of the musical effects of orchestras. The Pian-O-Grand is equipped with xylophone, or bells and banjo attachment. These instruments in a large variety of designs are manufactured in the newly constructed factory erected by this company at 1731 Belmont Ave., Chicago. Refer also to Nelson-Wiggen Piano Co. in Part Three. (I)

NEEDHAM

Aside from the force and influence of an old and distinguished name, the Needham pianos possess merit and are handsome instruments. Needham player-pianos are equally reliable. Made by the Needham Co., controlled by Kindler & Collins, New York City. The Needham Co. was established in 1846 by Elias Parkham Needham. See Kindler & Collins in Part Three. (I)

The only assertion you are justified in seriously doubting is that the instrument is being sold "away below cost." Pause and ask, Why?

NETZOW

Pianos and player-pianos bearing this well-known name are the product of the C. F. Netzwow Manufacturing Co., of Milwaukee, Wis. They are instruments of admirable



quality, the ambition of the manufacturers being to produce only instruments of high grade. The pianos are made of carefully selected materials and finished in unexceptional manner. The work is done in the factory of the C. F. Netzwow Manufacturing Co., under the immediate supervision of one of the most expert piano factory superintendents, and in every respect the "Netzwow" pianos and player-pianos have proved satisfactory to a critical class of buyers. The Netzwow cases are graceful in design and finished with great care. The tone is of the kind that appeals to music lovers who demand quality in keeping with the external appearance of the instrument. Both piano action and player action are of the best and the workmanship throughout is above criticism. The Netzwow instruments are made in a perfectly equipped factory and possess the latest devices by which purchasers are insured the requisite results and good large values. See also Part Three. (I)

NEWBY & EVANS

The factory of the Newby & Evans Co. is at the corner of Southern Blvd. and 136th St., New York. The business, which was started in 1884, was incorporated in 1897; capital stock, \$50,000; make uprights only, for which they obtained high award in 1890 at the Atlanta (Ga.) exposition. The Newby & Evans player-pianos are equally reliable and contain improvements which stamp them as instruments of superior quality. (I)

NEWTON

Pianos, player-pianos, electric expression pianos, reproducing pianos and grands made by Newton Piano Co., New York City. Favorite Newton pianos were first



placed on the market in 1899 by Camp & Co. Newton Camp, the founder of that concern, was an experienced piano and organ builder who had devoted his lifetime to the science of constructing musical instruments. He was for many years a member of the famous firm of Estey & Camp. It was always Newton Camp's ambition to build a piano that would gratify his ideals as to what a really high-grade piano should be. After years of ceaseless experimenting, Newton Camp at last perfected his product, and in 1899—together with several of the most experienced piano makers of New York city—he organized the firm of Camp & Co. The piano was called the Newton, adopting as the name of the instrument, the given name of the man who was chiefly responsible for its all-round excellence. Several years later, after the Newton piano had proven a success and the name Newton was firmly impressed on the minds of the public as representative of a piano of real worth, it was decided to change the name of the company to the Newton Piano Co., in order that the manufacturing company might be more closely identified in the popular mind with the piano, and that each might lend the additional strength of its prestige to the other. The Newton pianos and player-pianos and grands are easy, reliable "sellers" and they give great satisfaction wherever introduced.

NEWMAN BROS. CO.

Newman Bros. Co. manufacture the highest quality Grand, upright, player and Reproducing pianos; phonographs, player actions and reproducing actions. Their



pianos, both in the Grand and upright designs, are especially known for their remarkably appealing tonal qualities. The sweet mellowness of tone, and wide range of volume make their instruments a favorite with those musically educated. Their styles are always of the most modern design, and the superior durability of Newman Bros. instruments is well known and readily understood when it is known they employ in all departments only the most skilled of the piano trade craftsmen, and all material must measure up to their critical requirements before it can enter into the construction of a "Newman Bros." It is expected of a Newman Bros. instrument "that it stay in tune longer and require less repairs than instruments of other manufacture." All their instruments are built up to a standard, and not down to a price. Each instrument is most carefully and individually built, and none "rushed" through in large "lots." Their player-pianos are of the better type and are unusually responsive instruments. Their reproducing pianos, in grand and upright designs, contain their own remarkable reproducing action. They are truly a delightful instrument and made to contain the most standard and generally used reproducing roll. By simply pressing a button, there is splendidly reproduced the actual playing, with the varying degrees of loudness and softness of the composer of the piece. Newman Bros. Co. occupy their own factories at Dix Street and Chicago Avenue, Chicago, and they are model buildings in all that term implies. They are well equipped with modern machinery, every facility necessary for the production of superior pianos being afforded. Over fifty years' experience in making only high grade instruments is sufficient assurance that the discriminating purchaser will take great pride in their "Newman Bros." For instruments of their high quality, their prices are remarkably reasonable. (I)

GEO. B. NORRIS

Pianos and player-pianos bearing this name are the products of the Holland Piano Mfg. Co., of Minneapolis, Minn., with factory in Menomonie, Wis. These



instruments have won an enviable place in the musical world by their attractive appearance, fine tone and durable construction. The name is that of the president of the industry by which Geo. B. Norris instruments are made. This fact gives to these pianos and player-pianos a prestige that is recognized by the piano trade. These instruments are characterized by a rich and sonorous tone; the touch is fine and the outward appearance beautiful. They are made by a reliable industry and are sold with assurance of good results by piano dealers throughout the country. The factory at Menomonie, Wis., is under the personal management of Mr. Jas. E. Sleeper, one of the acknowledged experts in American piano construction. See Holland Piano Mfg. Co., in Part Three. (I)

When in doubt, write to Presto, Chicago, Ill., for advice. But if your piano dealer is reliable, take his word for it.

NILSON & CO.

Well made and reliable pianos manufactured by the James & Holmstrom Piano Co., Inc., to which refer to Part Three. Good instruments and satisfactory to sell or buy. (I)

NOBLE

A. E. Noble, proprietor of the Noble Piano Co., of Detroit, has had many years' experience in the business. The factory is 4841 Woodward Ave., Detroit.

NORLAND

This is the name of a well-made, thoroughly reliable and popular line of pianos, player-pianos and registering pianos produced by the Holland Piano Co., of which Mr. Geo. B. Norris is president. Factory at Menominee, Wis., and office, St. Paul, Minn. See Part Three (I)

NORDLUND

The effects of the Nordlund Grand Piano Co., Chicago, were sold in October, 1925, to the New Delaware Piano Co. of Muncie, Ind., which will continue to employ the Nordlund scales. They are of winning tone quality and beautifully finished. These small Grands are having a large demand and their popularity is deserved.

NORRIS & HYDE

Pianos and player-pianos bearing this old-established name have been on the market since 1873 and have always been of good quality. They are made in the factories of Jacob Doll & Sons Piano Co. in New York City, to which refer in Part Three. (I)

NORMANDIE

Pianos and players of this name are made in their modern and completely equipped factory at East Rochester, N. Y. These instruments have been before the public for upwards of fifteen years and each year have gained in reputation. The cases are of modern construction. The offices and factories are at East Rochester, N. Y., and offices and showrooms are maintained at 439 Fifth Ave., New York City. (I)

O**OPERA**

The trade-mark "Opera" was adopted by the late David T. Peek, who commenced the manufacture of pianos in 1850, and whose skill made the Opera one of the most popular pianos throughout the country. The Opera is one of the distinctive names that has attained a prominent position in the piano world. The "Opera" baby grand has attracted much attention, and meets with the same popularity as is accorded to the very attractive styles of uprights. These pianos are made at 539 West 39th Street, New York, and financially, as otherwise, they may be depended upon without hesitation. Warehouses, 37 West 37th Street, New York.

ORPHEUS

Instruments, player-pianos and small Grands from the reliable and distinguished industry of Adam Schaaf, Inc., to which refer in this Part One and also Part Three. (I)

WHERE DOUBTS ARE DISPELLED

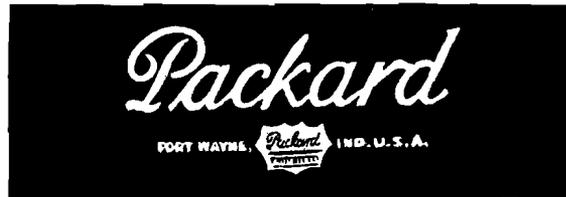
Answering All Questions About Pianos Is a Regular Department of

Presto

The American Music Trade Weekly.

P**PACKARD**

Instruments of the highest grade and of extensive sale abroad as well as at home, manufactured by The Packard Piano Co., Ft. Wayne, Ind. Product of a model



industry in which the co-operative system of labor is brought to the point of perfection. A principle of The Packard Piano Co. finds expression in the maxim that "if there is no harmony in the factory, there will be none in the piano." The workings of the great Packard factory at Ft. Wayne, Ind., present an ideal example of harmonious industry. Every worker is loyal to the Packard and puts into it the best results of his skill and effort. The Packard piano has been before the musical world for years, and has attained a foremost place as a reliable instrument of most artistic qualities. It has won high indorsements from many famous musicians, and has met the requirements of all buyers. The output of these instruments has greatly increased each year and the factory facilities have been enlarged until today the Ft. Wayne industry is one of the largest in the country. The Packard Interpreter player-piano (grand, upright and reproducing styles) presents the same artistic characteristics as the Packard piano, and the best proof of merit is its steady growth and the high esteem in which it is held by those who have used it and are most intimately acquainted with it. Both upright and grand pianos are made; and in tone, construction, style and artistic features they are strictly of high grade. They are the product of an ambitious house of the highest responsibility. In all that makes an artistic instrument of the highest grade the Packard is confidently recommended. See also The Packard Piano Co., in Part Three. (I)

PEEK & SON

Pianos of good quality bearing this name are from the factory of Jacob Bros., New York City, which guarantees their reliability. See Part Three. (I)

PEASE

Pianos and players made by the Pease Piano Co., one of New York's old and substantial industries, whose factory and general offices are at Leggett Ave. and Barry St., New York City. Pease pianos have been pianos of this make are also of dependable kind. (I)

PEERLESS

Coin-operated musical instruments adaptable for ice cream parlors, pool halls, lodges, candy stores, restaurants, waiting rooms, dance halls, smoke shops, etc., in special models to suit space and character of music desired, from piano to orchestration combinations. Manufactured by the National Electric Piano Co., of St. Johnsville, N. Y.

PERLMAN

Instruments of this name are produced in small numbers by H. W. Perlman, 345 Grand St., New York City.

PIAN-O-GRAND

The suggestive name of a fine electric automatic piano designed for public places of entertainment, manufactured by the Nelson-Wiggen Piano Co., 1731 Belmont Ave., Chicago, where, in 1924, the industry took possession of its splendid new factory. The automatic instruments of this industry are suitable for all places of public or private entertainment. See also Nelson-Wiggen Piano Co., in Part Three. (I)

PIANOLA

The exclusive trademark of the Aeolian Company under which it markets its Player-Pianos, Artist Reproducing Pianos, Cabinet Players, Automatic Player Actions and Accessories. (I)

WALTER S. PIERCE

Manufactured, in limited quantities and for local trade, by the Walter S. Pierce Co., San Francisco, Cal. The business was incorporated in 1893. Established 1863.

PLAYERNOLA

Player-pianos of admirable quality and reliable in every way. Made by Becker Bros., Inc., 52d Street and 10th Avenue, New York. Perfectly safe instruments and always satisfying. (I)

PLAYOTONE

A high-class player-piano manufactured in the Autotone department of Hardman, Peck & Co., New York, to which refer in Part Three. Desirable instruments in every respect. See Hardman in this Part One. (I)

PLAYTONA

A copyrighted name owned by Grinnell Bros., Detroit, Mich., and used on a certain style of playerpiano made especially for them by one of the leading manufacturers. An unusually well-built and thoroughly reliable instrument which carries the guarantee of both Grinnell Bros. and the makers. (I)

POOLE

Grand, upright, player, and reproducing pianos are made by the Poole Piano Company, Boston, Mass., an old reliable piano manufacturing concern that was founded in 1893 by the late William H. Poole, a man of extensive experience from earliest youth in the manufacture of high quality pianos. In 1917 the Poole Piano Company was incorporated, and from that date to the present time has been under the direct management and supervision of Ava W. Poole, son of the late Wm. H. Poole, as president and general manager of the corporation. Associated with him are the same force of assistants who have for over a quarter of a century been connected with the production and promotion of Poole instruments which have long occupied a place of distinction with the piano trade and the public. Poole pianos are durable, reliable and desirable instruments. They contain a well-balanced scale and are justly entitled to the high position that they hold. They possess that rare singing quality of tone found only in instruments of the highest grade. In tone, action, design and durability it may be said that Poole pianos leave nothing to be desired. See Part Three. (I)

PRESTON

Pianos and player-pianos of very attractive characteristics and modern construction manufactured in a perfectly equipped factory by skilled workmen. The tone and appearance of these instruments justifies the favor with which they are received by the music loving public. The Preston is represented by responsible piano merchants throughout the country. Manufactured by Milton Piano Co., 632 W. 51st St., New York. (I)

PRIMATONE

Pianos and player-pianos, made by the Foster-Armstrong Co. in one of their fine factories at East Rochester, N. Y. A distinguishing characteristic of the Primatone instruments is that some are furnished in diminutive sizes, which makes them especially desirable for use in homes where space is limited. But while compactness has been the desire of their makers, the instruments do not suffer either in tone quality or appearance, but are exponents of beauty of tone and design. Primatone pianos and players are made of excellent materials by thorough piano makers, and the player mechanisms furnished are selected from the most reliable and efficient known today. Exhibition rooms, No. 437 Fifth Ave., New York City. (I)

PREMIER GRAND

Small grand pianos of remarkable characteristics, manufactured by the Premier Grand Piano Corporation of New York City, of which Mr. Walter C. Hepperla is



the president, Justus Hattemer, vice-president, Louis C. Kauling, secretary, and Carl Koch, treasurer. Claimed to be the largest and most diverse line of small grands made, consisting of Model R, 4 feet 10 inches long; Aristocrat model, 5 feet 3 inches long; William and Mary, Jacobean and Queen Anne Period models, Oriental, two-tone and inlaid border models, all "in the drawer" type action. Premiera Reproducing Grands and Reproducing Grands (Welte-Mignon Licensee). These instruments are of great beauty and the tone quality is typical of grand pianos thoroughly constructed and possessing the appeal to critical judgments. The methods employed in the manufacture of these instruments are of the most approved and modern. The size of the Premier Grand at once meets with the requirements of the average home and the demand for these small grands is the best proof that they fill a real want which has been developing in the musical world. Thoroughly good instruments of the safe kind to buy. Office and factory, 510-532 West 23rd Street, New York, with branch offices in other cities. See also Premier Grand Piano Corporation in Part Three. (I)

PRICE & TEEPLE

A famous name in the annals of American pianos and players. These instruments are dependable and of fine quality. Made in many designs and of uniform excellence. The company, under new control, is sustaining the long-time reputation of the manufacturers. Made by Price & Teeple Piano Co., Chicago, Ill.

R**RADCLIFFE**

This is the name of a line of thoroughly well made pianos and players from the great industry of the Cable-Nelson Piano Co. The name is owned and controlled



by the industry named and is registered in Washington. Radcliffe instruments are thoroughly well-made, of beautiful case designs and finish. The tone quality is of the kind that wins favor and which goes to make pianos in which there is large value for comparatively small cost. These instruments deserve the success which has built up for them a widespread demand. Safe instruments to buy. Refer to Cable-Nelson Piano Co. in Part Three. (I)

RAUDENBUSH

Pianos, both uprights and grands, are produced in small numbers by Raudenbush & Sons Piano Co., St. Paul, Minn. The industry was established in 1883 and the owners are S. W., W. R. and F. M. Raudenbush.

F. RADLE

Pianos, player-pianos and reproducing pianos manufactured by F. Radle, Inc., in the well-appointed factory at 609-611 West 36th St., New York. Business



established many years ago and the name of Radle has had place in the industry from the dawn of American piano manufacture. The F. Radle instruments are, therefore, the results of long experience and a consistent ambition to attain to eminence. They are high-grade in every particular, and the F. Radle player-pianos have assumed a conspicuous place by reason of their unchallenged merits. They are made upon the most approved principles and they possess improvements of peculiar power in their appeal to both public and the trade. It would be impossible to commend these instruments too highly. The F. Radle Player de Luxe is a powerful instrument of fine quality. F. Radle case designs are new and always original, and they are the special work of Mr. Radle himself. Some of the most prominent pianists and critics have given the Radle instruments unstinted praise. In the summer of 1923 the F. Radle reproducing piano appeared. It is of remarkable qualities and adds still more to the attainments of its makers as creators of true musical instruments. Piano merchants throughout the country commend the F. Radle pianos and player-pianos as leaders and the instruments fully justify all that is said of them. See also F. Radle, Inc., in Part Three. (I)

RAYMOND

Name on pianos made for many years in Cleveland, Ohio, but in 1913 name was secured by B. H. Janssen, of New York, who organized the Raymond Piano Co. and is now making pianos bearing the name at East 132nd Street and Brown Place.

REED & SONS

One of the distinguished names in the piano world. Reed & Sons pianos and player-pianos are made by the Reed & Sons Division of Steger & Sons Piano Mfg.



Co., of Chicago and Steger, Ill. The financial strength of the company is unquestioned. These instruments were established in 1842. The ideals which inspired the founder of the Reed & Sons pianos still guide the manufacturers of these instruments. The Reed & Sons piano was awarded a grand prize medal and other distinctions at the World's Columbian Exposition in Chicago in 1893. It will be seen, therefore, that the Reed & Sons piano of today is the result of long years of progress. In tone, quality, power, durability and beautiful case designs, it is recognized as an instrument of unquestioned merit. And what has been said of the Reed & Sons piano may equally be applied to the player-piano of the same name. These instruments are fully guaranteed and made complete in the factories located at Steger, Ill.; general offices and sales rooms in the Steger Building, northwest corner Wabash Ave. and Jackson Blvd., Chicago. (I)

REMINGTON

The manufacture of Remington pianos has been for many years carried on at Richmond, Ind. This name as well as the corporate name, The Remington Piano



Co., Richmond, Ind., is owned by The Starr Piano Co., of Richmond, Ind. All instruments are made complete in the Starr factories. A substantial line of player-pianos and upright pianos are made, each instrument carefully designed for the type of business for which it is intended. The name Remington was copyrighted for all musical instruments and is owned by The Starr Piano Co. (I)

REGAL

Popular instruments of durable character are produced by the Regal Piano & Player Co., of 93-95 Southern boulevard, New York. The company manufactures pianos, player-pianos, electric expression players, and reproducing pianos. Regal is a name recognized throughout the piano world as a synonym of merit, moderate price and the kind of durability and dependability that win trade for the merchant and satisfaction for the piano loving public. The school piano, Styles 6 and 7, is perfectly adapted to class room and small parlors.

REGISTERING PIANO

Characteristic name applied to the "nationally priced" Gulbransen instruments to which refer in this section, so-called because the Gulbransen, through the pedals, actually registers personal touch. See also Gulbransen Company in Part Three. (I)

REPRO-PHRASO

The Story & Clark Repro-Phraso is a player-piano in which may be inserted any 88-note music roll and trace the melody throughout the composition



as your own mood dictates as though you were playing with your hands on the keys. There is no suggestion of the mechanical in the musical effects. The melody sings to a softly subdued accompaniment. The same discretion in the production of delicate expression is attained as if the performer were expressing himself with the freedom of the finger-touch upon the keys. Control of the composition is perfect, and the musical interpretation such as can come only after long practice and complete musical knowledge. Thus the Repro-Phraso becomes the individual personal reproducing piano, which permits of human control and of expression, phrasing, accenting, melody playing and shading. This instrument has won the approval of experts, and it is the product of an old and absolutely responsible industry. It is a favorite with piano merchants and the music-loving public. Its special features are described in a booklet supplied by either the dealers or the manufacturers. See Story & Clark Piano Co. in Part Three. (I)

Wise buyers do not expect that the merchant will "throw in" a piano bench or scarf. Those articles are equivalent to cash and should no more be "thrown in" than anything else of equal value in the store.

RICCA

Instruments of high grade and superior tone quality which are the results of long study and progressive research. In material, skill of workmanship and artistic



case designs the Ricca pianos and player-pianos have won a place among the standard instruments and have secured a firm place upon the public and trade. Ricca pianos appear in accord with changing tastes, and two of the later styles are in special demand. They are the new scales, in cases of 4 feet 7 inches and 4 feet 3 inches, respectively. The new small grand is also of special interest and makes a strong appeal to discriminating lovers of the piano. This beautiful instrument is 5 feet 2 inches in length, and it is the result of long and critical effort to produce the most artistic small grand within the power of the skilled forces of the house to create. It is perfectly matched in tone and design. Powerful, yet sympathetic and appealing to refined tastes, this Ricca grand promises to win a place high among the better class of American pianos. The designs are of the Period and Art models, and it is also produced with repeating action. The Ricca Reproducing piano is the last word in latest development of the remarkable instrument that recreates the performances of the greatest masters of the piano. The export trade of Ricca & Son is a large feature in the business of the industry. The factory is one of the best appointed in New York City. Further reference to this phase of Ricca & Son will be found in Part Three of this book. (I)

RICHMOND

The Richmond Piano Co., established 1878, factories Richmond, Indiana. This Company is owned and controlled by The Starr Piano Co. of Richmond, Ind. The name is an old and well known one, and has come to mean a firm of unquestioned reliability and financial standing. (I)

REINHARD

Pianos and player-pianos of popular characteristics made by Wissner & Sons, Inc., of Brooklyn, N. Y. These instruments are durable and have been on the market for years. Office, 55-57 Flatbush Ave., Brooklyn, N. Y.

RUDOLF

Manufactured by the Rudolf Piano Co., New York. A reliable piano that has become very popular. Produced by experienced piano makers under an economical system in an endeavor, which has been successful, to offer to the trade and public a musical and durable piano at a reasonable price. Factory, 863 East 141st Street, New York.

REPRODUCO AUTOMATIC ORGAN

An instrument perfected by the Operators' Piano Co., Chicago, to meet the special needs of theaters and public places. Can be operated as (1) Automatic Pipe Organ and Piano, (2) as Manual Combination of Pipe Organ and Piano or (3) as Solo Manual Organ or Piano. The Operators' Piano Co. specialize exclusively on the production of self-playing and phrasing pianos, orchestrions and organs, suitable for all public places or the home. Office and factory, 715 North Kedzie Ave., Chicago.

The reference to Part Three, indicated by the letter I following many paragraphs, is to the manufacturers' names, which will be found in alphabetical order, beginning at Page 135 of this book.

S**ADAM SCHAAF**

The home of the famous Adam Schaaf grand, upright and player-pianos and reproducing pianos is now at their imposing and beautiful six-story fireproof building,



319-321 South Wabash Avenue, Chicago. This, with the new factory at 1020 Central Park Avenue, Chicago, costing about \$400,000, makes the Adam Schaaf institution one of the best equipped in the world. It marks a new fulfillment of a great idea and ideals that have won in an unprecedented degree. And to still higher levels the Adam Schaaf instruments continue to advance—time-tested by thousands of satisfied, ever enthusiastic owners and customers. To make still better the best Adam Schaaf piano has been the aim and the inspiration of the experienced workers in the Adam Schaaf factory as well as the ambition of the gentlemen who direct the company's destinies. How well these aims and ambitions have succeeded is told in the fact that the three-fold output has not kept pace with the steadily increasing demand. These instruments are the product of a house of the highest responsibility and unlimited credit. Adam Schaaf Reproducing Pianos in Grands and Uprights are distinguished by the same characteristics as the other instruments of this famous industry. See also Part Three. (I)

SCHAEFFER

Pianos and player-pianos which have gained an enviable reputation for beautiful tone qualities. Sold by the largest dealers throughout the country. First manufac-



tured in New York by William Schaeffer—beginning about 50 years ago—1873—he was one of the early pioneer piano builders of the European schools. In 1878 the Schaeffer was awarded a diploma of honor at the Paris Exposition. In 1888 the business was removed to Chicago. The Schaeffer instruments are distributed at wholesale by the Schaeffer Piano Mfg. Co., 209 S. State St., Chicago, Ill. With 50 years of continuous improvement, it can be truthfully said that few pianos give better satisfaction to the purchaser for durability and pure tonal quality. A piano of the highest type, thoroughly reliable and so carefully and scientifically constructed that no one need hesitate about buying. The Schaeffer player-pianos are so easy to play and so effective they are almost human in their operation.

SCHENCKE

Pianos of popular grade made at 432-440 Austin Place, New York, by the Schencke Piano Co., of which John D. Ohlssen, Jr., is president and John D. Ohlssen, Sr., treasurer.

SCHERPE

Manufactured by B. Scherpe & Sons, practical piano makers, at 2102-4 Clybourn Ave., Chicago. Instruments of good, durable character. The firm also makes player-pianos bearing this name.

SCHAFF BROS. CO.

These instruments possess remarkable tone qualities. The case designs are chaste and beautiful, and the construction is in the best sense durable and reliable. Schaff



Bros. Co. instruments are made in uprights and player-pianos and they have a record of many years of perfect satisfaction. The Schaff Bros. Co. has grown steadily and its progress has developed the musical qualities of the piano without so far advancing the prices as to dwarf their great popularity. Dealers who sell these instruments praise their attractive qualities; and the rapid development of the factory productions, under the present management, is the best guaranty of improved methods and enlarged ambition. See also Schaff Bros. Co. in Part Three. (1)

SCHUMANN

A house of national reputation. Makers of only artistic pianos and player-pianos. Schumann instruments are made in their factory at Rockford, Illinois, where the



industry was removed from Chicago in 1903. All instruments made by the Schumann Piano Co. and are of one quality, the highest; all bear the one name, Schumann, and are backed by the famous Schumann Unlimited Warranty. The Schumann piano is especially noted for the many exclusive and improved features which it contains; one of particular value from a tonal standpoint being their system of dowel pin construction of the sounding board, ribs and bridges, doing away with any metal touching these parts, assuring the sounding board of exceptional vibrating power. Workmanship is the most skilled, and the materials used are the finest. The tone of the Schumann piano justly deserves the reputation which it has won throughout the country, possessing that rare singing quality so much desired. Schumann cases are of beautiful finish and design. The Schumann piano has been honored by testimonials from many of the greatest artists and musicians. Schumann instruments are meeting with demand in foreign countries because of their ability, due to individuality of construction, to withstand trying climatic conditions. The factory at Rockford is very finely equipped, electric power being used and every facility afforded for the production of pianos of the finest quality. Mr. W. N. Van Matre, president of the Schumann Piano Co., is a recognized expert in both the making and marketing of such an instrument. Dealers who handle the Schumann speak very warmly of its attributes. The Schumann player-piano, manufactured complete in the Schumann factory, under Schumann patents, is an important factor in the business of this company. The Schumann player action is made complete in the factories of the company at Rockford. Purchasers are especially cautioned against spurious or imitation Schumann pianos, several of which have appeared in the trade. All genuine Schumanns bear the Schumann head trademark and the signature of W. N. Van Matre, president. (1)

SCHLEICHER & SONS

Durable and attractive pianos, player-pianos and electric players, made by Schleicher & Sons. Office and warerooms, 402 E. 149th St. and 105 E. 14th St., New York City.

SCHILLER

The Schiller product has gained an enviable reputation in the piano field. Over 68,000 of this well known make have been made and sold, all of which has been accom-



plished without extensive advertising, the sales resulting from the enthusiasm of Schiller owners who recommend them to their friends. Through exclusive features and excellent quality. Schiller pianos and players have been in demand by representative dealers from coast to coast. In keeping with the policy of the company to combine meritorious features in their product they are now building a Grand of distinctive quality under the patent of Wm. Bauer, President of Julius Bauer & Co., Chicago, an acoustician of national reputation. The scale and patterns have been drafted and made by Mr. Bauer personally and the work is being carried on under his instruction. The Bauer patent has an established reputation as scientific grand piano construction. The improvement in tone is gained by having the strings about two inches from the sound board, as compared to one inch in the regular construction. This construction gives added strength and eliminates to a minimum susceptibility to atmospheric changes. The Schiller line includes uprights, grands, players, reproducing uprights and grands. A complete line of high quality instruments. (1)

M. SCHULZ CO.

Pianos, player-pianos, Grands and Reproducing Pianos known throughout the piano world as instruments of the first class, strictly. The M. Schulz Co. is one of



the best known, most highly organized, reputable and extensive piano manufacturing concerns in the country. Technically, the instruments made by this concern are noted for scientific correctness of scale, highest grade of workmanship, and extreme care in choice of only the finest in material, backed up by long experience. The tone-quality of Schulz pianos is the strong point of them, possessing a roundness, purity and mellow singing beauty all its own. This company is also distinguished for turning out case-work of true artistic excellence, with a purity of design and fineness of finish which are in every way distinguished. Added refinements in case designs of special period art models are features of M. Schulz Co. production. The company's ambition has always been to make the best pianos regardless of cost. The player-pianos made by this company are genuine Schulz pianos combined with a special player mechanism, devised in the Schulz factories, and made in them under the supervision of the inventor. Thus the Schulz player-piano not only has many original features, but is a combination of parts designed for each other from the first and in perfect harmony throughout. Schulz Aria Divina Reproducing pianos are a standard with dealers everywhere. The mechanism is of the company's own exclusive design and is positive in its operation. The Schulz Aria Divina Reproducing Action, since its first introduction, has enjoyed a sensational success. See also Part Three. (1)

All piano news every week in Presto, for \$2 a year.

SETTERGREN

Small grand pianos, exclusively, bear this name, which is that of an expert piano manufacturer of thirty-five years experience in some of the foremost industries.



The Settergren grand pianos are the result of a determination to create high grade instruments upon the most modern lines, and to this end Mr. B. K. Settergren applied the experience and skill acquired in some of the most famous industries. His success is the best possible proof of the accuracy of his judgment in gauging the advanced musical appreciation of both trade and public. The line of grands produced by the B. K. Settergren Co. has met the most critical requirements to such an extent that the factory has been more than doubled in capacity within the three years since its establishment. The growth indicated is evidence of one of almost phenomenal success in an industry devoted solely to small grand pianos. The Settergren grands are beautiful in design and finish, and they respond to the musical desires of people who know what good music is. Further concerning these instruments and their makers will be found in Part Three of this book. (I)

SCHMIDT-DAUBER.

Pianos and player-pianos of durable and attractive character are manufactured by the Schmidt-Dauber Company, whose factory is at 406 W. 14th St., New York City. Maurice Dauber, president; Vincent Cici, secretary.

SCHOMACKER

The famous "Gold String" piano, founded in Philadelphia, 1838, is manufactured by the Schomacker Piano Company, 23rd and Chestnut Sts., Philadelphia.

J. P. SEEBURG

Coin-operated pianos, Orchestrions, Theatre Organs, made by the J. P. Seeburg Piano Co., the pioneer automatic industry of Chicago, have attained leadership in this particular field. They are splendid instruments of highest grade containing a most durable mechanism and many desirable features. Case designs and finishes are exceptional. They have a large and complete line of fourteen styles. Factory, 1508-16 Dayton St., Chicago. Office, 1510 Dayton St., Chicago. (I)

SHATTUCK

Pianos bearing this name are the product of the P. S. Wick Co., of North St. Paul, Minn., an industry that enjoys a fine reputation for skill and reliability.



Manufacturers' name appears on the fall board and plate and the Shattuck is a reliable piano in every particular. It is of pleasing tone quality, and is so carefully made as to insure its durability. A safe piano to buy in every respect, and sold at a very moderate price when the character of both materials and workmanship employed in its construction is considered. While only the name of the manufacturers now appears on the fall-board, the iron plate carries the name, "Shattuck" as heretofore. (I)

B. SHONINGER

The House of Shoninger is one of the oldest among the piano manufacturers, having been established by B. Shoninger in 1850. During this long and celebrated



career it has always been identified by the high standards of manufacture and gained recognition from many of the world's greatest artists and authorities. At the Paris International Exposition, at the Rotterdam World's Fair and at the Chicago Exposition, Shoninger pianos obtained highest awards. The quality that gained recognition for these instruments has not been acquired in one or two generations, but is the result of over 70 years of expert piano building. The founder of this old firm gained note not only as a piano and organ builder, but also for the many inventions that materially helped to improve the pianos and organs he made. His descendants have always borne in mind his high ideals and carried them out and in that way maintained the prestige that these instruments had already gained. They have a modern and up-to-date factory in which they produce both upright and Grand models of all types that have met with the greatest appreciation from both the public and the trade. Today the name "Shoninger" means artistic leadership to a legion of music lovers and Shoninger progress in the future will be dotted with new and greater triumphs, for never more imposing were the resources behind this time-honored name. Shoninger pianos are sold the world over and they will be found in the most representative piano stores in the United States. See also Shoninger Piano Company, Inc., in Part Three. (I)

SEYBOLD

Pianos and player-pianos of attractive and durable qualities bearing this name are manufactured by E. P. Johnson Piano Co., of Elgin and Ottawa, Ill. (I)

SHAW

This instrument was originally made in Erie, Pa., the business being established over twenty years ago. In 1900 the Shaw business was purchased by Chas. M. Stieff, Inc., of Baltimore, Md., where the factory is located at 1640-42-44 Gorsuch Ave.

SHERWOOD

Dependable pianos manufactured by the Clarendon Piano Co., Rockford, Ill. Serviceable, well-built pianos possessing musically good tone.

SCHUBERT

Manufactured by the Schubert Piano Co., 1 West 139th St., New York City. These instruments, made in uprights, grands and reproducing pianos, are from an old established industry and contain a new tone device known as the "Virzi." (I)

SELECTRA

This name is given to a dependable special device for selecting at will any tune desired which appears on a ten-piece reroll automatic music roll. It is made and controlled by the Western Electric Piano Co., of Chicago.

If the piano name you are looking for is not in this Part One of Presto Buyer's Guide, refer to Part Two, and if not there write to Presto, 417 South Dearborn street, Chicago.

SINGER

Pianos and player-pianos which bear this now widely-known name are manufactured by the Singer Division of the Steger & Sons Piano Mfg. Co., of Chi-



cago and Steger, Ill. Singer pianos were first offered to the public in 1884. The Singer piano and player-piano are very desirable instruments of beautiful tone, great durability and very attractive qualities, fully guaranteed. They are noted for good workmanship and in their manufacture materials of approved quality are used. Singer pianos are recognized by the piano trade and piano buying public as desirable instruments in their class, and all the qualities of the Singer pianos will be found to an equal degree in the Singer player-pianos, which are dependable instruments, not only in material construction but equally in the player mechanism. The factory is at Steger, Ill., and the general offices and warehouses are in the Steger Building, northwest corner Wabash Ave. and Jackson Blvd., Chicago. The financial strength of the company is unquestioned. See also Part Three. (I)

SMITH & BARNES

Known as "the Pioneer pianos of the West." The first piano manufactured in Chicago for wholesale trade. This was in 1884. The manufacture of these instruments is conducted under a strong organization headed by The Continental Piano Co. The Smith & Barnes player-pianos are of the same high character and have earned for themselves a place among the leading player-pianos of the country. The Smith, Barnes & Strohber Company, manufacturers of the Smith & Barnes pianos, stand among the highest commercially in the piano manufacturing industry. Main office and factory at Chicago. Very large branch factory at No. Milwaukee, Wis. See also Smith, Barnes & Strohber Co., in Part Three. (I)

SMITH & NIXON

One of the oldest names in the American piano world. These pianos, player-pianos and grands are manufactured by a division of the Goldsmith Piano Co. of Chicago, an industry of utmost responsibility. Smith & Nixon pianos have held a place very high in the esteem of discriminating musical people and, under present conditions, their position will be maintained. See Goldsmith Piano Co., in Part Three of this book. (I)

SOHMER & CO.

Pianos of this make are distinguished by their artistic character, and have for many years held their place among the best specimens of the piano-maker's art. They are manufactured in both grand and upright styles. Fine pianos in every respect, and the product of a house of highest responsibility. The new warehouses of Sohmer & Co., Sohmer Building, 31 West 57th Street, New York City, are among the handsomest piano establishments in this country. (I)

SOLO EUPHONA INNER-PLAYER

This remarkable instrument is the Euphona Inner-Player equipped with the well-known patented Solo Carola mechanism, the only device ever made whereby solo and accompaniment notes can be struck independently or simultaneously throughout the entire length of the keyboard with any desired degree of power. The result is a player-piano of the very highest artistic merit. The Solo Euphona Inner-Player is made in its entirety by The Cable Company, Chicago, which see. (I)

Piano Salesmen profit by reading Presto, The American Music Trade Weekly.

STARCK

From its first appearance a great many years ago it has been the ambition of the manufacturers of the Starck piano to create an instrument distinctive in its



expression of the skill and care by which it is produced. Mr. P. A. Starck had been engaged in the piano business during his entire lifetime and he had a desire to excel any of the instruments with which he had been associated. With this purpose in view he founded the industry that bears his name and he succeeded in presenting to the piano buying public an instrument of the highest type. The Starck uprights afford fine specimens of case design and the tonal effects are the result of expert scale draughting and acoustic development of the only kind that can insure evenness, power, and the gradations which delight the sensitive ear. The Starck grand pianos are artistic in construction and in results. They have shown a distinct advance of late years, and the character of tone and power attest to the methods employed by the skilled workers in the factory of the P. A. Starck Piano Company in Chicago. The Starck reproducing piano is a triumph in the most advanced department of construction. It has won the indorsement of many artists, and the Starck grand has been used and highly praised by pianists, vocalists and operatic artists whose testimonials form a sheaf of strength to these instruments. The Starck player-pianos include the very latest improvements by which are insured the most artistic effects and permit widest range of expression. Starck player-pianos are made in both grand and upright cases. Unique and distinctive features of construction will be found in the Starck piano; the most important of those special features is the sounding board construction which includes the Starck bent acoustic rim. This gives the Starck upright the tone of a grand piano and makes it especially well adapted for concert use. (I)

SOLO CAROLA INNER-PLAYER

A name used exclusively by The Cable Company to designate their well-known patented Solo Carola pneumatic player mechanism, which they install in their Conover, Carola and Euphona Inner-Player pianos. The invention was completed nine years ago, but instead of immediately placing these Inner-Player pianos on the market, they were put in testing rooms and their conduct watched under varying conditions and every conceivable test. These instruments are the first and only player-pianos so far invented on which you can strike any of eighty-eight solo or accompaniment notes, either independently or simultaneously, with varying degrees of power. There are eighty-eight slot-like openings extending above the regular orifices on the tracker board. This gives independent solo control to every one of the eighty-eight notes on the keyboard, and it is done without increasing the length of the tracker board. This new Solo Carola mechanism enables the production of a solo note with an intensity many times greater than the accompaniment, and on a very low air pressure. There are no levers to operate; it is all done automatically. These instruments will play any standard eighty-eight note roll. Naturally, player-pianos of this type appeal directly to musical people. The Solo Carola mechanism is installed in both the Solo Carola and the Solo Euphona Inner-player, to which refer elsewhere. (I)

SOLOTONE

The name adopted by Schaff Bros. Co. of Huntington, Ind., for their player-pianos. Instruments of such attractive characteristics and musical qualities as to have made them favorites wherever known. See Schaff Bros. (I)

STARR

The Starr Piano Co. was organized in 1872 at Richmond, Ind., by men whose names rapidly became known as among the best of American piano builders. The



foundation based upon advanced methods and a careful detail of workmanship soon received its award by the constant growth. This organization today occupies a factory consisting of thirty-one buildings and having a combined floor space of over five hundred thousand square feet. The buildings are located in the center of a plot of ground thirty-five acres in extent, which is devoted entirely to the interests of the company. This space affords the basis for an extensive and intelligent handling of lumber, the storage of more than four million feet, permitting every preparation requisite to be properly made for piano making. In this factory every part of Starr pianos and Starr-made pianos is completed from the basic material, including the player mechanism in its entirety. With these facilities every known labor-saving device has been possible and the elimination of cost greatly enhances values which can be given by this industry. The business of the company is ably directed by its executive officers—Mr. Harry Gennett, president; Mrs. Alice L. Gennett, chairman board of directors; Mr. Clarence Gennett, treasurer; Mr. Fred Gennett, secretary. All have devoted their entire lives to upbuilding of the business. The sales organization ably seconds the executive officers. The distribution of the products of the Starr factory is to all parts of the world. At competitive exhibitions held the Starr pianos have invariably obtained the highest awards, and number among the honors awards at the Cincinnati Industrial Exposition in 1880, the Chicago World's Fair in 1893, the National International Exposition in 1897, the St. Louis Exposition in 1904, the Seattle Exposition in 1909, the Panama California Exposition in 1915, and many others. Starr-made grand pianos are built in three sizes. The smallest size is but five feet two inches long and bears the company's copyrighted trade-mark "Minum," which indicates the exclusive features of this instrument. The other sizes of parlor and concert grand are well adapted for the field in which that class of instrument is used. Several models of upright pianos and player-pianos are made. In each of them the style and dimensions are varied to meet the particular requirement towards which the design of the instrument has been directed. The fundamental element of proper musical manufacture, the pure, even quality scale, is universally used, and the feeling which the resultant tone quality has obtained warrants the highest commendation. An extended number of models of player-pianos are likewise made. Many of the Starr models bear the exclusive feature of Starr-light, a luminous music well, making more attractive evening playing. All instruments made in the Starr factory are fully covered by an absolute guarantee. See Starr Piano Co. in Part Three. (I)

SOLO-CONCERTO

(Registered U. S. Patent Office)

The leading player-piano of the H. C. Bay Co. line, to whom refer. One style is manufactured equipped with the reliable H. C. Bay player action, made in its entirety in the H. C. Bay factory at Bluffton, Ind. Beautifully finished, and of fine musical tone, a player for the most exclusive trade. The H. C. Bay player action is proclaimed as one which "will be acclaimed by every tuner and player regulator looking after the instruments." H. C. Bay player-pianos have won a prominent place in the world of music and their production increases rapidly as the desirability of these instruments becomes known. (I)

STEINWAY & SONS

Almost from the first arrival in New York of the Steinway family, in 1850, the name has been famous in the history of the American piano. The single



aim of the founder was to produce an ideal instrument, and with what grand and satisfactory results, the career of the house which he founded attests. The Steinway piano is too well known and too distinctly and indisputably artistic in its sphere and standing to require any great endorsement here. Its development is a fascinating story and lends honor and credit to its makers as well as to the art of piano-making. "Steinway" pianos are made in all styles and for all climes and all lands; uprights, grands and concert grands. A specialty is also made of art pianos, specially designed, hand decorated and finished in a most sumptuous manner. The first Steinway piano was made by Henry Engelhard Steinway, with his own hands, at Seesen. Its construction occupied the leisure of a whole year. When Theodore Steinway, for whom this famous piano was built, was fourteen years old, the business of manufacture was so well perfected that the Steinway piano took the premium at the Brunswick Fair. In 1850 the family located in New York, leaving a thriving trade behind them in charge of Theodore Steinway, and bringing sufficient capital to start a new manufactory. Three years were occupied in learning American methods of work and then the factory was opened in Varick St., New York, by the father and his sons, Charles, Henry and William. A year later, March, 1854, the American Steinway piano took its first premium at the Metropolitan Fair, held in Washington, D. C. The Steinway overstrung pianos were next exhibited at the American Institute, held in the New York Crystal Palace, in 1855, and took all prizes. The London Exposition followed in 1862, and the Paris Exposition in 1867, at which the Steinway pianos received the first prize medal and the grand gold medal, respectively. The piano received at least thirty-five premiums at the principal fairs in the United States between the years 1855 and 1862, since which time the house has been an exhibitor at international exhibitions only. The "Steinway" has been used by the most eminent artists of both hemispheres and is as well known in art circles of the Old World as it is in the New. (I)

STANDARD

Manufactured by the Harrington Department of Hardman, Peck & Co., New York. A moderately priced instrument which fulfills in complete measure the public requirements. Its tone is very musical, and the vital qualities are perpetuated by durability. Special attention has been given to Standard case designs, executed by one of the most famous designers. For general charm and correctness of detail, these instruments are unique in their class. The name "Standard" is a registered trade-mark belonging to Hardman, Peck & Co. The Standard Player Piano, manufactured by Hardman, Peck & Co., is an instrument that can be sold at a popular price and still maintain the same special qualities that have made the Hardman line famous. See Part Three. (I)

STEINERT

The development of the Steinert piano has covered a period of many years under the personal direction of Alexander Steinert, present head of the house. His expert knowledge of practical piano building and the application of scientific principles of construction have been employed in bringing the Steinert piano to its present state of excellence. Offices, 162 Boylston St., Boston; factories at Boston and Leominster, Mass.

STEINWAY-PIANOLA

An artistic instrument consisting of the Steinway piano equipped with a Duo-Art Reproducing action. It is marketed solely by The Aeolian Co., New York. (I)

STEGER & SONS

The great industry by which Steger & Sons Grand and upright pianos, player-pianos, player grand pianos, reproducing uprights and grand pianos and Steger pho-



nographs are manufactured was established in 1879 and incorporated in 1892 as the Steger & Sons Piano Mfg. Co. The officers are C. G. Steger, president, a son of the founder; Charles E. Byrne, vice-president and general sales manager; Hon. Charles A. McDonald, treasurer. The factories are at Steger, Ill., where the Dixie highway and Lincoln highway meet, twenty-nine miles from Chicago, on the Chicago & Eastern Illinois Railroad. The town, which was founded by the late John V. Steger for the purpose of establishing there the great industry, has developed into a place of importance generally speaking, and of vast importance in its relation to piano manufacture. The town occupies a tract of 1,500 acres and the land was purchased by the company for development along the lines which have now given to it a conspicuous place. Steger is a community of intelligent, progressive citizens, the larger proportion of whom are workers in the piano factories controlled by Steger & Sons Piano Mfg. Co. Most of the workers own their own homes, which were built by the company and sold to employes on easy payments at cost of erection. The town is supplied with all of the conveniences of a modern city and the school system is a matter of local pride. Owing to the relations which exist between the piano industry and its employes there never arises any of the unrest which sometimes interferes with the progress of industrial communities. Strikes are never known there and the policy long ago adopted has insured not only the prosperity of individuals but the advancement of the Steger & Sons instruments throughout the entire country. Steger & Sons pianos, possessing beautiful tone and artistic excellence, have attained to a place of distinction in the musical world. From the first it has been the policy to insist upon the most careful workmanship and first cost has not been considered in any of the parts or processes which go to the creation of these instruments. They are represented and sold by a very large proportion of the prominent and progressive piano merchants of the United States. They are found in many of the leading musical colleges and conservatories, and are bought by discriminating lovers of music. A feature of the Steger & Sons pianos is the artistic case designs, and to this end a special art department is maintained in which are employed noted experts in the creation of original effects. Steger instruments are backed by the liberal Steger guarantee. The financial strength of the company is unquestioned. One of Chicago's imposing skyscrapers is the Steger Bldg., at the northwest corner of Wabash Ave. and Jackson Blvd. It is in the center of Chicago's piano row and it forms one of the impressive monuments to the attainments of the Steger & Sons industries. The Steger Bldg. is nineteen stories high and was erected at a cost of about \$1,000,000. General offices and warerooms, Steger Bldg., northwest corner Wabash Ave. and Jackson Blvd., Chicago. Refer also to Steger & Sons Piano Mfg. Co., in Part Three. (I)

The names of pianos are arranged alphabetically in this book. The same rule applies to the names of the industries by which the instruments are manufactured, as listed in Part III. To ascertain the character and reliability of any instrument refer to both Part I and Part III.

STECK

Steck pianos have for a great many years sustained a high place in the musical world. They are recognized as among the few old standard makes the fame of which survives. Some of the most distinguished artists have endorsed the Steck piano and in doing so have taken personal interest in testifying to the value of the many improvements and inventions contained in these instruments. The Steck Pianola is a combination of the Steck piano and the Pianola player action. See Aeolian Company, in Part Three. (I)

STERLING

Sterling pianos and player-pianos have long been favorites among the characteristically American instruments. They are of fine tone quality and their standing



in the world of music is all the commendation that could be desired by the most critical piano lover. In fact, "Sterling" is a name high in the annals of the American piano. It is the name of the founder of the industry, which was incorporated in 1866. The Sterling instruments stand as representative of the high attainments of American craftsmanship and in every particular they are recognized as leaders among people of discriminating tastes. Of late years a marked improvement has been made in the Sterling musical scale and under the present management the Sterling Piano Corporation is a powerful influence with trade and public. Refer to Part Three and see also "Huntington" and "Mendelssohn" in this section of this book. (I)

SPECTOR & SON

Pianos and player-pianos of good character and durability are manufactured by the Spector & Son Piano Co., whose wareroom and offices are at 324 Grand Street, New York. The factory is at 417-423 West 28th Street and is in charge of an expert piano maker. The output is sold mainly by the New York retail house on Grand Street.

SPENCER

Pianos and player-pianos of attractive designs and fine tone are manufactured by the Spencer Piano Co., Inc. Spencer pianos and players have attained a good place in the musical world and the industry is growing rapidly. Factory and office, 31st St. and First Ave., New York City.

SPIES

Manufactured by Kohler & Campbell, Inc., Fiftieth St. and Eleventh Ave., New York City, who control the name and assets of the Spies Piano Company. A popular priced piano of dependable value—an instrument that sells easily and gives satisfaction. (I)

STANDARD PLAYER ACTION

The name of a notable player piano action manufactured by the Standard Pneumatic Action Company, of New York City, the largest industry of its kind in the world. The trade-mark letter "S" is found on all products from this company, on patent plate in spool box. The Standard Pneumatic Action embodies many exclusive patented features of great value. This company is an organization of player specialists whose success has been unparalleled. Manufacturers of over 375,000 player actions in 15 years. Player actions of splendid character, backed by the five-year guarantee of a concern of unquestionable financial and commercial standing. Address: 638-652 West 52d St., New York.

ST. REGIS

This is a popular priced, durable piano; one of the products of the great house of Baldwin. See The Baldwin Piano Co., in Part Three. (I)

CHAS. M. STIEFF

Pianos and player-pianos of excellent reputation, manufactured by Chas. M. Stieff, Inc., Baltimore, Md. The Chas. M. Stieff piano is among the old and conservative instruments. These pianos are durable, well made and sustain the character of their makers as a responsible business house.

STORY & CLARK

Grands, uprights and player-pianos bearing this name are products of the old and responsible firm of the Story & Clark Piano Co., of Chicago, Ill., and



STORY & CLARK

Grand Haven, Mich., the extensive factory being in the latter city. The pianos and player-pianos of this house are of the high-grade class in every particular and they are in great demand because of their excellence and the enterprise of their manufacturers. Story & Clark instruments are nationally advertised and have been used by many great artists. Few piano industries can claim to have a larger distribution among music lovers of the highest discrimination. The house of Story & Clark is one of the oldest in the history of piano manufacturing in the west, and it has from the first stood unchallenged for integrity and ambition. Story & Clark pianos are made in uprights, grands, player-pianos and reproducing pianos. In addition, this great firm are the sole manufacturers of the Repro-Phraso player-piano. This new and beautiful instrument is a personal expression player enabling anyone to take any common 88-note music roll and trace the melody throughout the selection, perfectly phrasing, shading and obtaining sustenuto effects exactly as if you were playing with your hands on the keys. Special rolls are not required to obtain the fine musical effects. Office and warerooms, 173 North Michigan Avenue, Chicago. See also Repro-Phraso on a preceding page and Story & Clark Piano Co. in Part Three. (I)

STEHLE

William Stehle, 1006 W. Lexington St., Baltimore, Md., makes a meritorious instrument and one to be commended for tone quality and durability.

CHARLES FREDERICK STEIN

The name of an expert piano maker who, after long association with a famous old Chicago industry, has been manufacturing fine pianos and player-pianos which bear his name. A small industry of high ambitions. Established in 1924.

STODART

Manufactured by the Stodart Piano Co., at Southern Blvd. and Trinity Ave., New York. Trademark registered in 1892. The first Stodart piano was built



STODART



NEW YORK

in 1892. This company is controlled by Jacob Doll & Sons, Incorporated, to whom refer in Part Three. The "Stodart" is an instrument of established reputation and merit and has a wide reputation throughout the trade. See Jacob Doll & Sons, Inc., in Part Three. (I)

STRAUBE

Manufactured by the Straube Piano Company in its modern, complete factory at Hammond, Ind., 19 miles from Chicago. The Artronomie Player Action which is



Straube

installed only in Straube-made pianos, was invented, developed and is now manufactured exclusively by the Straube Company in its own factory. The feature of this player action, which has attracted extraordinary attention, is its dependability—the fact that it has reduced service calls to an absolute minimum. This dependability is the result of the many distinctive and exclusive features, both in design and construction, of the player action. Chief of these is the patented Pendulum Valve, by which troubles due to friction and corrosion in the valve mechanism are avoided. Straube Grands and Reproducing Grands are also made complete in the Straube factories. The Straube pianos are in the highest class of musical instruments, being made of the finest materials with painstaking care by expert workmen. The beautiful tone quality of the Straube—its evenness and purity—is due to the Straube scale which is musically and scientifically correct—the result of years of experiment and study. Straube is marketed by scores of dealers throughout the country, and its distribution is increasing with every year. It has proved a highly satisfactory product for the dealer because of the selling policy of the Straube Piano Company on the "satisfied customer" basis. Straube products are nationally advertised and are known all over the world. Because of their staunch dependability, Straube players are very favorably received in foreign countries. House in unquestioned standing. (I)

STRATFORD

Excellent pianos made under the direction of the Foster-Armstrong Co. division in their great factories at East Rochester, N. Y. The models of this instrument are appealing and are designed in conformance with the most desirable furniture of today. Various kinds of veneers are used and happily matched in pattern and blended with a fine sense of color taste so as to be particularly pleasing to the eye. The scales of the Stratford piano are drafted with great smoothness, so that there is an entire avoidance of breaks, thus producing from the lowest bass to the highest treble note a perfectly uniform tone. The Stratford players are equipped with thoroughly reliable player actions bearing the company's endorsement. Factory and offices at East Rochester, N. Y. Exhibition rooms at 437 Fifth Ave., New York. (I)

STRICH & ZEIDLER

Strich & Zeidler pianos and player-pianos make their appeal to the limited circle of music lovers who are not influenced by great names and are willing to pay



Strich & Zeidler

NEW YORK.

good prices for fine instruments. They are represented by many of the foremost piano houses throughout the country. Mr. William Strich, who founded the Strich & Zeidler piano many years ago, is an expert piano maker of distinction and his name is an ample guaranty of the quality of Strich & Zeidler instruments. The pianos are made in both uprights and grands. The Strich & Zeidler player-piano is in every way worthy of the piano bearing the name, and it holds its high place in the world of music by reason of the ambitions of its makers and the will that is devoted to its special merits. See Strich & Zeidler in Part Three. (I)

STROHBER

The Strohber piano from the beginning has been an instrument of marked individuality and durable quality. It is one of the "Pianos of Character" manufactured by the Smith, Barnes & Strohber Division of the Continental Piano Co. at Milwaukee factory. The "Strohber Diminutive" was introduced in 1921 and met with instantaneous success, due to its wonderful quality. It is a practical piano of modest proportion and design, with a tone remarkable for volume and quality. It is eminently adapted for the small apartment or bungalow, as well as the schoolroom. The diminutive player marks a distinct advance in player construction. (1)

STROUD

One of the several pianos manufactured by the Aeolian Company, of New York. Stroud pianos are in every way reliable and they are instruments of unquestioned merit. The tone is fascinating and the construction durable and dependable. See Aeolian Company, in Part Three. (1)

STUDIO

Designation applied to a style of the famous Autopiano to which refer.

STUDIO GRAND

A famous small grand piano—only 5 feet long—is known by this name. It is the instrument made by the Christman Piano Co., New York, which has won fame by reason of the distinctive character, flawless tone quality and beauty of design and construction. Refer also to Christman in this section of the book and the Christman Piano Co. in Part Three. (1)

STULTZ & BAUER

Pianos, player-pianos and reproducing pianos of distinction by one of New York's responsible and most reputable industries. They are handsome instruments, of fine tone-quality, and belong among the high-grade pianos in every particular. The Stultz & Bauer pianos, player-pianos and reproducing pianos are fine instruments which enjoy deserved distinction. These admirable instruments are made in grands, uprights and player-pianos and the name of Stultz & Bauer is in itself a guarantee of merit and security. The industry of Stultz & Bauer is owned and controlled solely by members of the Bauer family, under whose personal supervision every instrument is built. See also Stultz & Bauer, in Part Three. (1)

STULTZ & CO.

Good pianos manufactured by Stultz & Co., which industry is controlled by the Bjur Bros. Co., with factory at 705 Whitlock Ave., New York. Also make player-pianos bearing same name and of popular character.

STURZ BROS.

Sturz Bros. pianos and piano-players are distinctly high-grade instruments. In tone, finish and construction they have the right to an enviable position. Office and warerooms, 343 East 138th St., New York City.

STUYVESANT

One of the reliable popular pianos made by the great industry of the Aeolian Weber Piano & Pianola Co., to which refer in Part Three. (1)

SWEETLAND

The name of a very reliable and favorably known piano manufactured by the Cable-Nelson Piano Co., of Chicago; factory South Haven, Mich. The Sweetland piano is an attractive instrument of superior musical quality. See Cable-Nelson Piano Co., in Part Three.

SYMPHOTONE

Player-pianos of fine qualities made by Autopiano Co., New York, which industry owns this copyright name.

T-U**THOMPSON**

Pianos and player-pianos of durable character and beautiful tone designed to meet the popular demand, sustaining an excellent reputation, dating back to 1870.



Thompson instruments are carefully made, of approved materials. They possess musical merit which is quickly recognized by the prospective purchasers. They are the product of the Thompson Division of the Steger & Sons Piano Mfg. Co., of Chicago, and Steger, Ill. The financial standing of that company is unquestioned. Thompson pianos and player-pianos are so attractive in appearance and they are produced in such a variety of designs that they occupy a conspicuous place in the trade. Every detail in their manufacture receives careful attention of expert workmen. They are sold under a guarantee which leaves no doubt as to their responsibility. These instruments are handled by foremost piano dealers throughout the country and are in great demand. The factories are at Steger, Illinois, where the Lincoln and Dixie highways meet, and the offices in the Steger Bldg., at the northwest corner of Wabash Ave. and Jackson Blvd., Chicago. See also Steger & Sons Piano Mfg. Co. in Part Three. (1)

THAYER

Popular pianos bearing this name are from the factory of Bjur Bros. Co., New York City, which guarantees their reliability. (1)

TONK

Pianos and player-pianos of fine qualities and high repute. The Tonk piano is everywhere noted for peculiarly sweet and sonorous tone and excellence of



workmanship and material. As the product of one of the old-established New York industries whose entire career has been one of strict integrity and honor, it is natural to expect something distinctly good in the Tonk piano. And in this anticipation there is no disappointment, for this piano is of a kind to do credit to any name. In short, the Tonk piano is a sweet-toned, satisfying instrument, is durable and is musical. It is rapidly gaining in sale and also already enjoys a large export trade. The Tonk player-piano and Triplex Electric Player and Reproducing Grands and Uprights are no less satisfactory and their success is firmly established. One of the distinct and thoroughly demonstrated improvements in Tonk pianos and player-pianos is the combination rolled steel back construction. It is a feature that has been tried out and proved of great merit. Manufactured by William Tonk & Bro. (Inc.), whose factory and general offices are at Tenth Ave., Thirti-fifth and Thirti-sixth Sts., New York city. See William Tonk & Bro., Inc., in Part Three. (1)

Piano buying is an easy matter if you know the value of a good name.

TRAYSER PIANO CO.

The word "Trayser" became connected with the American piano industry in 1849. The instruments of that time, although necessarily few in number, displayed



great skill and a thorough knowledge of the industry which Mr. George L. Trayser had learned in the factories of his native Germany. He was actively associated with this organization bearing his name, during his business lifetime, after which it was absorbed by The Starr Piano Co., who are the manufacturers of these instruments today. With a foundation so well established, this organization has continued the development of the Trayser piano which has long been accepted among the higher grade instruments. The Trayser is guaranteed by The Starr Piano Co. See also Starr Piano Co., in Part Three. (I)

TROWBRIDGE

An old-time piano-name on instruments now produced by the Trowbridge Department of the Henry F. Miller plant of the Continental Piano Co., of Boston, Mass. The instruments are thoroughly well made, of fine tone quality and in every way reliable. The factory is at Wakefield, a suburb of Boston, and the offices at 395 Boylston St., Boston.

V**VICTOR**

Manufactured by the Bush & Lane Piano Company, in their extensive and finely equipped factory at Holland, Mich. Victor pianos and Victor Cecilian player-pianos



are thoroughly reliable instruments of high grade. The Victor instruments have been on the market for many years, during which time many thousands have been sold. Victor pianos are noted for their pleasing tone qualities and the unique and effective character of their case work. Dealers who handle these pianos speak most highly of the musical and the durable qualities of the instruments and expert musicians have indorsed in highest terms their admirable qualities. The name "Victor" is copyrighted and is the trade-mark and exclusive property of this company. The Victor Cecilian contains the famous Cecilian player action, which is so noted for its easy operation, versatility of expression effects and durability. Victor grands and uprights embody the highest musical ideals. See Bush & Lane Piano Co. in Part Three. (I)

VIRTUOLO

This famous player-piano was the product of the Hallet & Davis Piano Company of Boston. It is nationally advertised, nationally priced. In November, 1925, the control of the fine old Boston industry was acquired by the Premier Grand Piano Corporation of New York City, which now makes the grand pianos of the former firm, while the uprights are produced in the extensive factories of Jacob Doll & Sons. Instruments of unchallenged quality. (I)

Prospective piano purchasers who may think local dealers' advertising exaggerates, may have their minds set at rest by addressing Presto, the American Music Trade Weekly, Chicago.

VOSE & SONS

One of America's most distinguished pianos. The "Vose" piano has sustained itself in the respect of musicians and the admiration of the public through



more than half a century. The house was founded by Mr. James W. Vose, recognized as one of the greatest presidents of the many great piano manufacturing concerns of the country. From the first the career of the Vose piano has been steadily gaining until it has reached a position ranking among the foremost pianos of the world. The "Vose" pianos of today are marked by a distinct originality of case designs, careful and most thorough construction, and musical effects of the most satisfactory character. They are pianos whose characters are of a kind to attract the attention of people of refinement and good taste, both musically and artistically. The Vose & Sons Piano Co. is an organization of unquestioned financial standing and the highest integrity. The new Vose factory in Watertown, Greater Boston, Mass., is perfectly equipped for the most successful production of artistic pianos. The Vose grand piano has achieved a noteworthy success and the Vose Player with its patented features fully explains its popularity among connoisseurs. See also Vose & Sons Piano Co., in Part Three. (I)

VOLMER

Dependable and beautifully designed and finished player-pianos of this name are manufactured in the extensive factories of the H. C. Bay Company at Bluffton, Ind. They are very popular and are sold by reliable dealers. See H. C. Bay Company in this section of this book and also in Part Three. (I)

VIOLAGRAND

Name applied to small grand pianos by Paul G. Mehlin & Sons, to which refer in this section. The trademark is registered in U. S. Patent Office, Canada, Cuba, etc.

W**WARFIELD**

Warfield pianos and player-pianos are manufactured by the Waltham Piano Company of Milwaukee, Wis. The above company recognize the need of a piano of high quality of attractive case design and finish and of pleasing tonal qualities which will fill the wants of piano purchasers who want to get the best possible value for their purchasing power and have found that the demand for the Warfield has exceeded their very highest expectations. The perfection of equipment and scientific management of their large roomy factory has enabled them to produce this instrument in sufficient numbers without in any way interfering with the production of the requisite quantity of Waltham pianos. (I)

WALTERS

Durable pianos, made by the Walters Piano Co., New York. The factory is at Long Island City. The entire business and interests of the Walters Piano Co. are controlled by Bloomingdale Brothers, one of New York's big department stores.

HORACE WATERS & CO.

A name familiar in retail trade for many years. Horace Waters & Co., factory 7 West 139th Street, New York. Manufacture pianos in limited quantities. A responsible house. See also "Autola" and "Chester," in Part Two.

WALTHAM

Manufactured by the Waltham Piano Co., Milwaukee, Wis., Waltham pianos and player-pianos are constructed under the supervision of experts in every de-



partment of the great factory. All material has been carefully selected to insure the very best in every part used in its construction. The case work is especially worthy of mention. The case designs are artistic and of exceptionally solid and substantial construction. Waltham uprights and player-pianos are of fine tone quality and as handsome as durable. The Waltham reproducing player is also worthy of special mention on account of its life-like reproduction of the artist's skill. Another player which this company is featuring is equipped with an electric motor operated by turning a switch, and can at the will of the player also be operated by the foot pedals. All of the piano and player actions in Waltham instruments are of the best and are skillfully manufactured and regulated. The player action department is equipped for perfect workmanship and intelligent inspection previous to shipping the finished instruments. All Waltham pianos and player-pianos are very carefully inspected in the several departments through which they pass while in the process of construction, and receive a final and thorough inspection by the factory superintendent just before being turned over to the shipping department. A feature of the Waltham line are the Duo Tone styles which have created substantial interest in the trade and with the piano buying public. Notably the Waverly model has won marked success because of its peculiar beauty. A recent device to please the trade is a Harpenola attachment producing a harp tone either alone or with the piano as desired. In Waltham pianos the latest device used is the double tone violin back, increasing the volume and resonance of the tone and the quality of tone is also improved. (I)

WALDEMAR

Made by the Kreiter Manufacturing Co., Inc., of Milwaukee and Marinette, Wis., the offices being in the former city and the factory in Marinette. The Waldemar piano and player piano are named after the son of the president of the Kreiter Manufacturing Co. They are fully warranted by that responsible corporation. These instruments are handled by some of the largest and leading piano merchants of the United States, and have proved very popular and reliable in every particular. (I)

WALDORF

The Waldorf Piano Company, incorporated under the laws of the State of New York, 1908, owned and controlled by the Autopiano Company, manufactures one style player-piano and an expression player-piano, sponsored and vouched for by the Autopiano Company, thus assuring first-class material and workmanship. The Waldorf player wholesales at a very reasonable price. The financial standing of the Waldorf Piano Co. is unquestioned. Refer to Part Three. (I)

WASHBURN

Well-known pianos and player-pianos of the popular grade. One of the Lyon & Healy-made instruments which has attained to great popularity because of substantial material and musical merit. The house behind the Washburn is of the highest credit. (I)

WAVERLY

The distinctive name given to a very beautiful Duo Tone Model produced by the Waltham Piano Co. of Milwaukee. This instrument is in every way reliable and desirable. See "Waltham" and also refer to Part Three. (I)

WEAVER

Weaver pianos in uprights, grands and player-pianos and reproducing pianos possess the characteristics that mark the highest achievements in modern piano-making.



Old-time strength-assuring methods are combined with all the essential modern improvements in the manufacture of Weaver pianos, insuring the greatest possible durability. The scales are the product of the superintendent of the old but progressive Weaver Piano Co., Inc., of York, Pa., makers of these admirable instruments. The superintendent of piano construction belongs to a European family who have for three generations been expert piano makers in Europe and America. The ribbing, grading of the sounding-board and the adjustment of the weight of the strings in the Weaver piano have all been studied and wrought out so as to assure the highest development of the carefully drawn scales. The tone regulating and action regulating are so thoroughly done as to give the piano a most elastic and easy touch, and to make it capable of the finest shades of expression. In fact, the Weaver piano responds in every way to the most exacting demands of the accomplished pianist. The Weaver upright piano in large size has larger sounding board and longer strings than the small horizontal grand pianos of various makes, and is an upright grand piano with more volume and more of a concert grand tone than the small horizontal grands. Weaver pianos are used in Darlington Seminary, West Chester, Pa.; Friends' Graded Schools, Philadelphia, Pa.; Sacred Heart Academy, Lancaster, Pa.; Oglethorpe University, Atlanta, Ga.; Hood College, Frederick, Md.; State Normal School, Westchester, Pa.; Mount St. Charles College, Woonsocket, R. I.; Salisbury State Normal School, Salisbury, Md.; Yenching University, Peking, China. Its great durability has been demonstrated by the many years of service under severe usage. These pianos are also endorsed by many prominent musicians and teachers throughout the country, including such celebrities as Victor Herbert, Mme. Louise Homer, Frank Croxton, Frank La Forge, Alice Nielsen and many others. The Weaver player-piano represents the highest development in modern artistic player-piano construction. Its chief charms are its artistic elegance, simplicity of construction, ease of operation and durability, and its ready response to the most exacting demands of the artist. The Weaver Player is made as a standard 88-note instrument, operated by foot pedals, also as an electric reproducing piano, made under the Welte-Mignon patents. (I)

P. C. WEAVER

Pianos and player-pianos bearing this name are from the factory of the E. P. Johnson Piano Co., at Elgin and Ottawa, Ill. They were established in 1901 and Mr. E. P. Johnson, president of the industry, is a skilled piano maker. The two factories at Ottawa and Elgin, respectively, are perfectly equipped. (I)

WEBSTER

This piano has been prominent for many years. It was established more than a quarter-century ago. Reliable, popular instrument. The Webster player-pianos are of the same durable character and have a large demand. The Webster pianos and players are controlled by W. P. Haines & Co., of New York, with factories at Leominster, Mass. (I)

WEBER & SONS

A small industry at corner Wellington and Herndon Sts., Chicago, where practical men make a few pianos bearing this name.

WEBER

A piano of international renown, manufactured by the Weber Piano Co., of New York. The house of Weber was established in 1852. The pianos of this make have been held in high esteem by artists and the musical public. In 1904 the Weber Piano Co. received from His Majesty, Alfonso XIII, a royal warrant of appointment as piano manufacturers to the court of Spain. His Holiness, Pope Pius X, also honored this distinguished concern by appointing it his personal purveyor and also for the apostolic palaces. The Weber Piano Co. is controlled by the Aeolian-Weber Piano & Pianola Co., Aeolian Hall, 29 W. 42d Street, New York. (I)

WEGNER

Manufactured by the Kreiter Manufacturing Co. in the large and perfectly equipped factory of that industry at Marinette, Wis.; executive offices, Kreiter

WEGNER
MILWAUKEE
PARLOR GRAND

Building, Milwaukee, Wis. A very popular piano of medium price sold by responsible dealers throughout the United States, Canada, Honolulu and South America. Perfectly safe instrument to buy. (I)

WEGMAN

Instruments of fine character bearing this name were for many years made at Auburn, N. Y. Pianos and player-pianos of same name and also of good quality are now produced in the factory of the new Wegman Corporation, at 26 Tenth Ave., New York City.

WEIDLING

The name of a skilled piano craftsman who established the industry that bears its name in the spring of 1925. The instruments produced are the F. J. Weidling pianos and player-pianos. They are of quality, the tone being full and sympathetic and the cases well made, durable and attractive to the eye. The company is capitalized for \$20,000 paid up, and the officers are F. J. Weidling, president, and H. W. Egeland, secretary and treasurer. Safe instruments to buy and the products of an ambitious industry. Office and factory, 3945 N. Western Ave., Chicago, Ill.

WEISER & SONS

Pianos and player-pianos of high-grade quality manufactured by Weiser & Sons, Chicago. They are equipped with a patented Acoustic Resonator in addi-

WEISER & SONS
CHICAGO

tion to a regular sound-board. The Weiser & Sons piano has been manufactured for a good many years, and while produced in small numbers it is of fine quality. The manufacturers also produce a piano known as the Weiser & Sons Inverto Grand, which is an upright in which the sounding board, plate and back are made on lines of a grand piano. They also manufacture two styles of grand pianos, one 5 feet 2 inches and another 5 feet 10 inches long. The best of material is used, and some of the best local artists use them in their studios. Office and factory, Kedzie Ave. and 21st St., Chicago, Ill.

It is seldom wise to buy a piano on the statement that it is at "less than cost," or for "factory introduction." Pianos by reputable manufacturers are not sold that way. Buy of the established dealers and respect their judgments.

WELLINGTON

The Wellington pianos belong to the extensive line of instruments manufactured by The Cable Company, Chicago. They possess an attractiveness of case design,



and finish, elasticity of action and durability, not surpassed by many pianos of much higher price. In tone quality, in durability and in appearance the Wellington pianos reveal evidences of masterly piano building skill and, price considered, are hard to equal. These instruments have been found so satisfactory that they are in great demand throughout the country and have also won an export trade of large proportions. While not an expensive piano the Wellington presents all the elegance of finish and melody of tone character that charm the lover of good pianos. It is a reliable piano in which the buyer receives a large return for a comparatively small investment. Its manufacturers possess peculiarly great facilities for the economical production of good pianos and they have succeeded in creating instruments of rare attractiveness at prices within the reach of the people. The Wellington is a safe piano and a splendid value. Refer to The Cable Company, in Part Three. (I)

WELLSMORE & CO.

Pianos and player-pianos of popular character and medium prices are made by the Wellsmore Piano Co., Inc., at 117 Cypress Ave., New York City. The indus-



try has made rapid growth and is producing a large number of reliable instruments which have attained a brisk demand. These instruments are fully guaranteed by their makers and are reliable in every way. It is safe to recommend these instruments to buyers who want attractive case designs, good tone quality and durably constructed pianos at the minimum prices for safe investments. They have long since demonstrated that they possess the qualities that satisfy. (I)

WERNER

Manufactured by the Werner Piano Co., in a well-equipped factory at Morgan and Superior Sts., Chicago. This company was established in 1903; make pianos,

WERNER
CHICAGO

player-pianos, grand and reproducing pianos in large numbers. They are always reliable instruments, and they are handled by many large and responsible dealers throughout the United States. The capacity of the Werner Piano Co. factory is very large and its output is steadily increasing. A safe piano for popular trade. The Werner player-piano has secured a strong position in the trade on account of its simple and effective method of operation and control. (I)

WESER BROS

Weser pianos and player-pianos are made by the old established, highly responsible firm of Weser Bros., Inc., 520-528 West 43rd Street, New York City, estab-

WESER BROS.
NEW YORK.
CABINET GRAND.

lished in 1879. The product of this factory is shipped to all parts of the world and the organization is reputed to make one of the highest grade commercial pianos. Its commodious factory contains over three acres of working floor space. Weser pianos are noted for their excellent case construction, splendid mechanical qualities and attractive prices, all of which are made possible by a modern, highly efficient factory. The various models offered to the piano trade represent the very latest thought in piano construction. This enterprising old industry of Weser Bros., Inc., is one of absolute reliability and high financial responsibility. Refer to Weser Bros. in Part Three. (1)

WENTWORTH

The Wentworth Piano Co., of Boston, manufactures the Wentworth pianos and player pianos. See National Piano Co. in Part Three. (1)

WESTERN ELECTRIC

Automatic pianos of reliable construction are manufactured by the Western Electric Piano Co., whose factory is at 429 W. Superior St., Chicago. (1)

WEYDIG

Pianos, player-pianos and "Radi-O-Players" of attractive designs and durable characteristics are manufactured by The Weydig Corp., 133rd street and Brown Place, New York City. Established in 1880.

WHEELOCK

Popular instruments manufactured by the Wheelock Piano Co., of New York, which is controlled by the Aeolian Weber Piano & Pianola Co. Offices, 29 W. 42nd St., New York.

WHITMAN

Popular pianos and player-pianos made by the Weydig Piano Corporation, 133d Street and Brown Place, New York City.

WHITNEY

The Whitney piano is now made in the grand and manufactured in Chicago. It is thoroughly reliable. From the fact that the intrinsic value of this instrument is not sacrificed to external appearance or to answer fictitious claims, it represents real musical worth, although sold at a medium price. See W. W. Kimball Co. in Part Three. (1)

WIDDIFIELD

This is the name of one of the popular pianos made by the Warren Piano Co. of Warren, Pa. The founder of this industry, Mr. Thos. Cook, long ago gained a fine place in the trade by his upright methods and unchallenged integrity.

WILLARD

A thoroughly good piano of medium price, made by Smith, Barnes & Strohber Co., in their large factory at Chicago, Ill. The Willard piano has been on the market for more than twenty years. It has proved itself to be of dependable construction, good and lasting tone and reliable in every way. (1)

WILBUR

Popular pianos and player-pianos manufactured by the Pease Piano Co. of New York, which insures their reliability as instruments of good tone and values of the medium grade.

P. S. WICK

Upright pianos, player-pianos, grands and reproducing pianos of distinctly high-grade quality and attractiveness are manufactured by the P. S. Wick Co., of North St.

P. S. Wick.
St. Paul.
Cabinet Grand

Paul, Minn. The best of materials are used in these instruments and the construction is beyond reproach. The result is a tone that is at once powerful, sensitive and pleasing to critical ears. The case designs are refined and beautiful and the finish is in keeping. The P. S. Wick is a piano of the progressive kind, and its makers are ambitious to win and sustain the reputation for producing none but instruments of the high class by which reputations are made. The president and treasurer of the company making these pianos is Mr. P. S. Wick, a gentleman of large experience in this line of industry. These famous instruments are now produced also in small grands and full-sized grands and they are in every way representative of fine ambition fully realized. (1)

WILFRED

Instruments of beautiful tone quality and fine craftsmanship manufactured by the Wilfred Piano Co., 156th St. and Whitlock Ave., New York. The company consists of H. C. Frederici, Wm. S. Heslop and Jacob Skubis, all experts in the various departments of fine piano manufacture. The industry was established in 1913 and has grown steadily. The player-piano actions are manufactured in the company's factory as are also the piano cases. Wilfred pianos and player-pianos are the products of skilled artisans, and the members of the company take personal pride in the creations of their energies. (1)

WILSON

Wilson pianos and players are manufactured in the large and well-equipped factory of the Waltham Piano Company, at Milwaukee, Wis. The Wilson Piano fills the need for a well-constructed piano which can be marketed at a reasonable price and which is at the same time a reliable and durable instrument, which will stand the test of time and wear and has durability, excellent tonal qualities, artistic case designs, durable finish and has enjoyed an excellent demand which is constantly increasing. See Waltham Piano Co. in Part Three. (1)

WINTER

Winter & Co. pianos and player-pianos are produced in approved manner, and of the best materials and all genuine Winter pianos bear the name on the fallboards and it is cast in the iron plates. Pianos bearing this name are recommended as absolutely safe to buy. The new factory is at 863 E. 141st St., New York.

WING & SON

The Wing & Son pianos and player-pianos are manufactured by that firm in New York city, and are sold only direct to their own customers. The firm of Wing & Son is one of the oldest in the trade, having been established in 1868 as Doan, Wing & Cushing, which was succeeded by Wing & Son in 1873, and now by the third successive generation of Wing piano makers.

WINKLER PIANO CO.

Pianos and player-pianos of good character are made in steadily increasing numbers by Winkler Piano Co., Trenton, N. J. The product of experienced manufacturers, whose ambition is to excel, these instruments deserve the confidence of the musical public. They are favorites with a large number of the prominent pianists in Trenton, their home city.

WILLIAMS

Pianos and player-pianos manufactured by the Williams Piano & Organ Co., in their well-equipped factory at 1257 Fullerton Ave., Chicago, enjoy a wide



Williams & Sons
— Chicago —

reputation for sweetness of tone and all-around reliability. The fine new Williams six-story fireproof factory is modern in every appointment and has every needed improvement for the manufacture of high-class pianos and every convenience for the welfare and comfort of their workmen. The Williams Piano & Organ Co. is the outgrowth of the old firm of J. W. Williams, established 1855, J. W. Williams & Sons, 1884, and incorporated under the present name in 1899, the present capital stock and surplus being over \$350,000. The officers are H. B. Williams, president; Carl S. Williams, vice-president and treasurer; Bradley P. Williams, secretary. Mr. Carl S. Williams, treasurer and factory manager, long recognized by artistic piano makers as a man of unusual musical taste and judgment, has given much time, attention and scientific experimentation to that department of piano construction which specially pertains to tone. Mr. Williams' successful endeavor has been to produce a piano that spontaneously responds to the varying moods of the musician and for the time becomes a part of himself. This characteristic or quality can only be found in pianos built from an artistic instead of a commercial point of view. The Williams pianos are made by a firm of unquestioned integrity and of the highest commercial and personal responsibility, and is a safe piano to buy. (I)

WISSNER

Mr. Otto Wissner is a thoroughly skilled piano-maker whose ambition to excel has never relaxed. The tone quality of the Wissner pianos and player-pianos is of refined and satisfying character. The Wissner piano is used in a number of prominent music schools and colleges and always with most satisfactory results. Offices, 55-57 Flatbush Ave., Brooklyn, N. Y. (I)

WURLITZER

This is the name of a complete line of pianos, upright pianos, grand pianos and reproducing and expression pianos, both grands and uprights. The upright pianos



WURLITZER
REG. U.S. PAT. OFF.

are manufactured by the Rudolph Wurlitzer Mfg. Company in their great plant at North Tonawanda, New York. The grand pianos are manufactured by the Wurlitzer Grand Piano Company at De Kalb, Ill. The combined capacity of the two plants is about 25,000 instruments a year. The line is one of the most varied and complete in the piano trade from the studio, the smallest sized upright to the largest reproducing grands in costly period and art models. The factory at De Kalb is famed particularly for the variety and beauty of its art model and period model grands. The reproducing mechanism used in reproducing pianos is the famous Apollo which has many exclusive patented features and is unexcelled for its faithful reproduction of the performances of the world's greatest pianists. Wurlitzer is a recognized stamp of quality on any piano. See Wurlitzer in Part 3. (I)

WOODBURY

Well-made pianos and player-pianos, manufactured by the Jewett Piano Co., of Leominster, Mass. These instruments have been in the market for many years and have sustained the reputation of a responsible industry.

O. W. WUERTZ

Well-made pianos and player-pianos made by the O. W. Wuertz Co., Inc., 1907 Park Ave., New York.

Y - Z**YORK**

Pianos and player-pianos made by the reliable Weaver Piano Co., of York, Pa. The York is a strictly high-grade instrument of the utmost reliability. It possesses



THE York
WEAVER PIANO COMPANY.
YORK, PA.

fine musical qualities and its case designs are of exceptional beauty. The York player-piano is an exceptional instrument, with heavy strings and back. It is fully warranted by this reliable company. It has superior tone quality, is strong and durable and responds equally well to the forceful, popular operator and the most cultured player of refined tastes. The cases are artistic in design and beautifully finished. These qualities, combined with rugged construction, making for great durability, have led to the purchase of York pianos by Mount St. Charles College, Woonsocket, R. I.; Radio Broadcasting Station, Red Bank, N. J.; Asbury M. E. Church, Peking, China; Penna. State College, State College, Pa.; State Normal School, Frostburg, Md.; Copley Square School of Music, Boston, Mass., and numerous other schools, churches and music teachers. (I)

KARL ZECK

This name has been established by the Karl Zeck Company, and the instruments are made by the Clarendon Piano Co., a division of the Haddorff Piano Co. Karl Zeck instruments are produced in fine uprights, grands and player-pianos, and possess many excellences appealing to the discriminating judge of tone. Perfectly safe instruments to buy and guaranteeing good values and lasting satisfaction.

WHERE DOUBTS ARE DISPELLED

Answering All Questions About Pianos Is a
Regular Department of



Presto
THE AMERICAN MUSIC TRADE WEEKLY

PART TWO

TRADE-MARK AND SPECIAL NAME PIANOS AND PLAYER-PIANOS

[A list of unidentified piano names will be found in Section II, of this Part Two, beginning at page 130. Their publication implies no challenge to their character but merely that their origin is unknown to the editors, who invite manufacturers and merchants to supply information for future editions of this book.]

This Part Two of Presto Buyers' Guide is divided into two sections in order to separate the names of instruments the origin of which is known to the editors and can therefore be intelligently classified from the other names that mean nothing as a guide to their character because they appear upon instruments whose origin is not known outside the factory office or stores in which they are offered for sale. Of course, lacking positive knowledge of origin, it is not possible to analyze the instruments in Section II of this Part Two. Many names of pianos which are now wholly extinct also appear in this section as a matter of historical record.

For many years it was customary to refer to all pianos bearing names other than those of their makers as "stencil" pianos. While, with the advance in methods of manufacture, and the changes in custom, the trade and public have largely outgrown the prejudices against pianos bearing names not generally known, it is nevertheless true that to possess a fine instrument, and to be secure in the warranty, it is well to know the origin or manufacturer of the instrument purchased. The advertised name on a piano is, in itself, a guarantee and a security.

Reliable piano merchants who sell pianos bearing their individual names will not hesitate to give the actual makers' names upon request. The maker's name at once settles the responsibility of the instrument, though it may not fix its quality, and the particulars concerning the more prominent manufacturers will be found in Part Three of this book.

Many retail piano merchants sell instruments bearing their personal names. Such names are not, as a rule, listed, because they are used locally and the instruments are best judged by the character of the dealers whose names they bear. If a retail house is responsible it is fair to assume that the guarantee given with the piano is a good one, though, on general principles, it is good judgment to buy instruments whose names appear in Part One of this book.

TRADE MARK PIANOS PLAYER PIANOS

[For a definition of Trade Mark Pianos see Page 5]

NOTE: This department will be found in a large sense historical, because it contains brief data concerning instruments and industries now extinct. In some instances pianos bearing the historic names may still be in the market, but usually if of any value the instruments here classified must be new ones. Whenever the initial (I) follows the items reference to the manufacturers of the instrument named will be found in Part Three of this book.

Acoustigrande

Pianos of admirable character were for many years produced by Chickering Bros., a firm now extinct.

Adapto

The name of a player-piano action applied to any upright piano, manufactured by the Lindenberg Piano Co., of Columbus, Ohio, now extinct.

Aeriola

Trade name used and controlled by the J. W. Jenkins Sons Music Co., of Kansas City. Well made and reliable instruments.

Albert

Popular pianos from the Mansfield & Co. factory, New York, bear this trade name.

Albrecht

An old piano name borne by instruments long made in Philadelphia.

Aldrich

Well made uprights and grands from one of the larger western factories whose guarantee is ample protection.

Alexander

Medium-grade pianos were for years made at Waterloo, N. Y., and later by the Wegman Piano Co.

Altona

Popular pianos and player-pianos made by a large and reliable Chicago industry.

Antisell

Trade-mark name on pianos of durable character sold by Elbel Bros., South Bend, Ind.

Apartment Grand

Name applied by Lyon & Healy, Chicago to the artistic small grand piano manufactured by that house.

Archer

Pianos of popular character made by the Archer Piano Co., controlled by the Baumeister Piano Co.

Arion

Name used on pianos by various manufacturers. The original "Arion" was an excellent commercial piano.

Arlington

A very old piano name found upon instruments of commercial character produced in several factories.

Artronomie

Name of player-piano action of the Straube Piano Co., which see in Parts One and Three.

Art-o-tone

Name applied to the artistic pianos manufactured by the Schumann Piano Co., of Rockford, Ill. Refer to "Schumann" in Part One and also to the Schumann Piano Co. in Part Three.

Artola

Trade-name advertised by the Rudolph Wurlitzer Co.

Arto-Reproducing

Name of a high-grade player from the factory of the Ahlstrom Piano Co.

Artonola

One of the trade names used by the Ahlstrom Piano Co., on high-grade players.

Arthur

One of the several instruments of popular grade from the industry of the C. E. Byrne Piano Co., of New York City. Now out of business.

Artistano

This name was for years applied to the high-grade player-pianos of the A. B. Chase Co.

Artist

Player-pianos of admirable character bear this trade-mark name. They are from one of the largest and most reliable New York industries.

Auburn

Well-made instruments from the factories of the Waltham Piano Co., Milwaukee.

Augustus Baus & Co.

Commercial trade-mark pianos of this name are made in New York.

Aurora

Pianos of this name have been advertised by a large and responsible Chicago music house.

Autola

Registered trade-name of player-pianos made by Horace Waters & Co., New York City.

Auto-Player

Trade name employed by the Werner Industries of Cincinnati as player-pianos.

Autostyle

Name employed by the John Church Co., of Cincinnati, on player-pianos.

Auto Pneumatic

The name of a famous player-piano mechanism which forms a division of the Kohler Industries, New York.

Avalon

Trade name used on pianos sold by large San Francisco house.

Bach

A trade name employed on pianos for the Martin Bros. Co., of Rochester, N. Y.

Bachman & Sons

Trade-mark pianos made in a large and responsible factory for popular sale.

Baermann & Co.

Trade-mark used on pianos of good popular quality. Name controlled by F. A. Blackmer, West Somerville Station, Boston.

Bahnsen

In 1905 the old established industry of Bahnsen Piano Co., in St. Louis, was bought by Henry Detmer, of Chicago.

Bancroft

Pianos of this name are from the Germain Piano Co., Saginaw, Mich.

Banner

Pianos of popular character sold by the Inter-State Mfg. Co., of Iowa City, Iowa. They are from several industries.

Banj-O-Grand

A name employed by the Nelson-Wiggen Piano Co., an automatic piano of fine character. See Nelson-Wiggen Piano Co. in Part Three of this book.

Barklay

Trade name on commercial pianos sold by J. W. Jenkins' Sons Co., Kansas City.

Beckman

A name used on durable pianos especially made to sell at popular prices. Well made and durable.

Beckwith

Trade-mark pianos handled by a large Chicago house in its mail order business. Made in the factories of reputable industries.

Belding

Popular pianos made by an established Philadelphia industry whose product is reliable.

Belford

A name on a piano formerly made for and sold by Bloomingdale Bros., of New York City.

Belmont

In May, 1902, Mr. Samuel Emery started a small piano manufacturing business under the style "Belmont Piano Co." (not incorporated) in New York City. This name has also been used on so-called special pianos.

Bell Brothers

Pianos bearing this name have been made by an industry at Muncie, Indiana. They have been durable instruments.

Bellwood

Pianos and player-pianos bearing this name were manufactured by a New York industry.

Benedict

Name used on good commercial piano sold by branch houses of a big Chicago concern of unchallenged reliability.

Bennett-Bretz

Trade-mark name of popular grade of instruments from the factory of Chas. M. Stieff, Baltimore.

R. M. Bent

An old-time New York piano manufacturer whose instruments stood well until discontinued.

Berkeley

Name used on pianos advertised by a large Western retail piano house.

Berrywood

Instruments advertised by a big house in the West, the guarantee of which is sufficient.

Bishop

Well-made and reliable popular grade pianos from one of the largest industries in the Middle West.

Blackstone

Name employed on well-made piano by the Geo. P. Bent Company, of Louisville, Ky.

Blasius

An old name in the piano industry, having at one time held a prominent place in Philadelphia, Pa.

Boudoir

For many years admirable small sized upright pianos bearing this name were made by the Lindenberg Piano Co., of Columbus, Ohio. Now discontinued.

Bourne & Son, Wm.

One of the oldest Boston piano industries was that of Wm. Bourne & Son, which existed until two years ago.

Bowen

Pianos bearing this name were made by a reliable Boston industry, but name was discontinued in 1920.

Bradford & Co.

Popular instruments from a reliable and extensive Western industry.

Bradley

Trade mark used by the International Piano Mfg. Co., of Fall River, Mass., now extinct.

Bradstreet

These pianos are made by one of the best known makers of reliable instruments. The tone is resonant and pleasing to the musical ear. The cases are solidly constructed and of artistic design.

Carl Brambach & Son

Pianos bearing this name were made in New York until summer of 1912, when the firm was dissolved and the stock sold to the Laffargue Co.

Brandon

Durable pianos of popular character made in New York for the reliable house of Byron Mauzy.

Burdett

A famous name in musical annals. It is the name of a fine line of reed organs manufactured by S. N. Swan & Sons, of Freeport, Ill.

Burton

Well made instruments bearing this name have come from a famous Boston industry.

Byrne, C. E.

The C. E. Byrne Piano Co., of New York, was for years a large producer of popular grade and commercial pianos.

Callenburg & Vaupel

One of the pioneer names in the New York piano industry. In the Civil War days pianos of this make were largely sold throughout the North.

Cameron

Popular pianos have been made by the A. B. Cameron Piano Co., New York.

Camp & Co.

One of the several lines of pianos and players manufactured by the Henry G. Johnson Piano Mfg. Co., of Bellevue, Iowa. Well made instruments fully guaranteed.

Candler

Popular grade pianos were made by the De Rivas & Harris Piano Mfg. Co., of New York, until that concern retired in fall of 1922.

Carlisle

Pianos of this name were for years manufactured by the Chase-Hackley Piano Co. They were of popular design and character but dependable always. They have come from one of the old industries of the middle west.

Carlton

Trade-mark used by a large New York industry on popular pianos.

Carl & Bowers

Pianos bearing this name are made by one of the best known manufacturers of reliable instruments. The tone is clear, pure and sympathetic. The cases are strongly built and of beautiful and artistic designs. These pianos are marketed and warranted by a company whose financial standing is well known to the music trade.

Celeste

Trade-mark used on player-pianos of thoroughly reliable character from a distinguished New York industry.

Cellotone

Used on trade-mark pianos and player-pianos, of good quality, sold by S. A. Hawke & Co., Malden, Mass.

Chandler

Pianos made by a responsible New York industry for popular sale. Good values for moderate cost.

Chase & Baker

For several years a very live piano industry of this name operated in Buffalo, N. Y., but is now extinct.

Chauncey

Made for the reliable house of C. C. Mellor Co., Ltd., of Pittsburgh, Pa.

Chester

Registered trade-mark name used on popular grade instruments of Horace Waters & Co., New York.

Church Co., John

Name of an old Cincinnati concern used on pianos from the factory of that house at Dayton, Ky. Now discontinued.

Clariton

Employed on good grade commercial pianos sold by reliable house in Sioux City, Iowa.

Clayton

Player-pianos of good and durable quality are made for Grinnell Bros., of Detroit, Mich., and guaranteed by that reliable house.

Clifford Wells

Trade-mark controlled by the house of J. W. Jenkins' Sons Music Co. of Kansas City, Mo. Reliable pianos made by a large industry and guaranteed by a reliable retail house.

Clinton

Pianos and player-pianos controlled by Martin Bros., of Rochester, N. Y., bear this name.

Clough & Warren

At one time a famous reed organ industry, and later piano industry bore this name, with factories in Detroit and Adrian, Michigan. Now extinct save as makers of phonographs.

Colburn & North

Name used on trade-mark pianos from a large Mid-West industry and retailed by a prominent establishment in Kansas City and elsewhere. Instruments of good value.

Coleman & North

Good commercial instruments made by reliable Milwaukee industry.

Collins-Decker Co.

Durable and attractive pianos from a reliable Chi-West industry.

Compton-Price

For many years an industry bearing this name produced pianos. The pianos were discontinued in 1918.

Concord

The Concord Piano Co. was established by Mr. Geo. P. Bent, of Chicago and later merged with the Geo. P. Bent Co., now of Louisville, Ky.

Concordia

Well-made pianos of good quality made by a reputable Chicago industry of conservative characteristics.

Coolidge

Distinctly reliable pianos of this name are controlled by the Coolidge Piano Co. of Boston, with paid-up capital of \$10,000.

Columbia

An industry was established in 1923 called the Columbia Cabinet Co., which has been making small grand pianos of popular kind which bear many names. Factory, 400 West Erie Street, Chicago.

Conreid

Trade-mark name controlled by Gimbel Bros., Philadelphia. Popular pianos made in several New York factories.

Conservatory

Trade-mark name used on popular pianos from a large New York factory.

Convertola

Fine instruments from the Lindenberg Piano Co., of Columbus, O., bore this name which is no longer employed.

Thomas Cook & Sons

Pianos of good quality from the Warren Piano Co., of Warren, Pa.

Copley

Pianos and player-pianos of this name were made by a large Chicago industry for a Peoria retail house now retired.

Cote

Pianos bearing this name have been made in large numbers by the Cote Piano Mfg. Co., of Fall River, Mass., which later became the International Piano Mfg. Co., but is now extinct.

Cremona

Automatic instruments bearing this name are made by the Marquette Piano Co., 2421 Wallace St., Chicago.

Crescent

This name was used on good instruments handled by the Harding & Miller Music Co., of Evansville, Ind.

Cromwell

Trade name on popular grade pianos, controlled by the Bogart Piano Co., New York.

Crownstay

This trade mark is employed by The Cable Company, Chicago, on instruments having the curved sounding-board patented by that industry. See Cable in Part One.

Crowninshield

Pianos bearing this name are sold by Chas. S. Norris of Boston, who claims the trade-mark.

Curtice

Popular trade-mark pianos from a large and responsible industry in Illinois.

Dance-O-Grand

Name applied to a remarkable instrument of the coin-operated automatic orchestra manufactured by the Nelson-Wiggen Piano Co. of Chicago, to which refer in Parts One and Three.

Dayton

Popular pianos bearing this name are made by The John Church Co., of Cincinnati, in the factory of that house at Dayton, Ky.

Decker Bros.

A one-time famous name in the piano world. The only legitimate "Decker" piano today is that of Decker & Son, of New York, also a famous industry.

Denniston

A guaranteed instrument made by a responsible New York manufacturer.

Demorest

Popular instruments made and guaranteed by a responsible New York industry.

De Luxe

Pianos bearing this name were for a few years made in small quantities by the De Luxe Piano Co. controlled by practical piano makers, which suspended in 1924.

De Rivas & Harris

Popular-grade pianos were made in large numbers by the De Rivas & Harris Piano Mfg. Co., of New York.

Diehl's Altona

Good popular instruments bearing the name of a retail house at Milledgeville, Ill., and made by a large Chicago industry.

Dobson

For years pianos were made by E. S. Dobson & Co., New York, but industry was discontinued on the death of Mr. Dobson in 1923.

Doylmarx

The trade-mark of the house of D. S. Andrus & Co., Elmira, N. Y., which is a stockholder in the New York piano industry of Winter & Co. Popular pianos produced in a representative factory.

Draper

A guaranteed instrument made by a responsible New York manufacturer.

Droop

Good pianos made for a distinguished house in Washington, D. C.

Duchess

Trade name of one of the line of player-pianos of the Werner Industries of Cincinnati.

Dulcitone

Name used by a large western piano industry.

Dunbar

Name used as trade mark on pianos of popular character sponsored by the W. W. Kimball Co., of Chicago.

Durand

Pianos of popular character bearing this name are made for Robelen Piano Co., Wilmington, Del., by a reputable New York industry.

Dunham

An old name in the piano industry. Instruments last made at Scranton, Pa.

Durham

Made at one time by the Schubert Piano Co., a responsible piano manufacturing concern of New York City.

Durrell Bros.

Well-made instruments have been made in small quantities, by a Boston firm of this name.

Dynacord

Trade-mark name owned by the Amphion Piano Player Co., makers of actions for player-pianos, at Syracuse, N. Y.

Ebe

Name of a New York piano industry which failed in spring of 1921.

Eberhard-Hayes

The name of a well-established piano house in Wichita, Kas., which sells instruments made in a large Chicago factory.

Ebersole

Well known name in the trade of Cincinnati a few years ago. Originally made by old Smith & Nixon house and later by Butler Bros.

Edward & Sons

Popular pianos in the fine and reliable of instruments from the great factories of the Story & Clark Piano Co., at Grand Haven, Michigan.

Elberon

Name used on pianos by Ludwig, Baumann & Co., a department store of New York City.

Elburn

Name used on popular instruments extensively by the large and perfectly responsible house of J. W. Jenkins' Sons, of Kansas City, Mo. The pianos and player-pianos are perfectly safe instruments to buy.

Electra

A small number of electric pianos have been made under this name by an extinct Ohio concern.

Elgin

Trade-mark pianos of durable character from one of the greatest American industries.

Ellar

Made by the Schmidt-Dauber Co., New York.

Ellwood

Name of a thoroughly reliable player-piano controlled by a high-grade Chicago industry; a dependable instrument in every way and the trade-mark name is a sufficient guaranty of quality.

Ellsworth

Trade-mark pianos bearing this name are from the factory of a powerful eastern industry.

Eltinge

Popular pianos and players made by a New York industry for sale at moderate prices.

Emmett

Pianos and players of good quality controlled by the Coolidge Piano Co. of Boston, an incorporation capitalized for \$10,000. (See Coolidge in this section.)

Emerald

Well-made, popular pianos manufactured for Emerald Piano Co. in a large and perfectly equipped factory in Milwaukee, Wis. Durable instruments at a moderate price.

Empire

A guaranteed instrument made by a responsible New York manufacturer.

Empress

Popular pianos bearing this name are guaranteed by Lyon & Healy, Chicago.

Erbacher

Popular pianos from a large New York industry bear this name.

Erhard

Trade-mark name of commercial pianos made in New York.

Ericsson

Name of the president of a large New York industry which, for a time, produced instruments bearing the name.

Ernest

Trade-mark owned by Kelso & Co., New York, and used on popular instruments.

Ernst

Instruments of this name have been marketed by a well-known traveling piano salesman of New York.

Eureka

Trade-mark name formerly used on pianos of popular character made by the S. W. Miller Piano Co., of Sheboygan, Wis.

Evans Art

Instruments advertised as "Evans Art Pianos" have been advertised by a Chicago house. Made in reputable factories.

Everard

Name of one of the products of the Schenke Piano Co., of New York City.

Everhard

Commercial pianos from Schenke Piano Co., New York.

Everton

Durable pianos of popular kind bearing this name come from a reliable industry in Chicago.

Exceltone

The name of an admirable playerpiano from the factories of the Chase-Hackley Piano Co., of Muskegon, Mich.

Faber

Instruments of popular kind, from a New York industry, have this name.

Fairbanks

Trade-mark pianos on the iron plate of which appears the actual name of the makers. The trade-mark belongs to the Southern Music Co., of Los Angeles, Cal., which is a guarantee.

Fairfield

Name of an attractive and reliable piano, from a great New York factory, which is advertised by an old Texas house.

Farrington

Well-made pianos, sold at popular prices, bearing this name are made by the Henkelman Piano Mfg. Corp. at New York.

Farstone

Pianos bearing this name are made by the Laffargue Co., New York, expressly for the Stone Piano House, of Fargo, N. D., a corporation of \$250,000 capital paid up. The name, as will be seen, is built up from the name of the house and the city of its location. Well made and popular pianos.

Favorite

Pianos bearing this name are marketed and fully warranted by a reliable firm of Chicago piano makers as their medium priced instrument.

The Finest

Trade name of the Western Electric Piano Co., applied to automatic pianos. See part 3.

Forbes

The name of an old established house at Birmingham, Ala., which sells pianos produced by reliable New York industries which bear the name of the local house. Dependable instruments.

Forrest

Trade-mark name used on popular pianos from the factory of the Cunningham Piano Co., of Philadelphia.

Fotoplayer

Name of a theater instrument made by the American Photoplayer Co., of San Francisco.

Fox

The Fox Music Co., of Kansas City, Mo., distribute visible-roll automatic pianos and music orchestras which they assemble from parts made elsewhere.

Francesca

Made for C. J. Heppe & Son, Philadelphia, bearing the firm name of that house. Good popular pianos.

Fullerton

Trade-mark pianos bearing this name were made by the Knight-Brinkerhoff Piano Co., now extinct.

A. H. Gale & Co.

Fine pianos were made by this pioneer New York firm until 1863. The industry was discontinued many years ago but occasionally the name is still found on commercial pianos.

Garland

Used on pianos sold by Raudenbush & Son, of St. Paul, Minn.

Gaudiosi

Of pianos of a New York industry which failed in 1921.

Gerhard

Popular pianos bearing this trade name were made by a Chicago industry, which failed in fall of 1922.

Getts

Pianos made by a reliable Chicago industry for a well-established Western house of this name. Good instruments at moderate prices.

Geisler

Trade-mark pianos bearing this name have come from Bammerlin Bros., of Massillon, Ohio.

Gilbert

An old name in the Boston piano industry. Now the property of a New York corporation.

Gildemeister & Kroeger

For many years admirable pianos of this name were made by the old Kroeger Piano Co.

Girard

Popular pianos produced in the Cunningham factory at Philadelphia bear this name.

Gleberts

Popular-grade pianos from a large Chicago industry bear this name. Origin guarantees reliability.

Globe

One of the trade-names employed on commercial pianos by a Milwaukee industry.

Goethe

A name adopted by a reliable Chicago piano industry for one of the pianos manufactured by that house as an auxiliary instrument.

Goetz & Co.

Popular pianos of this name are the product of the Sterling Corporation of Derby, Conn., and Brooklyn, N. Y.

Goetzmann

There was at one time an industry of this name in Rochester, N. Y. Now used as trade mark by another factory in same city.

Goldwyn

Made by the Schmidt-Dauber Co., New York.

Gorham

Name until recently used on good popular pianos from a Boston factory.

Grandette

Trade name applied to the small grand piano made by Kranich & Bach, of New York.

Grand Opera

Formerly made by the J. G. Earhuff Co., at North St. Paul, Minn., and later by others.

Grieg

A name which has been copyrighted for use on pianos by a reputable Chicago industry.

Grovesteen & Fuller

One of the first of the New York commercial piano industries. Pioneers in the medium grade pianos. Long extinct, though "Grovesteen" pianos are still occasionally to be seen.

Guernsey

Name used on commercial pianos made in New York for a dealer at Wilkes-Barre, Pa.

Gurrton

Name used on popular quality pianos and sold exclusively in the southwest.

Guest Piano Co.

The name of an old and reliable piano house at Burlington, Iowa. Pianos and player-pianos bearing its name are fine instruments from distinguished industries and represent good values always.

Guild

The name of a famous Boston piano manufacturer, long dead.

Hahn & Son

A well-established Chicago house of this name does a large business in reliable instruments made in a progressive factory in Indiana.

J. P. Hale & Co.

Joseph P. Hale was the original "stenciler." He built up the first really great cheap piano industry in New York City and his pianos were extensively handled under numberless names. Long out of existence.

Hall & Son

Pianos of attractive character bearing this name are made by one of the large Wisconsin industries. Good values and well guaranteed.

Hamilton

Name used on trade-mark pianos made for the firm of Hamilton, of Pittsburgh.

Hampton

In 1900 a company was formed styled the Hampton Piano Co., of Chicago, and which is owned and controlled by the principals of the Story & Clark Piano Co., of Chicago. Good instruments in every respect.

Hanover

Trade name controlled by the International Piano Mfg. Co., of Fall River, Mass., now extinct.

Harding

Registered trade name employed by the Weydig Corporation, of New York, on instruments of popular character. See Weydig in Part One.

Harmonola

One of the names employed by the Price & Teeple Co. of Chicago, on player pianos.

Harris & Company

Well made and attractive instruments from the large factory of the Henry G. Johnson Piano Mfg. Co., Bellevue, Iowa.

Harmonist

This name appears upon player-pianos made by the Peerless Player Co. until that company was discontinued in fall of 1915.

Hartzell

Pianos and player pianos of fine character bear this name, which is that of one of the line of the Clarendon Piano Company, which see in Part Three.

Harwood Player

A trade-mark name owned by the J. W. Jenkins' Sons Music Co., Kansas City, Mo. Instruments of popular class guaranteed by a reliable and responsible house.

Hayes

Name sometimes used on commercial pianos by a large western industry.

Hazelwood

Instruments of good quality bearing this name are made by a mid-west industry. They are good ones.

Heinzman

Name used by a subsidiary company of the Mansfield Co. on popular pianos.

Held

Trade-name of pianos and prayer-pianos of good quality and handsome designs manufactured by a reliable New York industry. Safe instruments to buy anywhere.

Heller

The name of a popular piano made by Winter & Co., New York. The name is that of the president of the industry referred to.

Henning

Name used on popular pianos from the F. G. Smith factory until summer of 1921.

Henwick

Popular instruments bearing this name were advertised by a Cleveland piano house.

Herlich

Used on pianos sold in Philadelphia and elsewhere.

Herman

Popular pianos from a large factory with headquarters in Chicago. Origin guarantees reliability

E. B. Heyser

Trade-mark pianos from a reputable and responsible Cincinnati factory, advertised by Frederick Piano Co., of Pittsburgh.

Hillstrom

Instruments bearing this name were for many years made at Chesterton, Indiana.

Hollerbach

Pianos bearing this name were for a time made by the Hollerbach Piano Co., in Toledo, Ohio.

Holzer

A small industry called the Holzer Piano Mfg. Co., made a few small grands at 3945 North Western avenue, Chicago for a year or two.

Homo-Tone

Protected trade-name employed by a famous piano industry to designate a special piano sounding board. Always in good instruments.

Horras

Well made, attractive pianos and players bearing this name are from one of Chicago's largest and most reliable industries.

Hudson

One of many trade-names used on popular pianos from a big New York factory.

Hughes & Son

Until summer of 1921 a firm of this name made pianos at Foxcroft, Me.

Hultman

The name of a prominent church worker which appears upon commercial pianos advertised in Swedish mission papers.

Hunter

Used on cheap pianos made by a New York industry for general sale.

Huyler & Son

This name is one of the line of popular pianos from the factory of the Henry G. Johnson Piano Mfg. Co., of Bellevue, Iowa.

Imperial

One of the largest Chicago industries employs this trade-mark on reliable instruments.

Invisible

Name formerly used on playerpianos from the Milton Piano Co., New York, but now discontinued.

International

Trade-name registered by R. S. Howard and used on instruments made in New York City.

Inverted Grand

Trade-mark name applied to the upright pianos made by Paul G. Mehlin & Sons, of New York.

Jackson & Morton

For a time made in Milwaukee but no longer produced.

Jarrett

Name of a popular piano man connected with the Schubert Piano Co., New York, which concern used the name on trade-mark pianos from its factory.

Jewel

Trade-mark of popular piano made by Winter & Co., of New York for the retail trade of the Plant-Cadden Co., at New London, Conn.

Johnson & Sons

Attractive pianos and players manufactured by the Henry G. Johnson Piano Mfg. Co., of Bellevue, Iowa.

Geo. F. Keller

Popular pianos and players made by Laffargue Co., New York, for Mr. Keller of Scranton, Pa.

Keller & Sons

Popular pianos made by the Wilfred Piano Co., 758 Whitlock avenue, New York.

Keller-Scranton

Pianos bearing this name were manufactured by an industry in Scranton, Pa.

Kensington

Popular instruments made by one of the large Chicago industries in one of its auxiliary factories.

Kershner

The Kershner Piano Co. was incorporated in 1897 and its instruments are produced in a Boston factory. Trade-mark pianos of popular quality and attractive case designs.

Kerzheim

Name of popular grade instruments from a large industry and advertised by retail houses.

Keystone

Made for the Miller Organ & Piano Co., of Lebanon, Pa., a reliable and responsible firm of organ manufacturers.

Kilbourn

Pianos of good quality from the factories of the Waltham Piano Co., Milwaukee.

Kimberly

Pianos of durable character and popular design made by an industry which failed in 1922.

Kinden

Used on commercial pianos made by a Chicago industry which failed in 1922.

King

Pianos of popular grade were made in quantities by the King Piano Co., of Chicago and Bluffton, Ind., until the death of Mr. Arthur J. King in 1912. The instruments are no longer made.

Kingsley

Name at one time used by a reputable Chicago industry, now out of business.

Kline

For a brief period the Lem Kline Piano Co. made popular pianos in Chicago. Discontinued in 1923.

Kloman & Nord

Trade-mark name used by the reliable J. W. Jenkins' Sons Music Co. on popular pianos from a leading western factory. Safe instruments to buy.

Knorr

Trade-mark name used by a large and responsible industry of Chicago.

Koehler & Co.

Trade-mark pianos of attractive kind made in the factory of a large western industry and retailed at moderate prices.

Kohlmann

Pianos and player-pianos bearing this name are made in a New York factory devoted to popular instruments.

Kraft

The firm of Kraft, Bates & Sperry, of Boston, for years manufactured a good line of instruments. Discontinued in 1920.

Kunstler

Name of well-made popular pianos handled by Gimbel Bros., Milwaukee.

Lafayette

The name Lafayette is the trade mark title used by H. Lehr & Co., piano manufacturers, Easton, Pa., on pianos, players, and grands made for and made by them as excellent popular priced instruments. The Lehr guarantee protects every piano.

Lakewood

Trade-mark used by a large New York industry on popular pianos.

Langdon

Made by the Langdon Piano Co., of New York, who purchased the name, good will, scales, etc., from the Raymond Piano Co. of Cleveland.

Larkin

A large soap industry of Buffalo, N. Y., distributes many pianos bearing this name. Popular instruments.

Laverne

Trade-mark name on popular pianos from Laffargue Co., New York.

Lebanon

A trade-mark name controlled by the Miller Organ & Piano Co., of Lebanon, Pa., and used on good, medium priced pianos.

Leckerling

Name used for many years on popular pianos from the factory of Wissner & Sons, of Brooklyn, N. Y. Now discontinued.

Lee-Kohl

Until summer of 1921 a few pianos bearing this name were made by the Noble Piano Co., in Detroit.

F. G. Leight

One of the commercial lines from a large New York factory.

Leies & Son

Popular-grade pianos were at one time made at 1956 Larrabee St., Chicago.

Leland

Trade-mark name used on reliable, popular-priced pianos guaranteed by the responsible house of Lyon & Healy, Chicago. Excellent instruments at moderate prices. The name is ample security.

Lennartz

Trade-mark pianos of good quality produced by an industry in New York.

Leonard & Co.

Trade-name of pianos from Lester Piano Co., of Philadelphia.

Lincoln

Reliable instruments from one of the foremost factories in the West.

Lindenberg

For many years until the Spring of 1925, the Lindenberg Piano Co., of Columbus, O., made admirable line of pianos and player pianos.

Lindholm Bros.

Dealers' trade-mark piano of good quality, made by a distinguished western industry.

Lingard

Trade-mark of popular player-piano sponsored by the great house of the Rudolph Wurlitzer Mfg. Co.

Link & Son

Good popular pianos were made by a well-established industry at Huntington, Ind.

Little Jewel

Name applied by Jacob Doll & Sons, Inc., to the little grand pianos manufactured by that New York industry.

Livingston

Grands, uprights and players, that are a good, medium priced pianos of good tone quality and great durability. Thousands of them have been sold over a long period of time and they are giving good service. This is the trade name belonging to us. Controlled and guaranteed by the Weaver Piano Co., Inc., of York, Pa. (1)

Lockhart & Co.

Trade-mark instruments fully guaranteed by the Christman Piano Co., New York.

Lockwood

A New York industry of this name was purchased by Kelso & Co., of same city, which made popular pianos bearing the trade mark.

Lohmann

Pianos bearing this name are made by the Sterling Corporation, headquarters of which are in Brooklyn, N. Y.

Lombard

Name used on durable pianos sold by a Galesburg piano company, now retired.

Lombardi

Pianos by this name have been advertised by a large and responsible Chicago music house.

Lorraine

This name is used on pianos and player-pianos of reliable grades, manufactured for the well-known house of Field-Lippman Piano Stores, whose headquarters are in St. Louis, Mo.

Ludlow

Trade-mark pianos sold by the Crafts Piano Co., of Richmond, Va.

Lyra

Popular instruments sold by the Edmund Gram Piano Co., of Milwaukee.

Lyric

Name used on popular pianos by a Milwaukee house; also by a concern in Cincinnati.

Macfarland

For many years John Macfarland made a small number of pianos at 252 W. 42d St., New York.

Macey & Camp

Well-made and very popular pianos and players from the factory of Goldsmith Piano Co., Chicago.

Malcolm Love

Made by the Wegman Piano Co., 26 Tenth Ave., New York City.

Mallory

Name used on pianos from the factory of B. Shoninger Co., New Haven, Conn., and owned by stockholders in that industry.

Madelon

A name used on a good, medium-priced instrument, sold by Hardman, Peck & Co., at their retail store at 433 Fifth Ave., New York City.

Majestic

An old name in the piano world. It is now used on reliable instruments marketed by the responsible house of Lyon & Healy, Chicago.

Manville

A small industry was established at Grand Rapids, Mich., which bore this name.

Marlborough

Trade-mark name of commercial pianos made by one of the large industries in New York.

Marryat

A well-known eastern manufacturer has advertised this name, but is not regular line.

Marshall

Well made and durable trade-mark pianos bearing this name were the product of the Marshall Piano Co., of Chicago, now merged with the J. P. Seeburg Piano Co.

Marvello

Name at one time used by a reputable Michigan industry. Now discarded.

Mason

Pianos bearing this name are from the factory of a large industry in New York, the products of which are small grands.

Master

Playerpianos made by Winter & Co., of New York, bear this name. Instruments of good character.

Maynard

Well-made and attractive instruments from the factories of the Werner Piano Co., Chicago.

Maytona

Trade-mark name used on player-pianos of popular character, made by a large eastern industry for a Cleveland department house. Both makers and sellers are responsible and the instruments are safe to buy. Makers' names appear on iron plate of the "Maytona."

Meister

For a good many years the department store of Rothschild & Co., Chicago, made pianos of this name at Monroeville, Ohio, for the retail trade. Factory was sold in 1923.

Melbourne

Pianos of this name were for several years produced by the Werner Piano Co., Chicago.

Melin-Winkel

An industry of this name for a few years made admirable instruments.

Melo-Harp

Protected name of pneumatically-controlled attachment to the instruments of the Straube Piano Co. See Hammond, in Part One.

Mell-O-Tone

This is the name of a thoroughly durable and attractive piano made by Becker Bros. of New York, to which refer in Part Three of this book. They are fine in tone and in every way reliable. (I)

Melotone

Name registered in U. S. Patent Office and controlled by Field-Lippman Piano Stores of St. Louis and other cities.

Mercer

Popular playerpianos controlled by the Weaver Piano Co. of York, Pa. They are instruments of reliability, which formerly bore the name of "Palmer."

Merrifield

Pianos of this name, and good ones, were made by the Western Cottage Organ & Piano Company, of Ottawa, Ill., until the season of 1916, when the industry was discontinued.

Merriman

This name was used on durable pianos from a factory at Muncie, Ind.

Mervyn

Trade-mark name used on popular pianos from the factory of the Werner Industries, Cincinnati.

Middleton & Sons

Good commercial pianos from a reliable Chicago industry.

Millbourne

Instruments of popular kind made by the Overbrook Piano Co., of Philadelphia.

Minstrello

Name which for many years was applied to playerpianos made by the McPhail Piano Co., of Boston.

Mitanola

Name used by the Koth-Bayer Co., of Poughkeepsie, N. Y., on player-pianos.

Moline

For many years pianos of good quality bearing this name were made by J. Peterson Co., of Moline and Rock Island, Ill. The concern is now engaged in the manufacture of office and bank fixtures.

Minot & Sons

Name on French pianos imported by Philadelphia house.

Monroe

Trade-mark employed by a reliable New York industry on pianos of popular character. Maker's name is security and the instruments are durable.

Mozart

Until 1919 popular pianos from the C. E. Byrne Piano Co. bore this name, now discontinued.

Mueller & Haines

Pianos bearing this name were for some time made by a large Chicago industry. No longer in use.

Munn

Name of a retail house at Walton, N. Y., which at one time made pianos in great quantities.

Musicale

Trade name used by the Mansfield Piano Co., of New York.

Nevin

Popular pianos bearing this name were, until 1921, made by an industry subsidiary to one of the old industries of New York City.

New Era

Name used on popular piano made by the Ebe Piano Co., of New York, which concern failed in 1921.

New England

One of the largest piano industries in Boston was the New England Piano Co. The company is no longer in operation, though pianos bearing the name are still found.

Newburn

One of the trade-mark names of the Cote Piano Co., owned by the International Piano Mfg. Co., of Fall River, Mass., now extinct.

Norwood

O. K. Houck Piano Co., important piano dealers of Memphis, Tenn., Nashville, Tenn., and Little Rock, Ark., was established in 1883 and incorporated in 1900. The company is a stockholder in the Jesse French & Sons Piano Co., of New Castle, Ind.; the Kreshner Piano Co., of Boston, Mass., and the Blasius Piano Co., Woodbury, N. J. The Norwood piano is especially made for them by the Jesse French & Sons Co., of New Castle, Ind.

Oakland

Well-made, which have become popular, made by the Waltham Piano Co., of Milwaukee.

Oliver

Popular pianos bearing this trade name were for years made by a reliable industry at Huntington, Ind. Now discontinued.

Oktavec

Well-made instruments from the factory of The Lafargue Co., New York, which see in Part 3.

Orm Special

An established house at Burlington, Ia., employed this name on commercial pianos of durable kind.

Ormond

Trade-mark name controlled by the Frederickson-Kroh Music Co., of Oklahoma City, Okla.

Osborn

For a few years Mr. Saml. Osborn made small grand pianos in Chicago. The industry was discontinued when Mr. Osborn died in 1922.

Overbrook

For several years a piano industry at Philadelphia made instruments bearing this name. Discontinued in 1924.

Oxford

Trade-mark name used on commercial pianos sold by one of Chicago's big industries.

Paganini Violin Piano

One of the many styles of automatic instruments of The Rudolph Wurlitzer Co. Coin operated.

Painter & Ewing

Name of a former Philadelphia piano industry. Name now controlled by the Cunningham Piano Co., of same city.

Parklyn

Name registered by the Braumuller Piano Co. for use on popular pianos.

L. S. Parsons

The name of an old established and reliable piano house at Waterloo, Iowa. Mr. Parsons is a straightforward business man whose reputation is ample guarantee of any instrument he sells. His pianos are from some of the greatest factories in the world.

Patrician

Good instruments of fine characteristics made by one of the foremost Chicago piano industries.

Paulus

Instruments of reliable character from a big Western factory have borne this name.

Pennington

Pianos bearing this name are made in one of the best equipped factories in the United States.

Perry

Popular instruments of attractive character were long made by a large New York industry, which has now discontinued use of the name.

Perryola

Name on special player pianos from the factory of Ludwig & Co., New York.

W. F. Peters

Trade-mark name on popular pianos made by the Wilfred Piano Co., of New York.

Petite Grand

Trade designation of a popular grade small grand piano, which was for a time made by a Cincinnati industry.

Petitpiano

Trade-mark name given by Ricca & Son, New York, to a 3 ft. 8 in. upright piano.

Phelps

Name of popular pianos from the reliable old B. Shoninger Co., of New Haven, Conn.

Philharmonic

Trade-mark name until recently used by Paul G. Mehlin & Sons on the player-pianos of that industry.

H. L. Phillips

The name of a line of pianos and player-pianos manufactured exclusively for The Knight-Campbell Music Co., Denver Colo., and branches, by the Cable-Nelson Piano Co.

Pianista

Trade name employed for many years to designate a reliable player-piano which was produced by a famous New York industry.

Piano Orchestra

Automatic coin-operated instrument of The Rudolph Wurlitzer Co.

Portland

Reliable instruments made for a western house by one of the large and distinguished industries. Fully guaranteed in every way.

Prescott

An old and respected name in the piano world. For many years Prescott pianos were made at Concord, N. H.

Primatone

Player-pianos of this name came from one of the strongest American industries.

Pureatone

Player-pianos of this name were formerly made by a large Chicago industry.

Puritan

Durable instruments from a large industry have borne this name.

Putnam

Pianos and playerpianos bearing this name have been made by Otto Wissner, Brooklyn, N. Y.

Radi-O-Player

Name applied to popular grade piano from the factory of the Weydig Piano Corporation, 133rd St. and Brown Pl., New York City.

Radisson

Trade name used on popular pianos from the factory of a reliable industry in Minnesota.

Read-Hawke

Trade-mark name used on pianos and player-pianos sold by S. A. Hawke & Co., Malden, Mass. Durable and well-made instruments of popular grade from a reliable New York industry.

Regent

Trade-mark name on popular pianos from the factory of a Philadelphia concern.

Rembrandt

Trade name of popular pianos from Price & Teeple Piano Co., discontinued in 1925.

Reiman

Name used on pianos specially made for the Loeser department house in New York.

Rhineland

A trade-mark name on popular pianos from one of the largest factories in New York.

Richardson

Made in the factory of the Sterling Corporation with headquarters in Brooklyn, N. Y.

Ridgeway

Player-pianos bearing this name are made by a prominent and high-class New York industry for the O. K. Houck Piano Co., of Memphis, Tenn. They are fine instruments in every way.

Royal

For many years pianos bearing this name have come from the factory of the Krell Piano Co. of Cincinnati, now controlled by the Werner Industries.

Russell-Lane

Pianos of good quality were at one time made by an industry of this name in Chicago.

Safford Bros.

A large and responsible Chicago industry makes this piano.

Sanford

Commercial pianos bearing this name are handled by Cluett & Sons, Albany and Troy, N. Y.

Sargent

Good popular pianos were for a time made by the Sargent Piano Co., of Cincinnati. Now discontinued.

Schimmel

Good pianos of this name were made at Faribault, Minn.

Carl Schirmer

A guaranteed instrument made by the Henry G. Johnson Piano Mfg. Co., of Bellevue, Iowa. Both pianos and players. See Henry G. Johnson in Parts 1 and 3.

Schrivver & Sons

Well-made, reliable pianos of popular kind put forth by a reliable Chicago house. They are durable and pleasing instruments and are fully guaranteed.

Schuler

Instruments of good popular character controlled and guaranteed by the Christman Piano Co., of New York. (1)

Schulhoff & Son

A guaranteed instrument made by a responsible New York manufacturer.

Seybold

Made by the E. P. Johnson Piano Co., of Elgin, Ill.

Shattinger

Popular pianos from one of New York's large and responsible industries bear this name.

Shaw

Originally made at Erie, Pa., was in 1900 bought by Chas. M. Stieff, Baltimore.

Sherman

Instruments from the industry of the Germain Piano Co., Saginaw, Mich., bear this name.

Shorewood

Well-made instruments from the factories of the Waltham Piano Co., Milwaukee.

Siegfried

Trade name until recently used on popular instruments from a good New York industry.

Silwood

Trade name of a player piano sponsored by a big Cincinnati house.

Solo Virtuoso

Name used for several years to designate a high-grade Boston player piano.

Somerset

An industry was founded at Fall River, Mass., by the Somerset Piano Co., several years back.

Southern Grand

Pianos of commercial character are advertised for mail order trade by the Adler Organ Co., Louisville, Ky.

Stadie & Son

A New York industry which passed to the Ebe Co. and became extinct when latter concern failed in 1921.

Stanley & Son

Popular pianos of this name were for several years produced in a Chicago factory, now extinct.

Steadman

Once made by a reputable Brooklyn manufacturer.

Steinbach-Dreher

Trade-mark pianos of good quality made in the large factories of a responsible industry at Rockford, Ill.

Stendell

Reliable pianos made by a responsible industry are marketed under this trade-mark.

Steinberger

A responsible New York industry uses this for one of many trade-names.

Stetson

Popular grade pianos bearing this name were from the factory of the C. E. Byrne Piano Co., New York City, now retired.

Strad

Name employed by the Wurlitzer Co. on pianos in the line of that great house.

Stone Piano Co.

Name of a house at Fargo, N. D., holding stock in an old Chicago piano industry and having admirable pianos made bearing the name.

Strascino

Pianos bearing this name were made at Fond du Lac, Wis., by a company styled "Strascino Piano Co.," now out of existence, but pianos have since been made elsewhere bearing the name.

Strombach

Name used on good, durable pianos by Stix, Baer & Fuller Dry Goods Co., St. Louis, Mo. Instruments are made by a reliable Chicago industry and are fully warranted.

Superior

A large New York industry uses this as one of its many trade-mark names.

Symphatone

Good instruments bearing this name have come from a large New York industry.

Symphonia

Player-pianos of reliability and quality made by a great New York industry; trade-mark name.

Symphonola

Name of a fine player piano made by the Price & Teeple Piano Co., until fall of 1925.

Symphony

Name of a player piano made for years by Paul G. Mehlin & Sons.

Taber

Made expressly for the Fitzgerald Music Co., of Los Angeles, Cal., according to their specifications by Brewster Piano Co., Rochester, N. Y.

Technola

Player-pianos of this name were formerly made by a branch of the Aeolian Co., of New York City.

Temple

Advertised and sold by the well-known and responsible Benjamin Temple of Music, Danville, Ill.

Tennyson

Advertised by a responsible Chicago house. Good tone and construction.

Terrace

Pianos and player-pianos of this name are manufactured by the Spector & Son Piano Co., Inc., New York City.

Thieber

Well-made pianos and player-pianos from one of the great mid-west industries.

Tiffany

A guaranteed instrument made by a responsible New York manufacturer.

Tonarch

The trade-mark employed by The Cable Company, Chicago, on instruments having the patented sounding-board and frame construction patented by that industry. See "Cable" in Part One.

Troubadour

Name used to designate a high-grade player-piano from one of the large and reliable western industries. Always safe to buy.

Tryber

At one time a strong name in the piano world. The Tryber Piano Co. discontinued several years back and the trade name now belongs to the factory superintendent of a famous Boston industry.

Tyler

Pianos bearing this name are advertised by a reputable and financially strong Chicago house.

Underwood

This name was used on good popular pianos from a Boston industry until discontinued in 1920.

Unette

Trade name used on player-pianos. A Chicago industry which was discontinued in 1925.

Valois & Williams

Trade-mark owned by a piano house in New York City.

Van Dyke

Name of pianos and players long manufactured by the Van Dyke Piano Co., of Scranton, Pa., now discontinued.

Vernon

Trade name of good popular instruments, until recently employed by a large New York industry.

Vibratone

The trade-mark name of a patented piano lid of concave form, instead of the customary flat-top, made and controlled by William Tonk & Bro., Inc., New York. Refer to "Tonk" in Part One.

Vichord

Name applied to player-pianos, or actions, by a piano house in Baltimore, Md.

Victoria

Trade-mark used on popular pianos from one of the large New York factories.

Violin Piano

One of the many styles of Wurlitzer automatic instruments; coin operated.

Vossler

Pianos of popular character were made by the B. Shoninger Co. factory in New Haven, Conn., before that industry changed hands in 1922.

Vough

For many years the Vough Patent Changeable Pitch piano was made at Waterloo, N. Y. Later it was secured by the Wegman Piano Co.

Wade

Formerly made by Hughes & Son, Inc., of Foxcroft, Me., now extinct.

Wagner

Name employed by several piano industries on popular instruments. Was claimed by the late C. E. Byrne Piano Co., of New York

Waldemar

Used on popular grade of instruments from a New York factory.

Waldo

Name used on pianos made in various factories for J. F. Barrows & Co., Painesville, O. This firm has had name trade-marked.

Walworth

Until summer of 1921 durable and in every way desirable pianos bearing this name were made by M. Schulz Co., Chicago.

Waldworth

Popular instruments sold by Soule Bros., Portland, Ore., whose guarantee is security.

Wainwright

Manufactured especially for the B. Dreher's Sons Co., extensive music dealers of Cleveland, O., whose guarantee is purchaser's security.

Warde

Pianos of this name were made by an industry which was located at 66 E. 125th St., New York city.

Wardell

Trade name used on popular player pianos from the factory of J. & C. Fischer, New York.

Waring & Co.

This name has been used on commercial pianos marketed by the Ivers & Pond Piano Co., of Boston.

Warren

Name used by the late De Rivas & Harris Piano Mfg. Co., of New York, on popular pianos until that industry retired in fall of 1922

Watrous

Trade-mark name used on pianos of popular character sold and warranted by the Solomon Piano Co., of Des Moines, Ia.

Waud

Popular trade-mark pianos and player-pianos of this name are from Rochester, N. Y., factory of a great industry which guarantees their reliability.

Weigner

Made by a New York industry.

Weimer

Instruments bearing this name have been advertised by an installment furniture house in Detroit.

Wendell

Reliable instruments made by a powerful New York industry.

Wesley

Popular grade pianos and player-pianos bearing this name are sold by Raudenbush & Sons Piano Co., of St. Paul, Minn.

Westermeyer

L. Grunewald Co., Ltd., of New Orleans, La., have commercial pianos of reliable character, made by a large eastern industry. Well guaranteed.

Westminster

Pianos of good quality bearing this name have been made by the Axelstrom Piano Co., of Jamestown, N. Y.

Westoup

Pianos of unknown origin which have been sold at low prices at "special sales."

Wheeler, J. C., & Co.

This is the corporate name of a subsidiary company controlled by the C. E. Byrne Piano Co., recently withdrawn from the New York industry.

Whittier

Popular pianos of this name were made by the Webster Piano Co., a subsidiary of F. G. Smith, Inc.

Wieborn

Attractive instruments bearing this name are manufactured by one of the most enterprising Mid-West industries. Perfectly safe to buy and fully guaranteed.

Wilkinson

Trade-mark name on durable instruments of good quality from a large and reliable western factory.

Windsor

Trade-mark controlled by Montgomery, Ward & Co., Chicago, and used on popular pianos.

Wingold.

Good and graceful pianos of this name were the products of a Chicago industry which failed in 1922.

Winterroth & Co.

Trade-mark of a well-established house with office and warerooms at 105 East 14th St., New York.

Witamyer

Instruments of attractive and reliable character bearing this name are made in a Chicago factory for a dealer at South Bend, Ind.

Wondertone

Trade name of player-piano made by the Lindenberg Piano Co., of Columbus, O., now extinct.

Worch

The long-established Washington house of Hugo Worch has pianos bearing its name and guaranteed them.

Worthington

Instruments bearing this name are guaranteed by the Christman Piano Co., New York City. They are admirable instruments which have won favor among musical people wherever sold. (I)

Woodward

Reliable instruments bearing this name are made by a leading industry in the West. They may be bought with perfect security.

Wylie

Trade name used on popular pianos made by the Somerset Piano Mfg. Co., Fall River, Mass.

New Edition Every November

A New and Entirely Revised PRESTO
BUYER'S GUIDE Appears Every November

Annual Issue Cancels All Earlier Copies

Be Sure to Get Presto Buyer's Guide Every Year

"WHERE DOUBTS ARE DISPELLED"

A department, under this head, is conducted in PRESTO, the American Music Trade Weekly, of Chicago. It is designed to answer all questions of prospective piano buyers, music dealers and others interested, who may be in doubt concerning the quality of any instrument, or its manufacturers.

Unless especially indicated to the contrary, questions of general interest concerning pianos and player-pianos are published, together with the answers.

All questions must bear the names of their writers, though if communications are published the names will be omitted if so requested.

Pianos of Unknown Origin

NOTE: Following are names found upon instruments the origin of which is unknown to Presto Buyers' Guide. None of them is that of a manufacturer or corporation making pianos. Consequently it is not possible to judge of the quality of these instruments by any knowledge of the character of the industries by which they are made. And that is the only way by which to judge an instrument that is not available for personal examination and trial. The manufacturers of these instruments have not responded to requests of Presto Buyers' Guide for information by which their products might be identified and for which purpose repeated invitations have been sent to all makers of popular pianos.

Adams	Bock
Addison	Bodeker
Albright	Bordman
Altenburgh	Boston
Amsterdam	Bostrom
Argyle	Boutelle
Ashton	Bradley & Co.
Astoria	Bradshaw
Austin	Bristol
Auditorium	Browning
Auerbach	Bruce & Company
Avalon	Buckingham
Bach & Bach	Burmeister
Baldner Piano Co.	Burnham
Ballard	Byron
Baltman	Caldwell
Bancroft	Carl
Banks	Carlwin
Barclay	Carmen
Barmore	Carroll
Bartholmee	Caspers
Bathua	Cecile
Baumgartner	Centennial
Beatty	Chalet Player
Becher & Sons	Channing
Beck	Chautauqua
Bedell	Chickrey
Beethoven	Chelsea Piano Co
Bellew	Chippendale
Belle-Grade	Chopin
Belmore	Christy
Benkman	Clarion
Berman	Claybourne
Bender	Claxton
Bennell	Clifton
Bentley	Colby & Duncan
Bergner	Coleman
Berliner & Co.	Collins
Berrv	Columbian
Berkley	Commercial
Berrywood	Comstock
Beudim-Smith	Copewell
Bidwell	Coral
Biere & Son	Corinthian
Blankenburg	Cornett
Blenheim	Cort
Bluthner	Craft
Board	Cramer

Crandall
 Cranich
 Creighton
 Damour
 Damrosch
 Dauter
 Davis & Son
 Dean Co.
 Deckert
 De Koven
 De Land
 Demster
 Delmar
 Detir & Co.
 Denton
 Devonshire
 De Wald Co.
 Dieftenbacher
 Dillingham
 Ditzmann & Plumb
 Donald
 Dresden
 Dwyer
 Earibelle
 Edeson
 Elbart
 Eldridge
 Elias
 Elliott
 Elman
 Elton
 Emery
 Englewood
 Erbe
 Erdmann & Sons
 Erie
 Erion
 Essex
 Esterbrook
 Euphonia
 H. C. Everett
 Everettson
 Faivoe
 Feiling
 Fernwood
 Fetterly
 Fink & Son
 Frempf
 Frey & Son
 Freyman & Co.
 Fullerton
 Galloway
 Gardelle
 Garwood Player
 Gaylor
 Gaylord
 Gaynor
 Gestert
 Gettersen
 Glenwood
 Golden
 Gondler Practice Piano
 Goodrich
 Goold
 Grand Piano Co.
 Granton
 A. Gray
 Great Union

Greenberg
 Grenoble
 Grohs
 Guttenberger
 Hakenjos
 Harding
 Harlington
 Harmony
 Harlan
 Harold
 Harper Piano Co.
 Hartman
 Hathaway
 Haven
 Hayden
 Hayle
 Haynes
 Hayward
 Heatherington
 Hecker Piano Co.
 Heidemann
 F. Helmholz
 Hemenway
 Henschell
 Hertz
 Hickman & Sons
 Higgins & Co.
 Hillier & Hay
 Hillsdale
 Hinton Model
 Hobmann
 Hoboken
 Hoening
 Holbauer
 Holley Bros.
 Holloway
 Homewood
 Homeyer
 Honeby
 Hopkins
 Hoxter
 Hubalek
 Humboldt
 Hummeland
 Hunnington
 Hunsinger
 Hunt Bros.
 Hustman
 Hyperion
 W. H. Iron
 Ivorson
 Jennings
 Jordan & Co.
 Karlbach
 Karback
 Keister
 Kelly Bros.
 Kemple-Ward
 Kendall
 Kenton
 Kenyon
 Kerze
 Kerzheim
 Kessler
 Kilgore
 Kimbach
 Kingman
 Kingsburg

Kinsey
 Kirschner
 Klauber & Kolby
 Klingman
 Kloster
 Knabia
 Knickerbocker
 Koeber
 Kraft
 Kramer Bros.
 Krause
 Krehling
 Kremlin
 Kreutzer
 Krieghoff
 Kurts Bros.
 Kurzheim
 Lakewell
 Landschulz
 Lang
 C. O. Larson
 La Salle
 Laubach
 Lawrence
 Leavenworth
 Leipsic
 Lenox
 Leroy
 Leslie
 Leyhe
 Lichner & Co.
 Liggett
 Light & Co.
 Lindell
 Lindstedt & Co.
 Linstrom
 Lister
 Lorelie
 Lucian
 Ludke & Co.
 Ludman
 Luxonia
 Lyon
 Majestic
 Magnolia
 Malcolm
 Mangold
 Manhattan
 Manner
 Marian
 Marion
 Marshfield
 Marshall
 Mason
 Maxwell
 Mayer
 Mayson
 McDonald
 Melton
 Meredith
 Merit
 Metropolitan
 Meyerhoff
 Miliken
 Milner
 Moreland
 Morris
 Morrison

Morvoe
 Moxter
 Muelhauser Bros.
 Mueller & Bach
 Muesser
 National
 Nellsmore
 Nethersole
 Newborn
 Niser
 Nittinger
 Norman
 Nugent & Co.
 Nutting
 Obermeyer
 Olivet
 Oriental
 Originator
 Overton
 Palace
 Penn
 Perlman
 Pianora
 Pioneer
 Pirsson
 Pitt Bros.
 Poehlmann
 Frederick
 Preston
 Prince & Co.
 Princess
 Princeton
 Priscilla
 Pryor & Co.
 Purves
 Queen
 Ravenwood
 Rawlings
 Redfield
 Redling
 Reinhardt
 Revillos
 Reynolds
 Rhapsodist
 Richardson
 Richter
 Ring
 Ritt
 Robyn
 Roscoe
 Rodgers
 Rogers Bros.
 Rubinstein
 Salingen
 Sawyer Player
 Sarmon & Sons
 Schaffner
 Schallenburg
 Schearer
 Schilling
 Schirmer & Beck
 Schmidt
 Schondorff
 Schooman
 Schoonaker
 Schroeder Bros.
 Schroeder Bros.
 Schulenberg

Schulfelt	Symphonic
Schuster	Talbot
Schuyler	Templeton
Schwechter	Texan
Seminary	Thurston
Seymour	Tiffney
Shermer & Beck	Tillinghast
Shipman	Tracy & Co.
Shirmerer	Travers
Shondorff	Treadway
Sidonia	True-Tone
Sinding	Underwood
Sluth Bros.	United Makers
Smiley & Co.	Upton
Soebbler	Valentine
Solo-Art	Vandervoot
Sommer	Vogel & Sons
Soo	Voight
Spencer	Volze & Co.
Stadecker & Co.	Von Berlin
Stainer	Von Minden
Stafford	Wachter
Stamford	Wagner & Co.
Stande	Walbridge
Star	Waldemar
Steckhauer	Waldheim
Steidler	Walraven
Steiger	Walton
Steinberg	Warner
Steindell	Waterman
Steiner	Watson
Steinhaus	Weidenslauffer
Steinhaur	Welch
Steinmann & Sons	Weller
Steinmeyer	Wenten Bros.
Steinwebb	A. Wershinger
Stinson	Wessell
St. Louis	Weylen
Stohlman	Widing
Strand	Wilderman
Strathmore	Windt
Strauch & Sons	Winegar
Strauss	Winton
Stringer	Wolfe & Son
Strope	Wolfner
Studebaker	W. O. W.
Suffern & Sons	Yale
Sumner	Yorkville
Swick	Zyrma

SPECIAL NOTE

The foregoing chapter of Presto Buyers' Guide does not pretend to give a full list of the "miscellaneous" or "stencil" pianos nor anything like it. The names listed include many which have been in the field for several years with such newer ones as have been promoted by retailers of prominence. **WHEN IN DOUBT, WRITE TO PRESTO, 417 S. DEARBORN ST., CHICAGO, ILL.**

PRESTO BUYERS' GUIDE

Is Published in November of Every Year.

It is especially requested that New Industries send names of officers or proprietors and factory locations. Dealers are requested to send names of any new or strange "stencils."

PART THREE

INDUSTRIAL SECTION

Manufacturers

OF

Pianos and Player Pianos

The following section of Presto Buyers' Guide presents succinct descriptions of the foremost manufacturers of American pianos and player-pianos, all of whose products are described in alphabetical order in the preceding pages.

While the merits of musical instruments are not necessarily affected by the commercial standing or historical record of their makers, the character and responsibility of the manufacturers must have an influence upon the confidence with which the public regards their products. Consequently prospective piano-buyers usually desire to know something concerning these points. Agents and salesmen often make these items strong points in their arguments.

As is frequently repeated in preceding pages the only way by which to arrive at an approximate valuation of an unknown piano—one bearing a name that is not the trade-mark of a recognized industry—is to ascertain the instrument's origin. This also suggests the need of some knowledge of the makers of the various instruments. The following list is not designed to catalogue all the American manufacturers, but it embraces all that have any considerable part in the industry or trade. For estimates of the qualities of the instruments themselves, refer to preceding pages, where will be found, alphabetically arranged, references to the instruments of all manufacturers, whether the industries are named in this Industrial Section or not.

A REQUEST.

It is desired to make the records in this Presto Buyers' Guide absolutely correct and complete. To this end manufacturers and dealers are requested to send to the publishers the names of any pianos that may not appear in the foregoing pages, giving, whenever possible, the names of manufacturers in cases of trade-mark or of "stencil" pianos. Presto Buyers' Guide is revised annually and the additions will appear in succeeding issues of the book.

PRESTO, the American Music Trade Weekly, published every Thursday, gives all the piano news of the world, and answers all questions pertaining to affairs of musical instruments and their manufacture. 417 South Dearborn Street, Chicago.

PART THREE

MANUFACTURERS OF PIANOS AND PLAYER-PIANOS

Brief descriptions of the prominent American piano industries whose instruments are described in alphabetical order in Part One of this book.

Note: This is not a Directory of the piano industry but is designed to supplement the analytical matter pertaining to the instruments of the industries here described, for the further information and assurance of prospective purchasers. A complete directory of manufacturers in all lines of the music industry may be found in "Presto Trades Lists, Number 3."

THE AEOLIAN COMPANY; H. B. Tremaine, Pres.; W. H. Alfring, Vice Pres. and Gen'l Mgr.; E. S. Votey, Vice Pres.; F. W. Hessin, Treas.; A. McDonnell, Ass't Treas.; H. B. Schaad, Secy.; E. C. Thompson, Ass't. Sec'y; Directors: H. B. Tremaine, E. S. Votey, G. W. Curtis, F. W. Hessin, W. H. Alfring, H. B. Schaad, George D. Beattys, R. G. Elbert and F. T. Maxwell. General offices and warerooms, Aeolian Hall, 29 W. 42d St., New York, N. Y., U. S. A.

This very extensive house manufactures instruments of renown, including the Duo Art Pianola, Weber Pianola, Steck Pianola, Wheelock Pianola, Stuyvesant Pianola, Steinway Duo Art Pianola, Stroud Pianola, The Aeolian Orchestrelle and the Aeolian Pipe Organ; it also controls the Melodee Music Co., Inc., and the Universal Music Co. Their automatic pipe organ department is in itself of great proportions, these instruments being installed in homes where there are special parlors or music rooms constructed.

AEOLIAN WEBER PIANO & PIANOLA CO.; incorporated; capital, \$10,000,000, fully paid in. Harry B. Tremaine, Pres.; Atherton Curtis, E. S. Votey and W. H. Alfring, Vice Presidents; F. W. Hessin, Treas.; H. B. Schaad, Secy.; E. C. Thompson, Ass't. Secy.; A. McDonnell, Ass't Treas. General offices, No. 29 W. 42d St., New York. Factories, Worcester, Mass.; Meriden, Conn.; New York City, and Garwood, N. J.

This company controls the business of all the following: Aeolian Co., referred to above; Weber Piano Co.; Geo. Steck & Co.; Wheelock Piano Co.; Stuyvesant Piano Co.; Chilton Piano Co.; The Technola Piano Co.; Vocalion Organ Co.; Votey Organ Co.; The Aeolian Co., Ltd., of Great Britain; Aeolian Co., Ltd., of Australia.

AMERICAN PIANO COMPANY; offices, Knabe Building, Fifth Avenue and Thirty-ninth Street, New York City. Capital, \$12,000,000; \$6,000,000 preferred, 7 per cent cumulative; \$4,341,230 common stock. Officers: President, George G. Foster; First Vice-President, William B. Armstrong; Vice-Presidents, George L. Eaton, C. Alfred Wagner and Frank E. Wade; Secretary and Treasurer, F. R. Gilfoil. Directors: C. H. W.

Foster, Chairman of the Board; George G. Foster, William B. Armstrong, Frank E. Wade, C. Alfred Wagner, George L. Nichols, A. B. Boardman, Walter E. Hope, Henry C. Cochrane, B. A. Thompkins, and Frank T. Heffelfinger.

Subsidiary Companies: Chickering & Sons, Boston, Mass., established 1823; William Knabe & Co., Baltimore, Md., established 1837; Mason & Hamlin Co., Boston, established 1854; Foster-Armstrong Co., Rochester, N. Y., which includes the following subsidiary companies: Haines Bros., established 1851; Marshall & Wendell Piano Co., established 1835; Franklin Piano Co., established 1894; Foster & Co., established 1881; Armstrong Piano Co., established 1884; Brewster Piano Co., established 1883; The Amphion Co., established 1903; also East Rochester Iron Works and The Ampico Corporation.

The American Piano Company was organized in 1908. The affiliation of the various houses forming it insured for each a wider scope for musical activity, and valuable advantages in securing the best of the world's markets afford in materials which enter into piano construction. The foresight and wisdom of this important affiliation of various interests with similar ideals is apparent to any student of modern business methods, disclosing such affiliation to be the dominating factor in the present-day success of every great American institution. Of equal importance, however, is the preservation of the individuality of the great houses forming this company. This individuality has been preserved with scrupulous care. The Chickering is still made in Boston, where it has been made continuously for nearly a hundred years, in the great factory built through the foresight and vision of Jonas Chickering. The Chickering organization and personnel direct its construction and preserve its high ideals. The Knabe, made in Baltimore since 1837, is still constructed there with all the Knabe traditions in the hands of those who received their inspiration from the elder Knabes. In Rochester the Foster-Armstrong Company embraces a series of factories in which the individuality of the various pianos is preserved and directed by its separate organizations, Haines Bros., Marshall & Wendell, Franklin, Foster, Armstrong and the Brewster. The American Piano Company also manufactures the Ampico, which is obtainable in several of the pianos made at its various divisions.

ARMSTRONG PIANO CO.; founded by Mr. W. B. Armstrong. Factory, East Rochester, N. Y. Offices, 437 Fifth Ave., New York City. (See Foster-Armstrong Co.)

THE AUTOPIANO CO.; incorporated; invested capital, \$1,500,000; Corley Gibson, Pres.; Emil Neff, Treas.; Wm. J. Keeley, Secy.; Beeman P. Sibley, Vice-Pres.; F. B. Schwacy, Export Mgr. General offices and showrooms, 627-629 West 50th St., New York City, U. S. A. Chicago office, 1222 Kimball Bldg., Kenneth W. Curtis, Manager. San Francisco office, 462 Phelan Bldg., Beeman P. Sibley, Manager.

London office: J. R. Hartpence, Mgr., 45 Prince of Wales Road, Kentish Town, N. W. 5, London, England. Paris office: Gustin Wright, Mgr., 36 Boulevard Hausemann, Paris, France.

One of the strongest and most enterprising of the American playerpiano industries. The success of this industry has been such that the factory floor space embraces over 300,000 square feet with an annual capacity of 10,000 player-pianos. The Autopiano Company has for years exported its popular product to all sections of the world, and the Autopiano is notable for its remarkable expression capabilities and staunch durability. It resists the climatic extremes of the Arctic regions and the tropical zone equally well. Being manu-

factured by player-piano specialists, in large factories devoted exclusively to the manufacture of player-pianos, and having an expert knowledge of the exact requirements of the foreign trade, are all leading reasons why the Autopiano Company proposition is unusually attractive and appealing. The Autopiano line embraces a comprehensive assortment of prices and styles, including upright players, reproducing pianos and grand player-pianos. This company manufactures the Autopiano, the Autopiano Electric Expression, the Autopiano Grand, the Autopiano Welte-Mignon (licensed), the Autopiano Welte-Mignon (licensee) Grand, and the Pianista Player-piano. The house is one of unquestioned integrity and financial standing.

BACON PIANO CO.; Est. 1789; manufacture the Francis Bacon pianos, player-pianos, electric expression pianos, grand pianos and the Francis Bacon Reproducing Piano (licensed under Welte-Mignon patents). W. P. H. Bacon, Pres. Offices and factory, 601-611 W. 50th St., New York City.

This old industry dates back to the very beginning of the American piano. The first owner was John Jacob Astor, who was succeeded by Raven & Bacon. A strong concern financially and very progressive and up-to-date in its methods.

BALDWIN PIANO COMPANY, THE; incorporated. This company controls the sale of the entire product of pianos, player-pianos (the Manualo, the player-piano with the Human Touch) of The Baldwin Company and its subsidiaries. G. W. Armstrong, Jr., Pres.; H. C. Dickinson, Vice Pres.; Lucien Wulsin, Vice Pres.; Thomson De Serisy, Vice Pres.; J. P. Thornton, Treas.; A. J. Schoenberger, Secy.; John L. Sauter, Asst. Secy. General offices, Cincinnati, Ohio.

The product sold by The Baldwin Piano Co., and the company itself, is known all over the world. This product consists of the Baldwin piano, reproducing pianos, grands and uprights), the Baldwin Manualo (grands and uprights), the "Player-piano with the Human Touch," the Ellington piano (reproducing pianos, grands and uprights) and the Ellington Manualo; the Hamilton piano, (reproducing pianos, grands and uprights), and the Hamilton Manualo; the Howard piano (reproducing pianos, grands and uprights), and the Howard Manualo, the Monarch piano and player-piano; St. Regis piano, and the Modello player-piano. The Baldwin piano at the Paris Exposition, 1900, was awarded the Grand Prix, and is the only American piano ever thus honored. In addition fifteen other awards of gold, silver and bronze medals and honorable mentions were bestowed upon the Baldwin exhibits. The late Mr. Lucien Wulsin, at that time president of the company, was decorated with the Cross of the Legion of Honor. At the World's Fair, St. Louis, 1904, the Baldwin piano was again awarded the Grand Prize, while another Grand Prize was given to the company's factory exhibit, illustrating Baldwin methods, processes and materials in piano-making. At the London Exposition of 1914 the Manualo, "the player-piano with the Human Touch," produced by the House of Baldwin, was awarded the Grand Prize, which is the greatest recognition bestowed upon any player-piano. In Rome, 1923, the Baldwin piano was awarded the Papal Medal and the House of Baldwin appointed "Purveyor to the Holy See." The Baldwin Piano Company maintains an extensive export department and the product is sold in practically every country of the world. The annual capacity of the different manufacturing divisions of the House of Baldwin approximates 20,000 pianos and 15,000 player-pianos and the working assets are several million dollars. Selling divisions, salesrooms and offices, from which the product is distributed to the adjacent territory,

are located in Cincinnati, Chicago, New York, St. Louis, Louisville, Indianapolis, Dallas, Denver and San Francisco.

BALDWIN PIANO MFG. CO., THE, Cincinnati, Ohio; incorporated. Manufacturers of concert grand, parlor grand and upright pianos; player-pianos and reproducing pianos of highest artistic value. Product controlled by The Baldwin Piano Company, to whom refer.

THE BALDWIN COMPANY; incorporated; paid-up capital stock, \$3,976,000; G. W. Armstrong, Jr., Pres.; H. C. Dickinson, Vice Pres.; Thomson De Serisy, Vice Pres.; Lucien Wulsin, Vice Pres.; J. P. Thornton, Treas.; A. J. Schoenberger, Secy.; John L. Sauter, Ass't Secy. General offices, Cincinnati, Ohio, U. S. A.

The Baldwin Company is one of the most unique and progressive establishments in the piano industry not only of the United States but of the world. It is entirely "sui generis"—of its own pattern—modern in conception and execution. The concern owns and controls and operates the following corporations and departments: The Baldwin Piano Mfg. Co., of Cincinnati; The Ellington Piano Co., of Cincinnati; The Howard Piano Co., of Cincinnati; The Hamilton Piano Co., of Chicago; The Monarch Piano Co., of Chicago, and The Baldwin Company Supply Departments, Cincinnati and Chicago. The sale of the entire product is controlled by The Baldwin Piano Company of Cincinnati, Ohio, and The Baldwin Piano Co., of Indiana, U. S. A.

H. C. BAY COMPANY; established and incorporated 1909. Manufacturers of H. C. Bay reproducing grand and reproducing upright pianos, H. C. Bay upright pianos, regular and "Studio" models, also the H. C. Bay player action. Capital stock, \$1,500,000. H. C. Bay, Pres. and Treas. Office, 832-4 Republic Bldg., 209 So. State St., Chicago. Factory, Bluffton, Ind.

Own and occupy a splendidly equipped plant, covering thirteen acres of ground, with capacity of 4,000 reproducing pianos, 8,000 grands, 18,000 upright and player-pianos per year. No member of the piano industry has achieved a more rapid and substantial success than H. C. Bay Company. President Harry C. Bay, with a comprehensive knowledge of piano building, gained from actual experience, coupled with remarkable ability and ambitious progressiveness, has grasped the many opportunities that come to the alert manufacturer, and today H. C. Bay Company occupies an enviable position. In addition to the above comprehensive assortment, the company manufactures the H. C. Bay player action, distinguished for its simplicity, ease of operation and durability for use in all players and reproducing pianos. House in good standing in every particular.

JULIUS BAUER & CO.; est. 1857; incorporated 1892; William M. Bauer, Pres.; Richard Bauer, Vice Pres.; Wm. Severin, Secy.; Adam Schneider, Treas. Factory, 1335-45 Altgeld St.; offices and salesrooms, 305 S. Wabash Ave., Chicago, Ill., U. S. A.

A house in high standing financially and as to quality of instruments produced. Manufacture grands, uprights and playerpianos. Their factory is finely equipped and the name of Bauer stands high as one which has been long associated with the music trade

of this country. The members of this house are practical in the art of piano manufacture and all have had extensive experience in the general music business. Financial and commercial standing unquestioned.

BECKER BROS., INC., manufacturers of the Becker Bros. grand and upright pianos and player-pianos, also the Bennington, Playernola and Mell-O-Tone pianos and player-pianos. Incorporated 1902; Rudolph C. Becker, Pres. Factory and offices, cor. 52nd St. and 10th Ave., New York City, U. S. A.

An energetic and responsible house, occupying a well-equipped factory and doing an excellent business in the manufacture and sale of a reliable and attractive class of instruments. The gentlemen at the head of the business are practical piano-makers and thoroughly familiar with every phase of piano building.

BEHNING PIANO CO.; established 1861 by the late Henry Behning, whose sons, Henry Behning and Gustave Behning now conduct the industry. Factory and offices, E. 133d St. and Alexander Ave., New York, N. Y., U. S. A.

BENNETT PIANO CO.; manufacturers of the Bennett pianos and player-pianos; est. 1901. A. E. Johnson, Pres. and Treas.; C. A. Haddorff, Vice Pres.; L. I. Johnson, Secy. Office and factory, Rockford, Ill.

An industry of the highest responsibility, producing instruments of quality which have won a place high in the esteem of trade and public. The factory is one of the largest in the American piano industry. It presents the most modern methods, and its equipment could not be surpassed. Bennett is a name so widely known in the piano world that it is in itself a powerful influence in the sale of the instruments that bear it. Financially and commercially the Bennett Piano Co. stands high and its reliability is never questioned.

BEHR BROTHERS & CO., INC.; manufacturers of Behr Brothers pianos, player-pianos, grand pianos, and Behr Bros. Auto de Luxe Welte-Mignon. Office and factory, 635 W. 50th St., New York, N. Y., U. S. A. Established in 1881 by Henry and Edward Behr. Only son of the former, William J. Behr, now president of the company.

These instruments have been awarded numerous testimonials of merit and they are endorsed by a long list of eminent pianists. Behr Bros. instruments are used by a great number of schools and academies throughout the United States. All Behr instruments are made under the direct supervision of William J. Behr, assuring artistic and high-grade product. Financial standing of Behr Bros. Co. is unquestioned.

GEO. P. BENT COMPANY; established 1870; capital \$100,000; N. P. Bloom, Pres.; C. L. Adler, Vice-Pres.; Thos. Griffiths, Treas. Manufactures the Crown, Geo. P. Bent, Concord and Blackstone pianos and players. Factory, Louisville, Ky.

This extensive industry was established by Mr. Geo. P. Bent in Chicago and was purchased by the present company several years ago. The instruments produced are all well established, and particularly the Geo. P. Bent and Concord pianos have stood high with public and trade for a great many years. The Geo. P. Bent Co. is strong financially and the factory is perfectly equipped for the manufacture of 3,000 instruments annually. The aim is to produce only good pianos, and the company is not in the "price" market. Financial and commercial standing high.

BJUR BROS. CO.; est. 1887; William L. Bjur, Pres.; Robert Bjur, Vice Pres.; George Derby, Treas.; A. V. Koehler, Secy. Manufacturers of Bjur Bros.' Pianos and Player-Pianos; also control several other well-established New York piano industries. Factory and offices, 705-717 Whitlock Ave., New York City, U. S. A.

An enterprising and responsible house, at the head of which are piano men of experience and unquestioned skill. The instruments contain patented features of value in enhancing the durability of construction. In addition to the Bjur Bros.' pianos and playerpianos, the company controls the output and sale of the American playerpiano, the Bailey pianos and the Stultz & Co. pianos. House in unquestioned commercial and financial standing, and one that is well prepared to furnish instruments of great attractiveness to merchants in any part of the world.

BOARDMAN & GRAY; manufacturing the "Boardman & Gray" upright, small, parlor and concert grand pianos, player-pianos and reproducing upright and grand pianos. Firm composed of William J. Gray and James S. Gray. Factory, 7-9-11 Jay St., office 446 Broadway, Albany, N. Y.

THE BOGART PIANO CO.; manufacturers of the Bogart and the Christie & Co. pianos player-pianos, etc. E. B. Bogart, Pres.; C. Andrew Bogart, Treas.; John I. Bogart, Secy. Factory and office, 135th St. and Willow Ave., New York, N. Y.

BRAMBACH PIANO CO.; incorporated; \$200,000; Mark P. Campbell, Pres. and Treas.; Gordon G. Campbell, Vice Pres.; Edward E. Vidaud, Secy. Factory, 609-19 W. 51st St., New York City, U. S. A.

This well-known New York concern now builds exclusively grand pianos; grand player-pianos, and reproducing grand pianos containing the famous Auto de Luxe Welte-Mignon grand action. The factories at the above address have a capacity of 10,000 instruments per annum. The name Brambach is closely identified with the history of piano production through three generations of the family, covering a period of 103 years, and is an honored name in the musical world. House in unquestioned financial and commercial standing.

BRAUMULLER PIANO CO.; incorporated 1889; C. F. Hovey, Pres. and Treas.; J. M. Hovey, Vice Pres.; A. P. Anderson, Secy. Manufacture the "Braumuller" and "Parklyn" pianos and player-pianos. Factory, 519-21 Tenth St., West New York, N. J. Office, 565 Bergenline Ave., Union City, N. J.

BRINKERHOFF PIANO CO.; incorporated; Will T. Brinkerhoff, Pres. and Gen'l Mgr. Manufacturing the Brinkerhoff and Schriver & Sons pianos, player-pianos, grand and reproducing pianos. Offices and salesrooms, tenth floor Republic Building, cor. State & Adams Sts.; factory, Chicago Ave. and Morgan St., Chicago, Illinois, U. S. A.

An active house at the head of which is one of the widely-known members of the piano industry. Mr. Brinkerhoff is very familiar with the tastes of the

public and the demands of the piano merchants. He has succeeded in building up a large business for his house and is expanding it rapidly. In first-class financial standing.

BREWSTER PIANO CO.; factory and offices, East Rochester, N. Y.

BROWN BROS. PIANO CO., incorporated; Roger S. Brown, Pres.; Harry M. Curtis, Vice Pres.; Miles W. Stafford, Treas. Manufacturers of the Brown Bros. pianos, player-pianos and grand pianos. Factory, Leominster, Mass. Office and warerooms, 202 Park Square Bldg., Boston, Mass.

This industry is owned and controlled by experienced piano men whose aim is to market instruments of quality. The factory product includes upright pianos, grands and player-pianos. The corporation is well capitalized and has already made good headway in its retail business, with some good connections in the trade. The corporation of Brown Bros. Piano Co. was established in January, 1925, and the officers expect to be marketing at least one thousand instruments during its second year.

BUSH & GERTS PIANO CO.; est. in 1884; Manufacturers of grand pianos, reproducing pianos, player-pianos and upright pianos. One of the strongest industries financially, and one that has maintained a place high in the esteem of trade and public. Factory at Rockford, Ill. Wholesale warerooms and selling head salesrooms, Fine Arts Bldg., Chicago, Ill.

One of the oldest of the American piano industries, and one that stands unquestioned, financially or in the quality of the instruments produced. The Rockford factory is equipped to produce a large number of instruments of the best character. The officers of the company are experienced and imbued with the determination to sustain the high place which the Bush & Gerts piano has won by a nearly a half century's striving to attain an ideal. The Bush & Gerts Grandette and "Midgette Grand" have long been favorites with trade and discriminating music lovers. Financially and commercially in the highest standing.

BUSH & LANE PIANO CO.; manufacture the "Bush & Lane" and the "Victor" pianos and the famous "Cecilian" player-pianos; also makers of the artistic line of Bush & Lane and Duo-Vox Bush & Lane phonographs. Walter Lane, Pres.; W. H. Beach, Treas. and Gen'l Mgr.; C. L. Beach, Secy.; W. F. Clevey, Vice Pres. and Sales Mgr.; incorporated 1901. Factory and executive offices, Holland, Mich., U. S. A.

This well-known house, established in 1901, is incorporated under the laws of Illinois; capital, \$2,500,000. Through the high character of its methods, due to the knowledge and experience of the members of its official directorates, this concern has now become one of the strongest and best known piano manufacturing concerns in the West, and the instruments which it manufactures are recognized by critical artists as being among the highest grade instruments. For several years the factory was located in Chicago, but seeking more room and a better environment for building a factory wherein their ideals could be more successfully carried out, the company located in Holland, Mich. The Bush & Lane factory there is one of the finest in equipment and arrangement that can be found in the country. The workmen are experts, thoroughly in accord with the idea of producing instruments of

quality and are ably supervised by the president of the company, who is recognized as one of America's most prominent masters of acoustics, designers and originators of special features of piano construction, many of which are patented. The company also owns and uses exclusively in its products the famous Cecilian player action, one of the pioneer player mechanisms, which has always maintained a leading position and which is one of the most efficient, durable, easily operated players in the field, possessing wonderful expressiveness and containing many special features that are patented and used only by this concern. The company's financial standing is of the highest and its reputation and guarantee amply insure the reliability of instruments of its manufacture.

THE CABLE COMPANY; est. 1880; Geo. J. Dowling, Pres.; H. L. Draper, Vice Pres. and Treas.; W. E. Guylee, Vice Pres.; Geo. L. Hall, Vice Pres.; Geo. W. Eddy, Secy. and Asst. Treas.; C. W. Schild, Asst. Secy. and Asst. Treas. Manufacturers of "Conover," "Cable," "Kingsbury" and "Wellington" pianos, Conover Carola Inner-Player, Conover Solo Carola Inner-Player, Carola Inner-Player, Solo Carola Inner-Player, Euphona Inner-Player Solo Euphona Inner-Player, Conover, Cable and Euphona Inner Players and the Conover Solo Carola Inner-Player and the Solo Euphona Inner-Player pianos contain the full 88-note scale, Cable Solo Carola tracker, which has been one of the sensations of the music trade. Factories, Chicago and St. Charles, Illinois. General offices and warerooms, Cable Bldg., cor. Wabash Ave. and Jackson Blvd., Chicago, Illinois, U. S. A.

A powerful and far-reaching concern, manufacturing a complete line of artistic and standard pianos and Inner-Player Pianos, owning and operating a chain of branch houses extending throughout the United States. This selling organization is supplemented by several hundred dealers covering all parts of the United States and many countries-abroad. One reason for the wide demand for goods of this manufacture is the fact that all parts of their instruments are made in their own factories and under their own supervision. This control of the conditions under which the various parts are made as well as the selection of the materials and competent inspection, all tend toward the greatest accuracy of adjustment and the greatest uniformity in the product itself. The Cable Company operates two great factory plants, one at Twenty-second street in Chicago, and the other in St. Charles, Ill. With resources of over \$9,000,000 The Cable Co. is one of the strongest industries in the world, and the personnel and high standing of the house is well-known.

CABLE-NELSON PIANO CO.; manufacturers of Cable-Nelson and Radcliffe pianos and player-pianos. John Parnham, Pres. and Gen'l Mgr. Salesrooms, 306 S. Wabash Ave., Chicago, Ill. Factory and general offices, South Haven, Mich. Eastern sales office, Walker Bldg., Boston, Mass.

A reliable house in every way and one of great growth, producing over 9,000 pianos annually. The company was organized in 1903, when Mr. F. S. Cable purchased the entire business of two well-established industries, viz.: The Lakeside Piano Co. and the E. Sweetland Piano Co., merging them into the Fayette S. Cable Piano Co. Later the name of the new organization was changed to the Cable-Nelson Piano Co. The factory of this company at

South Haven, Mich., is beautifully situated in one of the prettiest towns on Lake Michigan and unexcelled for transportation facilities. It is a large, well equipped plant of the most modern character, with a capacity of about 10,000 instruments per year.

THE HOBART M. CABLE CO.; incorporated 1900. Hobart M. Cable, Pres.; Howard B. Morenus, Vice Pres. and Secy.; Edwin W. Schurz, Treas.; manufacturers of the "Hobart M. Cable" pianos and player-pianos. Factory and offices, La Porte, Indiana.

Financial strength, artistry in workmanship, progressiveness and energy in marketing their product are the prime characteristics of the Hobart M. Cable Company. This combination of material strength and ideal effort has given them in a comparatively short time a position second to no piano manufacturing house in the United States. Their product is noted far and wide for exceptional beauty in case design and tone quality. It is recognized as one of the best types of the American piano. Its substantial construction and artistic standards are developed in a way so symmetrical that the piano has an individuality that commands the attention of the trade and musical public. The gentlemen in control of this progressive industry are experienced in all departments of the business and the house is one of unquestioned financial and commercial standing.

CABLE & SONS; established 1852; manufacture grand and upright pianos and player-pianos. Business was taken over January 1, 1923, by Cable & Sons, Incorporated. Louis S. Roemer, Pres.; Robt. Cable, Jr., Vice-Pres.; S. B. Keilboltz, Secy. and Asst. Treas. (Refer to United Piano Corporation in this Part Three.)

CHASE-HACKLEY PIANO CO.; est. 1863; reorganized in 1899 under the present name; Wm. H. Mann, Pres.; F. A. Gorham, Vice Pres.; T. H. Hume, Treas.; B. Smith, Jr., Secy. Manufacturers of the Chase Brothers and the Hackley pianos. Factory and offices, Muskegon, Michigan.

The pioneer piano factory in the west, and one of the oldest in America. Founded in 1863 by the late Milo J. Chase, the Chase-Hackley Piano Co. holds a leading position among the American piano industries. The officers of the company are among the wealthiest business men of Michigan. In every respect the Chase-Hackley Piano Co. is a responsible, reliable and progressive establishment whose name is in the highest sense a guarantee of the value of its product.

THE A. B. CHASE PIANO CO., Inc.; established 1875. J. H. Williams, Pres.; J. H. Shale, 1st Vice-Pres. and Treas.; W. C. Whitney, Vice-Pres.; C. B. Gardiner, Vice-Pres.; Chas. McConville, Vice-Pres.; S. B. Keilboltz, Secy. and Asst. Treas. (Refer to United Piano Corporation in this Part Three.)

In 1922 this fine old industry became a division of the United Piano Corporation which controls several distinguished instruments. The factory management is in expert hands and many of the artisans there employed have been with the industry at Norwalk, Ohio, so long that the average service in the interests of the A. B. Chase instruments averages more than thirty years. The capacity of the factory is in excess of 3,500 a year and the output is of the highest order. The A. B. Chase piano is represented by many of the foremost houses throughout the country.

CHICKERING & SONS; established in 1823; C. Alfred Wagner, Pres. and Gen'l Mgr.; B. C. Edwards, Vice-Pres.; Herman T. Spain, Secy. Factories, offices and wholesale depts., 791 Tremont St.; retail warehouses, 169 Tremont St., Boston, Mass., U. S. A.

Founded by Jonas Chickering, the "father of the American piano." The Chickering pianos have sustained their place among the world's most famous and artistic instruments. They have been the choice of public pianists of all nations and they are known and sold to discriminating music lovers in every center of artistic activities throughout the world. The name Chickering is alone an absolute guarantee of the highest merit possible in piano manufacture. The house of Chickering & Sons, which in 1923 celebrated the hundredth anniversary of its foundation, stands unchallenged in the financial world and its business methods are unquestioned.

CHRISTMAN PIANO CO.; Est. 1855; incorporated 1911; manufactures the Christman upright and grand pianos and players; the Studio grand and reproducing grands. Factory and main offices, 597-601 East 137th St., New York City.

This famous old industry was founded by Peter Christman and is now, after a long and honorable career, owned and controlled by his sons, who give personal attention to every department of the model factory and offices in New York City. The instruments produced are distinguished for their fine and durable qualities. The Studio Grand, an instrument of marked power and beauty, is only five feet in length, and it has attained to great favor among discriminating classes of music lovers and piano merchants. There is also a larger Christman grand, and the Style F, adaptable to concert use, possesses a powerful yet sweet tone and is an impressive instrument in every way. The electrically operated Christman pianos are no less admirable and effective. The factory, owned by the company, is one of the most substantial in the industry, and is perfectly equipped for the manufacture of high grade instruments. The standing of Christman Piano Co. financially and commercially is of the highest.

CLARENDON PIANO CO.; manufacturers of the Clarendon pianos and player pianos; A. E. Johnson, Pres. and Treas.; C. A. Haddorff, Vice Pres.; L. I. Johnson, Secy. Factory and office, Rockford, Ill., U. S. A.

An industry of the highest responsibility which has won a fine reputation for its products and business methods. The factory production is highly specialized. This has been accomplished by dividing the factory organization into many separate departments, each unit having its corps of highly trained workers. In this way the closest supervision of workmanship and materials is maintained, insuring the pure, musical quality of tone that has so endeared Clarendon instruments to the music loving homes of America and abroad. The modern, well lighted Clarendon factories are fully abreast of the latest ideas employed in piano construction. Some processes are unique and remarkably effective in obtaining the exacting quality sought for and doing so advantageously as to factory costs. In the marketing of Clarendon instruments the most representative dealers are carefully selected. This fact, in connection with economies in volume production and correct building methods, give to the Clarendon their reputation of honest pianos at honest prices. This company stands high with the trade and piano buying public.

Manufacturers are requested to examine the list of "unknown" piano names in Part Two of this book, and have any of their own trade marks properly classified in the next edition of this book.

CONTINENTAL PIANO CO.; incorporated 1924; Warren M. King, Pres. and Director; G. Wilson MacDow, Vice Pres., Treas., Gen. Mgr. and Director; Harold L. Perrin, Clerk and Director; H. H. Rockwell, Director. General offices, 395 Boylston St., Boston.

CUNNINGHAM PIANO CO., INC., 1891. Manufactures the "Cunningham," "Girard" and "Forrest" pianos. Factory, 50th, Park-side Ave. and Viola St.; office and ware-rooms, 1312 Chestnut St., Philadelphia, Pa.

P. J. Cunningham is one of Philadelphia's veteran piano manufacturers. His industry is a dependable one and the factory is perfectly equipped in every way. Incorporated in 1891 with capital of \$250,000 and increased later to \$500,000. Unquestioned financial standing.

DAVENPORT-TREACY PIANO CO.; es-tablished 1870 and recently reorganized. Manufactures the Davenport-Treacy pianos and Davenport-Treacy Auto de Luxe player-piano. Financial standing unquestioned. Factory, 632 West 51st St., New York City.

One of New York's substantial industries, and one in which the piano trade finds a source of admirable and salable instruments. The instruments made by this company have won a fine place with schools, colleges and music conservatories throughout the country. The factory is thoroughly equipped and the industry is in every way reliable and financially strong.

DECKER & SON; established 1856 by Myron A. Decker. Manufacturers of the Decker & Son pianos and player-pianos. Factories and offices, 699-703 E. 135th St., New York, N. Y., U. S. A.

One of the historic piano industries of America, and one that has consistently adhered to the highest ideals in piano manufacture. Established in 1856, by Myron A. Decker, there has never been a break in the steady onward career of the Decker instruments. From the first there has never been a day in which the control has not been with a recognized expert in tone production. The products of the Decker & Son factory are always distinguished by correct principles of construction, careful workmanship and flawless results. House in unchallenged commercial and financial standing.

DE KALB PIANO CO.; specializes in the manufacture of small grands and expression grand pianos. E. S. Rauworth, Pres. Factory and offices, De Kalb, Ill.

This industry is thoroughly established and is managed with marked ability. The instruments produced contain features patented by President Rauworth and which have added to the demand for De Kalb instruments, the baby grand having become especially popular. A house of unquestioned financial and commercial standing.

JACOB DOLL & SONS; incorporated with capital of \$500,000, all paid in. This old house has an extensive plant at Southern Blvd. and Cypress Ave., New York, where they make the Doll & Sons piano and player-piano. Business started in 1871. Also controls the Stodart Piano Co., the Baus Piano Co. and the Wellsmore Piano Co.

This enterprising house manufactures every essential part of their instruments, including the hardware, in their large factory, which occupies the entire block

between One Hundred and Thirty-third and One Hundred and Thirty-fourth streets, and from Cypress avenue to Southern boulevard, New York City. The offices occupy the ground floor frontage from 98 to 116 Southern boulevard. The late Jacob Doll, who founded this business in the year 1871, passed away on November 13, 1911, leaving as a monument to his memory a plant capable of producing 15,000 pianos annually.

THE ELLINGTON PIANO CO., Cincinnati, Ohio; Inc. Manufacturers of grand and upright and reproducing pianos, also Manualo player-pianos. Product controlled by The Baldwin Piano Company, to whom refer.

EMERSON PIANO CO.; established 1849; J. H. Williams, Pres.; J. H. Shale, Vice-Pres. and Treas. (See United Piano Corporation in this Part Three.)

ESTEY PIANO CO., est. 1869. Manufacturing Estey grand and upright pianos and player-pianos and Welte-Mignon reproducing pianos. Geo. W. Gittins, Pres.; R. H. Waud, Vice Pres.; H. W. Wilson, Treas.; R. H. Gittins, Secy. Factory and executive offices, 112-124 Lincoln Ave. and 277-289 E. 133rd St., New York City.

One of the old and representative American industries in which there are all of the energy, experience and skill that have placed the name of Estey high in the records of American musical instruments. In the spring of 1917 Mr. Geo. W. Gittins secured, by purchase a controlling interest in the company and added his energies to the already strong organization. Estey pianos and player pianos hold a distinguished position in the music trade and the business of the house is larger now than ever before. The factory of the Estey Piano Co. is one of the landmarks in the Bronx district of New York and is a large and perfectly appointed piano industry. Financial and commercial standing unquestioned.

FARRAND PIANO COMPANY; manufacturers of Farrand pianos and player-pianos; incorporated under the laws of Michigan; C. H. McBride, Pres.; P. J. Paulus, Vice-Pres.; V. R. Hungerford, Secy. and Treas. Factory and offices, Holland, Michigan, U. S. A.

This company is composed of men who are experts in piano manufacturing and their financial resources are ample, enabling them to produce instruments of exceptional quality and value. The factory is one of the models of the industry, where the processes of manufacturing are carried forward under the most favorable conditions. The Farrand scales are specially drawn, the materials used are first-class, the workmanship of the best, and instruments bearing this name can be relied upon to give many years of satisfactory musical service.

J. & C. FISCHER.; established in 1840 by John Hugh Fischer and Charles S. Fischer. Manufacturing and offices, East Rochester, N. Y., and at 437 Fifth Ave., New York City.

FOSTER-ARMSTRONG CO.; a division of the American Piano Co., to which refer; G. C. Kavanagh, Pres.; Geo. L. Eaton, Vice-Pres.; F. R. Gilfoil, Treas. Factories, East Rochester, N. Y.; display rooms and offices, 437 Fifth Ave., New York, N. Y.

This division of the American Piano Co. operates a group of large factories in which are manufactured

the product of Haines Bros., J. & C. Fischer, Marshall & Wendell Piano Co., Franklin Piano Co., Foster & Co., Armstrong Piano Co., Brewster Piano Co., Holmes & Son, Stratford Piano Co., and the East Rochester Iron Works. Each plant retains its own identity and methods although the products of all are distributed by one organization. The plant at East Rochester is one of the largest in the world, extending for a mile along the tracks of the N. Y. Central Railroad.

FOSTER & CO.; manufacture Foster & Co. pianos and player-pianos; established in 1890; incorporated 1893. Factory, East Rochester, N. Y. Offices and warerooms, 439 Fifth Ave., New York, N. Y., U. S. A.

Over 15,000 Foster pianos and players have been sold in the United States and foreign countries within the last few years. Previous to that many thousands were in use in this country. Its popularity and reputation for excellence enjoyed in this country has influenced and built up its popularity abroad. House of unquestioned financial and commercial responsibility.

JESSE FRENCH & SONS PIANO COMPANY; incorporated in 1902 under the laws of the state of Indiana; manufacturers of the Jesse French & Sons pianos and player-pianos. Jesse French, Pres.; H. Edgar French, Vice Pres. and Gen. Manager; Jesse French, Jr., Secy.; Harry Spannuth, Treas. Capital stock, \$800,000. Main office and factories, I Ave., 14th to 18th Sts., on the L. E. & W. Ry., New Castle, Indiana, U. S. A.

Mr. Jesse French, the active president, has been well known in the piano business since 1875. The other officers have spent their entire business life in the piano trade. The extensive brick factory proper consists of four connected buildings, "L" shape, three stories high, 60 feet wide and 1,000 feet long. The power plant is equipped with 800-H. P. Sterling water-tube boilers with two 250-H. P. engines. The many detached buildings, such as power plants, dry kilns, veneer, varnish and lumber sheds occupy ten acres of ground at New Castle, Ind., about midway between Chicago and Cincinnati. The plant is on the Nickel Plate System, and with Pennsylvania and New York Central R. R. system switch connections. It is by many considered to be the finest equipped factory in the United States for manufacturing, shipping and fire protection facilities. Its central location, near to both lumber and fuel supplies, with abundant labor, insures regular and economical operation. The output is well distributed over the entire United States, having agencies from coast to coast, and the lakes to the Gulf. They also do a large amount of export shipping to all parts of the world. Manufacturing grand and upright pianos and player-pianos, instruments of genuine musical merit and exceptionally great values. The Jesse French & Sons Piano Co. instruments are admired by dealers, musicians and artists for their many attractive musical qualities, artistic design and great durability. House in unquestioned commercial standing.

FUEHR & STEMMER PIANO CO. Manufacturers of Fuehr & Stemmer pianos and player-pianos. Chas. F. Stemmer, Pres. and Treas.; Wm. Blanken, Secy. Factory and offices, 1932 Wentworth Ave., Chicago, Ill.

A reliable house which has attained to a deservedly high place. The motto selected by this house for its instruments is "Hear that Tone." It illustrates pride in the quality of instruments. From the first establishment of this industry the progress has been steadily forward and the factory is one of activity and thoroughness in every department. Financial and commercial standing unquestioned.

E. GABLER & BRO.; established 1854. Manufacturers of pianos and player-pianos. Emil E. Gabler, Pres. Office and factories, Southern Blvd. and Cypress Ave., New York.

GOLDSMITH PIANO CO.; incorporated 1913. Manufacturers of Goldsmith pianos player-pianos, grand pianos and reproducing player-pianos. Office and factory, 1223 Miller St., Chicago.

One of the most substantially progressive of piano industries. The president and active owner is Mr. A. Goldsmith, whose experience as a piano manufacturer and standing as a business man are unquestioned. This company manufactures the Goldsmith upright and grand pianos, player-pianos and reproducing player-pianos. The grand pianos are of remarkably handsome appearance, great durability and fine quality. Mr. Goldsmith also controls the Hartford Piano Co., which is an affiliated industry. The house is one of unchallenged responsibility financially and commercially.

THE GORDON PIANO CO.; established in 1845; incorporated with capital \$50,000; manufacture the Gordon pianos and player-pianos. Factory and offices, 709 to 713 Whitlock Ave., New York, N. Y., U. S. A.

This industry bears one of the oldest names in the American music business. And the present company is the direct successor of the original whose widely known instruments continue to hold their place among the reliable, musical and desirable class.

GRINNELL BROS. Factories, Detroit and Holly, Mich. C. A. Grinnell, Pres.; A. A. Grinnell, Vice-Pres. and Treas.; E. W. Grinnell, Second Vice-Pres.; S. E. Clark, Secy. Offices, Detroit, Mich.

One of the foremost piano houses in the United States. It conducts a chain of forty retail music houses throughout Michigan, Ohio and Ontario, Canada. Its headquarters are in the Grinnell Building, 1515-21 Woodward Ave., Detroit. A high-class house in every respect and one in which there are all the elements of strength. Financial and commercial standing of the strongest.

THE GULBRANSEN COMPANY. Manufacturers of Gulbransen Registering pianos. Factories at the intersection of Kedzie, Sawyer and Chicago Aves., Chicago. General office, 3232 W. Chicago Ave.

This company was established in 1906 by A. G. Gulbransen and others. Its present officers and directors are: A. G. Gulbransen, president and treasurer; C. Gulbransen, vice-president and superintendent; Edward B. Healy, secretary; Directors: A. G. Gulbransen, Edward B. Healy, C. Gulbransen, Geo. A. McDermott, L. W. Peterson, A. H. Boethcher and C. H. Berggren. It was the first company to market a player action that would go into an upright piano of ordinary size. The Gulbransen playing mechanisms, which were invented by the Messrs. Gulbransen, have always been distinguished for simplicity, durability and originality of design and construction. A. G. Gulbransen, president of the company, is a practical player and piano man of long experience and many notable accomplishments. He has been especially influential in simplifying and refining the interior player and bringing it to its present high state of efficiency. For nearly ten years the Gulbransen Company manufactured player actions exclusively, for the trade. Their product was supplied to many of the leading American and European piano makers. More recently the principal product of the company has been the

Gulbransen registering piano. Its famous trade-mark, the Baby-at-the-Pedals, and slogan "Easy to Play," are familiar to millions of magazine and newspaper readers the world over. The claim is made that more Gulbransen Registering pianos, so-called because, through the pedals, it "registers touch," have been produced than any other single make. A comparatively small but interesting department of the business is the installation of player actions in used pianos, which is accomplished successfully by skilled artisans. Financial and trade standing very high.

HAINES BROS.; established 1851 by the late Napoleon J. Haines, Main factory and offices, East Rochester, N. Y.; warerooms, 437 Fifth Ave., New York, with numerous branches in other large cities.

This is one of the important piano industries of our country which through its long and distinguished career has been one of the important factors in the American piano trade. Haines Bros. pianos have been used and endorsed by scores of great pianists and was the choice of Madame Patti during her American tour. The famous artist had her Haines Bros. piano at her castle, Craig-y-nos, Wales. Haines Bros. is one of the instruments in which is installed the Ampico, by means of which the actual playing of the greatest artists is re-enacted. The 1926 models present features of exclusiveness of a kind which have always characterized the artistic designs for which the Haines Bros. pianos have been noted. The "period" case designs are especially attractive to lovers of elegance in fine art work. The house is one of unchallenged responsibility.

HADDORFF PIANO CO.; P. A. Peterson, Pres.; C. A. Haddorff, Vice Pres.; L. I. Johnson, Secy., and A. E. Johnson, Treas. Manufacturers of Haddorff grands, reproducing grands, uprights and player-pianos. Office and factory, Rockford, Ill., U. S. A.

One of the most extensive and energetic of the American piano industries. The factory is imposing, with its eight acres of shop space and its most modern equipment, embracing many new and original factory appliances. The stockholders and officers are wealthy citizens of Rockford, an industrial city of importance, who have been active in developing manufacturing industries in other lines. Mr. Chas. A. Haddorff, the factory superintendent, has devoted his entire life to the piano and its development and ranks among the foremost piano makers in the country. The latest achievement of the Haddorff Piano Co. is the Reproducing Grand, which is distinguished by artistic qualities of the highest order. The Haddorff Piano Co. represents an investment of more than \$1,000,000. A strong house and reliable.

W. P. HAINES & CO.; established 1898; incorporated 1910; T. Linton Floyd-Jones, Pres.; Chas. T. Carter, Vice Pres. and Treas.; Geo. H. Kennedy, Secy. Manufacturers of W. P. Haines & Co. pianos and player-pianos. Factory, East 138th St. and Walton Ave., New York City, N. Y., U. S. A.

This ambitious and successful house is composed of direct descendants of the originators of the piano of the distinguished name. This industry is independent and is in no way to be confused with any combination or its piano with any other bearing similar name. Special features and improvements have placed this industry very conspicuously before the musical world, and insured a steadily widening demand and permanency for the ambitious name. The men in control are practical piano experts, who have devoted their lives to creating instruments that challenge the admiration of competent critics and of the better class of piano merchants everywhere. The agency of these instruments is considered a valuable asset, and in the export department leading houses in Australia and elsewhere are listed as regular buyers. House in good financial and commercial standing.

HAMILTON PIANO COMPANY, THE; Chicago, Illinois; incorporated. Manufacturers of the Hamilton pianos—grand and uprights and reproducing pianos—and Hamilton Manualos ("the player-piano with the Human Touch"). Factories at Chicago Heights, Ill. Product controlled by The Baldwin Piano Company, of Cincinnati, Ohio, and Chicago, Ill., U. S. A., to whom refer.

HARDMAN, PECK & CO.; makers of the Hardman piano; also instruments enumerated below; incorporated in 1905, with a capital of \$800,000. Directors: C. E. Peck, Ashley B. Cone, Max J. Bernheim, Eugene A. Schmitt and August Hagemeyer. Officers: Carl E. Peck, Pres.; Ashley B. Cone, Vice Pres.; August Hagemeyer, Treas.; Eugene A. Schmitt, Secy.; Louis Dutton, Asst. Secy. They also manufacture in their Harrington department the Harrington, Hensel and Standard pianos, and in the Autotone department the Hardman Autotone, Playotone, Standard player-piano, and reproducing pianos. Executive offices, for all departments, 433 Fifth Ave., New York City.

Founded 1842. One of the oldest and most distinguished establishments in the piano industry. Has a world-wide reputation. Hardman pianos are instruments of the highest grade and are sold throughout the musical world to a discriminating class of people. They are also the choice of many artists and musicians of international fame. The Autotone is an artistic player-piano of unquestioned excellence and beauty. Hardman, Peck & Co. make a specialty of building instruments for export in foreign countries and many thousands of their instruments are now in use throughout the world. Their long experience in exporting pianos guarantees absolute satisfaction. The several factories of this firm's industry are located as follows in New York City: Hardman department, 524-542 West 52nd St.; Harrington department, 633-635 West 48th St.; 632-634 West 49th St. Financial standing of the highest.

HARTFORD PIANO CO.; a division of the Goldsmith Piano Co., A. Goldsmith, Pres. Make Hartford pianos and player-pianos and Churchill pianos and player-pianos. Office and factory, 1223-1227 Miller St., Chicago.

An enterprising industry at the head of which is Mr. A. Goldsmith, one of the substantially successful piano manufacturers. The instruments produced are designed to meet the demand for reliable pianos and player-pianos at moderate prices. Commercial and financial standing unquestioned.

HAZELTON BROS., INC.; Factory, 637 West 55th St., New York.

One of the distinguished old industries, the Hazelton Bros. pianos having been conspicuous in the art world since 1849. The business was founded by Henry and Frederick Hazelton, expert piano builders. The instruments have won many marks of distinction and are leaders in the musical world. Descriptions of the Hazelton Bros. pianos and player-pianos will be found in Part One of this book. A house of unquestioned financial standing.

HENKELMAN PIANO MFG. CORP.; Geo. Henkelman, Pres.; William Kressman, Vice-Pres.; J. Edward Murphy, Secy.; Frank Auerbach, Treas.; Factory Supt., Chas. A. Giglia. Establishment dates back to 1883. Incorporated New York State. Capital stock, \$50,000. Co-operative plan. Capacity of factory, annually 2,500. Manufacturers of Henkelman, Farrington and Chandler pianos and player-pianos. Office and factory, 709-17 E. 140th St., New York City.

This enterprising industry is controlled by practical and experienced piano makers, who understand the requirements of the industry. It is conducted on the co-operative plan which insures the most conscientious workmanship. A successful corporation in every way.

HERBERT PLAYER PIANO MFG. CO.; makers of the Herbert pianos, Herbert player-pianos and the Herbert electric pianos. The company's principal offices are located at 310 West Water St., Milwaukee, Wisconsin, U. S. A.

The manufacturers announce that every instrument is made under the personal supervision of the head of this company. The Herbert factory is one of the largest and most modern. The head of this company has had over a quarter of a century's experience in the making of pianos and player-pianos, which in itself assures instruments of beauty of tone, material and workmanship. The reliability, financial and otherwise, of this company is unquestionable, having the highest commercial standing.

THE HEPPE PIANO CO.; incorporated 1901; F. J. Heppe, Pres. and Treas.; M. F. McDowell Heppe, Vice Pres.; Geo. W. Witney, Secy. Manufacturers of the C. J. Heppe & Son, the Marcellus and the Edouard Jules pianos and player-pianos. Main offices and warerooms, 1117-1119 Chestnut St., Philadelphia, Pennsylvania, U. S. A.

The Heppe Piano Company produces three makes of pianos viz.: The C. J. Heppe & Son, Marcellus and Edouard Jules. Their product is distinct from any other piano, through its having three sounding-boards instead of one, which invention is patented in the U. S. and foreign countries. Their pianos are made under contract by the Francis Bacon Company and their player-pianos by the Acolian Company. The Auxiliary Sounding-boards are installed at the Philadelphia Shops of Heppe. A reliable house since 1865.

HOLLAND PIANO MFG. CO.; capital, \$300,000; Geo. B. Norris, Pres.; J. E. Sleeper, Vice Pres.; Geo. B. Morrill, Secy. Sales offices, 333 Metropolitan Bank Bldg., Minneapolis, Minn. Factory, Menomonie, Wis.

The company's factory at Menomonie is a modern brick building, attractively located, with spur track connections, and was designed and built for piano making. It is as completely equipped and efficiently organized as experience and ample capital can make it. They manufacture Holland, Geo. B. Norris and Norland pianos,

player-pianos and reproducing pianos, and no effort is spared in producing pianos and player-pianos of an attractive appearance and superior musical qualities, with materials carefully selected for their fitness, and assembled by skilled workmen for the added essential of durability. House of unquestioned standing.

THE HOWARD PIANO CO.; incorporated. Manufacturing the Howard piano and the Howard Manualo in its factories at Cincinnati, Ohio. Product controlled by The Baldwin Piano Company (to whom refer).

JACOB BROS. CO.; factories at 537-543 W. 39th St., New York, and Leominster, Mass., Manufacturers of the Jacob Bros. pianos and player-pianos. Offices, 543 W. 39th St., New York City, N. Y., U. S. A.

This concern is one of the most extensive and progressive in the trade and has won that distinction mainly on account of the quality of its production, coupled with the reasonable prices and liberal terms which have been maintained by the house. They are also stockholders and part owners of other prominent industries. The economic principle underlying the business policy of Messrs. Jacob Bros., of buying raw materials in large quantities on a spot-cash basis; of making use of their manufacturing facilities to the fullest extent and of placing their goods on the market at the least possible cost and expense, plays an important part in the success of this house. They have many warerooms in various parts of New York City and in other eastern cities and do a considerable export business. House of unchallenged financial and commercial standing.

JAMES & HOLMSTROM PIANO CO., INC. Capital, \$400,000. Chas. Jacob, Pres.; C. Albert Jacob, Treas.; John J. Glynn, Secy. Factory Alexander Ave. and 132d St., New York, N. Y. Manufacturers of the James & Holmstrom pianos and player-pianos and the Nilson & Co. pianos. Ware-rooms and offices, 25-27 W. 37th St., New York, N. Y., U. S. A.

An old and valued piano name. Founded in 1860 by Mr. Anders Holmstrom, who came to this country after having mastered all that was best in the systems of Russia, Germany, France and England; he admitted the late L. C. James into partnership with him in 1874. The firm was reorganized in 1900 with largely increased capital. The James & Holmstrom pianos represent a very high type of high-grade piano construction and have the unqualified endorsement of many leading musical celebrities. The merits of their famous Baby Grand have won for it the expressive title of "The Small Grand with a Big Tone." The useful Patent Transposing Keyboard is a distinctive feature of the James & Holmstrom piano; it increases the capacity of the piano by fitting it for immediate use under conditions in which other pianos would be useless. Also manufacture player-pianos. House in high financial and commercial standing.

JEWETT PIANO CO.; established 1860 by Wade H. Jewett and Geo. H. Allen, comprising the firm of Allen & Jewett; incorporated 1901 with capital of \$100,000. Manufacturers of Jewett pianos and player-pianos. Robert S. Steinert, Pres.; Jerome F. Murphy, Treas. Factories, Leominster, Mass., U. S. A.

The Jewett Piano Co. has a well-equipped factory and ample facilities for the manufacture of 3,000 instruments annually. Makes grands, uprights and player-pianos; also coin-operated pianos. Commercial and financial standing good.

THE E. P. JOHNSON PIANO CO.; incorporated with \$200,000 capital stock. Manufacturers of P. C. Weaver and Seybold pianos and player-pianos. Emil P. Johnson, Pres.; G. E. Johnson, Vice Pres. and Treas.; V. J. Ludwig, Secy. Factories at Elgin and Ottawa, Illinois. General offices, Elgin, Illinois, U. S. A.

W. W. KIMBALL CO.; established 1857; C. N. Kimball, Pres.; E. B. Bartlett, Vice Pres.; F. P. Whitmore, Secy.; W. W. Lufkin, vice Pres. and Gen. Supt.; E. R. Blanchard, Treas.; Geo. B. Lufkin, Supt. Factories, 26th St. and South California Blvd., Chicago. Manufacturers of Kimball grand and upright pianos, player-pianos, player-grand pianos, reproducing pianos in uprights and grands, phonographs, pipe organs, including those with self-playing mechanism, music rolls for player-pianos and for pipe organs. General offices and salesrooms, Kimball Hall, 306 S. Wabash Ave. and 25 E. Jackson Blvd., Chicago, Illinois, U. S. A.

One of America's largest piano industries whose products are known the world over. Kimball pianos are made in all styles—uprights, grands and concert grands and player-pianos. They produce also special uprights for export. The mammoth factories of the W. W. Kimball Co. are unsurpassed on this continent or in Europe in magnitude and completeness. Pipe organs of two manuals up to the largest capacity include those also played with music rolls and are especially suitable for large residences. The W. W. Kimball Co. are also proprietors of the Hinze and Whitney pianos. House of unquestionable responsibility and financial strength.

KINDLER & COLLINS; established 1911 by Oscar L. Kindler and William P. Collins. Make the Kindler & Collins pianos and player-pianos. Factory and offices, 520 to 524 W. 48th St., New York, N. Y., U. S. A.

The members of this successful firm are practical piano makers. They have built up a large business by the admirable quality of their instruments. They manufacture grand and upright pianos, player-pianos and reproducing pianos. The house has a large number of enthusiastic customers and a good export trade is gradually being secured. Reliable concern in every way.

WM. KNABE & CO.; established 1837; Baltimore and New York. Factory, Baltimore, Md. Manufacturers of the Knabe piano and the Knabe with the Ampico. R. K. Paynter, Pres.; W. B. Armstrong, Vice Pres. Offices, 437 Fifth Ave., cor. 39th St., New York City, N. Y., U. S. A.

This distinguished industry, has had a career of more than three quarters of a century and thus ranks among the oldest and most distinguished in America. It has from the first sustained the best ambitions and filled a place high in the artistic world. Its part in the development of musical culture is everywhere recognized. The founder of the Knabe piano came to this country in 1832, after a thorough training in the famous old-world piano factories. He was a man of great mechanical and technical ability and he quickly laid the basis for the present renowned instruments that bear his name. The Knabe is obtainable in both grands and uprights with the Ampico mechanism, which re-enacts the playing of the artists from recorded music rolls. A description of the Knabe pianos will be found in Part One of this book. The house has the finest representation in practically all of the large cities throughout the world. House in highest financial standing.

KOHLER & CAMPBELL, INC.; established 1894; Herbert Simpson, Pres.; Gustav Erbe, Jr., and Julius A. White, Vice Pres.; J. O. Campbell, Treas.; V. M. Kohler, Secy. 11th Ave. and 50th St., New York, N. Y., U. S. A.

Among the largest producers of pianos in the United States. The factories of the company are among the most extensive in the piano industries, and new buildings have been added to the original plant to keep up with the rapidly increasing business. Kohler & Campbell are specialists in the piano export business, and know the exact requirements of the entire export trade. Their export successes have been emphatic for a number of years past, and their export styles are specially constructed to withstand climatic extremes, dampness, etc., with case designs that particularly appeal to the overseas trade. An enterprising, highly prosperous and financially strong house; one whose business has grown steadily and substantially from the start. A house in high standing, commercially and financially.

KRAKAUER BROS.; established 1869; incorporated 1903. Manufacturers of Krakauer Bros. pianos and player-pianos; I. E. Bretzfelder, Pres.; W. B. Marshall, Vice Pres.; Arthur Hahn, 2nd Vice Pres.; B. I. Siegel, Secy.; A. L. Bretzfelder, Treas. Factory, Cypress Ave., East 136th and 137th Sts., New York City, N. Y., U. S. A.

This house was founded in 1869 by Simon Krakauer, an excellent musician, who came to America in 1853, and his son David. Shortly thereafter, the late Julius Krakauer, a pianist of more than local reputation, also well-known as violinist in the Theodore Thomas Orchestra, was admitted to the firm and a co-partnership was formed to carry on the business by the elder Krakauer's sons. Composed of men who were thorough musicians by inclination and education, it was the ambition of this concern to produce instruments second to none in tone quality, finish and durability. The modern seven-story factory today covers an entire block on Cypress avenue, between East 136th and 137th street, New York City. In 1900 I. E. Bretzfelder, son-in-law of the late Julius Krakauer acquired an interest in and succeeded to the presidency of the concern. Fourth in direct descent from founder of the firm is Maurice Bretzfelder, who is now learning the business. A house of unquestioned financial standing.

KRANICH & BACH; established 1864; incorporated 1890; features a small grand piano of quality, called the "Grandette." Manufacturers of Kranich & Bach pianos and player-pianos. Factories and warerooms, 235-243 E. 23d St., New York, N. Y. Chicago warerooms, Straus Bldg., Michigan and Jackson Blvd.

KREITER MANUFACTURING CO. INC.; Conrad Kreiter, Pres. and Treas.; W. Kreiter, Vice Pres.; M. Kreiter, Secy. Manufacturers of Kreiter pianos and player-pianos. Factory, Marinette, Wis. Executive offices, Kreiter Building, Milwaukee, Wisconsin, U. S. A.

An enterprising house at the head of which is one of the thoroughly progressive business men of Wisconsin. To meet the rapidly increasing demand for Kreiter pianos, player-pianos, electric pianos and grand pianos throughout the United States, the U. S. possessions, and Canada, as well as its export business, the Kreiter Manufacturing Co. was compelled several years ago to remove its entire factory plant to Marinette, Wis., where the Kreiter piano factory occupies seven acres of land, and is one of the

finest, most modern, up-to-date and most thoroughly equipped, with a capacity of 10,000 instruments a year. The special models for the export trade are made to conform to the tastes of the countries for which they are designed. The principal offices of the company are located at the Kreiter Building, Milwaukee, Wis. Commercial and financial standing of the highest.

C. KURTZMANN & CO.; established 1848 by the late Christian Kurtzmann; incorporated 1901; officers, J. Hackenheimer, Pres.; Alexander Cordes, Vice Pres.; Wm. E. Moessinger, Treas.; Howard C. Rice, Secy. Manufacturers of Kurtzmann pianos and player-pianos. Factory and offices, 526-536 Niagara St., Buffalo, N. Y.

The firm of C. Kurtzmann & Company has enjoyed an enviable position in the piano industry for more than 77 years. Founded by Christian Kurtzmann in 1848, who was inspired to create a piano of character, the Kurtzmann company has adhered to quality ideals throughout all the generations that have followed. The company has progressed in a steady manner, consistently holding to rational policies, and building up a cohesive distribution throughout the country. Three modern plants are now required to meet the demand for Kurtzmann instruments. The company is one of the larger producers of grand pianos and the Kurtzmann line includes a reproducing piano with the Welte-Mignon (licensee) reproducing action. Recent additions to the line includes a charming four foot four vertical grand and vertical player grand.

THE LAFFARGUE CO.; established 1896; incorporated 1904. Manufacturers of the Laffargue Grand and upright pianos, reproducing pianos and player-pianos. Joseph Oktavec, Pres.; Max J. de Rochemont, Vice Pres. and Treas.; F. G. Coryell, Secy. Factory and office, 134th St. and Southern Blvd., New York, N. Y.

LAUTER CO.; established 1862. Manufacturers of the Lauter piano and the Lauter-Humana player-piano. Charles E. Cameron, Pres.; J. M. Cameron, Vice Pres.; Albert H. Atha, Secy. and Treas. Factory, Sussex Ave. and Duryee St., Newark, N. J.; offices and warerooms, 591-593 Broad St., Newark, New Jersey, U. S. A.

H. LEHR & CO., organized 1890. Manufacture Lehr pianos and player pianos; also Lafayette pianos. Office and factory, Easton, Pa.

This old industry produces a fine class of instruments. It is owned and conducted by the founder, Mr. Horace Lehr and his son, Horace Lehr, Jr. In first-class commercial and financial standing.

E. LEINS PIANO CO., INC.; manufacturers of upright pianos, player-pianos and electric Reproducing pianos. In addition this industry conducts a piano hospital and for years has taken care of the most difficult repairs of fine pianos, receiving orders from all over the United States; established 1889; Ernest Leins, Pres.; Fredk. B. Roth, Secy. and Treas. Offices and factory warerooms, 304-306 W. 42nd St., one door west of 8th Ave., New York City, N. Y., U. S. A.

This well-established industry has been in continuous existence for over twenty-six years. Originally established by E. Leins, the company was incorpo-

rated on July 1, 1908, with capital of \$25,000. Mr. E. Leins is a piano expert who takes a personal pride in his products. Mr. Leins is known as a highly skilled artisan, possessing infinite patience and energy—qualities necessary to produce an instrument of high merit. They make upright pianos and player-pianos only. House in first class financial and commercial standing.

LESTER PIANO CO.; incorporated. E. G. Hays, Pres.; G. L. Miller, Vice-Pres. Manufacturing; Jacob Schiller, Vice-Pres. Sales; George Miller, Treas.; Geo. W. Davis, Secy. Make the "Lester" and the "Leonard & Co." pianos. Factories, Lester, Pa.; office and warerooms, 1306 Chestnut St., Philadelphia, Pa.

One of the most progressive of the American industries. Capitalized and surplus over \$1,500,000, and possessing large producing capacity of the most modern kind. The company has more than doubled its business every three years and has added new buildings and equipment to keep pace with the demand for its instruments. All parts are made in Lester factories, including the player actions, which present a number of valuable patents. House of the highest commercial and financial standing. From the first the officers of this strong and ambitious industry determined to produce only high-grade instruments. The Lester factories are among the most modern and perfectly equipped in the history of the piano. There are 12 large buildings, one of which is devoted to case manufacture, and the lumber yards contain an average of more than 1,500,000 feet of lumber and hardwoods which are kept under cover for a long time to insure natural seasoning before being used. Additions are made to the factory group at intervals to meet growing requirements. The Lester headquarters in Philadelphia, at 1306 Chestnut street, is one of the handsomest structures devoted to pianos in the world. It has eight stories, is of concrete construction and is wholly employed for the purposes of the Lester business. The commercial and financial standing of the Lester Piano Co. is of the highest.

LINDEMAN & SONS PIANO CO., INC.; est. 1836; offices same as the United Piano Corporation, to which refer.

LINDEMAN, S. G., & Son, Inc. Makers of the Melodigrand piano with specially constructed sounding board designed to prevent splitting. Manufacture pianos, little grands and players, and reproducing pianos. Office and factory, 5th Ave. at 140th St., New York.

LUDWIG & CO.; established 1889; manufacture the Ludwig & Co. pianos and the Ludwig player-pianos. Southern Blvd., Willow Ave., E. 135th and 136th Sts., New York, N. Y., U. S. A.

A house whose standing in the commercial and industrial world is high. The progressive, energetic and reliable methods of Ludwig & Co. in marketing of its products have made the entire piano-buying world its customers. The Ludwig & Co. factories have a capacity for a very large annual output. The exhibits of this house at the Paris exposition of 1900, at London and at the Pan-American Exposition, Buffalo, N. Y., always attracted the attention of multitudes of visitors and brought signal honor to the house itself. This firm was given highest award at the Pan-American Exposition, Buffalo, 1901. A house whose reputation for uprightness is enviable. They also manufacture the "Ludwig" player-pianos and Baby Grand pianos. The financial and commercial standing of Ludwig & Co. is of the highest.

LYON & HEALY; established 1864, incorporated 1889; Marquette A. Healy, Pres.; Columbus Healy, Vice Pres.; R. E. Durham, Vice Pres.; Carl H. Anderson, Secy.; C. W. Litscy, Treas. Manufacturers Lyon & Healy Apartment Grand pianos, reproducing pianos, uprights and player-pianos. General offices, Wabash Ave. and Jackson Blvd. Factories, Healy Station, Chicago, Ill., U. S. A.

MADISON PIANO CO.; incorporated 1917 after years of successful operation. A. L. Bretzfelder, Pres.; W. B. Marshall, Vice Pres.; Arthur Hahn, Secy.; H. W. Eschenbrenner, Treas. Factory and offices, 219 Cypress Ave., New York, U. S. A.

This industry is owned by experienced piano manufacturers of the utmost responsibility. The factory is an ideal one and the Madison instruments present two distinct styles of upright pianos and two styles and scales of player-pianos and one Welte-Mignon player-piano.

MANSFIELD PIANO COMPANY; manufacturers of Mansfield pianos and player-pianos. Alexander Lane, Pres.; Melvin Lane, Vice Pres.; Allan B. Lane, Sec. and Ass't Treas. Offices and factory, 135th St. and Willow Ave., New York City.

The instruments manufactured by the Mansfield Piano Company have gained a place for themselves among the recognized American musical instruments solely on their own merits. The name has become familiar to the musical world for the instruments have been recognized as being of superior quality and individuality. They represent the highest development in modern piano construction. The Mansfield Piano Company enjoys a distinguished position among piano manufacturers and it is in high commercial standing.

MARSHALL & WENDELL PIANO CO.; established 1836 at Albany, N. Y.; removed to Rochester in 1900. Factory and offices, East Rochester, N. Y.; warerooms, 439 Fifth Ave., New York, N. Y., U. S. A.

One of the oldest American piano industries and one that has always maintained a high reputation. Its range of player-pianos is large, including the famous Ampico. House in unquestioned financial standing.

THE MARQUETTE PIANO COMPANY; manufacturers of the Marquette line of pianos and player-pianos and the Cremona line of automatic pianos, orchestrions and theater orchestras. Factory and general offices, 2421-2439 Wallace St., Chicago.

MASON & HAMLIN CO.; established 1854; incorporated 1868; reincorporated 1904; Henry L. Mason, Pres.; Wm. P. Marsh, Vice Pres.; Hobert M. Matteson, Secy.; F. R. Gilfoil, Treas. Manufacturers of the Mason & Hamlin grand and upright pianos. General offices, Mason & Hamlin Bldg., Boston, Mass., U. S. A.

A distinguished house whose instruments have attained to a commanding place in the world of music. Mason & Hamlin pianos are everywhere recognized as among the most artistic creations and they are sold at prices commensurate with their high qualities. They are made in concert grands, small grands and uprights. The company occupies large and well-equipped factories at Waltham St. and Harrison Ave., Boston. The Mason & Hamlin is one of the world's greatest pianos which has a demand in all parts of the civilized world. Financial standing of the house is the highest.

MATHUSHEK PIANO MFG. CO., established 1863; incorporated 1866. Manufacturers of the Mathushek uprights and player-pianos, grands and reproducing pianos. Factory and offices, 132nd St. and Alexander Ave., New York City, U. S. A.

This old-established concern has increased its capital stock and added to its directorate Messrs. Charles and C. Albert Jacob and J. W. Stevens, whose policies make this company one of the foremost in the piano industry. With increased facilities of the most modern and up-to-date character, the distinction which long ago marked the fine old Mathushek pianos is steadily being extended. The Mathushek Piano Mfg. Co. is a wealthy institution and one of the highest in reliability and commercial standing and producing one of the highest grade pianos of distinctive character and perfectly adapted to any climate or country. Financial and commercial standing unquestionable.

A. M. McPHAIL PIANO CO.; established 1837; incorporated 1891; Harry W. Crooker, Pres. and Treas. Directors, Harry W. Crooker, George W. Franklin and Charles D. Driscoll. Manufacturers of the McPhail Grands, upright piano and player-pianos. General offices and factory, 40 Waltham St., Boston, Mass.

PAUL G. MEHLIN & SONS. Manufacturers of the Mehlin & Sons pianos and player-pianos and reproducing pianos. Offices and factory, West New York, Hudson Co., New Jersey. New York City warerooms, 509 Fifth Ave.

THE MIESSNER PIANO CO.; W. Otto Miessner, Pres.; C. W. Browne, Vice-Pres.; G. N. Glennon, Secy.; George Cain, Treas. Manufacture the "Miessner" and the "Monogram" pianos and player-pianos. Factory, 110-120 Reed St., Milwaukee, Wis.

This company originated the small upright piano and manufactures small uprights exclusively. Scales and case design are accepted as presenting power and uncommon merit. The "Miessner," the little piano with the big tone, is 3 feet 7 inches high, 4 feet 6 inches wide and 2 feet in depth. The player-piano is one inch higher than the "straight" piano. These pianos have met with great success on account of individuality of design, delicacy of action and beauty of tone quality. In good financial standing.

HENRY F. MILLER & SONS PIANO CO.; established 1863; incorporated 1884; Warren M. King, Pres. and Director; G. Wilson MacDow, Treas., Gen. Mgr. and Director. General offices and warerooms, 395 Boylston St., Boston. (A Division of the Continental Piano Co., to which refer.)

THE HENRY F. MILLER STORES COMPANY; inc. 1924; G. Wilson MacDow, Pres., Treas. & Director; Harold L. Perrin, Clerk & Director; John E. Williams, Director. General office at 395 Boylston St., Boston. Stores at Boston, Mass., Chicago, Ill., Detroit, Mich., Milwaukee, Wis., Kansas City, Mo.

S. W. MILLER PIANO CO.; John F. Schwerin, Pres.; Mildred Schwerin, Secy. and Treas.; Elmer Schwerin, Vice Pres.

Manufacturers of the S. W. Miller pianos and player-pianos. Factory and office, Sheboygan, Wis.

MILTON PIANO COMPANY; established 1892; George W. Allen, Pres. A corporation manufacturing the Matchless Milton pianos, player-pianos, grands, player-grands, reproducing pianos and the Welte-Mignon (licensed) reproducing player-pianos. Factory, 626-630 W. 51st St., New York City.

This company is controlled and operated by well-known and experienced piano men, who have established a reputation as manufacturers of a very high grade, popular priced piano. Capacity of factory and case-making plant 10,000 instruments annually. Financial and commercial standing of the highest. Factory facilities and methods modern and progressive.

THE MONARCH PIANO CO., Chicago; incorporated. Manufactures the Monarch piano and the Monarch player-piano in its factories at Chicago Heights, Ill. Product controlled by The Baldwin Piano Company (to whom refer).

NATIONAL PIANO MFG. CO.; chartered 1910; J. F. Hartlieb, Pres.; R. O. Ainslee, Vice Pres.; E. A. Groff, Treas.; E. W. Gray, Secy. Controls Briggs Piano Co., Merrill Piano Mfg. Co., Norris & Hyde Piano Co., Wentworth Piano Co. General offices, Boston, Neponset, Mass.

THE NETZOW MANUFACTURING CO., not incorporated; C. F. Netzow, sole owner and manager. Capital and surplus \$1,000,000. Business founded forty years ago. Manufacturer of upright pianos, player-pianos, grand pianos, electric coin slot players and automatic players. Office and factory, Island Ave. and Vienna St., Milwaukee, Wis.

The owner of this industry is the pioneer in piano building in the city of Milwaukee. Business is of unquestioned financial solidity. The product of this factory has been distributed all over the United States and has proven its excellent quality as many of the instruments manufactured in the early years of this industry are still giving satisfactory service to the second generation. The Netzow piano is a high grade instrument and is produced in sufficient quantities to give the dealer the maximum of quality at the minimum cost. The line is complete in all models and kinds of instruments; full assortment on hand at all times, excellent shipping facilities, and favorably known throughout the United States. Financial and commercial standing of the highest.

NEWBY & EVANS CO.; established 1884; incorporated 1897. Mary James Evans, Pres.; John D. Evans, Secy. and Treas. Factory and offices, E. 136th St. and Southern Blvd., New York, N. Y.

A conservative house, in excellent financial standing and of recognized business integrity. The Newby & Evans pianos have stood well with the music trade for many years and the manufacturers are highly regarded by the entire trade.

NELSON-WIGGEN PIANO CO.; manufacturers of automatic pianos of the well-known names, "Pian-O-Grand," "Banj-O-Grand" and "Harp-O-Grand." Factory and office, 1731-1745 Belmont Ave., Chicago, Ill.

This industry was established some years ago by Oscar Nelson and Peder Wiggen. It has grown steadily and

today occupies a large up-to-date four story factory built by them at 1731 Belmont avenue. This concern does an extensive business in automatic pianos and orchestras. They carry a complete line of instruments, original in mechanical construction, and up-to-date in designs. The reason for the rapid growth of the business is because these men understand the need of the public with respect to musical instruments of this kind. The Nelson-Wiggen Piano Company is reliable. Commercially and financially it has acquired an enviable position in the music industry.

NEWMAN BROS. CO.; established May 1, 1870; incorporated 1892; L. M. Newman, Pres. and Treas.; A. B. Newman, Vice Pres. and Secy.; manufacturers of the Newman Bros. Co., pianos and player-pianos. Factory and offices, Chicago Ave. and Dix St., Chicago, Ill.

A successful industry which has been in operation for over fifty years. The Newman Bros. Co. has won an enviable reputation for integrity and straightforward business methods. The Newman Bros. Co.'s pianos and player pianos are held in high esteem by dealers and the purchasing public. The plant is extensive and well equipped and modeled along most approved lines, equipped with the latest modern machinery. Only experienced men are employed in all the departments. A thoroughly responsible house, of good commercial standing.

THE OPERATORS' PIANO COMPANY, INC.; Louis M. Severson, Pres.; capital \$60,000. Factories and office, 715 N. Kedzie Ave., Chicago, Ill.

The entire efforts of this house are devoted exclusively to the manufacture of electric pianos, orchestrons, pipe organs, etc. This concern is among the pioneer manufacturers of coin-controlled musical instruments and the special theater orchestras have attained to prominence in almost countless places of amusement. The construction of the instruments of the Operators' Piano Co. is of the best and high praise is heard from users of them. Commercial and financial standing high.

THE PACKARD PIANO CO.; established 1871; A. S. Bond, Pres.; G. M. Leslie, Vice Pres.; C. J. Scheimann, Treas.; W. H. Wiebke, Asst. Treas.; J. M. Kuhns, Secy.; H. W. Bond, Supt. Manufacturers of Packard pianos and Bond pianos, both lines featuring an unusual selection of Grand, Upright, Reproducer and Player models. Factory and offices, Fort Wayne, Indiana, U. S. A.

A reliable and distinguished house whose energy and enterprise have contributed not only to western industry, but to the fame of the American musical instrument throughout the world. The reputation of this old and substantial concern for fair and honorable dealing is above question, and in its factory management is found a system of co-operation that has attracted wide-spread attention. It is a system that is based upon the formula that "if there is no harmony in the factory there will be none in the piano." Every Packard worker is in a sense a partner in the business. And there can be no doubt that the result of the cohesion and unity of interests finds expression also in the Packard pianos, which have few equals. The Packard factory is one of the finest to be found in the American music industries. The Packard Piano Co. enjoys a good and growing export trade. The financial standing of the house is of the highest.

PEASE PIANO CO., Inc. in New York, succeeding to the business of C. D. Pease & Co., which had been established in 1844. H. D. Pease, Pres.; C. A. Pease, Vice Pres.; C. D. Pease, Treas.; A. Fleshim, Secy. Factory and general offices, Leggett Ave. and Barry St., Bronx, New York City.

POOLE PIANO CO.; est. 1893; incorporated 1917. Ava W. Poole, Pres.; D. E. Fabyan, Sales Mgr.; H. L. Davis, Secy. and Factory Supt.; E. C. Parkhurst, Treas. Manufacturers of Poole pianos, playerpianos and reproducing pianos. Factory and wholesale offices, Sidney, Pilgrim, Landsdowne and Auburn Sts., Cambridge A, Boston, Massachusetts, U. S. A.

Poole pianos are recognized throughout the trade and piano buying public as of the most reliable, and of very high quality. This thoroughly equipped industry was founded in 1893 by the late William H. Poole, who through his entire business career was connected with piano manufacturing. In 1917 the business was incorporated, and Ava W. Poole, son of the founder, who for a number of preceding years had been actively connected with the company, became its president and general manager. For a period of over thirty years, or from the very inception of the business, it has ever been the policy of the Poole Company to make but one grade of instrument, and that of the highest quality, and to place same before the buying public under one name—Poole. During this entire period of time, the business has been under the control of the founder and his son, the two most interested in building and upholding the enviable reputation that Poole made instruments now have. Commercial and financial standing of the highest.

PREMIER GRAND PIANO CORPORATION; capitalized at one million dollars. Walter C. Hepperla, Pres.; Justus Hattemer, Vice Pres.; Louis C. Kauling, Secy.; Carl Koch, Treas. Makers of small grand pianos exclusively, with a capacity of thousands of instruments annually. Factory and offices, 510-532 W. 23d St., New York City. Chicago, Republic Bldg.; Pacific Coast headquarters, 2517 Eleventh Ave., Los Angeles, Cal.

The product of the Premier Grand Piano Corporation is an instrument which almost instantaneously took a place high in the trade and with the piano buying public. The heads of the industry are practical piano manufacturers of considerable experience who have devoted their efforts to building grand pianos for many years, and who have attained to remarkable results which afford ample guaranty of the Premier quality and value. The Model R. Premier grand is 4 feet 10 inches long, making it available for any space where an upright piano will fit. The Aristocrat model, 5 feet 3 inches long, is a superb instrument that meets the musician's fullest requirements. The Queen Anne model, 4 feet 10 inches long, is a beautiful Period model, as also the William and Mary and Jacobean Period models. Notable additions to this extensive small grand line are the Oriental model, two-tone and inlaid border models, already popular; also the Premiera reproducing grand and reproducing grands (Welte-Mignon, Licensee). The size and price of these instruments make a strong appeal. It is this type of instrument which has become so wide in its appeal that it may be said we are now living in a Baby Grand age. Progressive methods prevail in both the manufacturing and sales departments of the industry, and the fact that the factory covers nearly a city block with an area of more than 110,000 square feet, gives some idea of the extent of the producing facilities. The phenomenal growth of this company has been one of the marvels of the piano industry. The financial standing of the company is excellent and the personnel is of the kind to suggest nothing but stability, progress and constant expansion and intensive co-operation with the trade.

F. RADLE, INC.; E. J. Radle, Pres. and Treas.; G. Radle, Secy. Manufacturers of the "F. Radle" and "Fleischer" pianos and player-pianos. Factory and office, 609-611 W. 36th St., New York, N. Y., U. S. A.

The beginning of this progressive industry dates back to 1850. The proprietor, E. J. Radle, is a son of the founder and he has achieved continued success. The house is progressive and has come to be an important one in the piano-manufacturing industry of the country. The business of the house has grown steadily. Mr. Radle is highly regarded in the piano manufacturing world and the product of his factories are of high grade quality in tone, materials and workmanship. A prosperous and reliable house.

RICCA & SON; est. 1891; capital, \$100,000. H. F. Ricca, Pres.; E. I. Ricca, Treas.; Monroe Goldwater, Secy. General offices and factory, 97-99 Southern Blvd., New York.

This well equipped industry has sustained a good place in the American industry. The Ricca pianos, player-pianos and reproducing pianos are sold by leading merchants throughout the country and have also a good export trade. The factory is one of the most perfectly appointed in the industry and it is ably managed in all its departments. Reference to the various designs of Ricca instruments will be found in Part One of this book, with facsimile of the well-known name design. The character of the Ricca pianos is best indicated by the widespread and growing demand for them. House in high financial and commercial standing.

THE RICHMOND PIANO CO.; established 1878; incorporated 1904. Owned and controlled by the Starr Piano Co., to which refer. Manufacturers of "Richmond" upright pianos and player-pianos. Factories at Richmond, Ind., U. S. A.

This firm has long been known for their energetic methods and honest, upright dealings. The builders of the first Richmond piano were experienced workmen who knew how to build the best. This same standard has been maintained by successive generations. The business of this firm was taken over by The Starr Piano Co., who control the manufacture and sales of this line. This house is one of unquestioned reliability and standing, both financially and commercially.

ADAM SCHAAF; (inc.) Harry Schaaf, Pres., Treas. and Gen. Mgr.; Fred A. Schaaf, Asst. Treas. and Secy. Manufacturers of the Adam Schaaf upright, grand, player and reproducing pianos and Claritone upright and player-pianos. Offices and salesrooms, Adam Schaaf New Building, 319-321 South Wabash Ave., bet. Jackson Blvd. and Van Buren St.; factory, 1020 South Central Park Ave., Chicago, Ill., U. S. A.

One of Chicago's progressive and wealthy piano institutions. A house of strict reliability and responsibility. The factories, warerooms and salesrooms of the Adam Schaaf Company are among the most commodious and best equipped in America. A beautiful new Adam Schaaf building is a monument of progress, located at 819-821 South Wabash Ave. The show rooms are considered among the finest in the United States—a fitting monument to the progress of an institution that had its inception in 1873. Their entirely new and very commodious factory building at South Central Park Ave. and Fillmore St., Chicago, cost \$400,000.

SCHAFF BROS. CO.; established 1868; Jacob Dick, Pres.; Curtis S. Miller, Vice Pres.; Jul M. Martin, factory manager and treasurer. Manufacturers of pianos, player-pianos and the Solotone reproducing piano. Office and factory, Huntington, Ind.

Schaff Bros. complete line now consists of pianos, player-pianos and the Solotone reproducing piano, and one of the very popular features of the line is the new Two Tone Venetian Walnut case, and the new Two Tone Monticello Mahogany case, which can be furnished in either style one in the Schaff Bros. upright piano, or style 2 in the Schaff Bros. player. The Schaff Bros. Company is recognized as being the first to introduce the new two tone finishes, which have become extremely popular in many sections of the country. The house is one of unquestioned standing, commercially and financially.

SCHILLER PIANO CO.; established 1892; E. B. Jones, Pres.; B. F. Shelly, Secy.; C. F. Jones, Treas. Manufacture the Schiller Super-Grand with Bauer Patented Construction, Schiller upright pianos and player-pianos. Chicago display room, 932 Republic Bldg. General office and factory, Oregon, Ill., U. S. A.

An old and thoroughly responsible industry which has made great headway. Occupies one of the largest and most thoroughly equipped factories in the country, and is supplied by perpetual water power—an invaluable convenience and asset. The product of the factory consists of pianos and player-pianos which are produced in uniformly reliable quality and in large numbers. House of great financial and commercial solidity.

SCHUBERT PIANO CO.; Est. 1880; manufacturers of "Schubert" pianos, Schubert "Melodystyle" player-pianos and reproducing pianos. Peter Duffy, Pres.; Peter S. Duffy, Treas.; M. A. Duffy, Secy. Main office and factory, Fifth Ave. and 139th St., New York.

M. SCHULZ COMPANY; established 1869; incorporated 1891. Otto Schulz, Pres.; Emil W. Wolff, Vice Pres.; Otto Schulz, Jr., 2nd Vice Pres.; Frederick P. Bassett, Secy. and Treas. Factories, Erie, Curtis, Ohio and Carpenter Sts., Chicago. Manufacturers of M. Schulz Co. pianos and player-pianos. General offices and Chicago retail warehouses, 711 Milwaukee Ave., Chicago, Ill., U. S. A. Southern wholesale branch, 1530 Candler Bldg., Atlanta, Ga., U. S. A.

This is a wealthy and enterprising concern, well established and possessing unusually great manufacturing facilities of the highest grade of efficiency and modernness. The M. Schulz Co. is one of the largest manufacturers of pianos and player-pianos in point of output, manufacturing grand and upright pianos and player-pianos and Aria-Divina reproducing pianos. The player action and the Aria-Divina reproducing actions are manufactured by them under their own patents. These exclusive mechanisms developed in their factories have been immensely successful. The men who control the company are known throughout the industry as of the highest character and reputation. M. Schulz Co. pianos have a large sale in many countries. They are made with a view to resisting climatic changes and are perfectly adapted to the export trade. The house maintains a regular foreign department and most careful and courteous attention is given to correspondence from any part of the world. Capital and surplus are well over \$1,000,000. The financial standing is unquestioned.

SCHUMANN PIANO CO.; W. N. Van Matre, Chairman; W. N. Van Matre, Jr., Pres. Factory and general offices, Rockford, Illinois, U. S. A.

A progressive house, producing admirable instruments of high grade. The factory is well equipped, centrally situated, and is conducted on lines that cannot but commend themselves to those competent to judge of correct economic methods as applied to piano manufacture. Schumann player actions are made in their own factory. The Schumann Piano Co. has a good output, constantly on the increase. The trade mark of this industry is protected, its value being recognized wherever pianos are sold. The president of the house, Mr. W. N. Van Matre, has had wide experience in the piano business and is favorably known in trade circles. Financial standing of the highest.

J. P. SEEBURG PIANO CO. Makers of 88-note player-pianos, electric pianos and orchestrions, pipe organ orchestras. J. P. Seeburg, Pres.; N. Marshall Seeburg, Treas.; R. H. Malmquist, Secy. Factories, 1508-16 Dayton St. Offices, 1510 Dayton St., Chicago, Ill.

A progressive, successful house, whose instruments have attained an enviable reputation. The business of this house has shown almost phenomenal growth and its productions give absolute satisfaction. In the department of automatic instruments and unit pipe organs for theaters and other public places where orchestral effects are required the J. P. Seeburg Piano Co. meet perfectly the requirements of the trade in any country. In highest standing commercially and financially.

B. K. SETTERGREN CO.; incorporated; capital, \$175,000. Manufacture Settergren small grand pianos exclusively. B. K. Settergren, Pres. and Gen. Mangr.; I. Settergren, Sec. and Treas.; M. S. Hall, Vice Pres. Office and factory, Bluffton, Indiana.

The product of long experience, and a determination to produce only high-grade small grand pianos, the Settergren presents advantages which trade and public appreciate. The progress of this industry presents an almost remarkable proof of the force of skill and expertness in the piano industry. Although but a few years old, the B. K. Settergren Co. is one of the most widely known and active. The factory facilities have been more than doubled during the past year, where there are now 60,000 square feet of floor space with capacity of twelve baby grands a day. The B. Settergren Co. is well equipped in every way, both financially and commercially.

SHONINGER PIANO COMPANY, INC., succeeding B. Shoninger Company. Established 1850 as manufacturers of the Shoninger and B. Shoninger pianos. Executive offices, 749-751 East 135th St., New York, N. Y.; offices and factory, New Haven and New York.

The progressive, energetic and reliable method of the Shoninger Piano Company in marketing its products has made the public realize that when a dealer has the Shoninger selling franchise, it guarantees that they will get unusual value and the fairest treatment. Their pianos have received the highest awards at the Paris International Exposition, at the Rotterdam World's Fair and the Chicago Exposition and the standards of quality which now prevail in their factory are the highest. Financially, this firm occupies the highest position.

SMITH, BARNES & STROHBER Division of The Continental Piano Co.; established 1884 as C. A. Smith & Co.; incorporated Jan. 1, 1891, as Smith & Barnes Piano Company;

in 1906 consolidated with the Strohber Piano Co.; on July 1, 1924, merged with The Continental Piano Co. under the title of Smith, Barnes & Strohber Division of The Continental Piano Co.; factories, Chicago and Milwaukee. Warren M. King, Pres.; G. Wilson MacDow, Vice Pres., Treas. and Gen. Mgr.; Harold L. Perrin, Secy. These officers and Harold H. Rockwell constitute the Board of Directors. Offices, 395 Boylston St., Boston, Mass.; 214 S. Wabash Ave., Chicago, Ill., and North Milwaukee, Wis.

This organization is one of the largest and most powerful in the country. It manufactures and markets the following instruments: Smith & Barnes, Strohber, Hoffmann, Lessing and Willard, in both pianos and player pianos. Their two mammoth factories are of the finest and largest in this country. They are equipped with the latest and most scientific machinery and are producing instruments of a high character at a minimum possible cost. Their combined capacity is over 16,000 instruments annually. The entire organization is very capably officered and managed and occupies a high position among the progressive piano concerns of this country.

SOHMER & CO.; established 1872 by Hugo Sohmer. Manufacturers of grand, upright and player-pianos. Factories, Astoria, L. I. Warerooms and offices, Sohmer Bldg., 31 West 57th St., New York, N. Y., U. S. A.

P. A. STARCK PIANO CO.; P. T. Starck, Pres.; A. L. Owen, Vice. Pres. and Gen'l Manager. Manufacturers of Starck grand and Reproducing pianos, Starck upright pianos and Starck player-pianos. Factory, Ashland Ave. and 39th St.; office and ware-rooms, 210-212 S. Wabash Ave., Chicago, Illinois, U. S. A.

One of the most aggressive and progressive piano and player-piano industries. Capital and surplus over \$6,500,000. The founder of this house, Mr. P. A. Stark, was one of the widely known piano men whose entire lifetime was devoted to the piano industry, and whose success was almost phenomenal. His son, Mr. P. T. Starck, a piano man of great ability and wide experience in the various branches of the piano business, is the head of the P. A. Starck Piano Co. The factory of the P. A. Starck Piano Co. is large, modern, well equipped and located on the Chicago Junction Belt Line, convenient to the business part of Chicago. Branch stores are maintained in a large number of the leading cities of the United States. A complete export department looks after the demands from abroad. Inquiries from any part of the world are invited, and special models for Starck pianos are made to conform to the preferences of any country. This house is of unquestioned reliability and of the highest commercial and financial standing.

THE STARR PIANO CO SALES CORPORATION; a sales corporation of the Starr Piano Company, to which refer.

THE STARR PIANO CO.; established in 1872; incorporated in 1893. Harry Gennett, Pres.; Alice L. Gennett, Chairman Board of Directors; Fred Gennett, Secy.; Clarence Gennett, Treas. Manufactures Starr pianos, grand, upright and players, the Starr phonograph and Starr phonograph records, the Richmond piano—grand, upright and player, the Richmond phonograph, the Remington

piano—grand, upright and player, the Remington phonograph and Remington records, the Trayser piano—upright and player, Gennett phonograph records. Factories, Richmond, Ind.

This industry is the pioneer institution of the central states and occupies a position of prominence among the best known piano factories. It enjoys distinction both because of its size and completeness. The factories are at Richmond, Ind., and distributing headquarters are maintained in all the principal business centers of the country. They manufacture every component part of their instruments, including grands, uprights, player-pianos, phonographs and phonograph records.

STEINWAY & SONS; established 1853; incorporated 1876; Frederick T. Steinway, Pres.; Henry Ziegler, Vice Pres.; Nahum Stetson, Secy.; Fred'k Reidemeister, Treas. Manufacturers the Steinway pianos. General offices, 109-111-113 W. 57th St., New York.

The progress of the house of Steinway & Sons has been most rapid. Opening in Varick street in 1853, where the largest possible output was fifty pianos a year, the regular manufacture of these instruments—by far the most expensive in the world—now numbers more than seven thousand a year. As early as 1860 a large factory was built on Park avenue, which three years later occupied twenty-six lots and extended from Fifty-second street to Fifty-third street. In 1866 Steinway Hall was built. A tract of land at Astoria, over a mile long, comprising four hundred acres and possessing a water frontage of more than half a mile, was purchased in the years of '70 and '71. Here were erected the steam sawmill for the special purpose of sawing logs twenty-six feet long, and the various foundries. The piano case factory, which contains many superb machines invented by Theodore Steinway and his brothers, was erected in 1879. The buildings and the lumber yards with their seven millions of feet of choice lumber, comprising the Steinway manufactory at Astoria, occupy twelve acres. The water basin, containing millions of feet of logs, the canal supplying it, the docks, are only single items in the superb equipment of this grand industry. The total value of the entire Steinway plant is over five million dollars. The unequaled distributing and manufacturing plant at Hamburg, Germany, contains a finely appointed factory, erected in 1880, and greatly enlarged in 1906 and again in recent years. The London house was opened in 1875, and the London Steinway Hall was opened in 1880. From this building Steinway pianos have gone out to the houses of nearly all the great notables of England. Warerooms were opened in Berlin in the fall of 1909. Through its sub-agencies the house is represented in Spain, Italy, France, Norway, Sweden, Russia, Austria, Hungary, Australia, the South and Central American states, and other countries. A house of the highest distinction and reliability.

STEGER & SONS PIANO MFG. CO.; Chris. G. Steger, Pres.; Chas. E. Byrne, Vice Pres. and General Sales Manager; Hon. Charles A. McDonald, Treas.; Manufacturers of the "Steger & Sons" grand and upright pianos and player-pianos, reproducing grands and Steger phonographs. Established 1879; incorporated 1892. Factories, Steger, Illinois, where the "Lincoln and Dixie Highways meet," twenty-nine miles from Chicago. General offices and display rooms, Steger Bldg., northwest cor. Wabash Ave. and Jackson Blvd., Chicago, Ill., U. S. A.

Steger, Ill., was founded and built by the late J. V. Steger as an exclusive manufacturing centre of high grade instruments. Some years ago the company purchased 1,500 acres of land upon which the

little city is located. Steger, Ill., is a model little city. The workmen themselves participate in the management of municipal affairs, school systems, fire departments and other branches, thereby insuring the greatest possible good to the greatest number. The inflexible rule of Steger & Sons factories is that "the standard of excellence is never for any reason permitted to vary." The Steger Building, in Chicago, is located on one of the most important sites in the commercial section, and constitutes one of the best examples of modern fireproof construction. The Steger Building cost approximately \$1,000,000. The financial standing of the company is unquestioned.

THE STERLING PIANO CORPORATION;

Est. 1866. Manufacture the Sterling, Huntington and Mendelssohn pianos. Executive offices and retail warerooms, 81 Court St., Brooklyn, N. Y. Factories, Derby and Shelton, Conn. General offices, Shelton, Conn.

One of the oldest of the American piano industries, and one that has a world-wide fame. Its factories have a capacity of 8,000 instruments a year and its representatives, among the foremost piano merchants, insure a wide and ready distribution of the admirable instruments. The Huntington Piano Co. was incorporated in 1894. The Sterling Piano Corporation is a reliable industry, the credit of which stands high.

STORY & CLARK PIANO CO.; E. H. Story,

Pres.; F. F. Story, Vice Pres. and Treas.; E. M. Love, Sec. Manufacturers of the Story & Clark piano and Story & Clark player-piano. Factory, Grand Haven, Mich.; general offices and salesrooms, Story & Clark Building, 173 N. Michigan Ave., Chicago, Illinois.

This house is the direct successor of Story & Camp, which was established in 1867. The Story & Clark Piano Co.'s factory at Grand Haven, Mich., was erected in August, 1901; it is modeled on the most approved principles and contains one of the finest and best equipped plants in America. The Story & Clark Piano Co. ranks high commercially and belongs to the first rank in the piano manufacturing industry.

STRAUBE PIANO CO.; E. R. Jacobson,

Pres.; C. H. J. Thorby, Vice Pres.; A. T. Schuldes, Treas.; J. F. Jacobson, Secy. Manufacturers of the nationally advertised and nationally priced Straube pianos, grands, reproducing grands, players, uprights; also manufacturers of Hammond and Gilmore pianos, and the Artronomie player action, containing the patented pendulum valve installed only in Straube-made pianos. Office and factory, Hammond, Indiana, U. S. A.

The Straube, Hammond and Gilmore are the products of a factory headed by men who have had extensive experience in both manufacturing and marketing pianos. The factory at Hammond is admirably and excellently suited for piano production. In fact, the growth of the company the last few years has been so rapid that additions to the plant have from time to time been made necessary, the addition completed in 1925 of approximately 80,000 square feet of floor space being necessary by the demand for Straube grands. House in unquestioned commercial standing.

STRICH & ZEIDLER (Inc.), manufacturers

of Strich & Zeidler pianos and playerpianos. William Strich, Pres. and Treas.; L. D. Perry, Vice Pres.; C. D. Mueller, Secy. Fac-

tory, 740-742 East 136th St., New York, N. Y., U. S. A.

The gentlemen in control of this famous industry are expert piano makers of distinction. They have built a reputation for thoroughness in the manufacture of high-grade instruments. Standing of the house is in every way good.

STULTZ & BAUER; established 1882; incorporated 1892; Frederick Bauer, Pres. and Treas.; Joseph Bauer, Vice Pres.; Matthias F. Bauer, Secy. Manufacturers of uprights, grands and player-pianos and reproducing pianos. Factory and offices, 338-340 E. 31st St., New York, U. S. A.

A conservative house the business methods of which have contributed to its success and have won a high place in the estimation of the piano trade and the musical public. This company is owned and controlled solely by members of the Bauer family, under whose personal supervision every instrument is built.

WILLIAM TONK & BRO. (Inc.). Manufacturers of the Tonk pianos, player-pianos, Reproducing Grands and uprights and the Triplex Electric Solo Player. Factory, 10th Ave., 35th and 36th Sts., New York, N. Y., U. S. A.

A well-known, responsible and highly distinguished house, the product of which has won a distinct triumph in the musical world. The industry is one of the old-established and most reliable in the annals of American musical instrument manufacture. This company also controls by purchase the old established McCammon Piano Co. and the McCammon pianos are produced under a separate corporate name. The McCammon is in quality next in grade to the Tonk piano. The house of William Tonk & Bro., Inc., is substantial and reliable in every way and its instruments have attained to world-wide fame, enjoying also a large export trade to foreign countries. Tonk pianos are made in grands, uprights and player-pianos, all of the strictly fine quality. The export models accord perfectly with the tastes of those for which they are especially designed.

UNITED PIANO CORPORATION; J. H.

Williams, Pres.; J. H. Shale, First Vice Pres. & Treas.; W. C. Whitney, Vice Pres.; C. B. Gardiner, Vice Pres.; S. B. Keilholtz, Secy. and Asst. Treas. Directors: J. H. Williams, J. H. Shale, C. B. Gardiner, C. F. Jackson, A. W. Norman, W. C. Whitney, Walter A. Hall. Subsidiary Companies: A. B. Chase Piano Co., established 1875; Emerson Piano Co., established 1849; Lindeman & Sons Piano Co., established 1836. Executive offices and factories, Norwalk, Ohio.

The United Piano Corporation was organized in April of 1922. Under the direction of the United Piano Corporation the individuality of the A. B. Chase, Emerson and Lindeman & Sons will be retained and perpetuated, it being the ideal of this company to produce pianos of the highest type, and the individual pianos will be improved wherever possible.

VOSE & SONS PIANO CO.; established

1851; incorporated 1889. Willard A. Vose, Pres.; D. D. Luxton, Vice Pres.; George A. Vose, Treas. Manufacture the Vose pianos and playerpianos. Factories, Watertown, Greater Boston; warerooms, 158-160 Boylston St., Boston, Mass., U. S. A.

The Vose piano was founded by Mr. James W. Vose in 1851, and the business has continued to expand

until it has become one of the greatest piano manufacturing concerns in America, while the Vose piano has obtained a most enviable position in the musical world. Their new factory in Watertown, Greater Boston, Boston, Mass., is one of the largest and best appointed in the country and a model of its kind, both as regards the factory proper and its entire equipment. A house of highest standing financially and commercially.

WALTHAM PIANO CO., INC.; capital Stock and surplus, \$500,000. Paul F. Net-zow, Pres. and Gen. Mgr. Manufacture the "Waltham," "Warfield" and "Wilson" pianos and player-pianos and the "Electra-tone" electric players and Reproducing Players. Factory and sales offices, First St., Island and Keefe Aves., Milwaukee, Wis., U. S. A.

The Waltham Piano Co. produces a "full line"—uprights, grands, player-pianos, coin-operated electric pianos and Reproducing Player pianos. This company has exceptionally favorable manufacturing and shipping facilities. Every labor-saving device will be found there, scientific factory management insures the best possible results in factory production, good ventilation and perfect lighting insure the health and well being of the large force of skilled factory employes. The capacity of this factory is 10,000 instruments a year. The "Waltham" is recognized a leader among high-grade pianos, while the "Warfield" is one of the best known of the popular instruments on the market at the present time. The company also controls and produces pianos of the following names, which are all instruments of reliability: "Kilbourn," "Auburn," "Shorewood," "Oakland" and "Lincoln," to which refer in Part 2. The Waltham Piano Co. has a good export trade which is steadily growing. A company of unquestioned integrity and financial and commercial standing.

WEAVER PIANO COMPANY, INC., established 1870; incorporated 1882; W. S. Bond, Pres.; Charles F. Baer, Vice Pres.; P. G. Mundorf, Secy.; Walter L. Bond, Treas.; C. D. Bond, Asst. Secy., Asst. Treas. and Factory Supt. Manufacturers of grand, upright and player-pianos. Jobbers of talking machines. Mfrs. of duet and player-piano benches. Offices and factory, York, Pennsylvania, U. S. A.

One of the progressive music industries of America. Manufacture Grand and Upright pianos and player-pianos, the sales of which have been constantly increasing, necessitating several enlargements of their factory within the past few years. They now have a large up-to-date factory equipped with the most modern improved machinery. The company is now working with an investment of over \$1,000,000, and the business has been attended with marked success. The Weaver Piano Co., Inc., always employs thoroughly competent superintendents in every branch of their work, and experts pronounce the Weaver pianos as artistic in every particular. Commercial standing and responsibility first-class. Manufacture the artistic high-grade Weaver pianos, in grands, uprights, player-pianos and Reproducing pianos, and high-grade York pianos, grands, uprights, player-pianos and reproducing pianos. Are factors of the Livingston upright and grand pianos and Livingston player-pianos. Have a growing export trade and C. A. Richards, 279 Broadway, is their export agent. The cable address is Richsonora, N. Y. The Weaver Piano Co., Inc. is specially noted for its hearty co-operation with its representatives in the sale of this attractive line of instruments. "Quality" in manufacturing "Service" in selling are the two watchwords of this company.

WERNER PIANO CO.; incorporated. Capital and surplus, \$300,000; manufacture Werner pianos and player-pianos. Factory, Morgan and Superior Sts.; offices, 711 Milwaukee Ave., Chicago, Ill., U. S. A.

An energetic and successful industry controlled by men of great executive ability and managed by experts in the production of reliable instruments. In highest commercial and financial standing.

THE WERNER INDUSTRIES COMPANY; business established 1889; capital stock, \$900,000; capacity of factory, 5,000. Names of pianos owned and controlled: Krell, Auto-Player, Royal, Duchess. Manufacture grands, uprights, playerpianos, reproducing grands and uprights. Make their player actions in their own factory. Office and factory, 9th and Harriet Sts., Cincinnati, Ohio.

WESER BROS., INC.; established 1879. Manufacturers of the "Weser Bros." and "Billings & Co." and "Marveola," Orpheola and Re-rendo pianos, player-pianos and reproducing pianos. Offices and factory, 520-528 W. 43d St., New York, N. Y., U. S. A.

This honorable and progressive house has steadily grown to a prominent place among the piano industries of America. A house of wealth, great commercial influence and first-class credit in every respect. Weser Bros. factories have given them the facilities of one of the best and most thoroughly equipped plants in the world. Weser Bros. instruments have a remarkably large demand and they are exported to nearly all quarters of the globe. Their export department is equipped to give prompt and courteous attention to demands from any country and correspondence is conducted in any language. Commercial and financial standing of the highest.

WESTERN ELECTRIC PIANO CO.; manufacturers of fine automatic pianos; exclusive makers of the Selectra, for selecting any tune from the time rewind music roll. Office and factory, 429 W. Superior St., Chicago, Ill.

This industry is one of the latest in its line, but its officers are experienced in automatic piano manufacture. Mr. Larson and Mr. Waters were about the first to establish an automatic piano factory in the west. The Western Electric Piano Co. stands well and is progressive. The company makes also the "Midget" piano and the "Selecta," to which refer in Part One.

P. S. WICK CO.; established 1886; incorporated 1906. P. S. Wick, Pres. and Treas.; E. M. Wick, Vice Pres.; H. E. Johnson, Secy. Manufacture the "P. S. Wick" and "Shattuck" pianos, playerpianos, grands and reproducing pianos. Factory and office, North St. Paul, Minn.

An industry of high character, controlled by expert piano makers. The factory is well equipped and conducted along modern lines. The aim is to produce only reliable instruments and to do business along most approved and liberal lines. Commercial and financial standing unquestioned.

WILFRED PIANO CO., established 1914, manufactures the "Wilfred" and "Henry Keller & Sons" pianos and player-pianos. Owned and controlled by H. C. Frederici, W. T. Heslop and J. Skubis. Factory and offices, corner Whitlock Ave. and 156th St., New York.

This well organized industry has made steady progress and its instruments stand high among the music dealers

and their customers. In New York City the sale of the "Wilfred" pianos has been a feature of the trade.

WILLIAMS PIANO & ORGAN CO.; established 1855; incorporated 1889; manufacturers of the Williams pianos, Grands, uprights and players. H. B. Williams, Pres.; Carl S. Williams, Vice Pres. and Treas.; Bradley P. Williams, Secy. General offices, 180 North Wabash avenue, Chicago, Ill.

This concern is the outgrowth of the old firm of J. W. Williams, established 1855; succeeded by J. W. Williams & Sons, 1884; incorporated under the present firm name in 1899. Have fine, new, modern six-story fireproof concrete factory at 1257 Fullerton avenue, about two miles west of Lincoln Park, Chicago, which is a model of construction and equipment, having every needed improvement for the manufacture of fine-toned, reliable pianos and every convenience for the welfare and comfort of their workmen. Capital and surplus, over \$350,000. Musical instruments made by this company have long had an extensive sale and enjoy an excellent reputation for sweetness of tone and all-around reliability. A concern of utmost responsibility and integrity.

WINTER & CO.; incorporated with capital of \$300,000. W. G. Heller, Pres.; Gottlieb Heller, Vice-Pres. Manufacture Winter & Co. and Heller & Co. pianos and player-pianos. Factory and offices, 849-863 E. 141st St., New York City.

Controlled and managed by practical piano experts, this industry has a producing capacity of 7,000 instruments a year. The Winter & Co. instruments are popular and in great demand throughout the country. A house of high standing.

WURLITZER GRAND PIANO COMPANY; manufacture a full line of grand pianos ranging in length from 4 feet 9 inches to 7 feet, also expression grands and reproducing grands with the Apollo reproducing action. E. S. Rauworth, Pres.; P. E. Mason, Vice Pres. Factory and executives offices, De Kalb, Ill.

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