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TWENTY-SIXTH YEAR

1922 Edition

The PURCHASER'S GUIDE *to the* MUSIC INDUSTRIES

WITH WHICH IS INCORPORATED

THE PIANO AND ORGAN PURCHASER'S GUIDE

ESTABLISHED IN 1897

Contains an Account of the Piano, Player Piano and
Organ Manufacturers and of Some of the
Leading Phonograph and Talking Machine
and Accessories Manufacturers, Music
Roll Makers, Supply Houses and
Musical Merchandise Concerns

COMPILED BY

JOHN C. FREUND

EDITOR OF

THE MUSIC TRADES AND MUSICAL AMERICA

PRICE 25 CENTS

PUBLISHED BY

THE MUSIC TRADES COMPANY

505 FIFTH AVENUE

NEW YORK

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PIANO QUALITY and REPUTATION
enable you to know in advance
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WE CHALLENGE COMPARISON

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SINCE 1906

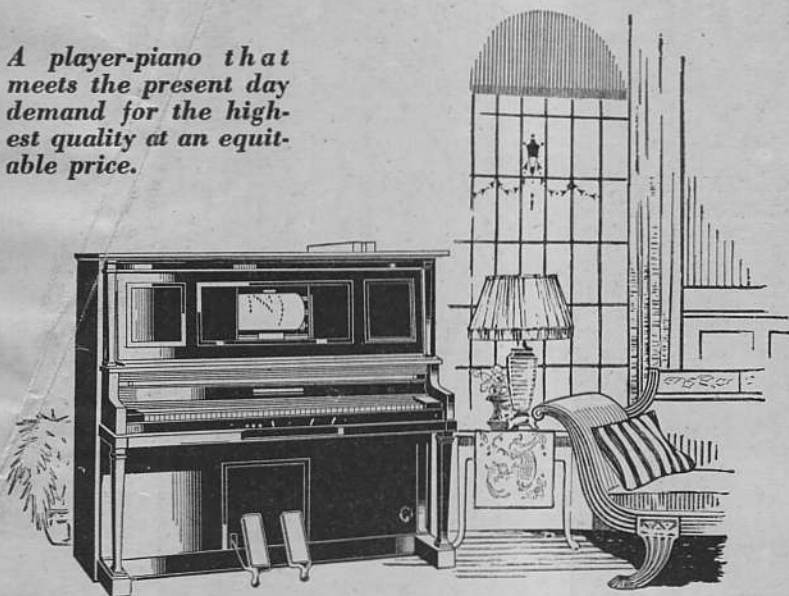
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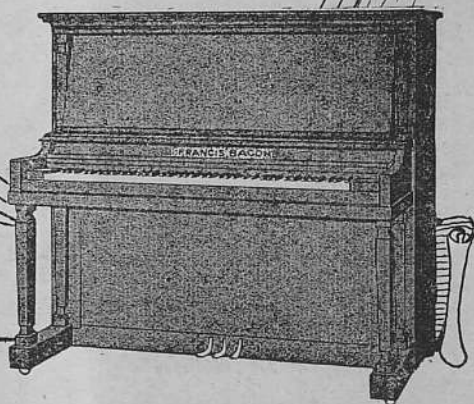
Francis Bacon Pianos offer a prestige building line, a historic name, in addition to the utmost dollar value, that modern, efficient piano manufacturing facilities can produce.

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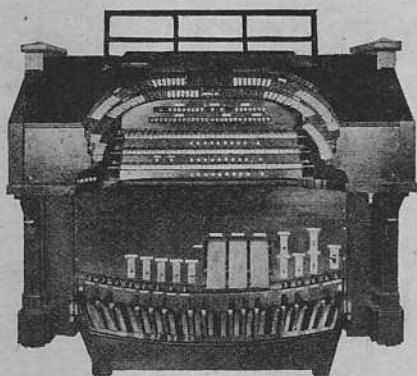
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Supreme in Tone

GRAND PIANOS—

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in 1919, improved upon the scales of both upright and grand pianos until the present perfection was achieved. And he, with the third and fourth generations, founded the Melodigrand Co., which produces upright, player, grand and reproducing pianos of the highest standard.

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Will interest you if judged by the results it will attain.

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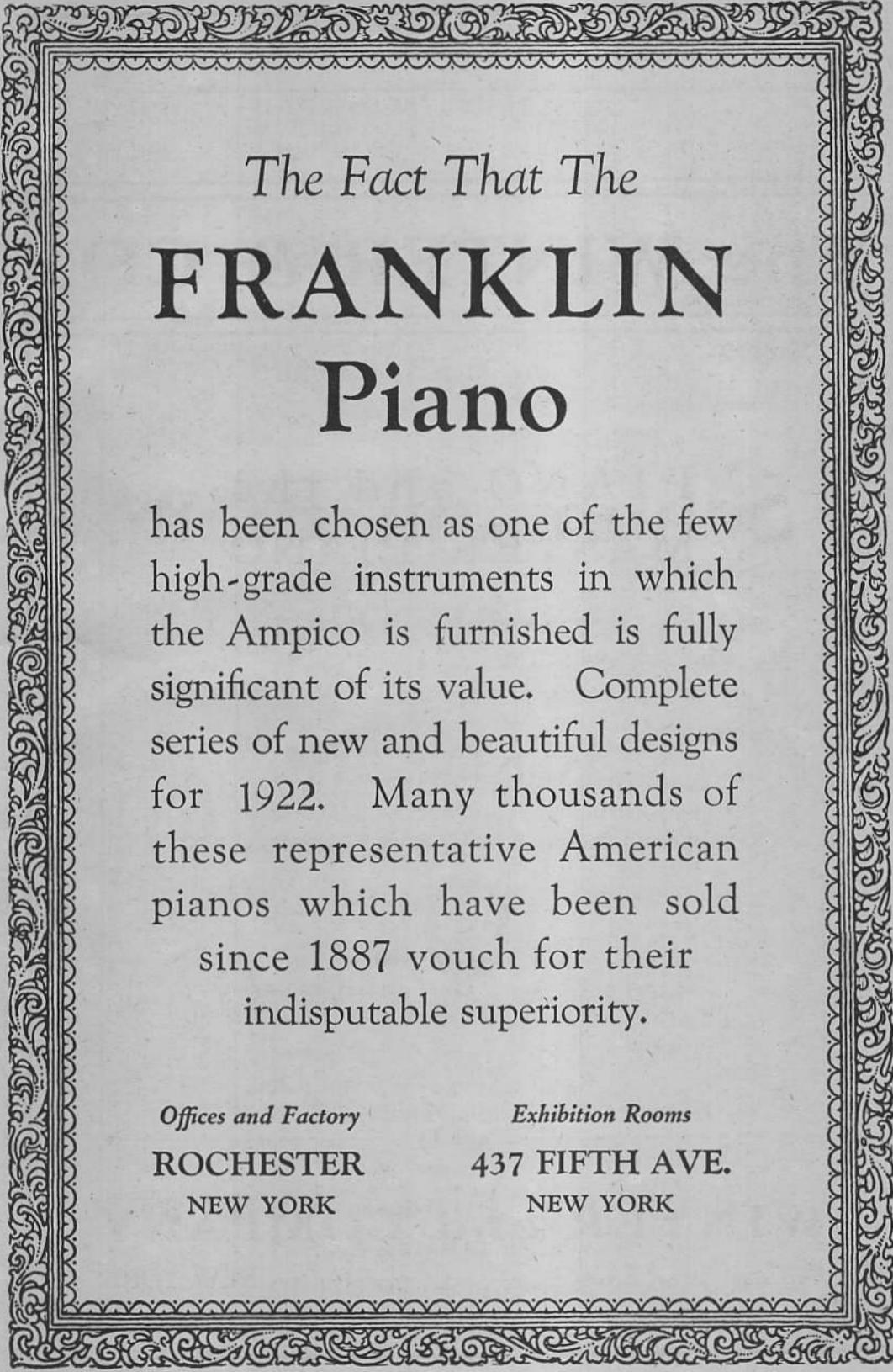
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PIANOS
PLAYER PIANOS
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ELECTRIC EXPRESSION
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REPRODUCING
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A complete line of Quality instruments, that
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The Brambach Baby Grand is an instrument of many selling features. First, it is compact—only 4 ft. 8 in. long. Second, it has a remarkable tone volume. Third, its action has an amazingly responsive touch. Fourth, it is beautiful in design. Fifth, it has many exclusive superior mechanical features. Sixth, it sells at a price within the reach of all piano buyers.

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Smith, Barnes & Strohber Co.

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*The Kohler & Campbell Line
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Completeness—It contains selected styles in every type of instrument made. Player Pianos, Upright Pianos, Electric Expression Pianos, Grand Pianos and Reproducing Pianos.

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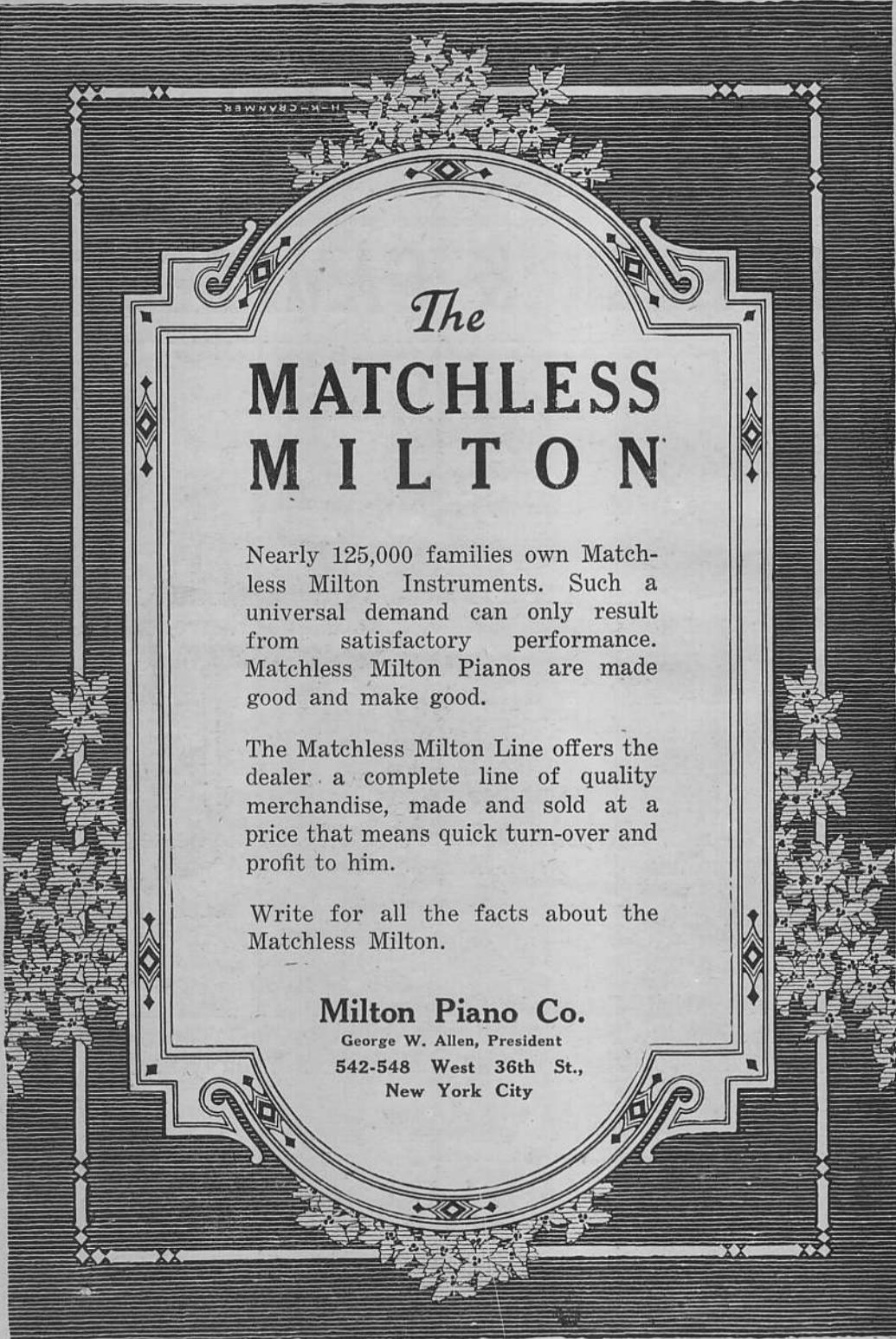
Name Prestige—Kohler & Campbell Pianos are nationally known for durability and utmost dollar value. There are nearly 225,000 Kohler & Campbell Pianos in daily use.

*The Kohler & Campbell Line is
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Nearly 125,000 families own Matchless Milton Instruments. Such a universal demand can only result from satisfactory performance. Matchless Milton Pianos are made good and make good.

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Milton Piano Co.

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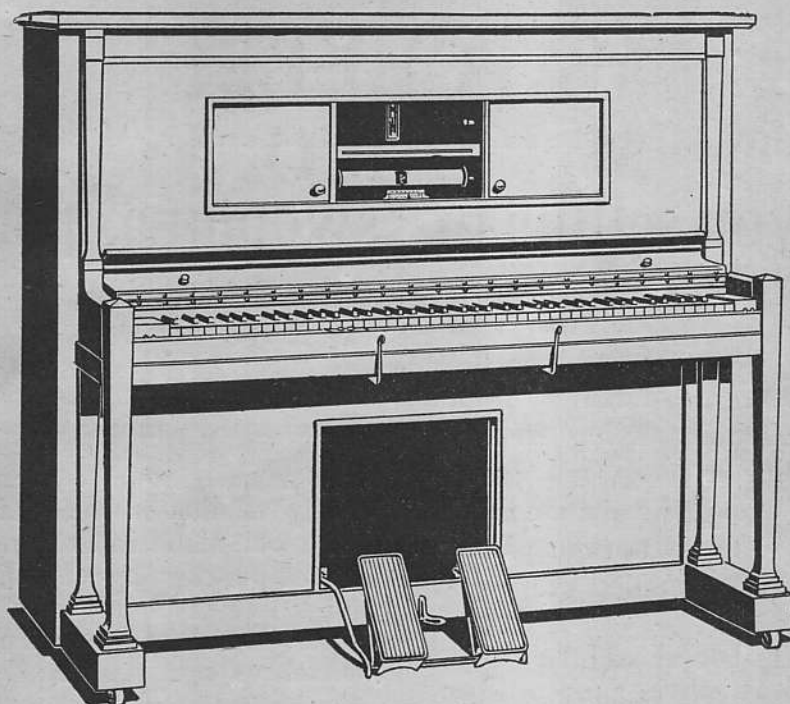
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Twelve years of constant development and growing success have put this remarkable instrument right in the forefront of PEDAL-EXPRESSION player-pianos.

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THE SCHULZ PLAYER mechanism is a **SCHULZ** product from beginning to end, exclusive, perfected, unique.

THE SCHULZ PIANO is as good as a good piano can practically be, with twenty-eight years of success to its credit.

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Are you selling or "swopping" pianos?

The Miessner opens a new field—where there is little or no exchange business

There are families in your community living in apartments or bungalows too small or crowded to accommodate an ordinary upright piano, or even the smallest grand.

Yet they should be on your list as active piano prospects. And they *can* be—with the Miessner—the original small piano. It is so compact that it fits into any room. It is only waist high, yet the volume

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Miessner dealers are penetrating this new field, where there is little or no piano "swopping." Write today for our proposition to dealers.

The MIESSNER

THE LITTLE PIANO WITH THE BIG TONE

THE JACKSON-MORTON PIANO COMPANY

138 Reed St., Milwaukee, Wis.

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THE truest index of a Piano's character and reputation—its musical value and inherent worth—is the name on the fall board.

The name Doll and Sons goes back to 1871—over a half century—and typifies “Pianos of Character” which are the products of a family of practical piano makers.

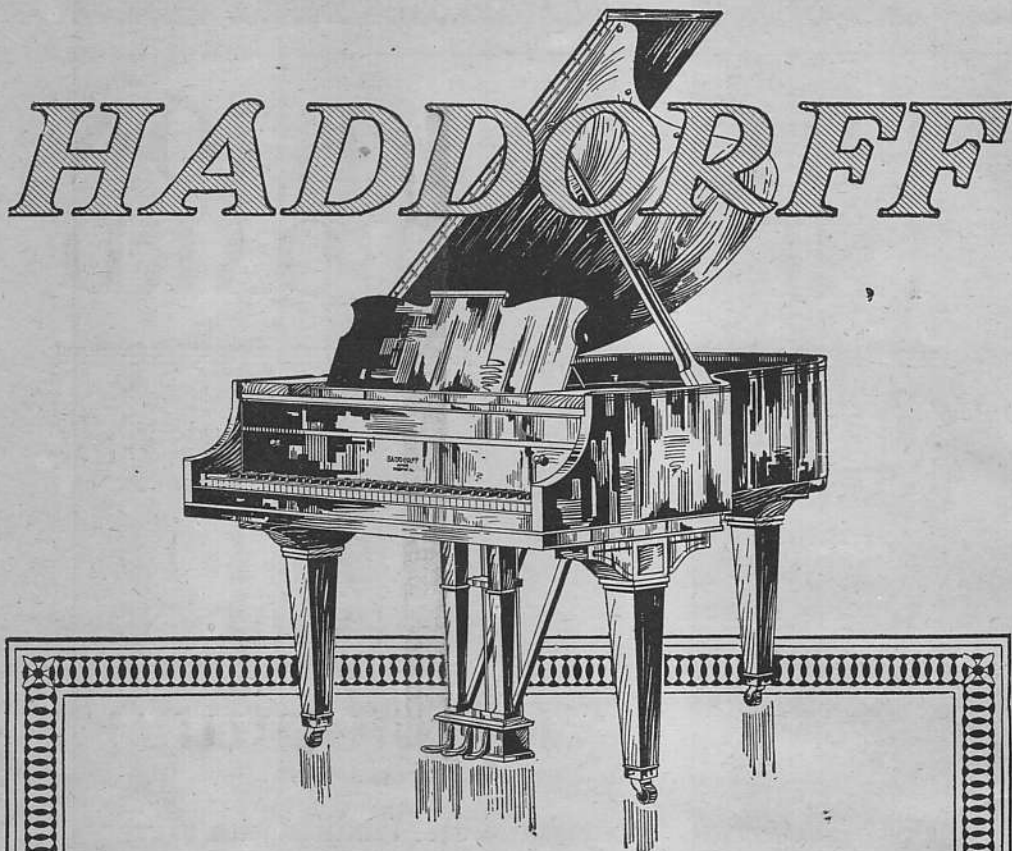
These expert piano builders—familiar with every progressive step of manufacture and imbued with the finest traditions—are directly responsible for a line of UPRIGHTS, PLAYERS AND GRANDS generally conceded to be one of the most popular and fastest selling in the Industry.

See that *your* Pianos have “Doll & Sons” on their fall boards and—*watch your business grow.*

JACOB DOLL & SONS, Inc.

“Pianos of Character for Generations”

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One man's inspiration, genius and energy—concentrated for a lifetime on a single noble purpose—have created a piano of supreme tone richness, the

HADDORFF

Haddorff instruments are fine examples of modern and classic design. Rich case-woods. The most painstaking care to the minutest of details is everywhere evident. The Haddorff grands, up-rights, player and reproducing pianos are built under the personal supervision of Mr. C. A. Haddorff.

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Endorsed and Used by

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The Autopiano

\$350 OSBORN GRAND

**GENUINE
MAHOGANY**



Size 5 ft. overall.

Design Registered

\$500 OSBORN GRAND, same size, finished in ebony with ivory keys, priced F.O.B. factory floor. Public pays cartage, packing and freight extra. When sold on time, dealers add 1% per month extra.

Reliable dealers state that the OSBORN GRAND not only sells quickly but proves to be the greatest trade builder in the history of the piano industry.

The only Grand Piano in the world built under the hydraulic pressure case press that is our own invention. Do not compare the tone qualities, durability, action and design with any other Grand Pianos retailing for less than \$800.00 to \$3,000.00 through regular dealers.

ASK FOR CUT AND DESCRIPTIVE MATTER OF OUR REVOLUTIONARY PROCESS THAT MAKES THE \$350 OSBORN GRAND POSSIBLE.

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2952 W. Chicago Ave., at Sacramento Blvd., Chicago

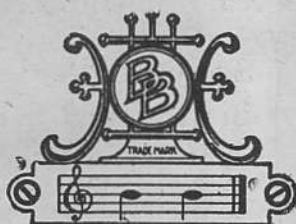
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Pianos and Player-Pianos

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Tone that appeals to the
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MADE BY EXPERTS

Established 1887

Incorporated 1908

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Sales are made easier when you can offer your customer a superior value which means a quality instrument at a reasonable price.

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Small Pianos for Schools.

Small Player Pianos for Bungalows.



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Established 1891

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Classic "Artone" Pianos

Arto-Grands—Distinguished by their Superior Tone and embodying the Ahlstrom New Type Art-Expression Grand Action and the "DUOTONE" Pedal for dividing the tone volume.

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Uprights—Duplicates of the Grands in Scale and Tone, using exclusively the Ahlstrom basic patent Non-Blocking "Artone" Action.

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JAMESTOWN, NEW YORK

Established 1875
Incorporated 1904

1863—1922

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are the final word in piano quality. They are recognized as the ideal leaders and are featured by many of the representative dealers in United States and abroad.

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They are the crowning attainment of fifty-eight years of sincere effort.

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—sterling pianos at popular prices

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The Emblem of Piano Integrity

WESER

PIANOS and PLAYER PIANOS

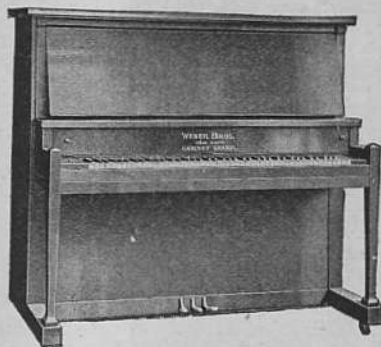
**Sell Readily—Afford Splendid Profits
Build Good Will—Maintain Prestige**



MODEL 20

*The Acme of Value
in a Piano of
Moderate Price*

*The Last Word in
Mechanical Efficiency
and Artistic Construction*



MODEL "E"

WESER BROS., Inc.

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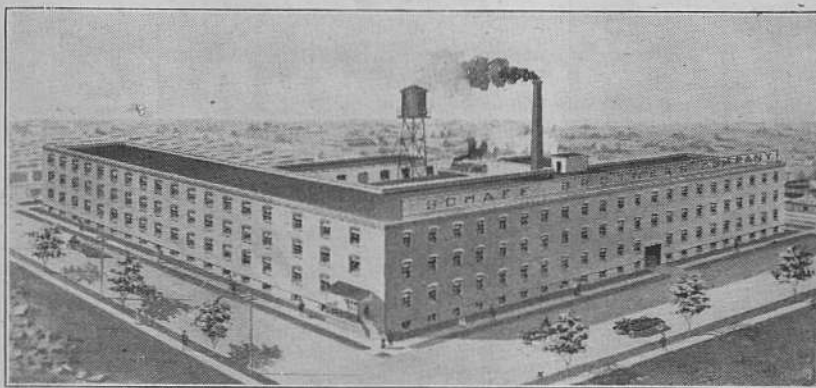
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—a record of more than half a century of success in building pianos and player-pianos of highest quality—is behind

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PIANOS and PLAYER-PIANOS



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The SCHAFF BROS. line ideally combines all the qualities that make for satisfied customers and satisfied dealers.

With the SCHAFF BROS. line the dealer is equipped to meet easily any competition—to build prestige and make profits.

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WITH THE
Henry G. Johnson
Piano Company's Line

Exclusively
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Capacity of Factory 10,000 a Year

High Quality at a Fair Price

Players Fit for the Finest Homes

**Created by Experts in the most modern
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Manufacturers of

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The product of over half a century of faithful devotion to the highest scientific, mechanical and artistic ideals in construction and design. The Sterling player action used in Sterling player-pianos is manufactured complete by the Sterling Company. Adequate financial resources and complete industrial facilities have resulted in constantly growing trade, at home and abroad.

The distinctive technical and musical merit of our instruments together with our strict adherence to correct, honorable business methods as manufacturers, wholesalers and retailers have firmly established the world-wide reputation of

Unchangeable **STERLING** *Reliability*

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Established 1866

DERBY, CONNECTICUT, U. S. A.

HUNTINGTON

PIANOS and PLAYER-PIANOS

EXTRAORDINARY Durability in every detail of Construction, minute Perfection of Mechanism and strictly Modern Case Designs are the special features of our manufacture that have, in conjunction with a popular range of prices, created for it a steadily increasing demand in domestic and foreign markets.

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Founded 1878

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The Symbol of Musical Superiority
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That superiority of Tone, Action and Dependability, through which the greatest pianists may most fully express their musical interpretations and their genius.

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The Biddle Line is an asset to
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ESTEY pianos are backed by seventy-five years of unsullied reputation for manufacturing musical instruments of the highest character.

Name value and quality play a most important part in the upbuilding of good will and satisfaction amongst your customers.

Estey pianos, of the highest quality, are moderately priced and consequently easy to sell. You can better your business in every way by handling the Estey line.

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Upright, Player, Grand and Reproducing Pianos

Manufactured under singularly favorable conditions, thus producing instruments of the highest quality at a reasonable cost.

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throughout the country, whose testimonials are printed in our catalog. Write for copy.

H. LEHR & CO., Manufacturers, EASTON, PENNA.



MODEL R

58 inches long. The reason why an Upright need never be substituted.



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the country over, have had wonderful success in selling the Premier Baby Grand.

Recognized musical merit with every additional Grand Piano attribute and a price that makes a universal appeal have won for

The Premier Baby Grand

58 Inches of Quality

the undisputed leadership in its field.

For the critical, ultra type of music lover—the music teacher and conservatory, the Aristocrat five foot three inch model is available.

Secure full details of our Selling Franchise now.

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President

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"The Most Talked About Piano in the Trade"



Piano Manufacturer.

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Est. 1849



HAZELTON PIANOS are made to meet the most exacting demands of discriminating buyers. Every Hazelton Brothers style is built to a standard of quality, which has been maintained since 1849. The Hazelton Brothers Line is a Leader in every sense of the word. Write for catalog and description.

HAZELTON BROTHERS, INC.

Wm. M. Plaisted, President

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Desired for their beauty,
Bought for their fair price,
Cherished for their excellence,—

Write for catalog and attractive selling helps.

Cable-Nelson Piano Co.

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MONEY — BRAINS
TIME



WE USE THE THREE IN THE BUILDING OF

Shoninger Instruments

No factory can do more. Write for our selling campaign. It helps you sell pianos and players.

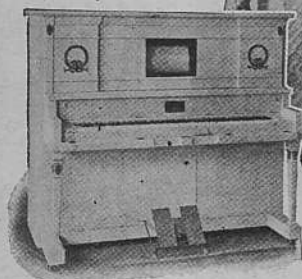
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The Tonk
PIANO

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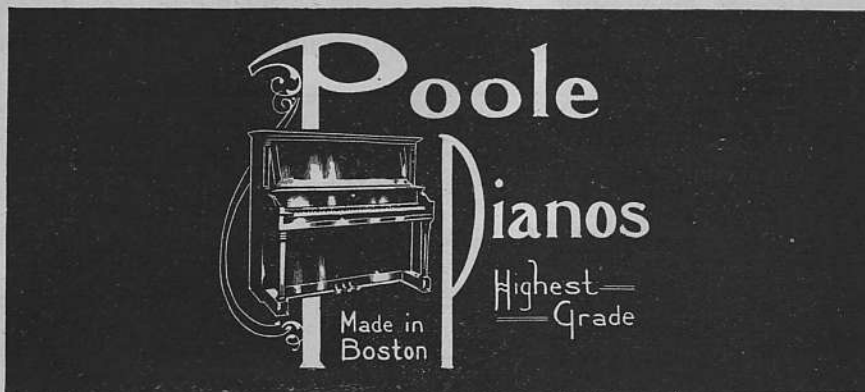
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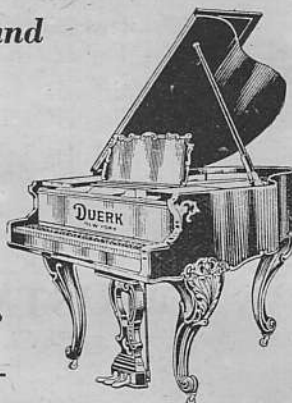
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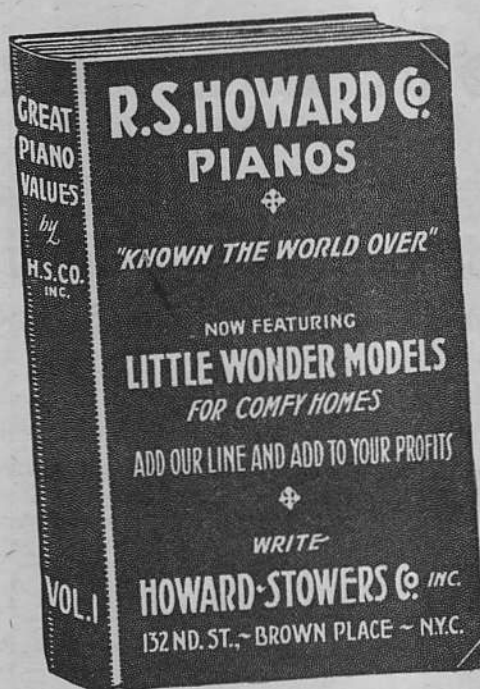
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ESTABLISHED 1897

**Twenty-
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CONTAINING information with regard to pianos, player-pianos, pipe and reed organs, self-playing organs, and some phonographs and talking machines and accessories, music rolls, musical merchandise, supplies and their various makers.

Prepared by
JOHN C. FREUND
Editor of "The Music Trades" and of "Musical America"

Published by
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PREFACE TO THE GUIDE FOR 1922

THIS is the twenty-sixth annual edition of THE PURCHASER'S GUIDE TO THE MUSIC INDUSTRIES (with which is incorporated THE PIANO & ORGAN PURCHASER'S GUIDE). Under the title of THE PIANO AND ORGAN PURCHASER'S GUIDE, the publication was first issued in 1897. The work was the outcome of a constant stream of inquiries, directed to me, personally, and to me as Editor of THE MUSIC TRADES, by dealers, but, more particularly by intending purchasers of pianos, regarding the standing and comparative merits of the various instruments offered for sale. These inquiries were no doubt largely prompted not merely by the conflicting statements of competing dealers and manufacturers, but also because of the unfair and often improper claims made by unscrupulous persons who were endeavoring to sell cheap, commercial instruments, "out of their class," and especially stencil pianos as legitimate instruments, at a price beyond their value—indeed, at a price which should command an instrument made by a reputable maker of standing.

In its original form the book was intended to protect the purchasing public, and, for that purpose, it endeavored to present an earnest and conscientious argument in favor of the honest manufacturer and the honest dealer who represented him, when in competition with unscrupulous competitors. This purpose has been rigidly and conscientiously adhered to and explains its success.

The GUIDE at once attracted considerable attention on the part of the general public, was favorably reviewed in a number of leading journals, but the highest tribute to its purpose, character and usefulness was its ready acceptance by the trade itself, in which ever since it has been used and quoted as an authority. Thus, the need of such a work was proved by its immediate success, which was so great that a second edition of the first issue was necessary within a few weeks of the book's appearance.

Each year the work has been revised, enlarged and improved. By the time the GUIDE had reached the fourth year of its publication, it had been used in several important legal cases, had been admitted as an authority by the courts in several States, while copies had been requested by a large number of leading libraries and institutions all over the country. In 1905 the GUIDE was used as expert testimony by leading manufacturers and dealers before the Canadian Tariff Commission. As each succeeding edition of the work appeared it not only became, in a measure, a history and record of the American piano and organ industries, but it showed the wonderful growth of these industries.

Several years ago I made a radical departure, and decided to include only the names of the legitimate piano, player and organ manufacturers, and the trade-marks owned and adopted by them. A reference to the chapter on "Stencils" will explain why the names of many pianos are not to be found in this work.

The estimate of the various manufacturers who are quoted is based upon their standing in the trade itself, as well as in the musical world.

This 1922 edition presents a careful revision of the matter previously published, and as there have been many notable changes in the trade, especially in the line of self-playing instruments, it therefore supersedes all previous editions. As many concerns have materially improved the character of their output, while others have greatly extended their business during the last few years—though it must be admitted some few have retrograded—it will be clear that no person has the right to use any of the former editions of the GUIDE when quoting the GUIDE as authority in the field of which it treats.

It is proper for me to say that, when I first undertook to publish this book of reference I had had an active experience as an editor of music and music trade papers of nearly a third of a century, during which time I had every opportunity of becoming closely acquainted with the piano, organ and musical instrument manufacturers and dealers, as well as with leading artists, musicians and teachers.

Thousands of testimonials have been received which testify to the good work the GUIDE has done in protecting the public and in helping the legitimate trade. Those



83 Years of Devotion to Quality

Ever since 1839 Hallet & Davis have maintained the highest manufacturing standards, and to-day—more than ever—Hallet & Davis pianos reflect the genius of the master builders who have developed them to their present perfection.

HALLET & DAVIS

Uprights **VIRTUOLO** Player-Pianos Grands

**To the
Dealer**

With the Hallet & Davis as your leader and the Conway and Lexington to meet demands at popular price you have an ideal line.

Write for territory and information.

HALLET & DAVIS PIANO CO.

146 Boylston Street, Boston

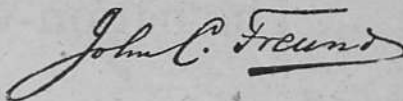
Established 1839

Manufacturers of Hallet & Davis Pianos and
Virtuolo Players. Distributors of Conway and
Lexington Pianos and Players.

PREFACE TO THE GUIDE FOR 1922—Continued

manufacturers and dealers who are endeavoring to do a legitimate business by selling the instruments they represent on their merits have found great assistance in this work. They have found it a weapon with which to successfully meet an unscrupulous competitor.

This 1922 edition cancels all others.
NEW YORK, MARCH, 1922.



THE PIANOFORTE AND THE PUBLIC

The pianoforte has long ceased to be a luxury. It is a household necessity. Indeed, the higher courts now generally recognize it as a necessity in the proper education of young people, and have provided funds for the purchase of pianos and the acquirement of a musical education out of estates left in trust.

Our children are taught their notes and their lessons almost simultaneously, as the social and educational importance of a knowledge of music becomes more and more recognized and the superior adaptability of the pianoforte over all instruments to express musical thought is understood.

It is the pianoforte that has made this generation the most musical that ever lived. There is no other instrument comparable to it for general adaptability alike to the demands of the virtuoso, the musician, the amateur and the student.

It has advanced the art of music itself, and consequently developed musical taste and knowledge throughout the world.

Its place in the home and in our social life has become assured.

Formerly all amusements were away from home and in public; now, especially with the more educated, recreation, to which music on the piano contributes more than anything else, is sought at home and within the family circle.

Private concerts increase year by year, and in them the piano is the principal feature. Practically every passenger vessel of any size, the transatlantic and coast liners, are obliged by the fixed habits of society to be furnished with pianofortes.

By the use of the piano, or any of the various excellent self-playing piano devices, many who never visit the opera or concert halls become thoroughly acquainted with the choicest musical and orchestral compositions. This recreative and educational influence applies to all.

The pianoforte is the most popular as well as the most useful instrument we have, especially since the introduction of the various automatic mechanisms.

Just as the piano has changed from the instrument known only to the few and has become one of the most desired objects in American social life, even in the home of the mechanic, so has the character of the industry itself changed.

Sixty to seventy years ago there were few piano-makers, but nearly all strove to make a really first-class instrument. To-day the number of piano-makers has increased tenfold. All claim to make a first-class piano, though some would find it difficult to substantiate the claim. The extent of the industry may be judged from the fact that over one hundred millions of dollars of capital are invested in the piano and player-piano business in the United States to-day. Our American pianos and player-pianos are exported to every country, whereas seventy-five years ago many of our pianos were imported from Europe. The American output of pianos, grands, uprights and player-pianos is estimated in a normal year to be about 400,000, or more than the output of all Europe.

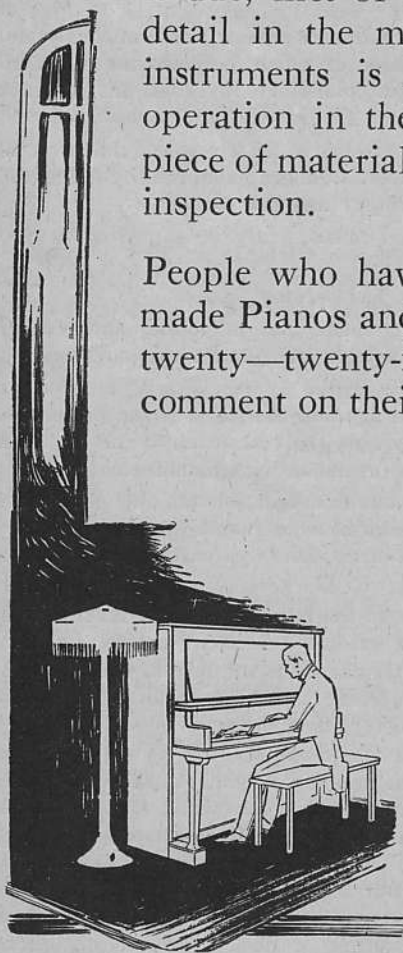
To be a thoroughly competent piano-maker requires scientific and musical knowledge of the highest order, as well as the most thorough practical training.

He must be an expert in knowledge of all the raw material employed in the con-

The nation-wide popularity of Cable-made Pianos and Inner-Players

is due, first of all, to Cable quality. No detail in the manufacture of Cable-made instruments is left to guesswork. Every operation in their manufacture and every piece of material is subjected to a most rigid inspection.

People who have owned and used Cable-made Pianos and Inner-Players for years—twenty—twenty-five and even more—still comment on their splendid lasting qualities.



The
CABLE
COMPANY

*Makers of Conover, Cable, Kings-
bury and Wellington Pianos; Carola;
Solo Carola, Euphona, Solo Eu-
phona and Euphona Reproducing
Inner-Players.*

CHICAGO

THE PIANOFORTE AND THE PUBLIC—Continued

struction of the instrument, such as the lumber for the case and sounding-board, the felt for the hammers in the action, the wire for the strings, etc. He must have a working knowledge of metallurgy, so that the frames may be cast properly, and he must be of inventive mind so that he may be able to constantly improve the method of construction of his instruments and be able to utilize the discoveries of modern science.

He must be a man of refinement and taste, so that the designs of his cases may be artistic and attractive.

He must exercise the most watchful care over every department, as the slightest carelessness may seriously impair the value of the whole.

He must have a manufacturing plant thoroughly equipped in every department with the latest devices and labor-saving machines. His material must be selected with the greatest care, and of some kinds, such as the lumber, he must keep large stocks on hand, so that it may be thoroughly seasoned before it is used. His mechanics must be skilled workers, fully able to carry out his plans and ideas. His plant must be run on a perfectly regulated system, and with the utmost economy. The smallest detail of manufacture must be watched with scrupulous care. Finally, he must be a business man of large enterprise, broad views and ample capital.

Such, indeed, was the character of those great piano-makers, past as well as present, who have built up a distinguished reputation for themselves, as well as for the industry, which they honored, not alone by their superior facilities for manufacture, their conscientious devotion to all the details of their business, but principally because of the scientific attainments and appreciation of the artistic and musical possibilities of the instrument.

The natural expansion of every industry is from the artistic to the commercial, from the few, who make a small number of things very beautifully and with the most exquisite finish, to the many, who regard all production from a purely business point of view and measure success by the quantity, not the quality, of their output.

This is to-day the evolution of the piano industry. We have our old, established makers of renown also some comparatively newcomers, who manufacture artistic instruments of the highest grade; right next to them we have a number of first-class houses whose makes are standard; following these we have many makers of excellent instruments. Then we have the commercial makers of honest and reliable pianos, and finally we have the makers of "thump boxes," with whom "cheapness" is the only consideration, and then there are the stencil manufacturers.

An important phase of the evolution of the industry in late years is the automatic piano commonly known as the "player piano," which has reached such a high degree of artistic power that we are enabled, through the latest improvements, to listen not only to the finest works of the greatest composers automatically played, but to listen to them as played by the most noted virtuosi.

As the price of a piano or player-piano, especially of the better grade, is considerable, and as all manufacturers naturally claim that they make "the best possible," the selection of an instrument is a serious consideration with the majority.

The question that confronts every intending purchaser is: Which one of the various makes offered me, and that I can afford, shall I select?

It is the purpose of this book to aid in answering this question.

THE PROTECTION OF STANDARD TRADE NAMES

The manufacturers of standard makes of pianos and player-pianos in this country have always suffered from the attempts of unscrupulous people in the industry to trade on the good name and reputation of their instruments. This tendency has come into prominent notice recently in several important cases where litigation has resulted in decisions which extend protection to standard names of established renown. This question whether a manufacturer may be deprived of the results of his genius, enterprise,



Haines Bros. Piano

A PIANO of beautiful tone quality that has held a high place in the musical world for over seventy years. Thousands of homes have taken joy from its rich voice when touched by the hands of some musical member of the family. Today the famous old Haines Bros. may be had with

The AMPICO

which brings a hundred great pianists to the home, to play all the music you love best with the mastery of tone and interpretation that has created their fame.

GODOWSKY, LEVITZKI,
MOISEWITSCH, ORNSTEIN,

the great Russian composer pianist, Sergei RACHMANINOFF. These are but a few of the many great musicians who are ready to play for you through this wonderful instrument. It has made the great gift of music accessible to every one.

The Ampico is available in the Haines Bros. Grands and Uprights

Haines Bros.

(Division American Piano Company)

Offices and Factory: Rochester, N. Y. New York Office: 437 Fifth Ave.

THE PROTECTION OF STANDARD TRADE NAMES— Continued

years of work and large monetary expenditure, is being very generally agitated in the trade and should be brought prominently to the attention of the purchasing public for its co-operation, as the public has it within its power to render well nigh useless any efforts to take advantage of another man's well-established reputation, if it will familiarize itself with the names of the legitimate makes and houses of recognized standing. To provide comprehensive and convenient means for this is the basic object of *THE PURCHASER'S GUIDE TO THE MUSIC INDUSTRIES*. That it has been of service in this respect in hundreds and thousands of cases is attested by the reports of piano manufacturers all over the country.

The effect of misleading advertising, which is so extensively resorted to by unscrupulous members of the trade who seek to push their goods in such a way as to result in confusion to the public as to the identity of a make, can be readily nullified by reference to the proper name in the *GUIDE*.

Care should be exercised in making such references because of the similarity in names and the fact that pianos are very generally known by the surname only.

Recently an organization entitled "The Music Industries Better Business Bureau" has been started to prosecute those who conduct fraudulent piano sales and who seek to palm off inferior instruments through the medium of misleading advertisements in the newspapers, by "credit coupons," "purchase checks," "puzzle questions" and similar "catch-penny" schemes.

POINTS FOR PIANO PURCHASERS

If a manufacturer, dealer, salesman or traveling man disparages the instruments of a competitor, distrust him. The man who cannot make sales by commending his own wares is unworthy of confidence.

In most cases, if you take a musician or teacher along you will get that piano whose owner pays the largest commission, and that commission will be tacked onto the price. One of the curses of the piano business is the commission fiend, who must, however, not be confounded with the legitimate representatives and agents of responsible houses, nor with the conscientious musician and teacher, who recommends a particular make of acknowledged standing, basing that recommendation upon his personal knowledge of its worth.

Remember always that the main part of a piano is the mechanism, which you don't see, and the least part is the case, which you do see.

The best guarantee to the purchaser is the standing and reputation of the manufacturer as well as of the dealer, for the real test of a piano is its durability and tone quality, and these can only be determined by time and use, so that the purchaser, unless expert or advised by some expert, must rely on the representations of the manufacturer or dealer.

The durability of a piano depends principally on the use, by the manufacturer, of the best selected material and skilled labor. It also depends largely on the method of construction and the technical or practical competence of the manufacturer. Thus a plate may break, through no fault of the plate-maker, but because the scale has been unskillfully drawn, or the plate pattern may be so improperly made that the strain of the strings is not evenly distributed.

There are a great many "patented" improvements. Some have real value; a great many have none at all, and are merely used as "talking points." The best "talking points" are the tone of the instrument and the reputation of the maker for reliability and capacity as a scientific expert. Many valuable improvements have not been patented at all.



The AMPICO

THE AMPICO reproduces the playing of the pianists who have recorded for it so minutely and with such extraordinary exactness that it is impossible to distinguish any difference between the actual performance of the living pianist and its reproduction by the AMPICO.

On many occasions the AMPICO has been subjected to the test of being heard publicly in the

same concert with the artists themselves, repeating the same selection immediately after the performance by the living pianist. LEOPOLD GODOWSKY, MISCHA LEVITZKI, ALFRED MIKOVITCH, GEORGE COPELAND, ARTHUR RUBINSTEIN, LEO ORNSTEIN and BENNO MOISEWITSCH, are some of the great artists who have appeared in these joint recitals with the AMPICO.

Some of the Artists whose Playing may be Heard By Means of the AMPICO

*Eugen d'Albert	Carl Friedberg	Fritz Kreisler	*Gustav Reimann
*Wilhelm Bachaus	*Arthur Friedheim	Ethel Leginska	Arthur Rubinstein
*Harold Bauer	*Osip Gabrilowitsch	Mischa Levitzki	*Camille Saint-Saens
Adolphe Borchard	Paolo Gallico	*Pietro Mascagni	Olga Samaroff
Richard Buhlig	Leopold Godowsky	Yolanda Mero	*Xavier Scharwenka
*Ferruccio Busoni	Katharine Goodson	Alfred Mikovitch	Germaine Schnitzer
Teresa Carreno	*Edvard Grieg	Benno Moiseiwitsch	*Alexander Scriabine
George Copeland	Mark Hambourg	Frances Nash	Olga Steeb
Erno Dohnanyi	Victor Herbert	Leo Ornstein	Antoinette Szumowska
Maurice Dumesnil	*Josef Hofmann	Wynne Pyle	Augusta Schnabel-Tollefson
Geraldine Farrar	Reginald de Koven	Sergei Rachmaninoff	Michael Zadora

*Records by these artists were made in Europe and have been scientifically adapted for the Ampico.

*The AMPICO is obtainable in the following Pianos: The world-renowned CHICKERING
The HAINES BROS., the MARSHALL & WENDELL, the FRANKLIN
and the Celebrated KNABE.*

AMERICAN PIANO COMPANY

Largest Manufacturers in the world—of Pianos of the Highest Grade

437 FIFTH AVENUE

NEW YORK

POINTS FOR PIANO PURCHASERS—Continued

The same general principles of construction, approved by the rigid test of time, are in general use among all the better class of makers.

Outside and beyond the general improvements there are special methods of construction and manufacture peculiar to the really first-class houses, some of which are patented, while others are not, which confer upon their instruments a distinctive individuality.

In selecting a piano the chief point should be to find one which is pleasing and sympathetic in tone, solid and durable in construction, and attractive in appearance.

Many pianos are, when new, very attractive in appearance, though they are not well made, are not of seasoned material, and, as a result, will not stand even fair usage.

The tone of a piano should be sweet and agreeable to the ear, at the same time sonorous, full and strong, but never harsh or offensively overpowering. An ideal scale is one which has no breaks between the bass and the middle register or between the middle register and the treble, and which has a uniform character of tone or tone-color throughout.

There are pianos which, when lightly touched, are pleasant to the ear, but when a little force is used will be found to yield a tone that is shrill and uncertain, instead of distinct, pure and round. Distrust the salesman who only tries an instrument "very softly." He knows he dare not use any power, as the piano is a poor one.

On the other hand, do not be misled by a tone that is very showy, very brilliant. The same character of tone should prevail from treble to bass. To provide this requires the most skillful scale drafting and the work of expensive tone regulation. To avoid this expense some of the cheap manufacturers make the piano very "brilliant," which always results in making the treble too sharp and the bass too noisy.

In a good piano the action will be elastic, easy, not heavy. It will respond readily and should be absolutely uniform throughout the entire scale. It will also not be so light as to cause a rattling of the keys after slight use.

In a poor piano the action will be heavy, unyielding, unresponsive. It will tire the player out, and is particularly unsatisfactory because of the unevenness of its regulation. Such an action has a few notes that are light, a few that are heavy, while the others need a varying force to produce the tone. No piano of this character is a high-grade or artistic instrument.

The "reputation" of a piano manufacturer is founded on the recorded judgment of artists, the musically and scientifically expert, and also on the experience of the musical world and the public that he does first-class work. That is why "reputation" plays so large a part in the piano industry.

If an artist or cultivated musical amateur is about to buy a piano, he will naturally buy the very best he can afford.

This applies with even greater force to the person who is beginning to form a taste for music.

There is no more serious mistake than to imagine that any piano, even a poor one, is good enough to practice on or is good enough for a beginner. It is precisely during the formative period of a child's ear that you need the best piano you can afford and one that is always kept in tune.

If the ear of the student be naturally musical, the poor piano will be an endless source of disturbance and torture; if, on the other hand, the musical taste and ear of the beginner be, as yet, unformed, what can you imagine would be more harmful, more obstructive to progress than an instrument which is often out of order, and more often "out of tune."

Suppose the instrument be desired for social purposes only. Even then, get a good one. Who does not know the misery of dancing or singing or listening to a "rattle-trap"—especially if it be out of tune?

The main difference between a good, honest piano and a poor, cheap one is that while the good piano positively improves with use for a time, the poor piano soon displays its real character. The tone of a good piano becomes brighter, the action easier. It rarely gets out of order. The poor piano soon loses its bright tone. It becomes hard and tinny. The action ceases to respond and begins to stick. The instrument is always out of order and is a constant source of trouble and expense. It was made not for use, but for show and sale to the non-expert and the musically innocent. The purchaser soon realizes that he has not secured a reliable instrument.

*Prestige
Builders*

LESTER
GRAND—UPRIGHT—PLAYER
PIANOS

*Profit
Makers*

LESTER PIANO CO.

1306 Chestnut St.

Philadelphia, Pa.

SOMETHING ABOUT PRICES

It always pays to buy "the best possible."

This axiom applies to pianofortes more than to anything else, as an instrument is purchased for a lifetime, and not, like clothing or furniture, until fashions change.

First, as a business investment. A strictly first-class, high-grade piano, made by a manufacturer of reputation, will always, even when second-hand, command from 40 to 50 per cent of its value, according to its age. The piano of no standing or reputation has little or no value, even after a year of use.

Second, as a matter of satisfaction and comfort. A good, reliable piano will be a source of constant pleasure, especially if you are at all musical. It will not get out of order, while a poor piano will be a constant misery and source of expense.

Remember, however, that it does not follow that a high price on a piano proves that it is really a first-class instrument. There are unscrupulous dealers who think nothing of charging a big price for a "rattle-trap" if they have a customer to deal with who is ignorant of real values.

If you are prepared to pay a fair sum for a piano, do not accept an instrument by some unknown maker, as this price will command the majority of the better class of pianos made by houses of established reputation.

If you can pay but a moderate sum for a piano, do not accept a poor instrument, as there are plenty of good, honest, reliable pianos that can be sold at such a figure and at a fair profit, too.

No actual figures as to prices can be given even in a general way.

It is self-evident that the actual selling price must, invariably, be regulated by the terms of the transaction.

If a person wants to sell a piano, and cuts his price in half before you leave the store, distrust him. He would have robbed you if he could.

It costs more to make a good article than it does to make a poor one, and no really honest, first-class article can be produced by a system of manufacture where "cheapness" is the one object aimed at.

This is especially true of pianofortes.

It is but proper to state here that some manufacturers are able to undersell others by reason of their better methods, superior manufacturing facilities, the use of the latest and best labor-saving machinery, the command of large capital; and the possession of superior business ability.

All "special offers," "extraordinary offers," "great inducements for cash," "sales at cost," are to be regarded with the gravest suspicion. The reputable and responsible maker or dealer cannot sell at "cost" nor at "factory cost," nor does he need cash so badly as to make "special offers" for it. He can get all he wants from his bank for 5, 6 or 7 per cent.

Distrust also all advertisements which state the pianos whose former price was so and so are now to be had at about one-half or even one-fourth that price.

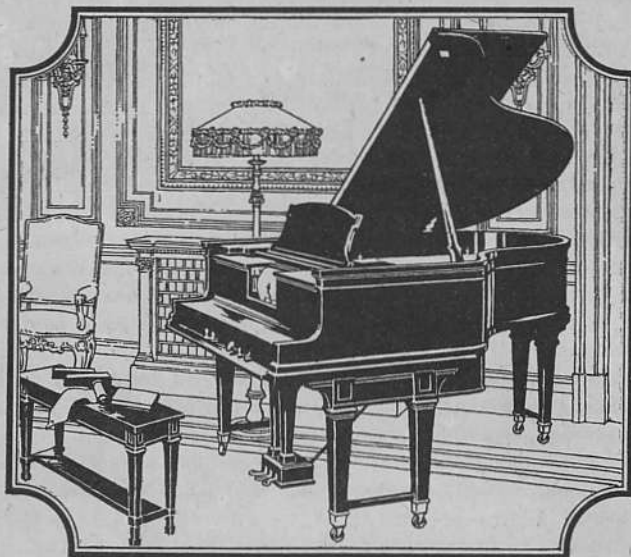
It is a very common practice on the part of a clever salesman trying to sell a cheap piano, on which he will make two or three times as much profit as he will on a really good one, to assert that the instrument he is "pushing" is just as good as any of the most distinguished makes, "only you do not have to pay for the name."

What constitutes the "name" of a piano-maker?

Nothing less than the indorsement of artists and musicians and the experience of the public and of the trade itself that his instruments are honestly as well as capably made of seasoned, first-class material and by skilled labor, and that consequently they will last and retain for years the musical qualities that distinguished them when new.

Therefore, when the purchaser pays for the "name" of the manufacturer—and this applies to the manufacturer of any really good, honest piano—he is in reality assured and guaranteed that he is getting something like the value of his money. In other cases he may get it, but he is not assured of it.

A word or two as regards the few strictly first-class artistic makes of national renown.



The DUO-ART

The Aeolian Company, makers of the Pianola, for more than a quarter of a century, have been recognized as the world's greatest force in the development of musical instruments. Their supreme achievement is the Duo-Art Reproducing Piano.

This splendid instrument offers more to music lovers than any piano ever before made. It offers them the satisfaction of owning the finest Grand or Upright the market provides—a Steinway, Steck, Wheelock, Stroud or the famous Weber.

The Pianola action affords the individual a means of playing the piano and giving artistic expression to his own ideas of music.

And it brings the playing of the most gifted pianists of all time into the home—their performances reproduced with the naturalness of which only the Duo-Art is capable.

THE AEOLIAN COMPANY

NEW YORK

LONDON

PARIS

MADRID

SYDNEY

MELBOURNE

SOMETHING ABOUT PRICES—Continued

It is claimed by some that the prices charged for them are exorbitant.

No price for a really first-class article can ever be so exorbitant as the much smaller price charged for what is really worthless.

In the great pianos of national renown it is not merely a case of so much lumber, varnish, keys, action, hardware, ivory, felt, etc., honestly prepared and put together. It is a question of the highest skill; of genius even.

Here are two pictures; one is larger than the other, one has more paint and a gaudier frame. The other has a name sketched in the corner, and that name will give the smaller picture with less paint a value of \$1,000 even at auction, while the larger picture with the big gold frame cannot command \$50.

And the reason?

The work already done by the artist of great renown! The knowledge that it can be relied upon, that in his case the paint has been mixed with brains, the brains of untold labor, effort and suffering, while in the other case the paint has only been mixed with oil!

And just as long as this world will pay something—anything almost at times—for genius, for the highest ability, the greatest skill, just so long will the really artistic pianoforte command its price, and deserve it, too, from those who can both afford and appreciate it.

And this applies also to all first-class pianos and even to every piano where honesty of purpose and a high aim in manufacture are paramount to "cheapness."

THE CARE OF A PIANOFORTE

It is not sufficient to buy a good piano from a reliable house. It must be well kept and under the proper conditions, otherwise it will get out of order, and then the manufacturer will be blamed, and most unjustly so.

The piano has a delicate mechanism. The finer the instrument, the more delicate its mechanism.

The one great destroying influence that most radically affects pianos and other musical instruments, is either excessive dampness or excessive dryness.

The humid air of Summer swells all the delicate wood and felt parts and softens glue joints. The dry air of the comfortable home in Winter shrinks these parts, the soundboards split, joints loosen and rattle, the instrument gets badly out of tune and otherwise out of order.

A well-made piano, maintained in a nearly uniform condition of atmosphere with regard to dryness and dampness, will keep in better order for years than it will when exposed to extremes of this sort, even for a few weeks.

Extremes of temperature and extreme changes of temperature are dangerous to varnish work, but not otherwise destructive except when long-continued, as in the case of extremely dry Winter heat in steam or otherwise heated-houses, where the average is about 70 degrees day and night, and continuous.

In the South and on the Pacific Coast excessive dampness must be guarded against. In all other sections of the United States, too much artificial Winter heat must be avoided as the one controllable influence.

Do not keep the piano near an open window, especially when the weather is wet or damp, and never keep it near a stove, near steam pipes or a radiator.

When the weather is cold and, therefore, generally dry, do not try to keep the piano in a Summer-temperature. Rather keep it as cool as possible, above freezing, avoiding always a sudden fall of twenty degrees or more.

Dampness will cause the strings and metal parts to rust.

B&L

Complete

THE whole field of pianos, player-pianos and phonographs is covered by Bush & Lane. In this single line are pianos of many styles, ranging from the majestic grand to the stately upright. Then there is an imposing assortment of Cecilian Player-Pianos, long famous in the player field, and also the complete Bush & Lane line of phonographs.

The business value of a line so complete has long been recognized by progressive dealers. With each of their departments featuring the same well-known name, they gain in prestige. And, at the same time, they find their relations with the manufacturer greatly simplified. Back of each department is the same powerful factory organization, with all of its resources at their disposal.

Today, more than ever before, a connection with the Bush & Lane organization is a tremendous asset to any dealer. Our new factory, now in operation, has brought output to a peak that solves many a dealer's problems in these days of shortages and slow deliveries, without the sacrifice of a single element of the quality which has made the Bush & Lane name famous throughout the world.

Bush & Lane Piano Co., Holland, Mich.

BUSH & LANE

THE CARE OF A PIANOFORTE—Continued

Open the piano in the daytime, so that it gets air and the keys may keep white. Close it at night and when the room is dusted.

Don't load the top with bric-à-brac, which often produces a jarring sound, and be careful not to let pins or any other substances fall into the instrument. You will hear from them if you do.

Keep off the moths with a little camphor placed in a paper in a corner of the instrument. If the moths get in they will destroy the felt and cloth used in the mechanism.

Always get the best piano tuner available to attend to its needs at least once a year.

All these precautions and these attentions apply with equal force to piano-players, player-pianos and reed organs.

STENCIL PIANOS

The word "stencil," in connection with a piano, has two meanings. It is the term applied to the name upon a piano. It also has a technical meaning as the perforated pattern or "template" with which the name is placed upon the fall-board of a piano.

A stencil piano, in the trade sense, is any piano that has a name or "stencil" on it other than that of the maker, or of the trade-marks which he controls, and which trade-marks are recognized in the trade.

The use of names other than that of the maker has become so common in the piano business, and indeed in every business, that it is now an established trade custom, and as such must be discussed fairly.

There are various kinds of "stencils"—some that are legitimate; others that are not.

Any stencil on a piano closely resembling the name of some distinguished maker is a fraud.

Other illegitimate stencils are those used to purposely conceal the identity of the maker in order to avoid responsibility for a poor instrument.

Pianos with the names of fictitious firms upon them should be viewed with grave suspicion.

Legitimate stencils are, first: Names and trade-marks that are well-known, and where the manufacturer accepts full responsibility and makes no attempt to conceal his identity.

Second: All pianos bearing the term "manufactured for" above the name of the dealer.

Third: All pianos bearing the name of the dealer, where such dealer is of established repute, and in good standing.

It is obvious that with these three classes of stencils the purchaser has full recourse in case of dissatisfaction, and also a guarantee of good faith on the part of the seller.

Many dealers contend that, except in the case of firms of established reputation, the dealer's name has more weight in his own district than that of the manufacturer, and is a better guarantee to the purchaser.

While, therefore, it is right to admit that there are many entirely honest and legitimate stencils, other than those of the recognized manufacturers, it is but proper and just to add that these are rarely if ever used in the higher grades of pianos, and consequently the purchaser, if prepared to pay a good price, should see to it that he gets a piano with the name of some established maker of repute on the fall-board, and also cast in the iron plate.

PLAYER-PIANOS

During the last few years the self-playing piano, that is to say, the piano which is played by an automatic mechanism, has developed a wonderful popularity, and has had a great share in still further popularizing the pianoforte itself.

These mechanisms may be divided into the piano-player, which was the form in which they first became known, that is to say, a mechanism contained in a box more or less ornate, which is wheeled up to the piano, and which, with the aid of perforated rolls produces music of all kinds, ranging from popular dance music and songs to the highest kind of classical pieces. After that development, the next evolution has been the placing of the mechanism in the piano itself, in which case it forms what is known as the "player-piano." This form has practically superseded that of the separate mechanism, which is only found in the second-hand trade and in remote districts.



Good Pianos are made slowly

It takes a long time to build a really good piano. Every Cable-made Piano is many months in the making. After the wood has been thoroughly seasoned, expert workmen form and shape the piano—slowly, painstakingly, exactly. Then expert tone builders begin their careful work.

The result—an instrument of supreme beauty—one which will give you, for a lifetime, a full measure of satisfaction.

THE CABLE COMPANY

*Makers of Conover, Cable, Kingsbury and Wellington Pianos;
Carola, Solo Carola, Euphona, Solo Euphona and Euphona
Reproducing Inner-Players*

CHICAGO

PLAYER-PIANOS—Continued

What has been said of the pianoforte itself, with regard to the advisability of buying only instruments bearing the names of makers of repute and standing will apply to player-pianos.

The manufacture of automatic instruments has now been brought to such perfection, and has been developed by some of our large manufacturers to such a point, that it is possible to obtain instruments at a moderate figure, which are reliable and will give good service, though what applies to the highest grade and highest priced pianos will also apply to the mechanical pianos, namely, that the purchaser must not expect the same artistic excellence in the lower priced instruments as he has the right to expect in those that are higher priced, and therefore of higher grade.

The claims of the various manufacturers of these automatic pianos vary for the reason that a great many inventions and improvements have been introduced by the various makers, some of which have great merit. Others, however, are merely what is called "talking points" and have no real or intrinsic value.

The mechanisms of these instruments vary greatly. Some are simple; others are very complicated. Some that are simple are also substantial, and so may be depended upon, as they possess durability.

Many instruments of this character differ in the manner in which the principle of the pneumatic action is applied.

At first the mechanism covered only forty-four notes of the piano; after that sixty-five note and eighty-eight note players appeared, the last-named operating the entire seven and a third octaves of the piano keyboard. This last named is now in general use.

At first the interior mechanism was applied almost exclusively to upright pianos, but in later years, after considerable experimenting, successful efforts have been made to incorporate it in grand pianos as well. A great many patents have been sought and granted for such incorporation.

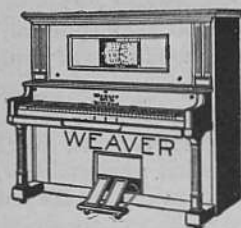
We may say, therefore, that within a period of not much more than twenty years the idea of a mechanically operated pianoforte has developed from a mechanism contained in an outside cabinet playing only a part of the piano keyboard, to a grand piano which is also a player-piano in itself, in which the entire keyboard of eighty-eight notes is operated. The development of these player-pianos has involved, on the part of the piano industry, an expenditure of vast sums of money in the way of experiments, and more particularly in the way of specially constructed machinery. Some of the best experts and men of the highest inventive genius have been engaged, and are still engaged, in developing and perfecting this form of instrument, which seems destined to be the popular form of piano in the future, especially as the fear of those who purchase such instruments, that if they get out of order it will be difficult to repair them, has been made groundless, owing to the increasing number of tuners, piano mechanics and others who are able to remedy any trouble that may arise.

The latest development in the world of player-pianos is an electric device which can be introduced by any competent tuner into any grand or upright piano which can then be made to play any of the standardized music rolls.

While in the earlier piano-players and even in the earlier player-pianos much of the manner in which the piece was performed was restricted to what could be done with the music roll itself, of later years a number of excellent devices have been invented and successfully introduced for controlling the tempo and for introducing into a piece a number of effects and even *nuances*, so that the performance is not merely a mechanical one, but one whose effectiveness depends greatly upon the taste, and even musical knowledge, of the person operating the instrument. So it can be said with conviction that there are many player-pianos on the market to-day which give opportunity for artistic playing.

With this development of the instrument itself, there has been a corresponding development in the manner in which the music rolls themselves have been prepared.

That the player-piano, when properly handled, is a great aid to anyone desirous of acquiring a musical education cannot be controverted. It is easy to see how a young



WEAVER Pianos

Grands, Uprights and Player-Pianos

Classic art styles, also modern designs. Pre-eminent in quality, exquisite tone; durable as any piano can be made. An aristocrat among the modern high-grade pianos.

We co-operate with the dealer by giving the WEAVER Piano the greatest publicity wherever the piano is represented.

Write for catalogue, prices and territory.



THE LEADING LINE

York Piano

ATTRACTIVE in style and finish. Refined high grade tone quality. Superior workmanship. One of the best values in the trade.

INVESTIGATE: It is a fine Piano and there is money in this Piano for you.

Player-Pianos

WEAVER, YORK,
LIVINGSTON

Each true to its Grade. From the finest artistic Weaver down to the cheapest Player-Piano that is trustworthy but not cheap enough to be trifling.

Wholesale Distributors of

Pathe Phonographs and Records

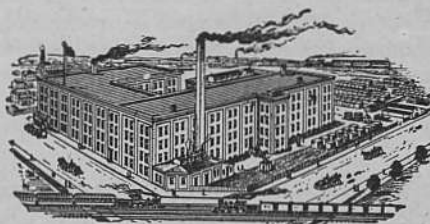
Imperial Player and Word Rolls for Player-Pianos

WEAVER
PIANO CO., Inc.

MANUFACTURERS

YORK, PA.

U. S. A.



PLAYER-PIANOS—Continued

person, or even a child who desires to play a piece on the piano, can be greatly aided by playing the piece itself on a player-piano.

One distinct type of the player-piano is an instrument that is operated electrically; that is to say, all that is necessary for a performance of the music is to insert the music roll and turn on the electric current by shifting the power from a switch, or by dropping a coin in a slot in the piano case, from which many of the latter instruments have become known as "coin operated pianos" or "electric player-pianos."

Sometimes electric player-pianos are equipped with other instruments, such as drums, cymbals and triangles, and have been piped to produce flute and violin effects, and have been put into theatres to take the place of human orchestras.

The increase in the number of player-pianos in relation to the number of pianos made by the trade has been enormous within the last two or three years, and it is the belief of well-posted men in the industry that it is only a question of a very short time when practically every upright piano made will contain a player mechanism. There has been a very large increase in the number of player grands manufactured, but the ratio is not as great as in the case of the upright.

The standardization of the music roll is to-day a common objective of player-piano and music roll manufacturers. The National Association of Music Roll Manufacturers promises to accomplish notable results in this direction.

All that has been said with regard to the care of the piano and that it should not be exposed to extremes of heat or cold, that it should not be exposed to dampness, and also should be kept free from dirt, will naturally apply with even greater force to a mechanical instrument, for the reason that the mechanism is more complicated.

To the people living in isolated localities, or in homes that are far from the city, player-pianos have been a boon. They have not only cheered the homes, especially during the long winter nights, but they have introduced beautiful music, and even the works of great masters, where they had never been heard before.

THE REPRODUCING PIANO

The highest expression of the artistic and mechanical genius of the musical instrument industries is without question the reproducing piano. It has been termed the idealization of the ordinary player-piano. These instruments reproduce with absolute fidelity as to dynamics, phrasing and musical expression the playing of the world's greatest pianists.

The method of procedure is for the artist to play a selection on a recording piano, and by means of an ingenious electrical contact the artist's playing is recorded on a paper roll from which a master sheet and later a music roll is manufactured. When this music roll is used on a reproducing piano containing the proper openings in the tracker-bar corresponding with the original arrangement of the mechanism used in the recording piano, an exact reproduction of the playing of this composition by the artist is made possible.

These reproducing pianos are now manufactured by many of the foremost artistic piano makers of the country. Their rise to eminence has been within the last few years, during which they have won notable triumphs. Many of these instruments have been used as soloists with the most noted symphony orchestras in America. Their generous indorsement by great conductors and great artists has been general and unstinted, and the great musical interpreters of the piano have recorded their playing.

In an earlier edition of the GUIDE, when the reproducing piano was more or less in its infancy, it was stated that these instruments were epoch-making in character and would exert a tremendous influence of an educational nature. This prophecy has been fulfilled.

Usually these reproducing instruments are operated by an electrically driven motor, but they may also be operated in the usual way with foot power and may be used not only to reproduce the playing of an artist, but also with the ordinary music roll made for the regulation player-piano.



THE WEBER SMALL GRAND

The Weber Piano has won its high place in public favor through its beauty, its magnificence of tone. In the exquisite Small Grand the finest traditions of this famous piano name are faithfully maintained.

The richness which distinguishes the Weber from all others as being the most perfect piano tone quality in the world has not been sacrificed for the sake of size.

The Weber small grand is but five feet in length—with individual grace of line.

THE AEOLIAN COMPANY

NEW YORK — LONDON — PARIS — MELBOURNE — SYDNEY — MADRID

FRAUDS AND HOW THEY ARE PERPETRATED

While it is impossible by any amount of warning or exposure to protect those gullible people who will insist on believing that, in this world, something can be obtained for nothing, and who, therefore, fall easy victims to the unscrupulous, still there are some "frauds" in the piano business that should be laid bare for the protection of reputable makers and dealers as well as of the public.

If all the pianos were sold "on their merits," this book never would have been written. It would not have been needed.

The unscrupulousness of some, the greed of others, find a fruitful field, however, in the gullibility as well as the ignorance of the public as to real values.

Frauds are possible largely owing to the excellent repute and standing of the majority of those engaged in the manufacture and sale of pianofortes.

The general standing and commercial integrity of the industry is very high, and so is the intelligence of those engaged in it.

Among the many "dodges" used to gull the public are mock auction sales, the mock sale of the furniture of a private house, including a "piano of renown" the "sacrifice" which a lady "about to go to Europe" is always so willing to make, the "wonderful bargain" to be obtained by addressing some "private" person.

All these "cheats" are advertised in our daily papers, and their persistence shows that it pays.

It should be remembered that the chief way in which the piano and the public are brought together is by the advertising. This has been so generally recognized as to give rise to misleading advertisements as to the class a piano belongs in or as to the terms on which it is offered. This question of misleading ads has been the subject of wide discussion and agitation in the trade during the past year, with the result that the piano advertising in America has been materially improved, fake ads by piano houses being the exception and not the rule. Such exceptions, however, are still sufficiently numerous to constitute a serious danger to the purchasing public. Where a piano is advertised in glowing terms as of the highest quality and is offered at a price far below that of other good makes the fact is one that is suspicious in itself and calls for careful investigation. The GUIDE constitutes a safeguard in such cases.

Cheap pianos bearing a name closely similar to that of some well-known maker are often offered at private sale, at furniture sales, and even by some unscrupulous dealers. Such names as Steinberg & Sons, Shumway & Sons, Steinberg & Bro., are all evidently intended to trade on the reputation of Steinway & Sons. There have been quite a number of fraudulent Chickering pianos put upon the market, while similar attempts have been made to trade on the high reputation of the Weber, Knabe, Sohmer, Steck, Kranich & Bach, A. B. Chase and other equally distinguished concerns.

As every piano of even decent reputation has a fair value in the trade itself, it is self-evident that it is not likely to be sold at a "sacrifice"!

There are numerous instances where the name of some distinguished maker has been deliberately put on a cheap and worthless instrument and sold as "second-hand" at "auction." Cases have been known where the deception has gone so far as to have the name of such a maker pasted onto the iron frame and gilded over.

Another species of fraud is that perpetrated by some perambulating salesman or tuner, who offers an instrument made in some cheap factory, and is careful to get out of town as soon as the purchase is made, and before its true character can be discovered.

Many instruments are sold out of their class, and at prices far in excess of their real value.

This kind of fraud is the most frequent, as well as the most dangerous and difficult to deal with.

In all these cases, however, the best protection is afforded by dealing only with some recognized manufacturer or dealer, and by a reasonable amount of inquiry.

Stieff

FOR those whose re-
quirements demand
perfection and whose
tastes demand excellence

THE
Stieff

is the ultimate expression
of musical worth.

Catalogue furnished
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CHAS. M. STIEFF
Inc.

315 N. Howard St.
Baltimore, Maryland

Established 1842



ESTABLISHED
1842

MEDALS, AWARDS AND TESTIMONIALS

Medals and awards obtained at great international exhibitions may be fairly accepted as evidence that the firms who gained them have reached a certain high standard of manufacture.

At some of the great World's Fairs of the past the highest awards have been won only by such concerns as richly deserved them.

Unfortunately, however, of late years the standard has been greatly lowered, so that an award no longer has the force it once carried with it.

Furthermore, the judges, even if capable and unbiased, could only pass upon such exhibits as are submitted to them. In many cases these are not representative of the general average products of the factory, but were specially prepared at great expense.

The scandals that have resulted from most exhibitions have been so great that many of our most distinguished and meritorious makers decline to enter their instruments except "for exhibit only."

This applies with particular emphasis to local and State fairs, where "highest honors" have frequently been given to instruments of a very inferior character.

In a general sense, however, it may be repeated that an award at some prominent State, National or International exhibition is fair testimony to superiority of manufacture, even if this testimony is no longer as valid as it has been in times past.

What is true about medals and awards is also largely true of the testimonials of artists and musicians.

While there is no doubt that the conscientious indorsement, after actual trial and use, of the instruments of a piano manufacturer by artists, musicians and teachers of repute and standing should carry great weight, it is also true that where such indorsements are given without actual trial, carelessly, as a mere matter of compliment or for business or pecuniary reasons, they are deserving of little or no respect, and cannot be relied upon to guide the judgment of an intending purchaser.

Of recent years so many testimonials have been given, even by artists and musicians of renown, to instruments of little, if any merit, that their value has been largely reduced.

In the keen competition between manufacturers, and especially between dealers, a customer is often sought to be influenced by means of articles or "clippings" from musical or other papers.

Where such notices are of a laudatory character, even when undeserved, there is really not much harm done, though some journals are wont to bestow too much praise on the unworthy.

In cases, however, where the newspaper articles are of a defamatory character, particularly where they refer to some reputable and old-established house, they should be received with grave suspicion, for their publication has been influenced either by jealous competitors or by the blackmailing tendencies of certain editors and publishers who, well aware of the use to which their articles will be put, employ these disreputable means to exact tribute.

Care, however, should be taken not to confound such contemptible onslaughts with the honest efforts of those editors of the trade press, who at grave risk, and often at serious expense, raise their voices in protest against such firms as endeavor to trade on the reputation of a well-known house by means of an inferior instrument bearing a similar name, or who attempt to sell their own worthless wares by advertising false "wholesale prices" of their competitors' instruments.



The KURTZMANN CONCERT GRAND

Established 1848

To have history in retrospect and still be eminently modern;

To have constantly, earnestly and successfully improved the art of piano making;

To have established the name Kurtzmann as a national synonym for good music;

is an achievement made possible only by the most rigid and unwavering adherence to the highest standards of business integrity.

C. KURTZMANN & CO.

526 Niagara St.

Buffalo, N. Y.

VARNISH WILL CHECK

The American people seem to prefer a high, glassy finish on their pianos, instead of the less brilliant oil or wax finish common to European makes, though the "art" or wax finish is far more durable. There are signs that this finish is growing in popularity in this country, especially when put on the higher grade and artistic makes.

The high finish on American pianos can only be obtained by successive layers of varnish on the veneer, which is glued to the body-wood of the case.

The veneer and wood being elastic, and the varnish non-elastic, it is evident that any great or sudden contraction by cold or expansion by heat of the veneer and wood will cause the varnish to "check" or show innumerable small cracks.

Thus it is that even the most reputable manufacturers cannot guarantee a piano against checking, for the simple reason that they cannot control the conditions after it leaves their factories and is taken to some dealer's wareroom and thence to the home of the purchaser.

Certain of the cheaper makers, however, in a brave spirit of independence as to the truth, do not hesitate to guarantee their pianos in this regard, though such guarantee is entirely worthless. The varnish on a piano will check in some climates more rapidly than in others.

The extremes of heat and cold are the worst for piano varnish. The very best and most carefully applied varnish will check under certain conditions. A piano may be all right when it leaves the factory, but if in transit it gets too hot or too cold it will check. If it is placed near a stove, or in a window, with the sun beating down on it, it will check. A sudden change of temperature, especially if a window be opened in order to cool a heated room, will cause it to check.

In the hot climate of the South, or in the dry, rarified air of the West, it is almost impossible to keep a piano from checking.

The best means of preventing this "checking" is to have the instrument in a room where the temperature is kept at an even point and no sudden transitions to one extreme or the other are permitted. Those who are acquainted with the facts of the case will never blame a manufacturer or dealer if the varnish checks. The checking of the varnish in no way impairs the real value of the instrument.

While on this subject it may be well to add that if the metal parts of a piano, especially the strings, rust, it is also no fault of the manufacturer, but of the dealer or purchaser who has permitted the instrument to stand in a damp atmosphere. Or, if the piano is allowed to become extremely cold and then the room is heated very suddenly, the moisture from the warm air in the room will condense on the cold metal parts of the piano as well as on the outside finish and this causes the metal parts to rust.

For similar reasons that cause varnish to check the sounding-board will split.

Pianos to-day are made with open backs; consequently, if an instrument be placed against one of the side walls of a wooden house, or even a brick house, particularly in the country, the sounding-board is liable to open and show small cracks. In the city houses are drier and not so susceptible to atmospheric changes, but pianos in many city houses are subjected to the extremely trying conditions arising from the general use of steam heating. In the summer the windows and doors of a country house are left open, and the sounding-board absorbs the dampness. In the winter the heat is turned on and all the dampness is dried out. Then the cracks begin to appear in the sounding-board, and the action also begins to rattle, for all of which the manufacturer or dealer is not to blame.

During the past few years an effort has been made by many piano manufacturers, enthusiastically sustained by many dealers, to obviate the tendency of varnish to check by introducing what is known as the "dull" or "art" finish, which for many years has been a favorite in Europe. This finish is eminently effective and satisfactory when properly prepared by the makers of high-grade and artistic pianos, and costs fully as much as the old highly polished varnish finish. When, however, the dull finish is pre-



VARNISH WILL CHECK—Continued

pared by the cheap makers, it is not reliable, and is used simply as an excuse to escape expense.

At the annual meeting of the National Association of Piano Dealers of America (whose membership represents every State and the Dominion of Canada), in Detroit, in June, 1909, the association indorsed the "art" or "dull" finish, and arranged for the issuance of placards warning the public against the high varnish or "looking-glass" finish.

"THUMP BOXES"

Up to twenty years or so ago scarcely any pianos were made below a certain cost of manufacture. Even the cheap and commercial makers were unwilling to go below a point where it was possible to produce an instrument that would give the purchaser something like value for the money spent for it. Such instruments were, as a rule, fairly made. The worst that could be said about them was that there was no special pains or skill employed in their manufacture; that they would not last any great time; that the scale was uneven, the tone loud and not musical, and that they were generally sold for much more than they were worth.

Since then, partly impelled by the eternal cry for "cheap things," partly urged on by greed, a class of manufacturers, trusting in the ignorance of the public, have entered the market with instruments that are not pianos at all, and that are so worthless that even in the trade itself they are known as "thump boxes."

These "boxes" are wholesaled at figures at which it is utterly and absolutely impossible to build a decent, honest piano, never mind what the size of the manufacturer's plant, what his facilities, ability or capital may be.

These "thump boxes" are very rarely sold under the maker's name. They generally bear some "stencil" which is well calculated to conceal their parentage. It is on account of such misuse of the "stencil" that the practice of stenciling or marking a piano with any other name than that of the manufacturer has fallen into disrepute.

Such instruments are a fraud and a deception, never mind how low the price at which they are sold.

If they were sold at, or even below, cost, they would still be an imposition on the purchaser. There is no value to them whatever.

It is not merely that they are made of the cheapest unseasoned material, but they are thrown together by unskilled labor.

Many dealers who have handled them have found by bitter experience that they are a curse to their business.

TUNERS AND TUNING

To keep a piano in good condition, in such a condition as will please a musician and do justice to the student, it should be tuned as often as it needs it.

How often does it need it?

That depends much upon the make, amount of use, and temperature in which it is kept.

It is fair to say that it is well to have the piano tuned at each change of season; that is, in March, June, September and December, after the weather is somewhat settled.

Some instruments will require more than four tunings a year, some can get along with less, but whenever the instrument is to be used in a concert or for a recital at home, or with other instruments, or to accompany some singer, it is well to have the piano tuned a few hours before it is used.

TUNERS AND TUNING—Continued

Now, there are tuners and tuners. There are many honest, reliable, thoroughly competent tuners. There are also a great many frauds.

As a reliable tuner can always get employment at a first-class wareroom, it is best to go to a first-class piano wareroom to secure one. By this means one is pretty sure of having honest work done; and in case of damage or poor work, there is a responsible house to fall back upon.

There are tuners—even competent ones—who make it a practice to put a piano out of order if it be of a make to which they are hostile, so that they may recommend one in whose sale they are interested.

It will not be amiss if I direct a word of warning against any tuner who, as soon as he sees a piano—especially if it be of a well-known make—proceeds to abuse it, and does his utmost to make its owner dissatisfied.

Above all, I would warn the public against some of the perambulating tuners, the "tramps," some of whom falsely claim they worked for years with Steinway & Sons, or Chickering & Sons, or William Knabe & Co., or the Weber Piano Co., or some other house of equally high distinction. These people often do more harm than good, though they carry around an armful of testimonials. There are, however, especially in sparsely settled districts, good tuners who travel, but these are well known in their territory and have regular customers.

John C. Freund

KRANICH & BACH

Ultra-Quality PIANOS
and PLAYER PIANOS

ESTABLISHED 1864

Built complete from start to finish in this factory under the personal supervision of Messrs. Kranich & Bach, and acknowledged by representative dealers and discriminating musicians as the leaders of the world in real musical quality.

MAIN OFFICE AND FACTORY:
235-245 East 23rd St., New York



BRANCH WAREROOM:
215 South Wabash Avenue, Chicago, Ill.

Some Account of the Various Manufacturers of Pianos and Player-Pianos in the United States

WITH such information about them as shall convey a fair idea of their standing and reputation, so as to guide the purchaser. The names of pianos bearing a stencil other than that of a legitimate manufacturer, or a trademark controlled or fathered by him, are not included.

The Most Interesting Piano Story You Can Tell

About the most convincing thing you can say to prospective piano buyers is that the pianos and player-pianos you sell are made by Hardman, Peck & Co. and guaranteed by them.

With this simple statement you bring to the customer's mind the well-known Hardman craftsmanship and the high ideals of an organization that has grown more famous in each of its 80 years of leadership.

THE HARDMAN PIANO

(ESTABLISHED 1842)

Official Piano of the Metropolitan Opera Company

And the name Hardman also suggests other names grown famous in the music world—Caruso, Tetrzzini, De Luca, Barrientos, Gigli, Romaine, Didur and others who have used, endorsed and loved the Hardman piano for its wonderful dependable tone.

The following instruments which we manufacture comprise a complete line of artistically worthy and durable pianos and player-pianos to satisfy your community's every piano need:

The HARDMAN GRAND

in four standard sizes:

The Concert Grand	The Baby Grand
The Parlor Grand	The Five-Foot Grand

The HARDMAN Upright

in a variety of artistic cases.

Has characteristic Hardman durability, and Hardman richness and beauty of tone.

The HARRINGTON Piano

Small Grand and Uprights

Est. by E. G. Harrington & Co. in 1872.
An ideal, moderate priced instrument.

The HENSEL Piano

Beautiful in tone. One of the best and most durable pianos for its price in the market.

The AUTOTONE

The Perfect Player-Piano

The Autotone has two basic pianos—The HARDMAN and The HARRINGTON. It is the only Player-Piano of high reputation which is made throughout—player and piano—in one factory, by piano-makers of highest distinction.

The PLAYOTONE

The Moderate-Priced Player-Piano

An instrument of truly remarkable excellence, also built as a complete unit—piano and player—in one factory.

All Autotones and Playotones can be supplied with Electrically Operating Attachments

Hardman, Peck & Co.

433 FIFTH AVENUE, NEW YORK

Eighty Years of Fine Piano Making

ÆOLIAN COMPANY, THE.—Capital \$2,500,000. H. B. Tremaine, president; E. S. Votey, vice-president; W. V. Swords, vice-president; H. B. Schaad, secretary; F. W. Hessin, treasurer; A. McDonnell, assistant secretary and assistant treasurer. Directors: H. B. Tremaine, A. K. Bourne, F. T. Maxwell, G. Warrington Curtis, E. S. Votey, W. V. Swords, G. D. Beattys, H. B. Schaad, F. W. Hessin. This company controls the sales of all goods made by its affiliated companies, and is itself owned by the Æolian Weber Piano and Pianola Company, which has a capital of \$10,000,000 and is of international reputation and standing. Extensive factories are operated in New York, Garwood, N. J.; Meriden, Conn., and Worcester, Mass. Retail warerooms and main offices are at Æolian Hall, 29-31-33 West Forty-second street, between Fifth and Sixth avenues, where it occupies a magnificent home which is universally acknowledged to be the most complete and artistic establishment of the kind in the world. It has a frontage of ninety feet on Forty-second street, New York, running through the block to Forty-third street. Through the opening of the magnificent and spacious Æolian Concert Hall, where concerts and recitals are given twice or three times daily during the season by the leading musical organizations and soloists, it has become a center for the musical life of the metropolis. Manufactures pipe organs for private homes, a full line of pianos, Pianola pianos, Duo-Art Pianolas, which are also exported to all parts of the world and have been indorsed by the most prominent musicians, artists, scientists and the leaders of the social and business circles throughout the world. Also manufacture the Æolian-Vocalion and Vocalion records, a new instrument of the phonograph type having many novel features which have made these instruments an instantaneous success. Also in combination with the world renowned house of Steinway & Sons, makes the Steinway Duo-Art Pianola pianos. The various instruments of this company are sold by leading and representative dealers in the United States and throughout the world. Financial and commercial standing of the company is unquestioned.

ÆOLIAN WEBER PIANO AND PIANOLA COMPANY.—Incorporated with a capital of \$10,000,000, \$3,500,000 preferred stock and \$6,500,000 common stock. H. B. Tremaine, president; E. S. Votey, W. V. Swords, A. J. Mason and Atherton Curtis, vice-presidents; H. B. Schaad, secretary; F. W. Hessin, treasurer; A. McDonnell, assistant secretary and assistant treasurer. Directors: H. B. Tremaine, E. S. Votey, W. V. Swords, A. K. Bourne, Atherton Curtis, F. T. Maxwell, G. Warrington Curtis, J. W. Heins, F. L. Young, A. J. Mason, G. D. Beattys, H. B. Schaad, F. W. Hessin, T. H. Fletcher, and W. H. Alfring. Factories: New York City, Worcester, Mass.; Garwood, N. J.; London, England; Paris, France. This company was formed to own and control the following manufacturing and operating companies: The Æolian Co., manufacturer of the Æolian Orchestrelle, the Pianola, Duo-Art (and in combination with Steinway & Sons the Steinway Duo-Art Pianola), the Æolian Pipe Organ and the Æolian Duo-Art Pipe Organ, the latter playable with artist-recorded rolls like the Duo-Art piano; the Weber Piano Co., manufacturer of the Weber piano; George Steck & Co., manufacturer of the Steck piano; Wheelock Piano Co., manufacturers of the Wheelock piano; the Stroud Piano Co., manufacturers of the Stroud piano; the Vocalion Organ Co.; the Votey Organ Co.; the Æolian Co., Ltd., of Great Britain; the Choralion Co.; the Pianola Co., Pty., Ltd., Australia; the Æolian Co., Paris, France; the Orchard Land Co., and all the branch houses of these various corporations. The Æolian, Weber Piano and Pianola Co. was organized in order to secure a more efficient and economical management of the large, diversified and international interests of the various corporations which compose it. In December, 1904, it acquired the ownership of and all rights, title and interest in the old-established and distinguished house of George Steck & Co., manufacturers of the "Steck" piano. President H. B. Tremaine, of the Æolian house, has been honored by royal appointments from His Majesty, King George V of England; His Majesty Albert I, King of the Belgians, and by His Majesty, Alphonso XIII, King of Spain, as court purveyor of Pianolas to these monarchs. The many instruments, affording an endless variety of styles, made by the several companies owned and controlled by this distinguished house are known and sold all over the world. Financial and commercial standing unquestioned.

AHLSTROM PIANO CO.—Manufacturers of the well-known Ahlstrom Pianos. Instruments of the highest grade and quality, under the distinctive trade name, Ahlstrom Classic "Artone" Pianos, embracing Grands, Uprights, Players and Reproducing Pianos. This industry was established by C. A. Ahlstrom in 1875, and in 1904 was incorporated under the laws of the State of New York. Capitalized at \$75,000, fully paid in. The officers of the company are: C. A. Ahlstrom, president; Claude K. Ahlstrom, secretary and treasurer. C. A. Ahlstrom, the founder of the concern, has achieved a high repute as a scientific and progressive piano builder, whose inventive capacity has been demonstrated to a high degree in the development of the Ahlstrom instruments, as well as establishing new fundamental principles of piano and player construction. His son, Claude K. Ahlstrom, has followed in his father's footsteps, and is gifted with the same inventive talent. It is very evident that it is through this skilled personality that the Ahlstrom has advanced to such an exceptional degree as an artistic piano. The Ahlstrom Pianos have always received the unqualified indorsement of eminent musicians and piano experts of recognized authority as being artistic in the highest degree and scientifically constructed, possessing specific original improvements. The latter, upon which the makers base their special claims for superiority, are found in a scale of rare acoustic properties, the construction of the sounding board, the composite laminated bridge, and the metal frame support for the tuning pins to prevent their sagging, which enables the piano to keep in tune almost indefinitely. The most notable feature in the uprights is the Ahlstrom patented Non-blocking action, recognized as the only type of upright action made that positively prevents the hammers blocking against the strings during damp seasons, or when used in a damp tropical climate, possessing as well as unlimited repeating power which even in the most delicate pianissimo will meet the utmost demands made upon it. The Ahlstrom "Arto-Grand" represents an equally distinct advance in grand piano construction, having incorporated in it the new Ahlstrom Art Expression Touch, Grand Action, which eliminates the crude method of sliding the keyboard and action sidewise when using the soft pedal. This gives the pianist an immense advantage and a new form of control of the tone-power of the instrument that stimulates an inspiration for grander artistic achievement and accomplished with far less effort than required with any other grand. The "Duotone" Pedal, operated by the center pedal, is another artistic feature used exclusively in the Ahlstrom "Arto-Grand," which enables the performer to divide the tone-volume of the instrument, permitting a delicate pianissimo throughout the bass for the accompaniment and simultaneously an enhanced normal singing tone in the treble register for the melody. The Ahlstrom "Artonolo" players and Arto Reproducing Pianos are equally noted for their artistic tone and advanced style of construction, using the world's most artistic player mechanism and music rolls, and the Ahlstrom basic patent crowning spool, which guides the note sheet and eliminates non-tracking, buckling of the paper and needless destruction of valuable rolls. The Ahlstrom instruments are in demand by progressive dealers throughout the country as well as among the advanced professional musicians. Concern is in first class commercial and financial standing.

AMERICAN PHOTO PLAYER CO., THE.—This company manufactures the "Fotoplayer," and the "Robert Morton." Incorporated for \$2,000,000, of which \$1,500,000 is common stock, all outstanding, and \$500,000 preferred, of which \$345,000 is outstanding. Officers: H. J. Werner, president; M. J. Samuels, vice-president; A. L. Abrams, vice-president; R. P. Matthews, vice-president; P. G. Jacobus, Jr., secretary and treasurer. The company has large and finely appointed factories in Berkeley and Van Nuys, California, and Highland, Illinois. General offices in San Francisco, 109 Golden Gate Avenue. Eastern distributing headquarters at 1600 Broadway, New York, and 64 East Jackson Boulevard, Chicago, where attractive warerooms are maintained. The instruments made by this house are of special merit, and are handled by the largest and most successful houses in the trade. They are designed particularly for use in motion-picture theatres, cafés, ice rinks, dance halls and other places of amusement. Also build pipe organs for use in theatres, churches and lodge rooms of all sizes. The "Fotoplayer" takes

the place of a ten-piece orchestra. It has two trackers, permitting instant change from one music roll to another, using regular 88-note player-piano music rolls. The instrument has complete set of organ reeds, as well as seven and one-third octave pianos and set of drummer's traps, permitting large number of effective combinations. The "Robert Morton" is a reproduction of the Symphony Orchestra and is a pipe organ of the orchestral type. Heads of the house have had wide experience in the musical industry, and give personal attention to the manufacture and sale of these instruments. Concern in first-class commercial and financial standing.

AMERICAN PIANO CO., THE.—This house of international importance was organized in June, 1908, with an authorized capital of \$12,000,000, divided into \$6,000,000 preferred 7 per cent cumulative stock and \$6,000,000 common stock. It took over the old-established and distinguished houses of Wm. Knabe & Co., established 1837, and Chickering & Sons, established 1823, also the well-known and prominent Foster-Armstrong Co., with its various subsidiary companies, which included Haines Bros., established 1851; Marshall & Wendell Piano Co., established 1835; Foster & Co., established 1881; Armstrong Piano Co., established 1884; Brewster Piano Co., established 1883; East Rochester Iron Works, and the Ampico Reproducing Piano. Officers: George G. Foster, president; William B. Armstrong, first vice-president and managing director; George L. Eaton, George L. Nichols and Frank E. Wade, vice-presidents; I. E. Edgar, treasurer; Geo. W. Cobb, secretary, and C. Alfred Wagner, general manager. Directors: C. H. W. Foster, chairman of the board; George G. Foster, William B. Armstrong, George L. Eaton, George L. Nichols, A. B. Boardman, I. E. Edgar, and A. G. Milbank. Owing to the rapid growth of its player business, a special player department was created in 1909. The affiliation of these famous names in the formation of the American Piano Company insured for each a wider scope for musical activity and valuable advantages in securing the best the markets offered in materials which enter into piano construction. The ideals and dominating personality of each of the companies forming the American Piano Company remain, however, unimpaired. The foresight and wisdom of this vitally important consolidating of interests is apparent to any student of modern American business methods which discloses this affiliation with other interests of similar ideals, to be the foundation of the present day success of practically every great American institution. This advantage is not merely one of co-operative buying but includes the advantages of co-operative intelligence, marketing and financing, resulting in the betterment of each member of the affiliation. As all the officers of the corporation are practical piano men of national reputation, a guarantee is thus given that the high artistic standard of the principal instruments concerned will not only be maintained but carried ever to a higher plane. Practical evidence of this has been given by the splendid new lines of instruments already put out and which have won such favor in the trade, while a larger number of representative dealers of standing and repute have taken on the agency of the different divisions of the American Piano Company since it was formed. Special honor accrues to the American Piano Company through the perfection of the Ampico Reproducing Piano, a mechanism, the invention of Charles Fuller Stoddard, which preserves for all time the art of the pianist of to-day (See Ampico). Financial and commercial standing of this corporation unquestioned. Through its unusual facilities and expert organization, the company has given special attention to the development of the player-piano, being one of the first companies to furnish its clientele with a complete line of player mechanisms as well as pianos. Refer also to Wm. Knabe Co., Chickering & Sons, Foster-Armstrong Co., Ampico; Marque Ampico; Haines Bros., Marshall & Wendell Piano Co., Foster & Co., Franklin Piano Co., Armstrong Piano Co., Brewster Piano Co., Normandie; Holmes & Son; Stratford; Primatone. Administrative offices and warerooms, Knabe Building, 437 Fifth avenue, New York. Branches at Boston, Mass.; Baltimore, Md.; Rochester, N. Y. Have extensive factories at Baltimore, Md.; Boston, Mass., and East Rochester, N. Y.

AMERICAN PLAYER-PIANO CO.—Factory, Nos. 709-713 Whitlock avenue, Bronx, New York. Manufacture American Player-Pianos. Established 1902. This concern is controlled by The Bjur Bros. Co., to which refer.

AMPICO.—A supreme development of the Reproducing Piano (manufactured by the American Piano Co., New York). A new invention which marks a distinct advance in the science of tone reproduction. The Ampico embodies the results of many years of experimentation by the inventor, Charles Fuller Stoddard. It is not a "player" in the ordinary sense, but a new musical instrument which reproduces the playing of eminent concert pianists. The first formal presentation of the Ampico was made at a public recital at the Hotel Biltmore in New York City, October 8, 1916. At this recital Leopold Godowsky played two numbers, each of which was reproduced on the Ampico by means of a record roll previously made by the artist. The reproduction duplicated Godowsky's touch, tone color and phrasing so exactly as to be indistinguishable from the performance of the artist himself. Similar demonstrations in which some of the greatest living pianists have participated have been held in practically every important musical center in the country. The Ampico has appeared with unqualified success as soloist with the great symphony orchestras of the country, the recorded playing of the artist being substituted for that of the living pianist and on February 3, 1920, there was given in Carnegie Hall, New York, a remarkable concert at which five of the world's greatest pianists, Godowsky, Levitzki, Moiseiwitsch, Ornstein and Rubinstein appeared in joint recital in which their playing was heard in direct comparison with its reproduction by the Ampico. This most exacting test resulted in a complete triumph for the Ampico. The Ampico is especially remarkable for its ability to reproduce tone coloring effects. When an Ampico record is taken, it shows not only what notes were struck, but also how long each string vibrated. Each note perforation in an Ampico roll represents the length of time that that string vibrated when the artist made the record. In other words, the "singing tone" of each note is controlled individually by its perforation. The Ampico may also be used as a player. Remarkably sensitive controls are provided by which the operator may impart his own interpretation to the piece. The Ampico is a pneumatic mechanism which may be operated either by foot pumping or electric motor power. The foot power model is designated "The Marque Ampico." The results obtained by either foot or motor-propelled models are identical. No part of the Ampico mechanism is in direct contact with the strings, sounding board and key or pedal action of the piano. Neither the tone nor the action of the instrument is in the slightest degree impaired for hand-playing. Another exclusive feature of the Ampico is the automatic repeat device. This device may be set so that the composition in its entirety will be automatically repeated as often as desired. This feature is particularly valuable for dancing and for the student pianist. The Ampico may be had in the following makes of pianos: The Knabe, Haines Bros., Marshall & Wendell, Franklin, and the renowned Chickering. It is installed in both grand and upright styles and in either case the mechanism is entirely concealed within the instrument.

ANDRUS & CO., D. S.—This piano is named after D. S. Andrus & Co., Williamsport, Pa., and Elmira, N. Y., with other branches, one of the oldest and most respected houses in the musical industries. Established in 1860. Realizing the value of their name on an instrument of the higher grade, to meet the demands of their trade and made according to their own individual ideas, they purchased an interest in Winter & Co., of New York City, one of the largest and most progressive piano manufacturing concerns in the country, which is now making this piano according to the high standard that characterizes the product of this well-known factory embodying at the same time the special specifications and ideas of D. S. Andrus & Co. It has an excellent scale, superior musical quality, and attractive case designs. The best material and labor is used in its construction. This piano has won favor with the public. This concern is in high commercial and financial standing. They also control the Doylemarx pianos, to which refer.

APOLLO DYNALINE.—Made by the Apollo Piano Co., to which refer.

APOLLO-PHONE.—Made by the Apollo Piano Co., to which refer.

APOLLO PIANO COMPANY, THE, INC.—Capital \$1,000,000; Edwin S. Rauworth, president; E. J. Uhl, vice-president; Farny Wurlitzer, secretary; John Devine, treasurer. Executive offices and factory at De Kalb, Illinois. Manufacturers of the

Apollo and Art-Apollo player-pianos, uprights and grands, and the Apollo-Phone. The product is of the highest grade. The tone of the instrument has awakened the admiration of piano dealers and musicians in all parts of the country. The case architecture is artistic and beautiful. The Apollo grand piano has met with marked favor. The Apollo is unquestionably one of the most artistic players made. The products of the establishment, the Art-Apollo, and the series of Apollo player-pianos in grand and upright form, occupy a large place in the esteem of the trade. The leading features of Apollo player construction are: (1) The metronome motor that distributes the power evenly. (2) The adjusting and transposing device that changes the music to any key and secures perfect alignment of the music roll on the tracker board. (3) The Dynaline, which enables the operator to obtain the proper expression. The Apollo Piano Company owns all of the Melville Clark patents. The name Apollo has become known as the designation of one of the best interior player-pianos, grand and upright, and the name itself is a guarantee of excellence in construction and beauty in tone quality. From the point of view of durability in construction, cleanness in execution and perfection in expression, the Apollo is an instrument that music lovers especially favor. The bellows are built so that the wind exhaustion is minimized, a distinct advantage, permitting the performer to secure the nuances that give true musical beauty to the interpretation of the score. The Apollo is the only player-piano in the world that possesses these valuable features. It is built to withstand the severest usage and in every respect is an instrument that truly deserves the admiration of all musical connoisseurs. The Dynaline is put into all Apollo players run by foot power. It is installed in the Art-Apollo (automatic electric) players on special order. The Apollo-Phone is a combination of an Apollo player-piano and a high-grade talking machine. It may be played separately as a piano, a player-piano, or a phonograph, or the instrument can be used in combination. It is so constructed that there is perfect synchronization between the two instruments and the effects produced are surprising in their variety and novelty. The Art-Apollo is an automatic electric 88-note player that can be installed in the regular Apollo player. The new device will bring the advantages of the electric mechanism within the purchasing power of the average buyer. The upright Art-Apollo player can be operated by foot power, by hand, by automatic electric or hand pneumatic. The grand can be operated by hand, by automatic electric or hand automatic. The Art-Apollo Grand Player-Piano is one of the few grand pianos containing the player action. It is a product so highly artistic in tone, finish and general design and is so substantially built that the best judges of piano tone and construction have declared that this grand, made in two sizes as to length, is one of the best on the market. In high commercial and financial standing.

ARMSTRONG PIANO CO.—Division of the American Piano Co., to which refer. Made in a splendidly equipped factory in East Rochester, N. Y. The success of the Armstrong piano has been consistent since the time of its establishment, many years ago. Always built with respect to the ideals of its founder, W. B. Armstrong, now vice-president of the American Piano Co., a man of wide experience and devotion in this line of work, the Armstrong piano has constantly enjoyed an enviable standard of quality and reliability. Furnished in distinctive designs of the most refined and appealing character and having all the qualifications of a truly musical instrument, the Armstrong piano is actively represented by foremost dealers in the country. Office and warerooms, 437 Fifth Avenue, New York City.

ARTEMIS.—This is the name applied by the Thompson Piano Mfg. Co., Chicago (a division of Steger & Sons Piano Mfg. Co.), to a line of pianos and player-pianos of high character produced by that concern. Artemis instruments are truly musical and reliable. They are noted for beautiful tone and admirable designing. The construction of Artemis pianos and player-pianos is thoroughly dependable. The widespread demand for the Artemis line of pianos and player-pianos has made it a national institution. Artemis instruments are advertised and sold by reliable piano merchants on the "universal" or "one-price" basis. Their success has been achieved on the basis of merit and they are sustained by a liberal guarantee. Gen-

eral offices and salesrooms, Steger Building, northwest corner of Wabash and Jackson Boulevard, Chicago, Illinois. Factories at Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet. The financial standing of the Thompson Piano Manufacturing Company is unquestioned.

ARTO-GRAND.—The trade name coined to designate the new and highly perfected Ahlstrom Arto-Grand Piano, containing the Ahlstrom art expression grand action and the Ahlstrom "Duotone" singing pedal. Ahlstrom Piano Co., Jamestown, N. Y., manufacturers, to which refer.

ARTONE.—The fundamental trade name derived from two words, artistic and tone, coined to designate the special characteristics of the Ahlstrom Pianos and reproducing pianos, because of their highly perfected construction and very artistic tone. On account of this the makers consider them a classic among pianos and therefore featured as the Ahlstrom classic "Artone" pianos. Ahlstrom Piano Co., makers, Jamestown, N. Y., to which refer.

ARTONOLO.—A well-established trade name coined to designate the Ahlstrom player-pianos. Made by the Ahlstrom Piano Co., of Jamestown, N. Y., to which refer.

AUTOLA, THE.—A player-piano or cabinet piano-player, manufactured by Horace Waters & Co. The name "Autola" is registered as a trade-mark. Refer also to Horace Waters & Co.

AUTOPIANO COMPANY, THE.—Incorporated under the laws of the State of New York; capital stock, \$1,000,000, fully paid up. Financial and commercial standing of this corporation is unquestioned. Officers: Herbert Simpson, president; Beman P. Sibley, vice-president; Emil Neff, treasurer; William J. Keeley, secretary. The company was one of the first concerns to put on the market a successful interior player-piano, the first having been shipped in 1904. It is said that there are twice as many Autopiano actions in use as any other. The Autopiano Co. occupies its modern six-story plant on the Hudson River and extending from Fifty-first to Fifty-second streets, New York. It is the largest factory in the world devoted exclusively to the manufacture of high grade player-pianos. The Autopiano is conceded by experts to be one of the best player-pianos in the trade. The piano itself is of first-class construction; the tone is rich and clear; the case designs are artistic and built with special regard to player-piano requirements. 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 executive personnel would be considered unusual in any industry. The player action is noted for its simplicity and durability, containing many exclusive patented features and embodying the very latest and most effective devices. This company manufactures the Autopiano in several attractive styles, and also the Autopiano Grand, the Autopiano Electric, and the Autopiano Reproducing Piano, licensed under the Welte-Mignon patents. The fame of the Autopiano is world-wide. It is sold in almost every American country and throughout Canada, in the Alaskan gold fields, in Mexico, South America, the Argentine, as well as in Europe. Autopianos have been shipped to India, China, Siberia, Japan, the Philippines, Australia, Africa, Persia, Egypt and Cape Colony, Ceylon, Korea and many other "out of the way" countries. The Autopiano has received the highest awards at the following expositions: 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; Gold Medal, 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; 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, 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 Shidinadva 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 homes 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 Luisa Tetrazzini, Mary Garden, Alice Verlet and Federico Carasa. The officers and crews of more than one hundred vessels in the United States and foreign navies have purchased and use 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. Abbé 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. One of the most notable achievements was the appointment of the Autopiano Co. as official purveyors to the Holy See by His Holiness Pope Benedict XV. This appointment means that the Autopiano is pre-eminent at the Vatican. Among the most recent of all Autopiano achievements is the endorsement of Cardinal Mercier, world war exponent of courage, for its true merit and beauty of tonal qualities and case design. The latest and by far the most important success of the Autopiano in its constant rise to fame is the winning of a place in the palace of the Queen of Belgium and a highly valuable and worthy acknowledgment from Her Majesty the Queen, setting forth the great pleasure this beautiful instrument gives her. The Autopiano is also extremely popular in the U. S. Army. Seven were recently shipped to be used at Fortress Monroe; over 250 were used in United States Army cantonments. The Autopiano line of upright player-pianos consists at present of the Style 11, Style 12, Style 30 and the new Style "Super."

AUTOPIANO GRAND.—A product of the Autopiano Company of New York. Made in three styles; length 4 feet 8 inches; width, 4 feet 6 inches. A very beautiful and compact little player grand model, distinguished for its remarkable tonal quality, tonal volume and remarkable expression capabilities. This highly artistic instrument is a great success and a fine addition to the very representative Autopiano line. The Autopiano Grand was officially installed in the New York State Building at the Panama-Pacific International Exposition, San Francisco, 1915. Also chosen by Governor Whitman for the executive mansion at Albany, N. Y.

AUTOPIANO MONO-PLAYER, THE.—A new and interesting development. The Mono-Player is an instrument which at the touch of a button will electrically, automatically, and entirely unattended, play the world's masterpieces as only great pianists themselves can play them; render tuneful ballads as emotional composers render them, and produce Broadway's latest musical hits and dance music as famous orchestra conductors produce them—and yet is sold at a price well within the reach of the average American home.

AUTOPIANO WELTE-MIGNON MODEL, THE.—Made under license of the famous Welte patents and is among the greatest modern developments of the pianoforte. It is basically a splendid piano for manual playing. 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 interpreting records, 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. This company of distinguished musicians includes Paderewski, Hofmann, Busoni, de Pachmann, d'Albert, Lhevinne, Bloomfield-Zeisler, 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. The remarkable effects produced by the Welte-Mignon Model of the Autopiano are made possible by the use of the Auto de Luxe Welte-Mignon player mechanism, which is installed in the instrument. By special license arrangement with M. Welte & Sons, the famous Welte patents (the results of almost a century of experience) are incorporated in this wonderful player-piano. The extensive library of Welte-Mignon artist reproduction records is available for the Welte-Mignon Model of the Autopiano. 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 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.

AUTOTONE.—A high class player-piano manufactured in the Autotone Department of Hardman, Peck & Company, 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, applied pneumatically by a slight pressure on a button; the tempo lever, permitting of every delicate gradation of time; 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 the graduating lever, by which the amount of tone can be regulated, the same as by the soft pedal. This same device also insures perfect adjustment of the music roll, should it ever be affected by climatic changes; the Repertoire, containing an inexhaustible wealth of music of every kind. Unless the name Autotone (spelled exactly so) appears on the fallboard the instrument is not genuine. The Autotone is made with two (and only two) basic pianos—Hardman and Harrington. Unless 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 & Company.

BACON PIANO COMPANY.—601 West Fiftieth street, New York City. W. P. H. Bacon, president. An old-established piano manufacturer, established in the year 1789, the original owner of this business being John Jacob Astor. Succeeded by Raven & Bacon, one of the oldest and most noted houses in the trade, from which several distinguished piano manufacturers graduated. Obtained awards at the Philadelphia Centennial in 1876 and the Chicago World's Fair in 1893. The Bacon family has been directly associated with this piano manufacturing concern since its earliest days, and has been distinguished for its lofty business ideals and the great care and exactitude exercised in producing these artistic instruments. This company makes a full line of Francis Bacon upright and grand pianos and also player-pianos, player-grands and reproducing pianos. The Bacon pianos are distinguished for the purity and resonance of their tone, their tonal volume, and handsome case designs and finish. Francis Bacon player-pianos embody the excellent features of the Francis Bacon piano, coupled with a player action of remarkable durability and splendid expression capabilities. The Bacon Reproducing Piano (licensed under Welte-Mignon patents) is the latest addition to this time-honored line, and one of the marvelous reproducing instruments before the public. The reproducing features of the Welte-Mignon are world famous, and the license which

permits the use of these famous Welte-Mignon patents in Bacon pianos may well be considered a remarkable achievement of the piano industry. This instrument reproduces every gradation of tone, every change of tempo, every modification in the renditions of the greatest classics by the world's greatest pianists, conductors and composers. Among the internationally famed musicians who have recorded their marvelous performance are: Paderewski, Hofmann, Schelling, de Pachmann, Busoni, D'Albert, Nikisch, Humperdinck, Gabrilowitsch, Leoncavallo, Debussy, Carréno Saint-Saëns, Lhevinne, Bloomfield-Zeisler, Weingartner, Mottl, Sauer, Pugno, Paur, Samaroff, Faure, Scharwenka, Ganz, Grunfeld, Hertz, Mahler, Leschetizky, Mero, Reisenauer and Richard Strauss. Bacon pianos have enjoyed great popularity for generations, and have always been characterized by great skill and care in manufacture. This company is on an excellent financial basis, with thoroughly up-to-date and aggressive business methods.

BAILEY PIANO CO.—Makes the "Bailey" piano, of which 40,000 have been sold. A reliable piano. Factory, No. 705 Whitlock Avenue, Bronx, New York. Established 1901. Controlled by Bjur Bros. Co., to which refer.

BALDWIN COMPANY, THE.—The House of Baldwin is of great distinction and in the highest commercial and financial standing. The business was established in 1862. Incorporated under the laws of Ohio. G. W. Armstrong, Jr., president; H. C. Dickinson, vice-president; Lucien Wulsin, treasurer; F. A. McGee, assistant treasurer; Thomson DeSerisy, secretary and J. P. Thornton, assistant secretary. The management of the house has been practically in the same hands since its inception. Head office, Cincinnati, Ohio. The Baldwin Company owns and operates the following corporations: The Baldwin Piano Company, the Baldwin Piano Manufacturing Company, the Ellington Piano Company, the Howard Piano Company, the Hamilton Piano Company, the Monarch Piano Company, the Wm. H. Perry Lumber Company, and operates the various Baldwin supply factories, also the Baldwin Piano Co., of Indiana. The Baldwin product of pianos and organs was in 1900 presented for exhibition and competition at the Exposition Universelle, at Paris, France. This was done in three complete exhibits—one, Baldwin pianos, grands and uprights; two, Hamilton uprights and organs, and the third and last in industrial and educational display of the materials, methods and processes employed in modern American factories of the best and most progressive type. At this exposition the Baldwin piano was awarded the Grand Prix, the only American piano ever thus honored. In addition to the Grand Prix, the cross of the Legion of Honor and sixteen other awards of gold, silver and bronze medals and honorable mentions were bestowed upon the exhibits' collaborators. The late Lucien Wulsin, president of the Baldwin Company, was decorated with the Legion of Honor. At the World's Fair, St. Louis, 1904, the Baldwin piano was again the only American piano awarded the Grand Prize. Here also the Baldwin Company's factory exhibit, illustrating Baldwin methods, processes and materials, was awarded a Grand Prize. The annual output of the different manufacturing divisions of the Baldwin Company approximates 20,000 pianos and 12,000 Manualos. A new million dollar factory has been added to the Cincinnati group of factories.

BALDWIN MANUALO, THE.—This instrument represents the most advanced development in player-piano construction. It is easily operated, and lends itself with great facility to every form of musical expression and responds with great fidelity and precision to the most refined interpretation of any composition. There is no suggestion of the mechanical in its performance. This peculiarly human feature of the Baldwin Manualo endears it to many artists. At the Anglo-American Exposition, London, 1914, the "Manualo" was awarded the Grand Prize. Manufactured by the Baldwin Company and its subsidiaries.

BALDWIN PIANO COMPANY, THE.—Incorporated. Of the highest commercial and financial standing. This company sells the entire product of pianos, player-pianos (the Manualo, the player-piano that is all but human) of the Baldwin Company and its subsidiaries. G. W. Armstrong, Jr., president; H. C. Dickinson, vice-president; Lucien Wulsin, treasurer; Thomson DeSerisy, secretary. Maintains selling divisions, salesrooms and offices in Cincinnati, Chicago, New York, St. Louis, Indianapolis, Louisville, Dallas, Denver and San Francisco.

BALDWIN PIANO MANUFACTURING CO., THE.—Incorporated. Manufactures concert grands, parlor grands and uprights of highest artistic value. In the manufacture of the Baldwin piano the highest possible artistic success has been reached, due largely to the novel and original system known as the Baldwin acoustic system, which gives the Baldwin piano a unique individuality and has gained for it a leading position among the highest and best of the world's musical instruments. At the great Paris Exposition of 1900 the Baldwin piano was awarded the Grand Prix, the only American piano ever thus honored. At the World's Fair, St. Louis, 1904, the Baldwin piano was again the only American piano which received the Grand Prize. The Baldwin pianos are used by many of the most renowned pianists and artists of the world, such as de Pachmann, Sembrich, Scharwenka, Tillie, Koenen, Bachaus, et al. One of the subsidiaries of the Baldwin Company.

BAUER & CO., JULIUS.—Manufactures the J. Bauer & Co. piano. Factory, 1335-1345 Altgeld Street, Chicago. Warerooms and offices, 305 So. Wabash Avenue, Chicago. The Bauer house is one of the pioneers of the Western trade and was founded by the late Julius Bauer in 1857. Incorporated with a paid in capital of \$250,000. William M. Bauer, president and superintendent; Richard Bauer, vice-president; Adam Schneider, treasurer; William Severin, secretary. Manufacture grands and uprights and player-pianos. The Bauer is a first class piano in the strict sense and has gained prestige among musicians through its fine tonal qualities and general excellence. During 1914 the company introduced the new-construction Bauer piano which has created much favorable comment in the trade, and among musicians. Its features are improved tone, simplified construction, greater strength, and reduction to a minimum of susceptibility to atmospheric changes. The improvement in tone is due largely to the fact that there is very little to obstruct the vibration of the sounding board, owing to the open construction of the string frame in front of and the elimination of the back in rear of the sounding board, giving same the greatest possible freedom of vibration. The strings are about 5½ inches from the sounding board, as compared to 1½ inches in the old construction. The new construction Bauer concert grand was introduced two years ago and has won very high praise. The Bauer instruments contain a number of patented distinctive features of practical value. Among them are: Automatic fallboard and music desk, agraffe and pressure bar, action bolt, noiseless pedal and trap work, etc. Until a few years ago the greater part of the firm's output was sold at retail to the best class of trade in Chicago and suburbs. Since that time, however, Julius Bauer & Company have increased their wholesale business and now have a chain of desirable agencies extending from Pennsylvania to the Pacific Coast. The J. Bauer & Company player-piano is one of the best and most reliable in the market, and maintains the high standard of manufacture characteristic of this house. Every detail in the construction of Bauer instruments is looked after with great care and only the best materials obtainable are used. The firm is in excellent standing.

BAUS PIANO CO., INC.—Manufactures the Baus piano. It has been before the trade for a third of a century. This piano, which has always been classified among the high grades of standard pianos, is to-day being manufactured at its modern plant, Southern Boulevard and Cypress Avenue, New York, of the best material obtainable and with fine workmanship. Its standing in the trade to-day is higher than ever before. It has an excellent scale, a fine musical quality of tone and in case design is exceedingly attractive and has won recognition in the trade for its durability. It has been a favorite among many of the leading dealers throughout the trade on account of its sterling qualities. The Baus player-piano, which is of the same high standard which embodies the manufacture of the Baus piano, also enjoys great popularity, both among the dealers and public on account of its care in manufacture, the player action used in the piano and its reliability. Concern in high financial and commercial standing. This is a division of Jacob Doll & Sons.

BAY COMPANY, H. C.—Established and incorporated in 1909. Manufacturers of player-pianos and reproducing pianos, featuring the "Solo-Concerto." Has large up-to-date factory at Bluffton, Indiana, with capacity of 18,000 instruments a year.

Capital stock, \$1,500,000. Officers: H. C. Bay, president and treasurer; C. F. Tennyson, secretary; B. K. Settegren, superintendent.

BECKER BROS., INC.—An old established, highly successful house. Manufactures the Becker Bros. grand and upright pianos and player-piano of superior grade at their factory, Fifty-second Street and Tenth Avenue, New York City. Capacity of factory, 3,000 pianos per year. This business was started by Jacob H. Becker, president. Jacob H. Becker is a distinguished piano-maker of the old school. He served his apprenticeship in various piano factories of renown, so that he acquired a thorough knowledge of every detail of piano construction which he has embodied in the Becker product. The Becker Bros.' pianos have always enjoyed an excellent reputation for superior tone quality, and also for conscientious workmanship. The tone, touch, singing quality and resonance of the Becker piano are of superior quality. The case designs are attractive. They are handled by many leading dealers all over America and abroad. The Becker pianos possess a good, pure tone. The scale is excellent, evenly balanced. They also make the Becker player-piano, an instrument of superior excellence, which combines all the conceded merits of the Becker Bros.' piano with a player mechanism that has won a distinguished place in the trade. Concern in high commercial and financial standing. They also control the name of Bennington and the Playernola.

BECKWITH PIANO AND ORGAN CO.—Louisville, Ky. Makes pianos and organs.

BEHNING PIANO CO.—An old established, highly successful and distinguished house that has had a distinctive share in the development of the American pianoforte industry. Makes the "Behning" grand and upright pianos, player-pianos, player-grands and electric reproducing pianos, among the oldest of the recognized standard makes of highest grade, at its factory, East One Hundred and Thirty-third Street, and Alexander Avenue, New York. Capacity of factory, 3,000 pianos per year. Over 50,000 Behning pianos have been made to date. This business was started in 1861 by the late Henry Behning, a distinguished piano-maker of the old school and veteran of the war. He had served an apprenticeship with the great Helmholtz in Germany, and also worked with various piano-makers of renown, so that he acquired a thorough knowledge of every detail of piano construction. His sons, Henry Behning and Gustave Behning, both capable and thoroughly expert piano-makers, served an apprenticeship under their distinguished father. The "Behning" pianos have always enjoyed an excellent reputation for superior tone quality, and also for conscientious and reliable work, being noted for the superior class of material and labor used in their construction. The case designs of these instruments are distinguished by their novel, pleasing and artistic character. They are handled by many leading dealers. These standard instruments have gained such increased popularity of late years that the concern has had to materially increase its manufacturing facilities. The Behning Piano Co. has made a specialty of the dull or so-called "art-finish" on the cases of its pianos, which has made its instruments much sought after by those cultivated people who prefer it to the highly polished American finish. The small grand piano, size 5 feet 3 inches long, possesses a wealth and purity of tone remarkable for its sweetness. Its scale is exceedingly evenly balanced, and its power equals that of many parlor grands. One of the greatest contributions of this house to the musical world is the now famous Behning player-piano, an instrument of surpassing excellence, which combines all the conceded merits of the Behning pianos with a special player mechanism of their own that has won a distinguished place in the trade and in musical circles by its artistic musical excellence and expressiveness. Every part of the player mechanism is made in the Behning factory under its own patents and by its own workmen. An important feature is that the entire playing mechanism can be removed from the piano in less than a minute's time without removing any chains or disconnecting any rubber tubes—removing four thumb screws is all that is required for the operation. This feature is appreciated by the trade as facilitating tuning, regulating and replacing broken strings in the piano. Another important feature is great durability. A feature is the attainment of the pianissimo effect without detriment to the melody. The tone, touch, singing quality and resonance of the Behning player-piano are not affected in any way

by the installation of the player mechanism. The most recent artistic achievement of the Behning house is the putting on the market of the Behning Player-Grand, an instrument really remarkable for its effectiveness and tonal qualities. A newly invented automatic and adjustable device makes all makes of music rolls track correctly and also protects the edges of the music from wear and tear. This decided improvement is another illustration of the fixed policy of the Behning house to improve its instruments wherever possible. In January of last year, the Behning Co. announced a new achievement in its reproducing piano which was at that time introduced to the trade. The presentation of this type of instrument—which is an achievement in modern piano construction and embodies all that is known to the science of piano building—is the result of long and careful study in the reproducing field by the officials of the Behning Piano Co. It was not until an instrument was constructed that would meet the highest artistic ideals for which the house of Behning has stood for more than a half century that a decision was made whereby the Behning reproducing piano would become a reality. Through the union of the exclusive Behning player action with its features of supersensitive action and control with the devices of the most advanced type of reproducing piano, a new and greater reproducing piano has been achieved. The greatest pianists of two continents may be summoned by the owner of a Behning reproducing piano. Paderewski, Hoffman, Ganz, Lhevinne, Gabrilowitsch, Busoni, Grieg, Carreno—these and a host of other great artists are heard in the fullness of their genius on this wonderful new instrument. A library comprising the recording of the world's most famous pianists is thrown open to the music lover by this new Behning achievement. The new Behning reproducing piano has many of the features already embodied in the player-piano, and several new and thoroughly practical devices. One feature is the tone modulator, which makes possible the attainment of the pianissimo effect without detriment to the melody. The delicate responsiveness of the action in the Behning reproducing piano makes it possible to present the exact recording of the artist, from his most delicate touch to the fortissimo chords. The automatic theme or melody expression device is an expression control that accentuates the theme or melody in the composition. This new instrument, combining the celebrated tone of the Behning and its demonstrated integrity of construction insuring durability for life, affords the lover of music an immediate entrance to the archives of musical literature as interpreted by the world's greatest artists. In this art and utility are most happily combined. The Behning Piano Co. maintains handsome retail warerooms at 22 East Fortieth street, New York, in a neighborhood in which a number of high-class piano warerooms are located. There is also a retail wareroom in Brooklyn. During the past year this concern has made noted progress, which has compelled it to greatly increase its factory facilities. A new improvement to the Behning player-pianos is the automatic theme or melody expression device, which is an automatic expression control that accentuates the theme or melody in a composition. Concern in good standing.

BEHR BROS. & CO.—Manufacturers of the "Behr" piano, noted for its reliability, pure, full and sweet tone and artistic case work. This house has enjoyed a constantly increasing business for the last 40 years. They are now located in their large and up-to-date factory at 643-647 West Fifty-first street, New York City. This business was established by Henry Behr with his brother Edward in 1881. The present officers of this company are well known piano men, of long experience and unquestioned ability. More than 60,000 Behr. pianos, player-pianos, grand pianos and player grands have been sold since this concern first began to manufacture pianos. Their pianos have won the highest awards at several world famous expositions, such as the New Orleans World's Industrial and Cotton Centennial Exposition of 1885; the Melbourne Centennial International Exhibition of 1889, and the Chicago World's Fair of 1893. The firm has received testimonials from renowned musicians, among them being Xavier Scharwenka, Edouard Remenyi, Moritz Moszkowski, S. B. Mills, Homer N. Bartlett, Dr. Hans von Bulow, Silas G. Pratt. Many musical institutions have indorsed the tonal quality of the Behr instruments, such as the Imperial Conservatory of Petrograd, of which

the late Anton Rubinstein was director; the Converse College, Spartanburg, S. C.; the West Side Musical College, Cleveland, Ohio; the Farrar School of Voice and Piano, Nashville, Tenn.; the Mollenhauer College of Music, Brooklyn, N. Y.; the North Texas Female College, Sherman, Tex.; the Lucy Cobb Institute, Athens, Ga., and others. The Behr Auto de Luxe Welte-Mignon Player-Piano is a remarkable reproducing instrument that re-creates with extraordinary fidelity the playing of scores of celebrated pianists; also plays electrically any regular 88-note music roll, the performer using all the exclusive and marvelous range of Auto de Luxe and Welte-Mignon expression devices, and may be played by hand as a piano in the usual manner. The firm is represented by houses throughout the United States. It is identified with the successful concert tours of such distinguished pianists as Xavier Scharwenka and others. The pianos of Behr Bros. & Co. have figured in the concerts of the New York Philharmonic Society, the Boston Symphony Orchestra, etc. Behr Bros. & Co. have also been identified with the movement for the production of "art pianos." Fine examples of these are to be found in the Louis XV. suites in the Waldorf-Astoria, New York City. After forty years of service these instruments are still yielding utmost satisfaction. The financial and commercial standing of this well-known house is high.

BELLEVUE PIANO CO.—Bellevue, Ia. Incorporated.

BENNETT-BRETZ PIANO CO.—Established in Harrisburg, Pa., in the year 1900.

There they continued the manufacture of pianos until the year 1904, when the entire plant was purchased by the firm of Charles M. Stieff, Incorporated, of Baltimore, Md., and moved to that city. The "Bennett-Bretz" piano is a strong, serviceable and substantial instrument with a sweet tone. It is sold at a moderate price. The case designs are attractive and popular. The main warerooms are at No. 315 North Howard street, Baltimore, Md.

BENNETT PIANO CO.—Makes the "Bennett" pianos of high grade and superior merit. Organized in 1900 at Warren, Pa., at which time the "Bennett" was placed on the market after a most thorough and painstaking preparation. The manufacturing of "Bennett" pianos was later removed to Rockford, Illinois, where the factories are now located and where the "Bennett" ideals are rigidly observed. From the start the splendid quality of "Bennett" uprights and player-pianos was recognized and appreciated by music lovers with the result that the "Bennett" was immediately successful. These pianos are distinguished for their fine musical quality of tone and superior construction. A special effort is made in the direction of artistic and architecturally correct case designs. This company is a division of the Clarendon Piano Co., and is in good commercial and financial standing.

BERKSHIRE.—Manufactured by the Jewett Piano Co. of Leominster, to which refer.

BERNARD.—The trade-mark of this piano is owned and controlled by Decker & Son, to whom refer.

BIDDLE PIANO CO.—Established 1860. Incorporated 1903. This business was founded by the late John Biddle, grand uncle of the present officers, so that the business is now controlled by the third generation. The present officers of the corporation are: Robert F. Denniston, President and Treasurer, and Alexander F. Denniston, Vice President and Secretary. These officials have literally grown up in the business, Robert F. Denniston having been actively identified with the company for the past seventeen years, while Alexander F. Denniston has been eleven years in the business. The Biddle instrument is the product of years of study and experimentation, resulting in a durable and fine toned instrument. Capacity of factory, 5000 instruments per annum. The factory and general offices are located at 105-11 East One Hundred and Twenty-eighth street, New York, with warerooms at 59 East Fifty-ninth street and 24 West One Hundred and Twenty-fifth street. In excellent commercial and financial standing.

BILLINGS & CO.—The "Billings & Co." piano is made by Weser Bros., who own the trade-mark and to whom refer.

BISHOP.—The "Bishop" piano is made by the Clarendon Piano Co. of Rockford, Ill., to which refer. A reliable piano at a moderate price. Has good tone quality and is attractive in appearance.

BJUR BROS. CO.—Business established in 1887 by Wilhelm Bjur and incorporated in 1908. Officers: President, William L. Bjur; vice-president, Robert Bjur; treasurer, George Derby; secretary, A. V. Koehler. Factory, Whitlock and Leggett avenues, Bronx, New York City. A well-equipped and spacious plant. Maker of the "Bjur Bros." pianos and player-pianos, which instruments have become popular, not alone for their attractive case designs, but for the unusual volume and fine quality of tone and solidity of construction. They contain patented individual features enhancing the durability of the instruments, which are the inventions of W. L. Bjur, the factory executive, who is a thoroughly expert piano-maker. Through subsidiary companies controls the "American" player-pianos, the "Bailey" pianos, and "Stultz & Co." pianos and player-pianos. Concern is in good standing and is rapidly increasing its business.

BOARDMAN & GRAY.—Manufacturers of the "Boardman & Gray" pianos and player-pianos. Factories and warerooms, Nos. 543-549 Broadway, Albany, New York. "Boardman & Gray" pianos, made since 1837 are the oldest make piano, manufactured by the direct descendants of the original founders. Business is now conducted by James S. and William J. Gray, sons of the founder, James A. Gray, practical piano makers. Associated with them are the three sons of James S. Gray, Emerson C., Niel A. and Bradley C. Gray, who after graduating from Yale University, are employed in the various departments of the factory, where the main object continues to be turning out as fine and artistic instrument as the record of the Boardman & Gray piano has always proven. This concern is now manufacturing a reproducing, upright and grand piano, which is in keeping with the Boardman & Gray standard. In good commercial and financial standing.

BOGART PIANO CO., THE.—Incorporated. Capital, \$50,000. E. B. Bogart, president; C. Andrew Bogart, treasurer; John I. Bogart, secretary. Mr. Bogart has been actively engaged in the piano manufacturing business for over thirty-six years, and is known and regarded as a very careful, reliable and scientific piano manufacturer. He gives his entire time to the making of their pianos. Manufacturer of the "Bogart" and "Christie & Co." pianos. The present company is a continuation of the house of E. B. Bogart & Co., originally established by him. Present capacity, 1000 instruments a year. The company has a spacious, modernly equipped factory located at 9-11 Canal Place, New York. Produces a thoroughly well made piano of high grade that possesses musical merit. These instruments are represented by responsible dealers all over the United States, as well as in many foreign countries. They contain an even scale, good tone, and the case designs are artistic. The Bogart Piano Co. makes a specialty of player-pianos, and the interior player mechanism in the "Bogart" players is known for extreme sensitiveness. In excellent commercial standing.

BOND PIANO CO.—Incorporated under the Indiana State Laws, 1911, by the stockholders of the Packard Piano Co., Fort Wayne, Ind. Early in 1913, at a meeting of the stockholders of the two companies, it was decided to unite the two companies. The Packard Piano Co.'s guarantee goes on every Bond piano. In the Bond piano and Interpreter it is the purpose to produce a piano and player piano of merit at a minimum price possible to instruments of that character. These pianos are made under the same factory system as the Packard pianos. Reproducing pianos, grands, uprights and players constitute this line. Refer to The Packard Piano Co.

BRAMBACH PIANO COMPANY.—Factories 635-645 West Forty-ninth street, New York City. President and treasurer, Mark P. Campbell; vice-president, Gordon G. Campbell; secretary, E. E. Vidaud. An old established house of enviable reputation which was established in 1823 and was reorganized in June, 1912, for the manufacture of baby grand and player grand pianos exclusively. The factory capacity is 4000 grand pianos per annum. This company manufactures small grand pianos which occupy no more space than an upright, costing no more than a high grade upright. One of the exclusive features of these distinctive little grands is the Brambach Tone Expander, by means of which the tone of the instrument is greatly increased. This permits the tone to come out unrestricted from beneath the sounding board, thus enlarging it. While the quality is high,

their pianos and players are moderate priced because they concentrate on grands only, and because of the very extensive Brambach output. The Brambach baby grand pianos have won recognition from musical institutions, conservatories, etc., and a diploma of honor was conferred upon them by the Mississippi State Fair and another by the International Exposition, Lyons, France, both in 1914. Considerably more than 400 dealers throughout this country and abroad trebled their grand piano sales by handling the Brambach during the past year. These grands have an international distribution and are extensively sold by the trade in South America and Australia. The Brambach player grand is notable for its rich, resonant tone, interpretative qualities and durability. The latest addition to this line is the Brambach reproducing grand piano, licensed under the world-famed Welte-Mignon patents. This superb instrument reproduces tone for tone—and shade for shade—the classic compositions of renowned composers, as played by leading pianists of every nation, both of the past and present. Paderewski, Hofmann, Busoni, Leschetizky, Paur, Pugno, Reisenauer, Richard Strauss, Saint-Saëns are a few of the scores of artists whose supreme skill is available at all times in the Brambach reproducing grand piano. The financial and commercial standing is of the highest.

BRAUMULLER PIANO CO.—Incorporated in 1889. C. F. Hovey, president and treasurer; A. P. Anderson, secretary. Manufacture the "Braumuller" piano, player-piano and "Braumuller-Welte Mignon," at its factory, 521-539 Bergenline Ave., West Hoboken, N. J. Founded by Otto L. Braumuller, a member of a musical family and an experienced retail piano man. Braumuller pianos represent an ideal in design, touch, tone and durability. The Braumuller Small Grand occupies a restricted room space, is thoroughly constructed, has fine tone quality and attractive design. The Braumuller player-piano is especially designed to withstand severe usage, and yet is capable of expressing the most delicate effects. The Auto de Luxe Welte Mignon player action in the Braumuller piano faithfully reproduces the interpretation of the greatest pianists. Also makes the "Parklyn" piano and player-piano, to which refer. The interests of the Braumuller company were taken over in January, 1919, by C. F. Hovey.

BREWSTER PIANO CO.—A division of the American Piano Company, to which refer. Manufactures "Brewster" pianos in new and finely equipped factory, with offices at East Rochester, N. Y. This piano has been on the market since 1895, when it became immediately popular, and has always given increasing satisfaction as improvements have been studiously followed until it now occupies a high position in the regard of competent judges. The fact that nearly 80,000 have been sold to as many satisfied purchasers is convincing proof of the estimation in which it is held. Its development has been consistent and true—a fact best shown by its continued growth and popularity. It has an excellent scale, carefully developed, and all parts are adjusted with the utmost precision. It is one of the most reliable pianos in the trade, the company giving unremitting attention to sounding board quality, building it on the "crown" principle to insure permanency in tone quality. Much attention is given to arrangement and finish of details, especial care being bestowed upon tone regulating and elasticity of touch. These cases are always up-to-date and attractive, a new group having been prepared for 1922, the designs of which combine originality with grace. The Brewster player-piano has everywhere been accepted with the confidence which its merits have justified. The different player mechanisms used have been chosen with great care and the carefulness given to their installation is, beyond all question, the best.

BRIGGS PIANO CO.—Boston, Mass. J. L. Cotter, sales manager. Owned by the National Piano Manufacturing Co., to which refer. An old, widely known and reputable concern, prominently identified with the highest achievements in the piano industry and with the leading manufacturers of artistic pianos. Builds the "Briggs" pianos, uprights in full and small sizes, grands and player-pianos, both in the regular foot pump style and also in the newer self-interpreting electric type; instruments of tested durability and remarkable tone quality. Business founded in 1868 by the late C. C. Briggs, after years spent actively with others of the then leading piano manufacturers as superintendent and working partner.

He was one of the few expert scale draughtsmen in the United States and a piano-maker of exceptional skill and ability, who contributed much to the development of the upright piano of to-day. Mr. Briggs was the first in Boston to permanently make upright pianos. Connected actively with the business to-day is a grandson of the founder, who has had a most thorough working experience in all departments of piano and player construction. The Briggs Piano Co. was incorporated in 1893 with a capital of \$100,000. The business is conducted with a well-defined policy of quality of product, and since its inception has proceeded along the line of improvement, so that the "Briggs" is known as one of the strictly high-grade pianos of America. The tone of the "Briggs" is distinguished for its sweetness, great volume and extraordinary durability. The house has always led in important improvements and has experienced success by the earliest and most ingenious adaptations of the underlying principles of pianoforte construction. The Briggs Co. has shown a steady increase in volume of business, and has an unexcelled reputation for honorable dealing. Its output is handled by the best houses throughout the country, some of these representatives having been with it since the beginning of the business. The "Briggs" has developed a strong reputation among artists, musicians and eminent judges of piano quality. Spontaneous endorsements of the highest character by people of unquestioned judgment are continually received from every part of the country. It is an evidence of the company's faith in its own product that an unlimited guarantee is attached to every Briggs piano before it leaves the factory. In addition to making full-size pianos of the highest class, this concern has long held an enviable reputation for producing small model uprights of a quality and volume of tone unsurpassed for the size. The commercial and financial standing of this house is unquestioned.

BRINKERHOFF PIANO CO., THE.—Incorporated. W. T. Brinkerhoff, president and general manager. Manufacturers of the "Brinkerhoff" and the "Schrivver & Sons" pianos and player-pianos. Offices and salesrooms, tenth floor, Republic Building, corner State and Adams streets; factory, Chicago Avenue and Morgan Street, Chicago. The Brinkerhoff piano is a thoroughly reliable and well-constructed instrument, which possesses a smooth, even scale, remarkable for the quality and volume of its tone, and is highly commended by leading dealers and musicians. The case designs are unique and have attracted universal attention owing to their individuality and beauty. The leading features of the Brinkerhoff player-piano are the simplicity of its construction, easy pumping and excellent repetition. The player is equipped with the latest improvements, including automatic tracking device, and re-roll lever, and has won very favorable comments from dealers in all sections of the country. The Brinkerhoff Piano Company has shown a steady increase in volume of business, and has an excellent reputation. Its pianos and player-pianos are handled by the best class of dealers throughout the United States. These standard instruments have gained such increased popularity in the past years that the concern has had to increase its manufacturing facilities in order to take care of the demand for its product. Commercial and financial standing excellent.

BROWN, M. W.—Factory, Hampton, N. H. Makes the "M. W. Brown" piano. Makes uprights only. Commenced business in 1895.

BURDETT.—This piano is a well-made, reliable instrument manufactured by S. N. Swan & Sons, Freeport, Ill., to whom refer.

BUSH & GERTS PIANO CO.—The established policy of this well-known and aggressive house, covering 35 years, has been and is to-day, one name, one price, one quality, one trade-mark—"Bush & Gerts." These pianos have become widely and favorably known as instruments of high quality, and are especially noted for their tone, artistic case designs, responsive actions, superior workmanship, and durability. They enjoy ready sale by a long list of piano merchants throughout the country. They are made in one of the largest and best equipped plants in the West, especially built for the manufacture of pianos, and owned by the company. The factory occupies the block bounded by Weed, Dayton and Smith streets, Chicago; and has a production capacity of more than 5000 instruments a year. The house was founded in 1886 by the late W. H. Bush and John Gerts, under the

name of "W. H. Bush & Co.," and in 1891 was incorporated under its present title. The capital stock is now \$1,000,000. The officers are: President, William Lincoln Bush, vice-president and general manager, William S. Miller; secretary and treasurer, John Gerts. The general offices and display warerooms are at the factory. The company is in first-class financial condition. Bush & Gerts Grand Pianos have been very much in demand during the past year and the company has decidedly increased its facilities for the handling of the daily increasing demands. Aside from the regular uprights, players and grands this house is giving particular attention to reproducing instruments, both uprights and grands. It is using the Welte-Mignon* (Licensee).

BUSH & LANE CECILIAN.—Player-pianos bearing this name are a combination of specially constructed Bush & Lane pianos and the Cecilian metal player action, both of which are manufactured by the Bush & Lane Piano Company of Holland, Mich. Of the Bush & Lane piano no more need be said here than that it is recognized as a standard high-grade instrument of artistic tone quality and unquestioned durability of construction. For player-piano purposes it is especially adapted in construction to withstand the extraordinary usage to which player-pianos are subjected. The Cecilian player action has long been known as one of the best pneumatic actions made in America. The valves are of the unit type, easily reached for adjustment, each unit being built up from die-cast sections properly constructed to insure perfect tightness, so that there is no leakage, and the valve is so balanced and supported and so certain in its response as to deliver the stroke through the medium of the hammer with the utmost fidelity to the requirements of the composition as expressed by the roll cutter. The expression devices regulating tempo and dynamics make it possible for the player to produce effects often thought impossible except by hand. The pedals are also delicately adjusted to permit the instant application of the degree of power desired to produce musical effects. The ease with which the operator can reproduce with this player the delicate variations of the most exquisite melodies and masterpieces demonstrates the slogan so often applied to the Bush & Lane Cecilian—"The piano anyone can play." The Cecilian player is equipped with transposing and tracking devices so linked together that the shifting of one does not eliminate the use of the other. Bush & Lane Cecilian player-pianos are made in three styles in both mahogany and walnut. They can be secured through representative dealers in all sections of the United States.

BUSH & LANE PIANO CO.—This house deservedly ranks as one of the leaders in the development of high-grade piano manufacturing in the West. Incorporated under the laws of Illinois, with capital of \$800,000, it has a large and completely equipped modern factory at Holland, Mich., where Bush & Lane pianos and Bush & Lane Cecilian player-pianos are manufactured. The commercial and financial standing of this company is of the highest, and its products are noted for their quality and durability. The officers of the company are Walter Lane, president; F. J. Congleton, vice-president; C. L. Beach, secretary; W. H. Beach, treasurer and general manager. Walter Lane, president of the company is known throughout the industry for his knowledge of scientific piano manufacturing and his ability to practically apply its principles to the making of pianos and player-pianos. He gives his entire time to the work of designing, scale drafting, experimental work in the field of pneumatics, and in personal supervision of the operations of the factory. Many of his ideas have been developed in practical form and patented for use in Bush & Lane products—those special or individual features which make them distinctive. President Lane's hobby for years has been the development of tone quality, followed by the application of such principles of construction as will perpetuate it in a durable piano. His success along these lines is exemplified by the high degree of favor in which Bush & Lane pianos are held by artists, teachers and other people of critical musical tastes. One of the attractions of the Bush & Lane line is the originality and variety of its case designs, several of which are protected by United States patents. Two styles of grands, five styles of uprights and three styles of Bush & Lane Cecilian player-pianos are manufactured and may be obtained from representative dealers

in all sections of the United States. The company also manufactures a complete line of high-grade phonographs. Retail stores handling the complete line of Bush & Lane pianos and player-pianos are operated by the company at Detroit, Mich.; Port Huron, Mich.; Portland, Ore., and Seattle, Wash.

BUTLER BROS. PIANO MANUFACTURING CO., THE.—Incorporated with a capitalization of \$60,000. Officers: N. M. Butler, president; L. Butler, vice-president; W. J. Butler, secretary, treasurer and general manager. Factory, Nos. 21-27 West McMicken Avenue, Cincinnati, Ohio. Capacity about 1000 pianos a year. Manufactures the Butler Bros. and Ebersole pianos and player-pianos. Concern in excellent standing.

CABLE.—This piano, manufactured by The Cable Company, of Chicago, is produced both in grand and upright styles. The improved scale Cable has made a place for itself among the high-grade leaders, containing as it does the improvements of the modern piano of established reputation. Particularly popular for its deep, full tone and singing quality. The touch, being delicate and elastic, is most pleasing to skilled performers. 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—"Crown-stay." (For further particulars see The Cable Company, Chicago.)

CABLE & SONS.—Manufacture the "Cable & Sons" pianos and player-pianos at Nos. 550 and 552 West Thirty-eighth Street, New York. Capacity, 2500 pianos per year. Established in Albany, N. Y., in 1852; moved to New York City, 1869. Business owned and managed by Robert Cable, Jr., grandson of the founder. Robert Cable, Jr. has received a practical training, having spent ten years in the shop before taking the management, and has owned the business since 1904. The output of the factory has more than doubled within the past two years. The instruments are reliable, contain good material and show careful workmanship. They are manufacturing grands of 4 feet, 8½ inches, and also are making reproducing uprights and grands. The cases are refined in design and the finish is much above the average. Cable & Sons pianos are handled by many representative dealers throughout the country who have found them satisfactory in every respect. The Cable & Sons player-piano is equally popular and reliable and is made up with either single or double valve action. Financial and commercial standing excellent.

CABLE CO., THE.—One of the largest, most distinguished, enterprising and wealthy concerns in the piano and player-piano industries. Recognized as one of the "great leaders" in the trade. Capital employed over \$7,000,000. George J. Dowling, president; H. L. Draper, vice-president and treasurer; W. E. Guylee, vice-president; G. W. Eddy, secretary and assistant treasurer; R. J. Cook, assistant secretary and assistant treasurer; T. A. Johanson, general superintendent of factories; C. E. Jackson, wholesale sales manager. General offices and retail warerooms, The Cable Building, Wabash avenue and Jackson boulevard, Chicago. Has two large and splendidly equipped factories—one at Twenty-second street, Paulina, and Dale Place, Chicago; the other at St. Charles, Illinois. The factory capacity, which is constantly being enlarged, now makes the company one of the greatest manufacturers of pianos and Inner-Player pianos in the world. The output is so large that it is a leading factor in the piano and player-piano business. The Cable Company are manufacturers of the seven great lines represented by the following makes of pianos and player-pianos; Conover pianos, Cable pianos, Kingsbury pianos, Wellington pianos, Conover Carola Inner-Player pianos, Conover Solo Carola Inner-Players, Solo Carola Inner-Player pianos, Carola Inner-Player pianos and Euphona Inner-Player pianos, Solo Euphona and Euphona Reproducing pianos. Both pianos and player-pianos are made in their entirety in the great factories of this concern. Among the very few houses that make from the raw materials a great percentage of the finished parts used throughout their instruments, a fact which

to an unusual degree makes for precision and fineness of adjustment as well as economical production. This distinguished concern has an international reputation and its instruments are sold the world over. In this country it has a large number of branch houses and hundreds of agencies. It also has agents in the principal cities of Europe, Asia, Africa and Australia. Its practically unlimited financial resources and unsurpassed factory facilities enable it to put upon the market standard instruments of unusual merit under the most economical conditions. The financial and commercial standing of this concern is absolutely unquestioned.

CABLE, FAYETTE S.—This is the name of a piano of fine musical tone quality, manufactured by the Cable-Nelson Piano Co., of Chicago, to which refer.

CABLE CO., THE HOBART M.—Makes the "Hobart M. Cable" pianos and player-pianos. The corporation has a paid-up capital stock of \$350,000. Factories at La Porte, Ind., which have a capacity to produce 6000 pianos a year, are among the largest, most modern and best equipped plants of their kind in the country. The Hobart M. Cable piano has won prestige as a high-grade product. The ware-rooms and offices of the company are in the factory at La Porte, Ind.

CABLE-NELSON PIANO CO.—Incorporated. Main office, Republic Building, Chicago. T. L. Powell, president; P. E. Mason, vice-president and sales manager; John E. Cooke, secretary and treasurer. Manufactures the "Cable-Nelson," "Fayette S. Cable" and the "Lakeside" pianos and player-pianos. This enterprising concern has in comparatively few years come to the front of the piano industry on the strength of its general business policy and the quality of its products. The factory is located at South Haven, Mich., a small city, where it enjoys many unusual advantages. It has long been known as one of the model manufacturing plants of the country. Recent additions give the factory a capacity of 9000 pianos and player-pianos. Cable-Nelson instruments are distinguished by their superior musical quality, the attractiveness of their designs and the excellence of their finish. The company was founded by Fayette S. Cable, one of the most respected and distinguished members of the piano industry with which he was prominently connected for more than a quarter of a century. Mr. Cable died in February, 1920. In first class commercial and financial standing.

CAMBRIDGE PIANO CO., THE.—Incorporated. Factory and offices, No. 99 Southern boulevard, New York City. Manufactures the Cambridge pianos. Also the Cambridge player-pianos. Capacity 3000 pianos per year. Makes a specialty of a small piano-player. Concern in good standing.

CAMERON PIANO CO., THE A. B.—Established 1897. Factory 502-504 East Seventy-fourth street, New York.

CAMPBELL, J. C.—The "J. C. Campbell" piano is manufactured by Kohler & Campbell, Inc., Fiftieth street and Eleventh avenue, New York City, to whom refer. A well-made and thoroughly reliable, medium-priced piano, named after the late J. C. Campbell, a piano maker of unquestioned skill. The "J. C. Campbell" piano was first produced in 1901. It has well sustained the fame of the expert whose name it bears.

CARLETON SYMPHONOLA PLAYER-PIANO.—Also manufactured as an Electric Expression player-piano. Made by the Price & Teeple Piano Co., Chicago. The Carleton piano has been manufactured since 1898. The Carleton Symphonola combines the Symphonola player action and the Carleton piano, an instrument which has proved reliable and durable in every respect. Its tone is clear and sweet and it is greatly admired by musical people. The guarantee back of the Carleton is thoroughly dependable and reliable.

CARLISLE.—The "Carlisle" piano is a reliable instrument made by the Chase-Hackley Piano Co., and is guaranteed by it. For further particulars refer to that concern.

CAROLA INNER-PLAYER.—This is the name adopted by The Cable Company, one of the world's greatest manufacturers of pianos and player-pianos, to describe their patented pneumatic player mechanism. This mechanism is made only by The Cable Company, patented in the United States as well as abroad, and used exclusively in instruments of its manufacture, these being the Conover, Cable Carola and Euphona Inner-Player pianos. Every part of this action is made in the

factories of The Cable Company under one of the leading authorities on player mechanisms in this country. Its many original and exclusive features, protected by patents, have given it a leading position among all player mechanisms. This action alone contains such exclusive features as the Minature Keyboard, Solo Aid, Wrist Rest and lever cover, Pneumatic Clutch, Triplex Pedal Device, sectional bellows, and the pneumatic pedal lever action. The player action is unusually simple in construction and takes up but very little space within the piano. It is one of the most efficient player devices invented for obtaining human expression and is one of the easiest players to operate. Made with 88-note scale.

CAROLA INNER-PLAYER PIANO.—An instrument made by The Cable Company, which takes its name from the player action which it contains. It is also equipped with the celebrated Solo Carola Inner-Player action. For further details see also under Solo Carola Inner-Player.

CARTER PIANO CO., THE.—Incorporated. Factory, 548 West Thirty-sixth street, New York City. Makes reliable pianos and player-pianos. Commercial and financial standing of the highest.

CHASE, THE A. B. PIANO CO., INC.—Established in 1875. Incorporated in 1919, with factory at Norwalk, Ohio, and executive offices at 20 West Forty-fifth street, New York City. Present capital of the company is \$500,000, fully paid in, and in the hands of men well-known in the trade whose ideals and ambitions are the production of musical instruments of the finest quality. The officers are: President, W. C. Whitney; vice-president, W. L. White; treasurer, J. H. Shale; secretary and assistant treasurer, E. M. Freligh. Vice-president in charge of manufacturing, E. J. Fishbaugh, and superintendent, L. K. Vogt. The board of directors are: J. H. Shale, chairman; W. C. Whitney, C. B. Gardner, W. L. White, C. F. Jackson, Walter A. Hall, and E. J. Fishbaugh. The first product of the company, years ago, was reed organs, followed shortly by the piano. The fact that the A. B. Chase instruments are of the highest grade of craftsmanship and uphold an unchallenged reputation justifies their being sold by prominent dealers in leading cities throughout the country, while a large percentage of those who indorse them are great artists, distinguished musicians, teachers and well-known institutions. Among the organizations which have recently indorsed the A. B. Chase and have adopted it as their official piano are the Scotti Grand Opera Company, the San Carlo Grand Opera Company, and the Society of American Singers. The A. B. Chase Piano Co., Inc., manufactures uprights, grands and concert grands of highest quality. The manufacture of a five-foot, two-inch small grand was begun in 1919, which met with instantaneous approval, being sought by numerous dealers throughout the country because of its wonderful qualities in so small an instrument. The next product by the A. B. Chase Piano Co. was a reproducing piano, which has rapidly proven a remarkable success, being featured by many of the leading dealers of the country. This instrument represents the highest attainment in the development of the reproducing piano, forming, besides a stimulus to the dealer, a means for satisfying the universal demand for a pure rendition of the master's art. The factory at Norwalk, Ohio, built in four wings, and having a floor capacity of 110,000 square feet, is completely up to date, affording every department the most possible daylight—improvements are continually under way. The average length of allegiance to the company of the craftsmen is thirty-one years, so that in several instances father, son and grandson work side by side for the perfection of the product put forth by the company, for which they have molded their ambitions. The yearly capacity is 3600 pianos and the financial standing of the company is unquestionable.

CHASE BROTHERS.—The "Chase Brothers" piano has been manufactured since 1863. It belongs to the highest grade of piano and is notable for its superior musical quality and artistic design. It is the leader of the line of the Chase-Hackley Piano Co., to which refer.

CHASE-HACKLEY PIANO CO.—Manufactures the "Chase Brothers," "Hackley," "Carlisle," "Chase Bros. De Luxe" and "Exceltone" pianos, players and reproducing pianos at Muskegon, Mich. This large and successful business was started in 1863 and incorporated in 1889, with a capital of \$220,000, all paid in. W. H. Mann, presi-

dent; F. A. Gorham, vice-president; Paul S. Moon, treasurer; Thomas H. Hume, secretary; H. D. Bradley, general manager. Has branch houses at Chicago, Ill.; Richmond, Va. Makes uprights, grands and the De Luxe and Exceltone player-pianos, and reproducing pianos in grands and uprights. Capacity of factory, 4500 pianos per annum. The plant, which was especially built for the manufacture of pianos, is thoroughly modern and is equipped with the latest machinery and labor-saving devices. The "Chase Brothers" pianos are of fine workmanship, are thoroughly reliable, contain all modern improvements and belong to the highest grades. The tone is of superior musical quality, due to the remarkably even scale, while the case designs are unusually attractive and artistic. The manufacture of the "Chase Brothers" piano was commenced by Milo J. Chase, a piano maker of recognized skill, and was carried on by his sons, all experienced and capable piano makers. The high reputation won by Milo J. Chase has always been fully maintained. The financial and commercial standing of the company is of the highest. Refer also to notices under Chase Brothers, Carlisle and Hackley in the piano department.

CHESTER.—The "Chester" piano is made by Horace Waters & Co., makers also of the "Horace Waters" piano, at their factory, 7 West 139th street, New York City, to which refer. The name "Chester" is registered as a trade mark.

CHICKERING & SONS.—Division of the American Piano Company. Factories, office and wholesale department at 791 Tremont street, and retail warerooms at 169 Tremont street, Boston, Mass. Officers: C. H. W. Foster, president; C. Alfred Wagner, vice-president and general manager; Herman T. Spain, secretary. Manufacturers of grand and upright pianos and the grand and upright Ampico. Established in 1823, Chickering & Sons are now in their ninety-ninth year of continuous manufacture of Chickering pianos. This illustrious house, the oldest in the United States, has been at all times in the forefront and has received world-wide recognition for its part in developing the pianoforte on distinctive lines. Jonas Chickering, the founder of the house, was born at Mason Village, New Hampshire, in June, 1796, where, after a sound schooling, he thoroughly learned the business of cabinet-making. Impelled by a restless ambition to seek a larger field, he went to Boston in his early twenties. There he entered the factory of a well-known pianomaker of those days and pursued a course of study in piano-making in its then primitive stage. It was not long before the genius of Jonas Chickering manifested itself and he introduced a series of changes and improvements which have since become standard and which revolutionized the methods then prevailing. His name from the earliest times has been ineffably linked with the Americanizing of the piano by methods of such importance and value that both America and Europe to-day admit their worth by universal adoption. To him must be ascribed the invention of the full iron plate for grand pianos recorded in 1837. This invention was accepted by the scientific world as one of far-reaching importance, indeed, it proved to be the foundation of all modern piano construction, for without it the sonorous grands of to-day would have been impossible. It successfully solved the problem of the proper support for the great strain of the strings and defined a new era in the history of piano-making. In 1843, Jonas Chickering invented a new deflection of the strings and in 1845 the first practical method for overstringing in square pianos, that is, instead of setting the strings side by side, arranging them in two banks, one over the other, not only saving space but bringing the powerful bass strings directly over the most resonant part of the sound-board, a principle which obtains to this day in the construction of all pianos, both grands and uprights. Until the year 1852, Jonas Chickering superintended each department of his business with his usual scrupulous care but was relieved of much of this responsibility upon his taking into partnership his three sons, all of whom had received under their father a practical training of the highest order. The genius of C. Frank Chickering as a "scale" draftsman soon became internationally known and acknowledged and to his extensive scientific research is to be attributed much of the renowned beauty of the Chickering tone. Not content with retaining this invaluable knowledge himself he imparted the secrets of his studies to those in the factory in whose gifts he had confidence, thus insuring their perpetuation. In addition to the many patents taken out by Jonas

Chickering, his sons and their successors, 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 possessing great value and which are an integral part of the Chickering system. Chickering & Sons have been the recipients of upwards of one-hundred and fifty first medals and awards. These have been received from States and sovereigns, international expositions and learned societies in all parts of the world and embracing every known method of honoring distinguished merit. Mr. C. Frank Chickering was personally invested with the Imperial Cross of the Legion of Honor at the hands of Napoleon III. The significance of this high honor is the more appreciated because of its extreme rarity, less than ten such honors having been bestowed for accomplishments in the fine arts. The most famous virtuosi including pianists, singers and instrumentalists have exhausted superlatives in expressing their high admiration of the Chickering piano. To remain in the forefront Chickering & Sons have never rested upon laurels won, they have pursued their studies incessantly and each year has created new standards of excellence for the Chickering piano, until to-day it stands on a higher plane of artistic merit than at any time in its long history. It is permissible to add to the words of Liszt, de Pachmann, Gounod, and hundreds of others a significant phrase from a remarkable letter written by the great Busoni at the completion of his triumphal tour of this country a few years since. "There are pianomakers' art studios and there are pianomakers' manufacturies, remain as you are the artists in piano-making. It is the way to add your page to the history of music." The list of pianists, composers and musicians of every class who have, since its inception, used and endorsed the Chickering piano is too long to include here. During the past two seasons amongst the artists who have used the Chickering exclusively are the following: Dohnanyi, Ysaye, Kubelik, Piaastro, Kerekjarto, Alda, Hackett, Kurz, Mirovitch, Guy Maier, Lee Pattison, Dumesnil, Schnitzer, Szumowska, Elly Ney, and many others. A remarkable fact presented by this time-honored house is the length of service of a large proportion of its employees. Until very recently there were men living who worked with Jonas Chickering and there are scores still engaged in the Chickering departments whose work covers periods running from twenty-five to nearly fifty years. The implied loyalty and mutual esteem and esprit de corps has been invaluable in this art industry and is a reflection of its artistic atmosphere. In 1909 the house of Chickering & Sons affiliated itself with other houses in the formation of the American Piano Company, of which it thus became a division, it insured for Chickering interests a wider scope for musical activity and valuable advantages in securing for itself the best the world's markets offered in materials which enter into piano construction. The Chickering ideals and Chickering personality remain, however, unimpaired. The house of Chickering stands in unquestioned financial strength and an integrity which has been its possession from the beginning.

CHICKERING AMPICO.—(See Ampico.)

CHICKERING BROTHERS.—A copartnership manufacturing exclusively a piano known as the Acoustigrande at 2250 South Park avenue, Chicago, Illinois. The firm is composed of C. C. Chickering and W. W. Chickering, both of whom are active in the business and have been manufacturing pianos in Chicago since 1892. Originally Chickering Brothers manufactured a piano which bore their own name, but in 1902 a temporary injunction was entered against them, and this injunction was broadened and made permanent in 1913. It was because of this legal action that Chickering Brothers, in 1912, discontinued the use of their own name on their piano, and since January, 1912, have been marking all of their pianos with the trade name, "The Acoustigrande, Chickering Bros., makers, Chicago, Ill." The character and quality of the workmanship and construction of the Acoustigrande are of the best, and the older member of the firm is recognized throughout the trade as an expert piano builder.

CHRISTIE & CO.—This piano is made by the Bogart Piano Co., to which refer.

CHRISTMAN PIANO CO.—Pianos bearing this name are manufactured by the Christman Piano Co., one of the most successful manufacturers of high grade

pianos in the trade. The Christman business was originally founded by Peter Christman, who was a practical piano maker and mechanic since 1855, and it was incorporated by his sons in 1911. The high ideals set by their father have been continued by the sons, who are earnestly devoted to the advancement and increased prestige of their business, and who are striving in every way to bring to perfection every department of their large and finely equipped establishment. Through their enterprise they have reached a distinguished position in the trade as makers of artistic instruments. Christman pianos are art products; they are supreme in musical quality and in purity of tone; well balanced, and are known for their beautiful touch. The Christman Studio Grand Piano is a distinct achievement in small grands. While it is only 5 feet over all, it is distinguished for its tone of great sweetness and power, and has been praised by critics and professional artists who have used it both privately and at concerts. They also make a larger grand, which is 5 feet 10 inches in length, and is beautifully proportioned. This large grand, Style F, has the same sweet tone, and its powerful tone makes it adaptable for concert use, and it has also received indorsements from artists. The Christman scales are the result of patient, exhaustive and scientific investigations conducted by two generations of Christmans. These scales are recognized as being evenly balanced, well worked out and have many points which deserve credit. Messrs. Christman give their personal attention to every department in the manufacturing of their pianos. The small details are being looked after as carefully as the big points in piano construction, thus assuring the highest grade of workmanship and that perfection which comes only from the closest supervision. It is an established fact that no instrument leaves the factory without first being inspected in the most scrutinizing manner by one of the members of the firm who are all thorough piano makers. Christman pianos because of their durability and wonderful purity and volume of tone are a favorite with schools and colleges all over the United States, and abroad, where they have won for themselves an enviable position. The Christman player-pianos are built on the newest and most approved lines of player construction. They are a radical departure from the beaten path of player mechanism, making for simplicity, compactness, ease of operation and artistic interpretation. The Christman Studio Grand Player is an achievement in the art of player building. Its simple beauty of case design, the infinite variety of effects of which it is capable, and its ease of operation make it one of the most artistic players on the market. This likewise applies to the Reproducing pianos, electrically operated instruments. Christman pianos, grand pianos and the 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, beautiful lasting tone and finely finished cases. This company is housed in its own well-equipped factory, 597-601 East One Hundred and Thirty-seventh Street, New York City, which has a capacity of 3000 instruments a year and where they build their own cases. They also have a retail wareroom at 35 West Fourteenth Street, and another at 753 Sixth Avenue, occupying the entire building in both places. The commercial and financial standing of the Christman Piano Co. is of the highest.

CHURCH CO., THE JOHN.—Incorporated under the laws of Ohio with large capital. Manufactures pianos and player-pianos, grand and upright. Officers: President and general manager, Roswell B. Burchard; vice-president, Willis G. Gibson; secretary and treasurer, Augustus Bell. Messrs. Burchard and Gibson with James E. Stewart, James G. Hobart and Walter S. Jenkins compose the directorate. The general offices are in Cincinnati and branches are maintained in Chicago, New York and other cities. The company has a large and finely appointed factory at Dayton, Ky., a suburb of Cincinnati, and manufactures the "Everett," "Harvard," and "Dayton" lines of pianos and player-pianos. These have been on the market for many years. The commercial and financial standing of the company is unquestioned.

CLARENDON PIANO CO.—A well-established industry at Rockford, Ill., in whose modern factories are built the Clarendon grand, upright player-pianos and reproducing pianos. A. E. Johnson, president and treasurer; C. A. Haddorff, vice-presi-

dent; L. I. Johnson, secretary. The concern represents unquestioned responsibility. Many thousands of its instruments have been built and are everywhere known for their sterling qualities. The Clarendon grand has long commanded the admiration of music lovers for excellence of tone and touch and for its graceful proportions. This instrument is but 5 feet 4 inches in length. Clarendon uprights are characterized by their even scales and sweet singing quality of tone. This charm of tone is present in the popular Clarendon players, which together with the expressive, highly efficient and dependable player device gives the Clarendon player-pianos their well-deserved reputation. These pianos and player-pianos are widely known and are extremely popular. The Clarendon, whether piano or player, is an honest instrument at an honest price. The factories are well organized and equipped, thereby producing instruments of their excellent qualities most economically, an advantage shared in by the purchasers of these instruments.

CLAVIOLA CO., THE.—Incorporated 1896. Capital, \$125,000. O. L. Kindler, president; Wm. P. Collins, treasurer. This company occupies a large factory at 520-524 West Forty-eighth Street, New York, where the Claviola is manufactured. The company was one of the first to place upon the market an interior player. The Claviola is conceded to-day to be one of the finest players made. It has been awarded prizes at Paris, at the French Exposition, highest award at Crystal Palace, London; first prize, Pan-American Exposition, Buffalo, N. Y.; grand prize, Lewis & Clark Centennial, Portland, Oregon. The Claviola is made to-day to stand the hardest usage and has been adopted by several battleships in Uncle Sam's Navy, notably the "Arkansas" and "Texas."

CLEMONS CO., C. B.—Makes the "Clemons & Crane" piano. Incorporated. C. B. Clemons, president; F. R. Crane, secretary and treasurer. Makes uprights. Ware-rooms, No. 4240 West Madison Street, Chicago. Factory, North Branch and Cherry Avenue, Chicago. Capacity about 250 pianos a year.

COINOLA.—Trade name of the line of automatic instruments made by the Operators Piano Company, to which refer.

CONCERTONE.—A player piano of quality and individuality that is noted for its superior workmanship, material, tone quality, and case design. It is manufactured by the Mansfield Piano Co., to which refer.

CONNOR, FRANCIS.—Established 1877. Factory, One Hundred and Thirty-fourth street, Cypress avenue, New York. Grand, upright and player-pianos that belong among the well known higher grades, made under the personal supervision of Francis Connor, a veteran piano-maker of over fifty years' practical experience. These pianos have gained and maintained a reputation for high standard of excellence in manufacture and are instruments of merit from artistic and mechanical standpoints. The player-piano constructed by this firm has many points of distinctive individuality which must appeal to people of discriminate musical taste. In May, 1914, the retail warerooms and general offices were removed to the new "Francis Connor Building" at 343 Lexington avenue, near Fortieth street. In first class commercial and financial standing.

CONOVER.—This piano belongs in the highest grade manufactured. J. Frank Conover was considered one of the world's greatest piano-makers, a man who devoted over forty years of his life to the study of a single problem—Tone. Behind the life-work of Mr. Conover is the unlimited capital of the makers—The Cable Company. And not only unlimited capital, but unsurpassed factory facilities and an organization of most competent experts. The New Scale Conover has met and is constantly meeting the highest requirements of musicians. It is essentially a modern instrument, embodying those principles which long experience has proven to be the foundation of superior tone quality. Its scale represents the highest attainment in the art of scale draftsmanship, while its sounding board, frame, hammers and keys are of the finest qualities obtainable. The Conover has been one of the leading pianos in use at various international expositions. In 1916 it was the official piano of the Illinois Commission at the Panama-Pacific International Exposition and Conover pianos were on exhibition in the Illinois and Wisconsin Buildings. It is the official piano of the Paulist Choristers, one of the most celebrated choral organizations in the country, which has won a place for itself not only in the

United States, but abroad, receiving first prize in the international contest at Paris. Nearly one hundred Conover pianos are in use in the Chicago Musical College, one of the largest music schools in the world. Of this piano, Mme. Schumann Heink has written, "Its tone is beautiful," and hundreds of other indorsements of prominent musicians are as enthusiastic as they are sincere. Catching the inspiration of the tone builders, men working in beautiful woods have created distinctive designs as an appropriate setting for Conover tone quality, and the many upright and grand styles in which the Conover is built are among the most beautiful to be seen anywhere. 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."

CONOVER CAROLA INNER-PLAYER.—This instrument, of the highest grade made, is the Conover piano equipped with the famous Carola Inner-Player action. For particulars regarding the celebrated Solo Carola Inner-Player, see "Solo Carola Inner-Player," elsewhere in this book. For particulars, see "Conover Piano" and "Carola Inner-Player Action," elsewhere in this book.

CONWAY CO.—Incorporated. Capital \$3,500,000. Officers: E. E. Conway, chairman; C. C. Conway, president; T. B. Brown, vice-president, and J. L. Cotter, secretary and treasurer. Factory and offices, Boston, Mass. One of the largest and financially strongest piano concerns. Manufacturers of the Conway piano, distinguished for its superb scale, richness of tone, and reliability of construction. The new factory, on the Neponset River, is an example of the most modern science in building and is equipped with the latest improved machinery. The Conway piano meets the wide-felt demand for a fine piano at a medium price. It is made to uphold an enviable reputation in the musical world. The Conway's tone is characterized by remarkable fullness, volume and carrying power. The Conway also comes equipped with the new Virtuolo player action. This new player is a striking advance in pneumatic action and simplified control. It is called "the new Instinctive Player-Piano." The Conway Company is directed by men whose lives have been devoted to the piano business; men whose fathers and grandfathers before them have been piano makers. The Conway piano is sold by leading dealers, or at special agencies, in every prominent city. One of the most popular pianos in America—its even scale and sensitive action are most satisfying to all music lovers and the name "Conway" on the fallboard is a guarantee of excellence and tested reliability. Into every Conway piano goes the knowledge of expert piano construction which has come down to its makers through generations of piano builders. Another popular feature of these pianos is the case designs, which make these pianos ready sellers. The company points with pride to thousands and thousands of satisfied customers and to the letters of praise from music lovers everywhere. The Conway piano has been called one of the most popular pianos in America. It has been especially chosen where an instrument must show remarkable durability and carrying power of tone. This means that many schools, colleges and theaters have chosen the Conway in preference to other instruments. Scientific manufacturing of a high order enters into the making of the Conway, which is built of superior materials throughout and constructed by experienced and accomplished workmen who understand the art in its entirety. Its sensitive action and rich carrying tone are among its strongest recommendations. Among some of the striking testimonials which have been received from hundreds of artists, musical conservatories and American homes are those from Lewis J. Rohr, teacher of violin and string instruments and orchestra director, Clarion State Normal School, Shippensburg, Clarion County, Pa.; Phil Levy, manager Academy of Music, Reading, Pa.; W. H. Rooney, F. A. Tricken, Grace Campbell, etc., etc. Financial and commercial standing of the house is unquestioned.

CUNNINGHAM PIANO CO.—Manufactures the "Cunningham" piano. Has built at Fiftieth street and Parkside avenue, Philadelphia, a large and modern factory, equipped with the latest machinery and labor-saving devices, to which a large addition was made in 1909 and which is considered one of the model plants in the

trade, having a capacity of over 5,000 pianos a year. Retail warerooms at the northwest corner of Chestnut and Eleventh streets, Philadelphia, have recently been enlarged and decorated with most artistic mural panels, so that they are noted as among the handsomest in the United States. Incorporated in 1891 with a capital of \$60,000, which has subsequently been increased to \$500,000. Makes both grands and uprights which belong to the higher grades, and are noted for their fine scale, good musical quality of tone, durability and attractive case designs. The Cunningham company is an aggressive advertiser and is progressive and enterprising in its methods. In 1916 it purchased the business of Painter & Ewing, Philadelphia. Also manufactures the Forrest uprights, players and grands. Commercial and financial standing excellent.

CURTIS.—Manufactured by the Jewett Piano Co. of Leominster, Mass., to which refer.

DAVENPORT-TREACY PIANO CO.—Factory, 548 West Thirty-sixth street, New York City. The officers are: George W. Allen, president; Corley Gibson, vice-president and sales manager; L. J. Potter, secretary and assistant treasurer. Manufacturers of Davenport-Treacy uprights, player-pianos and small grands and Reproducing Pianos. This old manufacturing concern, which was established in the year 1870, has recently been reorganized. Davenport-Treacy pianos have been greatly esteemed by the representative trade the country over handling them, and embody excellent qualities and structural features of a high order. These instruments are carefully constructed of the very best of materials by a factory organization unusually skilled and well trained. The latest case designs of this progressive manufacturing concern are exceedingly handsome and distinctive. These instruments are everywhere considered as most reliable and characterized by a good tone. The Davenport-Treacy Welte Mignon Licensee Reproducing Piano is three instruments in one, that is to say: (1) A reproducing piano of notable capabilities, reproducing in exact tone and tempo, with all the individual charm and skill of the pianist, the accomplishments of the leading pianists, conductors and composers of to-day; (2) a player-piano, playing any standard 88-note music roll (electrically), making it possible for the performer to individualize his own conception of the selection, and having available all the exclusive and patented features of the Auto De Luxe Player Action; (3) a piano which may be played by hand in the usual manner. The financial standing of this company is unquestioned.

DAYTON.—The "Dayton" is a piano of standard value manufactured by the Harvard Co., at Cincinnati, Ohio, to which refer.

DAYTON—AUTOSTYLE.—This is a combination of a player mechanism made by the Harvard Co. with the Dayton piano.

DECKER & SON, INC.—An old and highly reputable house. Incorporated. Capital, \$150,000. Frank C. Decker, president and treasurer; M. S. Decker, vice-president; Frank C. Decker, Jr., secretary. Make the "Decker & Son" piano. Factory, Nos. 699-703 East One Hundred and Thirty-fifth street. They also manufacture the "Decker" player-piano, an instrument combining a standard "Decker" piano and a first-class player mechanism, and therefore of the same high standard which has always characterized the instruments of this house. Frank C. Decker learned piano making under his father, Myron A. Decker, a recognized maker of high standing. Make uprights and grands. The "Decker & Son" pianos are instruments of highest grade, distinguished for reliability and very superior workmanship, for fine musical singing quality and evenness of tone and great elasticity and responsiveness to touch. The only house in the trade to-day manufacturing a "Decker" piano. Concern in excellent commercial and financial standing.

DE LUXE PIANO CO., 818 Rees street, Chicago.—Manufacturers of De Luxe pianos and player-pianos. Officers are: president, John A. Taraba; vice-president, Albert Samuelson; secretary, Charles Dold. Capital stock \$50,000. All the stockholders are employees.

DE RIVAS & HARRIS MANUFACTURING CO.—Office and factory, Willow avenue and One Hundred and Thirty-fifth street, New York. Richard B. Aldcroftt, president; M. A. Harris, treasurer, and A. D. Anderson, secretary. This concern has a large and finely equipped factory at the above address, and has a capacity of 3,000 instruments a year. The piano bearing this name is a good, commercial in-

strument of good material and workmanship. Their player-pianos have met with favor and are well spoken of as reliable instruments in their class. In good standing.

DETMER, HENRY.—Manufactures the "Detmer" piano at the factory, Claremont avenue and Le Moyne street, Chicago. Retail warerooms, No. 158 North Wabash avenue, Chicago. This concern in 1906 bought out the Bahnsen Piano Manufacturing Co., of St. Louis, and is continuing the business of that company. Capacity about 350 pianos per annum.

DIETEMEIER PIANO CO.—Factory, San Francisco, Cal. Mr. Dietemeier is a practical piano-maker. His instruments have a reputation for reliability.

DOBSON & CO., E. S.—Make the "E. S. Dobson & Co." pianos. Factory, No. 3649 Third avenue, New York. Established in 1882. Makes uprights only. The capacity of the factory is about 300 pianos a year.

DOLL & SONS, INC., JACOB.—Incorporated with a capital of \$1,000,000, all paid in. Otto Doll, president; Frederick Doll, vice-president; George Doll, treasurer; Jacob Doll, Jr., secretary and assistant treasurer. Make the "Doll & Sons" piano and player-piano. This concern is one of the largest and most enterprising manufacturers in the piano industry devoted to the manufacture of pianos of the highest grade. They have an extensive, finely equipped, up-to-date plant with all the latest improvements at Southern boulevard, Cypress avenue and 133rd street, New York. Have one of the largest factories devoted to the manufacture of pianos and player-pianos in the East. Have retail warerooms at No. 112 West Forty-second street, New York City, with branches at Newark, N. J., Paterson, N. J., Jersey City, N. J., and Brooklyn, N. Y. Manufacture grands, uprights and player-pianos. This business was started in 1871 by the late Jacob Doll, who passed away on November 13, 1911, after a brilliant and notable career. He left as a monument to his memory this plant capable of producing 15,000 pianos annually. To the far-sighted policies of the founder of this business his sons (the present officers of the company) are indebted for their exhaustive schooling as mechanics, as before being admitted to partnership in the firm they were obliged to master every detail of construction. As these sons have practically had charge of this business for a number of years, no institution in the trade possesses a membership whose individuals are more earnestly devoted to the advancement and increased prestige of their business, or where family pride enters so thoroughly into the manufacture of their instruments. While the members of this house have already an enviable reputation for making pianos of the highest standard, the family pride enters so thoroughly into their manufacturing department that they are continually at work improving their instruments in every possible way, with the result that their pianos to-day stand higher than ever in the history of the house, the small details being looked after as carefully as the big points in piano construction. Their instruments contain many patented improvements exclusively their own, and practically every part of their piano, even to the hardware, is manufactured in their own plant so as to get the best and most economic results. Their player-pianos, are of the same high standard as their regular pianos. The same policy is adopted in that they make even their own player actions, which are recognized as of superior merit and are exclusively used in their own player-pianos. All their instruments are manufactured absolutely under the supervision of the members of the family and no instrument bearing their name leaves the factory without a thorough inspection by some member of the family. Financial and commercial standing unquestioned.

DOYLEMARX.—This piano is named after M. Doyle Marks, president and owner of the M. Doyle Marks Company, of Elmira, N. Y., formerly D. S. Andrus & Company, one of the oldest and most respected music houses in the musical industries. This house was established in 1860 by D. S. Andrus and was continued by him until his death in 1883. For twenty-five years M. Doyle Marks has been associated with this noted music house and in 1914 changed the firm name of D. S. Andrus & Company, of Elmira, to the M. Doyle Marks Company. Realizing the value of their name on an instrument of the higher grade, to meet the demands of their trade and made according to their own individual ideas, they purchased an interest in Winter & Co., of New York City, one of the largest and most progressive piano

manufacturing concerns in the country, which is now making the piano according to the high standard that characterizes the product of this well-known factory, embodying at the same time the special specifications and ideas of M. Doyle Marks. The piano has an excellent scale and is of superior musical quality. The case designs are attractive. The best of material and labor is used in its construction. The M. Doyle Marks Company is in high financial and commercial standing.

DUERK CO., CHAS., INC.—Manufactures baby grand pianos exclusively. Makes the Duerk grand piano, which measures only 4 ft. 7½ in. in length over all and 4 ft. 5 in. wide. The scale for this piano was drawn by Charles Duerk, who is well known as a scale draftsman of marked ability. He has secured remarkable volume and purity of tone in this instrument, which is made of the best materials, by skilled workmen, and under the personal supervision of President Charles Duerk, an expert piano maker of large experience. The case designs are attractive and comprise four styles. Factory and offices located at Nos. 52-54 Grove street, corner Seventh avenue, New York.

DUO-ART PIANOLA PIANO, THE.—The Duo-Art Pianola Piano is the reproducing piano manufactured by The Æolian Company, New York. This remarkable instrument was introduced to the public during the fall of 1913 and is the latest and greatest contribution by The Æolian Company to the automatic piano art. The Duo-Art (that is, representing two arts—the art of the performer and the art of the interpreting pianist) embodies three instruments in one: pianoforte, player-piano and reproducing piano. This instrument represents years of development by the Æolian corps of experts and inventors in continuation of earlier important inventions of the same company, including the Metrostyle and Themodist. The Metrostyle, a very remarkable invention, won the respect and indorsement of all the great composers and artists for the Pianola, the trade-name by which The Æolian Company's player-pianos are designated. The Themodist, another exclusive Æolian invention, enabled the Pianola automatically to voice the theme in the music roll so as to sound over the accompaniment. The Duo-Art Pianola Piano has been enthusiastically indorsed by leading artists and musicians of this country and Europe, and many of the great pianists such as Paderewski, Hofmann, Bauer, Ganz, Grainger, etc., have contracted to record exclusively for this reproducing piano. The Duo-Art has appeared as soloist with many of the leading orchestras of the country, having played a complete concerto in Æolian Hall, New York, accompanied by the New York Symphony Orchestra, conducted by Walter Damrosch. Also at Philadelphia with the Philadelphia Symphony Orchestra, conducted by Leopold Stokowsky; with the Chicago Symphony Orchestra, conducted by Eric DeLamarter, with the San Francisco Symphony Orchestra, Alfred Hertz conducting; with the Detroit Symphony Orchestra, Ossip Gabrilowitsch, conductor; with the Cleveland Orchestra, Nikolai Sokoloff, conductor; with the Cincinnati Symphony Orchestra Eugene Ysaye, conductor; with the New York Philharmonic Orchestra, Josef Stransky and Rudolph Ganz, conductors. This last concert was one of the regular series given by the orchestra, the Duo-Art having the unique distinction of being substituted in place of the living artist. The remarkable patented mechanism of the Duo-Art reproduces not only the notes, tempo, phrasing and attack, but also every tone gradation precisely as originally played and recorded by the artist, including all the dynamics of his rendition with the innumerable gradations from pianissimo to forzando, all crescendos and diminuendos, whether of abrupt or extended length; also all pedal effects of the artist in the use of the sostenuto and soft pedals; also all other expression effects so true to the individuality of the respective artists who recorded the original Duo-Art rolls that their style and identity is unmistakably to be recognized in their performance by the Duo-Art Pianola. In short, the Duo Art music rolls embodied in the Duo-Art Pianola Piano reproduce the individual manner and musical personality of the recording artists in a truly remarkable manner. The artist's original master record is made automatically as he plays on a specially devised recording Duo-Art piano, the artist playing the composition by hand on this piano in the characteristic manner which he desires to record, and the automatic mechanism recording in the form of perforations in a moving sheet not only all of the notes but all of the artist's expres-

sion effects, including tempo, rhythm, dynamics and pedaling, exactly as played. As soon as the artist has finished his performance, the perforated music roll recording his rendition is immediately available for insertion in the Duo-Art piano to reproduce the original performance. In this way the leading artists have permanently recorded for all time their characteristic piano interpretations, and these are available for the enjoyment of all users of the Duo-Art piano in a rapidly growing catalogue which already includes over eight hundred Duo-Art rolls. The Duo-Art is incorporated in such leading pianos as the Steinway, Weber, Steck, etc., both in grands and uprights.

ELECTROVA CO., THE.—Manufactures the "Electrova" coin-operated piano. Has a large equipped plant at 117-124 Cypress avenue, New York. The Electrova Co. was one of the first to enter the field of the coin-operated piano and has built up a large trade on the merit of reliability of its up-to-date instruments, which possess every modern device and many patents devoted entirely to the manufacture of this instrument. It is being handled by many of the representative dealers, who have had a large sale with it all over the country. It is manufactured in 88-note keyboard players. Concern in highest financial and commercial standing. A division of Jacob Doll & Sons, to which refer.

ELLINGTON MANUALE.—Made by the Ellington Piano Co., Cincinnati. This very desirable instrument combines the fine musical and pianistic qualities of the "Ellington" piano with one of the most excellent playing mechanisms made to-day. The sale of the "Ellington" piano and the "Ellington Manuale" is controlled by The Baldwin Piano Co., to which refer.

ELLINGTON PIANO CO.—One of the constituent companies of The Baldwin Company, of Cincinnati, to which refer. Manufactures the "Ellington" pianos, both grands and uprights, an instrument of great merit and a strong factor in the noted Baldwin line. The "Ellington" contains valuable improvements and is noted for its fine singing quality, purity and richness of tone and for the exceptional care and conscientiousness in its construction. The output of the "Ellington" piano factory is controlled by The Baldwin Piano Co.

EMERSON PIANO CO.—Incorporated with a capital stock of \$850,000. Edward S. Payson, president; E. F. Tibbott, secretary and treasurer; directors, Edward S. Payson, E. F. Tibbott, John J. Peckham, W. S. Kimball, C. E. Gramer, J. H. Gramer, W. L. Nevin. The officers and directors are among the most experienced, successful and reputable members of the industry. The Emerson Piano Co. manufactures at its extensive factories at Waltham street and Harrison avenue, Boston, but one grade of pianos. The name is cast in the plate and "Emerson" placed on the fall-board. This is equivalent to a guarantee and is so regarded by the company. The product of the Emerson Piano Co. is high grade, highly popular, reliable. The "Emerson" is a household piano of rare musical excellence and worth. This business is one of the oldest in the trade, having been founded in 1849, and is now in its seventy-third year. The company makes upright pianos, player-pianos and grand pianos. Capacity of factory, 6000 pianos per year. More than 120,000 of these instruments have been sold. They are handled by some of the largest and most prominent dealers in the trade, who consider them among the most salable instruments in their stock. The most recent productions of the "Emerson" factory are the "Emerson" short grand, which is distinguished for its even scale and fine quality of tone, and the "Emerson" player-piano. The player action is built especially for the Emerson piano, and the combination is entirely worthy of the high standard always maintained by the Emerson piano. The company does a large wholesale business throughout all sections of the United States and Canada. Financial and commercial standing of the highest.

EPWORTH.—The "Epworth" is a thoroughly well-made, good-toned and reliable piano of superior quality and good workmanship, made by the Williams Organ & Piano Co., Chicago (to which refer), in their modern six-story factory, 1257 Fullerton avenue, Chicago. This new factory is a model in construction and equipment, having every needed improvement for the manufacture of sweet-toned, reliable pianos and organs and every convenience for the welfare and comfort of the workmen. The Williams Piano & Organ Co. 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. The officers are: J. W. Williams, president; H. B. Williams, vice-president; Carl S. Williams, secretary and treasurer. Capital and surplus over \$350,000. Capacity, 3000 instruments annually. Carl S. Williams, long recognized by piano makers and musicians 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. "Epworth" pianos are noted for their rich, sweet, sympathetic quality of tone, have been on the market for many years, and enjoy an excellent reputation for reliability. The concern is of unquestioned responsibility and integrity.

ERHARD CO., INC., THE.—Manufacturers of the Erhard upright, grand and player-pianos; reliable instruments of good quality. Offices, 153 East Fifty-ninth street, New York City. Financial standing excellent.

ESTEY PIANO CO.—Manufactures the popular "Estey" piano at its extensive and imposing factories on the corner of 133d street and Lincoln avenue, New York. General offices at factory. This company, incorporated in 1885, is the direct successor to a well-known piano manufacturing concern that was established in 1869. The officers and directors of the Estey Piano Co. are Colonel J. G. Estey, president; A. V. W. Setley and M. C. Lorini, vice-presidents; George W. Gittins, treasurer; A. Dalrymple, secretary; Robert H. Gittins and Valentine J. Faeth. During the year 1917 Mr. Gittins acquired a controlling interest in the company. He is a man of long and wide experience in the industry. His strong and aggressive personality showed itself immediately in the way of important changes and improvements, including an extensive addition to the factory, which resulted in a great expansion of the business. Grands, uprights and player-pianos are made, and the plant has a capacity of 6000 pianos per annum. The "Estey" pianos received an award at the Chicago World's Fair in 1893, and were highly commended by the judges for tone, workmanship and reliability. The name of "Estey" has been before the public for nearly three-quarters of a century in connection with the most successful and popular make of reed-organs known. The Estey Piano Co., to manufacture an "Estey" piano, while entirely distinct from the great reed-organ firm, was formed to meet a strong demand from the agents and friends of the house. It was decided at the start to make a first-class instrument in every respect, an instrument that should be worthy a name that long ago became a household word in this country. For this purpose a large and finely equipped plant was put up in the Bronx, whose tower can be seen from all directions. This concern has standardized its output by reducing the number of styles to four including a baby grand, an upright, a player-piano, and the famous Welte reproducing piano. This development is in line with Mr. Gittins' well-known ideas on "standardization." The change in the manufacturing policy of this house has proven highly acceptable to their numerous dealers all over the country. The financial and commercial standing of this house is of the highest. Represented by prominent dealers all over the country. The Estey Co. has increased by large additions its factory facilities.

EUPHONA INNER-PLAYER PIANO.—This standard player-piano, which contains improvements of tested value, is manufactured by The Cable Company, one of the world's greatest builders of pianos and player-pianos, to which refer. It is made with 88-note scale. A thoroughly reliable instrument, sold at a moderate price, with the reputation and guarantee of a great house behind it. Distinguished by the simplicity of the construction and case designs, which are both attractive and artistic. Equipped with every facility to reproduce in a thoroughly artistic manner the works of the great masters, and provided with many patented exclusive features, enabling the performer to obtain most musicianly results with perfect ease of operation. It is said to be one of the very best values offered in player-pianos. This instrument is furnished with ukulele attachment. Refer also to The Cable Company.

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 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. Musicians have highly praised the easy action, full mellow tone and evenly balanced scale of the piano element.

EVERARD PIANO CO.—Incorporated February, 1915. Factory 245-249 East 137th street, New York. John D. Ohlssen, Jr., president and secretary; John D. Ohlssen, Sr., vice-president and treasurer. The Everard pianos are handled by many responsible dealers and they are considered reliable instruments.

EVERETT PIANO CO.—A division of the John Church Co., to which refer. Incorporated in 1883. The "Everett" is an artistic instrument in the best sense of the term. By reason of its superior musical tone quality, fineness of mechanism and elastic, responsive action it ranks among the distinguished makes of the world. The "Everett" grands are used and indorsed by many distinguished musicians and pianists. The Everett piano has been used at the concerts of many of the most famous musical organizations of the country, including the Boston Symphony, New York Philharmonic, the Chicago Symphony, the Philadelphia Orchestra, the Cincinnati Symphony, the Worcester Musical Festival, etc. The late Mme. Teresa Carreno, the distinguished South American pianist, used the Everett piano on several of her concert tours. Other world-known musicians and pianists who have won success with the Everett include Gabrilowitsch, the Russian pianist; Mme. Cecile Chaminade, the composer; Dorothy Lethbridge, the English pianist; Alfred Reisenauer, the German master, and many others. The Everett uprights, like the grands, are distinguished by their rare musical quality and the purity and brilliance of their tone. The case designs are esthetically correct and the instruments throughout are finished with a care and conscientiousness that is not surpassed. The Everett pianos are sold under a lifetime guarantee.

EXCELTONE, THE.—A popular player-piano made by the Chase-Hackley Piano Co., and guaranteed by it. The Exceltone is a thoroughly reliable instrument.

FABER PIANO CO.—This firm is controlled by the stockholders of E. Gabler and Bro. It was incorporated in 1912. Capital, \$100,000. President, J. A. Coffin; vice-president, Anthony Doll, Jr., secretary and treasurer, Frederick Matheius, Jr. Factory, 347-349 Rider avenue, New York. Manufacture Faber piano and player-piano. There has been a constant and steady development of the affairs of this company. Commercial and financial standing good.

FARNY PIANO AND PLAYER-PIANO.—These instruments are manufactured by the Farny Piano Company, a subsidiary of The Rudolph Wurlitzer Company.

FARRAND PIANO CO.—This enterprising Western concern has its offices and factory at Holland, Mich., where Farrand pianos and Farrand player-pianos are manufactured. The officers of the company are W. H. Beach, president; C. H. McBride, vice-president; C. L. Beach, secretary and treasurer. The men composing this company have had long experience in the piano business, and their manufacturing department is in charge of one of the most competent directors of piano production in the country. Only the best of materials are used, and the purpose is to produce instruments of superior tone quality and fine workmanship. The Farrand piano can be highly recommended as an instrument of exceptional musical merit and durability.

FAY & CO., ROBERT.—Factory at Nos. 712-716 St. Rose avenue, and warerooms at Nos. 567-569 Valencia street, San Francisco. Commenced business in 1878.

FISCHER, J. & C., INC.—Officers: Sidney N. Mayer, president; Julian T. Mayer, vice-president and treasurer, and Clarence S. Mayer, secretary. The foregoing, with

R. Mayer, constitute the board of directors. An old and reputable piano manufacturing concern in the United States. Incorporated with a capital of \$300,000. J. & C. Fischer succeeded directly to the business of R. & W. Nunns, of New York, one of the pioneer houses in the American piano industry, who started as far back as 1820. In 1830 the firm became Nunns & Clark. William Nunns retired to go into business for himself, and in 1840 took John U. Fischer and Charles S. Fischer into partnership, the concern being known as Nunns & Fischer. Mr. Nunns retired in 1840, when the present title of J. & C. Fischer was given to the firm. Nunns & Clark went out of business in 1868. John U. Fischer retired in 1873. In 1907 the business was taken over by the Mayer brothers, who now control it. The late Charles S. Fischer came of a most distinguished family of piano-makers. His father and grandfather were piano-makers before him in Naples, Italy, where the grandfather gained such distinction he was appointed "piano-maker to Ferdinand I, King of Naples." The late Charles S. Fischer came to this country with his brother John in 1839, and together they worked in several New York piano factories until they went into partnership with Nunns. It may be said, therefore, that this concern has seen and taken part in the rise and development of the piano industry in the United States. How large a part this has been is shown from the fact that in 1896 they celebrated the manufacture of their 100,000th piano. The "Fischer" piano is a high-grade, standard piano, and has a fine, pure quality of tone. The grand and upright pianos are artistically cased in chaste designs. Incorporated January 31, 1907. The original factory of J. & C. Fischer was established in 1840, in St. John's Lane, but in 1843 was moved to the corner of Dey and Greenwich streets. This building still stands. They also had an additional factory in Gold street, which was burned in 1849, when they moved their entire plant to their present location on West Twenty-eighth street, where it has continued ever since. They make grands, uprights and player-pianos, and the capacity of the plant is 5000 instruments per annum. Offices, warehouses and factories, Nos. 417 to 423 West Twenty-eighth street, New York. Have made over 144,000 pianos to date. Financial and commercial standing unquestioned.

FLEISCHER & CO.—The "Fleischer & Co." piano, a reliable instrument of good tone quality, is made by F. Radle, who bought out the Fleischer & Co. business in 1898. It has shown distinct improvement since it came into Mr. Radle's ownership. It has attractive case designs and is sold by many dealers.

FLOREY BROS.—Incorporated. Sales office and factory, Washington, N. J. Makes small grand pianos only.

FORREST.—A line of uprights, players and grands manufactured by the Cunningham Piano Co. to which refer.

FOSTER-ARMSTRONG CO.—A division of the American Piano Co., to which refer. Factories and offices, East Rochester, N. Y., also display rooms and offices, 437 Fifth avenue, New York. Branch offices, Chicago, Ill., and San Francisco. Officers—G. L. Eaton, president; G. C. Kavanagh, vice-president; A. C. Kehr, secretary and treasurer. Operates in the experimenting and developing of discoveries and inventions incident to the demands of its constituent companies and in marketing their output. The group of factories for which the Foster-Armstrong Company acts as sponsor comprises that of Haines Bros., Marshall & Wendell Piano Co., Foster & Co., Armstrong Piano Co., Brewster Piano Co., Holmes & Son, Stratford Piano Co., East Rochester Iron Works. Although acting as the distributor of the output of the several factories, each plant conserves its own method of construction, thus enabling it to produce pianos of individual characteristics. By governing the operation of each factory in its allotted place in the industrial group a new method of marketing has been developed. Through subdivision of the material purchased by heavy contracting, thus minimizing cost figures, great economy is obtained, enabling the various factories to develop the quality of their output under singularly advantageous conditions. The immense plant at East Rochester extends along the tracks of the New York Central Railroad for about half a mile. The Foster-Armstrong Co. watches with the closest interest the progress of each constituent company.

FOSTER & CO.—Established 1890. Division of American Piano Co., to which refer. Manufacture the well-known Foster pianos and player-pianos, thousands of which

are to be found in American homes to-day giving the utmost satisfaction. This line of instruments is one of the few of American manufacture sold extensively in foreign countries. In addition to the thousands of Foster pianos and player-pianos sold in the United States in recent years, thousands were exported to foreign countries, where they have become established as truly "American" instruments of fine manufacture and artistic quality.

FRANKLIN PIANO CO.—Owned and directed by the American Piano Co., to which refer. Established in New York City about twenty-five years ago. Offices and factories, East Rochester, N. Y., and offices and showrooms are maintained at 439 Fifth avenue, New York. Instruments of this well known make have made rapid progress in attaining a reputation for excellence. A new and most complete line of instruments has been created within the last several months, which are conceded by authoritative people to be of unusually high merit. The selection of the Franklin piano as one of the few in which the Ampico reproducing mechanism will be furnished is significant of its fine quality and reputation.

FREDERICK PIANO CO., THE.—A division of Jacob Doll & Sons. Incorporated with a capital of \$100,000. Manufacture the "Frederick" piano at their large, finely equipped plant at Cypress avenue and Southern Boulevard, New York City. The capacity of their factory is 3000 instruments per annum. The piano is manufactured to meet the demand for a thoroughly reliable piano that can be sold at a popular price and can be absolutely guaranteed to the customer by the dealer. It is recognized as one of the most popular pianos in the trade and for over thirty years has had a very big increase of sales every year. Has an exceedingly even, well-balanced scale, of good tonal quality. Manufactured of fine material and workmanship, with exceedingly attractive case designs. It can be classed as one of the most popular instruments in the trade. A perfect player-piano which was put on the market a few years ago has attained the same high popularity as that of the Frederick piano. Concern in the highest financial and commercial standing.

FRENCH & SONS, THE JESSE.—Manufacture grand, upright and player-pianos of the highest grade and strictly first-class construction. This line of instruments has a large range in variety of design, size and finish. They are manufactured by the Jesse French & Sons Piano Company of New Castle, Ind., and are named after Jesse French, Sr., the president of the company, who first established himself in the piano business at Nashville, Tenn., in 1875, and also after his two sons, H. Edgar and Jesse, Jr., who are actively engaged in the conduct of the business to which they have devoted their entire lifetime. These instruments are noted for their fine quality of tone, as well as for the general excellence of the materials used, and general construction as well as for the variety and great beauty of their case designs. The demand for these instruments has shown a steady increase for a number of years both at home and abroad, pianos from this factory having been shipped during the past year as far north as Alaska; as far south as Cape Town, South Africa; as far east as Greece, and as far west as New Zealand, Australia, and to every country in South America. The scales and plates are unusually large and heavy, finely finished in bronze, and strung with the best piano wire, with full copper wound bass strings. The several styles of player-pianos are greatly in demand because of their many exclusive features, which make the change from piano to player much more easily and quickly accomplished than is possible with the majority of instruments. The Jesse French & Sons grand piano is made with the aim of producing an instrument that will be a creditable advertisement to the firm whenever and wherever it is used. Every artist who has performed on a Jesse French & Sons grand has pronounced it an instrument of the highest artistic order. The veneer, trimmings and interior finish on all of the Jesse French & Sons line is done in a characteristically thorough manner, and will be found to harmonize with the finishings of a home, studio or the most elaborate music room.

FUEHR & STEMMER PIANO CO.—Factory, Chicago, Ill.

GABLER & BRO., E.—President, J. A. Coffin; vice-president, Emil E. Gabler; secretary, Frederick Matheius, Jr., treasurer, Anthony Doll. Manufacture the Gabler at 347-349 Rider avenue, New York. Decided appreciation of the quality of the piano is being shown. Many letters from customers giving expression to praise of the

Gabler have been received. The first Gabler piano was made in 1854 and many thousands are now in use. Very high attainment has been reached in the manufacture of the Gabler. The greatest possible care is being exercised in its construction. Only the very highest grade of materials are being used. The Gabler has always been known for its sweetness of tone and for durability. Commercial and financial standing good.

GERMAIN PIANO CO.—Estate of Edward Germain, sole owner. Factory at Saginaw, Mich. Makes "Germain," "Sherman" and "Bancroft" pianos.

GIBBONS & STONE.—Manufacture the "Gibbons & Stone" piano and player-piano, Rochester, N. Y. Business started in 1860. Incorporated 1919. A. J. Gibbons, president and treasurer; J. A. Stone, vice-president; Ruby S. Gibbons, secretary. Capacity about 200 pianos a year. Make for retail trade only. Their instruments have always enjoyed an excellent reputation. The house is in high standing.

GILDEMEESTER & KROEGER.—Refer to Kroeger Piano Co.

GILMORE.—The "Gilmore" piano is a well-made and reliable instrument, manufactured and guaranteed by the Straube Piano Co., to which refer. Good materials are used throughout in its construction, and the tone is of a decidedly pleasing quality. The piano is well thought of and recommended by those who have handled it.

GIRARD PIANO CO.—Incorporated with a capital of \$60,000. Factory, Forty-ninth street and Parkside avenue and Viola street, Philadelphia. Warerooms, northwest corner Chestnut and Eleventh streets, Philadelphia. This concern is controlled by the stockholders of the Cunningham Piano Co., of Philadelphia. A well-made instrument, with a wide variety of fine case designs and an excellent scale, it shares the characteristic attributes of the Cunningham, making a close second to that deservedly popular piano in the United States. In excellent commercial standing.

GOETZ & CO.—Philip Ritzheimer, president; John J. Turner, treasurer. This firm was established in 1857 and has recently acquired an interest in the Mansfield Piano Company. These instruments are strictly high class throughout, and are known for their reliability and tone quality. The factory is located at 749 East 135th street, New York City, and their retail warerooms are at 81-87 Court street, Brooklyn, N. Y., and at Far Rockaway, Long Island, N. Y. The concern is in high commercial and financial standing.

GORDON & SON.—This business was originally established in 1845 by S. T. Gordon. At his death it passed to the ownership of his son, Hamilton S. Gordon, who a few years ago sold it to the present company, which is incorporated for \$50,000. Office and factory, Whitlock and Leggett avenues, Bronx, New York. Make "Gordon and Son" pianos and player-pianos, which are reliable instruments of good tone and attractive case designs. Over 70,000 Gordon pianos have been made and sold. Concern in good financial standing.

GRAM PIANO COMPANY, EDMUND.—Factory 79-81 Fourth street, corner Clybourn Street, Milwaukee, Wis. For nearly forty years Mr. Gram has been identified with the manufacture and sale of pianos, uprights and grands and player-pianos. The Edmund Gram Piano Company enjoys a high financial standing.

GRINNELL BROS.—Factories: Detroit and Holly, Mich., and Windsor, Ont. This is one of the largest, most reputable and successful concerns in the United States, having been established forty-two years ago. Now incorporated for \$3,750,000. President, C. A. Grinnell; first vice-president and treasurer, A. A. Grinnell; second vice-president, E. W. Grinnell; secretary, S. E. Clark. They operate twenty-six retail branch stores in Michigan and Ontario, with headquarters at Detroit, where they own one of the largest and most complete retail stores in America. They own and operate piano factories in Detroit and Holly, Mich., and in Windsor, Ont., where the Grinnell Brothers' own make pianos and player-pianos are manufactured complete, embodying the best materials obtainable coupled with the highest class of workmanship. The case designs are very attractive, and its tone quality the most artistic. Many musicians of prominence have indorsed their pianos. Commercially and financially unquestioned.

GULBRANSEN-DICKINSON CO.—Established 1906. Incorporated under the laws of Illinois. A. G. Gulbransen, president and treasurer; C. Gulbransen, vice-president and superintendent; Edward B. Healy, secretary. Main offices 3232 West Chicago

avenue. Factories at the intersection of Chicago, Sawyer, Kedzie and Spaulding avenues and the Chicago, Milwaukee & St. Paul R. R. tracks. The company manufactures the Gulbransen line of player-pianos which are known the world over. They are put out in three models—"White House," "Country Seat" and "Suburban." The company was the first in the trade to introduce "national prices," and this plan has been rigidly maintained. The various models have fixed prices at which they are sold, whether by the company itself or by its distributors. Through advertising campaigns in national publications the national prices, the trademark, the Baby at the Pedals—and the slogan—"Easy to Play"—have been made familiar to millions of people in the United States. The Gulbransen player-pianos are built entirely in the great Gulbransen factories. An addition to the plant which more than doubled the capacity was completed at the close of the year 1920. It is six stories high, covers a city block and adjoins the present plant. It gives the company a capacity of more than 30,000 player-pianos a year—an output nearly equivalent to twice that number of ordinary pianos. In addition to its size the Gulbransen plant is notable for high efficiency in organization and equipment. It is one of the show-places of the industry, visited annually by hundreds of persons interested in the technical phases of musical instrument manufacture. The Gulbransen Player Action, the invention of A. G. Gulbransen, is used exclusively in the Gulbransen players. Originally this action was supplied to other piano manufacturers, but this practice was discontinued some years ago. The Gulbransen Action, when introduced, set a new standard in player mechanism in the matter of easy pedaling, simplicity of construction and durability. It has been improved from time to time and is now the last word in simplicity and efficiency. It has been unqualifiedly indorsed by prominent manufacturers, dealers and musicians of the United States. The Gulbransen line of player-pianos is notable not only for its exclusive player mechanism features but for its musical excellence. The piano has a big resonant tone, the case designs are unusually attractive and conform to the newest ideas in furniture architecture. The materials and workmanship are the best, and the utmost care characterizes the work in every department. In the strict sense of the term the Gulbransen is a first-class product and has won its phenomenal success exclusively on its merit. The line is handled by many prominent dealers throughout the United States and many have been exported to Australia, Canada, South America, Europe and other foreign countries. From a small beginning the business has grown to tremendous proportions. The company has recently announced it will also manufacture straight pianos in order to complete its line, but continues to specialize in player-pianos. The financial and commercial standing of the company is the highest.

GULBRANSEN.—A trade name controlled by the Gulbransen-Dickinson Co., and used to designate a line of high-grade player-pianos and pianos and its player-action. Refer to Gulbransen-Dickinson Co.

HACKLEY.—This well-known, high grade and very successful piano is manufactured by the Chase-Hackley Piano Co. of Muskegon, Mich., one of the wealthiest and most prominent concerns in the trade. For further particulars, see that concern. A popular, well-made instrument of the higher grade. Constructed of first-class material. Has a very even scale and superior musical quality of tone, which is also distinguished by great volume and carrying power. The case designs are unique and artistic. These instruments, which have been extensively advertised, are handled by many prominent and representative dealers all over the country, who testify to their popularity and the great satisfaction they give to purchasers. Named in honor of the late Charles H. Hackley, a very prominent citizen of Michigan.

HADDORFF PIANO CO.—Manufacturers of the Haddorff uprights, grands, player and reproducing pianos. Factory at Rockford, Ill. P. A. Peterson, president; C. A. Haddorff, vice-president and general superintendent; A. E. Johnson, treasurer, and L. I. Johnson, secretary. An enterprising and progressive concern with a large and finely equipped piano plant containing the most modern improvements and up-to-date machinery. Capital and surplus over \$1,000,000. Such facilities and skilled artisans under the personal direction of C. A. Haddorff result in a

product of high excellence. The marked appreciation existing for the "Haddorff" is due to the excellence of the "Haddorff" scale, giving to uprights and grands a notable sweetness, purity, depth and volume of tone; likewise an exceptional carrying power and sustaining quality. It is especially with reference to richness of tone, however, that the "Haddorff" is most sought for by the discerning musician. In producing this tonal wealth does C. A. Haddorff, as a creative piano builder, give his most noteworthy contribution to the advancement of the science of piano building. This quality of the "Haddorff" tone is largely the result of the infinite care with which the sounding boards of "Haddorff" pianos are constructed and particularly in regard to the application to sound-board making of principles that Mr. Haddorff has evolved from his lifelong study of this vital feature of the piano. Haddorff grands, because of their tonal beauty, are recognized as having a distinctive individuality which has secured generous appreciation by those who have purchased them. The "Haddorff" player-piano combines the excellence of the regular "Haddorff" piano with a thoroughly dependable and extremely sensitive player mechanism that permits of artistic effects. The Haddorff reproducing piano is a successful instrument, reproducing the playing of an artist with all details of accent, expression and technique. Case designs of pianos and players possess unusual character and are very pleasing. The concern is in excellent commercial and financial standing.

HAINES & CO., INC., W. P.—Make W. P. Haines & Co. pianos and player-pianos. Incorporated in 1910. Factory and office, Walton avenue and One Hundred and Thirty-eighth street, New York. T. L. Floyd Jones, president; Charles T. Carter, vice-president and treasurer; Geo. H. Kennedy, secretary.

HAINES BROTHERS.—Makers of grands, uprights and player-pianos, is a division of the American Piano Co. The house of Haines Brothers was founded in 1851 by the late Napoleon J. Haines and his brother, Francis W. Haines. Both were practical piano makers and occupied a conspicuous place in the early history of piano making in America. After establishing a reputation for themselves as makers of square pianos, Napoleon J. Haines foresaw the coming universality of the upright and was one of the first piano makers to discontinue the square piano in favor of the newer and more attractive instrument. The instruments of Haines Brothers very soon gained a national reputation which has continued to the present time and they have been among the favorite American instruments for sixty-eight years. At all times manufactured under excellent conditions, the Haines Brothers piano now has a model home at East Rochester, N. Y., replete with every modern invention. The greatest care is exercised in every detail in the construction of these renowned instruments and especially is the quality of materials employed of the first order. The Haines Brothers pianos of to-day are made under the personal supervision of Alfred Haines, a nephew of the founder, Napoleon Haines. During its long and illustrious career the Haines Brothers piano has received the approval of many noted artists, among them Mme. Adelina Patti, who for thirty-five years had a Haines Bros. piano in her boudoir. Shortly before her death she wrote to Messrs. Haines Bros. saying that though in constant use for so many years it still retained to a remarkable degree its original purity and beauty of tone. The list of famous artists who have used and indorsed the Haines Brothers piano is a very long one and it is also the favorite instrument in over 100 of the most important colleges in this country. In these institutions the admirable wearing qualities for which the Haines has always been famous are put to the severest tests, as the instruments are used in the study rooms of the pupils where they are subjected to a far greater amount of wear and tear than could obtain under any other conditions. The new 1922 piano embodies certain indispensable merits and exclusive features which characterize and make distinctive the fine standard of the Haines Bros. among artistic makes. There is still maintained their important and notable designing department wherein have originated the splendid and appealing "period" and "art" models of Haines Bros. pianos. The Haines Bros. piano is furnished with either the Ampico or Marque Ampico, a combination of the utmost importance from an artistic standpoint. (See Ampico.) Factory and offices, East Rochester, N. Y. Warerooms are maintained at 437 Fifth avenue, New York.

HALLET & DAVIS PIANO CO.—Incorporated. Capital, \$1,000,000. E. E. Conway, president; C. C. Conway, vice-president; T. P. Brown, vice-president; J. L. Cotter, secretary and treasurer. Factory on Hallet & Davis avenue, Boston, overlooking the Neponset River, on line of New York, New Haven & Hartford Railroad. General offices and retail warerooms are located in the company's building at 146 Boylston street, Boston. New York offices, Hallet & Davis Building, 18 East Forty-second street. Wholesale agencies throughout the country. In highest commercial and financial standing. The fine new reinforced concrete factory in Boston, a model of modern construction, is supplied with lighting and power by its own electric plant, and equipped with newest electrical machinery. Cutting rooms are separate from building, to keep factory free from dust. Capacity, 12,000 pianos yearly. This factory is looked upon as a model piano factory of the country. From the enormous lumber yards with the thousands and thousands of feet of stock, to the shipping room, everything is handled along the lines of scientific management. Everywhere throughout the factory we find the touch of the artistic and of the master craftsman. This company is one of the three oldest firms of piano manufacturers in America. And it is now one of the largest concerns making grand, upright and player-pianos of the highest possible grade. Since it was founded, in 1835, by Brown & Hallet, the firm has steadily advanced to a leading rank in pianoforte construction and development. The name of Hallet & Davis has been intermingled with all important musical events since practically the birth of the American piano. The founders of the company and builders of the first pianos set about eighty-five years ago to make a name for themselves and an illustrious history for their piano and all through these long years each generation has found the moulding of these pianos in the hands of the highest idealists. A prouder record is borne by none for tonal quality and durability and persistent advancement. Used exclusively in many of the leading musical schools and conservatories, where it meets with the highest satisfaction the most rigorous demands of support for the singing voice and complete dependability of construction. As early as 1851 the Hallet & Davis piano became known as among the leading makes in America. It has received 140 gold medals and competitive awards. At the Paris Exposition of 1867 Franz Liszt, the great pianist-composer, played on a Hallet & Davis piano, and enthusiastically indorsed its "peculiar richness of tone and extreme solidity of construction." Johann Strauss, whose "Beautiful Blue Danube" and other waltzes live forever, was enthusiastic about its "truly wonderful quality and quantity of tone." It has received awards at all the great world's expositions, including the Berlin Exposition of 1871, the Philadelphia Centennial in 1876, the Chicago World's Fair in 1893 and the Alaska-Yukon-Pacific Exposition at Seattle in 1909. At the Chicago Exposition special tribute was paid to the high aim and progress of the makers of the Hallet & Davis piano toward superior tone construction. It was the only piano to receive special mention for "specific advancement in the art of pianoforte construction." Mary Garden, the noted opera singer, selected a Hallet & Davis piano for personal use in her home in Paris, "on account of its tone quality and touch, its equal scale and deep bass, giving splendid support to the singing voice," as she writes. Abbé Perosi, leader of the Pope's choir at Rome, wrote of the Hallet & Davis, commending its "purity and sweetness of tone, mingled with such a delicacy of touch." Many other celebrities, including P. S. Gilmore, famous bandmaster; Florencio Constantino, renowned tenor, and Celestina Boninsegna, noted soprano, have added their words of praise for the Hallet & Davis piano. In 1911 His Holiness the Pope, Pius X, selected a Hallet & Davis for the Vatican, and has awarded its makers a gold medal, accompanied by the following tribute: "The Hallet & Davis piano has been duly received at the Vatican and its beautiful qualities have been much admired. His Holiness instructs me to forward to you the accompanying medal, as a token of appreciation for this really artistic instrument." The Hallet & Davis piano of to-day is the crystallization of the patient effort and painstaking thoroughness exercised by its makers for over 84 years. And it is built in accordance with the most advanced principles of mathematics, of acoustics, and of metallurgy. Among other special features of Hallet & Davis construction is the sounding-board, which has certain

exclusive advantages that no other makes can boast. An important department is the scientific research factory division, which is maintained to present any possible improvement in the art of pianoforte construction, in the hands of the highest and best informed experts. Have a special art department under charge of expert designers for the manufacture of specially designed art instruments to match various styles of music rooms in fine homes. Carry a special line of art pianos and piano-players. The Hallet & Davis Co. also manufactures the Virtuolo, the new instinctive player-piano, to which refer. The new Virtuolo is one of the most important productions ever presented by this concern. Great interest is aroused throughout the musical world in this player, as while of comparatively simple construction, it makes the player seem human. This player has aroused unusual interest among the musicians and musical people everywhere. The home office building in Boston contains the beautiful retail warerooms and Virtuolo and Grand rooms, as well as wholesale and general offices. Four floors are devoted to the retail trade, while the top of the building embraces two massive floors, containing the main office, accounting department, the wholesale offices, private offices and the publicity department. Like the factory, these offices typify the utmost in efficiency through the splendid overhead lighting system and the ample space and model working conditions.

HAMILTON MANUALO.—Made by the Hamilton Piano Co., Chicago. An effective and popular instrument, combining the recognized merits of the Hamilton piano and an accurate and reliable player mechanism. It is very popular throughout the country. Output sold by The Baldwin Piano Co., to which refer.

HAMILTON PIANO CO., THE.—Owned and operated by The Baldwin Co. Manufactures the "Hamilton" piano at the Hamilton piano factories, Chicago Heights, and has its office at No. 323 South Wabash avenue, Chicago. The "Hamilton" piano has many distinctive features, giving it a character of its own, which has established its leading position in the estimation of musicians and the public. It has stood the most severe of all piano tests—the export market—and to-day graces the homes of the cultured in many lands. The "Hamilton" piano was awarded the Medaille d'Argent at the Universal Exposition, Paris, 1900, and also the First Order of Merit at Melbourne, Australia, in 1903. The output of the "Hamilton" piano factories is controlled by The Baldwin Piano Co., to which refer.

HAMMOND.—The "Hammond" is a popular piano made by the Straube Piano Co. in its factory at Hammond, Ind. Good materials are used in its construction; its tone quality is decidedly pleasing and it is a piano well worthy of its makers. Also make the Hammond and Hammond Meloharp player-pianos, instruments of excellent quality. These players are equipped with the exclusive Straube Artromone action, assurance of dependable service. Fully guaranteed.

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, president; Ashley B. Cone, vice-president; August Hagemeyer, secretary; Eugene A. Schmitt, treasurer; Louis Dutton, assistant-secretary. They also manufacture in their Harrington department the Harrington, Hensel and Standard pianos, and in the Autotone department the Hardman Autotone, Autotone, Playotone, Standard Player Piano, and reproducing pianos. Executive offices for all departments, 433 Fifth avenue, 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 to 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 Hardman is the official piano of the Metropolitan Opera House, New York. Both the Hardman Grand and the Hardman Upright pianos are distinguished by the variety and the artistic character of their cases, as well as by their musical

qualities, including purity, delicacy and singing character of tone, and also for their finely balanced and sensitive touch.

HARMONOLA.—Name of a first-class player-piano built in the Schaeffer Piano Works, Kankakee, Ill. Every part of the player action is manufactured by them under their exclusive patents. A simple, safe and durable player, and used exclusively in the well-known Schaeffer piano.

HARRINGTON.—Manufactured in the Harrington department of Hardman, Peck & Co., New York. A moderately priced instrument of superior qualities. Its beautiful tone 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 best material manipulated by expert workmanship. Special attention has been given to Harrington case designs executed by one of the most famous designers. 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.

HARRINGTON STANDARD.—Manufactured in 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.

HARVARD PIANO CO.—A division of the John Church Co., to which refer. Manufactures the "Harvard" pianos and player-pianos. These instruments have won a high position and are leaders among pianos of their grade. In tone quality the "Harvard" is endowed with merit that few pianos of its class enjoy; rich, robust and musical. The action is manufactured expressly for the "Harvard" and is considered by experts one of the best on the market. It is the action and tone of the "Harvard" that have made it a favorite with musicians, while its popularity with dealers grows out of its remarkable durability, which involves the minimum cost in care. In the matter of cases the "Harvard" tends to simplicity in design. Making nearly every portion of the piano enables the manufacturers to market the "Harvard" at prices which are modest when the high standing of the piano is considered. The "Harvard" factory is owned by the John Church Co. of Cincinnati, New York and Chicago, and the entire output of the factory is marketed by it, which fact gives the "Harvard" the backing of a house the financial and commercial standing of which is unquestioned. This is recognized as one of the most desirable agencies on the market.

HAZELTON BROS.—A corporation. Wm. M. Plaisted, president. Among the oldest, most prominent, distinguished and thoroughly scientific manufacturers of pianos in the country. Manufacture the "Hazelton Brothers" piano, recognized as belonging to the strictly first class and artistic makes. The business was started in 1849 by Henry and Frederick Hazelton, two practical piano builders of ability and experience. From the very first the Hazelton instruments were recognized as being of superior quality and possessing a musical tone of rare beauty and distinctive individuality. This recognition was so strong that for many years the firm made no effort to do a wholesale business, being pressed to its full capacity by the demands of its retail trade in New York City. The policy of the House of Hazelton has always been: "Not how many, but how good." Many of the old, wealthy residents of New York were among the first patrons of this house, and there are many families that have had Hazelton pianos for three generations. Factory at 618 West 51st street, New York. Their instruments obtained awards at the Exhibition of the Industries of All Nations in New York in 1853, and at the Philadelphia World's Fair in 1876, and wherever exhibited. They did not exhibit at Chicago in 1893. This house has steadily worked on the line of improving the tone and of reaching a high point of perfection by developing the sounding board. The Hazelton scales have always been recognized as being of superior excellence. Manufacture uprights, grands and player-pianos. Hazelton Bros. are now making a small grand of extraordinary power and beautiful singing tone quality. Their

pianos have received the warmest endorsement from musicians and artists of distinction, and are used by some of the most prominent artists in the country. It is a great favorite where musical excellence and artistic qualities are appreciated. Hazelton Bros. are represented throughout the country by dealers of prominence and enjoy a standing second to none. One of the most respected concerns in the piano business, and everywhere acknowledged as one of the great "leaders." This distinguished house manufactures the Hazelton player-piano—a combination of the artistic Hazelton and a thoroughly practical mechanism—one that enables the performer to obtain musical results seldom equalled in a player. It has enjoyed unusual favor with the trade and the musical public, who have found that this instrument unites in the most satisfactory and musically artistic way the merits of the modern pneumatic player action and the Hazelton piano. One of the most individual and musically distinguished instruments before the public is the Hazelton reproducing piano, licensed under the world-famed Welte-Mignon patents. This player-piano is virtually three perfect musical creations in one: One, a remarkable reproducing piano that re-creates with absolute fidelity the playing of world-famous pianists exactly as though the artist himself were before you. Five thousand incomparable music roll selections available, and among the many internationally celebrated musicians who have recorded their marvelous performances for the Welte-Mignon music are Paderewski, Hofmann, Busoni, D'Albert, de Pachmann, Humperdinck, Gabrilowitsch, Lhevinne, Scharwenka and scores of others. Two, a player-piano that not only plays any regular 88-note music roll, but, through the wonderful combination of the Auto de Luxe Player Action and Welte-Mignon, permits one to play any selection according to one's own interpretation in a manner equal to any virtuoso. Three, a piano that may be played by hand in the usual manner.

HENSEL.—Pianos bearing this name are from the factory of Hardman, Peck & Co. (Harrington Department), which guarantees their reliability. The name is a registered trade-mark belonging to Hardman, Peck & Co. It is a unique instrument in that it is sold at a low price and yet it is not a "commercial" piano. Its scale is based upon the same musical, scientific points as those employed in more expensive instruments with a volume and quality of tone unusual for a piano sold at the price. Only workmen of experience and material of excellence are employed in its construction.

HERBERT PLAYER-PIANO MFG. CO.—A progressive concern, office, 181 3rd street, Milwaukee, Wis., factory, Marinette, Wis. Makes the popular Herbert pianos and player-pianos, which are carefully and conscientiously constructed, and handled by responsible dealers throughout the United States. The Herbert piano and player-piano is an instrument of merit. The case designs are attractive. The commercial and financial standing of the company is first class.

HILLSTROM ORGAN CO.—Factory, Chesterton, Ind. Manufactures pianos.

HINZE.—This piano is manufactured in Chicago. It is thoroughly reliable and bears the guarantee of the manufacturer. Although sold at a price below the medium, it is an instrument of intrinsic worth and musical qualities, which stand the test of time. Charter for manufacture of both pianos and player-pianos is controlled by W. W. Kimball Co., Chicago, to which refer.

HOFFMANN.—The "Hoffmann" pianos and player-pianos are made by the Smith, Barnes & Strohber Co., of Chicago, at their North Milwaukee plant. This is an unusually high-grade instrument of the so-called "popular pianos." Dealers throughout the country have been selling the "Hoffmann" for many years. The scales are accurately drawn, giving a tone quality most pleasing with sweetness in volume. Built and guaranteed by one of our oldest and most reliable piano manufacturers, there is no question about the honesty of their construction. Instruments stand well in tone, and the cases are pleasingly designed.

HOLLAND PIANO MFG. CO.—Capital \$200,000.00. Sales Offices: 333 Metropolitan Bank Building, Minneapolis, Minn. Factory: Menomonie, Wis. Officers: Geo. B. Norris, president; J. E. Sleeper, vice-president; and Geo. B. Morrill, secretary. 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 pianos only, 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.

HOLMES & SON.—Division of the American Piano Company, to which refer. Instruments of this make enjoy a great reputation for excellence. Their present makers have created in the new 1922 Holmes pianos and players an embodiment of fine tone quality and tasteful design, which, together with the use of only fine materials and careful workmanship, make them instruments of tested reliability. The factory is at East Rochester, N. Y. Warerooms located at 439 Fifth avenue, New York City.

HOMER.—A piano of good, dependable quality. Name and trade-mark controlled by Strich & Zeidler, to whom refer.

HORNUNG, C. C.—Factory, No. 56 McAllister street, San Francisco, Cal. Established 1875. Capacity, 300 pianos a year. Obtained gold medal at the San Francisco Midwinter Fair. These instruments have a good reputation. Makes "Hornung Bros." piano.

HOWARD PIANO CO., THE.—Of Cincinnati, one of the subsidiaries of the Baldwin Co., to which refer. Manufactures the Howard piano at the Howard piano factories, Cincinnati. The "Howard" is a registered trade-mark name and covers an exceedingly popular instrument. Sold by some of the most prominent dealers in the country. The tone quality and the durability of these instruments are favorably known to thousands of purchasers. The output is controlled by the Baldwin Piano Co.

HOWARD-STOWERS CO., INC.—Manufacturers of R. S. Howard Co. pianos. The officers of this concern are: John L. Stowers, president; R. S. Howard, vice-president, and Louis Bromberg, secretary. An old and highly respected piano and sold by leading houses in all parts of the world. It was one of the first pianos made in the United States that succeeded, because of real merit, in building up a very large export business. R. S. Howard is one of the best-known men in the piano industry and a practical piano maker. John L. Stowers is the leading piano merchant of Cuba and the first to introduce American made pianos in that country.

HOWARD MANUALO.—All the good tonal qualities and the durability and reliability of the "Howard" piano are not only preserved but really enhanced by the combination with the player mechanism. The instrument is made by The Howard Piano Co., Cincinnati. The Baldwin Piano Co. controls the entire output.

HUDSON.—This piano is made by the Wellsmore Piano Co., to which refer.

HUNTINGTON PIANO CO.—Makes the "Huntington" piano and player-pianos at its factory, Derby, Conn. Incorporated in 1894, with a capital stock of \$210,000. Makes uprights only. Capacity of factory, 4,500 pianos per annum. The "Huntington" piano is a very popular instrument, and sold by many leading dealers all over the country. A. J. Brooks, president of the company, is a man of great experience in the piano business, and is universally respected. Commercial and financial standing very high.

IRVING.—Irving pianos and player-pianos are made by the M. Schulz Co. of Chicago. They have been manufactured for twenty years and in all that time have enjoyed an honest reputation based on reliability and value. Their instruments represent a type designed to fill popular requirements at a popular price and within these limits possess high merit in workmanship and material. Refer also to M. Schulz Co.

IVERS & POND PIANO CO.—An old established, prominent and popular concern. Capital and surplus over \$1,000,000. Factory, Cambridge, Mass. Capacity, 3,000 instruments per year. Has handsome retail warerooms at No. 114 Boylston street, Boston. Clarence H. Pond, president; Kirkland H. Gibson treasurer. The pianos made by the company are of excellent construction, very reliable, with a musical quality of tone. The financial and commercial standing of the company is unquestioned.

JACKSON AND MORTON PIANO CO., THE.—(Formerly the Jackson Piano Company.) Originators and exclusive manufacturers of the Miessner, "The Little Piano with the

Big Tone. Although only three feet seven inches high, this little instrument has a volume and beauty of tone to rival that of many grands. It was designed by C. H. Jackson, internationally known as a builder of pianos with beauty of tone and of practical construction. The Miessner first found favor as the ideal piano for music instruction in schools and is now to be found in universities, colleges and public schools in every State in the Union and in many foreign countries. Churches, clubs, theaters and small homes and apartments now furnish a broad market for the Miessner because of its full tone and convenient size. It has been endorsed by many prominent artists and heads of music departments. The largest and best known dealers in the country now carry the Miessner, recognizing its wide appeal and its value as a specialty piano that in no way interferes with their regular business. The company has recently been joined by Frank E. Morton, who is now chairman of the board of directors, and whose work as acoustic engineer for the American Steel and Wire Company has made him renowned throughout the world of music. Other officers of the company are: C. H. Jackson, president; E. J. Jordan, vice-president; Walter S. Bartlett, secretary; Clifford L. McMillen, treasurer. The concern is in first class commercial and financial standing. The general offices and factory are in Milwaukee, Wisconsin.

JACOB BROS.—Established in 1878, incorporated 1908. Main factory and offices Nos. 537-539-41-43 West Thirty-ninth street, New York. Case factory, Leominster, Mass. A very progressive and successful house, having superior facilities for the manufacture of grand, upright and player-pianos. Their line is popular with many progressive dealers, and the standing and business methods of the house have won the respect of the trade. Their product is sold all over the country by many representative dealers.

JAMES & HOLMSTROM PIANO CO., INC.—Established in 1860. Their pianos are of accepted high standing in the trade on account of their great reliability and superior tone quality. The "James & Holmstrom" pianos are now more vigorously pushed than ever before, the new blood and new management at the head of this old concern having adopted a progressive and liberal policy which is backed by ample resources. This concern has introduced a patent transporting keyboard, by means of which the performer may quickly shift the keys of the piano from a semi-tone to three tones higher or lower—the former usually for the purpose of accompanying another instrument of a fixed pitch, such as a flute or cornet; the latter for accompanying the voice in singing. It is a simple, practical and effective transposing keyboard, enabling the executant to play in a half-dozen different keys, or pitches, from the same notation and with the same fingering, so that any piece of music may be played in any key desired. They manufacture upright pianos, player-pianos and a baby grand of great power and richness, which has received the indorsement of many prominent musicians. Reproducing uprights and grands are also produced. Office and warerooms at No. 46 West Thirty-seventh street, New York. Factory, Alexander avenue and One Hundred and Thirty-second street, New York.

JANSSEN PIANO CO., INC., THE.—B. H. Janssen, president. A well-known, successful, up-to-date and progressive piano manufacturing organization, highly respected and very popular in the trade. The Janssen line consists of grand and upright pianos, player-pianos and reproducing pianos. One of the standard makes that enjoys a national reputation and is recognized by the trade as a thoroughly reliable and first-class piano of superior quality. Mr. Janssen, the founder of the business, has been identified with the piano industry since boyhood and always with the leading houses. He has always been considered as one of the few men thoroughly acquainted with all the details of the piano business. He has had practical experience in the shop and wareroom as a salesman, tuner, office manager, buyer, factory man and financier. He is known throughout the country as an expert on tonal quality. Recently he has incorporated the concern, strengthening its executive personnel, and evolving a well-rounded organization, working harmoniously for the expansion of the business. The manufacture of the Janssen piano was started in 1901 in a small factory occupying about 1200 square feet of room. In 1909 the present plant was

erected, considered to be one of the finest, progressive, and most up-to-date piano factories in this country. It is owned and occupied entirely as offices and for manufacturing for this concern's enterprises. The Janssen piano has a distinct individuality and is noted for the high grade material and workmanship used in its manufacture. Its tone qualities are remarkable. After various methods of standardization and efficiency which have been applied so successfully to other industries had been looked up, it was decided by the Janssen organization, to institute the same policy in the manufacturing of pianos. As a consequence to-day the Janssen factory is a model of standardization and efficiency insofar as it is possible in connection with piano manufacturing. Of course, this is a great help to the dealers in view of the fact that standardization has the effect of decreasing cost, thereby keeping the price of production on a nominal level without deteriorating in any way the product itself. Also controls the Raymond and Langdon player-pianos. A remarkable business has been built up, and the Janssen product is now handled generally by music merchants here and abroad. Here again the Janssen organization is paralleling a successful policy in other large industries. The wholesale business has increased. The co-operation offered the merchants who represent the Janssen piano and the public who place it in their homes has added to the business prestige of this very highly respected business concern. Factories at One Hundred and Thirty-second street and Brown Place, Bronx, New York City. Commercial and financial standing very high.

JEWETT PIANO CO.—Factories at Leominster, Mass. Manufactures grand, upright and player-pianos of superior quality. The business was established in 1860 by Wade H. Jewett and George H. Allen, comprising the firm of Allen & Jewett. In 1901 it was incorporated with a paid-up capital of \$100,000. Robert S. Steinert, president; Jerome F. Murphy, treasurer. The main factory of the Jewett Piano Co. is finely located and offers splendid conditions for high-grade piano making. Capacity, 3,000 pianos a year. The Jewett Co. also maintains another large factory which is devoted to making piano cases. A dry-house of unusually ample facilities provides for the storage and proper seasoning of the different woods used in the construction of pianofortes. These factories of the Jewett Co. are equipped with the latest and best labor-saving machinery, so that the cost of production is reduced to the lowest point consistent with the high Jewett standard of manufacture. A corps of highly skilled workmen are employed and every detail of manufacturing is thoroughly cared for by experts. "Jewett" pianos occupy a prominent place in the artistic and musical world. They are recognized by competent authorities everywhere as having a remarkably full, rich tone, and their durability is proved by their record. Mascagni, Creatore, Goetschius, Carl Faelten, Anton Hekking, Buonamici, Hofmann, Bispham, Czerwonky, Campanari and other musicians of international reputation commend the "Jewett" tone in the highest terms. These pianos are sold throughout the country by the largest and best-known dealers—a fact which is significant of the high esteem in which these instruments are held by musical people generally. The Jewett Co. has given special attention to the production of modern and attractive styles, and in beauty of exterior and excellence of workmanship no less than in their fine tonal qualities the "Jewett" pianos maintain a high place in the industry. Commercial and financial standing of the best.

JOHNSON PIANO CO., THE E. P.—Established twenty-two years ago in Ottawa, Ill. Incorporated under the laws of Illinois with large capital. Officers: President, E. P. Johnson; vice-president, Henry Muntz; secretary, V. J. Ludwig; treasurer, V. J. Ludwig. Factories at Elgin and Ottawa, Ill., general offices, Elgin. Manufactures the "P. C. Weaver" pianos and player-pianos and the "Seybold" pianos, and players. The growth of the business has been steady. In 1916 the company bought the plant of the Seybold Piano & Organ Company at Elgin, thereby about trebling its capacity. The "P. C. Weaver" and "Seybold" are high-grade instruments, characterized by attractiveness of case designs, excellence of finish, durability and excellent tone quality. E. P. Johnson, who is an expert piano builder, carefully supervises the output and employs only expert workmen. The lines are handled by representative dealers throughout the country and are popular

in foreign countries. The instruments are all sold under a rigid guarantee as to high quality. The company is in excellent commercial and financial standing.

JOHNSON PIANO CO., HENRY G.—Established September, 1919. Incorporated under laws of Iowa. Henry G. Johnson, president and general manager. Factory and general offices, Bellevue, Iowa. Capital, \$1,000,000. Manufacture the "Henry G. Johnson" player piano. This instrument is of high quality and is put out in two styles only. It is up-to-date and very attractive. During the past year an addition, 80 x 400 feet was added to the factory, making it one of the largest and most modern in the country, with a capacity of over 7,500 instruments a year. The plant is a genuine sunlight structure and is designed after the most modern ideas in industrial housing. Great economy of space and labor is the result. The finest veneers are used and all manufacturing is under the direct supervision of Mr. Johnson who is a piano manufacturer of broad experience and high standing in the trade. The Henry G. Johnson player-piano is a modern product. In it are embodied the principles which assure superior tone quality, durability and general musical excellence. The materials are all carefully selected and only workmen of experience are employed. Henry G. Johnson has spent all his life in the manufacturing end of the piano industry. He began at the bench, in the old Smith & Nixon factory, when a boy of fifteen and step by step advanced. For the past twenty years he successfully filled the position of superintendent in some of the largest piano factories of the country and is looked upon as one of the best-posted men in the trade. When he launched the Henry G. Johnson Company he determined to build the sort of player-piano which his experience had taught him the consumer wanted. That he has succeeded in carrying out this desire the success of his product attests. Although only a short time on the market, the Henry G. Johnson is handled by representative dealers all over the country. The financial and commercial standing of the company is the highest.

KAISER, ADOLF.—Makes the "Adolf Kaiser" piano at No. 3301 Beach avenue, corner Spaulding, Chicago. Established 1891. Capacity of factory, 200 pianos per year.

KELLER, GEORGE F., SCRANTON, PA.—Is a high grade instrument made specially for George F. Keller in the finely equipped factory of the Laffargue Co., New York. Mr. Keller is the fourth generation of his family to be engaged in the piano business, and is a practical piano maker; each and every piano bearing his name is carefully inspected by him personally, insuring the maintenance in every particular of the high quality of these instruments. Commercial and financial standing first class.

KELLMER PIANO CO.—Factory, Hazleton, Pa. Makes grands and uprights.

KELSO & CO.—Incorporated. Paid up capital stock, \$30,000. Makes pianos for the trade, also player-pianos in different styles. Factory at 16 Horatio street, New York. Makes reliable instruments. Capacity, 3,000 pianos per year. Concern in good commercial and financial standing.

KIMBALL CO., THE W. W.—Established 1857. A house of international standing and popularity. One of the largest manufacturers of pianos, grand and upright, player-pianos, Phrasonome player-pianos, reproducing pianos, phonographs, pipe-organs, player rolls, piano accessories and supplies in the world. General offices and retail warerooms, Nos. 300-310 South Wabash avenue, corner Jackson Boulevard, Chicago. Branches and agencies in nearly all the principal cities of the United States. Officers: C. N. Kimball, president; E. B. Bartlett, vice-president; W. W. Lufkin, vice-president and general superintendent; E. R. Blanchard, treasurer; F. P. Whitmore, secretary. They, with E. C. Smith, Virgil W. Kimball and Kimball Salisbury, compose the directorate. Does a wholesale and retail business. Has unsurpassed manufacturing and distributing equipment. Its private railway facilities give it a direct communication with all the leading transportation systems of the country. It is thus enabled to not only obtain supplies, but to distribute the finished product with the utmost economy, of which the purchaser of its instruments has the benefit. The factories and warerooms occupy many acres of floor-space. The factories are equipped with the most modern machinery and appliances. In the manufacture of these instruments the best and most reliable materials are used and a high class of labor is employed. All the

work done in the factories is under the supervision of specialists of tested skill. The experience of the W. W. Kimball Co. as wholesalers, retailers and manufacturers covers a period of more than sixty years. Long-continued and intelligent efforts have won for it a distinguished position in the musical industries. The tremendous volume of its business enables the concern to effect sales on a comparatively small margin of profit. The practically unlimited capital of this house also enables it to discount all bills for supplies, while, on the other hand, it is able to offer intending purchasers terms that may suit their convenience. The "Kimball" instruments have won recognition at several of the world's greatest expositions, among these the Chicago Columbian Exposition, 1893, one of the greatest known, at which exposition the jury gave the W. W. Kimball Co. "an award of superlative merit" for having attained the highest standard of excellence in all branches of its particular manufacture. The International Jury of Awards of the Alaska-Yukon-Pacific Exposition at Seattle in 1909 conferred the highest award upon Kimball grands and uprights and pipe organs, with special mention of the superlative standard of excellence. At the Trans-Mississippi Exposition at Omaha, Neb., in 1898, "Kimball" pianos received the diploma and only gold medal awarded any piano. Highest awards from the Panama-Pacific Exposition at San Francisco were announced in the summer of 1916, conferring on the Kimball grand prize, medals of honor and gold medals. Many prominent musicians and artists have used the "Kimball" pianos, both in public and for their private use, and have given them unqualified indorsements. The player-pianos also manufactured by the house have met with great success. The capital of this house amounts to millions and makes its guarantee to hold itself responsible for any defect in any of its instruments absolute. The W. W. Kimball Co. also controls charters of the "Whitney" and "Hinze" pianos. The commercial and financial standing of this concern has never been questioned.

KIMBERLING.—Trade name controlled by the Lem Kline Piano Co., to which refer.

KINDLER & COLLINS.—Factories and offices, 520-524 West Forty-eight street, New York. This concern, which is composed of Oscar L. Kindler and William P. Collins, was started in January, 1911, to make the "Kindler & Collins" piano and player-piano, and has been very successful from its inception. Messrs. Kindler and Collins are both practical piano makers and have been connected with the piano industry for many years. The demand for this piano by the trade has made it necessary for the concern to secure additional factory space four different times within the past three years. Make reliable grands, uprights and player-pianos. The development and growth of this business in a few years is proof of the enterprise shown by Messrs. Kindler and Collins, and the favor in which their product is esteemed by the trade. In good commercial and financial standing.

KINGSBURY.—The Kingsbury piano is manufactured by the Cable Company of Chicago, to which refer. This instrument is one of the most popular pianos manufactured, and its popularity rests firmly upon its merit. It is impossible to build a piano of the superior qualities of the Kingsbury and be able to sell it at the price for which the Kingsbury is sold, unless there be an immense output, a thoroughly equipped, modern factory, a splendidly organized corps of expert piano makers, and capital so large as to enable the concern to buy their materials for spot cash, taking advantage of every possible discount. These four important elements, backed by the reputation of The Cable Company, have made the Kingsbury piano, its great popular leader, an unusual value. Needless to say, the instrument is thoroughly guaranteed, and so extensive is the demand for it that it may be found in practically every city and town in the United States. It is used extensively in schools and seminaries and by leading music teachers everywhere. It is made in a variety of styles and is furnished in mahogany, walnut, oak, and in both the dull and polished finishes.

KINGSTON PIANO AND PLAYER-PIANO.—These instruments are manufactured by the Kingston Piano Company, a subsidiary corporation of the Rudolph Wurlitzer Company. Made under most efficient factory conditions in sufficient quantities to be placed on the market as a quality instrument at a popular price.

KIRCHHOFF, LAWRENCE.—Makes the "Kirchhoff" and "Lennartz" pianos. Factory Nos. 250-258 East One Hundred and Thirty-ninth street, New York. A reliable instrument.

LEM KLINE PIANO CO.—Established 1921. Incorporated under the laws of Illinois. Officers: Lem Kline, president and treasurer; Wilson W. Kline, vice-president; Bert D. Kline, secretary. Factory and general offices 2048-50-52 Larrabee street, Chicago. Manufacture the Kline line of pianos and player-pianos and the Kline grand reproducing piano. The instruments are notable for beauty of design, fine finish and excellence of tone. They are sold by representative dealers throughout the country. The factory is a three-story building of large proportions and is thoroughly modern in equipment and arrangement. The various departments are arranged to give maximum production at minimum expenditure of labor and time, and only expert piano men are employed. The best of materials are used and all work is done under the direction of Lem Kline, who has spent all his life in the piano business and understands all its phases. He is widely known in the trade. The present factory is rapidly becoming inadequate to the needs of the company, so rapid has been its growth, and plans for large additions that will more than double the capacity are to be carried out this year. The financial and commercial standing of the company is first class.

KNABE & CO., WILLIAM.—(Division American Piano Co.) Among the few really celebrated manufacturers of artistic pianofortes in the United States the distinguished, time-honored and most celebrated house of Wm. Knabe & Co. ranks pre-eminent. During its long and celebrated career of over three-quarters of a century it has always been identified with the highest possible standards of manufacture, as well as by its close association with the artistic world. It has had a notable share in the development of musical intelligence and culture in the United States. The inception of this house dates back to 1837, when the late William Knabe, its founder, started in business in the city of Baltimore, where he had been working in various factories since his arrival in this country in 1832. He had previously acquired a practical knowledge of piano making in all its branches. A man of the greatest mechanical ability, with the steadfast ambition to produce only the best, he demonstrated his great genius in surrounding himself with an organization of experts, deeply imbued with those high ideals which have been handed down to the present day. The workmanship that makes this pre-eminently artistic piano is not an acquisition of one generation, but a pedigree of skill that has run through more than eighty years, not merely in the masters of this great industry, but in the families of employees, where sons have succeeded fathers at the head of some particular branch of the art, and who, in a great part, have suggested the improvements when such were possible. The men employed at the factory to-day are largely descendants of the original workmen, and have gained their training in the Knabe factory, as shown by the fact that in a recent census over one-third of the men had been in the employment of the Knabe company for from fifteen to upwards of fifty years, and the average for the entire force was eighteen and one-half years. In 1864 William Knabe died, and the firm has been continued by his sons, Ernst and William Knabe, Jr., and his son-in-law, Charles Keidel. The house was still further extended under successful management, branches being opened in New York and Washington. After the death of Ernst Knabe, one of the most popular and able men this industry has known, and of his brother, Wm., Jr., the chief direction of the business of this great house devolved upon Charles Keidel. Subsequently the concern was incorporated with a capital of \$1,000,000 and in 1908 became a division of the American Piano Co. The house is to-day more vigorous, more enterprising, more ambitious to hold its own in the very van of industry than ever. It makes uprights, grands and reproducing pianos. Capacity of factory, 5,000 pianos per annum. During its long record this house has maintained its business upon the highest possible plane of manufacturing ability and commercial integrity. The factories of Wm. Knabe & Co., in Baltimore, are among the largest, finest and best equipped in the world, and are fully up to modern requirements. The premises, including lumber yards, cover over six acres and have 392,000 feet of floor space. The Knabe pianos have

always been distinguished as unsurpassed in tone, touch, durability and workmanship. Their tone combines power, sweetness, delicacy and poetic singing quality. This house has always enjoyed an intimate association with artists and musicians of the highest rank and best type, and has been a prominent feature in the musical world. In 1889 its instruments were again most prominently brought before the public by the great musician, critic and virtuoso, Dr. Hans von Bulow, who used them in his tour of this country. Von Bulow, the greatest critic of his time, exclaimed: "That sound and touch of the Knabe pianos are more sympathetic to my ears and hands than the sound and touch of any other pianos in the United States." Among the artists of highest renown who have endorsed the Knabe piano in the most flattering terms are Dr. Richard Strauss, Vincent d'Indy, Artur Schnabel, Feodore Chaliapin, Artur Bodanzky, Willem Mengelberg, Marie Jeritza, Leopold Godowsky, E. Humperdinck, Mary Garden, Charles Dalmores, Saint-Saëns, Hans von Bulow, Arthur Rubinstein, Tschaikovsky, Mark Hambourg, Jan Kubelik, Emil Sauer, Lillian Nordica, Edouard de Reszke, Ysaye, Liza Lehmann, Alma Gluck, Fannie Bloomfield-Zeisler, Pauline Lucca, Otto Goritz, Bonci, Trentini, Huberdeau, Hector Dufranne, Puccini, Felix Weingartner, Theodore Leschetizky, Nahan Franko, Arthur Nevin, Clarence Eddy, Paolo Gallico, Lilli Lehman, Clara Louise Kellogg, Victor Maurel, G. Campanari, Mme. Carreno, Mme. Calve, Jean de Reszke, Pol Plancon, Mme. Melba, Lillian Russell, Water Damrosch, Xavier Scharwenka, Anton Seidl, Leo Ornstein and many other persons prominent in the public eye, including Pope Leo XIII, the King of Roumania, H. I. H. Grand Duke Alexander of Russia, and the Shah of Persia. Its concert grands are used by the most distinguished artists and musicians in their concert tours, as well as leading musical festivals. The Knabe grands have been used at all the great symphony concerts and at other leading musical affairs. There are now in use in the public schools of New York City many hundreds of Knabe pianos, and these instruments are also in general use in educational institutions throughout the United States. Hotels Biltmore, Commodore, Marie Antoinette and many others of the finest hotels in New York City are equipped throughout with Knabe pianos and player-pianos. The Knabe instruments are all that great musical and scientific knowledge, thorough artistic appreciation and tried mechanical skill combined can accomplish. They are sold all over the country by the most prominent and responsible houses in the trade. The new styles, constructed on new and improved scales, have met with the greatest appreciation on the part of the trade and the public. During the past few years this house has made such notable progress that its output has been materially increased, especially in the way of grands and artistically decorated uprights. The loyalty of the employees of this long-established house has been shown time and again. In its long career the company to a remarkable degree escaped many difficulties, due undoubtedly to the wise and generous treatment of its men. The Knabe will be found in the stores of the leading dealers in every great city of the world. January 1, 1912, Chas. Keidel, Jr., son of Chas. Keidel, and grandson of Wm. Knabe, I, was elected to the office of president. Mr. Keidel began his career in the Knabe factories when sixteen years of age, and brought to the office a ripe experience in the theory and practice of artistic piano building. On Mr. Keidel, Jr.'s, death in 1913, William B. Armstrong, a man of distinguished ability, who has been connected with the concern for a number of years, was elected president. In December, 1913, R. K. Paynter, who had been successively manager of the Washington, New York and finally all the retail branches, was elected vice-president. Mr. Paynter has been connected with the house for more than twenty years. Wholesale offices and warerooms, No. 437 Fifth Avenue, New York.

KNABE-AMPICO.—(See Ampico.)

KOHLER, NEW YORK.—These instruments are manufactured by Kohler & Campbell, Inc., New York City, and have resonant tone. Great care is exercised in their construction. This thoroughly reliable, moderate-priced piano is guaranteed for its excellence throughout.

KOHLER, CHARLES.—"Charles Kohler" pianos are manufactured by Kohler & Campbell, Inc., John H. Parnham, president; Herbert Simpson, vice-president; J. O.

Campbell, treasurer, and V. M. Kohler, secretary, with enormous factories located at the block of Fiftieth to Fifty-first street and Eleventh avenue, New York City, which organization controls one of the largest outputs of pianos and player-pianos in the world. These "Charles Kohler" grands, player-pianos and uprights are the product de luxe of the instruments manufactured by this institution. They represent the best material and workmanship that can be put into a piano, and as these instruments bear the name of the founder of the large manufacturing organization known as the Kohler & Campbell Industries, it naturally follows that these Kohler pianos represent the best skill and knowledge in piano manufacture.

KOHLER & CAMPBELL, INC.—The fine instruments bearing the name "Kohler & Campbell" are manufactured in the splendidly equipped and most extensive factories, located at Fiftieth and Fifty-first streets and Eleventh avenue, New York City. The officers are: John H. Parnham, president; J. O. Campbell, treasurer; V. M. Kohler, secretary. The company is one of the largest and most progressive piano organizations in the world and the Kohler & Campbell pianos are distinguished by the unusual attractiveness of the case designs and finish and the beauty and lasting quality of the tone. The Kohler & Campbell pianos have won a position in the front rank of the reliable makes of pianos and nearly 225,000 of these instruments are now in use, not only in this country, but also in all parts of the world, where they have been exported in large numbers. These pianos may be relied upon to give absolute satisfaction and the manufacturers guarantee the durability and thoroughness of construction of the instrument as well as its musical qualities. The Kohler & Campbell piano is a favorite among musicians on account of its delicacy of action and beauty of tone quality, and it is also extensively used by schools and colleges where the question of durability is an important one. Are manufacturers of the Kohler & Campbell grand piano and grand player-piano, an instrument of high quality and superior excellence—very small in size and suitable for the rooms of the modern home. Also manufacture the Kohler & Campbell player-piano, a very reliable instrument that is being sold in large quantities. The Kohler & Campbell reproducing piano—licensed under the world-famed Welte-Mignon patents—is an extraordinary instrument. This instrument reproduces perfectly every gradation of tone and shade, every change of tempo, every subtle modification in the interpretation of the greatest classics by the world's leading pianists, conductors and composers. Scores of internationally renowned musicians have recorded their incomparable performances for the Welte Mignon, and among those whose recordings are available are: Paderewski, Hofmann, Busoni, D'Albert, Carreno, Saint-Saens, Lhevinne, Pugno, Richard Strauss, etc. This concern has the highest rating possible and its commercial standing is unquestioned.

KOTH-BAYER.—Manufacturers of the Koth-Bayer pianos and Metalnola player-pianos. Office and factory, 1-3 Hooker Terrace, Poughkeepsie, N. Y. Established 1905. Many of these instruments are in use in State normal schools as well as private schools. The members of the firm are Frederick Koth and Harry Bayer, both of whom are experts on piano construction, with long experience in the manufacturing field. All Koth-Bayer instruments are equipped with a special metal tuning pin bushing (patented April 30, 1918). Firm in good standing.

KRAKAUER BROS.—A most reputable, successful and popular house. Established 1869. Incorporated under the laws of New York with a capital of \$350,000. I. E. Bretzfelder, president; H. Krakauer, first vice-president; W. B. Marshall, second vice-president; A. L. Bretzfelder, treasurer; B. I. Siegel, secretary. Make the "Krakauer" pianos. Have fine and well-equipped factories at Cypress avenue, One Hundred and Thirty-sixth and One Hundred and Thirty-seventh streets, Bronx Borough, New York, where the main offices and wholesale showrooms are also located. Adjoining the factories are the lumber yards, where there is always piled in the neighborhood of one million feet of choice lumber for air drying and seasoning, prior to being placed in the kilns for final drying. Krakauer Bros. lay great stress on the importance of proper seasoning, which takes years, of all lumber used in the manufacture of their instruments, and to this fact the great durability of their product is largely attributed. Have retail warerooms at No. 116 West

Forty-fourth street, Manhattan Borough, New York; 1653 Pitkin avenue, Brooklyn, N. Y., and at 191 Cypress avenue, Bronx Borough, New York. Make uprights, grands, player-pianos and the Welte-Mignon reproducing pianos. Capacity of factories, 3,500 pianos per year. As manufacturers, Krakauer Bros. have won a distinguished position by their extreme conscientiousness, as well as by their business ability. They thoroughly understand the art of piano manufacture, and so are able to put upon the market a very superior instrument of the highest grade and of great durability. Being among the few who are musicians, as well as practical piano-makers, their instruments have always been marked by their very fine tone quality. They belong to the best standard makes, and are noted for their attractive and artistic case designs, and the high character of the labor and material employed in their construction. The members of the concern superintend every detail of manufacture personally. It is the proud boast of the firm that no "Krakauer" piano has ever left the factories before being personally examined and thoroughly tested by at least one, and, in the majority of cases, by two or more members of the firm. In the course of their long career Krakauer Bros. have striven to not alone associate with themselves mechanics and artists of skill, but to so place their pianos upon the market that they are represented by dealers all over the country of undoubted standing, and in consequence the prospective purchaser of a Krakauer piano has not alone a guarantee of the absolute worth of the instrument, but in every instance the additional knowledge and guarantee that the dealer or seller has absolute confidence in the instrument gained by years of experience in selling them. Krakauer Bros. have also had the honor of supplying their fine instruments to a great many of the country's leading institutions, musical and otherwise, and to many of our great musicians, who have, without solicitation, given abundant testimony as to the worth and quality of the "Krakauer" piano. One of the strongest points the Krakauer Bros. urge as the cause of their success is that the large business they are doing to-day has been won entirely on the merits of the instruments they make. At the commencement of their business career the output of their little factory was but a few pianos per week. Since that time natural increase in business forced them to enlarge their facilities six times, the latest move in this direction having taken place on January 1, 1905, when the Cypress avenue factory was opened. Three years ago the concern celebrated its fiftieth anniversary. In this modern plant, which covers the entire block between East One Hundred and Thirty-sixth and One Hundred and Thirty-seventh streets, and embraces a floor area of over 100,000 square feet, all the manufacturing departments are now consolidated. The appointments of the works are complete to the minutest detail, most of the machinery and labor-saving devices having been especially designed to insure the highest standard of efficiency and accuracy. The rise of this concern has been remarkable, not alone in the output of pianos, but in the improvement of the mechanical and tonal qualities of their instruments. The "Krakauer" player-piano is an instrument of great merit, which has the musical excellence that distinguishes the Krakauer pianos. Financial and commercial standing unquestioned.

KRANICH & BACH.—One of the oldest, most noted and prominent firms in the piano industry. Make the "Kranich & Bach" piano, which has for over fifty years enjoyed the highest reputation, also the "Kranich & Bach" player-piano. This business was established in 1864 by Helmuth Kranich and Jacques Bach, both practical piano-makers of tried experience. The firm soon became known as makers of distinction, and almost from the start their instruments have been regarded as among the most reliable made. In 1873 Messrs. Kranich & Bach moved to their present extensive factories and warerooms on East Twenty-third street, New York. In 1890 the business was incorporated, with a paid-up capital of \$400,000. In 1894 Jacques Bach, one of the founders, died, generally regretted by the trade and the world of music. In January, 1902, Helmuth Kranich died, equally regretted. On September 10, 1920, Frederick Kranich, the eldest son of one of the founders who had been president of the corporation since the death of his father in 1902, died. He was accounted by the entire industry as one of the foremost authorities and experts in high-class piano building and his death is much lamented by his

associates and the trade generally. The business is, however, ably continued by the surviving sons and relatives of the founders, constituting the corporation of which the present officers are: Louis P. Bach, president; Jacques Bach Schlosser, vice-president and treasurer, and Helmuth Kranich, secretary—all being experienced piano makers and business men of the first rank. The factories of the company occupy six city lots, and are regarded as among the most extensive and best equipped in the country. This house prides itself upon the fact that it possesses what is considered one of the most complete and up-to-date piano manufacturing plants in the country, equipped with the finest machinery and most modern appliances. They make their pianos and player-pianos from the raw material to the finished product in their own buildings and under their own supervision, including the entire casework, mouldings, ornaments, the piano action, hammers, keyboards, sounding-boards, bridges, etc., so that they are enabled to absolutely control and supervise the selection of every particle of material used and every detail of construction. Considering the space necessarily occupied by so many different manufacturing departments in an establishment of this kind, and the number of workmen employed, it can safely be said that the Kranich & Bach factories constitute one of the largest piano-producing plants in the country. The firm has invented a number of improvements, one of the most valuable of which it considers to be the spiral spring used in the action, which is highly valued by good mechanics and tuners. Has also patented a new grand action, fall-board and other valuable improvements. Kranich & Bach are among the few piano manufacturers who make every part of their instruments themselves. They have now made more than 63,000 Kranich & Bach pianos. They have for years manufactured grands as well as uprights, for both of which they have received innumerable testimonials from distinguished artists and musicians. Every musician and expert who has tried it has been astonished by the magnificent volume, purity and sustaining power of the tone, and the delicacy of the touch. Kranich & Bach belong to the very small group of famous makers whose pianos are in the very highest class made in the world. They are noted for durability, and for a tone of which is distinguished by its purity, singing quality, brilliancy and carrying power. The Kranich & Bach pianos have become especially noted for their original and unique cases, and it is generally conceded that for the beauty and finish of the veneers used in their construction these pianos are unsurpassed. Have always been interested in the manufacture of exclusively high-grade instruments. Obtained awards at the Mechanics' Fair, Boston; Philadelphia Centennial in 1876, and Chicago World's Fair in 1893. Represented all over the country by dealers of prominence, most of whom feature it as their leader. Have branch warerooms at No. 16 West One Hundred and Twenty-fifth street, New York. The Kranich & Bach player-piano is a decidedly distinctive instrument, introduced in 1910, combining the artistic Kranich & Bach piano and a remarkable player mechanism, possessing among other notable features a new system of perforated valves and vertical pneumatics, and three melody controls, the scale being divided into three sections. This mechanism, invented for Kranich & Bach, is made in its entirety in their factory, and is installed exclusively in the Kranich & Bach piano. This combination makes an instrument eminently worthy of a place among the leaders of the small group of really artistic player-pianos and has met with rapid and remarkable favor. In October, 1913, the first Kranich & Bach player grand piano was placed on exhibition. This instrument is a masterpiece in many ways, and is a distinct departure in this type of player-piano. For over fifty years Kranich & Bach have had a constantly growing grand trade until now they rank among the largest producers of grand pianos in the industry, and the production of this remarkable player grand is but the natural evolution of the business. Among the newest products of these renowned makers is a magnificent concert grand which made its debut in the trade in the spring of 1916. The concert grand proved to measure up to the most exalted art piano-making standards of Kranich & Bach, and when put to the "acid test" of public performance on the stage of the greatest concert auditoriums of the country was most commendably received by press and public. The concert grand has been

featured extensively since 1916 and long strides have been made in the concert field, this instrument having been chosen and used in recital work by such prominent artists as Beryl Rubinstein, pianist; Mme. Marie Sundelius, soprano; Florence Easton, soprano of the Metropolitan Opera Company; Helen Stanley, the well-known operatic singer; Elias Breeskin, violinist, and others. Early in 1917 this distinguished house made another important addition to its list of exceptional grand pianos. This instrument is known as the "Grandette," and is the smallest artistic grand piano on the market, being exactly 59 inches in length. This instrument is not an abbreviated grand in the sense that it represents a larger scale cut down, but is rather a grand built from the beginning up. The scale for this instrument was specially drawn, and the instrument embodies all the sterling features of Kranich & Bach construction, including the Isotonic pedal, and differs only in dimensions from the larger grands of the same make. The house now manufactures five different grand scales, including the concert grand, which, like the "Grandette," is one of the most noteworthy instruments placed on the market by any high-class manufacturer in recent years. This house is now well on in the second half century of an honorable and successful career, and perhaps more than ever before in its history convincingly displays a determination to be fully alert to and mindful of modern business methods and requirements, yet conservative in its adherence to its traditions and ideals laid down by the founders. In direct opposition to the methods of amalgamation, combination and affiliation that seem to prevail at the present time in the piano industry, owing largely to the advent of the player-piano, the house of Kranich & Bach is one of the extremely few of the old-time houses that retains its absolute independence, and the actual management and business policy of the house are entirely within the personal control of the sons and grandsons of the founders. The enterprising advertising policy of this house in placing its announcements in the highest class mediums all over the country has been of great assistance to its dealers. In 1917 a branch wareroom was opened in Chicago, at 215 South Wabash avenue, to take care of the constantly growing business in the Western metropolis. This concern is one of the strongest in the trade, and its credit and standing are beyond question.

KREITER MFG. CO., INC., THE.—Makers of high grade pianos and player-pianos. Incorporated under the laws of the State of Wisconsin. Capital \$400,000. Factory located at Marinette, Wis., with general office, Kreiter Building, Milwaukee, Wis. Conrad Kreiter, president and treasurer; Waldemar Kreiter, vice-president and factory manager; M. Kreiter, secretary. The plant is modern and well equipped. Covers seven acres with excellent railroad facilities and has a daily capacity of 30 instruments. The Kreiter pianos and player-pianos are known for skilled workmanship, and the material used is the best. The tone of the Kreiter instruments and attractive case design have built up a reputation for the manufacturer as well as the dealers. Many of the well known dealers in the United States and foreign countries are handling the Kreiter instruments as their leaders. The company also makes the "Conrad," "Wegner" and "Waldemar" pianos and player-pianos, all instruments of sterling worth. The business has grown steadily from its inception due to the reliable goods. Conrad Kreiter, founder of the business, is one of the well known manufacturers of the West. The financial and commercial standing of the company is the highest.

KRELL.—Trade name for a piano and player-piano of merit made in their entirety by The Werner Industries Company at its large plant in Cincinnati, Ohio. The personnel of this company, successor to the Krell Piano Co., Cincinnati, Ohio, and the Krell Auto-Grand Piano Co. of America, Connersville, Ind., is composed entirely of men who have made the problems of good piano construction a life study. Music schools and colleges in all parts of the United States have used the Krell. The "Auto-Player," a player-piano also manufactured by the Werner Industries Co., is also ranked high among good player-pianos.

KROEGER PIANO CO.—A very enterprising, highly successful and thoroughly reliable concern, whose pianos and players are very popular, and are sold all over the country by leading and representative dealers. Factories at Stamford, Conn. Executive office, No. 27 Cedar street. New York. Incorporated 1894. Capital,

\$150,000. C. B. Garritson, president; Edwin Jarrett, vice-president; Richard A. Foster, secretary and treasurer. Makes uprights, grands and player-pianos. Capacity of factories, 5,500 pianos per year. Has large and splendidly equipped plants. Makes only the "Kroeger" piano, which is classed among the best and most reliable of the higher grades. Uses a superior quality of material and labor and has become noted for the attractiveness of its case designs. The "Kroeger" piano holds the deserved reputation of being an up-to-date instrument with an even scale and fine musical tone quality and occupies an excellent position in the trade. Absorbed the "Gildemeester & Kroeger" piano. Concern is recognized as one of the most progressive in the business, and the demand for its instruments has increased to such an extent during the past year that they have been compelled to greatly increase their facilities. Also manufactures the noted "Kroeger" player-piano. The Kroeger player-piano has secured for itself a high place in the esteem of the trade and the musical public, based upon its accepted merit. It is a combination of the Kroeger piano, to which refer, and a strictly high-grade player mechanism, and further emphasizes the prestige of the Kroeger Piano Co., through whose agents it is sold all over the country. In highest financial and commercial standing.

KURTZMANN & CO., C.—One of the oldest, most prominent and respected firms in the piano industry. Make the "Kurtzmann" piano, which has enjoyed a high reputation for over seventy years. The business was established in 1848 by Christian Kurtzmann, a practical piano maker of great experience. Early in the sixties he built the factories at Nos. 104-112 Broadway, Buffalo, N. Y., at which place he manufactured squares and uprights. In 1886 Christian Kurtzmann died, at which time the business passed to his son and associates. The business grew rapidly until it became necessary in 1890 to erect new factories. The company then purchased the extensive site corner Niagara street and Pennsylvania avenue, at which place the present Kurtzmann factory "A" is located, whose capacity is 3500 instruments a year. In 1905 it again became necessary to enlarge facilities, and the large property and four-story buildings at Seventh and Hudson streets, a splendid property, within a block of the Niagara street plant, were bought and thoroughly remodeled to meet the requirements of high-grade piano manufacturing; and this plant is designated as factory "B." Again in 1911 it became necessary to still further enlarge the facilities for the ever-increasing grand and player business and several floors were leased in the Manufacturing Building at 881-87 Niagara street, this leased plant being designated as factory "C." The combined Kurtzmann factories, A, B and C, have an annual capacity of 7500 instruments, and which makes the company one of the largest manufacturing concerns in Buffalo. Have made up to date 90,000 instruments. The factories and lumber yards cover twenty city lots. The motive power and the lighting in the factories is with electricity, transmitted from Niagara Falls. Machinery is of the finest and most modern type, many of the appliances being of special design originated and constructed by the Kurtzmann organization. C. Kurtzmann & Co. manufacture grands, uprights and players. During the year 1907 they brought out a small grand which has been one of the distinct successes of the trade, and of that year. The musicians and experts who have tried it have testified enthusiastically to the unusual volume, purity and sustaining power of its tone, and the delicacy of its touch and remarkably even scale. The Kurtzmann player-piano is a combination of the well-known "Kurtzmann" piano and one of the most noted interior player mechanisms. The player action is recognized as one of the leading and most successful on the market to-day. This combination provides a piano to be played in the usual way, or can be operated by any one at will. The tempo and expression levers respond promptly with the most delicate manipulation and the greatest works as well as the simplest melody can be interpreted artistically. During the past year this instrument has won great favor and has enjoyed a tremendous demand. The mechanical simplicity and durability of the combination, as also the characteristic tone have combined to make this instrument much in demand by discriminating dealers everywhere. The Kurtzmann pianos have always been recognized as belonging to the most reliable of the high-grade instruments made. Are distinguished for their

many excellent characteristics, among which are their fine finish, artistic case designs, remarkably even scale, and the superior singing quality of their tone. Favorably known everywhere as "The Old Reliable Kurtzmann." Kurtzmann pianos are nationally represented throughout the United States and Canada, and the house has a large export trade. During the past year the house redesigned its entire line and introduced many improvements so that it has now a line of grands, uprights and player-pianos conceded to be among the handsomest and most up-to-date instruments on the market. One of the particular features of the new Kurtzmann line is the built-up resonating rim of the sounding-board, which materially increases the volume and quality of tone. No untried innovations are found in the Kurtzmann line. Changes must prove their worth experimentally before adoption and as a result of this policy it will be found that every Kurtzmann combines artistic musical qualities with mechanical excellence and finished appearance to a most unusual degree. The Kurtzmann line has been considered a very complete one for years past, but with the completion of the Kurtzmann full-size concert grand it can now be said that the line is complete in every particular. The design and construction of the concert grand have been carried along very slowly and very pains-takingly and in such a manner that the completed instruments are receiving the unanimous approval and highest praise from discriminating musicians, wherever they have been tried. In artistic appearance and in musical qualities this piano is a true Kurtzmann in all that the word implies. The tone qualities are most unusual and the range and responsiveness of the action have fully satisfied every artist who has played them. The company possess the highest financial and commercial standing. In August, 1901, the company was merged into a corporation, with a paid-up capital and surplus of \$500,000, and in December, 1919, its capital was further increased so that as of January 1st, 1920, its paid-in capital and surplus was \$1,500,000. The present officers of the company are: Franklin D. Locke, chairman of the board; Jacob Hackenheimer, president; Alexander Cordes, vice-president; William E. Moessinger, treasurer; John A. Stellwagen, assistant treasurer; Howard C. Rice, secretary, and Robert J. Kemp, assistant secretary and auditor. The men who run this business have had large experience, both wholesale and retail, and hence are closely in touch with the requirements of the dealer and the public.

LAFFARGUE CO., THE.—One of the notably progressive, enterprising and growing houses in the trade, having an extensive and modern plant at One Hundred and Thirty-fourth street and Southern Boulevard, New York, where it has a capacity of 5,000 instruments per year. Manufactures the "Laffargue" and "Oktavec" and "Laverne" pianos and player-pianos, which are handled extensively throughout the country by prominent and representative dealers. The concern is incorporated with a capital of \$125,000, and the officers are: President, Joseph Oktavec; vice-president and treasurer, Max J. de Rochemont, capable piano man and experienced business man; secretary, Fred G. Coryell. President Oktavec is a really expert piano maker of 25 years' experience, having learned his trade in prominent factories. He founded this house in 1896, since which time it has been obliged to repeatedly and materially increase its manufacturing facilities in order to keep pace with the rapidly growing favor with which these instruments have met in the trade. During the past year the company's business has been still further increased by the addition of a large number of new and valuable agencies placed with dealers of standing throughout the country. Also do a considerable export trade. Mr. Oktavec devotes himself to a personal and direct supervision of the process of manufacture. These instruments have won a reputation for reliability, honesty and high-grade workmanship and superior tone quality; and they are also well-deservedly distinguished for their very attractive and artistic case designs. Hold an enviable position among the best instruments of the representative high-grade lines. Representative dealers all over the country speak of the reliability of these instruments in high terms, and the house has always been notable for its honorable and enterprising methods. This progressive and well-established house is in highest financial and commercial standing.

- LAKESIDE.**—A well-known piano manufactured by the Cable-Nelson Piano Co., of Chicago and South Haven, Mich. These pianos are made with great care from selected materials in a thoroughly modern factory. They are sold by many of the leading piano dealers in the country. The case designs are attractive and pleasing and they are considered good value, as they have fine tone quality and are of superior workmanship. The company is responsible in every way.
- LAKEWOOD.**—The "Lakewood" piano is manufactured by the Wellsmore Piano Co., Incorporated, to which refer. Factories, Southern Boulevard and Cypress avenue, New York.
- LANGDON PIANO CO.**—A concern engaged in making player-pianos exclusively. Controlled by the Janssen Piano Co., Inc., to which refer.
- LAUTER COMPANY, THE.**—This distinguished house was established in 1862—over half a century ago, and it is safe to say that no institution in the piano industry has made better progress. The Lauter piano has always enjoyed a trade of large proportions, and holds an enviable place in the piano industry. Leading pianists have expressed their high appreciation of its wonderfully pure and individual tone. The Lauter Company has always had a merited reputation for extreme carefulness in the construction of its instruments. Many special features of great mechanical and artistic value are incorporated in them. For example, the Lauter back bolt which takes the place of the ordinary lag-screw (connecting plate, wrest-plank and back) eliminates any possible pulling apart of plate and wrest-plank or wrest-plank and back. Again, the sounding boards used in Lauter pianos are seasoned for two full years after being completed, and before being placed in position in the respective instruments. But by far the most successful of the Lauter activities has been the production of the Lauter-Humana—a player-piano of unequalled excellence. The Lauter humana was one of the first player-pianos in the field and early acquired prestige. It is especially noted for its exceedingly light pumping qualities, and the great facility in expression that is given the performer who may not know one note from another on the keyboard. The simple devices in the Lauter-Humana that permit of absolute control, coupled with the musical excellence embodied in this, as in every other instrument of the concern, have created a demand for the Lauter-Humana that extends to practically every part of the world. The Humana action—one of the most efficient player mechanisms made, is constructed in the Lauter factory, so that the finished instrument is one complete harmonious whole. The Lauter Company now occupies one of the finest piano factories in the world. It is equipped only with the most modern machinery and is considered by many to be an absolutely ideal piano factory. The Lauter Company is an incorporation under the laws of the State of New Jersey, having a paid-up capital of \$500,000. The offices and home ware-rooms are located in the magnificent building especially constructed for the company's exclusive use at 591-593 Broad street, Newark. The factory plant is located at Sussex avenue and Duryee street, Newark, N. J. The officers of this company are: Charles Ewen Cameron, president; J. M. Cameron, vice-president, and Albert H. Atha, treasurer.
- LAUTER-HUMANA, THE.**—A pneumatically operated player-piano of the highest quality, manufactured by the Lauter-Humana Company, Newark, N. J., to which refer. Every part of the "Lauter-Humana" (player and player mechanism) is manufactured in the Lauter plant. The word Humana means "human"—human-like control.
- LECKERLING.**—A popular, well-made instrument, of good tone quality, which enjoys a large wholesale and retail trade, manufactured by Leckerling & Co., at their factory, Brooklyn, N. Y. Incorporated. Otto R. Wissner, president; K. Wissner, vice-president; Otto Wissner, treasurer and secretary. Capacity of factory, 3,500 instruments per year. The output is controlled by Otto Wissner of Brooklyn, to whom refer.
- LEHR & CO., H.**—Manufacture at Easton, Pa., the "Lehr" piano, an instrument that has won recognition throughout the country for its musical value. The business was organized in 1890 by Horace Lehr, who is still the owner and head of this concern. His son, Horace Lehr, Jr., is now associated with him. Capacity of

factory, 2,000 instruments per annum. Lehr upright, grand and player-pianos and reproducing pianos are noted for originality and beauty of case design as well as for tone quality and reliability. "The sweet-toned Lehr" is a descriptive phrase that has been adopted by many prominent dealers who handle this instrument. It is used and indorsed by leading schools of music, including the Grand Conservatory of Music, New York City; the Pennsylvania College of Music, Philadelphia; the Chicago Conservatory, Chicago; the Pueblo Conservatory of Music, Colorado, and other musical institutions, which have given flattering testimonials to the merits of the "Lehr" piano. It is manufactured at an advantageous location and under singularly favorable conditions and with exceptional facilities. Thus pianos of a high quality are produced at a reasonable cost. Lehr piano-players have become a large part of the factory output and are made in three original and attractive designs. All styles have highest grade action containing automatic tracking device, automatic loud, silencer, soloist buttons, key lock lever on key slip, easiest pedal operation and other latest improvements. The Lehr reproducing pianos are made in both uprights and grands, the Welte-Mignon Licensee and other high-class electric actions being used. The plant comprises several four-story brick buildings devoted entirely to the manufacture of "Lehr" instruments and is thoroughly modern and up to date in every respect. Through shipments are made from the factory on the Pennsylvania, Lackawanna, Reading, Lehigh Valley, Central of New Jersey, Lehigh & Hudson, and Lehigh & New England railroads. The firm is in first-class commercial and financial standing.

LEINS PIANO CO., THE E.—A thoroughly reliable concern of high rank whose members have exceptional skill. Incorporated. Ernest Leins, president; Frederick B. Roth, secretary and treasurer. Office, factory and warerooms at Nos. 304-306 West Forty-second street, New York. Started to manufacture pianos in 1889. Makes the "Leins" piano and player-piano. Makes uprights only. Capacity of factory, 1,000 pianos per annum. The Leins pianos have a fine reputation in the trade by reason of their tested reliability, the high grade of material and labor used in their construction, and their very superior musical quality of tone. They belong to the high-class makes of accepted reputation. During the last few years these instruments have won increasing favor in the trade and with the musical public. The case designs are modern and attractive. In first-class financial standing.

LEONARD & CO.—The "Leonard & Co." piano and player-piano, Division Lester Piano Co., Philadelphia (to which refer).

LESSING PIANO CO.—Manufacturing plant at North Milwaukee, Wis. General offices 1872 Claybourn avenue, Chicago. This concern is operated and its product guaranteed by Smith, Barnes & Strober Co., to which refer. Manufactured by past masters of piano building art, the "Lessing" pianos and players will be found to be instruments of superior tone quality and exceptionally pleasing case designs.

LESTER PIANO CO., THE.—Maker of the "Lester" upright, grand and player-pianos. and Leonard & Co. upright and player-pianos. One of the leading and most progressive and manufacturing concerns in America. Incorporated under the laws of Pennsylvania. Capital and surplus over \$1,000,000. Factories at Lester Pa., occupy 20 acres and have a capacity of 12,000 pianos a year. Main offices and warerooms, No. 1306 Chestnut street, Philadelphia. President, E. G. Hays; vice-president, George W. Davis; treasurer, George Miller; assistant treasurer, John Miller; secretary, Jacob Schiller. The Lester Piano Co. was organized by its present officers, who determined, at the start, to produce the "Lester" in only one grade—the highest. They have adhered to this plan and have made quality the keynote of their business rather than quantity. The "Lester" piano is noted for its unusual durability and extraordinary sweetness of tone. Every detail of the instrument is built to last. The absolute necessity of tone durability is never lost sight of. The result is that the Lester is justly ranked among the high-grade makes of the country. Many noted musicians and singers of the day own and prefer the Lester. Among these are Alfred Hertz, formerly musical director Metropolitan Opera Company, of New York; Louise Homer, the great American artiste; Campanari, eminent lyric baritone; Kneisel, the eminent violinist and concert master; Olive Fremstad, greatest dramatic soprano; Margarete Ober, contralto, Metropolitan

Opera Company; Alice Nielsen, operatic soprano; Charlotte Maconda, coloratura soprano; Bella Alten, soprano of Metropolitan Opera Company, and Lillian Blauvelt, the famous lyric soprano. In the great music schools—where durability of tone and action is essential to satisfactory service—the Lester is used, notably by the New England Conservatory of Boston, the Broad Street Conservatory of Philadelphia; Syracuse University, Syracuse, N. Y.; Converse College of Spartanburg, S. C.; East Carolina Training School for Teachers, Greenville, N. C.; Lewisburg (W. Va.) Female Institute, and in more than 100 other schools and colleges throughout the country. It is in nearly 100 Philadelphia public schools; in the Y. M. C. A. in Philadelphia, and in more than 90,000 homes. Since the advent of the player-piano and its increasing popularity, the Lester Piano Company, in order to supply the demand not only for the high-grade Lester player-piano, but also for the so-called popular priced player-piano, began several years ago the manufacture of the Leonard & Company player-piano, the success of which has been large. Like the Lester player-piano, this instrument, in its entirety, is built by the Lester Piano Company, and thoroughly guaranteed by them. The player action is a modification of the Lester player action. The instrument throughout is of first-class material and workmanship. The Lester piano factories constitute one of the most modern and best-equipped high-grade piano plants in the country. It consists of eleven large buildings, including a mammoth case factory. The extensive lumber yards contain, at all times, 1,500,000 feet of lumber and hardwoods, kept under cover for at least a year to permit thorough and natural seasoning before they are used. The shipping facilities are exceptional. A rigorous system of inspection is maintained in every department, and the workmen are required to maintain the highest standard of workmanship throughout the plant. Since its incorporation the Lester Piano Co. has doubled its business every three years, requiring constant additions in buildings and equipment. The building, 1306 Chestnut street, is a seven-story concrete structure, and is one of the handsomest buildings in America devoted exclusively to pianos. During the year 1913, two new buildings were added to the factories, to be used exclusively for the manufacture of Lester player-piano actions; also a new building to increase the output of grands. The small grand is 5 feet long, has a beautiful liquid, singing tone and extreme flexibility of touch. It has been handled successfully by dealers all over the United States. The members of the company have spent their lives in the piano-making industry, having been engaged in it from thirty to forty years. They are all practical men and have a thorough technical knowledge of piano building. Under their supervision the group of factories were specially designed and planned for the production, under the most favorable and convenient conditions, of the "Lester" piano. The commercial and financial standing of the company is of the highest. The Lester Player-Piano is manufactured by the Lester Piano Co., Philadelphia, Pa. It is a combination of the Lester piano and the Lester player action. This action is made in the Lester factory, solely for installation in the Lester piano. It is noted for its simplicity of construction and the ease with which it is operated. It can be played by hand, like the ordinary piano, or with the inside player. The performer need devote attention only to the matter of expression. It is equipped with a special device which enables the performer to accent either the bass or treble at will, thus permitting all the varying shades of expression, so that a mere tyro can play. It has a mechanical device for opening bottom panel, lowering pedals and reversing the operation, a lever under the keyboard enabling this to be done without requiring the performer to change position or stoop. Concave openings in the brass tracker bar and patent valves assure rapidity and thorough repetition even when the instrument is played pianissimo. It has a reliable automatic tracking device. It contains an automatic loud pedal attachment; a new selector, enabling the performer to play over any particular part of a roll as often as desired; its patented valve is non-regulating and indestructible. The piano can be tuned without touching the player action.

LEXINGTON.—These reliable pianos are made by the Conway Company of Boston, to which refer. The name of Lexington is well known and most highly respected in musical circles. Built to fulfil a demand for a dependable piano at a popular price,

these instruments have done much toward furnishing a most satisfactory piano to thousands of homes of music lovers of moderate means. The styles are noteworthy for tastiness of cases and designs and latest improvements. The integrity of its manufacturers means much to prudent buyers and the steadily increasing output signifies the true worth of the Lexington.

LINDEMAN & SONS PIANO CO.—This business was established in 1836 by William Lindeman, who manufactured the first Lindeman pianos made in this country. Incorporated in 1890. Factory and offices, 10 Jones street, New York. Edward S. Payson, president; Charles McConville, vice-president; E. F. Tibbott, secretary and treasurer. Makes small grands and uprights and player-pianos. Makes the "Lindeman & Sons" piano, which has always had an excellent reputation for reliability, scientific construction and good tone quality. These instruments contain all modern improvements and several features of value. It also owns the name of "Henry & S. G. Lindeman," together with all the scales, patterns and patents of that concern, and now makes the only piano in which the name "Lindeman" appears. It is incorporated for \$200,000. John Wanamaker is the principal stockholder. The factory has an output of 3,000 instruments a year. It does a large wholesale business, having dealers throughout the United States and South America.

LINDNER, M.—Makes "Lindner" pianos and player-pianos. Factory, 510-516 Hickory street; office and warerooms, 343-347 Genesee street, Buffalo, N. Y. The "Lindner" pianos are of excellent workmanship and fine tone quality. Their durability has been thoroughly tested and they have gained a fine reputation for reliability. M. Lindner has been in the piano business for many years and through his experience and thorough knowledge of the piano he has been enabled to produce an instrument that makes an especial appeal to musical people. The case designs of "Lindner" pianos are particularly attractive. Recently Mr. Lindner perfected a new scale which is being used in all his large-sized pianos. The factory is under the supervision of Casper F. Lindner, an expert on piano and player construction. M. Lindner also gives his personal attention to the details of manufacture. In first-class financial standing.

LINK PIANO CO., INC.—Offices and factories, 183-185 Water Street, Binghamton, N. Y. Manufacturers automatic pianos and pipe organs.

LOCKHART & CO.—Factory and office, 601 East 137th Street, New York. Lockhart pianos, established in 1892, are made in a modern and well-equipped plant by skilled labor, and of the best of material. This instrument is considered by those who handle it as one of the high-grade reliable makes. They have beautiful case designs and a tone that is of splendid carrying power and singing quality. They are extremely durable, owing to the strong manner in which they are built. Also make the Lockhart player-piano, which is a combination of a splendid player mechanism and the Lockhart piano. Therefore Lockhart players have the same standard quality as the Lockhart pianos. Owned and controlled by the Christman Piano Co., a concern in high standing.

LOVE, MALCOLM.—The "Malcolm Love" piano is made by the Wegman Piano Co., New-York, N. Y., to which refer.

LUCIAN.—Trade name controlled by the Lem Kline Piano Co., to which refer.

LUDWIG & CO.—Established 1890. Incorporated 1902. C. A. Ericsson, president; J. J. Ryan, vice-president and secretary; L. D. Perry, treasurer. Capital and surplus over one and a half million dollars. Manufacture the "Ludwig" grands, uprights and player-pianos in their extensive factories located at Willow avenue and East One Hundred and Thirty-fifth and East One Hundred and Thirty-sixth streets and the Southern Boulevard, New York. Capacity of the factories, 8,000 pianos per year. The plant is one of the largest and best equipped in the trade, additional buildings having recently been erected to double the capacity of the old plant to properly take care of the constantly increasing business. Ludwig & Co. is a closed corporation composed of men who are practical piano-makers by trade; of many years' experience in every branch of piano-making, and not only do they exercise a general supervision over their factories from the buying of the raw material to the finishing of the product, but they also draw scales, make the patterns and design the cases for all the different

styles of pianos shown in their catalogue. The "Ludwig" player-piano embodies the latest development and original inventions in the construction of the combination of piano and pneumatic player action. It 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" pianos are distinguished for the high grade of workmanship and materials used. Obtained awards for the superior merit of their pianos at the Paris Exposition, Buffalo Pan-American Exposition, London Crystal Palace Exposition, besides other expositions. The company does a large business in all the principal cities of the United States and operates several stores in large cities. The financial and commercial standing of the concern is of the highest.

LURCH PIANO CO.—Charles Lurch, proprietor. Office, No. 127 East Twenty-third street, New York. Makes the "Lurch" piano.

LYON & HEALY.—This old-established house has an ample working capital and surplus. The officers and directors are: James F. Bowers, chairman of board of directors; Marquette A. Healy, president; Columbus Healy, vice-president and general manager; Charles R. Fuller, secretary and treasurer; Raymond E. Durham, director. The business was founded in 1864 upon the basis of honest and high-minded dealings. From the beginning, Lyon & Healy have been identified with all that is best in musical goods, from whence arose the well-known slogan "Everything known in music." The success of the Lyon & Healy piano and the Washburn piano has necessitated the building of a great daylight piano factory. It is situated on Fullerton avenue (Healy Station), Chicago, and the building and grounds cover 6 acres. The factory represents an investment of over \$1,000,000. The buildings are of steel and concrete construction, and everything in connection with this great plant is of the highest type. The very latest type of machinery is used, with the result that finer and more uniform work is possible. The Lyon & Healy piano is celebrated for its beauty of tone and for its extremely attractive appearance. The case designs are all by artists of experience, and the ideas incorporated are strictly in accord with the accepted standard of the present day. Lyon & Healy are pioneer advertisers. Their advertising department was organized as a separate department in 1887, and is said to be the oldest in connection with any musical house in America. The Lyon & Healy apartment grand and Washburn pianos are advertised constantly in both national and local mediums, and also by means of posters, etc. Over 300 piano dealers handle the Lyon & Healy and Washburn pianos. This wonderful representation, embracing three-quarters of the States of the United States, speaks for itself. In addition to their activity as piano manufacturers, Lyon & Healy are makers of the world's standard harp. The Lyon & Healy harp is used in all the great symphony orchestras of the world. Lyon & Healy have been the leading band instrument dealers of America for upwards of fifty years, and the production of their "own make" instruments of the highest artistic excellence and by the most expert artisans in their own factory has placed them in the forefront of this industry. Lyon & Healy band instruments are used in both the army and navy. Lyon & Healy piano tools, likewise of their own manufacture and of superior merit and quality, have gained for them pre-eminence among piano manufacturers and tuners. Lyon & Healy piano benches made by them to fit the exacting requirements of their retail trade are sold to dealers whose patrons require artistic design and superior quality. Their commercial and financial standing is of the very highest.

McCAMMON, THE.—This trade-mark has been before the public since 1832. The McCammon piano was first manufactured in Albany, later in Oneonta, N. Y., by the McCammon Piano Co. Upon liquidation at the latter place, William Tonk & Bro., Inc., purchased the scale, trade-mark and what remained of the plant and are continuing to manufacture this piano at Nos. 452-456 Tenth avenue, New York, under a separate organization, retaining the well-known style of the McCammon Piano Co., New York. It has always been an instrument of high standing in the trade, on account of its admirable qualities, which, in the hands of the present

makers, have been added to. The instrument is made with special care, possesses excellent tone qualities, and its durability and general reliability are vouched for by the makers. The concern is in high standing.

McPHAIL PIANO CO., A. M.—Established in 1837 by A. M. McPhail. Incorporated in 1891, with a capital of \$100,000, all paid in. George F. Blake is president and treasurer; Roger S. Brown, vice-president. Make only instruments of a very superior grade, both uprights and grands. The "McPhail" pianos are noted for their singing and musical quality of tone. This house has always been among the few to adhere strictly to a high standard of manufacture, and its instruments are held in great esteem by many of the best dealers in the United States and abroad. Factory, on Waltham and Washington streets, Boston, is one of the finest in equipment in the country, and has a capacity of 3,600 instruments a year. Offices, No. 120 Boylston street, Boston, Mass. Commercial and financial standing of the highest.

MACFARLANE, JOHN.—Manufactures the "Macfarlane" piano at No. 254 West Forty-seventh street, New York. It is an instrument of superior merit, excellent tone quality and good material, modern and attractive in its case designs, and has won a reputation for durability and general satisfaction. Mr. Macfarlane is a skilled piano mechanic, and gives to the making of that piano his personal attention and conscientious care, so that it is growing in popular appreciation and becoming generally known as a piano of merit.

MADISON PIANO CO.—Concern incorporated under the laws of New York State in December, 1917, after manufacturing the Madison piano successfully for a number of years. Officers—A. L. Bretzfelder, president; W. B. Marshall, vice-president; Arthur Hahn, secretary; H. W. Eschenbrenner, treasurer. These officers are well known and have had an extensive experience in the piano industry. The Madison line consists of two distinct styles and scales of upright pianos, running from 4 feet 6 inches to 4 feet 8½ inches in height; two styles and scales of player-pianos, one Welte-Mignon player. The Madison piano has been thoroughly tried out and has proved to be a substantial and good-toned instrument. It is made under ideal conditions in a well-lighted factory, at 219 Cypress avenue, Bronx, N. Y. City. Capacity of factory, 1,500 instruments per year. Financial and commercial standing unquestioned.

MALLORY.—Name owned and controlled by the stockholders of the B. Shoninger Co., New Haven, Conn., to which refer.

MANSFIELD PIANO CO.—Factory and executive offices, One Hundred and Thirty-fifth street and Willow avenue, New York, N. Y. Makers of pianos, player-pianos, electric player-pianos and reproducing pianos. This firm is well known to the trade for its reliability, and their instruments have won an enviable reputation for their superior workmanship, material, tone qualities, beautiful case design, and for the satisfaction they render. They have a well equipped and up to date factory. Of late years, the demand for the Mansfield pianos has increased to such an extent that the company has had to increase its manufacturing facilities. As manufacturers, the Mansfield Piano Co. has a distinguished position. Their pianos still retain all of the qualities that have made the name of Mansfield synonymous with quality and individuality. Before an instrument leaves the Mansfield factory, it is thoroughly inspected, and the individual members of the company who make the inspection are practical piano men, well equipped to judge whether the instrument comes up to the usual Mansfield standards, which are rigidly adhered to. The Mansfield Reproducing piano, which is gaining popularity, is a combination of a superior piano plus a reproducing player action that is artistically and mechanically perfect. The exact interpretation of such famous artists as Paderewski, Hofmann, De Pachmann, Saint-Saens, Lhevinne, Bloomfield-Zeissler, Ganz, Richard Strauss and innumerable others of the world's best known artists are possible on this instrument. The Mansfield Service Department is maintained by the company with the idea of assisting dealers and owners. Mansfield pianos and player pianos have received the endorsement 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 also been placed in many public institutions where they are daily rendering satisfactory service. A separ-

ate department handles their export trade. The capacity of the factory is 2500 instruments a year. Officers are Alexander Lane, president; Melvin Lane and John J. Turner, vice presidents, and Allan B. Lane, secretary and assistant treasurer. The company was incorporated in 1906 and is in high commercial and financial standing.

MANUALO, THE.—This is the distinctive trade name created by The Baldwin Company for its player-pianos, namely, "The Baldwin Manualo," "The Ellington Manualo," "The Hamilton Manualo," and "The Howard Manualo." The name signifies "Hand playing within itself." It applies to a piano with a self-playing action, which supplies the "hands" to play the piano, thus assuming the difficult and laborious technique—leaving to the pianist all the rest—the interest and pleasure and the art of personally producing music. The "Manualo" is designated as the "player-piano that is all but human," because it is distinguished by the complete absence of mechanical effects in the music. Its action resembles the human finger action both in direct control of the piano hammers and in expressive "touch." At the Anglo-American Exposition, London, 1914, the "Manualo" was awarded the Grand Prize, the greatest recognition awarded a player-piano. The entire output of Manualos is controlled by The Baldwin Piano Company, to which refer.

MARQUE-AMPICO.—(See Ampico.)

MARQUETTE PIANO CO., INC., THE.—Manufactures the "Cremona" line of automatic pianos, orchestrations and theater orchestras and the "Marquette" player-piano. Capital \$250,000. Officers—C. S. Morse, president; C. A. Scott, secretary and treasurer; A. F. Larson, vice-president and factory manager. Product is widely sold, being handled by many representative dealers. General offices and factory, 2421-2439 Wallace street, Chicago. Concern in good financial standing.

MARSHALL & WENDELL PIANO CO.—A division of the American Piano Company, one of the pioneers in American piano history, having been founded in Albany, N. Y., in 1836. The Marshall & Wendell has recently entered upon an enlarged career, the past ten years being the most progressive in its history. The new scales are regarded by the discriminating as worthy of high praise. The makers consistently assert that the foundation tone of the Marshall & Wendell piano claims high distinction. The demand for the instruments verifies the justice of this claim. The instruments have long been favorite pianos for the home. Their intrinsic excellence has brought them many testimonials from artists and piano purchasers. They have been the recipient of awards at three of the most important exhibitions—the Pan-American in 1901, Seattle-Yukon in 1909, and their most recent triumph was the award received at the Panama-Pacific Exhibition at San Francisco. The beauty of the case designs of the Marshall & Wendell has never been more in evidence than in the styles shown in the catalogue of the present year. They are characterized by a chaste simplicity and a 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 Player-Pianos. The celebrated Ampico reproducing mechanism, which reproduces the playing of the world's greatest pianists, is installed in the Marshall & Wendell.

MARSHALL PIANO CO.—A division of the J. P. Seeburg Piano Co. Established in 1919 by J. P. Seeburg. Merged with the J. P. Seeburg Piano Co. in 1920. Manufactures the "Marshall" and "Marshfield" lines of pianos, player-pianos and reproducing pianos. The instruments are characterized by beauty of design and finish, splendid tone and great durability. The utmost care characterizes the work in all departments and the materials are the best. The line is handled by representative dealers in all parts of the country.

MARSHFIELD.—Marshfield player-pianos and pianos, which are instruments of merit, are manufactured by the Marshall Piano Co., a division of the J. P. Seeburg Piano Co., to which refer.

MASON & HAMLIN CO.—This most eminent and time-honored house was established in 1854 for the manufacture of reed organs. Some years ago commenced the manufacture of pianos. Henry L. Mason, chairman of board of directors; A. M. Wright, president and general manager; Henry L. Mason and W. P. Marsh, vice presidents;

H. M. Matteson, secretary and treasurer; Leonard M. Wright, assistant secretary and treasurer. Factories at Cambridge, Mass. General offices and warerooms, Mason & Hamlin Building, 492 and 494 Boylston street, Boston. Branch house, Mason & Hamlin Building, 313 Fifth avenue, New York. The Mason & Hamlin pianos are instruments of the highest artistic standard and so recognized by the musical profession, critics, scientists and dealers. They are distinguished for their full tone, which is of great purity, extraordinary singing and carrying power. In the Mason & Hamlin grand pianos are incorporated significant inventions, including the tension resonator. The Mason & Hamlin Co. has from its inception been closely identified with the development of the musical art in the United States. The Mason & Hamlin concert grand pianos are in evidence at a number of first-class concerts, and the reason for this is that the Mason & Hamlin pianos by their intrinsic qualities appeal to the musician. Such eminent pianists as Harold Bauer, Ossip Gabrilowitsch, Heinrich Gebhard, Antoinette Szumowska, Charles Anthony, Edith Thompson, Carl Stasny, E. R. Kroeger and many others choosing them for their concerts, while such distinguished conductors and composers as George W. Chadwick, Emil Oberhoffer, and others have testified to the musical excellence of these instruments. Leading dealers have recognized the artistic value of the Mason & Hamlin pianos. The commercial and financial standing of the company is unquestioned.

MASTER PLAYER-PIANO.—This is a name given to the player-piano made by Winter & Co., a well-known New York piano manufacturing concern, to which refer. It is the result of several years' experimental work, and embodies a number of very important patents controlled exclusively by this house. It contains many special features of merit, and is recognized as one of the most successful players on the market. In addition to being handled by many leading houses in this country, it has found a good market in foreign lands, especially in South America and France.

MATHUSHEK PIANO MFG. CO.—Manufactures the noted and old-reliable "Mathushek" piano. Factories and offices, One Hundred and Thirty-second street and Alexander avenue, New York; also warerooms at New Haven, Conn. One of the most reliable and progressive concerns in the piano-making industry, in unquestioned commercial and financial standing. Established in 1863 and incorporated in 1866. It has the distinction of being one of the oldest American piano manufacturing concerns. The concern recently increased its capital stock and added to its directorate Charles and C. Albert Jacob, long and most favorably known in the piano industry as progressive business men of the highest standing. The early reputation for perfect construction and fine musical qualities of the Mathushek piano won it two of the highest diplomas and medals awarded at the great fair of the American Institute in New York in October, 1867. The famous Ole Bull, the violinist, while examining the Mathushek piano, remarked that it was specially adapted for use by the most exacting musician. The celebrated Colibri and orchestral square pianos, with their equalizing scale and linear bridge, the first product of the factory, made the name of Mathushek famous. The early reputation thus acquired placed the Mathushek Co. in the foremost rank of piano manufacturers. The high standard of quality and excellence established by that company in earlier years has always been maintained. If the Mathushek piano is noted for any one thing more than another it is its great durability and lasting tone qualities. As the Mathushek Co. was original in its construction of square pianos, so it has been in the construction of the upright. The company was the pioneer in the use of the full metal frame—its patent on the tuning-pin bushing permitting of the full iron frame taking the strain from the case, thus dispensing with the many wooden posts required in the construction of other pianos and allowing the greatest power of vibration to both sounding-board and case. The Mathushek method of securing the tuning-pin in the iron frame with a hard maple bushing, making a solid and permanent support for the tuning-pin and insuring to the piano great durability of tone, is one of the company's early inventions. Mathushek pianos are first-class, of a superior grade, and have received the indorsement of noted musicians. The "Scientific American," in its issue of September 22, 1906,

devoted an entire page to the scientific features which these instruments possess. This concern takes its name from the late Frederick Mathushek, one of the pioneers in the American piano industry and an expert and inventor of marked distinction, whose whole life was devoted to the improvement of the piano. Capacity of factory, 5,000 pianos a year.

MAYNARD PIANO CO., R. K.—The right and title to the trademark of this concern has been purchased by the Werner Piano Co. of Chicago, to which refer.

MEHLIN & SONS, PAUL G.—This old established and renowned house has by years of persistent effort won a place in the front rank among the great representative makers of artistic pianos of the highest grades. They are among the very few houses whose instruments have gained a high position among the standard makes of the country. The firm was founded by Paul G. Mehlin, a noted inventor and scientific pianomaker. The demand for the "Mehlin" pianos has naturally increased to such an extent, by the recommendations of customers who have used their instruments, that the company has erected a large new factory on Broadway, from Twentieth to Twenty-first streets, West New York, N. J., on the crest of the Palisades. This is a model factory in every respect and fully equipped with all the latest and most improved machinery and methods for properly preparing the different woods used in the various parts of the instruments. It is regarded by experts in factory construction as one of the finest in the country. Everything that could conduce to the efficiency of the plant as a whole was included in the building plans, which were most carefully worked out in detail. The result is that the Mehlin factory of to-day represents the most advanced ideas in modern piano factory construction, so that it can be said with truth that the Mehlin pianos are produced under ideal conditions. The concern uses only the finest materials throughout and employs the most skilled mechanics in every branch, some of whom have worked for Mehlin & Sons for a great many years. It keeps a large stock on hand in all departments of the factory, and every piano is thoroughly well seasoned and tested before being sent out, which is a very important matter for the purchaser. Paul G. Mehlin acquired considerable reputation as a pianomaker in his native city of Stuttgart, Germany, before he came to this country in 1853. Previous to starting in business for himself, Mr. Mehlin had charge of the manufacturing department of several of the leading piano houses in New York. He is noted for having made a number of valuable improvements in piano construction, some of which he patented. Among these are a grand scale plate, harmonic scale, touch regulator, cylinder top and tone-reflector, end wood string bridge and piano muffler. His inverted grand scale gives to the upright the same characteristics as the horizontal grand. The general business of the house is conducted by H. Paul Mehlin, the eldest son of Mr. Mehlin, and a musician, pianomaker and business man of distinguished ability. His brothers, Charles and Otto F. Mehlin, assist in the management of the factories. Paul G. Mehlin, II, grandson of Paul G. Mehlin, the founder, and son of H. Paul Mehlin, is now active in the business, having, according to the Mehlin family custom, served his apprenticeship in all departments of the factory. He is at the wholesale headquarters of the house and has proved very successful in representing the house on the road. He is a fine type of the young American business man, and he served his country as first lieutenant in the great war with credit, winning the commendation of his superior officers. Charles Mehlin, who has inherited the inventive genius that distinguished the founder of the house, has made two notable improvements in Mehlin construction—the free vibrating sounding-board and the graduated acoustic bridge. These patented improvements have served to enhance the reputation of the Mehlin piano among musicians and have been highly indorsed. The "Mehlin" pianos have always been distinguished for the great care, as well as skill, with which they are manufactured. This is one of the few houses that have never attempted to see how many instruments they could turn out, but how absolutely perfect they could make each piano before it left their factory. To accomplish this they give their personal attention even to the smallest details of manufacture. This personal conscientiousness, supported, as it is, by extreme care in the use of only the best selected material and most skilled labor, gives their instru-

ments a distinct individuality, which is further strengthened by their many valuable inventions, which are not merely so-called "talking points," but improvements that contribute to give the tone of the Mehlin pianos a noble volume as well as a most beautiful, clear and sustained singing quality. The "Mehlin" pianos have always been regarded in the trade and among musicians as being among the most scientifically constructed pianos made in this country. In reliability they are not surpassed by the instruments of any other maker. Their case designs have always been notably artistic and attractive, especially to people of a refined and educated taste. The firm makes a very complete line of uprights and grands, both regular pianos and player-pianos, including the Welte-Mignon and Artrio Angelus electric reproducing players. Mehlin pianos are considered by many artists and players of distinction fully worthy to rank with our oldest and most noted makes. The concern does a large wholesale trade all over the country, being everywhere represented by dealers of repute and high standing. General wholesale offices at No. 4 East Forty-third street, New York City. Obtained highest award at the Chicago World's Fair in 1893. Also make the "Mehlin Player-piano" in two styles, which are designated as the "Symphony" and "Philharmonic" players and have won distinct success on account of their reliability. They maintain to the fullest extent the high standard of manufacture which has always characterized this house. The Mehlin concert grand has won enthusiastic indorsement from critics, musicians and members of the trade as the most notable achievement of this distinguished and meritorious house. The latest creation of the house of Paul G. Mehlin & Sons is their new "Violagrando," a small grand piano embodying their new principles in construction. This "Violagrando," brought out in 1914, has won the commendation of artists and musicians, and is regarded as one of the greatest achievements of this distinguished house. Financial and commercial standing of the very best.

MELIN-WINKEL PIANO CO., THE.—Inc. Factory, South Haven, Mich. Julius Winkel, president and manager; F. C. Kannk, vice-president; Chas. G. Fahning, secretary and treasurer. Makes the Melin-Winkel pianos and players. Officers of company are practical pianomakers, and the instruments are of good quality.

MELODIGRAND CO., THE.—Incorporated. Henry Lindeman, founder; S. G. Lindeman, president; Gillis R. Lindeman, treasurer. This concern makes the Melodigrando, in grands, uprights and player-pianos, at their complete and up-to-date piano plant, Fifth Avenue and One Hundred and Fortieth Street, New York. The patents and trade-mark name are used exclusively by the Melodigrando Co. This piano is the result of many years of experimental work, embodying the principle of the flattening of the sound-board from its original crowned shape, giving an oval-shaped sound-board, which, in addition to being securely crowned into the back frame of the piano in the usual and ordinary way, is additionally provided with and fastened into two flexible built-up tone-reflecting rims, with pressure posts screwed into triangular hardwood blocks in the corners of the back frame. By means of the flexible rims and the pressure posts, it is justly claimed that the sounding-board can be crowned to the desired extent and the original quality of the tone of the instrument conserved for all time. The Melodigrando has had a great success in the trade and is being handled by many of the largest and best dealers in the piano industry, and especially so by many dealers who themselves have a thorough knowledge of piano construction and tone production. Besides this, the Melodigrando has been indorsed by a number of well-known musical artists. The pianos are recognized as being of the highest grade standard make, with the very best material in every detail of construction. The Melodigrando construction absolutely prevents the splitting of the sideboard. The little grand manufactured by this company has the reputation of being an extraordinarily effective instrument and can be found in many of the largest music schools of the principal cities. The pianos are made under the supervision of the Messrs. Lindeman. Henry Lindeman was the son of William Lindeman, one of the most noted pioneers in the piano industry. Henry Lindeman was admitted to be one of the few really scientific and expert piano-makers in the United States. As a piano scale draughtsman and acoustician he had a reputation which was international. The son, S. G. Linde-

man, active mercantile head of the house, is also a thorough, practical piano-maker in every branch of piano building. He has been closely associated with his father for many years. The son of S. G. Lindeman, Gillis R. Lindeman, has also studied piano-making under his grandfather. Concern in good standing.

MENDELSSOHN.—The Sterling Co., of Derby, Conn., purchased the business, patterns and scales of the Mendelssohn Piano Co., of Pittsburgh, Pa., in 1897, and moved the plant to Derby, Conn., where the manufacture of the "Mendelssohn" piano has been continued. For further particulars refer to The Sterling Co.

MERRILL PIANO MFG. CO.—General manufacturing offices, 146 Boylston Street, Boston, Mass. Controlled by the National Piano Manufacturing Co., to which refer. Business established in 1885. Organized as the Merrill Piano Co. in 1892; succeeded by the Merrill Piano Mfg. Co. in 1899. Makes uprights and player-pianos with foot pump and electric power. Merrill pianos have always been noted for their fine scales, which are well-balanced and have unusual capacity for standing in tune. The tone combines power, sweetness, delicacy and singing quality. The styles are artistic and finely finished. The piano has won and is maintaining a high position in the musical world, and is constantly being improved by all that musical and scientific knowledge can accomplish. Altogether in durability and workmanship it is a superior instrument. The demand for Merrill pianos and players is steadily increasing.

MERRIMAN.—Pianos and player-pianos manufactured by the Bell Brothers Piano Co., to which refer. Both pianos and players have breadth and evenness of tone.

MIESSNER.—The Miessner line of pianos, players and reproducing pianos, made by the Jackson and Morton Piano Co., to which refer.

MILLER & SONS PIANO CO., HENRY F.—Manufactures "Henry F. Miller" Pianofortes and Playerfortes at its fine plant, Wakefield, Mass. Business started in 1863. Incorporated 1884. William T. Miller, president and treasurer; Stanwood Miller, clerk. Directors: William T. Miller, general manager; Stanwood Miller, A. O. Miller and R. W. E. Hunt. Main offices and warerooms are at No. 387 Boylston Street, Boston. Obtained a double award at the Philadelphia Centennial in 1876. Exhibited at the World's Columbian Exposition in Chicago, 1893. The Henry F. Miller Concert Grand was selected as the Official Piano for the Assembly Hall of the Massachusetts Building at the Panama-Pacific Exposition. The late Henry F. Miller, Sr., the founder of this house, was a fine musician and organist, and when, at the age of nineteen, he entered a prominent piano factory in Boston, he at once took a position of responsibility, and thus, when later he went into business for himself, he became identified with the earliest beginning of piano manufacturing in Boston, and so gave his successors the proud privilege of declaring that the house has been practically in the piano business for over sixty years. This house has always adhered strictly to the highest possible standard of manufacture. The "Henry F. Miller" pianos have received the hearty indorsement of artists, musicians and teachers of high repute, both foreign and resident. They have always been distinguished for the artistic and harmonious designs of the cases, and for their rich, full and sonorous tone. It has placed on the market a small grand piano known as "The Lyric," which instantly won success. The very small baby grand produced by this house during 1917 appropriately sized for small rooms and apartments they claim is their most notable success during their long career as makers of fine pianos. Commercial and financial standing good.

MILLER ORGAN & PIANO CO.—Incorporated in 1903, with a capital of \$100,000, all paid in. Successor to the old-established Miller Organ Co. Reliable pianos and reed-organs of superior grade and a fine tone quality. Factory, Lebanon, Pa. Business started in 1873. Does a wholesale trade through leading dealers, and also a successful export business. In first-class standing.

MILLER PIANO CO., S. W.—Factory, Sheboygan, Wis. Incorporated 1906. Manufactures the "S. W. Miller" pianos and player-pianos. In 1910 the concern erected a large and well-equipped factory. (These instruments must not be confused with the product of the noted house of Henry F. Miller & Sons Piano Co., Boston, Mass.)

MILTON PIANO CO.—A long established corporation which was reorganized some years ago by experienced and very capable piano manufacturers, with George W.

Allen, president; Corley Gibson, vice-president* and sales manager, and L. J. Potter, secretary and assistant treasurer. Manufacturers of "Matchless Milton" upright pianos, players, grands and reproducing pianos. Their factory buildings at 542-548 West Thirty-sixth Street, New York City, are distinguished for their size and for their thoroughly modern equipment and facilities. Since its reorganization, the plant has more than tripled its output and the company has manufactured and sold up to date nearly 125,000 instruments. The Milton piano is an instrument of intrinsic merit and has won an enviable position among musicians and in the piano trade because of its durability, evenly balanced scale, its easy, responsive action, its tonal beauty and tonal volume. "Milton" pianos, player-pianos, grands and reproducing pianos are widely popular, combining the highly desirable Milton piano qualities with player actions of proven worth, great reliability and excellent interpretative capabilities. A high mark in piano development is found in the Milton Welte-Mignon (Licensee) Reproducing Piano, one complete instrument, in appearance the same as a beautifully designed upright piano, combining the reproducing piano that recreates with absolute fidelity the playing of celebrated pianists, reproducing the original interpretations with every emotion and gradation of expression as though the artist himself were before you. Thousands of selections available. This piano also plays any regular 88-note music roll, the same as any regular player-piano. It is also a piano that may be played by hand in the usual manner. The development of this business under its present management has been remarkable, and prominent dealers in all parts of the world are actively identified with the sale of these artistic and popular-priced instruments. The Milton styles are distinguished for distinctiveness, originality and an attractiveness which is generally acknowledged. The affairs of this company are ably directed and administered, and it is in first-class financial standing.

MODELLO.—A player-piano of merit, made by The Baldwin Company, Cincinnati. The output is controlled by The Baldwin Piano Co., to which refer.

MONARCH PIANO CO., THE.—Chicago. Owned and operated by The Baldwin Company, Cincinnati, to which refer. Manufacture the "Monarch" piano, one of the best-known popular-priced pianos on the market. Also the "Monarch" player-piano.

MONO-PLAYER.—See Autopiano Mono-Player.

MORISSETTE PIANO MFG. CO., INC.—Capitalization \$100,000. Has factory and warehouse at 14 Blount street, Providence, R. I. Officers: H. L. Morissette, president and general manager; Philip A. Morissette, vice-president; Louis Lescault, treasurer, and Zinon Morissette, secretary. H. L. Morissette has spent the major portion of his life in the piano business, having been connected with it for the past fifteen years, and has through experimentation in the constructing of scales and patents produced an excellent piano. The Morissette piano is made in three models: upright, player-piano and two styles of grand. All of the officers of the company are experienced piano makers, having at various times worked in some of the well known piano factories in the East. The Morissette piano is a piano of exceptionally good tone and is correctly constructed of excellent materials and designed particularly to withstand hard usage and trying weather conditions. Concern in good financial standing.

MUSICALE.—A well-made and reliable player-piano made by the Mansfield Piano Co., to which refer.

NATIONAL PIANO MFG. CO.—J. L. Cotter, president; E. E. Conway, treasurer. This corporation was chartered in July, 1910, as the National Piano Co., and was re-incorporated under Massachusetts laws in October, 1916, as the National Piano Manufacturing Company. It was organized to own and operate the Briggs Piano Company, the Merrill Piano Manufacturing Company and the Norris & Hyde Piano Company. (For history of these companies individually, see other parts of this Guide). All these houses are old and well-established Boston piano manufacturing companies, and the consolidation was effected to bring the manufacturing and marketing costs to a minimum through the economy of combining the various interests under one management. Since the company was formed each of the various houses taken over has had a steady increase in the volume of business. Great economy has been effected in manufacturing, thereby making it possible to

give the maximum of piano value in each grade. The National lines are handled by hundreds of dealers with marked success, many of them excluding all other makes of pianos. The management is composed of thoroughly practical piano men, largely the same men who were identified with the individual companies before the formation of the National Piano Company. The headquarters of the National Piano Mfg. Company are at 146 Boylston Street, Boston.

NEEDHAM PIANO CO.—Factory and offices, 520 to 526 West Forty-eight street, New York. Manufacturers of the old-established "Needham" piano. Manufactures grands, uprights and player-pianos. This company was founded in 1846 by Elias Parkman Needham, a distinguished reed and pipe organ maker, whose name is well remembered as one of the pioneers in the music industry. The "Needham" pianos and player-pianos are sold all over the United States by responsible dealers, having gained a strong hold upon the public by their attractive appearance, excellent tone and reliable workmanship. O. L. Kindler, the present head of the Needham business, is one of the most practical piano makers of the present day, having been connected with some of the most artistic factories in the East, and it is under his supervision that the noted old "Needham" piano is now manufactured. In good standing. Business controlled by Kindler & Collins, to whom refer.

NEWBY & EVANS CO.—Manufactures the "Newby & Evans" piano and player-piano. Factory, Southern Boulevard and One Hundred and Thirty-sixth Street, New York. This business was started in 1884 and incorporated; capital, \$50,000. M. J. Evans, president; John D. Evans, treasurer. Manufactures uprights only. Capacity of factory, 2,000 instruments per annum. These instruments are reliable in every respect.

NEWMAN BROS. CO.—Make upright pianos, player-pianos and phonographs. Lester M. Newman, president; George R. Newman, vice-president. Factory, West Chicago Avenue and Dix Street, Chicago, make the "Newman Bros. Co." piano and player-piano. Capacity of factory, 3,000 instruments per year. The Newman Bros. pianos have an even scale. In good standing.

NOBLE PIANO CO.—Office and factory, No. 4841 Woodward Avenue, Detroit, Mich. Proprietor, A. E. Noble, a practical piano-maker of many years' experience. Noble pianos and player-pianos are made of the best materials, solidly constructed by first-class workmen, and possess a beautiful quality of tone which has commanded praise from musicians and musical critics in local circles. Capacity of factory, 1,000 pianos and player-pianos a year. Commercially and financially the concern is in the highest standing. In 1915 a new factory was erected, on Woodward Avenue. Factory is of thoroughly modern construction. Noble pianos are used in many theaters, churches and lodges.

NORMANDIE.—These pianos and players are made under the direction of the American Piano Company in their modern and completely equipped factory at East Rochester, N. Y. These instruments have been before the public for upward of fifteen years and each year have gained in reputation. The cases are of modern construction. The tone is rich and voluminous, being thoroughly well balanced throughout the entire scale. Several player mechanisms are used in the Normandie piano, which are installed with the utmost care to insure continuous and permanent satisfaction. The offices and factories are at East Rochester, N. Y., and offices and showrooms are maintained at 439 Fifth Avenue, New York City.

NORRIS & HYDE PIANO CO.—Controlled by the National Piano Manufacturing Co., to which refer. Makes a piano of fine tone quality and of unusual durability. This business was established in 1873 by Albert F. Norris and John A. Norris, under the name of Norris & Co., April 1, 1895, it was incorporated as Norris & Hyde. This piano is sold at uniform retail prices everywhere, and is handled extensively throughout the country among reliable houses, who strongly recommend it. The instruments are durable, constructed by skilled workmen, the cases are artistic in appearance, and the product as a whole has an excellent reputation for standing in tune and general durability. Are even, well balanced, and produce a round, full tone of superior quality.

OGLESBY PIANO CO.—Factory at Fourteenth Street and Edgmont Avenue, Chester, Pa. Established in 1895.

OKTAVEC.—This piano, made by the Laffargue Co., to which refer, is named after the president of that company. A good, honest instrument, durable, of excellent tone quality, sold at a moderate price.

OPERA.—Factory, 543 West Thirty-ninth Street; warerooms, 37 West Thirty-seventh Street, New York. The name "Opera" is one adopted many years ago by Peek & Son as a trademark, and has proven of value to the manufacturers and their representatives throughout the country. Since the death of David T. Peek the firm has been reorganized, and with additional capital the business has received a new impetus and shows every evidence of prosperity. These instruments are handled by prominent dealers, who find them good sellers. Concern is in good financial standing.

OPERATORS PIANO CO.—Manufactures the "Coinola" line of automatic pianos, orchestrons and moving picture orchestras; the "Reproduco" electric player-piano, the "Midget" orchestra, and theater pipe organs. Established 1904. Incorporated. L. M. Severson, president and general manager. Factory and general offices, 16-22 South Peoria street, Chicago. Company moved to present location this year, doubling its capacity. Plant equipped with much special machinery. Product is notable for its durability and is known as "trouble-proof." Beauty of case design and musical merit characterize the instruments. Financial standing the highest.

OSBORN MANUFACTURING CO., SAMUEL C.—Manufacturers of grand pianos exclusively. General offices and factory at Sacramento boulevard, Chicago, and Grand avenues, Chicago. Incorporated under the laws of Illinois. Officers: Samuel C. Osborn, president; Ernst Peters, vice-president; Hyman L. Brody, secretary and treasurer and assistant to the president. These with John L. Hanley compose the directorate. The business was established in 1897 for the manufacture and sale of small goods. In 1921 the company began the manufacture of pianos and player-pianos. This year it was decided to discontinue small goods manufacture and to confine operations exclusively to the production of grands. Two styles of one size are made. It is the plan to add to the line during this year a small player grand. The factory is large and modern, representing in its arrangement and equipment high attainment in industrial efficiency. Much of the machinery is of special design. It is a daylight plant in the fullest sense of the term. The building is of handsome exterior and there are large factory salesrooms on the first floor overlooking Chicago avenue. The company has its own dry kilns and among the special equipment is the hydraulic press which turns out grand rims with unusual rapidity. The instruments are of attractive design and are durably built and of good musical tone. The company has adopted a method of marketing that is an exact duplicate of that in vogue in the automobile industry. It has done away with a credit department and ships all merchandise cash in advance or sight draft with bill of lading, with sufficient deposit with the order to insure all drafts being accepted. The president of the company has spent twenty-four years in the music industry and through this long connection knows all branches of the business. There are few men in the business so intimately acquainted with the dealers, as well as the public, from personal contact. His decision to go into the making of grands exclusively was reached because he was convinced that the only reason that the grand business was small was because the instruments were not within the reach of the average buyer. For this reason he devoted himself to the development of processes for producing grand cases at smaller cost and with great saving of time. He asserts that his method of manufacture, combined with his marketing policy, will do for the piano industry what the Ford automobile did for the automobile industry—that is will bring people into the stores that higher prices would never attract and that their coming will result in the sale of a greatly increased number of higher-priced grands.

OVERBROOK PIANO CO.—A newly established concern manufacturing pianos, player-pianos and electric player-pianos. Factory, office and showroom at 439-441-443 North Sixty-third street, Philadelphia, Pa. R. A. Guarneri and I. F. Armstrong are the sole owners of the business. The firm makes a specialty of electric pianos. Commercial and financial standing of this company very good.

PACKARD PIANO CO., THE.—Established 1871; A. S. Bond, Pres.; J. H. Bass, vice-pres.; C. J. Scheimann, treas.; W. H. Wiebke, asst. treas.; J. M. Kuhns, secy.; H. W. Bond, superintendent; S. C. Bond, assistant superintendent. Manufacturers

of reproducing pianos, grands, uprights and a complete line of players. Factory and offices, Fort Wayne, Ind. A reliable and distinguished house whose energy and progressive 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 reproach. The output of the Packard factory is based on quality and not quantity. The best efforts of the management and the men who actually do the work of making the instruments turned out by this company are constantly devoted to attain a higher standard and quality and service. The trademark of The Packard Piano Company is one of the best known and most distinctive in the trade. Every Packard piano fairly sings with the spirit of the men who make it, and every piano is a manifestation of what can be accomplished by men who believe in the high principles of The Packard Policy and adhere to them. The Packard factory is one of the best equipped factories in the piano industry, and not only has it the latest and most modern machinery, but scores of inventions made by the men themselves, which have helped to revolutionize piano building. The financial standing of this house is of the highest.

PAINTER & EWING.—This name and trademark are now controlled by the Cunningham Piano Co., to which refer.

PARKLYN.—A registered trademark. Controlled by the Braumuller Piano Co., to which refer.

PEASE PIANO CO.—The "Pease" piano has been prominently before the musical world for over three-quarters of a century, during which time over 100,000 of these instruments have been made and sold. The first Pease pianos were manufactured by C. D. Pease in Cooperstown, N. Y., and later on in the city of Hudson, N. Y., and it was there that the late C. D. Pease, founder of the present business, served his apprenticeship and received his first instruction in the art of piano-making which was the beginning of the long line of earnest and efficient endeavor which has placed the "Pease" piano in the high position in the minds of the musical public which it to-day has. In 1871 the present business was established in New York City, and the rapidly increasing demand for the Pease piano necessitated several removals in quick succession to more extensive quarters, until it resulted in the building, in 1908, of the large five-story factory at Leggett avenue and Barry streets, Borough of Bronx, where the general offices are located, with a capacity of 5,000 pianos yearly. Warerooms at No. 128 West Forty-second street, with branch stores at No. 34 Flatbush avenue, Brooklyn; No. 57 Halsey street, Newark, N. J. The house is incorporated under the name of Pease Piano Co.—H. D. Pease, president; A. W. Fitzgerald, vice-president; Chauncey D. Pease, secretary and treasurer; the officers, with C. A. Pease, constitute the board of directors—and has always enjoyed a high standing financially and commercially, and has fairly earned for its instrument the term "Popular Pease Piano," which it uses in all its advertisements. Manufactures uprights and grands. Has also put upon the market the "Pease" player-piano, which, under the enterprising methods pursued by the house, has already won a large popularity. Has obtained awards from the American Institute. The "Pease" pianos are noted for the durability of their construction and power of staying in tune. They are handled by the best class of dealers in the country and by many prominent firms in England, South America, Cuba and Australia. The Pease piano factory, where are made the "Pease" and "Wilbur" pianos, is a model one, with most modern equipment.

PEEK & SON.—The late David T. Peek was the founder of the firm of Peek & Son, and commenced the manufacture of pianos in 1850. He was one of the pioneers in the piano industry, and, possessing great skill and energy, he made the "Opera" piano one of the most popular pianos throughout the country. The death of David T. Peek necessitated a reorganization of the business, which is now backed by increased capital and is run with up-to-date business methods. The "Opera" baby grand has attracted considerable attention and is meeting with increased demand on account of its superior tone qualities and dainty architecture. Factory, 543 West Thirty-ninth street; warerooms, 37 West Thirty-seventh street, New York City.

PHELPS.—Name owned and controlled by the stockholders of the B. Shoninger Co., New Haven, Conn., to which refer.

PHILLIPS, H. L.—The name of a line of pianos and player-pianos manufactured exclusively for The Knight-Campbell Music Co., Denver, Col., and branches, by the Cable-Nelson Piano Co. The Knight-Campbell Music Co. is one of the oldest and most reputable and largest concerns in the piano trade, established in 1874.

PIANOLA, THE.—After years of experiment and the expenditure of a great deal of money, this instrument has finally been perfected and is recognized to-day in the trade and the world of music as the leader among player-pianos. It is manufactured to meet the requirements of those who prefer to have pneumatic mechanism in the piano itself, and combines the artistic features of the world-famous "Pianola" player (arranged for use as an interior player) and is a piano of thorough reliability and accepted musical merit. The "Pianola" mechanism is incorporated in the Steinway, Weber-Steck, Wheelock, Stuyvesant and Stroud pianos, to which refer. The musical effect of playing the "Pianola" is limited only by the temperament of the player. The "Pianola" has the enthusiastic indorsement of many leading composers, artists and musicians. Paderewski says that it is a marvelous, incomparable and unique instrument. It can be found in the homes of the wealthy and refined, among the musical public as well as in the palaces of the members of the various royal families of the world. The purchaser should remember always that the term "Pianola" is the exclusive and copyrighted name of the instrument manufactured by the Æolian Co., and that no other manufacturer of a player-piano or any of his agents has the right to use the term in any way or form. The musical value of the "Pianola" is of the highest order, as has been again and again demonstrated by its use in public concerts and recitals by artists of the first rank, as a solo instrument. The "Pianola" is manufactured by the Æolian Co., a concern in the highest possible standing and a subsidiary concern of the Æolian, Weber Piano & Pianola Co., to which refer.

PLAYOTONE.—A high-class player piano manufactured in the Autotone Department of Hardman, Peck & Company, New York. It is made of the best materials and by experienced workmen under the supervision of the makers of the Hardman Piano, who guarantee the workmanship and material in every respect. The Playotone enjoys a large sale in the United States and in other countries and is a thoroughly reliable instrument.

POOLE PIANO CO.—Incorporated under the Massachusetts laws. A. W. Poole, president and general manager; D. E. Fabyan, sales manager; H. L. Davis, factory superintendent; E. C. Parkhurst, treasurer. Wholesale offices and factory, Sidney, Pilgrim, Landsdowne and Auburn streets, Cambridge 39, Boston, Mass. Capacity, 2,500 instruments per year. Makes the "Poole" grand and upright pianos, "Poole" player-pianos and "Poole" reproducing pianos, electrically operated, superior and standard make of noted merit and highest grade. This house is distinguished and progressive in its business methods. Established 1893 by Wm. H. Poole, whose extensive experience in the piano and supply industry had been gained by actual service from earliest youth and amply qualified him to cater to the best wants of the trade. The demand for "Poole" grand, upright and player-pianos has steadily increased in all sections. This fast-growing business is attributed not only to the fact that their instruments are of the highest quality, but also to the fact that owners of "Poole" pianos purchased in years gone by are thoroughly satisfied and recommend them. The wholesale offices are now located in their factory at address given above. Their manufacturing plant is a model one in every essential feature, there has been nothing overlooked in its construction, exterior or interior, and the equipment in every department is of the latest improved type and of the kind that improves quality. A most important factor in the manufacture of such high-grade pianos has been recognized and strictly adhered to by this concern from the very inception of the business, and that is unusual care in gathering for the factory forces the most skilled workmen who are masters of their crafts. Special attention is also paid to the selection of materials used in manufacture, only very highest and exclusive quality being accepted for use in these pianos. A most thorough and comprehensive system of

inspection and the severest critical test given every instrument before leaving the factory insure the highest possible results in every minute detail. The "Poole" pianos are instruments of tested durability, containing latest standard improvements combined with important inventions belonging exclusively to the Poole company. These pianos contain an even, well-balanced scale and justly deserve the reputation which they have won throughout the country, possessing in a high degree that rare singing quality of tone found only in instruments of highest grade. Noted for originality in beautiful artistic designs. The Poole company has received hundreds of testimonials from distinguished musicians, teachers and the musical public testifying to their superior qualities. The "Poole" grands have been most highly recommended for their superb tone and action. The latest "Poole" small grand immediately won enthusiastic indorsement from critics and prominent musicians, and received universal recognition from representative dealers. "Poole" pianos are to be found in the homes of musical critics and prominent musicians. These pianos are handled by many of the most representative and prominent dealers in the trade. Particularly large numbers of "Poole" pianos have been sold in the South and Far West, their construction making them particularly durable in countries where there are great extremes in weather conditions. The "Poole" player-piano is a combination of the "Poole" piano and a player mechanism of the very highest type of improved pneumatic action, so efficiently accomplished that it has received high praise from dealers who have testified to its containing all the essential features of a player—i. e., musical expressiveness and ease of playing. It is one of the best and most durable on the market. This instrument has maintained the distinguishing characteristics and prestige of the house and is handled by all regular "Poole" dealers in the country. Financial and commercial standing of the highest.

PREMIER GRAND PIANO CORPORATION, THE, 510-532 West Twenty-third street, New York. Capitalized at a half-million dollars. Walter C. Hepperla, president; Justus Hattemer, vice-president; Carl Koch, secretary and treasurer.—Makers of small grand pianos exclusively, with capacity of from eight to ten thousand baby grands a year. The Premier is the product of men who have specialized in grand pianos during a quarter of a century of successful achievement in piano design and construction. The Premier Grand Piano Corporation is distinctive in that it has one of the largest piano factories in the world devoted entirely to the production of grand pianos. Every desirable and necessary quality has been incorporated in the construction of the Premier, and it carries the guaranty of its makers behind it—a warranty of service and excellence. There are various Premier models, the model R, 4 ft. 10 in. long, the Aristocrat, 5 ft. 3 in. model, etc. The beauty of tone, the grace and dainty appearance of this instrument and the dignified atmosphere it imparts to its surroundings everywhere, are salient features which are quickly recognized. Outside of the typical grand piano attributes which distinguish this instrument, its universal appeal is further emphasized by its size and price. It adapts itself well to the restricted space area of the average modern home or apartment, and blends admirably with any scheme of room furnishings. One of the features of this concern is its co-operative methods in advertising and selling activities which it extends to its dealers. The equipment and facilities for making Premier Baby Grands are on a large scale. Progressive methods prevail everywhere in this plant and all the various departments are so co-ordinated that the operating activities mean maximum and efficient production. The factory of the Premier Grand Piano Corporation occupies nearly a city block with an area of more than 100,000 square feet. It is located in the heart of the metropolis on one of the leading thoroughfares of New York City. This concern was organized with a purpose of meeting the extraordinary demand for the small grand on the part of the American lover of music, and has brought the small grand within the reach of every American home. The insistence for this type of instrument and the tremendous demand everywhere apparent make the Premier Grand Piano Corporation the leading factor as the nation's source of supply. Its financial standing, character of personnel and production are excellent.

PRESTEIN.—The "Prestein" piano is manufactured by Harold B. Todd, to whom refer.

PRICE & TEEPLE PIANO CO.—A well known and successful concern. General offices and warerooms, Chicago. Factories, Kankakee, Ill. Their pianos and Symphonola player-pianos are sold by many of the leading merchants the world over. In January, 1912, this company merged with the Schaeffer Piano Manufacturing Co., also a very old and enterprising company, thereby uniting two highly progressive and enterprising concerns with a combined paid in capital of over \$600,000, and surplus, insuring ample working capital. This concern has won many testimonials and awards, including a diploma of honor, with the Schaeffer piano, at the Paris Exposition in 1878. The factories at Kankakee are models, equipped with every modern labor saving device. Especial attention is paid to keeping the buildings perfectly clean to protect the health of the craftsmen, who work on a democracy plan, electing their own shop committee, which looks after working conditions. The officers of the concern are: President and Chairman of Board of Directors, W. B. Price; vice-president, A. F. Price; secretary and treasurer, James T. Bristol. The Price & Teeple Symphonola players and pianos are scientifically constructed and built to satisfy the most exacting and artistic tastes of the highest type of musicians. The finest and best materials are used. Most unusual attention is given to tone and action regulation. The case designs are particularly attractive. They have been manufactured for many years, there are no experimental stages in the production of these instruments. The factories are complete with every device essential to high-class piano building and none have better facilities for handling all the materials that enter into piano construction. The Price & Teeple Piano Co. build the Symphonola Player Action in its entirety and under its own exclusive patents. It is easy to pedal, and so effective that it is almost human in its operation. The Symphonola Player Action is set in a solid metal base, which insures it being immovable and absolutely dependable. Also manufacture high-grade Price & Teeple parlor and baby grand pianos.

PRIMATONE.—Pianos and players of this name are made by the Foster-Armstrong Co., a division of the American Piano Co. (to which refer), in one of their fine factories at East Rochester, N. Y. The most 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. It should be understood, however, that while compactness has been the desire of their makers, to meet this long felt requirement, the instruments do not suffer either in tone quality or appearance, but are exponents of beauty of tone and design. The Primatone pianos and players are made of excellent materials by thorough piano makers, and the player mechanisms furnished in this line are selected from the most reliable and efficient known to-day. Offices and warerooms are located at No. 439 Fifth Avenue, New York City.

RADLE, F.—Incorporated. E. J. Radle, proprietor. Factory and offices, Nos. 609-611-613 West Thirty-sixth Street, New York City. This well-known piano is the product of a house which entered the piano supply manufacturing business about 1850, and has always had a high reputation for the value of its product. E. J. Radle, who is a son of the founder of the business, is a thorough piano mechanic and designer and has had a lifelong experience in the business of manufacturing pianos and piano supplies. The "F. Radle" pianos have a deserved reputation as reliable instruments of high quality, with an even scale and rich, clear, resonant quality of tone. They are, moreover, noted for their durability due to the excellence of material, high quality of finish and design of these instruments. The house has won a notable reputation for careful workmanship and the attractiveness of case design and durability of its instruments. The "Radle" pianos are sold by many of the best dealers in the United States, who have recognized their merit and uniformly high quality. Capacity of factory, 2,500 instruments per year. The Radle player-pianos have won approval by reason of their fine tone quality, reliability, perfect control and original case designs. The new style C player-piano of this house shows a marked advance, particularly in range of expression, volume and quality of tone. It is the result of Mr. Radle's long experience as well as of scientific experiment and conscientious effort. Commercial and financial standing excellent.

RAUDENBUSH & SONS PIANO CO.—Makers of the "Raudenbush & Sons" pianos and player-pianos, St. Paul, Minn. Capacity of factory, one hundred fifty pianos a month. S. W. Raudenbush, president; W. R. Raudenbush, vice-president and superintendent; F. H. Raudenbush, secretary and treasurer.

RAYMOND.—A thoroughly reliable player-piano controlled by the Janssen Piano Co., Inc., to which refer.

REED & SONS PIANO MFG. CO.—A division of the Steger & Sons Piano Manufacturing Co., to which refer. Manufactures the "Reed & Sons" piano and "Reed & Sons" player-piano. Established 1842. The "Reed & Sons" piano was awarded a grand prize medal and other distinctions at the World's Columbian Exposition, in Chicago, 1893. The "Reed & Sons" piano of to-day is the crowning result of many years of steady progress. It has gained for itself high recognition in the musical world because of its many exclusive mechanical features, its power, beauty and quality of tone, its exceptional durability and the true artistry of its case designs. The "Reed & Sons" player-piano is the happy blending of a fine piano and an excellent player mechanism. It is made complete in the company's factories and has a number of exclusive features. The factories of Reed & Sons are at 236th Street and Vincennes Road, Steger, Ill., where the Lincoln and Dixie Highways meet. General offices and salesrooms, Steger Building, northwest corner of Wabash Avenue and Jackson Boulevard, Chicago. Financial standing of the company unquestioned.

REGAL PIANO & PLAYER CO.—Incorporated. Factory, No. 93 Southern Boulevard, New York. Manufactures the "Regal" piano, and also makes a specialty of electric expression player-pianos. The "Regal" piano is considered to belong among the best of its class and is successfully handled by many prominent dealers. The Regal pianos are made in two sizes, 4 feet 7 inches and 4 feet 3 inches. The Regal player-piano is built on pneumatic principles and is the result of years of experiment. It has great possibilities for the production of musical effects and unusual power and wonderful repetition, especially under the pianissimo. One of the distinguishing features is the use of metal tubes and an automatic tracking device, with the simplicity of its construction, which prevents it from easily getting out of order. Concern in good standing.

REINHARD.—A popular, well-made instrument made by Reinhard & Co., of Brooklyn, N. Y. O. R. Wissner, president; K. Wissner, vice-president, and Otto Wissner, secretary and treasurer. These instruments are reliable and are sold in large numbers in Greater New York and adjacent territory through the Wissner retail warerooms. They are also sold in large numbers by dealers throughout the country.

REMINGTON PIANO COMPANY.—This is an affiliated organization of The Starr Piano Company of Richmond, Ind., having become connected with the larger firm shortly after its establishment. The development of this instrument and the prestige it has attained may be attributed to the Starr organization. The Remington is looked upon with favor throughout the entire country and has been well proven a durable and finely built instrument. The tone is excellent. Every instrument, which includes the player mechanism of the Remington player, is fully guaranteed, and finishes are offered allowing a wide selection in both pianos and player-pianos. The Remington player-piano, of which there are four styles, is the Starr made player mechanism installed in a specially built and strengthened piano. It is made in both the hammer rail and pneumatic type. They are for sale in all Starr stores or agencies. Refer also to Starr Piano Co.

REX.—A trade name owned by the Lem Kline Piano Co. and used to designate an attractive line of pianos. Refer to the Kline Co.

REXOTONE.—A trade name which designates a high-grade line of player-pianos made by the Lem Kline Piano Co., to which refer.

RICCA & SON.—Incorporated with a capital of \$100,000. H. F. Ricca, president; E. I. Ricca, treasurer; Monroe Goldwater, secretary. An enterprising, progressive and very successful concern. General offices, Nos. 97-99 Southern Boulevard, New York City, where they have a fine, modern plant, equipped with the latest and finest machinery and labor-saving devices. Established 1891. Make uprights and player-pianos; also two sizes of grands, 4 feet 8 inches and 5 feet. Capacity of fac-

tories, 6,000 pianos per year. Instruments belong among the high grades of accepted value and tested merit. In their construction, material of the best and only skilled labor are employed, under the supervision of recognized experts. Two new scales, remarkably even, are used this year. They are 4 feet 7 inches and 4 feet 3 inches. The musical quality of the instruments is of superior order. One of the strongest features of the "Ricca & Son" pianos is the handsome, attractive individuality of the case designs. Handled by many prominent dealers, who speak of them in high terms, and have received much praise from many musicians of repute. It is the aim of the manufacturers of the "Ricca & Son" to turn out the best instrument in their power to produce. The popularity of their pianos has forced them to largely increase their plant, which is one of the most economically managed and best equipped in the trade. They have recently added the Ricca Welte-Mignon to their line, which has been most favorably received in the trade. The concern also makes a special line, with special designs for export trade. This house makes a specialty of its popular player-piano line, which is made in four sizes and seven styles. Financial and commercial standing high.

RICHMOND PIANO CO., THE.—This is an affiliated organization of the Starr Piano Co., Richmond, Ind. The history of this firm early merged with that of the Starr Piano Co. The founders were men widely experienced in the manufacturing of pianos who sought a means of carrying out their ideals. As a thoroughly durable and dependable instrument the Richmond has won an enviable reputation. The line consists of a pleasing variety in design of upright and player-pianos which are supplied in all woods and finishes. These instruments have proven especially popular in school use or wherever the demands are apt to be rather severe. In frequent instances Richmond pianos have undergone extraordinary hardships without damage to the instrument. In materials and construction the same high standard is employed which is characteristic of all Starr made instruments. In the great Starr factories every facility is enjoyed in economically carrying on this work. Every part is made and assembled under the one roof. The Richmond player-piano is the Starr made player mechanism installed in a specially built piano. All Richmond pianos and player-pianos, including the player action, are fully guaranteed both as regards materials and workmanship by the manufacturers.

RONCHI & SONS, INC., E. G.—Factory and warerooms, No. 580 Bergenline, West Hoboken, N. J. Reliable, reputable and experienced piano-makers. Established 1891. Make pianos and player-pianos.

ROYAL.—Made by The Werner Industries Company, to which refer.

RUDOLPH PIANO CO.—Incorporated with a capital of \$25,000. Factory, No. 863 East One Hundred and Forty-first Street, New York City. Capacity over 3,000 pianos a year. Manufactures the "Rudolf" piano. This instrument is a well-built, conscientiously constructed piano and meets the requirements for a popular-priced instrument which will stand. Also manufactures the "Rudolf" player-piano, an instrument which is giving excellent satisfaction. Its pianos from the very first became popular and are handled by many prominent dealers. The "Rudolf" has a good musical quality of tone and is very attractive in appearance. Also make the Rudolf player-piano, a reliable, durable and meritorious player-piano of good quality, which has won considerable favor. Concern in good standing.

SCHAAF, ADAM.—This house, established by Adam Schaaf in 1873, is recognized as one of the leading manufacturers of high-grade pianos and player-pianos. It was one of the pioneers in the industry in Chicago and the West. Its commercial and financial standing is firmly established and of the highest. It manufactures the "Adam Schaaf" grand and upright pianos and also the "Adam Schaaf" player-piano and reproducing piano. These instruments are classed among the high-grade pianos of the day. They are noted for their durability, for the high quality of the materials used, for the scientific construction and thoroughness of the scale, and sweet, full-singing quality of tone. The remarkable growth of the business long ago exceeded the facilities of the old Adam Schaaf factories, and to accommodate the ever-increasing demand a new factory was erected. It is one of the best equipped plants in the country. Every approved device necessary to the construction of

the highest-grade pianos is in this factory. It is built of reinforced steel and concrete, and is located at 1020 South Central Park Avenue, Chicago. The location is one of the best for manufacturing purposes in the city. In October of 1916 the company moved into the new Adam Schaaf Building, at 319-321 South Wabash Avenue, in the heart of Chicago's retail district. This is occupied by the retail department and wholesale departments moved there from West Madison Street. The new Adam Schaaf Building is one of the most artistic and pretentious on "Piano Row." It is six stories high, absolutely fireproof and modern in the fullest sense. The costly marble entrance to the building, the splendid show windows, the well-arranged and richly decorated piano salesrooms, the talking machine department with special demonstration rooms for machines and records, and the completeness of all appointments distinguish the new Adam Schaaf Building as one of the finest of its kind in the country.

SCHAEFFER SYMPHONOLA.—These beautiful instruments have gained an enviable reputation in the music world. First manufactured in New York by William Schaeffer, one of the pioneer piano builders of the old European schools. In 1878 the Schaeffer was awarded a Diploma of Honor at the Paris Exposition. In 1888 the business was removed to Chicago. They are now manufactured by the Price & Teeple Piano Co., Chicago, to which refer. With fifty years of continuous improvement it can be truthfully said that few instruments give better satisfaction to the purchaser for durability and pure tonal quality. Thoroughly reliable and so carefully constructed that anyone need not hesitate about buying. The Price & Teeple Piano Co. build the Symphonola player action in its entirety and under its own exclusive patents, and build it in the Schaeffer pianos. It is easy to play and so effective that they are almost human in their operation. The Symphonola player action is set in a solid metal base, which insures it being immovable and absolutely dependable.

SCHAFF BROS. CO.—Established 1868 by Gotthard Schaff and John A. Schaff. Manufacture the "Schaff Bros." pianos and the Schaff Bros. Solotone player-pianos. Factory and general offices, Huntington, Indiana. Incorporated under the laws of Indiana. Officers: Jacob Dick, president; Curtis S. Miller, vice-president and sales manager; Julius M. Martin, secretary and treasurer and factory manager. The factory is a spacious four-story structure thoroughly modern in arrangement and equipment. It has a capacity of about 6,000 pianos and player-pianos annually. The line is varied and includes styles 5, in upright pianos and styles 20 in Schaff Solotone player-pianos. The Solotone is the company's leader. It is an instrument of high quality, characterized by beautiful tone, attractive case designs, fine finish and durability. The player mechanism represents the highest attainment in that line. The history of the company, since its inception fifty-four years ago, has been one of steady growth. The line is handled to-day by representative dealers in all parts of the United States and the merit of the product explains its success. The company has large capital and its commercial and financial standing is first-class.

SCHENCKE PIANO CO.—Established 1901. Incorporated 1903 with a capital of \$25,000. John D. Ohlsen, Jr., president and secretary; John D. Ohlsen, Sr., vice-president and treasurer. Factory, Nos. 245-249 East One Hundred and Thirty-seventh Street, New York. Manufactures the "Schencke" pianos and player-pianos, which are well made, only reliable material being used. Have attractive cases and a good musical tone. Capacity, 2,000 per year.

SCHERPE & SONS, B.—Established 1891. Factory and warerooms, Nos. 2102-2104 Clybourn Avenue, Chicago, Ill. Makes the "B. Scherpe" pianos, in grands, uprights, player-pianos and phonographs.

SCHILLER PIANO CO.—Factory and offices at Oregon, Ill. Invested capital, \$409,000. G. H. Jones, president; C. F. Jones, vice-president; E. B. Jones, secretary and treasurer. Capacity, 6000 pianos a year. In 1892, when the Joneses assumed control of the Schiller Co., it was their determination to make the Schiller piano one of the finest as well as one of the best known pianos in America. How well they have succeeded is evidenced by the 69,000 "Schiller" pianos now in use in the homes and public institutions of America, and the high esteem in which the Schiller

is held by musical people. In addition to the fine material and workmanship which enter into the construction of "Schiller" pianos there are also patented features of scientific construction which have won high praise. The G. H. Jones patent metal reinforced back is so constructed that it not only adds strength but results in a very clear tone in the entire register. In addition to pianos of upright and grand types the Schiller Company is also manufacturing under its own patents a player-piano known as the "Schiller Ideal" which occupies a position unique in the player field. Its simple and efficient mechanism makes it a favorite with the dealer and purchaser alike. The company enjoys the most economical manufacturing facilities. At one time the entire water power of Rock River at Oregon was controlled by F. G. Jones, the late president. In disposing of this water power, sufficient power was reserved to operate the Schiller plant for all time to come free of all expense, thus giving the company an advantage that places it in position to give exceptional value for the price it is quoting. The Schiller is considered a valuable agency by progressive and prominent dealers throughout the country. The commercial and financial standing of the company is of the highest.

SCHLEICHER & SONS, INC.—Manufactures uprights, grands, foot and electric player-pianos. George Schleicher, Jr., president. Factory, Stamford, Conn. Main office, 105 East Fourteenth Street, New York. Branch at 1207 Broadway, Brooklyn, N. Y., 402 East 149th Street, Bronx, and 37 West Fourteenth Street, Manhattan.

SCHMID, F. R.—Established 1893 at Carthage, N. Y. Removed to Watertown, N. Y., in 1906. Output used in local business of the manufacturer.

SCHMIDT-DAUBER CO.—Incorporated. Morris Dauber, president. Manufactures the Schmidt-Dauber Co. pianos and player-pianos. Factory and offices at 444 West Thirteenth Street, New York City. The Schmidt-Dauber piano is a high-grade instrument and thoroughly reliable. It is well constructed, possessing a good tone quality. The player equipment embodies all the latest improvements.

SCHOMACKER PIANO CO.—Incorporated. Officers: President, E. F. Tibbott; vice-president, W. C. Schwamb; treasurer, J. D. Williams; secretary, W. J. McCaughan. An old-established house, identified with the manufacture of high-grade instruments, which contain a number of special patented improvements. Manufactures the "Schomacker" pianos and player-pianos at its factory, Twenty-third and Chestnut streets, Philadelphia, Pa.

SCHUBERT PIANO CO.—Main office and factory, Fifth Avenue and One Hundred and Thirty-ninth Street, New York City. Agents all over the United States. Capacity of factory, 3500 instruments per annum. Officers, Peter Duffy, president; Peter S. Duffy, treasurer; M. A. Duffy, secretary. Peter Duffy, founder and directing head of the house, has been in the piano business for over forty years. Makes the "Schubert" grand and upright pianos, the Schubert "Melodistyle" player-piano and combination electric and foot-pumped reproducing piano. The "Schubert" piano has been on the market for over forty years. It is a reliable and durable instrument, made of superior material, with good workmanship, finish and attractive case designs. In high financial and commercial standing.

SCHULZ CO., M.—Capital and Surplus, \$1,750,000. Otto Schulz, president; Emil W. Wolff, vice-president; F. P. Bassett vice-president; Frederick A. Luhnnow, secretary and treasurer. Founded in 1869 by the late Matthias Schulz in Chicago. Incorporated in 1891. Executive offices, Schulz Building, 711 Milwaukee Avenue, Chicago. Southern Wholesale Sales Office, 1530 Candler Building, Atlanta, Georgia. This company operates a group of large factories in Chicago, distinguished for large-scale production, the most economical methods made possible by skillful physical lay-out of plant, and equipped with lumber yards, drying plant and machinery unusual in quantity and quality alike. In these factories are produced the various styles of M. Schulz Co. pianos and player-pianos, including the latest Schulz products, the 5-foot grand with its equal tension scale which has been worked out on the basis of the best mathematical, engineering and acoustic principles and the M. Schulz Co. reproducing piano. The M. Schulz Co. player-piano has been on the market for twelve years and has been extensively introduced throughout the country, with immediate and uniform success. This instrument is the exclusive

product of the Schulz factories, where it was developed and perfected, and in mechanical and musical efficiency is considered to be unsurpassed. Among its features are the patented "walk-step" pedal, the sure-seat valve, the 10-point double-unit motor and the automatic music-roll centering device, which cures tracking troubles at their source. The M. Schulz Co. upright piano has grown steadily in reputation for twenty-eight years. It excels in fine workmanship and design, has a correctly drawn scale and emits a tone at once refined and musical. In tone touch and architecture it appeals to the cultivated buyer. More than 275,000 organs, pianos and player-pianos have been made in the M. Schulz Co. factories since 1869, of which 180,000 have been pianos and player-pianos. This company also makes the well-known Irving piano and player-piano, to which refer. The financial and commercial standing of the company is unquestioned.

SCHUMANN PIANO CO.—A house of excellent reputation. Makers of only high-grade pianos, player-pianos and grands. Schumann instruments are made in their factory at Rockford, Ill., where the industry was removed from Chicago in 1903. All instruments made by the Schumann Piano Co. are of one quality; all bear the name Schumann, and are backed by the 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 skilled and the materials used are the best. The tone of the Schumann piano deserves the reputation which it has won throughout the country, possessing the fine singing quality so much desired. Schumann cases are of beautiful finish and design. The Schumann piano has been honored by testimonials from many 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 finely equipped, electric power being used. W. M. Van Matre, president of the Schumann Piano Co., is a recognized expert in both the making and marketing of high-grade instruments. 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 the 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 trade-mark and the signature of W. N. Van Matre, president.

SEEBURG PIANO CO., THE J. P.—Established 1909. Reorganized in August, 1920, by the merger of the Marshall Piano Co. and the J. P. Seeburg Piano Co. Capital, \$1,000,000. Officers: J. P. Seeburg, president; W. L. Pace, vice-president; N. Marshall Seeburg, secretary and treasurer. This enterprising and successful concern has had an unusually rapid growth. It was founded by J. P. Seeburg in a small way and year by year it developed until to-day it is recognized as a leader in the line. The output includes automatic pianos, orchestrions, pipe organ orchestrions, unified organ, designed for large theaters and halls, the "Midget Orchestrion," one of the smallest automatic orchestrions made, and the "Lilliputian," the smallest electric piano made. All are made under the name "Seeburg." Since the company absorbed the Marshall Piano Co. the line includes the "Marshall" and "Marshfield" pianos and player-pianos and reproducing pianos. Beauty and originality of case designs, thoroughness of workmanship and excellence of materials characterize the product. The company's factory at 1508-1514 Dayton street, where the general offices are located, has 110,000 square feet of floor space and is one of the most complete piano plants in the Middle West. Only the most expert workmen are employed and infinite care characterizes all operations. The Seeburg product is handled by representative dealers in all parts of the United States and is also in demand in Britain, Canada, Australia, China, Japan and other foreign countries. The financial and commercial standing of the company is the highest.

SEYBOLD.—Pianos and players are manufactured by the E. P. Johnson Piano Company, of Elgin, Illinois, to which refer.

SHATTINGER.—The "Shattinger" piano is made by the Wellsmore Piano Co., to which refer.

SHAW.—This piano is manufactured by the Shaw Piano Co., and was established in Erie, Pa., over 21 years ago, and occupies a high position in the history of piano manufacture. The "Shaw" Piano is included among pianos of high grade, distinguished for reliability, for purity of tone and delicacy of touch. It is used in many musical colleges and found among the finest homes throughout the country. A Gold Medal was awarded the "Shaw" at the Chicago Exposition in 1893 for tone quality, superior workmanship and for the artistic beauty of case designs. Enthusiastic indorsements have also been received from many artists and musicians of distinction. In 1900 the entire Shaw business was purchased and is now owned and controlled by the prominent house of Charles M. Stieff, Incorporated, included among the scientific piano-makers for three generations. While excellence of mechanical construction and a high standard of manufacture have always been important factors in the "Shaw" piano, ideals of past reputation are not relied upon, and to-day the product is recognized to be superior, even more worthy of praise than ever. The firm also manufactures the Shaw Player Piano, recognized by some of the best player experts as an exceptional instrument. The Shaw Piano Co. was moved to Baltimore, Md., and the factory is now located at 1640-1642 Gorsuch avenue, under the complete management of Charles M. Stieff, Incorporated, to which refer. The main offices and warerooms are at 315 North Howard street, Baltimore, Md. Branch offices at Washington, D. C.; Hagerstown, Md.; Clarksburg, W. Va.; Lynchburg, Va.; Richmond, Va.; Norfolk, Va.; Charlotte, N. C.; Wilmington, N. C.; Philadelphia, Pa.; Harrisburg, Pa.; Pittsburgh, Pa.; Scranton, Pa.; Lancaster, Pa.; Boston, Mass., and Allentown, Pa.

SHERWOOD.—This piano is built by the Clarendon Piano Co. to meet the demand for a piano of good tone qualities, yet of restricted price. A close and careful supervision gives Sherwood pianos that durability that assures service. The manufacturers are thoroughly responsible.

SHONINGER CO., B.—An old established, reliable concern. Has two large plants at New Haven, Conn., where it manufactures the "Shoninger" piano. Incorporated in 1865. Alexander S. Shoninger, president and treasurer; William B. Ragland, vice-president and secretary; Walter C. Mallory, assistant secretary. Makes uprights, grands and player-pianos. The concern has gained an established reputation for the reliability and excellent quality of its instruments. Capacity of factory, 5,000 pianos per year. Obtained awards at Paris International Exhibition in 1878 and Rotterdam World's Fair in 1883. The "Shoninger" pianos have received the indorsement of many prominent musicians. Executive offices and piano showrooms, 509 Fifth avenue, New York City. Factories, 511-513 Chapel street, 97-121 Chestnut street, 60-62 Franklin street, New Haven, Conn. In highest commercial and financial standing.

SINGER PIANO MANUFACTURING CO.—A division of the Steger & Sons Piano Manufacturing Company, to which refer. Manufactures the "Singer" piano, a musical and reliable instrument. Established 1884. Factories at Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet. General offices and warerooms, Steger Building, northwest corner Wabash avenue and Jackson boulevard, Chicago. "Singer" pianos and player-pianos are characterized by evenness and richness of tone, durable construction and attractive case designs. These instruments are noted for the good workmanship and carefully selected materials used in their construction. They are sold under a strong guarantee. The "Singer" is one of the recognized leaders among moderate-priced pianos and is successfully handled by many of the leading dealers throughout the country. The "Singer" player-piano is a combination of the "Singer" piano with a very dependable player mechanism and is durable and reliable. Capacity of factories, 15,000 a year. The financial standing of the company is unquestioned.

SMITH, BARNES & STROHBER CO.—One of the largest piano manufacturers in the United States. General offices: No. 1872 Clybourn avenue, Chicago; factories,

Chicago and North Milwaukee, Wis. C. A. Smith, its founder, was one of the pioneer manufacturers of the West, and established the business in 1884. In 1891 the business was incorporated as the Smith & Barnes Piano Co. In 1903 an immense factory was acquired in North Milwaukee, Wis., more than doubling the manufacturing capacity. In 1907 the Strohber Piano Co. was absorbed and the name changed to Smith, Barnes & Strohber Co. This concern has a capital and surplus of over \$2,000,000. President, C. H. Smith; first vice-president and secretary, Dr. J. R. Wolfenden; second vice-president, E. M. Eastman; third vice-president, George P. Elbert; treasurer, H. W. Egeland. The present capacity of the two factories of this company is over 15,000 pianos annually. Make the "Smith & Barnes," the "Strohber," the "Hoffmann," the "Willard" and the "Lessing" pianos. Both plants are thoroughly equipped with the most modern machinery and labor-saving devices, with a highly organized force of skilled workmen, well managed. All of these advantages enable them to build high-grade pianos under the most economic conditions. This company owns and controls both factories, surrounding grounds and switch tracks, and the personnel and organization of the house is widely known for its energy and efficiency. The financial and commercial standing and business integrity of the concern is of the very highest. The Smith & Barnes piano is a strictly first-class instrument of the highest grade; the scale is very carefully and accurately drawn; it has a superior tone quality; it is manufactured in a great variety of cases, in artistic designs and superior finish. The "Smith & Barnes" was originally placed on the market in 1884 as the "C. A. Smith," and changed to "Smith & Barnes" in 1891. Under both these names thousands of pianos are giving testimony to their surplus worth, and music merchants in every State, and many abroad, enthusiastically recommend and indorse these favorably regarded instruments. Their sale for export is largely and steadily growing. The Smith & Barnes player-piano is also popular.

SOHMER & CO.—This famous house has been making the Sohmer piano for nearly fifty years, the first piano having been built in 1872. The head of the house, Harry J. Sohmer, is the son of Hugo Sohmer, the founder. He is not only thoroughly trained in the art of building fine pianos, but in the wonderful tonal ideals which have become a family tradition, and distinguish the Sohmer pianos among the most artistic of world renowned makes. The institution is Sohmer throughout: Sohmer owned, controlled and operated. The process of building and developing the Sohmer piano is under the direct and personal supervision of H. J. Sohmer. Associated with him are his cousins, Frank J. Sohmer and Paul Sohmer, the latter being factory superintendent. The combined services of these three members of the Sohmer family is sixty-six years devoted to the Sohmer piano, and evidencing the experience and knowledge back of the present product. The Sohmer piano has the unique distinction of having won its fame on merit alone, without the usual aids of subsidized artists or professional exploitation. How great is this achievement is manifested by the fact that there are more Sohmer pianos in use in Greater New York—the world's greatest music center—than any other artistic make. Sohmer & Co. make a complete line of grands, uprights and player-pianos. The uprights are distinguished for the remarkable quality of their tone, which is unusually powerful for an instrument of upright construction. Sohmer player-pianos are both foot-pedalled and electrical, the latter being the well-known "Welte Mignon (Licensee) Players." Sohmer Grands are made in four sizes, Concert, Parlor, Baby and Cupid, the latter being the copyrighted trade name for the Sohmer small Grand. This Grand is remarkable for the volume and resonance of its tone, despite its diminutive size, being only five feet four inches long and four feet five inches wide. Its perfect symmetry of form and the extraordinary quality of its tone result from the agraffe bridge construction, a patented feature of Sohmer tonal development. The Sohmer factory is located at Astoria, L. I., and is one of the largest high-grade manufactories. It is thoroughly modern in equipment. The methods and appliances used are adopted solely because they are the best methods and appliances for producing the extraordinary standard of constructional excellence that characterizes the Sohmer piano. Sohmer and Co. have completed a mag-

nificent new building at 31 West 57th street, New York, to house their remarkable retail business, and their executive offices. The entire six floors of the building are devoted exclusively to Sohmer uses. The building is in the heart of New York's newest, most exclusive shopping district. Every facility in modern equipment and the most exquisitely artistic surroundings have been provided as a background to display the tonal qualities of the Sohmer. Capital, \$400,000. Capacity of factories, 2500 instruments per year. Obtained awards at the Philadelphia Centennial in 1876, Montreal in 1881, World's Fair, Chicago, 1893, and San Francisco, 1894. The Sohmer Piano contains many valuable and ingenious inventions, as well as all the standard improvements to be found in instruments of the highest grade. These instruments have always been noted for the highest grade of workmanship and the utmost conscientiousness in the use of only the finest and best selected materials and the most skilled labor. The Sohmer tone is a tone of marvelous singing quality; a tone that rejoices the heart of the musician. Its possibilities of coloring are as limitless as the spectrum; the delicacy of the pianissimo effects, the power of the fortes, the fact that the sweetness and sympathetic quality of the tone remains whether one plays delicately or forces the instrument to its utmost possibilities proclaims it the masterpiece of the piano building art. In recent years this distinguished and enterprising house has established a special department in its plant for the manufacture of art-case pianos. This department, which is one of the highest artistic standard, employs the services of designers and artists of the first rank. The concern makes the Sohmer piano, and only the Sohmer, and makes it with only one consideration, to produce an instrument of highest artistic rank. Commercial and financial standing unquestioned.

SOLO CAROLA INNER-PLAYER.—The new Solo Carola embodies a mechanism by which both solo and accompaniment notes can be struck either independently or simultaneously throughout the entire eighty-eight notes of the keyboard. This notable achievement was the result of eight years of continuous study and experimentation by an able group of experts. The difference which the observer first notices is the new solo tracker board. Extending above the regular orifices in the tracker board are eighty-eight long openings. These give independent solo control to every note on the keyboard, and without increasing the length of the tracker by a fraction of an inch. The mechanism produces a solo note with an intensity many times greater than the accompaniment and as many times greater as the one playing desires. And all this on an air pressure so low that an ordinary player would not even produce a tone. There are no complicated levers to operate. It plays not only the Solo Carola roll but in addition any standard eighty-eight note roll. This mechanism is installed in the Conover Carola Inner-Player, the Carola Inner-Player and the Euphona Inner-Player. See The Cable Company, elsewhere in this issue.

SOLO-CONCERTO.—Trade name used on player-pianos manufactured by the H. C. Bay Co., to which refer.

SOLO EUPHONA INNER-PLAYER PIANO.—This instrument is a further development of the Euphona Inner-player piano (see above). In addition to possessing all of the musical and mechanical features of the Euphona Inner-Player, it is equipped with the Solo Carola device (see Solo Carola Inner-Player), whereby it is enabled to accent any note or chord anywhere upon the keyboard. Made in its entirety in the factories of The Cable Company, to which refer.

SOLOTONE.—This is a player-piano, which is a combination of the Schaff Bros. piano and a player mechanism and which enables the operator to read his own interpretation into any player roll. It has a number of exclusive features. Made by Schaff Bros. Co., to which refer.

SPECTOR & SON PIANO CO., INC.—Manufacturers of the Spector & Son pianos and player-pianos. Joseph Spector, president; Isidor Spector, treasurer and secretary, factory located 281-3 East 137th street, New York City. After having been engaged in the retail piano business and having sold thousands of instruments of the better grade, they have been enabled to obtain the exact knowledge of the wants of the critical purchaser. They have succeeded in making pianos of a high

grade, and of sweet and lasting tone. The concern is in good financial and commercial standing.

SPIES.—Manufactured by Kohler & Campbell, Inc., Fiftieth street and Eleventh avenue, New York City, who control the name and assets of the Spies Piano Co.

STADIE & SONS.—Office and manufactory at 2409 Third avenue, New York, N. Y. Make upright and player-pianos.

STARCK PIANO CO., P. A.—Manufacturers of the "Starck" upright, grand and player-pianos. Incorporated. Capital and surplus, \$3,500,000. P. A. Starck, president; P. T. Starck, treasurer. Factory and executive offices, Chicago, Ill. Has branch stores. The "Starck" piano is a strictly first-class make, classified among the best grades in the market. President Philip A. Starck, after years of practical experience, began the manufacture of pianos in Chicago in 1891. Under his direction and that of P. T. Starck, his son, the business has made a phenomenal growth which has necessitated the erection of one of the largest and most complete piano factories in the country, with 410,000 square feet of floor space. The company maintains its own capacious lumber yard and its own modern up-to-date dry kilns. The greatest care is exercised in constructing its instruments, both in the quality of materials and the process of manufacture. Many distinctive features of construction have been incorporated in the piano, among them being the "Starck bent acoustic rim" in the sounding board. The piano is distinguished for its superior tone quality, delicacy of action, great durability and excellence of finish and design. The Starck player-piano is the result of many years of experiment, and is of a high order of excellence. The mechanism is simple and effective. The player action is fitted with patented tracker device. The Starck Reproducing Auto De Luxe Welte-Mignon grand or upright piano is the highest type of electrically operated instrument. The tone quality is excellent, and the modulations, phrasing and interpretations of the pianist are reproduced with absolute fidelity. The Starck grand piano is five feet long and is of full agraffe construction. The scale is well balanced. This grand possesses fullness of volume and carrying power, with excellent singing quality of tone. It is used in many colleges and music conservatories throughout the country and is indorsed and used by many leading artists of the world. Executive offices and warerooms, Nos. 210-212 South Wabash avenue, Chicago. Financial and commercial standing of this company is unquestioned.

STARR PIANO CO., THE.—While past history has but indirect bearing upon the present status of the piano industry, it is significant that one of the first factories to engage in the piano business west of the New England States is now among the largest and most complete among similar institutions to-day. The organization of The Starr Piano Co., in 1872, represented the co-operative effort of men who individually had long been associated with the piano industry both in this country and abroad. Thus they stood as pioneers in this great section of the central West which to-day produces by a wide margin the greater per cent of the world's supply of pianos and player-pianos. To James M. Starr, a man of exceptional foresight and business acumen, credit must be given for first realizing on the great benefits of centralized supply and distribution. Mr. Starr and his brother, Benjamin Starr, were not only sincere students of tone production, but successful business men of high character. Their untiring effort and zeal in the upbuilding and maintenance of an uncompromised ideal formed the foundation upon which the superstructure of the Starr organization has been built. Among their earliest business affiliations was a firm of piano merchants of which Henry Gennett was at the head, who were destined to exert a great influence upon the future of this company. This culminated by Mr. Gennett purchasing a strong interest in the firm and assuming its management. It is from the time of this union that The Starr Piano Co. assumed national importance. With abundant capital, the plant was increased as demand required, machinery of improved design was installed and a more definite effort made to further advance the quality and prestige of the Starr product. To-day Mr. Gennett, ably assisted by his three sons, and surrounded by a corps of trained lieutenants, is carrying on this work. The Starr factories are unique, not alone in size, although one of the largest, but more especially in the complete and efficient manner in which all the work is

done. It has been found that Starr quality demands thoroughness to the most minute part, which has necessitated a gradual growth of the plant until every component part of their product is the work of this one organization. This feature is particularly valuable in the building of the Starr made player, and to it may be attributed much of the success of this instrument. To accomplish this a plant of unusual proportions has been built, covering approximately thirty-five acres with 384,643 square feet of factory floor space—well lighted, well ventilated, uncrowded rooms. The grounds are appropriately plotted in flower beds and shrubs, a beautiful setting for an organization much less commercial than a piano factory. In the lumber yards material for future instruments is now seasoning under the observation of specialists, later to go to the large dry kilns, before fulfilling its object. The desire of the Messrs. Gennett for a plant of maximum and economic efficiency has prompted them to develop and install a mechanical equipment of the most modern type. The line of instruments manufactured comprises more than twenty-five styles, widely varied in design and finish, to please all. A unique department of this factory is the production of special cases, either in design or finish, oftentimes to match a special suite of furniture. A distinct style is the Minum Grand, a small grand reduced in size only. The tone of the "Starr" has elicited words of highest praise from musicians. The bass is true, the middle registers deep and resonant and the treble clear and free from all overtones. The many prominent musical institutions using the "Starr" exclusively for this most severe use is the strongest possible testimonial to the exceptional durability of the "Starr." More than 500 of the largest schools throughout the country have purchased this piano for their equipment. The workmen are intelligent men, whose every interest is centered in the "Starr" and who are devoting every energy toward maintaining the high standard demanded in this piano. The weekly payroll includes more than 1,000 at the factory alone, exclusive of a large selling force. Henry Gennett, president, is ably assisted in the herculean task of conducting this enterprise by Harry Gennett, vice-president; Fred Gennett, secretary, and Clarence Gennett, treasurer, who are in turn served by a corps of 100 assistants at the executive office. The central location of the factories at Richmond, Ind., makes possible the most economic distribution, and to complete the Starr service sales-rooms have been established at Akron, Birmingham, Boston, Connersville, Chattanooga, Chicago, Cincinnati, Cleveland, Dayton, Detroit, Elyria, Evansville, Hamilton, Hartford City, Indianapolis, Jacksonville, Kansas City, Knoxville, Los Angeles, Mansfield, Middletown, Montgomery, Nashville, New York, Pensacola, Portland, Richmond, San Francisco, Springfield, Toledo and Zanesville. From these main distributing points agencies and branches have been established in practically every locality. The foreign trade has recently advanced by rapid strides until it now represents a goodly portion of their business. At Los Angeles headquarters for the Pacific Division are maintained, which greatly facilitates the dispatch of business along the Pacific Coast States. Highest awards have been received at the Cincinnati Industrial Exposition, 1880; the World's Columbian Exposition, Chicago, 1893; Tennessee Centennial Exposition, 1897; St. Louis Exposition, 1904; Alaska-Yukon-Pacific Exposition, Seattle, Wash., 1909; the National Conservation Exposition, Knoxville, Tenn., 1913, and the Panama-California Exposition, 1915 and 1916, which granted both the gold medal and grand prize on pianos and player-pianos. The Starr player mechanism is built by The Starr Piano Co., under patents held by them, and offers unity in quality and effect. Both the piano and player mechanism are designed and executed in one plant. There are two general types of player action, the pneumatic and divided hammer rail control, but only one standard of construction, which is the highest. Each piano and player-piano, including the player mechanism, is guaranteed unreservedly for a term of five years. In mechanical excellence, ease of execution and accessibility for regulation, this instrument offers many obvious advantages.

STECK & CO., GEORGE.—Incorporated. H. B. Tremaine, president; E. S. Votey, vice-president; W. V. Swords, vice-president; F. W. Hessin, treasurer; H. B. Schaad, secretary; A. McDonnell, assistant treasurer. Directors: H. B. Tremaine, E. S. Votey, W. V. Swords, Geo. D. Beattys, H. B. Schaad, F. W. Hessin and F. L.

Young. Manufacture the renowned "Steck" piano, recognized as one of the few strictly first-class artistic makes in the country, of international reputation. Its extensive factories are at No. 605 East One Hundred and Thirty-second street, New York. The general offices and salesrooms are in Æolian Hall, Nos. 29-31-33 West Forty-second street, New York. Business established in 1857 by George Steck, the distinguished piano-maker and scientific expert. Incorporated 1884. Make uprights and grands. Capacity of factory, 2,500 pianos a year. Name on all instruments, "George Steck & Co." Obtained gold medals at Vienna in 1873 and an award at the Philadelphia Centennial in 1876. Did not exhibit at Chicago in 1893. George Steck, the founder of this house, was a distinguished inventor. His aim was ever to manufacture an instrument of the highest possible excellence. He carried out his purpose through a long career. The maintenance of this standard is one of the many distinguishing features of the "Steck" firm. In the field of tone and sound production this house has always held high rank. The "Steck" scales have become noted for their construction on acoustic and scientific principles. The tone of the "Steck" pianos has always been distinguished for its grand volume, delightful singing and sympathetic quality, great carrying power, brilliancy, purity and wonderful durability. The "Steck" grands have always been immensely popular, and are a standard of construction and conscientious workmanship. They have won the approval of such noted authorities as Richard Wagner, Franz Liszt, Wilhelmj, Mme. Lucca, Sofie Menter, Sir J. Benedict, Mme. Essipoff, and others of equal distinction. The "Steck" pianos have also made a unique record in leading schools and academies. Their reliability is unsurpassed. Represented all over the country by prominent dealers. During recent musical seasons this house has shown great enterprise in advertising the indorsement of the "Steck" piano by Richard Wagner, who is understood to have composed "Parsifal" on his "Steck" grand. In 1904 this old-established and renowned house was absorbed by the Æolian, Weber Piano & Pianola Co., to which refer, a corporation of international renown and standing, and a leading factor in the musical industries of the world. Financial and commercial standing unquestioned.

STECK-PIANOLA.—This instrument, made by George Steck & Co. and the Æolian Co., to which refer, is an artistic player-piano of highest grade. It consists of a combination of the "Steck" piano with the "Pianola" interior player, and embodies the pneumatic principles of the renowned "Pianola" in the artistic "Steck" piano, which is thereby made a self-playing instrument.

STEGER & SONS PIANO MANUFACTURING CO.—Incorporated. Manufacture the well-known "Steger & Sons" grand and upright pianos, player-pianos, player-grand pianos, the "Steger-Melostrelle" electric player-pianos and also "Steger & Sons" phonographs. Established 1879; incorporated 1892. C. G. Steger, president; Charles E. Byrne, secretary and treasurer; Henry J. Burbach, assistant treasurer; Edward H. Jahnke, assistant secretary. The extensive factories of the company are located at Steger, Ill., where the Lincoln and Dixie Highways meet, twenty-nine miles from Chicago on the Chicago & Eastern Illinois Railroad. The model town of Steger was founded by the late John V. Steger to provide an exclusive manufacturing center for the Steger line of instruments. Steger occupies a tract of 1500 acres, in the heart of one of the best sections of Illinois. This land was purchased by the company some years ago and the building of the town immediately followed the purchase. To-day the majority of the workmen in Steger own their own homes, which were built by the company and sold to the workers at cost on an easy installment plan. The homes are commodious and modern and the air of progressiveness is found everywhere in the little city. The workmen all participate in the management of municipal affairs, thereby assuring the greatest good to the greatest number. The school system, fire department and other branches are exceptionally efficient. Steger & Sons have never had to contend with strikes or other labor difficulties at their great factories, thanks to the interest the company has always taken in the welfare of employees. Years ago the company adopted a policy which was designed to place the "Steger & Sons" piano among the accepted leaders in the American piano industry. This policy has been rigidly

adhered to and the result is that the "Steger & Sons" is to-day recognized as one of the accepted leaders. It is distinguished for uniform tonal excellence, fine elasticity of action, exceptional beauty of design and great durability. The company's plant is one of the most modern in the world, and from the selecting of the materials that enter into the "Steger & Sons" to the last finishing touches to the handsome cases, the utmost care is exercised. Time is not reckoned in this product. The one thing insisted upon is that the instrument be made right, regardless of expense or time. And the result of all this is a piano which takes its place among the best and which has won the fullest indorsement of great musicians. Many of the most prominent and progressive dealers of the United States have been appointed to represent the "Steger & Sons" and are winning enviable success with it as a leader. The piano is found in leading musical colleges, conservatories, educational institutions, and prominent hotels of the country, as well as in thousands of artistic homes. The creating of thoroughly artistic designs has been a feature with this company from its inception. To this end a special art department is maintained, employing noted experts. A notable contribution by Steger & Sons to the upbuilding of Chicago is the magnificent Steger Building, located at the northwest corner of Wabash avenue and Jackson boulevard—the center of Chicago's Piano Row and one of the most important commercial sites of Chicago. This building is nineteen stories high and is one of the finest commercial structures in the United States. It cost about \$1,000,000 and has special engineering features, equipment and appointments of excellence. The financial standing of the company is the highest. General offices and warerooms, Steger Building, northwest corner of Wabash avenue and Jackson boulevard, Chicago, Ill.

STEHLE, WILLIAM.—Factory at Nos. 1004-1006 West Lexington street, Baltimore. Established 1886. Uprights only. His pianos are considered reliable and durable.

STEINERT & SONS CO., M.—Factories, Boston and Leominster, Mass. The Steinert grand and upright pianos are manufactured for both the wholesale and retail trade by M. Steinert & Sons Co. Established in 1860 and long distinguished in the trade as manufacturers and retailers of only the highest grade instruments, this house is recognized as the foremost musical instrument house of New England. The Steinert piano is the culmination of years of earnest endeavor on the part of Alexander Steinert, the head of this well known house, together with his brothers, Albert M. and Rudolph and his son, Robert S. Steinert. The factory organization, made up as it is of high-grade workmen, makes a standard for the production of pianos of exceptional merit. The material used in building the Steinert piano is of the highest quality obtainable, and only the finest veneers and well-seasoned woods enter into its manufacture. The Steinert piano is sold all over the world, and especial care and foresight are given to its durability, that it be unimpaired under any varying atmospheric conditions and temperature. It is sold by many of the recognized leading retail dealers in the United States. Many prominent musicians have purchased Steinert pianos for their personal use, prominent among whom is Mary Garden, who is most enthusiastic in her praise of "its beauty of tone" and "of its depth of tone." The capital invested in this firm is over \$1,500,000. Albert M. Steinert, president; Rudolph Steinert, vice-president; Robert S. Steinert, secretary; Alexander Steinert, treasurer and general manager. The financial and commercial standing of the company is unquestioned.

STEINWAY & SONS.—This most illustrious, old-established and world-renowned house is intimately associated not only with that development of the piano industry in the United States which has made it pre-eminent among nations, but with the growth of musical taste and intelligence the world over. The Steinways have been scientific and practical piano-makers for three generations. The family originally came from Germany, where the first "Steinway" piano was made. The founders of the present house, on their arrival in this country worked in the principal piano factories in New York for several years, and then, on March 5, 1853, seeing the opportunity before them, Henry E. Steinway and his sons, Charles, Henry Jr., and William, to whom were later added Albert and Theodore, started in a rear house on Varick street, a business which has since carried its own fame and that of the American pianoforte into every quarter of the globe. It is scarcely possible

to give any adequate idea of the indomitable energy, perseverance and pluck as well as genius that were called into play to reach this result. Henry E. Steinway, the grandfather of the present members of the house, was an organ builder, and later took to making pianos. As early as 1839 he exhibited a grand, a three-stringed and two-stringed square piano at the State Fair, at Brunswick, Germany, and won a prize medal. The very first year after the firm had started in business in New York "Steinway" pianos obtained distinguished recognition at the Metropolitan Fair, held in Washington, D. C. Since then their progress has been a series of triumphs. Up to 1862 they had taken no less than thirty-five first premiums at the principal fairs in this country. In that year they were awarded the first prize medal at the International Exhibition in London. Five years later the International Jury at the first Paris Exhibition conferred upon them the first of the Grand Gold Medals of Honor. It was at this exhibition that the Steinway system of piano construction received such general recognition by the greatest critics that it has been accepted as "standard" ever since and been taken as a model by piano-makers in this country as well as in Europe. At the Philadelphia Centennial Exhibition, in 1876, the firm received a double award. This was followed in 1879 by another double award at the World's Fair, Sydney, Australia. Six years later, at the International Inventions Exhibition, in London, the house again obtained the highest award, which was supplemented by the Society of Arts, London, conferring upon it the Grand Gold Medal. These honors and distinctions were emphasized at various times by the appointment of the firm as piano manufacturers to the prominent Courts of Europe. The highest honors were also bestowed by the leading scientific and musical societies of Europe upon the late William Steinway, whose death, in 1896, was so universally lamented. In the world of music itself the instruments of the house won recognition from the most distinguished composers, virtuosi, musicians and teachers. Richard Wagner described his "Steinway" grand "as a noble work of art," and added that he knew nothing that could compare with the perfection reached by the Steinways in pianoforte building. Franz Liszt asked to be permitted to add his homage, and wrote a special composition to illustrate their tone-sustaining pedal. Anton Rubinstein declared their instruments to be "unrivaled," and Hector Berlioz, while admiring their "splendid sonority," expressed his views of the indebtedness all artists were under to the house for the introduction of improvements of supreme value. To an infinite number of similar testimonials, Ignace Jan Paderewski added his declaration that the "Steinway" grand he used had been "an inspiration" to him on account of "the grandeur, power and ideal beauty of tone" and the "absolute perfection of touch and mechanism." Pages could be taken up with the patent improvements invented by Steinway & Sons. Among the principal are: Their method of agraffe adjustment, their application for over-stringing in grands, which they later applied to uprights; their "resonator," their duplex scale, their new system of "scaling," their cupola metal frame, which was approved by that greatest authority on acoustics, Helmholtz. One of their improvements, patented in 1895, is their grand metal string frame with Capo d'Astro bar, by which grand pianos with their beautiful tonal qualities are reproduced in upright form. The manufacturing facilities of the house are unexcelled, with extensive and complete plants at Steinway, Long Island, New York City. These factories are unsurpassed in extent and in their capacity for scientific piano-making of the highest possible standard. In these various factories all parts of the instrument, including even those of metal, are made, a feature that distinguishes the house from others. It may be said of Steinway & Sons that they won recognition from the start, that their record has been one continuous advance on the lines of the highest ideals, and to this very day they are as much in the van of progress as ever. The house's work in the cause of art and of musical education, especially the labors of the late William Steinway, have crowned it with honor. It has been and is a leading factor in the musical development of this country. Its enterprise and liberality are proverbial. In 1876 the business was incorporated. Its capital stock is \$4,000,000. Frederick T. Steinway is president; Henry Ziegler, vice-president; F. Reidemeister, treasurer, and N. Stetson, secretary. These gentlemen and Theodore Casseber constitute the directorate of the house. Mr. Ziegler, who is a

grandson of the founder of the house, has won international reputation as a scientist and acoustician of the highest rank. He, of course, is also an expert practical piano-maker (as are all the Steinways). Mr. Ziegler is ably assisted in his work by Theodore E. Steinway. The concern has branch houses at Hamburg and Berlin, Germany, and London, England, which are under the general supervision of William R. Steinway, who divides his time between them. They also have branch houses at Cincinnati, Columbus and Dayton, Ohio; Charleston and Huntington, W. Va., and Indianapolis, Ind. Capacity of factories, 7000 pianos per annum. They have made up to date over 200,000 instruments. Of recent years this house has made a feature of its business the development of the artistic in piano-case construction, not only in the way of special designs for individual pianos, for which the carving has been done by renowned artists, but has also paid particular attention to bringing out instruments which are "works of decorative art," having hand-painted designs by artists of the highest distinction. In 1909 an arrangement was made between Steinway & Sons and the famous Aeolian Co., to which refer, whereby the Steinway-Pianola piano is now manufactured. The late Charles H. Steinway, former president of the company, and of the third generation of Steinways, was a business man and a financier as well as a piano-maker of the first rank. He had been honored by the French Republic, which through its president, M. Loubet, decorated him with the Cross of the Legion of Honor. In December, 1906, the late Shah of Persia decorated him with the Imperial Order of the Lion and the Sun, of the first class. Several direct descendants of its founder are to-day devoting themselves to the service of the house in various departments. Financial and commercial standing of this house absolutely unquestioned.

STEINWAY-PIANOLA PIANO.—This player-piano, introduced to the public in January, 1910, incorporates within the Steinway piano the Pianola player mechanism. It is a combination of the most famous piano and the most famous player mechanism, and as such has given increased impetus to the player trade throughout the world, and at once won unequivocal recognition as possessing the highest artistic excellence. The Aeolian, Weber Piano & Pianola Co. is the sole factor, wholesale and retail, for the Steinway-Pianola piano.

STERLING CO., THE.—One of the largest, most successful and popular piano manufacturing concerns in the United States. Incorporated. Make the "Sterling" piano, "Sterlitone" player-piano, and the "Sterling" player-piano, at its extensive and finely equipped factories, Derby, Conn. This business was started in 1866. Capital, \$420,000. Surplus now over \$500,000. Capacity of factory, 8000 instruments per year. The "Sterling" pianos are sold all over the country by the most responsible and enterprising dealers. They have always enjoyed a wide popularity for their excellent tone and tested reliability, and are regarded as among the most attractive and salable instruments made. Contain all latest improvements and are thoroughly up to date. Commercial and financial standing unquestioned. The Sterling player-piano consists of the "Sterling" piano with the "Sterling" interior player, manufactured by the Sterling Co. at the factories, Derby, Conn., which together form a self-playing piano which embodies the principles of the "Sterling" piano-player built into the well known "Sterling" piano. The Sterlitone is a popular, high-grade player-piano, made by the Sterling Co.

STIEFF, CHARLES M., INCORPORATED.—One of the oldest and most reputable concerns in the piano industry, with a national reputation, always included among the artistic piano makers. General offices, Baltimore, Md. Officers: George Waters Stieff, president; Frederick P. Stieff, Jr., vice-president; S. P. Walker, treasurer and general manager; C. J. Roberts, secretary and assistant general manager; Charles J. Gross, general superintendent of factories; and Samuel K. Dennis, general counsel. The business is absolutely owned and controlled by the third lineal descendants of Charles M. Stieff, the founder—George Waters Stieff, president; Frederick P. Stieff, Jr., vice-president, and Mrs. Stewart Parker Elliott, nee Miss Florence Stieff, a director. In the early history of this country Baltimore was a most important center wherein creations of industry and art, later to engage and hold the attention of the world, had their birth. Especially did the instrument makers of that time take a notable part in creating a desire for good music and developing the piano-

forte business in America. Makers of musical instruments at that time were almost invariably accomplished musicians as well as highly skilled artisans. Of such type was Charles M. Stieff, founder of the house of Stieff, creator of the Stieff piano. Born in Wurtemberg, Germany, in 1805, he received a classical education there and became a renowned teacher of music as well as of both ancient and modern languages. Attracted by the opportunities of the New World, he came to America at the age of 26. On his arrival, being called to the leadership of the choir of the old Haespert Church of Baltimore and the professorship of music and ancient and modern languages in Haespert School, Mr. Stieff became identified prominently with the musical and cultural life of Baltimore. Through his activities he became interested in the importing and manufacturing of pianofortes, which in America was an undeveloped business, and in 1852 imported the first pianoforte from Germany, establishing regular warerooms on Eutaw street. Believing the future had great opportunities for pianoforte manufacturing, Mr. Stieff returned to Europe in 1852 to study the methods of the leading makers of the Old World. Upon his return to Baltimore his older sons were admitted into a partnership in the manufacture of the Stieff piano. The Stieff policy always has been to produce the best piano regardless of cost, and it has been the firm conviction of the house that the personal element entered largely into the production of a fine piano. This idea being maintained from the time of the manufacture of the first instruments, the Stieff piano is one of distinct individuality. The employees of the firm always have been selected with the utmost care, being retained as long as mutually advantageous, thus creating and maintaining a permanent working force in harmony with the ideals of the house, pursuing this policy in employing the descendants of the original workmen, their grandsons being employed happily and profitably at present. Charles J. Gross, son of the late Jacob Gross, the original superintendent, succeeded to his father's position, which he has occupied for the past thirty-seven years, having as his assistant Herman Keuchen, one of the few truly master technicians and scale draftsmen of the present day. Having a floor area of more than 110,000 square feet, equipped with every modern appliance, the Stieff factory is a model plant. Although the Stieff piano is distinctly the personal product of skilled draftsmen, the workmen have every modern mechanical appliance that can be used safely. Extreme care has to be exercised in the adoption of machinery, lest in the desire to reduce manufacturing time or cost the individuality and artistic qualities of the product be sacrificed. Every new method, every new piece of machinery, every result is tested and tried in the Stieff factory and proved satisfactory long before the finished product is given to the public. Only through such care has the house of Stieff been enabled to give the public a thoroughly reliable and artistic product. Immense supplies of high grade, rigidly tested materials are kept constantly in every department. All Stieff pianos are of the same grade, the difference in prices being governed only by the type, size, exterior design and finish. All have the scientifically designed full metal frame of such strength as to withstand a combined string tension of approximately 35,680 pounds, the tension of each plain string ranging from about 140 to 160 pounds, according to its location, and the tension of the bass strings averaging about 170 pounds each. No expense or care is spared to insure every Stieff piano being an artistic instrument in every respect and one that will meet every requirement of the artist or the home and actually last a long lifetime and grow old gracefully. The modern tendency has been to decrease the size of the smallest for the convenience of the average home and apartment, and to increase that of the largest for concert and recital halls, theaters and stadiums. Consequently, the Stieff "Petit" Grand, a comparatively late product, and one of the pioneers of the small grand, is 5 feet in length, replacing the "Baby" grand. The modern Stieff "Concert" Grand measures 8 feet 11½ inches. Similarly, the modern Stieff "Artist" Grand has replaced the old "Parlor" Grand, being 6 feet 2¾ inches long. These modern grands of Stieff manufacture have met with great success. The "Concert" Grand has a remarkably even scale, rendering flawless a tone in which are blended perfectly the mellowness of choicest woods with the clear brilliance of bell metal. This famous "Stieff tone" has done more to add to the prestige of the name of Stieff

than any other single achievement in recent years. The Stieff Upright has been thoroughly indorsed by schools, colleges and conservatories as by individuals, and appreciated wherever discrimination in musical taste prevails. Charles M. Stieff, Inc., have succeeded in making as a permanent style a solid mahogany case. Following its customary course the company has adopted the foremost inventions and scientific improvements in the field of the pneumatic player-piano and is to-day manufacturing these instruments in both uprights and grands. The Welte-Mignon, the reproducing action adopted for the Stieff piano, was in use and operation as far back as the time of Eduard Grieg, and through the modern adoption of the basic patents of this marvelous action reproductions of the actual performance of masters long since dead can be heard. Among the numerous honors awarded have been at Philadelphia in 1876, when the Prize Medal of the Centennial Exposition was conferred; at the Jamestown Exposition, when the Stieff was adopted as the official piano, and at the Paris Exposition in competition with the world's leading makes. The firm moved its general offices and Baltimore warerooms the spring of 1920 into its modern quarters at 315 North Howard street, one of the most modern and completely appointed homes for a musical industry in this country. The building is six stories high, covering 25 x 167 feet. The front is of white marble, with Italian Bresche Violette columns. The public lobby in connection with the main entrance on Howard street serves as a general reception room and a foyer to the concert hall. It is spacious and of pleasing proportions, and the treatment in paneled walls and mirrors and groined ceilings suggests some of the best types of the eighteenth century period, notably the famous Hotels de Soubises et de Rohan in the Vieille rue du Temple, Paris. Beyond the foyer is a stair lobby leading to a balcony which overlooks a concert hall with a seating capacity of 300. Although acoustic properties always are a gamble, fortune smiled on Stieff Hall, as no more perfect can be found. This hall now supplies a long-felt want to the music lovers of Baltimore. It is used not only for recitals sponsored by the house of Stieff, but for many other musical and cultural purposes as well, thus adding distinctly to the artistic life of the community. Long experience has shown that the best service can be given the public through the company's maintenance of its own stores, and a limited number of carefully selected agencies in such cities as New York, Landay Bros., 23 West Forty-second street; Chicago, Meyer & Weber, 120 South Wabash avenue; Havana, Cuba, Eduardo Odio; Tokyo, Japan, the Kyoyeki Shosha Music House, Purveyors to the Imperial Household, and others. Retail branch stores are maintained as a part of the company's organization in the following cities: Boston, 146 Boylston street; Pittsburgh, 632 Smithfield street; Scranton, 513 Lackawanna avenue; Harrisburg, Pa., 24 North Second street; Norfolk, Va., 436 Granby street; Richmond, Va., 117 West Broad street; Lynchburg, Va., 716 Main street; Charlotte, N. C., 215 South Tryon street; Philadelphia, 1717 Chestnut street; Allentown, Pa., 955 Hamilton street; Clarksburg, W. Va., 201 West Pike street; Hagerstown, Md., 50-52 South Potomac street; Wilmington, N. C., 208 Princess street; Lancaster, Pa., 109 East King street. Each branch store is controlled by a branch manager as executive, and has an adequate office force, sales force and repair department.

STORY & CLARK PIANO CO.—Make Story & Clark pianos, player-pianos, reproducing pianos and grand pianos. Incorporated. Capital and surplus, \$4,000,000. Officers: E. H. Story, president; H. L. Story, vice-president; F. F. Story, vice-president and treasurer; E. M. Love, secretary. The house was founded in 1857; has been continuously in business ever since and is one of the oldest houses in the country. Story & Clark pianos have won a splendid reputation for superior tone quality as well as individuality, richness and beauty of case. The house is exceptionally progressive, using in the production of its goods every practical improvement of value in piano building. Only the highest quality of workmanship and material is employed in the manufacture of Story & Clark instruments. Story & Clark pianos have been used and highly indorsed by some of the world's leading music artists. The officers of the company have had a life-long experience in the piano industry and the heads of the various departments at the factory—the men

in whose judgment rests the final inspection and tests of the different parts of each instrument which they have constructed—could almost be called Music Masters, so well do they know the exacting elements necessary to produce a beautiful tone and the exacting standards of Story & Clark to get that result in every instrument they build. The extensive Story & Clark factory at Grand Haven, Mich., has a capacity of over 15,000 instruments annually. Five years after their first factory building in Grand Haven, Mich., was erected another was built, doubling the capacity of the plant, and since then other additions have been made which will still further increase the company's output, particularly in player-pianos and grand pianos. It is one of the largest and finest plants of its kind in the country. The wholesale, retail, export and other general offices of the company are in the Story & Clark Building, 315-17 Wabash avenue, Chicago, Ill. Branch houses are maintained in New York, Pittsburgh, Philadelphia, Detroit, Brooklyn and other large cities. The financial standing of the company is unquestioned.

STRAD PIANO AND PLAYER-PIANO.—These instruments are manufactured by the Strad Piano Co., a subsidiary of the Rudolph Wurlitzer Co.

STRATFORD.—An excellent piano, made under the direction of the American Piano Company, at the Foster-Armstrong Co. division, in their great factories at East Rochester, N. Y. The 1922 models of this instrument are very appealing and are designed in conformance with the most desirable furniture of to-day. 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 have been thoroughly tested. The scales are drafted with great smoothness, so that there is an entire avoidance of any 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 indorsement. No better recommendation can be given to these pianos and players than that the American Piano Company stands sponsor for them. Factory and offices at East Rochester, N. Y. Exhibition rooms at 437 Fifth avenue, New York.

STRAUBE PIANO CO.—"Straube" pianos and player-pianos, manufactured by the Straube Piano Co., are quality instruments. Materials, workmanship and finish are of the best, and the Straube scale is considered by musicians and critics even and well balanced. The tone is remarkable for its purity, power and sympathetic qualities. The Straube Artronomie Player Action is also built complete in the Straube factories and installed only in Straube-made pianos. It possesses several exclusive features of design and construction, among the most important of which is the patented Pendulum Valve, the design of which prevents the development of friction or corrosion in the valve mechanism. The company is progressive, and its steady growth since its inauguration is the result of the fine quality of its product and its dignified business methods. Its long list of representative dealers throughout the country is one of the guarantees of the company's high standing, and this list is constantly growing. The factory at Hammond, Ind., erected a few years ago, has been outgrown several times, necessitating large additions. The plant is thoroughly modern in its arrangement and equipment, and the shipping facilities are the best. This concern also controls the manufacture of the Hammond, Woodward and Gilmore pianos. They make reliable and popular player-pianos under these names. The company was incorporated in 1897. Its capital is \$500,000. The officers are: E. R. Jacobson, president and general manager; J. F. Jacobson, secretary; C. H. J. Thorby, treasurer. Main offices and factory, Hammond, Ind. The financial standing of the company is first class.

STRICH & ZEIDLER.—Office and factory, 740-742 East 136th street, New York. The business of this firm was founded in 1890 by William Strich and Paul M. Zeidler, the latter withdrawing December 31, 1917, Mr. Strich continuing the manufacturing of grand, upright and player-pianos under his personal supervision at the factory of Ludwig & Co. William Strich is a practical piano maker of superior skill and has the reputation of being one of the best tone regulators in this country. These instruments, which belong to the high grades, are sold by many representative and

prominent dealers in the leading cities of the country and have been indorsed by many artists and noted musicians. Financial and commercial standing good.

STROHBER.—The "Strohber" line of pianos, players, and grands, together with the "Strohber Diminutive" is manufactured by Smith, Barnes & Strohber Co., at their North Milwaukee, Wis., plant. These high-grade instruments have an exceptionally even and well-balanced scale, with a tone of volume, sweetness, and singing qualities. The case designs are unusually artistic and of superior finish. "Strohber" instruments are featured by representative dealers throughout the country. Special mention must be made, however, of the "Strohber Diminutive." This instrument, standing 3 feet 7 inches high, startled the piano industry because it accomplished what had been deemed impossible—the creation of an instrument as small as 3 feet 7 inches high, with the full eighty-eight note scale, the usual keyboard, action and hammers, having a tonal volume and quality the equal of any upright instrument. The "Strohber Diminutive" since its introduction has been featured by the world's largest and most representative dealers. Originally considered in the light of a school instrument, but taking its place immediately as an ideal instrument for the modern small apartment, bungalow, or dwelling. The "Strohber Diminutive" will be found to have a tone quality of superior sweetness, and volume unusual and sufficient to satisfy the most exacting artists. Nothing has been taken from the piano as an instrument. It is standard throughout—full scale—88 notes, usual touch and power. Termed the smallest complete piano made. Meeting all the requirements that any player-piano was ever subjected to, and even going beyond. The "Strohber Diminutive Player-Piano" has created for the music merchants material for more emphasis being laid to the player-piano. The "Strohber Diminutive" is supported by a very well organized and very constructive advertising campaign.

STROUD.—Pianos bearing this name are made at one of the factories of the Æolian, Weber Piano & Pianola Co., and are retailed at a popular price. The Stroud piano has been publicly indorsed by such famous artists as Rosenthal, Moszkowski, Nikisch and Chaminade as being the first real musicians' piano sold at a popular price.

STROUD PIANOLA.—This instrument is the latest addition to the famous group of Pianolas. It is a combination of the famous new Stroud piano and the Pianola player-action. Factory controlled by the Æolian, Weber Piano & Pianola Co., to which refer.

STULTZ & BAUER.—Incorporated. Frederick Bauer, president and treasurer; Joseph Bauer, vice-president; M. F. Bauer, secretary. A highly reliable and reputable house, whose enviable record for business integrity, high quality of their instruments, and honorable business methods has extended over many years and makes them one of the honored houses in the trade. Have a fine well-equipped factory at Nos. 338-340 East Thirty-first street, New York City. The manufacturing department is under the personal supervision of Frederick Bauer, a thoroughly practical piano manufacturer, whose high standards and mechanical abilities are reflected in the quality of his product. They make the "Stultz & Bauer" pianos in uprights, grands and player-pianos. Capacity of factory, 2,000 instruments a year. "Stultz & Bauer" pianos contain all modern improvements. They are first class instruments of great durability, are distinguished by careful and conscientious workmanship, possess a pure, clear and brilliant tone, and belong to a high grade of manufacture. The same conscientious attention and exceeding care given by the house to the manufacture of its instruments is devoted to the selection of its agents, and the Stultz & Bauer line is, without exception, represented by agents who are business leaders in their respective sections and whose standing is such as to insure confidence in their several communities. Financial and commercial standing unquestioned.

STULTZ & CO.—Manufacture "Stultz & Co." pianos and player-pianos. This concern is controlled by the Bjur Bros. Co., to which refer. Factory, Nos. 703-705 Whitlock avenue, Bronx, New York City.

SWAN & SONS, S. N.—Manufacture the "Swan" and "Burdett" pianos at their fine plant in Freeport, Ill. All the instruments manufactured by this concern are of

superior quality and are thoroughly reliable. Incorporated. President and treasurer, D. E. Swan; secretary, A. J. Swan; vice-president, G. E. Swan. All men at the head of this concern are practical piano makers and experts. The pianos of this concern are steadily growing in favor. Is in first-class business and commercial standing.

SWEETLAND.—The name of a piano made by the Cable-Nelson Piano Co., of Chicago; factory, South Haven, Mich. Sweetland pianos were formerly made by the E. Sweetland Co., which concern was purchased by F. S. Cable in 1903, and made a part subsequently of the Cable-Nelson Piano Co. The pianos are musically superior and in every way most attractive.

SYMPHONOLA.—A reproducing player-piano manufactured by the Price & Teeple Piano Co., Chicago, to which refer.

THOMPSON PIANO MANUFACTURING CO.—A division of the Steger & Sons Piano Manufacturing Co., to which refer. Established in Chicago in 1870. Factories at Steger, Ill., where the Lincoln and Dixie Highways meet. General offices and salesrooms, Steger Building, northwest corner of Wabash avenue and Jackson boulevard, Chicago. "Thompson" pianos and player-pianos are designed to meet the popular demand and are thoroughly reliable instruments possessing musical merit. They are put out in a variety of styles, all of which are attractive and in accord with the best ideas in designing. The scale is even and the tone quality is good. Careful attention to details characterizes their construction and they are sold under a strong guarantee. The line is handled by reliable dealers, in all parts of the country, who are finding success with it. These instruments have been selected by many educational and musical institutions because of their reliability. The financial standing of the company is unquestioned.

TODD, HAROLD B.—Manufactures the "Prestien" and the "Harold B. Todd" pianos at his factory, No. 1431 Brown street, Philadelphia, Pa.

TONK & BRO., WILLIAM, INC.—Manufacturers of the "Tonk" piano. Factory, Tenth avenue, Thirty-fifth and Thirty-sixth streets, New York. This firm, established in 1881 by William Tonk, one of the pioneers in the piano business and possessed of much experience in the manufacture of pianos and other kinds of musical instruments, was incorporated in 1903. Although at all times producing fine instruments, this house has continually and persistently improved its production of grands, uprights and player-pianos, until it has reached a plane of excellence entitling it to a place in the foremost rank of America's finest instruments. Their careful, strictly honest, scientific construction, the possession of valuable improvements and exceptional tone qualities, coupled with grace and beauty of design and finish and extraordinary durability, have won for these instruments the highest estimation of the dealer as well as his customer at home and abroad. This firm, which enjoys a high reputation in this country, as well as in every part of the civilized world, is also interested in the McCammon Piano Company, which manufactures pianos and player-pianos bearing that name. They do a large export trade.

TRAYSER PIANO CO., THE.—This is an affiliated organization of the Starr Piano Co., of Richmond, Ind., who now manufacture and market this line of pianos and player-pianos. George W. Traysen, an Alsatian by birth, after serving his years of apprenticeship in the piano factories of Germany, came to this country and in 1849 established the Traysen Piano Co. at Indianapolis, Ind. To him several patents were granted on improved piano actions and through a consistent effort his instruments became widely known and admired. In 1876 Mr. Traysen located at Richmond, Ind., and shortly after joined forces with Benjamin Starr, who eventually brought the Traysen entirely under the control of The Starr Piano Co. These instruments are offered in a pleasing variety of styles and finishes. The Traysen piano has established itself as durable and of musical effectiveness, and is guaranteed by The Starr Piano Co. and sold by all the salesrooms and agencies of this company.

TROWBRIDGE PIANO COMPANY.—The manufacture of the Trowbridge piano was established in Franklin, Mass., in 1889. On the death of Mr. Trowbridge the busi-

ness was continued by his estate, but early in 1917 was purchased by Henry F. Miller & Sons Piano Company, to which refer.

VICTOR.—This popular piano is manufactured by the Bush & Lane Piano Company, to which refer. It is a substantially constructed instrument, made of excellent materials by experienced workmen, and it is one of the best medium-priced pianos on the market. Made in two handsome designs in quarter-sawed oak, American walnut and mahogany.

VICTOR CECILIAN.—A thoroughly reliable player-piano, containing the celebrated Cecilian player action, single primary. It is manufactured by the Bush & Lane Piano Company, Holland, Mich., to which refer.

VIRTUOLO.—This instrument, named "The Instinctive Player-Piano" by its makers, the Hallet & Davis Co. (to which refer), is a decided advance in the art of individual control or expressiveness as applied to player-pianos. It is simple in construction and easy to operate, the "Acsolo" buttons enabling the performer to bring out the theme or the melody at will. The name Virtuolo has been associated from the beginning with the "instinctive playing" idea, one of the most far-reaching conceptions of player-piano building and introduction to music lovers, and a feature which has justly brought forth the warmest praises of musicians as absolutely taking this player out of the mechanical class. In the Virtuolo the company lays particular stress upon the fact that there can be no player without a piano, and in the Virtuolo the purchaser is assured of the unusual advantage of securing a famous piano as well as a celebrated player-piano. First put on the market August, 1911, after years of preparation, it was an instant success. Combining its principles of construction with the acknowledged fine qualities of the "Hallet & Davis" piano, the Virtuolo is a most effective instrument. The construction is entirely new and unlike anything ever presented before, and its "solo" action is positive in its results. "The Virtuolo is a player which portrays music with the same artistic effect as produced by hand playing." This artistic instrument is one of the finest that the Hallet & Davis Piano Co. has ever manufactured. Special stress is laid on the color and personal interpretation which any music lover is enabled to produce with the Virtuolo. The re-creation of music on this player is a revelation. The case design is one of the most pleasing on the market. The great durability calls for special comment. While this instrument is so sensitive that the slightest touch upon the pedals will send a thrill through the piano, it is so carefully balanced and its construction is of such simplicity that it does not get out of order. The name Virtuolo is becoming known among music lovers as representing the highest type and a new art in player-pianos.

VOSE & SONS PIANO CO., THE.—This long-established and highly esteemed house is one of the most substantial as well as enterprising and progressive concerns in the trade. The house was founded in 1851 by James W. Vose. He had been a piano maker for many years, and before starting in business for himself had acquired a thorough experience in the art of manufacturing pianos. He was one of the most popular and conscientious men in the trade and laid the foundation for the Vose piano of to-day. In 1889 the concern was incorporated under its present name and has a paid-in capital of \$300,000. Willard A. Vose, who is the son of the founder, is president of the company. Mr. Vose is a thorough business man and is recognized as one of the most farsighted and best financiers in the trade. Under his general direction and management the company has been highly successful and to him is largely due its present high standing. The vice-president and treasurer is George A. Vose, the son of the president, who has general supervision of the factory management. Their factories are located on Massachusetts avenue, Boston, in buildings especially designed and equipped for manufacturing a high-grade piano. In this factory every facility is given for the turning out of the best work at a minimum of expense. Among the trade it is a recognized fact that the factory of the "Vose" is a model which has been followed by many other concerns in the planning of their manufacturing plants. The Vose plant has a capacity for turning out about 5000 pianos a year. These are sold in their own stores in Boston and Chicago and in the warerooms of many of the strongest and most prominent distributing establishments in the country.

This company manufactures both upright and grand pianos and also the "Vose" player-piano. It makes but one grade of instrument, and every one of the pianos that leaves its factory bears the name of Vose & Sons and carries the Vose trade-mark. Among the trade the product of the Vose Co. is generally known as the "Vose" piano. The "Vose" piano is essentially a piano for the home and has already been placed in over 88,000 homes in this country. Its individual qualities of tone and general design have been produced in order that it shall be especially adapted for home use. The "Vose" piano has all the standard improvements, besides the specially patented devices used only by this house. The tone of the "Vose" is remarkably musical in its qualities and has attracted the attention and favor of many of the musicians of this country. It has also done much to maintain the high reputation for a piano "made in Boston" in all sections of the United States. The policy of this house of late years has been to steadily meet the more and more exacting demands of the musical public by increasing enterprise and improvement; in fact, the Vose & Sons Piano Co. among the trade has the reputation of being one of the leaders in all recognized changes that are made for the advancement of the piano. In consequence of this general policy of business and manufacture the Vose Co. is recognized as one of the standard concerns in its line of business, and its product is that of the highest quality. The commercial position of the company is of the best, and from a financial point of view its credit rating as given out by the recognized authorities is of the highest.

VOSSLER.—Name owned and controlled by the stockholders of the B. Shoninger Co., New Haven, Conn., to which refer.

VOUGH.—This piano is made by the Wegman Piano Co., New York, N. Y., to which refer.

WALDEMAR.—This name is owned and controlled by the Kreiter Manufacturing Co., to which refer.

WALDORF PIANO CO., THE.—Established 1896. Factory and offices, No. 656 West Fifty-first street, New York, manufacturers of player-pianos exclusively. The "Waldorf" player-piano is a thoroughly reliable instrument. It is carefully constructed and durable.

WALTERS PIANO CO.—Incorporated in October, 1902, under the laws of the State of New York. Capital stock fully paid up. Officers: H. C. Bloomingdale, president; I. I. Bloomingdale, secretary; S. J. Bloomingdale, treasurer; Julius Popper, controller; Julius Bellman, manager. The factory of the Walters Piano Co., located at Wilbur avenue and Sunswick street, Long Island City, is considered one of the best equipped piano manufacturing plants in the country. The factory output is 6,000 pianos and player-pianos per annum. The Walters pianos have a well-balanced scale and attractive case designs. In 1912 the entire business and interests of the Walters Piano Co. were acquired by Bloomingdale Bros., making them sole owners of this well-known company. The financial standing of the Walters Piano Co. is unquestioned.

WALTHAM PIANO COMPANY, INC.—Capital stock and surplus \$500,000. Paul F. Netzwow, treasurer and manager. Established 1885, incorporated 1905. Annual capacity of factory, 10,000 pianos. Manufacture Waltham, Warfield, Wilson and Electratone pianos and player-pianos. Types of instruments manufactured: Upright pianos, upright player-pianos, electric reproducing and expression players and coin-operated electric pianos. Factory and sales office, First street, Island avenue and Becker street, Milwaukee, Wis. Factory occupies several acres of ground. One large four-story factory building, two storage buildings, up to the minute dry kilns, boiler house, shipping platforms and private siding, excellent shipping facilities, plenty of light, full equipment of the very latest wood-working machinery, dust-proof finishing rooms, and complete ventilating plant. Waltham pianos are constructed under the supervision of experts in every department of the great factory, carefully selected veneers for the cases. For 1922 they announce a complete line of new designs of cases, especially the new style 400 Waltham player and style 120 Waltham upright piano; both are 4 ft. 5 in. cases and are the latest word in scientific scale drawing; have large volume of excellent tone quality, fine mellow tone, but of sufficient brilliancy to please the most exacting critic,

as well as the average lover of good music. The trade recognizes Waltham pianos as one of the leaders among high-grade pianos, and thousands of these instruments are in the homes of well-satisfied and contented purchasers. Warfield pianos are first-class instruments, second in quality only to the Waltham, but well constructed and finished, and possess fine tonal qualities.

WARFIELD.—Pianos are first class instruments, well constructed and finished and possess fine tonal qualities. Made by the Waltham Piano Company, to which refer.

WASHBURN.—This excellent piano is made by Lyon & Healy, of Chicago. It is an instrument of first-class material, great durability, fine tone quality and modern case designs. The name "Washburn" on musical instruments, owing to their long-maintained quality, and backed by twenty-five years of heavy advertising, is recognized as a very valuable trademark. For several years past the "Washburn" piano has led other makes in popularity in Lyon & Healy's retail establishment. The "Washburn" piano also occupies a position of much prominence in over 500 cities and towns. Fifty years' experience in retail piano selling has taught Lyon & Healy just what the public looks for in a good piano.

WATERS & CO., HORACE.—Are among the old-established and reliable makers of high-grade pianos, and are one of the best-known dealers in New York City. They manufacture the "Waters" piano, the "Chester" pianos and the "Autola" player-pianos at their factory, 7 West 139th street, New York City. Capacity, 1200 pianos a year. They have four stores in New York, at No. 134 Fifth avenue, No. 127 West Forty-second street, No. 254 West One Hundred and Twenty-fifth street and 371 East One Hundred and Forty-ninth street, New York. The business was established in 1845 by Horace Waters, who continued at the head of it until his death in 1893. It was incorporated in 1886 under the name of Horace Waters & Co., with a capital of \$250,000. Officers: Samuel T. White, president; William Franznick, vice-president; Charles F. Scholz, treasurer; Merrill K. Waters, secretary, and Albert H. White, assistant secretary. The Waters pianos and other products of the Waters factories are all well and favorably known. The house is financially responsible and their credit rating is very high.

WEAVER PIANO CO.—Incorporated. Makes the "Weaver" and "York" pianos, "Weaver" and "York" player-pianos. Factory, York, Pa. A highly reputable and substantial concern that has a large and finely equipped plant, which is advantageously located for the economical production of pianos and player-pianos of superior quality. Established in 1870. Incorporated in 1882. Capital, \$400,000. Surplus, over \$600,000. Have been very successful and have shown a steady growth for over 50 years. W. S. Bond, president; Charles F. Baer, vice-president; P. G. Mundorf, secretary; Walter L. Bond, treasurer; C. D. Bond, assistant secretary and treasurer and factory superintendent. The Weaver pianos (grands and uprights) and Weaver player-pianos are made of the best selected material and by skilled mechanics. They are instruments of the highest grade and superior quality. The cases are artistically designed, the cabinet work is finely executed, and the finish is brought out beautifully. The touch is light, elastic and instantly responsive. The tone is remarkable for its evenness, delicacy and sympathetic quality, combined with great volume and carrying power. The scales in the "Weaver" pianos are original with their own superintendent. They are not only scientifically correct, but the sounding board and ribbing, as well as the weight of strings, have all been carefully adjusted so as to produce the highest development of a carefully drawn scale. This produces a body and character of tone which has made this piano a great favorite with musicians and all manner of tone experts. Special consideration is given to the durability of the instrument in every part. The unique method of constructing the back produces a solidity in the foundation of the instrument which makes it absolutely rigid and permanent, and keeps every part of the construction in position and guarantees permanency in the touch and quality of tone. The plate is extra heavy, which also aids in keeping every part of the piano in place. The "Weaver" piano occupies a prominent place among the most distinguished makes in the country. Numerous colleges and schools of music are using the "Weaver" piano in their teaching and concert work and speak of it in the highest terms. Many leading musicians have also expressed in writ-

ing their highest appreciation of the "Weaver" piano as an instrument that responds to every demand of the musician. Company in highest financial and commercial standing.

WEAVER, THE P. C.—Pianos and players bearing this name are made by the E. P. Johnson Piano Co., to which refer.

WEBER PIANO CO., INC., THE.—One of the leading and most representative piano manufacturing concerns of America, ranking high among the few strictly first-class artistic makers of the highest standard of manufacture. Incorporated, with a capital stock of \$1,000,000. Capacity of the Weber plant, 5000 pianos a year. The general offices and salesrooms are in the Aeolian Hall, Nos. 29-31-33 West Forty-second street, New York. The officers of the Weber Piano Co. are: H. B. Tremaine, president; E. S. Votey, vice-president; F. L. Young, vice-president; W. V. Swords, vice-president; F. W. Hessin, treasurer; H. B. Schaad, secretary; A. McDonnell, assistant treasurer. Directors: H. B. Tremaine, E. S. Votey, F. W. Hessin, Geo. D. Beattys, F. L. Young, W. V. Swords and H. B. Schaad. The house of Weber was founded in 1852 by the late Albert Weber, a skilled musician, a piano-maker of the highest distinction and a business man of rare enterprise and consummate ability. Almost from the start he won for his instruments general recognition for artistic merit and a leading position in the musical world. Mr. Weber gave to his pianos that distinct individuality of tone quality, power and sympathy which is to-day and has always been characteristic of them. He was for many years one of the most prominent figures in the musical and artistic world of this country, and did much to further the development of musical knowledge and culture. He was closely identified with the leading musical undertakings of his time and wielded a powerful influence. His death, at the very height of his success, was greatly deplored. The business was afterward conducted by his estate until 1892, when the Weber Piano Co., with William E. Wheelock as president, was formed. In 1903 the Weber Piano Co. was absorbed by the Aeolian, Weber Piano & Pianola Co., a corporation of international renown and standing, and a leading factor in the musical industries of the world. Under the new auspices the Weber piano is continuing its record of progress, and has become even a greater force in musical art circles in Europe as well as in this country. The company is now making art-cased Weber pianos as a special department of the business, thus conforming in its manufacturing policy to the high artistic ideals which have characterized the Weber house as well as the Aeolian Co. The "Weber" pianos won distinguished honors at the Philadelphia Centennial in 1876. In 1887 they were exhibited at the American Exhibition in London, where they attracted the admiration of the most distinguished musicians and critics. Two years later they were exhibited at the Paris Exposition, where they secured an enthusiastic indorsement from the press and the musical public and obtained a medal of highest award. The "Weber" instruments have always been favorite with the most distinguished musicians and artists and with singers of the highest renown. They were used exclusively by the Maurice Grau Opera Co. at the Metropolitan Opera House, in New York, and en tour, and by the leading artists of the company in their private homes and elsewhere. Among the distinguished artists who have warmly testified their preference for the "Weber" pianos may be mentioned Parepa Rosa, Pauline Lucca, Johann Strauss, Teresa Carreño, Emma Albani, Josef Hofmann, Christine Nilsson, Etelka Gerster, Ilma di Murska, Clara Louise Kellogg, Marie Rose, Annie Louise Cary, Italo Campanni, Antonio Galassi, Charles Stanley, Victor Capoul, Plançon, Calvé, Van Dyck, De Reszke, Terina, Alvarez, Campanari, Olitzka, Susanne Adams, Scotti, De Vere, Mancinelli, Caruso, Humperdinck, Alfred Hertz, Arturo Vigna, Felix Mottl, Gustav Kögel, W. Mengelberg and many others of equal renown. The international standing and artistic excellence of the "Weber" pianos are shown by its selection by His Holiness Pope Pius X for his personal use and for the use of the Apostolic Court. A further compliment of like nature was paid the "Weber" piano when it was selected by His Majesty Alfonso XIII for his own use and the use of his court at Madrid. During the season 1906-1907 Moriz Rosenthal, the distinguished pianist, made a tour of this country, for which he selected the "Weber" piano and which he used exclusively. During the season

1907-1908 the great virtuoso, Paderewski, made a tour of the United States, using the "Weber" piano exclusively in all his concerts, and thereby greatly added to the splendid prestige already gained by the "Weber" with the public and the musical world, a result which was repeated in his American tour of 1908-1909 with the "Weber" piano. Financial and commercial standing of the house unquestioned.

WEBER PIANOLA.—This artistic and most successful player-piano of highest renown is the production of the united forces of the Weber Piano Co. and the Æolian Co. It consists of the artistic "Weber" piano with the interior Pianola mechanism, which is world-renowned. This instrument is not only artistic in appearance, but is distinguished by all the musical excellence of tone characteristic of the "Weber" piano, which are brought out by the great possibilities in expression and execution of the Pianola mechanism. Refer to Weber Piano Co. and Æolian, Weber Piano & Pianola Co.

WEGMAN PIANO CO.—Manufactures the "Wegman," "Malcolm Love" and "Vough" grands, uprights and player-pianos. Incorporated. Office and factory, 26 Tenth avenue, New York City. President, E. J. Hartman. The Wegman Piano Co. was started in 1882 by the late Henry Wegman. In 1913 the business, good will and patents of the Vough Piano Co. were purchased. The Wegman piano has always enjoyed a reputation in the trade for excellent quality of tone and workmanship. Concern in good financial and commercial standing.

WEGNER.—This name is controlled and owned by the Kreiter Mfg. Co., to which refer.

WELLINGTON.—This piano is made by The Cable Company, of Chicago, to which refer. It is designed to meet the requirements of those who want a thoroughly modern piano at a very moderate price. Thousands of "Wellington" pianos have been sold and the large output has enabled the makers to market a piano of exceptional quality at a reasonable price. That the "Wellington" is a piano with a true tone, as well as a durable one, is evidenced by the fact that such institutions as the State University of Nebraska has purchased thirty of these pianos for its studios, and that schools of music, high schools, and music teachers the country over, have purchased them for teaching and professional work. An unusually well-built piano at an unusually low price.

WELLSMORE PIANO CO., INC.—A division of Jacob Doll & Sons. Manufactures the Wellsmore, Shattinger, Hudson and Lakewood pianos, at their factory, 117-125 Cypress avenue, New York City. This piano is made to meet the demand for a popular-price instrument, that in its class can be honestly recommended by the dealer and has been an exceedingly successful piano and is handled by many of the largest and best houses in the trade. The Wellsmore player-piano is built to meet the demand for a popular-priced player-piano. It has been exceedingly successful. Concern in high financial and commercial standing.

WELTE-MIGNON CORP.—Incorporated under the laws of the State of New York. Capital \$1,000,000. President, Geo. W. Gittins; vice-president, C. C. Conway; secretary-treasurer, Aaron Dalrymple. Directors: Same. One of the oldest established concerns in the trade, having extensive and well-equipped factories in the Borough of Bronx, New York City, where a very large and modern plant is devoted to the manufacture of Welte-Mignon reproducing pianos, Welte-Mignon cabinet players of the push-up type, Welte philharmonic organs and artists music rolls. Studios, salesrooms and offices at 665-7-9 Fifth avenue at Fifty-third street, perhaps the most beautifully appointed studios devoted to music in the City of New York. Among the great composers and pianists of international reputation who have recorded their performances for the Welte-Mignon instruments are I. J. Paderewski, Josef Hofmann, Theodor Leschetisky, Teresa Carreño, Fannie Bloomfield-Zeisler, Vladimir de Pachmann, Josef Lhevinne, Edvard Grieg, Dr. Richard Strauss, Ossip Gabrilowitsch, E. Humperdinck, Gustav Mahler, Felix Mottl and Arthur Nikisch. Among the greatest organists who have recorded their performances for the Welte philharmonic organ are Clarence Eddy, Samuel A. Baldwin, M. Bossi, Jos. Bonnet, Eugene Gigout, Edwin H. Lemare, Alfred Sittard and Harry Custard. In highest commercial and financial standing.

WERNER INDUSTRIES COMPANY, THE.—President, C. M. Robertson; vice-president, Philip Wyman; secretary and treasurer, Wade H. Burch. Capital, \$900,000, fully paid in. Incorporated under the laws of the State of Ohio. Main office, Ninth and Harriett streets, Cincinnati, Ohio. Successor to The Krell Piano Co., Cincinnati, Ohio, and the Krell Auto Grand Piano Co. of Amercia, Connersville, Indiana. Makes the "Krell" pianos and player-pianos, the "Auto Player" and the "Royal" pianos and player-pianos. All instruments are made complete in these two plants, including the player actions. Skilled acousticians, careful workmen and flawless materials combine in making this organization's output one of unusual merit. In excellent financial and commercial standing.

WERNER PIANO CO.—Incorporated. Capital and surplus, \$300,000. Manufacture the Werner pianos and player-pianos in one of the largest and best equipped piano factories in the country. The design and construction of the Werner piano are thoroughly excellent, while the standards of material and workmanship are equally high. The Werner player-piano is the Werner piano equipped with a player mechanism exclusively designed for it and containing many features, excellent, original and effective. Executive offices, 711 Milwaukee avenue, Chicago. Factory, Morgan and Superior streets, Chicago. This concern is in highest financial and commercial standing.

WESER BROS., INC.—An old and reputable house, founded in 1879 by John A. Weser. Office and factories, Nos. 520-528 West Forty-third street, New York City. The factory equipment is modern and highly efficient, containing over three acres of working floor space, making it one of the most extensive piano manufacturing plants. Weser pianos are noted for their durability and tone qualities. This concern was one of the first to enter the player-piano field and manufactured their first player-piano over twenty-five years ago. Weser Bros. manufacture their player actions in their own factory under their own patents, which they control exclusively, and which enables them to oversee every stage of construction. Among the many novel patented features of the Weser player is the Weser patented reroll stop, a device controlled automatically, which eliminates the grasping of the roll when the operation of rewinding is terminated. Also manufacture the Weser phonograph, which has had a steadily increasing sale. The business of the house of Weser Bros., Inc., has shown a steady increase due to general appreciation of the merit of their instruments, which are handled by some of the most representative houses in the trade. E. L. Weser, president; W. S. Weser, vice-president and general manager; Wm. H. Keating, treasurer; Joseph Rossner, secretary. These, with M. Levian, constitute the board of directors. Concern in excellent financial standing.

WHEELOCK PIANO CO.—Incorporated. Factory, No. 605 East One Hundred and Thirty-second street, New York. Makes the "Wheelock" piano, a popular and reliable instrument of the highest grade, which has a good, even scale and superior musical quality of tone. Is constructed of excellent material and with first-class labor. General offices and retail warerooms, Æolian Hall, Nos. 29-31-33 West Forty-second street, New York. The Wheelock business was established by William E. Wheelock in 1877. In 1880 the firm became Wm. E. Wheelock & Co., to which the Wheelock Piano Co. succeeded. In 1903 this concern was absorbed by the Æolian, Weber Piano & Pianola Co., to which refer. H. B. Tremaine, president; F. W. Hessin, treasurer; E. S. Votey, vice-president; W. V. Swords, vice-president; H. B. Schaad, secretary; A. McDonnell, assistant treasurer; directors, H. B. Tremaine, E. S. Votey, G. D. Beattys, W. V. Swords, F. W. Hessin, H. B. Schaad and F. L. Young.

WHEELOCK-PIANOLA.—This is a combination of the popular and reliable "Wheelock" piano with the renowned Pianola mechanism. The result is a player-piano of a high grade of mechanical and musical excellence. It is a strictly high-grade player-piano. Refer also to Wheelock and to Pianola.

WHITMAN PIANO MFG. CO.—Factory at Nos. 402-10 West Fourteenth street, New York City.

WHITNEY.—The "Whitney" piano and player-piano is manufactured in Chicago. It is thoroughly reliable and bears the guaranty of the manufacturer. Although sold

at a medium price it is an instrument of worth and musical value. The charter for the manufacture of both piano and player-piano is owned by the W. W. Kimball Co., to which refer.

WICK CO., P. S.—Factory, North St. Paul, Minn. Makes the "Wick" and "Shattuck" pianos and player-pianos; also Welte reproducers.

WILBUR PIANO CO.—Incorporated under the laws of New York. Factory, Leggett avenue and Barry street, Bronx. Warerooms, No. 128 West Forty-second street, New York City. Make uprights and player-pianos. This piano has been manufactured and sold in large numbers for the last thirty years, during which time it has gained an enviable reputation for reliability and good tone quality. From the fact that the "Wilbur" piano is made under the personal supervision of the members of the Pease Piano Co. its durability is beyond question. It is handled in a very large and successful manner by the Pease Piano Co. in its retail business and branch stores. Refer to "Pease."

WILFRED PIANO CO., THE.—Organized, December, 1913. Make pianos, player-pianos and pneumatic player actions. Office and factory, One Hundred and Fifty-sixth street and Whitlock avenue, New York.

WILLARD PIANO CO., INC.—The stock of this concern is controlled by the stockholders of the Smith, Barnes & Strohber Co., manufacturers of the "Strohber Diminutive," to which refer. The "Willard" piano and player are of a reliable quality, brilliant in tone, with ease of action. The case is unusually neat and tastefully designed.

WILLIAMS PIANO & ORGAN CO.—Manufactures the "Williams" pianos, player-pianos, organs and phonographs, also the "Epworth" pianos, player-pianos and organs, in its fine, new modern six-story, fireproof concrete factory at 1257 Fullerton avenue, Chicago. The Williams Piano & Organ Co. 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. The officers are: J. W. Williams, president; H. B. Williams, vice-president; Carl S. Williams, secretary and treasurer. Capital and surplus over \$350,000. Capacity, 3,000 instruments annually. The "Williams" and "Epworth" pianos and organs are thoroughly well made and are noted for their sweet, sympathetic quality of tone. These musical instruments have been on the market for many years and enjoy an excellent reputation for reliability. The concern is in good commercial and financial standing.

WILSON.—Pianos, player-pianos and reproducing pianos bearing this name have held an enviable reputation in the trade for many years, and a new line of attractive styles has been placed on the market this year. They are noted for their splendid quality and value as well as for their charming case designs, beautiful veneers, fine finish and a tone quality supreme. Made by the Waltham Piano Company, to which refer.

WING & SON.—Make the "Wing" pianos and player-pianos. This house is engaged in manufacturing pianos at Nos. 352-354-356-358-360-362 West Thirteenth street, New York, where they have a fully equipped plant which contains the most modern appliances of a first-class piano factory. The firm of Wing & Son is one of the oldest in the trade, having been established in 1868 as Doane, Wing & Cushing, which was succeeded by Wing & Son in 1870 and in which the third successive generation of Wing piano-makers is now engaged. The position which this firm now occupies is the result of fifty-two years of continuous effort. Frank L. Wing, the present head of this house, has grown up in the trade and is a practical piano-maker. He has invented the improved support for key bottoms, which prevents sagging of the key bottom and changing of the touch, also an improved metal back, a tone-reflecting chamber in connection with the sounding-board; also an improved metal cover for the top of the action jack, reducing friction and saving wear of the bushing on the hammer jack. Among the improvements which these pianos contain is the practice clavier, which they claim is one of the simplest of its kind, and which entirely prevents wear on the hammers. Their upright contains many special and desirable features. The firm of Wing & Son is noted for its very progressive business methods, and it has brought out recently a number of special designs that are quite unique. They give with every piano a guarantee

for forty years, which fully protects the purchaser. Their pianos are thoroughly reliable. In highest financial and commercial standing.

WINGOLD.—A trade name controlled by the Lem Kline Piano Co., to which refer.

WINTER & CO.—Incorporated, with a capital of \$100,000. J. Winter, president; J. T. Brooks, vice-president; G. Heller, secretary. Factory, Nos. 849-863 East One Hundred and Forty-first street and Nos. 721 to 729 East One Hundred and Thirty-seventh street, New York. Capacity, 5,000 pianos. The factory occupied by Winter & Co. is one of the most modern buildings of its kind to be found in the piano trade. It is equipped with all possible labor-saving and automatic machinery for the production of superior instruments under the most economical conditions. The growth of this concern has been phenomenal. J. Winter, the president of this house, has for years made a study of the wants of the dealer and public, and in the manufacture of the goods of the concern has endeavored to meet the conditions of the trade. The "Winter" piano belongs to the higher class among the standard instruments. It has an excellent scale, superior musical quality and attractive originality of case designs, which are artistic and architecturally correct. A live, up-to-date house, in high financial and commercial standing. This concern also manufactures the "Master" player-piano, one of the successful automatic instruments.

WISSNER & SONS, INC.—An old established, highly reputable and distinguished house, long noted in the piano industry, founded in 1878 by Otto Wissner, present senior member of the firm. Concern was incorporated in 1913 with a capital of one million dollars; president, Otto Wissner; vice-president, Otto R. Wissner; treasurer, William O. Wissner. Manufacturers of grand, upright, player-pianos and reproducing pianos. The "Wissner" pianos are characterized by strong individuality, being most pronounced in their musical and artistic qualities, and possessing in a remarkable degree that all-important quality—durability. The rapid growth and prosperity of the Wissner business, the excellent standing of the house with the trade and profession, furnish a rare example of what can be accomplished by indomitable energy, able and efficient management, and an unswerving determination to reach the highest position in the realm of artistic piano-making. One of Mr. Wissner's noteworthy achievements is the Wissner grand piano in upright form, in which the basic principles of grand piano construction have been scientifically reversed and built into an upright case. The Wissner instruments enjoy an excellent reputation with the profession, having been extensively used for several years past by artists and musicians of the foremost rank, and upon many of the most notable musical occasions of recent years. Anton Seidl, with his Metropolitan Orchestra, in conjunction with Mme. Julie Rivé King, a soloist, used the Wissner piano. Emil Paur, former conductor of the Boston Symphony Orchestra, used the Wissner on his tours of the Eastern and Middle States. On the memorable Kubelik tour the Wissner piano was used exclusively, as well as at the Von Vecsey concerts given in America during the season of 1904 and 1905. Mr. Wissner has for some time been making a small grand, 5 ft. 5 in. in length. There has been no sacrifice of quality on account of the reduced size in this instrument. Otto R. Wissner and William O. Wissner, the two sons, are actively engaged in the supervision of the making of the Wissner instruments, having served their apprenticeships in the various departments. Every Wissner instrument is thoroughly inspected by them before leaving the factory. The factory is located at 1068-1108 Atlantic avenue, Borough of Brooklyn, New York City. To meet the rapidly increasing demand for Wissner grands and uprights several additions were made to the factory. The plant at present is one of the largest, best equipped and most up-to-date in the United States. Retail wareroom, Wissner Hall, 55 Flatbush avenue, Borough of Brooklyn. Commercial and financial standing of the highest.

WOODBURY.—The "Woodbury" piano is made in upright and player styles by the Jewett Piano Co., of Boston, in its factories at Leominster, Mass. It is a thoroughly well-made and reliable instrument, possessing many features of excellence, including great durability and fine musical qualities. It was created and brought to its present high constructive development under the supervision of the

late Frank J. Woodbury, for many years treasurer of the company. The Woodbury piano has long been one of the most popular pianos in many sections of the East. Refer also to Jewett Piano Co.

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THE PIPE AND REED-ORGAN INDUSTRIES

The church, or pipe, organ industry antedates that of the reed-organ in this country. Pipe-organs (almost invariably for churches) were built here long before an effort was made by Americans to construct reed-organs. Up to about sixty-five years ago we still imported most of our reed-organs, melodeons or harmoniums, principally from France. About 1850, however, the American reed-organ manufacture really began, and soon surpassed the European in importance and quality.

Since then the domestic manufacture of reed-organs has developed so that to-day the United States not only leads the world in quantity, but in quality, in this line of manufacture, and the best of the American reed-organs have become the recognized standard in this type of instrument the world over.

The church, or pipe, organ industry has also made great progress, especially of late years. We have manufacturers who design and erect instruments that can compare favorably with the best made in England, France, Italy and Germany—countries which long enjoyed the supremacy in this particular line.

The wonderful improvements made in reed-organs from the days of the old primitive melodeons have acted somewhat as a bar to progress in church-organ building, particularly as the cheaper price of the reed-organ made it more popular in communities where money was still a serious object in purchasing an instrument for a church or chapel. Recently, however, great strides have been made by the Western as well as Eastern church organ builders. Electrical mechanism has been wonderfully developed and with it corresponding economies in manufacture have enabled the builders to give more for less money. Most of the notable improvements and inventions in church-organ building have been made by Americans.

For many years the church-organ industry was confined to New England, and a few firms in New York, Pennsylvania and the South. More recently several large and enterprising concerns in the West and in California have won notable recognition and reputation.

Up to the year 1845 the reed-organ industry in the United States had made no great progress, such factories as there were being confined to Boston and the New England towns.

New York, it may be of interest to note, never seemed to take kindly to reed-organ making, and while this town has produced some most notable pipe-organ builders, I can recall the names of but two or three makers of reed-organs here who attained distinction.

While New York still leads, as she has led for years, in piano manufacture, she has no such place among the reed-organ and pipe-organ makers.

In the decade between 1845 and 1855 the domestic manufacture of reed-organs or rather of melodeons, as they were known then, began to develop with marked strength, so that during the next decade, which saw the change from the old melodeon to the first primitive form of cabinet or cottage organ, the foundation was laid of several houses that have since won international fame.

Outside of our food products, the sewing-machine and certain agricultural implements, the American reed-organ was one of the first articles of domestic industry to be sent abroad, and I believe it was already fairly known in England and in some of her colonies before Chicago had started to be a city.

In this connection I may say that one of the first efforts of manufacture made by Chicago was to make reed-organs, though the enterprising men who made the attempt later moved east, where they founded houses that subsequently became famous.

By the year 1870 the American reed-organ had driven foreign instruments out of this market, and in 1872, if I remember rightly, a great Paris house made its last consignment to New York. But our American organs have done more than driven the foreigner out; they invaded Europe, and at the first great exhibitions in Paris and London demonstrated their superiority. From that time on there has been no question as to their superior excellence, and to-day they are supreme in the world's markets. To-day the manufacture and sale of the reed-organ, except the mechanical reed-organ, has become greatly restricted, largely owing to the popularity of the cheap

THE PIPE AND REED-ORGAN INDUSTRIES—Continued

piano. American reed-organs are made largely for export and find a ready sale for Sunday schools, in the Southwest and on the Pacific Coast.

The two radical improvements from whose invention dates the superiority of American reed-organs are, first, the discovery that by giving the tongue of the reed or vibrator a peculiar bend or twist the quality of tone was improved. This process is known as "voicing." Previous to this all reeds had been left flat and straight, so that the tone produced was thin and reedy, as in the foreign-made instruments. The second improvement was the substitution of an exhaust system, in the drawing of the air from the bellows, for the old pressure system used in the English, French and German instruments.

To these improvements were added others in the sounding and tube boards, in the wind chest and bellows, in the various stops, in the octave-coupler, knee swell and key action.

Some houses of distinction have of late years brought out reed-organs of large size, which are only surpassed in volume and beauty of tone by the larger pipe-organs.

Constant efforts have also been made during the past twelve to fifteen years to produce self-playing organs, using perforated rolls similar to those of the piano-player. Within the last few years these efforts have met with extraordinary success, so that the American self-playing organ is one of the wonders of the world. Both the self-playing organs and pianos are the direct outcome of the pipe and reed-organ, as American ingenuity has introduced the pneumatic system of operating the organ into the self-players.

PIPE-ORGANS

As the sum involved in the purchase of a pipe-organ, even of the smaller kinds, is always considerable, care should be exercised by giving an order only to some established and reputable concern.

There are plenty of houses that claim that their instruments are just as good as those that cost twice and three times as much. The claim cannot be maintained. Only a first-class factory can build a first-class pipe-organ, just as only a first-class factory can build a fine concert grand piano.

As the more expensive pipe-organs are generally placed in a new church, it may be well to say here that the question of the organ should be decided upon before the church itself is built, and that the organ builder should be consulted with respect at least to that part of the architecture of the building where the organ is to have its home. Many a noble instrument has been spoiled or rendered less effective because the builder had to do the best he could with the space allotted him by the architect, who often knows little of acoustics and less of music.

The worst possible jury to decide upon which organ is best for a church is one composed of ladies and business men. The ladies generally select an instrument containing the largest number of pipes, which means many useless or superfluous stops and an unbalanced organ, while the gentlemen, being business men, want the most in quantity for the money, forgetting that quality and not quantity is to be preferred in a church organ. The paramount importance of quality will be appreciated when it is remembered that a large organ has not merely to be purchased, but to be kept in order, and consequently an unreliable or poorly built instrument will cost so much to keep in repair that in the end it will be far dearer than an instrument whose first cost was much greater.

In deciding upon the site of a church organ it should be understood that the pipes must have room to "speak," and also that the construction must be such as to permit freedom of access to the mechanism for attention and repairs.

A plain case of a first-class organ is to be preferred to a handsome or showy case with a third-rate instrument. Unless the amount to be expended is very large, the greater part of it should be expended on the inside of the organ and not on the outside.

Some are misled by a wonderful "scheme" for an organ—on paper. Many instruments look well on paper, but are impracticable when built.

PIPE ORGANS—Continued

To get a sufficient volume and proper balance of tone and desirable variety of effects are the main points. A pipe-organ should not have too much reed work, as that is apt to get out of order.

In choosing a pipe-organ it is far better to employ an expert in mechanical effects than one who is merely a judge of tone.

Nearly every maker claims exclusive patents on improved actions, etc., for his instruments.

The electric pneumatic actions now used by all the great makers are good, and while some are better than others, there is not so much difference between them as their makers think.

The design of a pipe-organ should be in harmony with the architecture of the church.

REED-ORGANS

Much that I have written with regard to the selection of a piano will apply to the selection of a reed-organ.

The average knowledge of the public with regard to musical instruments is so small, and people are so apt to be misled by appearances or the glib tongue of an agent or salesman, that it is always best to purchase only such instruments as bear the name of some firm of repute or standing. It is the same with reed-organs as with pianos. The greatest protection the purchaser has is the "reputation" of the maker of the instrument.

There is something in "reputation," in name, for reputation means that the maker has won a place in the esteem not only of his own industry but of the purchasing public by the good and honest work that he has already done and the experience of purchasers that his instruments are reliable and of good musical quality.

A flashily cased organ looks finer to the untutored eye than the more quiet and sober one that is in reality far its superior.

How is the purchaser to know whether the organ-maker has used seasoned and first-class material and skilled labor in the construction of an instrument? He cannot know it except from the "reputation" of the maker, which is the guarantee, far greater than a printed or lithographed one, that the instrument is really reliable and is all that the salesman pretends it is. Again, a poorly made instrument is sure to get out of order soon, and then it becomes a source of misery instead of one of pleasure.

It should always be remembered that there is far more profit in a cheap and poorly made organ than in a well-made and durable one, and consequently there is a strong temptation on the part of the seller to recommend the poor one.

If all manufacturers, dealers and salesmen were honest there would be no need of a PURCHASER'S GUIDE.

While it is true that competition, improved machinery and methods, and the lower cost induced by larger outputs have materially reduced the prices of reed-organs from what they were a dozen years ago, it is also true that there is a point below which an honest instrument can be made, and the man, therefore, who offers you a very great deal for very little money is sure to be deceiving you. You know that you cannot make such an offer in your own business, and in this respect the organ business is just like any other.

All reputable makers are only too glad and proud to get their name on every instrument they make, so be sure to buy an organ with the maker's name on it; for while there are good organs made that do not bear the maker's name, the great majority of such instruments are of poor, if not very inferior, quality and are pretty sure to be sold for more than they are worth.

Most of the reed-organs made to-day contain all the recognized standard improvements. There are a few houses that can justly claim the use of special, patented improvements, but these are almost surely to be found only in the higher-priced instruments.

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HOW TO TAKE CARE OF AN ORGAN

A reed-organ is as susceptible to heat, cold, and especially dampness, as a piano. A little common sense will suggest that, as the instrument is principally made of wood, extreme heat will cause the parts to contract, while continued exposure to dampness will cause them to swell, in which latter case the action is very liable to "stick."

An organ should not be made the receptacle for odds and ends, for something is sure to get or fall into it, and then there is trouble. The instrument should be kept clean and covered with a cloth when the room is dusted.

A reed-organ rarely requires to be tuned. In this respect it is absolutely different from a piano. No unskilled person should ever be allowed to touch the mechanism of an instrument.

The bellows should be worked evenly. When too much air is pumped in the bellows will act as if they leaked, where the air is simply "blowing off" through the automatic valve stop at the back of the bellows.

The "jarring" sound sometimes heard in organs comes from a little particle of dirt in one or more of the reeds, or it may come from the ornaments or other truck that some people think indispensable to the appearance of an instrument.

Sometimes complaints are made that the keys get discolored. As many reed-organs are now made with celluloid keys, it is well to say that celluloid is very absorptive, especially of certain dyes, notably pink and red, that are used in the dresses that babies wear.

When on touching a key, either no tone or a false one is produced, the cause is generally to be traced to dirt that has gotten into the reed and thus prevents its proper action. This is easily remedied by getting at the reed and removing the dirt.

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Edited by JOHN C. FREUND

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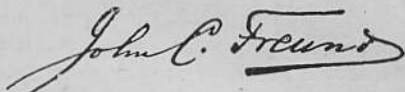
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- ÆOLIAN CO.**—Incorporated with a capital of \$3,500,000. Directors: H. B. Tremaine, E. S. Votey, Arthur K. Bourne, G. Warrington Curtis, Francis T. Maxwell, H. B. Schaad, F. W. Hessin, George D. Beattys and W. V. Swords. Has a surplus of over \$5,000,000. This concern is controlled by the Æolian, Weber Piano & Pianola Co., which has a capital of \$10,000,000, and is a house of international reputation and standing. (Refer to it in piano department.) Factories at Æolian, N. J.; Garwood, N. J.; Meriden, Conn.; Worcester, Mass., and New York City, with branches in Europe and Australia. Retail warerooms, Nos. 29-31-33 West Forty-second street, New York, where they some time ago erected a magnificent home, which is universally acknowledged to be the most unique, complete and artistic establishment of the kind in the world. Manufactures the Æolian pipe-organ, an instrument which they have built for more than twenty years exclusively for private residences. Over 1300 constructed in the United States have been placed in homes in America, Great Britain, France, Belgium, Spain, Holland, South America, etc. They vary in size from small organs, located in rooms of modest dimensions, to magnificent instruments installed in great mansions and palaces and provided with every feature known to the organ builder's art. These organs can be played in three ways: From the keyboards in the usual manner with Æolian pipe-organ solo music-rolls controlled by the performer, and by Æolian pipe-organ Duo-Art music-rolls automatically controlling the stops, tempo, expression, etc., no performer being required. Financial and commercial standing of the company unquestioned.
- ANCHOR, B. J.**—Pipe-organ builder. Factory at No. 1131 South Sixteenth street, Philadelphia, Pa.
- AUSTIN ORGAN CO.**—Manufacturer of pipe-organs. Factory at Hartford, Conn. Its instruments are of the highest grade and are manufactured under many special patented improvements. In the highest commercial and financial standing.
- AUTOPHONE CO.**—Manufacturer of roller-organs. Factory at Ithaca, N. Y.
- BARCKHOFF, CARL.**—Manufacturer of church organs. Factories at Basic City, Va.
- BECKWITH ORGAN CO.**—Louisville, Ky. Makes pianos and organs.
- BEMAN ORGAN CO.**—Binghamton, N. Y. Manufactures electric and electric pneumatic pipe-organs, self-playing and manual orchestral organs.
- BENNETT ORGAN CO.**—Factory, Rock Island, Ill. Incorporated with a capital stock of \$50,000. (Established 1865.) Makes the Bennett system of tubular and electro-pneumatic pipe-organs.
- BERNI ORGAN CO.**—Factory, 216 West Twentieth street, New York.
- BILHORN BROTHERS.**—136 W. Lake street, Chicago, Ill. Specialize in folding and portable organs. Peter Philip Bilhorn is the owner of the concern.
- BUHL & BLASHFIELD ORGAN CO.**—Pipe-organ builders. Factory, Utica, N. Y.
- BURDETT ORGAN CO.**—Established in 1866 at Chicago, in 1872 at Erie, Pa. Reorganized and incorporated in 1894, at Freeport, Ill.; now owned and controlled by S. N. Swan & Sons, Freeport, Ill., to whom refer.
- COBURN ORGAN CO., THE.**—Manufacturers of pipe-organs. A growing and successful house. Its factory at No. 220 N. Washtenaw avenue, Chicago, Ill., is fully equipped to meet the constantly growing demand for its instruments.
- COLE, JAMES.**—Factory, Medford, Mass. Makes church organs. Specializes in rebuilding and revoicing.
- CREMONA.**—The "Cremona" theater pipe-organs are made by the Marquette Piano Company, 2421-2439 Wallace street, Chicago, to which refer. It is a combination automatic and manual organ.
- DE COURCY & CO., A. B.**—Manufacture pipe-organs. Factory, No. 634 Harrison avenue, Boston, Mass. This firm was started in 1908 by Andrew B. DeCourcy and Thomas J. Quinlan. T. J. Quinlan retired from the concern January 1, 1916. The business is continued by Mr. De Courcy. Concern in good financial and commercial standing.
- DURNER, CHARLES E.**—This business was started in 1859 for the manufacture of pipe-organs. Factory at Quakertown, Pa. An old-established, reliable concern in first-class standing. The work is of highest grade. Obtained an award at the

Philadelphia Centennial Exhibition in 1876. Has constructed a number of large pipe-organs, principally for churches in Pennsylvania.

EPWORTH.—"Epworth" organs for churches and homes are extra well made, reliable instruments, made by the Williams Piano & Organ Co., Chicago (to which refer). These organs are put up in a variety of beautiful cases of artistic and distinctive designs. The "Epworth" chapel organs especially are noted for their rich, sweet, sympathetic quality of tone, which is said to very nearly approach that of a real pipe-organ. The "Epworth" has been on the market for a quarter of a century, and its durability and lasting tone qualities have been fully proven.

ESTEY ORGAN CO.—Builds pipe and reed organs of the highest rank. Identified with the progress and development of the reed organ industry in the United States. Main office and factory at Brattleboro, Vt., where they have established one of the largest plants in the country. The business was for years known as "J. Estey & Co."; in later years was incorporated as the Estey Organ Co. The Estey business was established in 1846, seventy-six years ago. The house, therefore, is regarded as the oldest as well as the largest maker of reed organs in the world. Jacob Estey was the founder of the business, which has always been located in Brattleboro and has always been under the control and active management of the Estey family. During the seventy-six years of existence in Brattleboro the concern has occupied from time to time five different factories, moving each time into a larger building, until now the present plant consists of a group of eight modern buildings. The Estey Organ Co. builds a complete line of church, school, and lodge reed organs. To-day the third and fourth generations are carrying on the ideals of the founder. They do a wholesale, retail and export trade. The Estey organs have always been remarkable for their rich, beautiful tone, which has an individuality of its own and became known as the "Estey" tone. These organs contain many improvements, some of which have been patented. They make a specialty of church organs, particularly two manual organs with pedals. They state that they believe they are the only manufacturers of this line in the United States. They also make a line of folding and portable organs. The company manufactures pipe-organs of the widest possible range, running from an organ suitable for a small church or chapel, to the largest majestic cathedral instruments, also pipe-organs for theaters, concert halls, lodges and, in addition, they have developed pipe-organs for private residences, played by music rolls especially prepared by themselves. These music rolls automatically control the entire organ, introducing the proper tone coloring and all the expression devices; no experienced performer being required. These instruments can be built to be installed in any home of moderate size, as well as the more magnificent mansions. They have equipped special pipe-organ demonstrating studios in Boston, New York, Philadelphia, Los Angeles and London, where instruments illustrating all these lines are available for demonstration. A very notable instrument manufactured by this company is located in the Capitol Theater in New York, the largest theater in the world. Financial and commercial standing unquestioned.

FABER, HOMO.—Manufacturer of folding and portable organs. Factory, No. 325 South Robey street, Chicago, Ill.

FUCHS, JOHN GEO.—Organ builder. Factory, No. 203 East Forty-seventh street, New York.

GOTTFRIED & CO., A.—A world-famed and enterprising establishment for the manufacture of pipe-organ supplies, with an immense and thoroughly modern plant at Erie, Pa., equipped with the finest up-to-date machinery. Their success in the past ten years has been phenomenal, and the capacity of their working space and force had to be doubled within the last few years. Mr. Gottfried's authority on subjects pertaining to tone production, etc., is recognized by the leading organ builders and organists of to-day. A flue and reed voicer of great artistic abilities and a tireless worker in office and shop alike, he has ably managed the business since it was first established in Philadelphia, in 1890, and then transferred to Erie, Pa., in 1894. He became sole proprietor in 1912. The voicers employed by him are all selected men of a type similar to himself, and all, without exception, have been with him many years. The work of this firm has only to be examined to

impress one with a "something-different-than-usual" verdict. This pertains to reed work especially, and high-pressure reeds are a hobby of Mr. Gottfried and his score of voicers. A certain finish in tone and construction seems to be the goal of accomplishment. This also may be said of the metal and wood pipes, which are without a doubt unexcelled for voicing. Materials and workmanship are of the very best. Mr. Gottfried's patent reed imitation pipe has won a multitude of admirers and finds a ready market where a superb imitation of oboe or saxophone is wanted. They also do an immense business in the manufacture and sale of every conceivable article needed for organ work, such as chests of every description, consoles, keys, cases, pneumatic parts and electrical supplies, mechanical parts of all kinds. Their efficiency for musical excellence, correctness of construction, strictly artistic ideas and careful business methods have won for them not only a big percentage of the American market, but their goods are shipped to all parts of the world. They correspond in English, French and German. Financial and commercial standing excellent.

GRATIAN ORGAN BUILDERS.—Incorporated. Factory, Alton, Ill. Manufacturer of pipe-organs. Business originally established in Alton in 1858 by Joseph Gratian.

GRISERI, LORENZO.—Barrel-organ builder. Factory, No. 294 Elizabeth street, New York.

HALL & CO., JAMES.—Pipe-organ builders. J. Edward Schad, manager. Factory at No. 2059 Kennedy avenue, Baltimore, Md.

HALL ORGAN CO., THE.—Pipe-organ builders. Factory, West Haven, Conn. Established in 1897. Builders of high-grade instruments, with electric action.

HASKELL, C. S., INC.—C. E. Haskell, president. Church organ builder. Factory, Nos. 1520-1522 Kater street, Philadelphia, Pa. An old-established concern in good standing.

HILLGREEN, LANE & COMPANY.—Builders of all types of modern pipe-organs. Established 1899. This firm is one of the few that make all the component parts of their instruments. Their system of construction is regarded as unusually dependable. The use of perishable membrane substance, the "necessary evil" in organ construction, has been reduced by them to a minimum, and their instruments are suited to all climates, being affected but slightly by changes of temperature and other climatic conditions. Excellent commercial and financial standing. The firm is devoting much attention to the production of theater organs.

HINNERS ORGAN CO.—Incorporated. Capital, \$85,000. President, Arthur W. Hinnners; vice-president, George R. Hinnners; secretary and treasurer, H. J. Rust. Manufacture pipe-organs and reed-organs of high quality. Factory at Pekin, Ill. Excellent commercial and financial standing.

HOOK & HASTINGS CO.—Factory at Kendal Green, Mass. Manufacturers of pipe-organs for over ninety years. Pioneers in the business and of international reputation. Recognized as builders of highest-grade instruments, and in every instance where the firm has exhibited has received highest awards. Has built over 2400, including many of the largest instruments in the country. Especially noted for the voicing of its instruments, which have received special commendation of the noted organists of the country. In high financial and commercial standing.

HOPE-JONES ORGAN COMPANY.—This business is now conducted by The Rudolph Wurlitzer Company in extensive factories at North Tonawanda, N. Y. Here are made the Wurlitzer Hope-Jones Unit Orchestras and electrically operated pipe-organs under the noted patent of Hope-Jones. These instruments have been installed in theaters from coast to coast. Nearly every city in the United States contains some edifice which boasts a Wurlitzer Hope-Jones Unit Orchestra.

HOWARD, EMMONS.—Church, chapel and concert organ builder. (Successor to Johnson & Son.) Has a large and well-appointed factory at Westfield, Mass. Established in 1883. A builder of repute, whose instruments are of high grade. In good standing.

HUNTER & SONS, J. P.—Organ builders. Factory, No. 3531 Brandywine street, Philadelphia, Pa.

IHRIG, HENRY C.—Church organ builder. Factory, Pittsburgh, Pa.

JAEKEL, JULIUS.—Church organ builder. Factory, No. 3454 North Robey street, Chicago, Ill.

KILGEN & SON, GEO.—Offices and factory, No. 3817-29 Laclede avenue, St. Louis, Mo., a noted and highly reputable firm of pipe-organ builders, established in New York in 1851, and continually manufacturing pipe-organs since then. The firm moved to St. Louis, Mo., in 1873, and since then has built four large factories and is now located at the above address. This firm is one of the oldest houses in the United States, and has at all times been in the forefront. It has received recognition in all parts of America for its part in developing the modern pipe-organ on lines of exclusive artistic character, having also been pioneers in the development of the modern electric organ. Founded in 1851 by the late Geo. Kilgen, Sr., who was born in Dulach in Baden, Germany, and after a thorough schooling came to New York and was with the Jardines before establishing this renowned firm. His son, Charles C. Kilgen, who is an artist, added greatly to the artistic temperament of the firm, and after an experience of fifteen years, in 1890, was taken into the firm by his father as his partner. Charles C. Kilgen has four sons who have entered the organ business under him and each one is an expert in the branch of the business he is following. They have one of the best-equipped organ plants in America, making every part of the organ in their own factory and owned by their own capital. Their organs have been indorsed by all the leading organists in America. Financial standing unquestionable.

KIMBALL CO., W. W.—Chicago, U. S. A.—Manufacture pipe-organs, pianos, grand and upright, player-pianos, Phrasonome player-pianos, reproducing pianos, phonographs and player rolls. This industry is not the mere assembling of parts, but rather a group of plants comprising a perfect unit in which the complete instrument is manufactured. Many United States letters patent have been granted the W. W. Kimball Company on its electric and tubular pneumatic systems of organ action, combinations, and windchests, and many secret processes and special scales are employed in the construction of the Kimball organ. Hundreds of these grand organs are in use in the large churches and public institutions of our country, among which are: The Temple, Washington, D. C.; D. L. Moody's Church, Church of St. Mary of the Angels, Chicago; St. Stephen's R. C. Church, Church of St. Thomas the Apostle, Church of the Immaculate Conception, Seventh Church of Christ, Scientist, three high school auditoriums, New York City; St. Louis R. C. Church, Buffalo; The Cathedral, Denver; First Presbyterian and First Congregational Churches, Oakland, Cal.; Scottish Rite Temple, Tacoma, Wash.; Auditorium and Curtis Hotel, Minneapolis, Minn.; Scottish Rite Temple, Washington, D. C.; Shadyside Presbyterian Church, The Cathedral, Pittsburgh. Kimball orchestral organs are found in many of the largest theaters in this country and abroad, the list including 140 in Chicago, 45 in Philadelphia, and numerous instruments in other cities of the country. Kimball pipe-organs are now an established feature for lodges and private residences. They are especially so on account of the Kimball Soloist, a remarkable achievement in self-playing devices. The catalog of its library embraces various forms of music, from a Bach fugue to a Sousa march, a Beethoven sonata or a Strauss waltz. The Soloist may be built into any organ and in no way interferes with the use of the instrument manually. Kimball pipe-organs are found in many prominent residences, among them: Arthur Curtiss James, Newport, R. I.; Samuel D. Cushing, Stamford, Conn.; John Aspinwall, Newburg-on-the-Hudson, N. Y.; C. H. Everest, Oklahoma City; Samuel Parrish, Southampton, N. Y.; W. I. Pratt, Iowa City; M. Beltzhoover, Ardsley-on-the-Hudson; Mrs. Warren M. Salisbury, Pittsfield, Mass.; R. E. Tod, New York; Glenwood Mission Inn, Riverside, Cal. The Kimball factories are known as among the greatest in capacity and output in this line. Established in 1857 by W. W. Kimball. Financial and commercial standing is unquestioned.

KRAIG, N. P.—Pipe-organ builder. Factory, Binghamton, N. Y. In good standing.

MARR & COLTON CO., INC., THE.—Warsaw, N. Y.—Builders of the highest grade pipe organs for theaters, churches, auditoriums and homes. The quality of these instruments is unexcelled, each organ being especially designed to suit the acoustic

properties of the building in which it is to be installed, and is a distinctive work of art. The greatest care is used in both the construction and voicing of these organs and most careful thought is given to the selection of stops so as to obtain the best possible results in the contrasting and blending of tone color. Thus they combine a quality of tone and reliability of action that is superb. The factory at Warsaw, N. Y., is made up of modern fireproof buildings which are provided with the best in mechanical and electrical equipment. During the year 1921 a large two-story building was added to the plant to take care of the constantly increasing business. This modern plant, together with their large staff of experienced workmen, makes possible the very finest product. Only the best in materials and workmanship is used in these organs. Strong financial and commercial standing.

MATHERS CHURCH ORGAN CO., THE ALFRED.—Succeeded to the business of Koehnken & Grimm. Factory, Cincinnati, Ohio.

MIDMER & SON, REUBEN, INC.—One of the oldest and most reputable pipe-organ builders in the country. Established in 1860. Factory, Merrick, Long Island, N. Y. Office, 109 East Fourteenth street, N. Y. Their instruments are of a high grade. In excellent standing.

MILLER ORGAN & PIANO CO.—Incorporated in 1903, with a capital of \$100,000, all paid in. Successor to the Miller Organ Co. Established in 1873. Makes reed-organs of superior grade and fine tone quality at its factory, Lebanon, Pa. Capacity of plant 1800 organs per annum. In first-class standing.

MOLLER, M. P.—Pipe-organ builder. Established 1880. Incorporated 1921. Factory and main office, Hagerstown, Md. One of the most noted and most progressive pipe-organ builders in the country. The factory is one of the largest and best equipped plants in America, devoted exclusively to building pipe-organs and every part of Moller organs is made there. Every Moller organ is especially designed and built for the place and purpose for which it is to be used and strictly high-grade throughout. The "Moller" systems of tubular and electro-pneumatic actions are simple in design, reliable and contain every modern improvement. Organs of this make are in use in over thirty-four hundred churches and institutions, many of which are especially noted—the electric organs in the United States Military Academy, West Point; Washington Irving High School, New York; Boys' High School, Brooklyn; St. Luke's P. E. Church, Brooklyn; St. Nicholas' R. C. and P. E. Church of the Ascension, Atlantic City; Pomona College, Claremont, Cal.; St. John's P. E. Church, Wilmington, Del.; Masonic Cathedral, Memphis, Tenn.; Greek Theater, University of Virginia, Charlottesville, Va.; Walnut Street Presbyterian Church, Philadelphia; the four-manual electric organ in the Coliseum, Evansville, Ind.; and many others. In recent years Mr. Moller has placed organs in a large number of the more prominent theaters, which have attracted attention everywhere on account of their wide tonal range and perfect adaptation for theater purposes. Prominent examples are found in the Aldine Theater, Philadelphia, Pa.; Hippodrome Theater, Lancaster Pa.; Capitol Theater, Davenport, Iowa; Arcadia Theater, Reading, Pa.; Poli's Theater, Hartford, Conn., and many others. Mr. Moller has built fifty-seven organs for theaters owned by the Loew Enterprises of New York, forty for William Fox and large numbers for other prominent syndicates. He also builds organs for studios, residences, lodges, etc., and in fact Moller organs have been adapted for every purpose and condition. They are in regular service in every State and six foreign countries. The factory is located on the Pennsylvania and Norfolk & Western railroads, with switching connections to the P. & R., New York Central and B. & O. railroads. Financial and commercial standing excellent.

MOREY, C. E.—Pipe-organ builder. Factory at Utica, N. Y. Established in 1858. In 1901 put up a new factory and considerably enlarged his plant, so that he now has one of the largest factories in New York State devoted exclusively to the building of pipe-organs. In first-class standing.

MUDLER-HUNTER CO., INC.—Manufacturers of church organs. Offices, 2638 West Gordon street, Philadelphia, Pa. Factory in rear of 2632-2638 West Gordon street.

ODELL & CO., J. H. & C. S.—An old established and highly reputable firm of pipe-organ builders. Its instruments have won a well-deserved reputation. Factory,

Nos. 407-409 West Forty-second street, New York. In high financial and commercial standing.

PALM, ELMER E.—Organ builder. Factory at Reading, Pa.

PIERCE ORGAN PIPE CO., SAMUEL.—Reading, Mass.—This concern is celebrating its 75th year of continuous business, being the largest and oldest manufacturer of organ pipes in the country. Williams S. Dennison, manager and treasurer, has been connected with the company for 35 years and has been able to build and maintain a high standard through his experience and knowledge of what the organ builders desire and expect of organ pipes. The company is run on a quality basis—"Quality and not Quantity" being the by-word. The wood stops are made of the best grade of seasoned lumber and the workmanship is unexcelled. A large corps of voicers have established an unsurpassed reputation. The factory is especially equipped for the manufacture of reed organ pipes which are noted for their mechanical perfection and superior voicing. The financial standing of the concern is unquestioned.

PFEIFER & SON, E.—Organ builders. Factory at Austin, Tex.

PILCHER'S SONS, HENRY.—Pipe-organ builders. Main offices and factory at Nos. 908-920 Mason avenue, Louisville, Ky. An old-established and highly reputable concern. One of the leading pipe-organ builders in the country. In first-class financial and commercial standing. The House of Pilcher was established in 1820.

PITTS PIPE-ORGAN CO.—Factory, Omaha, Neb. F. F. Pitts, president. Pipe-organ builders.

PRANTE'S SONS, AUGUST.—Manufacturers of pipe-organs. Factory at Nos. 538-540 Roselane street, Louisville, Ky.

PUTNAM CO., W. W., INC.—Manufacturers of reed-organs, organ and piano stools, piano and player-piano benches. Factory at Staunton, Va. In good standing.

REED & SON, GEO. W.—Factory, West Boylston, Mass. Make church organs.

REILEY, WILSON S.—Organ builder. Factory, 62 N. Y. avenue, Washington, D. C.

REPRODUCO.—An electrically operated player-pipe organ made by the Operators Piano Company, to which refer.

ROBERT-MORTON CO.—General offices, 109 Golden Gate avenue, San Francisco. Factories: Berkeley, Cal., Nuys, Cal., and Highland, Ill. Officers: H. J. Werner, president; M. J. Samuels, vice-president; A. L. Abrams, vice-president; R. P. Matthews, vice-president; P. G. Jacobus, Jr., secretary and treasurer. Company is a subsidiary of the American Photo Player Co., to which refer. Manufactures the Robert-Morton pipe organs, specializing in the highest grade pipe organs for theaters. Also makes organs for churches and homes. Among important theaters now equipped with Robert-Morton organs are the Plaza Theater, Fifty-ninth street and Madison avenue, New York; Howard-Famous Players Theater, Atlanta, Ga.; Tivoli Theater, San Francisco; the California Theater and Mack Sennett Mission Theater, Los Angeles. One of the largest Robert-Morton organs was installed in the University of Southern California. Concern in first-class financial and commercial standing.

RYDER, CHAS. A.—Pipe-organ builder. Factory, 203 Cotton avenue, Macon, Ga.

SCHAEFER ORGAN CO.—Pipe-organ builders. Factory, Schlesingerville, Wis.

SCHANTZ, SONS & CO., A. J.—This company has a large and modern factory at Orrville, Ohio, where they have been in business since 1872. They specialize in building tubular pneumatic and electric organs only. The tone of the Schantz organ shows skillful and artistic voicing. This firm is in best commercial standing.

SCHOENSTEIN & SONS, FELIX F.—Pipe-organ experts. No. 2306 Bryant street, San Francisco, Cal.

SCHUELKE ORGAN CO., MAX.—Factory, 270-272 Twenty-seventh street, Milwaukee, Wis. Builder of pipe-organs. Capital \$25,000.

SCULTETUS, JACOB.—Organ builder. Factory at Elmhurst, N. Y.

SHIPMAN ORGAN CO.—Manufacturers of reed organs at High Point, N. C.

SKINNER ORGAN COMPANY.—Manufacturer of pipe organs. Recently purchased the Steere Organ Company and was reorganized July 1, 1919, with a capital stock of \$363,000. The officers are Arthur H. Marks, president and treasurer; Ernest M. Skinner, vice-president; William E. Zeuch, vice-president; Charles G. Parker,

- director; Walter G. Keating, assistant treasurer; Edmund J. Barnard, general manager. Organ architects and builders of fine organs for churches, theaters and residences. In good standing.
- SOLE ORGAN CO.**—Factory, Fremont, Ohio. Builders of church organs.
- STEERE ORGAN CO., THE.**—Church, hall and theater organ builders. Factory at Westfield, Mass.
- STEIN, ADAM.**—Pipe-organ builder. Factory Nos. 223-225 North Holliday street, Baltimore, Md.
- SWAN & SONS, S. N.**—Manufacture the "Swan" and "Burdett" reed-organs and phonographs, high-grade instruments, at their plant in Freeport, Ill. The instruments are widely sold in the United States, and are also exported. They are of fine tone and the case designs are beautiful. Incorporated. President and treasurer, D. E. Swan; secretary, A. J. Swan; vice-president, G. E. Swan. All men at the head of this concern are expert reed-organ makers. Concern in first-class business and commercial standing.
- TELLERS-KENT ORGAN CO.**—Successors to Felgemaker Organ Co., Erie, Pa.
- TREU PIPE-ORGAN CO.**—Factory, Blair avenue and Mullanphy street, St. Louis, Mo.
- VAN DINTER & SON, LOUIS H.**—Pipe-organ builders. Established 1870. Factory, Mishawaka, Ind.
- VOGELPOHL & SONS.**—Make high-grade pipe-organs. Factory, Nos. 404-409 North Broadway, New Ulm, Minn.
- VOTTELER-HOLTKAMP-SPARLING ORGAN CO., THE.**—Organ builders. Factory, Cleveland, Ohio.
- WELTE-MIGNON CORPORATION.**—G. W. Gittins, president; A. Dalrymple, secretary and treasurer. One of the oldest established concerns in the world manufacturing organs capable of being played either manually, mechanically, reproducing by means of recorded music rolls the performances of the greatest organists. Factory in Borough of Bronx, New York City. Studios, salesrooms and offices at No. 663-7-9 Fifth avenue at Fifty-third street. This concern also manufactures Welte Orchestrations operated in a like manner, and Welte-Mignon reproducing pianos and cabinet players of the push-up type, and organs of all sizes designed for private residences, yachts, amusement places, etc.
- WHALLEY, THOMAS W.**—Manufacturer of tubular and electro-pneumatic pipe organs. Factory, South Berkeley, Cal.
- WHITE MANUFACTURING CO., A. L.**—Manufactures folding organs, school organs, and practice keyboard. Factory, No. 215 Englewood avenue, Chicago, Ill. Incorporated. A. L. White, president and treasurer; E. B. White, secretary.
- WILLIAMS PIANO & ORGAN CO.**—Manufacture the "Epworth" and "Williams & Sons" pianos and organs in their well-equipped piano factory at 1257 Fullerton avenue, Chicago. Capacity, about 3000 instruments per annum. Makes a complete line of parlor organs, chapel organs, and reed-organs suitable for schools and churches. These instruments are of high-class workmanship and construction. Highest commercial and financial standing.
- WIRSCHING-PELOUBET CO.**—The business of the Wirsching Organ Co., Salem, Ohio, was taken over by the Wirsching-Peloubet Co., Pittsburgh, Pa., and placed with M. P. Moller, manufacturer and builder of pipe organs at Hagerstown, Md.
- WURLITZER MFG. COMPANY, THE RUDOLPH.**—Factory at North Tonawanda, N. Y. Executive offices at Cincinnati, Ohio, 117-121 East Fourth street. Eastern office, 120 West Forty-second street, New York City. Central office, 329-331 South Wabash avenue, Chicago. Western office, 985 Market street, San Francisco. Automatic instruments for cafés and confectioneries, etc., are sold through branches in nearly every large city in the United States. Instruments contain all the new improvements. Exclusive and new patents make them the most highly desired automatic instruments. The One Man Orchestra is a small organ for use in theaters. This small instrument takes the place successfully and completely of a four or five piece orchestra. Larger instruments are known as the Wurlitzer Unit Orchestras and are constructed for all sizes of theaters, assembly halls and auditoriums, costing up to \$100,000 for installation. Made under the Wurlitzer Hope-Jones patent. Financial and commercial standing unquestioned.

Musical America

Edited by JOHN C. FREUND

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An Account of Some of the Manufacturers of Phonographs, Talking Machines and Accessories in the United States

WITH such information
about them as shall con-
vey a fair idea of their stand-
ing and reputation.



It is easy to identify Victrola instruments

You can tell them the moment you raise the lid and see the trademark "Victrola." You will also see other Victor trademarks, as the picture and the phrase "His Master's Voice."

Be sure to get a Victrola instrument, for it is the chosen instrument of the greatest artists and specially made to play their Victor records.

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Victrola instruments \$25 to \$1500.



Victor Talking Machine Company, Camden, N. J.

THE SOUND REPRODUCING INSTRUMENT AND THE PUBLIC

ONE of the most remarkable developments of the musical industries in recent years has been the evolution of the sound reproducing machine from a toy into a musical instrument. With giant strides it has come to the front as one of the most important features of the manufacture and sale of musical instruments, second only to the piano, the player and reproducing piano.

The history of the growth and development of these sound reproducing instruments is one of the most fascinating chapters in musical history and the story of the industry. In making America the foremost musical nation of the world it has been perhaps the most important contributing factor. Its popularity has grown to such enormous proportions that it is literally true to-day that no home is considered complete without a sound reproducing instrument of some kind.

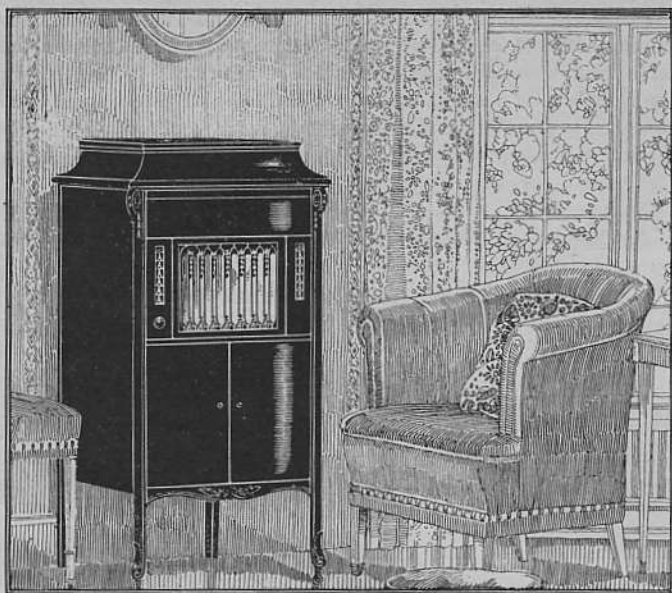
Through this widespread introduction of music, the general public has secured access to the best compositions of all times and places, sung and played by the world's greatest artists. Naturally this has tended to elevate the standard of public taste, has widened the demand, so that now there is such a persistent call for all kinds of music that the demand is infinitely greater than the supply. This condition has brought about the same situation in the phonograph industry as appeared in the piano industry a number of years ago; in other words, there are now many "stencil" phonographs on the market just as "stencil" pianos had their day.

The sudden and enormous demand for phonographs has made many get-rich quick investors, though wholly ignorant of the field, to look upon it with longing eyes. Many have gone into the business with no intention of developing a quality product, which is the first essential of successful sound reproducing instrument manufacture, but determined to attain quantity output at the cheapest possible cost. Thus we have the "stencil" phonograph, an illegitimate machine, the parentage of which the manufacturer is ashamed to acknowledge. Against machines of this type the public is especially warned.

The manufacturers of sound reproducing instruments have invested fortunes in the developing of first class instruments and they have invested still other fortunes in advertising and standardizing that product in the mind of the public. They are not ashamed to acknowledge the goods which they have manufactured; therefore the public is entitled to know something of the standing of the manufacturer of the instrument before making a purchase. It is to aid in this matter that this section of THE GUIDE is designed.

RECORDS

All that has been said of the dangers of stencil phonographs applies with equal force to records. Until recently the demand for records was enormously ahead of the supply, but manufacturers are beginning to catch up. Shops are sold out of a month's selection often a few days after shipments are placed on sale. This naturally has tended to bring a cheaper class of competition into the business and to-day there are records on the market unworthy of the name. Nothing so disgusts a phonograph owner as poor records. Very often he mistakes the results he obtains from his instrument as the fault of the machine whereas in most cases the fault lies directly in the record. There are certain manufacturers whose name upon a record insures its musical qualities and its durability. There are other records which are made to sell and not to give satisfaction. These are "stencil" records and they never give satisfaction. They have a squawky sound, compared by many dealers to the crackling of peanut shells, which interferes with the enjoyment of the music and their wearing qualities are so brief that in a short time they are practically worthless. Yet many of these records are being sold at the standard price and some of them even higher than the better class of records and they are bought by gullible people because at times it has been difficult to secure the better makes. No permanent satisfaction can be obtained from these cheaply made records. Be sure that the records you buy are manufactured by a firm of established reputation and you will not go wrong.



THE VOCALION

The Vocalion is far more than has hitherto been conveyed by the word "phonograph". It is a true musical instrument made by musical experts for musical people. Its tone has a richness, depth and beauty that all people appreciate.

Vocalion cases exhibit the simplicity of true art—the appropriateness to their surroundings that only knowledge and experience in fine instrument designing can produce.

The wonderful Graduola tone-controlling device and other important and exclusive features, all contribute to the unsurpassed *quality value* of the Vocalion. This artistic instrument occupies a position in the phonograph field that reflects truly the character of the music house that builds it.

VOCALION RED RECORDS



*Supreme in Natural and Brilliant Tone
Playable On All Phonographs*



THE AEOLIAN COMPANY

New York, London, Paris, Madrid, Melbourne, Sydney

ÆOLIAN-VOCALION.—Under this name the Æolian Company produced the new phonograph in the latter part of 1914, after an intensive scientific study of the principles and possibilities of the phonograph by its own staff of musical experts in collaboration with a distinguished authority on acoustics who placed at their disposal his fully equipped laboratory for photographing and analyzing sound-waves to supplement the facilities of the Æolian Company's laboratories. The aim was a phonograph possessing a full natural tone faithful to the original musical sounds without any suggestion of nasal stridency. This was accomplished after a scientific refinement of the sound-box, tone-arm and amplifying horn, collectively in their adaptations to one another and singly in all the details of each of these parts. As a result of the practical application of studies of this sort, the Vocalion was developed to reproduce voices and instruments with their characteristic natural timbre, the individual instruments not losing their identity although playing ensemble in orchestral records; and, furthermore, the lower registers of the tones, instead of being, as so often, lost or impaired, are retained to enrich the musical effect with their deep-voiced, fundamental tones as in the actual instruments heard direct. In addition, the Vocalion embodies the novel tone-control device called the Graduola, for which the Æolian Co. acquired the exclusive patent rights in 1912 from the inventor, Frederick James Empson of Australia. This comprises a delicately lipped, soft-rubber throat leading from the tone-arm into the neck of the horn, with which co-operates a soft rubber taper valve. The position of the valve within the throat is continuously under the control of the operator by manipulating a two-part handle. The relative movement of these handle parts on each other is communicated to the valve by a slender flexible connection long enough to permit the operator to stand or sit at a comfortable hearing distance from the instrument. The Graduola permits the operator to delicately vary the expression while the Vocalion is playing any record, just as the artist himself varies each performance, thus providing opportunity for self-expression in music and at the same time relieving the phonograph of any tiresome monotony of performance. In using the Graduola one has the sensation of oneself playing the instrument whose tones are being reproduced and, permitted by the flexible connection, is swayed like a violinist in rhythm with the melody one is helping to create. The Graduola permits the use of the loud-tone needle, whereas without it others use a soft-tone needle to produce a softer effect. It is also provided with an automatic stop of simple and superior mechanism and other advanced and exclusive mechanical features. The Æolian Co. placed its new phonograph record on the market in 1917 after applying to its production the same scientific methods previously used in developing the Æolian-Vocalion and the Duo-Art. This resulted in an improved, patented recording system, which is so delicately sensitive to the minute energy gradations in musical tones that it succeeds in making a faithful record of them, so that when played it gives forth a free, open, life-like reproduction of the original sounds. An imposing array of artists has been performing for these records, of which a large catalog has already been issued and is being constantly added to.

BAGSHAW CO., W. H.—One of the largest and oldest established concerns in the talking machine industry making steel needles exclusively for phonograph records. Founded in 1870 and incorporated under the Laws of Massachusetts, in 1917. Large and up-to-date factory at Lowell, Mass. The entire output is distributed exclusively by the Brilliantone Steel Needle Co. of America, 341 Fifth Avenue, New York City. Makes talking machine steel needles for many of the largest and most prominent talking machine houses in the United States, Canada and many foreign countries. Commercial and financial standing of the company is good.

BRILLIANTONE STEEL NEEDLE COMPANY OF AMERICA.—This firm is one of the largest, longest established and most prominent manufacturers of talking machine steel needles in the United States. General offices and show rooms at 347 Fifth Avenue, New York City. Factory at Lowell, Mass. Established 1906. B. R. Foster is president and treasurer; H. W. Acton, secretary, and L. J. Unger assistant secretary. This concern was one of the first to manufacture and dis-



The Prestige of the Starr

is a prestige gained from fifty years' experience in the creation of musical instruments, a vast wealth of knowledge which has been poured into the making of the Starr Phonograph. The public knows this. The music-loving public knows that "old friends are best." That is why the circle of those who own and love a Starr is constantly broadening.

It is easy to explain to a customer just why the Starr Phonograph is superior. "The difference is in the tone." The marvelous tone of the Starr—which is appreciated the moment it is heard—is due to "the singing throat" of the Starr Phonograph.

And the "singing throat" of the Starr Phonograph is due in turn to the material from which it is made—Silver Grain Spruce, the same wood as that from which the master violin-makers of olden days lovingly fashioned the priceless Stradivarius and the golden-voiced Amati. Surprisingly clear, mellow, resonant, the Singing Throat of the Starr is a revelation to all who hear it.

Gennett Phonograph Records played on the Starr Phonograph compose a combination unsurpassed. The Gennett Record Library consists of the up-to-the-minute popular hits and the best standard and classic numbers which are augmented monthly by our timely releases of all that is best in music.



THE STARR PIANO COMPANY

Starr, Richmond, Trayser, Remington

Grand, Upright and Playerpianos

The Starr Phonograph

Established 1872

Gennett Phonograph Records

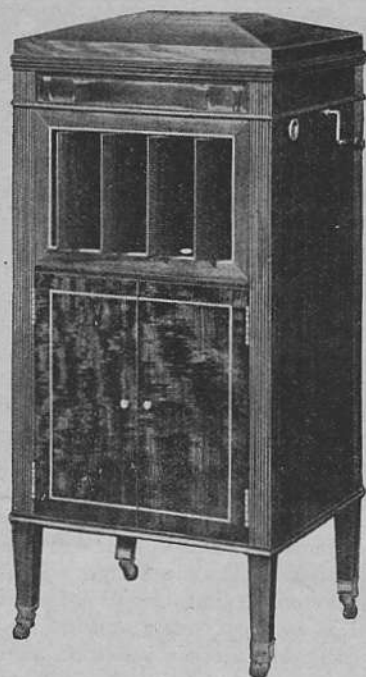
Richmond, Indiana

tribute steel talking machine needles in this country. Both Mr. Foster and Mr. Acton, before entering the phonograph industry, were connected with the music trade for many years. The firm makes the "Brilliantone" needle in all tones, soft, medium and loud. They specialize in putting up needles in envelopes, boxes, etc., for the trade. Brilliantone needles are being sold to-day by all the leading music dealers and jobbers throughout the world. The firm also produces the "Brilliantone" dance tone needles. The house has an excellent reputation for its clean business dealings with the entire talking machine industry. Commercial and financial standing is very good.

BUSH & LANE PHONOGRAPH.—The instrument bearing this name is a worthy addition to the line of musical instruments manufactured by the Bush & Lane Piano Co. of Holland, Mich. The concern has for years ranked as one of the leaders in the development of high-grade musical instruments in the Middle West. The company is incorporated under the laws of Illinois; capitalization, \$600,000. Officers: Walter Lane, president; F. J. Congleton, vice-president; W. H. Beach, treasurer; C. L. Beach, secretary. Walter Lane, the president of the company, has attained a fine reputation in the industry for his scientific knowledge of piano and musical instrument manufacture. The company has marketed its phonograph for several years past, and the instruments are being handled by some of the leading piano and phonograph dealers in the trade. Bush & Lane pianos and player-pianos have always been noted for artistic case design and finish, and in manufacturing a phonograph for the trade the company has had these two factors in mind, with the result that the Bush & Lane phonographs are of extraordinarily beautiful appearance, several of the styles being of artistic design which corresponds to styles of Bush & Lane pianos which have gained great popularity with the trade and the general public. In addition to the exterior appearance of the instrument, the manufacturers have given the very closest attention to the reproduction of a phonograph which overcomes objections which have been made at times to phonographs in the past on account of metallic over-tones, echoes and imperfect vibration, and the combination of the Bush & Lane sound chamber, tone-arm, reproducer, tone-modifier and motor, each being brought as near perfection as possible, results in producing a phonograph of altogether exceptional qualifications. The company is offering to the trade six models, varying in size and cost. Financial and commercial standing of concern of the highest.

CHARMING PHONOGRAPH CO.—Incorporated under the state laws of New York about three years ago with an authorized capital stock of \$10,000, to manufacture the "Tra-vel-o-phone" portable phonograph, a combination folding talking machine and camera. It is an ideal musical instrument for an automobile or vacation trip and can be used with a great deal of satisfaction for entertainment both indoors and outdoors. Factory office and sales rooms at 477-479 Willis Avenue, New York City. Charles J. Mechling, the inventor, is the general sales manager and secretary of the concern. The "Tra-vel-o-phone" portable phonograph is equipped with a double spring motor, universal tone arm and sound box. It produces a pleasing tone and plays all makes of phonograph records. The instrument can play a twelve-inch record as well as ten-inch one. The tone can be regulated by the use of a mute on the tone arm and manipulation of doors on the case to a softness and clearness that is really remarkable. The instrument when closed measures 4 inches wide, 10 inches high and 11 inches long. Weighs no more than ten pounds. Made of selected woods, rich finished. It is very simple in design and workmanship. There is a special compartment for carrying a camera, which can be used with or without the instrument. Music dealers throughout the country handle the line. The firm also makes a portable record album, which prevents records from being damaged while carrying. This firm will soon be re-organized with an increased capital stock.

COLUMBIA GRAPHOPHONE MANUFACTURING COMPANY, THE.—General offices, Gotham National Bank Building, New York. Factories: Two at Bridgeport, Conn., and one each at Toronto, Canada, and Baltimore, Md. Officers: H. L. Willson, president; H. C. Cox, vice-president and treasurer; F. J. Ames, secretary;



THE POPULAR INSTRUMENT—
COLUMBIA GRAFONOLA

Because the Columbia Grafonola has all the good features of every other sound-reproducing instrument—

Because in addition the Columbia Grafonola has exclusive features such as the special reproducer, patented tone leaves, scientifically designed tone amplifier—

And because the Columbia Grafonola reproduces exactly and naturally every word, note, intonation, mannerism and musical inflection of the artist—

The Columbia Grafonola is the popular instrument of today, the instrument that the consuming public wants.

The Columbia Graphophone Company
New York

J. J. Brands, assistant secretary and assistant treasurer. Directors: Francis S. Whitten, chairman of Board of Directors, C. W. Cox, Van Horn Ely, E. E. du Pont, H. F. du Pont, M. M. Buckner, W. H. Lippincott, Eugene E. Thompson, Howard Coonley, G. Hermann Kinnicutt, H. L. Willson, Henry J. Fuller. The Columbia Graphophone Company is the sales organization of the Columbia Graphophone Manufacturing Company. Its general offices are in the Gotham National Bank Building, New York. This company also has branches in all the principal cities of the United States. Officers: H. L. Willson, president; C. W. Woddrop, vice-president, treasurer and secretary; G. W. Hopkins, vice-president; F. J. Ames and J. J. Brands, assistant secretaries and assistant treasurers. Directors: Francis S. Whitten, H. A. Yerkes, G. W. Hopkins, C. W. Woddrop. The first company manufactures and the second company sells the celebrated Columbia Grafonolas and records which now have an enormous sale. They were pioneers as well as leaders in this business, which has grown to vast proportions. In 1886 the United States Patent Office issued to Chichester Bell and Charles Sumner Tainter United States Letters Patent No. 341,214, since declared by the courts of the United States in many suits to be fundamental patents upon which rests the entire talking machine industry. The American Graphophone Company which was the predecessor of the Columbia Graphophone Manufacturing Company acquired these patents, and began the following year the manufacture and marketing of the machines and records covered by them. The immense strides which the art and industry have made, and the wonderful charm and fascination of modern Grafonolas and records is due to the invaluable contributions of the American Graphophone Company. Today the Columbia Grafonola is one of the great monuments to the scientific research and experimentation in the field of sound reproductions. This is the instrument regarded by many musicians the world over as a standard; and the best in the judgment of the experts at six world's fairs and expositions. The exclusive system of tone control of the Columbia Grafonola, based on the principle which is used on all the large pipe organs in the world, gives the player any degree of tone volume he wants. This system is simple of operation but most effective. Merely the turning of a button regulates the tone volume by means of the wooden upright "tone leaves" at the front of the instrument. The remarkable naturalness of tone and faithfulness of reproduction of the Columbia Grafonola are due to its perfected diaphragm and tapering one-piece tone arm. Columbia motors are simple and durable, and they always run smooth and true. Finally the artistic cabinets in which Columbia Grafonolas come are created by the best designers in the country and harmonize with any home. In addition to the standard designs the company also manufactures a complete line of Grafonolas in cabinets of period design. These are made by the best craftsmen in the country who use as models for their masterpieces some of the greatest treasures that have been preserved from the works of the old masters. These period design Grafonolas include nearly two dozen exquisite individual models comprising the following periods: Queen Anne, Adam, Chinese, Chippendale, Early English, Gothic, William and Mary, Charles II or Jacobean, Italian Renaissance, Heppelwhite, Louis XIV, Louis XV and Donatelo. All of these period design models, as well as some of the most expensive of the standard designs, are operated by electric current, the motor starting and stopping automatically. The range of music covered by Columbia Records is no less astonishing than the wonderful accuracy and fidelity of its reproduction. And these records played on the Columbia Grafonola give the living human voice, the sensation that the artists who sing them are as intimately, warmly present as if actually there in the flesh. All the subtler vocal beauties—the tears and feeling in the depths of a great singer's voice, the tenderness vibrating in the lower notes of a glorious baritone, the interweaving threads of harmony in an operatic finale—are caught and permanently held on Columbia Records. The same is true of the instrumental records. The tone of the violin on a Columbia Record is not a thin, characterless sound, but a true representation of the instrument that can run the whole gamut of human emotions under the magic bow of Ysaye. On Columbia Records played on the Columbia Grafonola the piano is an instrument of power and beauty. These records give you every



Okeh Records



**CLASSICAL SELECTIONS
STANDARD NUMBERS**

**DANCE HITS
POPULAR SONGS**

DEALERS who carry Okeh Records are in position to serve completely trade of the most varied kind.

THE reputation of Okeh Records rests on QUALITY. The music is technically perfect—tones are clear and vibrant—effects are pleasing and artistic. Sell one Okeh Record and you make a permanent customer.

OUR dealer co-operation is genuinely helpful in promoting sales.

*Ask your distributor or write direct
for a Dealer Proposition you cannot
afford to miss.*

RECORDS IN FOREIGN LANGUAGES

General Phonograph Corporation

Otto Heineman, President

25 West 45th Street, New York

FACTORIES: Newark, N. J. Elyria, O. Putnam, Conn. Springfield, Mass.
BRANCHES: Chicago, Ill. Toronto, Canada

characteristic and shade of tonal value of the deep-voiced masculine sonority of the 'cello, the liquid notes of the flute or the harmonious blending of many instruments in trios, quartettes or full orchestras. Not so very long ago, no one dreamed of hearing the most glorious compositions of the masters in music within the confines of a drawing room. Now Columbia Records and Grafonolas not only make this possible, but enable the listener to distinguish how the theme is carried on by one instrument or group of instruments to another, how the threads of the composition are woven into a fabric of beauty. This is the supreme test of the possibilities of a sound reproducing instrument and by this test the Columbia Grafonola proves its right to the title of a leader in its field. The catalog of Columbia Records is an inexhaustible treasury of "All the Music of All the World and Most of the Fun of it Too." It grows month by month and year by year and no branch of entertainment has been overlooked. It not only makes good its claim to "All the Music of All the World," but the major part of this music is made by great artists under exclusive Columbia contracts. Among the operatic stars who make records for Columbia and no other company are: Gordon, Hackett, Lazaro, Macbeth, Mardones, Rosa Ponselle, Romaine, Rothier, Stracciari and Van Gordon. Columbia's exclusive concert artists include Carmela Ponselle, Gates, Graveur, Maurel, Meader, Nielsen and Seagle. In addition the Columbia Record catalog contains selections by such world's famous artists as Bonci, Baklanoff, Dufranne, Garden, Lashanska, Nordica, Zenatello. Some of the famous popular artists who have contributed to putting the Columbia Graphophone Company in a position of pre-eminence by singing for this company exclusively are Nora Bayes, Harry C. Browne, Frank Crumit, Deiro, Furman and Nash, Al Jolson, Kay, Marion Harris, Van and Schenck, Bert Williams. Besides such artists of international reputation as Dale, Dalhart, Morgan, Edith Wilson, Southern Jazz Quartette, Hughes, Harrison, Reardon and Mellon contributed selections of merit to the Columbia catalog. The famous dance orchestras are: Art Hickman's Dance Orchestra, Ted Lewis and his Band, Paul Biese's Trio, College Inn Orchestra, Eddie Elkins Orchestra, Ray Miller's Black and White Melody Boys, Frank Westphal's Orchestra, The Happy Six, The Columbians, Knickerbocker Orchestra, Yerkes Jazz-arimba Orchestra. The exclusive instrumentalists of whose playing Columbia Records on the Columbia Grafonola give a well-nigh perfect reproduction are Eddy Brown, Casals, Grainger, Jacobsen, Kerekjarto, Seidel and Ysaye. The catalog also includes some selections by such instrumentalists as Hofmann, Vidas, Godowsky. In symphony orchestra music, dance music and band music Columbia is equally strong by reason of exclusive contracts with some of the greatest musical organizations of these kinds. There is no department of music in which exclusive Columbia artists do not excel.

GENERAL PHONOGRAPH CORPORATION.—Successors to Otto Heineman Phonograph Supply Company, Inc. The original company was incorporated December, 1915. The present officers are: Otto Heineman, president and general manager; W. A. Neracher, vice-president; A. G. Bean, vice-president; Bernard Benson, vice-president; A. Heineman, vice-president; J. Schechter, secretary; W. G. Pilgrim, treasurer and assistant general manager. The company manufactures on a very large scale, mechanisms and parts for phonographs, motors, tone arms, sound boxes, needles and the famous Okeh records. The Heineman motor No. 77 and the Meisselbach motor No. 16 have become a standard with phonograph manufacturers all over the world and already 1,500,000 of these motors have been used. Plants at Elyria, O.; Newark, N. J.; Putnam, Conn.; Kitchener, Ont., and Springfield, Mass. The General Phonograph Corporation has important subsidiaries: Chicago, where S. A. Ribolla is manager. C. J. Pott is manager of the General Phonograph Corporation of Canada, Ltd., Toronto, Canada.

GENNETT RECORDS.—These phonograph records are manufactured by the Starr Piano Co., Richmond, Ind., to which refer.

GILT EDGE.—This is the trade mark name of a talking machine needle made by the Reflexo Products Corporation, Inc., New York City, to which refer.



STANDARD
ELECTRIC
EQUIPMENT,
TRU-TIME
MOTORS

THE COVERLEY

*"The Instrument
with the
Human Throat"*



ALWAYS disliked the 'ice-box' in the drawing room! A cumbersome, blatant eye-sore, at odds with the furnishings and only fit to grind out sounds occasionally." Doesn't this express your customer's feeling toward the typical phonograph?

One would like a useful and authentic Period piece, say a Console and drop-leaf table of the type one takes pride in collecting—combined with the phonograph—if one could procure such. One can. Our new Georgian Periods are real furniture and are the only phonographs with the Vox Humana, a throat of carved wood, replacing "The usual piece of pipe."

We ask only that you see these new cases and hear one record played. These instruments will secure you more sales and we guarantee you more profits. Write us and we'll prove our statements.

THE MANOPHONE CORPORATION

4 West 40th Street
New York

MAKERS

Adrian
Michigan

GREATER NEW YORK NOVELTY CO., THE.—Formerly known as the Progressive Phonographic Supply Co., manufacturer and wholesale distributor of the high-grade multiplaying "Wall-Kane" steel talking machine needles. Has a modern factory at Brooklyn, N. Y. General office and sales rooms, 3922 Fourteenth Avenue, Brooklyn, N. Y. The manufacture of "Wall-Kane" phonograph needles involves an intricate chemical process. Each needle plays ten records perfectly. Also improves the wearing qualities of the record. Sold in handsome metal stands which hold sixty packages of fifty needles each. Talking machine jobbers and dealers in many parts of the world are selling "Wall-Kane" needles. These needles are made in three grades: extra loud, medium and loud. They are also packed in Spanish boxes, cartons and metal display stands. "Wall-Kane" needles are distributed through jobbers exclusively. Sam Kaminshine has just been given an active interest in the business. He will be general manager and will tour the United States and Canada. Nathan Cohn is the sole owner of the business. Has been connected with the industry for many years. Commercial and financial standing of this concern is unquestioned.

GRETSCH MFG. CO., INC., FRED.—This firm manufactures the "Violaphone" talking machine needles. An old established and reputable musical instrument manufacturing concern, with one of the largest factories in the United States. The business was established in the year 1883, by Fred. Gretsch, Sr., father of the present members of the firm. The firm has a large building, modernly equipped, at 60 Broadway, Brooklyn, N. Y., a short walk from the Williamsburg bridge. Fred. Gretsch is president and Walter Gretsch is secretary and treasurer. Jobbers for the "Violaphone" talking machine needles can be found in practically every large city throughout the United States. Commercial and financial standing of the house is unquestioned.

HALLET & DAVIS.—"The Phonograph Beautiful" is a 1922 product of the Hallet & Davis Piano Co. Three of the four models are constructed after the graceful, artistic lines of the antique console tables. Especially beautiful are the Colonial and Louis XVI styles in mahogany and walnut. Eighty-six years of producing in pianos a quality of tone which has won medals and the highest recommendations of artists throughout the world has enabled this company to construct a phonograph with a properly proportioned tone chamber, tone arm and reproducer from which emanate the clearest and most natural tones. This phonograph also contains a strong, simple and silent motor. In other words, the Hallet & Davis Piano Co. has brought out a phonograph worthy of its good name, excellent in cabinet design and finish, and all mechanical parts fool proof. Capitalized at \$1,000,000, the Hallet & Davis Piano Co. is in the highest commercial and financial standing.

KIMBALL, W. W., CO.—Chicago. Manufacturers of Kimball phonographs (special trade-mark registered U. S. Pat. Office). Recognized throughout the trade as instruments of first importance. They are now sold in all parts of the United States, in Cuba, Central America, many South American countries, Egypt, India, Hawaii and the Philippines to a gradually widening market. Several models in period designs are offered as well as several designs in the upright cabinet phonographs. The perfection of tone reproduction is tersely stated: "The Kimball tone is so natural" and the instruments play all makes of records without extra attachments.

KREITERPHONE, THE.—The Kreiter phonograph is manufactured by the Kreiter Manufacturing Company. Executive offices, Kreiter Building, Milwaukee; factory, Marinette, Wis. Has a number of exclusive features. The cases are in genuine period styles and the best piano quality materials and workmanship characterize the product. The Kreiterphone is handled by representative dealers.

LANSING SALES CO.—A Conway industry. Was organized in March, 1920. It occupies 50,000 feet in a new building at 170 Harrison avenue, in the heart of the Boston retail piano and talking machine activities, and is always equipped to serve these trades' immediate needs. Founded by E. H. Lansing less than a score of years ago, the new company has extended its scope until it has become the largest piano and phonograph accessory house in the New England field. The company



REFLEXO BLUE STEEL NEEDLES

Reflexo Blue Steel phonograph needles "hold the record" for popularity with jobbers and dealers the country over.

GILT EDGE NEEDLES

Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge needle is treated by an exclusive Reflexo process. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for samples and prices

REFLEXO PRODUCTS CO., INC.

347 Fifth Ave., at 34th St., Suite 601, New York City

BRILLIANTONE STEEL PHONOGRAPH NEEDLES

You can fill your needs very quickly and satisfactorily from the Brilliantone line which includes Extra Loud Tone, Opera Tone, Full Tone, Half Tone, Light Tone and Dance Tone Steel Phonograph Needles. Also put up in convenient combination packages.

Brilliantone needles are guaranteed to possess Uniform Hardness, Uniform Points and Uniform Length.



Made in America by Americans

BRILLIANTONE STEEL NEEDLE COMPANY
OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.
347 Fifth Avenue, Suite 610, At 34th St., New York

BAGSHAW NEEDLES

First in Use
First in Sales
First in Satisfaction

The W. H. BAGSHAW Company are the oldest and Largest Manufacturers of Talking Machine Needles in the World. Of course, they make the needles that stand first in the esteem of the public, the dealer and the jobber: Brilliantone, Reflexo Blue Steel and Gilt Edge Needles.

W. H. BAGSHAW COMPANY
FACTORIES: LOWELL, MASS.

manufactures a full line of piano and duet player benches. It distributes at wholesale in New England the Q. R. S. player rolls, Emerson Records and Lansing Khaki Moving Covers, with a complete stock always on hand. Among the other accessories on sale here are: Brilliantone steel needles, Tonofone semi-permanent needles, Universal fixtures, New York albums, Jones Motrolas, Electoras, Lesley's Patching Outfit, Lesley's Furniture Polish, Gem Player Cleaners, All-In-One Speed Indicators, All-In-One Reproducers for Victor and Edison machines, and many more well-known piano and phonograph accessories. The officers of the company have had wide experience in general music trade lines. They are: A. J. Cullen, president, and R. G. Lipp, secretary and manager. Financial standing unquestioned.

LAUZON.—Refer to the Michigan Phonograph Co.

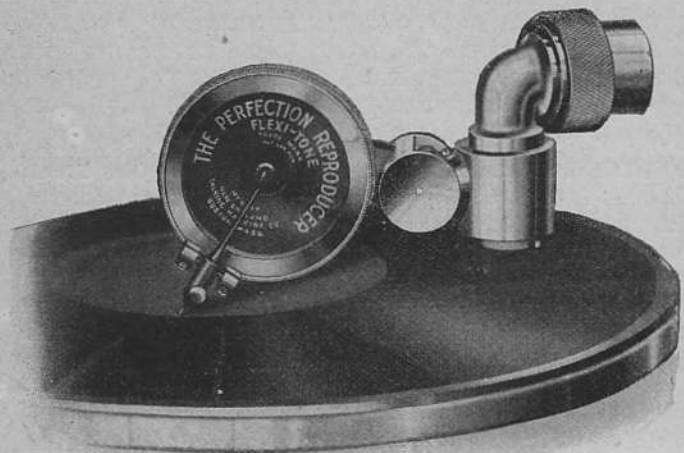
MAGNOLA TALKING MACHINE CO.—Established 1916; incorporated. Otto Schulz, president; Emil Wolff and F. P. Bassett, vice-presidents; F. A. Luhnnow, secretary and treasurer. General offices, 711 Milwaukee avenue; factory, Superior street, Chicago. Manufactures the "Magnola" line of talking machines. Product of the highest quality. Case designs are authentic adaptations of Louis XVI, Sheraton, and Queen Anne periods, and their material and workmanship are similar to such as characterize the finest pianos. Machines have a number of original features. These include the patented tone deflector which assists in eliminating the mechanical "scratch" by a special method of directing the sound wave into the "throat" of the machine. Other features include the tone graduator, the universal sound box, playing all records without special attachments, etc. The "Magnola" talking machine has been worked out by specialists with a national reputation in tone production. Handled by representative dealers in all parts of the country. Factory recently enlarged to better take care of the demand. Financial and commercial standing of the highest.

MANOPHONE CORPORATION.—The "Manophone" is manufactured by the Manophone Corporation, Adrian, Mich., in a finely equipped plant which comprises over 100,000 square feet of floor space. Company incorporated under laws of Michigan; capitalization \$500,000. J. A. Warren, president; R. L. Dupraw, vice-president; E. O. Baldwin, treasurer, and S. C. Warren, secretary. This house is the outcome of the Clough & Warren Co., a concern which has been identified with musical instrument manufacture since 1850. The product has always been noted in the trade for its fine qualities and the "Manophone" phonograph maintains in every respect the standards established by this house. Being thoroughly conversant with acoustics as applied to piano manufacture, the members of this company have been in a position to produce a phonograph of exceptionally fine tone-reproducing qualities. The company has recently incorporated in its instruments a patented form of constructing the amplifying horn, resembling in general contour the human throat. This construction is designed to give greater volume and carrying power to the tone and to almost entirely eliminate the "scratchy" effect often heard in phonographs. This gives the tone roundness and fullness as well as carrying power, and it is considered an important invention in the phonograph field. Concern in excellent commercial and financial standing.

MICHIGAN PHONOGRAPH CO.—General offices and salesrooms, National City Bank Building; factories, Monroe avenue and Sixth street, Grand Rapids, Mich. Phonograph division of the Lauzon Furniture Company and make the "Lauzon" line of phonographs. Incorporated under the laws of Michigan with capital of \$150,000. George M. Cook, president; H. W. Knoblauch, treasurer. Occupy a large and modern factory with an annual capacity of twelve thousand phonographs. The main building is five stories. Last year an addition 65 x 165, two stories, was added to meet the rapidly growing demand for the product. The "Lauzon" phonographs are strictly high grade and have a number of exclusive features. The cabinet designs are made to harmonize with the best types of period furniture and in material and finish are notably fine. There are nine models of charming design. The line is handled by representative dealers in the United States and in foreign countries. The financial and commercial standing of the company is first-class.

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



**Manufacturers—
Jobbers—
Dealers—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality India Ruby Mica Diaphragms.

These Arms and Reproducers are assembled by skilled workmen and are thoroughly tested before leaving the factory.

**WRITE FOR CATALOGUE
OF THIS AND OTHER
STYLES AND PRICES.**

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 BEACH STREET

BOSTON, 11, MASS.

The Most Modern and Distinctive of **TALKING MACHINES**

SOMETHING DIFFERENT



SOMETHING DIFFERENT

**THE MOST
MODERN
PHONOGRAPH**

Special Feature Phonograph

**Solid Mahogany and Walnut Cases
(No Veneer)**

Finish Unsurpassed

Some Valuable Open Territory

Address

MODERNOLA CO.

Sales Department:

Johnstown, Pa.

Distributors for

Eastern New York, Northern New Jersey, Rhode Island and Connecticut
Modernola Sales Corporation, Inc., 929 Broadway, New York, N. Y.

MODERNOLA COMPANY.—One of the oldest and largest established manufacturing concerns of its kind in the United States making a combination phonograph and parlor lamp of circular shape. Incorporated in the year 1919 with an authorized capital stock of \$250,000. The officers of the corporation are: President, F. B. Kinzey; vice-president, C. B. Thomas; secretary-treasurer, D. M. S. McFeaters; general manager, A. Ohlson, and manager of sales, Ed. E. Hohmann. The phonographs made by this concern are of the finest materials obtainable and the finish is not surpassed by the highest priced machine on the market. Fully equipped with a high grade motor, universal tone arm and sound box, albums for records, electric light and lamp shade. The design of the cabinet is patented. The lamp attached to this machine is detachable. The instruments are made in a large and modern factory. The machinery is the last word in special equipment to insure accuracy and efficiency. The cases are constructed of well seasoned solid mahogany and walnut woods, not veneered. The factory, which is located at Johnstown, Pa., is a one-story fireproof building. It is four hundred feet long, forty feet wide. The dry kiln and varnish departments are installed in the factory. They also control their own lumber yard which is filled with select mahogany and walnut lumber. Only skilled workers are employed in the factory and every instrument has to pass through the hands of three inspectors before leaving the factory. George Seiffert, known as The Modernola Sales Corporation of 929 Broadway, New York City, has represented the Modernola since the firm's establishment. He has been the distributor for the company in Greater New York City, eastern New York State, northern New Jersey, Connecticut and Rhode Island. Since the reorganization of the company, Jan. 1, 1922, when an entire new set of officers took charge, there has been a change in the policy of the company and an active campaign is being put on to place the machine in all sections of the country. Distributors are being appointed in various sections of the United States and negotiations are under way for export business, especially in South America. The Modernola is noted for its tone, beauty and quality and it can play all makes of records. The financial and commercial standing of this company is unquestioned.

NEW ENGLAND TALKING MACHINE CO., THE.—A large manufacturer of phonograph attachments. The company was formed about ten years ago and operates a modernly equipped factory at 16-18 Beach street, Boston, Mass. Charles P. Trundy, a mechanical genius and a life-long student of the phonograph, was founder of the concern. His mechanical acumen invented and developed the "Perfection" Phonograph Reproducers and "Perfection" Ball Bearing Tone Arms. These mechanisms of precision, finish and quality make leading phonographs and their records interchangeable. All arms and reproducers are guaranteed mechanically and scientifically perfect. The company's product has long since been established in the entire talking machine trade and is necessarily indispensable in the interchange of records on the leading makes of phonographs. Mr. Trundy died suddenly about three years ago at the acme of his inventive success, but the business was retained intact by his heirs, who have spared no endeavor to conduct the industry as he would have it. In the latter method they have succeeded, until to-day the company is one of the strongest in the phonograph attachment world. The officers are: C. L. Levirs, president; M. H. Chesley, general manager. Financial and commercial standing of the highest.

NEW YORK ALBUM & CARD CO., INC., THE.—One of the oldest, most reliable and most reputable manufacturers of talking machine record albums in the United States. Two large and up-to-date factories and show rooms at 23-25 Lispenard Street, New York City, and 415-417 South Jefferson Street, Chicago, Ill. This firm was established in the year 1907, under the control and management of its president, Max Willinger, who during the past few years has built up an excellent clientele and reputation in the talking machine trade throughout the country, due to his prompt service and straightforward policies. Mr. Willinger has received his patent for the latest improved solid wooden back, with metal finish, album. This was granted on March 2, 1920, patent number 1332656. These albums are proving a big success. Music dealers of standing in the trades sell the company's products. Commercial and financial standing of this house is excellent.

The Best Talking Machine Needle on the Market



Packed in Counter Salesman

50 Needles to a Box and they retail at 10c. per Box.

60 Boxes to a Package, \$6.00.

This Package costs you \$3 net

Your profit is \$3 and your customer gets a needle that will give satisfaction.

The Perfect Multi-Playing Needle to Use with Phonograph Repeating Devices.

THE FRED. GRETSCH MFG. CO.

58 BROADWAY Musical Instrument Makers Since 1883 BROOKLYN, N. Y.

Canadian Distributor
H. A. BEMISTER

10 Victoria Street, Montreal, Canada

Western Distributor
WALTER S. GRAY

530 Chronicle Bldg., San Francisco, Cal.

CHARMING PHONOGRAPH CO., Inc.

477-479 Willis Avenue,

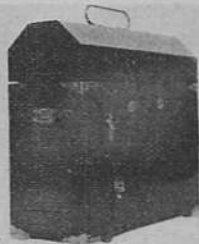
New York

MANUFACTURERS OF

TRA-VEL-O-PHONE PORTABLE PHONOGRAPHS

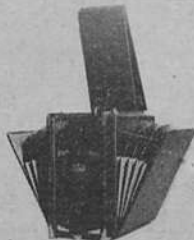
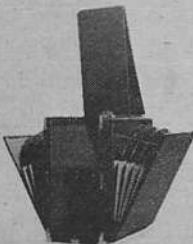
The Instrument can be opened, closed and carried with ease. It is designed especially for *Camping, Motoring, Yachting*, etc. A compartment for holding a camera is found in front of Phonograph

Top Row
Left to
Right
Tra-vel-o-
phone in
Action
With
Camera



Bottom
Row Left
to Right
Carrying
Case and
Folding
Record
Album

Partly
Open



Tra-vel-o-
phone
Closed
Housed in
Carrying
Case

Closed
Ready to
Carry

Instrument
and
Records
Housed
for
Traveling

Size of TRA-VEL-O-PHONE When Closed 7½ in. Wide; 12½ in. Long; 11½ in. High.
Weight complete 15 lbs.

SPECIAL PROPOSITION OPEN TO DEALERS

OkeH.—This phonograph record is made by the General Phonograph Corporation, to which refer.

PHILLIPS PHONO. PARTS CORP., THE WILLIAM.—A reliable house in the talking machine industry. Manufactures tone arms and sound boxes in its factory at 138 Centre street, New York City. General offices at 145 West Forty-fifth street, New York City. Many prominent makes of phonographs have the Phillips tone arm and sound box attached to them. The firm is now putting out on the market a combination octagon shape tone arm and sound box. The concern has a large following in the talking machine industry from coast to coast. In first class commercial and financial standing.

REFLEXO PRODUCTS CORP., INC.—This firm manufactures the "Reflexo" blue steel scientifically accurate triple tone talking machine steel needles. Plays ten phonograph records in three tones, dance, opera and popular. Incorporated under the state laws of New York in October, 1919, for \$50,000. General offices and sales rooms 347 Fifth avenue, New York City. Factory at Lowell, Mass. This concern is concentrating its efforts on producing a needle which will serve the talking machine trade to the fullest measure. Talking machine jobbers and dealers are selling the "Reflexo" throughout the world. Also manufactures the "Gilt Edge" talking machine needles for the trade. This needle is gilded. Commercial and financial standing of this house is unquestioned.

STARR PIANO CO., THE.—Extensive and finely equipped factories at Richmond, Ind. After a long and honorable record in the piano industry, dating back 50 years or more, the Starr Piano Co. in 1915 brought out the Starr phonograph, an instrument of exceptional qualities from a strictly musical standpoint. Through its half century of musical experience the Starr Co. has gained distinction as a manufacturer of pianos and player-pianos of highest quality. Its workmen, its facilities, its experience, its entire organization had been so co-ordinated as to produce musical instruments that had gained honors the world over. Its ideals were high and its untiring zeal to produce the best won worthy recognition as makers of highest grade pianos exclusively. Thus endowed with such musical heritage Starr phonographs have been fashioned after the primary laws of tone-building. Since the first pianoforte was made—in fact since Stradivarius created his first master violin—silver grain spruce has been considered superior to all substances for tone amplifying purposes. Therefore, instead of a sounding board of tin, iron or coarse grained woods the Starr phonograph has a horn of time-honored silver grain spruce—the master's music wood. The tone of the Starr gives the result expected—vibrant, real—true to life because the old laws of music and acoustics had been fully observed. Each of the nine models of Starr phonographs, in a variety of finishes is made complete in the great factories at Richmond, from the smallest part of the motor to the complete cabinet. A new six-story brick building—one of the largest factory buildings in Indiana—has been added to keep up with the demand for these instruments. The Gennett phonograph record is manufactured by the Starr Piano Co. and is named after Henry Gennett, president of the company. It is associated as to name with no phonograph on the market, and with the Starr phonograph is a particularly desirable combination for the dealer in these goods, for it can be sold with or as a separate proposition from the Starr phonograph. Gennett records are recorded at the company's recording laboratories in New York, where ready access may be had to the world's musical talent. The Starr Piano Co.'s forty or more warerooms, as well as hundreds of agents, in addition to dozens of jobbers, aid in the distribution of Starr phonographs and Gennett records, the demand for which is ever on the increase. Concern in highest commercial and financial standing.

"TRA-VEL-O-PHONE."—This is a combination portable phonograph and camera which is being made by the Charming Phonograph Co., Inc., to which refer.

VICTOR TALKING MACHINE CO., THE.—Offices and factory, Camden, N. J. Officers: Eldridge R. Johnson, president; Charles K. Haddon, vice-president; Walter J. Staats, treasurer; Eugene F. Haines, Frank B. Middleton, Jr., and George W. Jagers, assistant treasurer; Edward K. MacEwan, secretary; B. G. Royal, general superintendent; L. F. Geissler, Calvin G. Child and Edward E. Shumaker,



Three console and one upright model in finest mahogany and walnut.

Hallet & Davis Piano Co.
Phonograph Division
146 Boylston St., Boston

"The Phonograph Beautiful"

*Made by the Makers of Fine Pianos
for 83 Years*



LAUZON PHONOGRAPHS

in design, material, workmanship, finish and equipment are as near perfect as it is possible to make them.

Five upright and three console models ranging in price from \$100.00 to \$450.00.

Liberal discounts to the trade.

Secure this agency while it is available



Michigan Phonograph Co.

Phonograph Division of the
LAUZON FURNITURE CO.

Grand Rapids, Mich.

Offices
National City Bank Bldg.

Factory
Monroe and 6th Streets

members of the board of directors. Leon F. Douglass and Albert C. Middleton have accepted appointments to the newly organized advisory committee. Mr. Douglass will serve as chairman of this committee. Incorporated under the laws of New Jersey, with a capitalization of \$5,500,000 and with a surplus of \$25,000,000. This company manufactures the celebrated Victrola, a talking machine that is known around the world, and also the immense library of Victor records. The Victrola occupies a position unique in the history of American artistic and industrial development in the last quarter of a century. From a small box affair with a horn, which reproduced with a rather raucous squawking the human voice, and also musical instruments, the Victrola has evolved into an instrument of the most dignified appearance, which, with the most startling realism, reproduces the human voice and the music of all the instruments of the stringed and brass choirs, the woodwind and the percussion instruments. Whereas instruments of this type in the beginning were regarded as toys by the general public and were derided generally by musicians, to-day the Victrola is recognized as one of the most potent factors in the musical life of the nation. It will thus be seen that the present pinnacle upon which the Victrola finds itself represents actual achievement; that from a musical and purely artistic viewpoint it is itself in very truth a triumph of which the entire country may well be proud. It must also be remembered that it is equally an achievement in the industrial world. So carefully have the economics of manufacture been studied that excellent machines are being produced at prices easily within reach of the humblest, while the skill of the best mechanics and the most capable artisans have been drawn upon to improve the mechanism and to add new beauty to the cabinets. Many of the styles of the past romantic periods have been seized and talking machines produced in accordance with those styles. One may secure a Victrola built in accordance with any style of furniture with which his home is fitted up. Among the more striking of the period styles are the Empire, Chippendale, Louis XIV, Louis XVI, Jacobean, Gothic, Queen Anne, William and Mary, Adam, Sheraton, Chinese Chippendale, Japanese Lacquer and Heppelwhite. In the higher-priced models there is an electrical attachment which obviates the necessity for cranking the motor in playing records. Tone is one of the outstanding characteristics of every Victrola that leaves the factory. All the craft and cunning of the artisans employed in the enormous plant at Camden were focussed for years upon the problem of eliminating the "scratchy" sounds which were the chief detriment to the earlier models of all such instruments. To-day the Victor tone is unrivalled. Every nuance of the coloratura soprano, every delicate tone tint of the tenor, the dark coloring of the baritone and contralto, the full deep sonority of the bass, the high thrilling song of the violin, the tender brooding of the 'cello, the golden voices of the horns, the full organ-like effect of orchestras and the stirring flare of the brass band, not to mention the host of other instruments, all are reproduced with startling realism, with an almost uncanny exactness, through the medium of this truly wonderful instrument. This is due very largely to the fact that the factory in its present form is a development from a vast amount of experimentation and the expenditure of great sums of money to produce exact sounds recording. Every detail of the mechanism has undergone constant testing and experiment until it has been simplified and now is offered to the public as something as nearly perfect as human ingenuity and craftsmanship can make it. The sound box, the simplified and durable form of motor, the easy swinging tone arm, the easily accessible record cabinet, the chaste and dignified style of the regular cabinets all are features intimately identified with the name Victrola. All these things have united to produce an instrument that has won the unstinted admiration not only of music lovers but of musicians as well. A glance at the list of exclusive Victrola artists will show that the most famous of the world's singers and instrumentalists have selected the Victrola to record their art for posterity. Among these are Caruso, Alda, Amato, Ancona, Battistini, Besanzoni, Bori, Braslau, Calve, Campanari, Clement, Constantino, Corbot, Culp, Dalmores, De Gogorza, De Luca, De Pachmann, Destinn, Eames, Elman, Farrar, Flonzaley Quartet, Galli-Curci, Garrison, Gerville-Reache, Gluck, Hamlin, Heifetz, Hempel, Herbert, Homer,

THE ALBUM FOR RECORDS THAT HAS A RECORD



These solid wooden back loose-leaf patented albums, up to the minute in style, workmanship, besides being made up of the best material, together with its low prices, make these albums far superior to those on the market to-day. One of the many attractions featured in these albums is the way the pockets lie perfectly flat when the book is opened.

NEW YORK ALBUM & CARD COMPANY, Inc.

New York Factory—23-25 Lispenard St.
Chicago Factory—415-417 S. Jefferson St.

WALL-KANE NEEDLES

Used by 80% of the population. Sold by the leading jobbers throughout the WORLD.

A nationally advertised article, that has been in ever increasing demand since it was established in 1913.

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

Also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

*Jobbers Only Apply for Special
Proposition*

Greater New York Novelty Co.
3922—14th Avenue, Brooklyn, N. Y.

KREITERPHONE

*The Phonograph
of Quality*

**ORIGINAL IN
CONSTRUCTION**

We offer an excep-
tional advantage
to dealers

Write for particulars

**KREITER
MFG. CO.**

MILWAUKEE, WIS.

The SUPREME No. 5

Supreme Tone—Supreme Quality

Though this box has been on the market
just two years
IT IS OUR LEADER

Made To
Fit
All Makes
of
Tone
Arms



Sample
Price
Nickle \$3.00
Gold \$3.75
Quantity
Price On
Request

The PATENTED features of this box
are: LOUDNESS WITHOUT BLAST-
ING, TONE QUALITY WITHOUT DIS-
TORTION, UNUSUAL IN APPEAR-
ANCE and PERFORMANCE.

Wm. Phillips Phono Parts Corp.
145 West 45th Street New York City

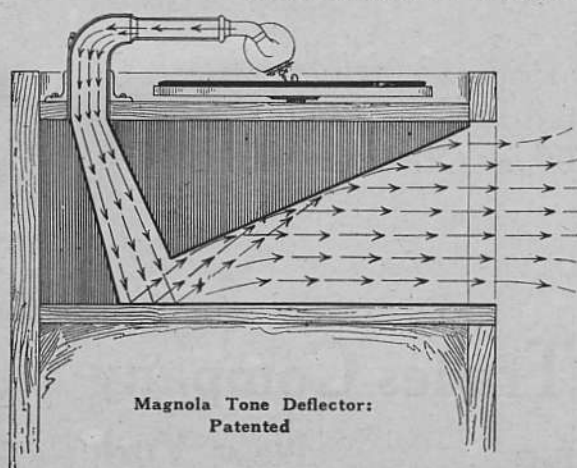
Johnson, Journet, Kindler, Kreisler, Kubelik, Lazaro, Martin, Martinelli, Matzenauer, McCormack, Melba, Michailowa, Nielson, Ober, Paderewski, Patti, Plancon, Powell, Renaud, Ruffo, Schumann-Heink, Scotti, Sembrich, Slezak, Tamagno, Tetrassini, Viafora, Werrenrath, Whitehill, Williams, Witherspoon, Zanelli, Zerola, Zimbalist. These with others constitute the Red Seal section of the Victor Record Library. Recently they have made records by the celebrated La Scala Orchestra. Embraced in the compositions sung and played by this galaxy of famous stars, is the best music of the great composers. The famous arias, from Faust, Il Trovatore, Aida, Mme. Butterfly, Lucia, Rigoletto, Tannhäuser, Lohengrin, La Tosca, Don Giovanni, Cavalleria Rusticana, Pagliacci, Carmen, etc., are sung by the artists who have swayed multitudes in the Metropolitan Grand Opera House in New York, Chicago and Boston Opera Houses and other great temples of music here and abroad. The great symphony orchestras of the country and famous bands, string quartets, the pianists and violinists, all have recorded their art for the present generation of their admirers and for posterity. In the huge Victor catalogue there is an inexhaustible store of sacred music, concert songs, popular and dance music and all selections from the smaller instruments heard in solos or in small, dainty combinations. Some of the most attractive records in the Victor list are those of the trombone, harp, mandolin, guitar, banjo, xylophone, chimes, balalaika, Hawaiian guitars, marimba, zither, cembalom and others. Because of this, one may bring to his home a program of such variety, such versatility and such supreme artistic excellence that to-day America is fast becoming a nation whose musical education and culture is second to none, and this has been due very largely to the widespread distribution of Victrolas and Victor records.

VIOLAPHONE.—This is the trademark name for the talking machine needles manufactured by the firm of Fred Gretsch Manufacturing Co., Inc., to which refer.

WALL-KANE.—This is the trade name of a talking machine steel needle manufactured by the Greater New York Novelty Co., Brooklyn, N. Y., to which refer.

THE MARVELOUS MAGNOLA

"Built by tone specialists"
TALKING MACHINES



Cases in Authentic Period Adaptations: 4 Models

ORIGINAL FEATURES

Finest "piano quality" material and workmanship

Patented Tone Deflector
Tone Graduator
Universal Sound Box
Record Filing Device

Magnola Talking Machine Co.

(Otto Schulz, President)

General Offices
711 Milwaukee Avenue, Chicago

Southern Branch
1530 Chandler Bldg., Atlanta, Ga.

Progressive Piano Merchants
and Salesmen Subscribe to

The
Music Trades

Edited by John C. Freund

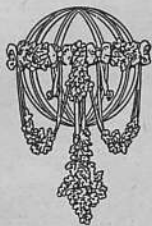
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ALL of the news of the trade
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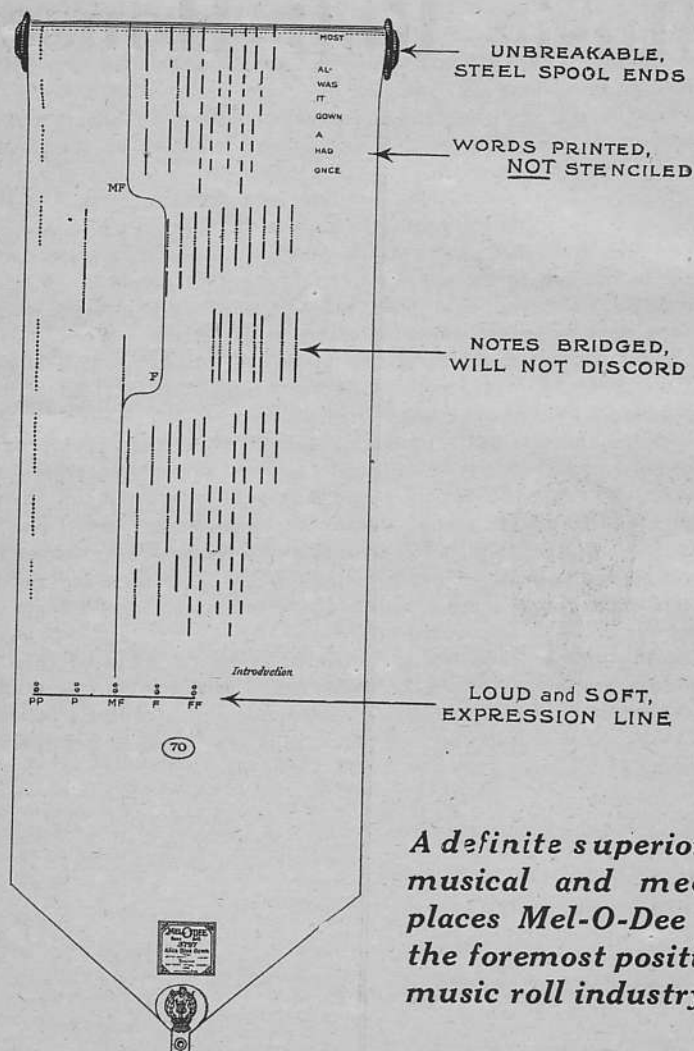
Some Leading Music Roll Houses



MEL-O-DEE

Music Rolls

THE WORLD'S FINEST MUSIC ROLL



A definite superiority both musical and mechanical places Mel-O-Dee Rolls in the foremost position of the music roll industry.

MEL-O-DEE MUSIC CO., INC.
 New York Chicago

MUSIC ROLLS AND THE PUBLIC

ONE of the wonders of the musical industries has been the phenomenal growth and development of the music roll and the enormous demand that has recently come from the public. To-day the great bulk of the piano business is for players and reproducing pianos. The widespread distribution of player-pianos and reproducing pianos in the homes of America has been responsible for the demand and this demand has been responsible for the development of the music roll from a strip of paper capable of producing only a mechanical rendition of the melody into a completely artistic reproduction.

To-day the music roll is an artistic product measured by certain well-defined standards. Recognized manufacturers of music rolls in the United States live up to these standards. The word roll is one of the most valuable improvements of later years. It presents to the eye the words of a song properly accented. On the preparation of a word roll is brought to bear a sound musical knowledge and understanding that it has required great effort to bring to perfection. Word rolls to-day constitute one of the important features of the music roll industry. This is also true of what is known as the hand played roll. It is the result of careful effort and it is one of the most popular forms of the roll.

In addition to these there is the reproducing roll in which the exact rendition of composition by some famous artist is reproduced with almost uncanny accuracy and exactitude. In this way the fortunate possessor of a reproducing piano—the perfect realization of the player-piano idea—may enjoy in his own home exactly what he has heretofore enjoyed only in the concert auditorium. The greatest masters of the piano have recorded their finest performances of the most intricate and difficult piano compositions for the reproducing pianos. There is scarcely an artist of distinction to-day whose rolls may not be secured.

Naturally the music roll industry has suffered from an influx of cheap music rolls. Against these the public is earnestly cautioned. They are cheaply made, they have no musical value and they cannot be depended upon to give satisfaction. The recognized and established manufacturers of music rolls are proud to put their names on their productions.

Thos. Glavin & Co.

Exchange Your Old Player Rolls
They're Worth 33¢

FIRST WITH THE LATEST **U THE BEST S** **U.S. THE BEST**
 PLAYER MUSIC ROLLS

The triumph of the U. S. Exchange Plan, is a tribute to the rare combination of U. S. Player Roll superiority with the most successful merchandising plan ever conceived.

"There'll always be a U. S. Exchange Plan - no matter the price of rolls."

UNITED STATES MUSIC COMPANY

2934-2938 W. Lake St.

Chicago

122 Fifth Avenue

New York



Sell More Rolls—You'll Sell More Players

ARTOWORD ROLL AND INSTRUMENTAL ROLL.—Manufactured by Standard Music Roll Co., to which refer.

AUTOGRAPH PLAYER ROLLS.—This is one of the kinds of player rolls manufactured by the Q R S Company, office 25 East Jackson Blvd., Chicago, factory, DeKalb, Ill., to which refer.

BILLINGS PLAYER ROLL CO.—Established 1921. Incorporated under the laws of Wisconsin. Officers: President, Fred. C. Billings; vice-president, B. C. Guttenstein; treasurer, E. R. Billings; secretary, H. C. Billings. Offices and factory, 1721-23 Fond du Lac Avenue, Milwaukee. Manufacturers of the patented "Staffnote" music rolls, word rolls and vocal and piano player roll charts. The factory is spacious and very modern in arrangement and equipment. The machines are all of special design and are patented by the company. The feature of the "Staffnote" rolls, which distinguishes them from all others, is the printing of the melody notes on the margin of the roll, thus making it a combination of the sheet music and the player cutting. This feature has found especial favor with the dealers and the public and has easily won popularity for the product. The rolls are electrotype printed and are therefore very easy to read. They have an outstanding individuality in hand-played recordings. In addition to being popular for regular player use the rolls are of great educational value and are used in schools in the teaching of music. In addition to the "Staffnote" the company puts out a regular line of word rolls and instrumental rolls. The "Staffnote" is the invention of F. C. Billings, who for years has been prominent in the music industry through his various patents for the piano and player. The "Staffnote" was produced after years of experimenting and in addition to its special features is a roll of the highest quality as to workmanship and edited with the utmost care. Already the product is handled by representative dealers throughout the country. The financial and commercial standing of the company is first class.

CLARK ORCHESTRA ROLL CO.—Manufacturers of music rolls for automatic player instruments. Incorporated under the laws of Illinois. Ernest G. Clark, president and treasurer; Bayard H. Clark, secretary. Factory and general offices, DeKalb, Ill. The business was established two years ago and has grown to large proportions until it is a leader in its line. The rolls have been adopted exclusively by leading manufacturers of automatic players for use on their instruments. This approval on the part of manufacturers is the strongest guarantee of the quality of the output. The line covers the needs of all kinds of automatic players. The factory is large and in its equipment and arrangement is one of the most modern in the country. Much of its equipment is special machinery made from the company's own specifications. The large capacity of the plant enables the company to give the best of service to the trade at all times. Ernest G. Clark has been identified with the music roll manufacture for many years and is an expert in the field. He was the pioneer in the early history of the Q R S Music Co. and was connected with that company up to the time the Clark Orchestra Roll Co. was organized. Mr. Clark has invented many machines for roll manufacturing which are now in use in the industry. The financial and commercial standing of the company is first class.

CONNORIZED MUSIC CO.—Office and Factory, East One Hundred and Forty-four street and Austin place, New York; also has branch at No. 1234 Olive street, Louis, Mo. The company produces perforated music rolls for all modern types of player-pianos, which rolls have won a high reputation in the trade for their accuracy and mechanical excellence. Has a large catalog of music especially arranged for 88-note players. They manufacture a complete line, including regular mechanically cut rolls, hand-played rolls, and the hand-played words. Connorized Guaranteed Rolls are made of specially prepared rolls as "Connorized" paper, and for which it is claimed that it will neither swell in any climate. Is doing an extensive foreign as well as domestic trade. Has a new, large and well-equipped plant, which is a five-story-and-base building. Concern in first-class commercial and financial standing. They

*A distinctive type
of player roll—*

Vocalstyle

COMPLETE
SONG ROLLS

Unlike Ordinary "Word Rolls"

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Words

ARTo **VOCo**
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WORD ROLLS

Are the Highest Quality Rolls at the
Lowest Cost to You and Your Custom-
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We Also Manufacture:

**ARTo Dance Rolls—without
words**

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Standard Instrumental Rolls Which Embody:
Classical, Operatic, Overtures, Marches,
Novelties, Etc.;

French, Italian, Jewish, Polish and Spanish
Word and Dance Rolls.

*Ask for our complete line
of catalogs and trade prices.*

Standard Music Roll Co.
Factory and Offices, Orange, N. J.

the Connorized Phonograph Record. These records are durable, clear tone and musical.

KIMBALL, W. W., CO., Chicago.—Manufacturers of Kimball player rolls, with words, and purely instrumental numbers, suitable for all standard 88-note player pianos; are finding a ready market where superior music rolls are desired. Their catalog includes all forms of music and the latest and best is constantly being added. Sold in all parts of the United States, in South America and to a rapidly extending market.

MEL-O-DEE MUSIC ROLL, THE.—Manufactured by the Mel-O-Dee Music Co., Inc., a subsidiary of the Æolian Company. Has large and perfectly equipped factory at Meriden, Conn. This factory of modern brick construction, with specially designed buildings for the proper storage of paper, is five stories in height, contains approximately 200,000 square feet and every modern facility for the production of music rolls. A thoroughly equipped box making and printing department occupies a portion of it. A machine shop in which the company constructs its own perforating machines is maintained. Herein are machines of the most up-to-date construction. Scientifically constructed conveyors connect all related departments. Handling of co-related parts is thus reduced to a minimum, all tending to speed and efficiency in meeting the trades' music roll requirements. The Mel-O-Dee Music Company ranks as one of the largest manufacturers of music rolls in the world to-day. It is the pioneer in the music roll history and has enjoyed unparalleled advantage in being closely associated with the development of the player-piano itself through its position as one of the allied and subsidiary corporations of the Æolian, Weber Piano and Pianola Company, to which refer. The pre-eminence of Melodee music rolls is the result of definite superiority, both musical and mechanical. From a musical standpoint, the skill and vast experience of those responsible for the artistic arrangements of Melodee music rolls make possible remarkable results obtainable with these rolls, upon all makes of player-pianos. Specially milled paper, seasoned to withstand climatic variations, metal flanges, invented and made in the company's own factory with the obvious advantages of such flanges, are used, while the rigid inspection following every operation insures the perfection of every roll placed on the market. The products of this company, which are internationally known, embrace: The Melodee Song-Roll, played with the words of the song printed on the roll; the Melodee Hand-Played, being a faithful reproduction of the pianist who originally recorded the composition; also the Melodee mathematically arranged roll, taken from the score either with or without embellishments, depending upon the character of the composition. The officers of the company are: H. B. Tremaine, president; E. S. Votey, vice-president; W. V. Swords, vice-president; F. W. Hessin, treasurer; Alex McDonnell, assistant treasurer and assistant secretary; H. B. Schaad, secretary. Board of Directors: H. B. Tremaine, E. S. Votey, W. V. Swords, F. W. Hessin and H. B. Schaad. Offices, Garwood, N. J. Financial and commercial standing unquestioned.

PIANOSTYLE MUSIC COMPANY, INC.—Manufacturers of "Pianostyle" player rolls in a thoroughly equipped factory of more than 30,000 square feet of space at Bush Terminal Building No. 9, Thirty-third street and Third avenue, Brooklyn, N. Y. This company is incorporated in the State of New York. Established 1913. The officers of the concern are: President and general manager, Robert H. Louis, vice-president and treasurer, Elizabeth F. Boyle. Player rolls with and without words for the standard 88-note player-piano are manufactured by the company. A complete line of player rolls is catalogued, including the mechanically hand-played, with and without words. "Pianostyle" player rolls are of excellent grade material, are musically and mechanically correct and are sold throughout. The machinery used is that invented by the late N. ... who was an expert inventor of practical music roll machinery; designed and built on the premises. The growth of the company since its establishment has been remarkable. More than one hundred operatives and artisans are employed in the factory. Music dealers in all parts of the United States are handling this company's product. Financial standing is excellent.

Q · R · S

(Trade Mark
Registered)

PLAYER ROLLS *are Better*

THE Q R S MUSIC COMPANY

306 South Wabash Ave., **Chicago**

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CONNORIZED MUSIC ROLLS

REPEAT orders make a lively music roll trade. Connorized Rolls are repeat order rolls. Their individuality will make your roll trade bigger, regardless of how large it may be now.

Connorized Rolls have a swing, a tuneful lilt, a melodic arrangement that makes them different than other rolls. For years we have studied popular demand, and today we are producing rolls which hit the bull's eye of popular taste.

We welcome comparisons with any roll. If you will write us on your business letterhead, we will be glad to send you a sample assortment that you may know our statements are not in the least exaggerated.

CONNORIZED RECORDS

Ask for latest bulletin of the new Connorized Records. These records include a full range of the latest popular hits as well as foreign numbers. Made in 10-in. and 12-in. sizes.

DURABLE — CLEAR TONE — MUSICAL

CONNORIZED MUSIC CO.

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NEW YORK

ST. LOUIS: 1234 Olive Street

Q R S PLAYER ROLLS.—Manufactured by the Q R S Music Co., the largest manufacturers of player rolls in the world, with factories at Chicago, New York City, San Francisco and Toronto, Canada. The executive offices are at 306 South Wabash avenue, Chicago. The growth of their business and of the organization has been remarkable and is ascribed to the fact that music produced through Q R S rolls is so human and natural that it has transformed the player-piano into marvelous efficiency in the hands of either the tyro or the skilled musician. There are several kinds of Q R S rolls. The Q R S word roll has the words of the selection printed on the roll. The word roll has so gained in popularity that 85 per cent of all player rolls now sold are word rolls. The Q R S Hand Played roll contains an exact reproduction of the hand playing of the artist who played the roll. The hand played roll is prepared through the use of the recording machine, one of the late Melville Clark's greatest achievements. This notable mechanism reproduces what has been called a musical photograph of the work of the pianist. It reproduces with infallible accuracy the playing of the artist, his mannerisms and his emotions. The record so secured is then used in cutting the master roll, which is a direct reproduction of the original record. A music roll so prepared is not only absolutely true as an artistic interpretation of the score, but it has its specific value as a transcription of the style of the artist who interpreted it. Not a detail is lacking; not a characteristic lost sight of. The hand played roll has attained a wonderful vogue among cultivated musical people because it is artistic in its results. The signature of the artist is on the roll as evidence of its authenticity. Another line made by the firm is the Q R S Story Rolls, which have the meaning or story of the selection in words on the rolls, so that as the roll is played the story unfolds. Many classic selections are not appreciated because they are not understood. Story rolls solve this problem and may easily be the foundation for a proper understanding of music. The Q R S Mother Goose Rolls are for the children. Simple, enjoyable music has been written around the Mother Goose Rhymes of childhood. The company also produces word rolls in foreign languages, as well as hand played. In the Q R S Concert Series of rolls are found the hand-played reproductions of the great artists such as Paderewski, Lehvine, Harold Bauer, Godowsky, Ganz, and practically every pianist of note. These make a direct appeal to finished musicians who desire to hear at their best the interpretations of the artists—some of whom have since passed on, but their art lives on in substantial and true form. These rolls are destined to play a great part in educational musical spheres. Under Q R S Blue Bird Ballads are listed the old favorites that never die and are strongly featured for this reason. The Q R S Arranged Rolls are perfectly arranged by experts so as to permit the use of the operator's own ideas as to tempo and expression. Q R S Artecho rolls are the rolls used by leading reproducing players throughout the world and are the last word in artistic automatic reproduction. The famous artists of the world are listed in the Q R S Artecho catalog.

RECORDO PLAYER ROLL CO.—57 East Jackson Boulevard, Chicago. This company is incorporated for \$25,000 and has taken over the business of the Imperial Player Roll Co. Incorporators: George J. Dowling, W. E. Guylee, George W. Eddy, H. L. Draper and T. A. Johanson. Company manufactures reproducing music rolls and rolls for the Solo Carola and the autopneumatic electric instruments formerly manufactured by the Imperial Co. Company maintains high standard of quality and service already established by the Imperial Co. Concern in highest financial standing.

STAFFNOTE.—Trade name used by the Billings Player Roll Co., to which refer

STANDARD MUSIC ROLL CO.—Incorporated under the laws of the State of New Jersey, with a capital stock of \$150,000. Officers: G. Howlett, president; Charles T. Bowman, vice-president; John Hunter, treasurer and secretary. The company has extensive factory buildings housing the Standard Music Co. and associated companies occupy an entire block fronting on Central Avenue, Newark, New Jersey. The ARTo Word Roll, which is so widely advertised, is sold in every country both in the metropolitan newspapers and in progressive

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Hand-Played

PLAYER ROLLS

with and without words

BUSH TERMINAL No. 9

33rd Street and 3rd Avenue

BROOKLYN, N. Y.

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"Staffnote Player Rolls Are Best"

Is the answer received by many progressive dealers when they invite comparison by their trade.

STAFFNOTE ROLLS are the most complete in that all that pertains to music is printed on the roll and they are therefore a greater value for the money.

STAFFNOTE ROLLS are easier to read and have an outstanding individuality in the hand-played recording—not to be found in other rolls.

— catalogue and learn all about
and best achievement in

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COMPANY**
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Nationally Advertised Musical Merchandise

J	Connorized Word Rolls	J
O	Connorized Records.	O
B	Pianostyle Inst. Rolls	B
B	Music Rolls in All Languages	B
E	Music Roll Cabinets	E
R	Kleernote Player Pumps	R
S	Talking Machines	S
	Phonograph Records	
	Record Brushes	
	Record Delivery Bags	
	Record Stock Envelopes	
	Brilliantone Needles	
	Satino Polish	
	Sheet Music	

Etc., Etc., Etc.

We carry the largest assortment of Italian and foreign rolls in the U. S. Send for catalogs—"United" can stock any music store complete.

United Music Stores
619 Cherry St., Philadelphia, Pa.
225 W. Mulberry St., Baltimore, Md.

windows, has justly brought fame to this company. A high type, really musical word roll, with many exclusive patented features, the ARTo Word Roll still maintains its reasonable price. This price policy backed by a product which has all of the necessary high quality has done much to place the ARTo Word Roll in the foremost ranks of word music rolls. The ARTo Standard Instrumental Rolls include in their catalog all the light classics, overtures, opera selections, etc., many of them played by the world's greatest pianists and virtuosi such as Paderewski, Chaminade, Busoni, Friedheim, etc. The ARTo Popular edition of rolls is a particularly fast selling line of rolls, due probably to the very reasonable price for a very high grade roll. The ARTo Popular rolls are instrumental solely and include all the latest popular music. It is arranged especially for dancing and has been featured in all advertising as the "Dance Roll." All ARTo rolls are contained in beautiful sepia art boxes, suitable for use in any drawing room. Also manufactures the Voco Word roll, a moderately priced roll. G. Howlett Davis is noted in the player-piano and player roll industries for his many valuable patents and constructive inventions, which in itself is an assurance of continued success. The Standard Music Roll Co. sells its products throughout the United States and in all important foreign countries. Financial standing of the highest.

UNITED MUSIC STORES.—This firm owns and occupies its own four-story building at 619 Cherry Street, Philadelphia, stocked with a complete assortment of domestic and foreign musical merchandise. Its Baltimore branch at 225 West Mulberry Street, is a three-story building similarly stocked, managed by George Fields. They are jobbers of music rolls, records and sheet music carrying in each city publications of all the leading publishers. The executive office is at Philadelphia. Oscar Kern is general manager, George F. Fields, assistant manager; Miss Elizabeth Harte, manager of credits; Joseph Wexler, sales manager; G. Ford, manager of accessories department; Stephen Fierko, manager of foreign roll department. Established several years ago, so rapidly has this concern been growing that its products are known to music dealers in all parts of the country. Mr. Kern is president of Philadelphia Music Roll Association and plays an important part in his city for the development of the music roll business. Commercial and financial standing is unquestioned.

UNITED STATES MUSIC CO.—General offices and factory, Nos. 2934-2938 West Lake Street, Chicago. Capital, \$200,000. Arthur A. Friestedt, president; George L. Ames, vice-president and manager of sales; D. A. Clithero, secretary; John G. Crotley, treasurer. This company manufactures a complete line of perforated music rolls in its own factory, which is a modern structure of three stories with an area of 25,000 square feet. Its output embraces word and regular rolls. The demand for the product comes from all parts of the United States and from many foreign countries. The company has an extraordinary record for expansion. While its catalogs embrace music of every kind, it specializes in popular numbers, and in this field is recognized as a leader. It has introduced many innovations in the manufacture and merchandising of music rolls. It is the originator of the "U. S. Exchange Plan" which puts a trade-in value on consumers' old rolls against the retail price of new U. S. word rolls. The product has won a reputation for musical excellence, clean perforating and mechanical accuracy. This company is the originator of rubber spools. It manufactures perforated music rolls exclusively. In highest financial and commercial standing.

VOCALSTYLE MUSIC CO., INC., THE.—General offices and factory at 412 and 426 East Sixth Street, Cincinnati, Ohio. Officers: Elmer I. Kaiper, president; L. L. Harding, vice-president; H. G. Miller, secretary and L. E. Creighton, treasurer. Manufacture "Vocalstyle Song Rolls" and instrumental rolls. The Vocalstyle Co. was a pioneer in the manufacture of the so-called song rolls, which are music rolls for player-pianos, on which appear the words of songs. The first Vocalstyle roll was produced in 1908 and the enormous growth of the song roll industry since then is an interesting and convincing evidence of the tremendous influence which Vocalstyle song rolls have exerted from an educational and entertaining standpoint in the musical world. To the inventors and manufacturers of Vocalstyle alone is due the distinction and credit of adding to the literature of the player-piano the

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electric pianos.

Snappy, melodious, musical
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careful construction; and a
fair margin on sales, make
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immense wealth of vocal music without which the instrument would lose much of its charm, educational influence and popularity in the home. Furnishing a perfect hand-played piano accompaniment, equally as charming as an instrumental solo as when used to guide and support the singer's voice, Vocalstyle rolls are singularly complete. Picturing as they do the words of the song together with an easily comprehended system of simple expression marks showing the correct way to render the song, vocally and instrumentally, Vocalstyle rolls maintain position as the most complete song rolls on the market. The pianists and vocalists who collaborate in the making of Vocalstyle Rolls are chosen critically, the selection depending upon the super-excellence of their technical and artistic qualifications. The excellence of every Vocalstyle Roll is thus assured, placing Vocalstyle in a position of leadership on its musical merits alone. The Vocalstyle Roll affords every requisite for the correct, authoritative guidance of the singer, be he novice or talented student, and for the enlightenment of the player-pianist in the art of accompaniment or solo playing. The educational value of Vocalstyle Song Rolls in the many foreign languages is positively unique—the aspiring singer or student of languages is thus afforded a wonderful means for profitable study and intellectual advancement. By means of Vocalstyle Expression Marks the ambitious seeker after voice perfection may avail himself of the guidance of the world's greatest singers. Schumann-Heink, David Bispham, Evan Williams, Alma Gluck, and many other operatic celebrities have indicated their method of song interpretation exclusively for Vocalstyle Song Rolls. What these great artists think of the educational advantages of Vocalstyle is clearly revealed by their letters expressing entire willingness and eagerness to interpret the masterpieces of song exclusively for Vocalstyle. Vocalstyle Song Rolls for children, embodied in the Nursery Rhymes, Slumber Songs and Children's Games Series, present a never failing medium of fun and education. Besides being a source of wholesome and satisfying diversion for children of all ages, these wonderful rolls afford the parents a splendid means for molding aright the fresh young voices and for laying a correct foundation upon which later to develop the budding musical talents.

Vocalstyle Rolls cover the entire field of musical endeavor. Every phase of home entertainment has been anticipated and provided for. In addition to the already overwhelming completeness of the Vocalstyle catalog, from a purely song roll standpoint, the pleasure-making possibilities and leadership of Vocalstyle Rolls are further enhanced by the origination of "Riley Recitation Rolls," "The Vodvilstyle Roll" and the "Home Minstrel Roll," "Songs and Games for the Children." The song roll, Irish jigs, reels, square dances, operatic, standard and classical songs, recitations, Vodvilstyle and Minstrel rolls, Lodge Odes, Gospel Hymns, are only a few of the resources of the Vocalstyle catalog. Concern in highest financial and commercial standing.

VOCO WORD ROLLS.—Manufactured by the Standard Music Roll Co. Made to retail at a price slightly less than their higher grade word rolls.

Application for membership by those in sympathy with the aims of the Alliance, accompanied by One Dollar for annual dues, should be sent to the secretary, 501 Fifth Avenue, New York.

Checks, Post Office or Express Orders should be made payable to The Musical Alliance of the U. S.

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THE MUSIC TRADES COMPANY

501 FIFTH AVENUE, NEW YORK

The Musical Alliance of the United States (Inc.)

JOHN C. FREUND, President

MILTON WEIL, Treasurer

FOUNDED to unite all interested in music and in the musical industries for certain specific aims:

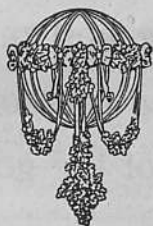
1. To demand full recognition for music and for all workers in the musical field and musical industries as vital factors in the national, civic and home life.
2. To work for the introduction of music with the necessary musical instruments into the public schools with proper credit for efficiency in study.
3. To induce municipalities to provide funds for music for the people.
4. To aid all associations, clubs, societies, individuals whose purpose is the advancement of musical culture.
5. To encourage composers, singers, players, conductors and music teachers resident in the United States.
6. To oppose all attempts to discriminate against American music or American musicians, on account of nationality, regardless of merit.
7. To favor the establishment of a National Conservatory of Music.
8. To urge that a Department of Fine Arts be established in the national government and a Secretary of Fine Arts be a member of the cabinet.

Application for membership by those in sympathy with the aims of the Alliance, accompanied by One Dollar for annual dues, should be sent to the secretary, 501 Fifth Avenue, New York.

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As symbolized by the trade-mark shown above, embodies all that the highest inventive skill, the best materials and skilled workmen can contribute to the attainment of the goal of *perfection*.

The use of the Wessell, Nickel & Gross action is invariably accepted as a guarantee of the grade of the instrument in which it is found.

WESSELL, NICKEL & GROSS
NEW YORK

AMERICAN FELT COMPANY.—Offices, 100 Summer street, Boston; 114 East 13th street, New York, and 325 South Market street, Chicago. Manufacturing plants: Franklin Mills, Franklin, Mass.; City Mills, City Mills, Mass.; Glenville Mills, Glenville, Conn., and Essex Mills, Picton, N. J. The world's largest manufacturers of felt, this company occupies a unique position in the specialized service it offers to users of felts for mechanical purposes. Its expert staff and laboratories are a well-known advantage to manufacturers of pianos and player-pianos. This trade is thus assured of a product which is standardized according to the peculiar requirements of each customer. Similar service is given in the case of prospective clients who accept the company's invitation to send in their specifications for analysis and quotation. The American Felt Company is in direct touch with the markets in every wool-growing country and is thus in a position to provide just the right quality of raw material required.

AMERICAN MUSICAL SUPPLY CO.—Office and factory, Nos. 441 to 457 Communipaw avenue, Jersey City, N. J. Organized in 1897 as Hessmer & Co., reorganized and incorporated under present name in 1899. Frederick Hessmer, president; William B. Tuerck, treasurer; William Hessmer, secretary. Manufactures tuning pins of the highest quality for pianos and other musical instruments. This concern now supplies all of the United States and Canadian piano manufacturers with the high-grade "Amsco" tuning pins. The factory of the concern, which is the largest in the world devoted exclusively to the making of tuning pins, stands as a monument to the integrity and business acumen of Frederick Hessmer, the founder of the business. By his strict attention to every detail of manufacture, Mr. Hessmer has seen his business grow to great proportions. The general financial and commercial standing of the company is unquestioned.

AMERICAN PIANO SUPPLY CO., INC.—Sales offices and store, 110-112 East 13th street, New York City. Executive offices, Bristol, Conn. Incorporated under the laws of the State of Connecticut, April 1, 1915. Capital \$250,000. John T. Chidsey, Bristol, Conn., president and treasurer; William C. Hess, New York City, vice-president; Epaphroditus Peck, Bristol, Conn., secretary and assistant treasurer. Directors: Fuller F. Barnes, treasurer and general manager The Wallace Barnes Co., and president Bristol Hospital, Inc., Bristol, Conn.; Charles T. Treadway, president Bristol National Bank, president American Trust Co., vice-president Horton Manufacturing Co., Bristol, Conn.; Charles L. Warner, president and treasurer Baird Machine Co., Bridgeport, Conn.; Marvin D. Edgerton, proprietor Penfield Saw Works, Bristol, Conn.; Willis H. Bacon, treasurer and general manager Blakesley Novelty Co., Bristol, Conn.; William Muir, president and treasurer H. C. Thompson Clock Co., Bristol, Conn.; John T. Chidsey, president and treasurer The Root Company, president Bristol Chamber of Commerce, Bristol, Conn.; Frank Steinbrenner, New York City; William C. Hess, New York City. This company was organized to purchase the hardware department of the American Felt Co., and has carried on the business to date with gratifying success. The company has also marketed a very large amount of felts, cloths, punchings, piano hammers and felt and cloth products. It is a leader in supplying the trade with standard supplies such as action props, ball, bracket and nose bolts, top buttons, sounding board buttons, casters, for grands and uprights; cloths, for all purposes; dowels, felts, for all purposes; hammers, for uprights and grands, players and squares; hinges and butts, all styles; locks for uprights and grands; pedals, for uprights and grands; pins, all styles; tuning pins, punchings, all styles, paper, fiber or cloth; screws, music wire. The company works very closely with its suppliers, selling on a commission basis, exactly as a factory would compensate a salesman, so as to give the most economical service possible to its piano manufacturing customers. In addition to the regular line of piano manufacturing supplies mentioned above, the company specializes on all sorts of castings, screw machine products, special turnings and stampings, phonograph hardware, etc. This company markets the entire output of tuning pins manufactured by the Cornwall & Patterson Mfg. Co., Bridgeport, Conn., which pins are now considered second to no domestic pins and fully equal to the goods formerly imported from Germany. This company has organized The American Piano Hammer Company

The Guarantee that marks an Epoch in the Building of Player Actions



Guarantee

*Our Player Action
is warranted absolutely for Five
Years and this guarantee stands
for all that the word implies.*

*We will replace without question
any material of any nature used in
the construction of our product, free
of any expense whatever to the user,
that may deteriorate or become
imperfect through use, wear and
tear or climatic conditions.*

*Standard Pneumatic Action Co
A. W. Johnston
VICE PRESIDENT*



STANDARD PNEUMATIC ACTION COMPANY

Largest Manufacturers of Player Actions in the World

A. W. JOHNSTON, Vice-Pres.

638-652 WEST 52nd STREET, NEW YORK

with plant at Belvidere, N. J., to supply piano hammers made up under its own supervision and control, so as to offer its customers all the benefits of jobbing service and direct factory connection on this item. Also takes the entire output of top felt and under felt of one of the oldest felt manufacturing plants in the United States.

AMPHION PIANO-PLAYER CO., THE.—This house is one of the largest manufacturers of pneumatic player actions in the United States and a company of unquestioned financial and commercial standing in the trade. It is one of the few concerns which have been in this line of business for over a decade and a half. Its product is sold exclusively to high-grade piano manufacturing concerns in the United States, England, Australia, etc. Its plant is at Syracuse, N. Y., on the main line of the New York Central Railroad. The company has over 300,000 sq. ft. of working floor space, located in the center of that city and surrounded by six acres of ground. A reproducing player action of the highest type is made by the Amphion Piano-Player Company of Syracuse, N. Y. By means of this action the actual playing of pianists is reproduced and their performances are heard precisely as if the artists were playing in person. The playing of the greatest pianists in the world, including Paderewski, Hofmann, Busoni and over a hundred others, as well as all the popular artists of the day is thus made available for the piano containing the mechanism. It is obtainable in pianos of high grade makes, in both grand and upright models. The company makes every part of its player mechanism including the hardware. The product of this company is covered by over one hundred patents, many of which are considered basic. Its inventor is L. B. Doman. Its player actions are characterized by the fine quality of workmanship and only the most expensive material is used. The Amphion Company was the first concern in America to equip its actions with an automatic tracker adjuster, which has proven most efficient and which has successfully withstood all tracker litigation. It uses a six-point motor, which it claims to be absolutely free from all danger of warping and friction troubles. It has an automatic device on its governor which insures absolute regularity of tempo at all degrees of force in pumping. All its players are equipped with an automatic loud pedal device, operated by the music sheet or by a lever or button on the key slip. Its actions are also equipped with a transposing device. This concern makes a great point of controlling the expression in playing through the pedals, and it claims to have obtained in this a wonderfully complete control of the dynamic grades, and for this reason its action in a piano deserves to be classed as a musical instrument and not as a mechanical device. The Amphion Company was the first advocate of the single pneumatic system and has always consistently adhered to it. A distinguishing feature of the Amphion actions is the detachable and interchangeable valve action units. These units contain every movable part except the striking pneumatic for the operation of playing each note on the piano, and are located on the front of the action, where they are easily accessible. Each action carries six extra units, which can be substituted should any one of the 88 ever become disabled. The company claims that its valve system receives nineteen distinct tests, while the movement of the valve is determined with micrometer certainty and fixed at the factory, thus insuring to all the valves exactly the same movement and, consequently, a uniform result. Covered by a positive guarantee for both grands and uprights. Frank E. Wade, president; E. L. Atherton, general manager.

ART NOVELTY CO., THE.—Manufactures piano and player-piano benches exclusively. Established 1904. Incorporated under Indiana laws with large capital. Officers: E. E. Shoup, president; R. M. Woolpert, vice-president; Leroy I. Baker, secretary-treasurer and general manager; W. V. E. Messick, sales manager. General offices and factories, Goshen, Indiana. The company began business in a modest way and the growth has been rapid. The main factory is one of the largest and most modern of its kind in the country. Last year an addition which doubled the capacity was added. The buildings are of brick, concrete and steel, and in equipment and arrangement represent the highest development in industrial housing. Much of the machinery is of special design. The capacity of the factory is 1500 benches a week. In addition the company has a smaller factory located near Goshen. The

Pratt Read Products

Piano Ivory
Piano Keys
Piano Actions
Player Actions

*Established in 1806
at Deep River, Conn.*

STILL THERE

PRATT READ & CO.
PRATT READ PLAYER ACTION CO.

"Oldest and Best"

Art Novelty Company was the originator of the upholstered seat piano bench and its line of upholstered benches has found favor in all parts of the country, many houses handling them exclusively. The product is of the highest quality and is notable for beauty of design and finish. The upholstered benches are done in leather and tapestry. Art Novelty products are known in all sections of the United States and have also found favor abroad. The aim of the company since its inception has been to put out artistic, durable goods at moderate prices, and strict adherence to this aim explains its success. The commercial and financial standing of the company is first-class.

ARTROLA PLAYER CO.—Manufacturers of the "Artrola" player action, player action repair parts, pneumatic stacks, etc.; Varnish Rejuvenator, Varnish Remover, etc. Factory and general offices, 224 North Sheldon street, Chicago, Ill. Officers: President and treasurer, F. C. Adsit; vice-president, E. B. Adsit; secretary, William H. Augsburg. The Artrola action is scientifically constructed and is the result of long experimentation. It has a number of original features and is notable for its durability, responsiveness and simplicity of construction. It is manufactured in two styles—one for the manufacturers of new player-pianos and one for the dealer who desires a first-class action for installing in upright pianos without the necessity of building out the case. The company also manufactures the Evans Artrola Varnish Rejuvenator, a preparation to eradicate hair check, etc., without removing the varnish, making possible the refinishing of an instrument at a very low cost in time, labor and material. This finish has been taken up by the leading manufacturers. Financial standing is first-class.

AUTO PNEUMATIC ACTION CO.—Incorporated under New York laws. Capital fully paid, \$500,000. William C. Heaton, president; Thomas F. Danquard, vice-president; William J. Barton, secretary and treasurer. This concern is one of the largest producers of player-piano mechanisms in the world, and the Auto Pneumatic Action is held in highest repute by both trade and musical public, having become noted for its mechanical efficiency, durability, reliability, and general value. The Auto Pneumatic Action Co. keeps a large corps of men in its experimental department for the development and perfecting of new ideas. There are considerably over 100,000 of these actions now in use, and instruments containing the Auto De Luxe Action have been awarded the highest prizes and testimonials at the world's greatest expositions. A great number of the highest-grade player-pianos contain this mechanism, which has exclusively the following important features: The automatic music roll guiding device, keeping the music sheet in perfect register with the mouthpiece or tracker-bar; the flexible striking finger reduces wear and tear on the piano action, giving a flexible human touch; the five-point improved motor, with a superior governor, insuring even movement of the roll. A new exclusive feature of the Auto Pneumatic Action is the tempo modulator, which enables one to bring out the individual temperament and expression of the performer and aids in accompanying the singer or soloist to follow every change of tempo indicator; the automatic sustaining pedal, which automatically operates the piano's sustaining pedal through small perforations, near the left margin of the music roll, accomplishing the same effect as the highly trained musician. Silencer or silencer buttons enable the operator to omit, or pass over, without playing, any part of a piece as desired. The new reservoir expression pneumatics is another acquisition, for with the slightest stroke of the foot on the treadle the leading melody notes of a composition can be emphasized and the sforzando passage can be brought out in a truly musical manner. This new treadle arrangement makes the treadling lighter and more effective. The De Luxe Auto Pneumatic Action has been on the market for over twelve years, and was one of the first successful interior player mechanisms installed in a piano. The mechanism has won many first prizes at various European expositions of world-wide importance. An important De Luxe Player Action product is the De Luxe Player Grand Action, which has achieved decided popularity and is in extensive use. The Auto Pneumatic Action Company, always secure in its leadership, in 1916 formed a remarkable alliance with M. Welte & Sons, thereby securing the rights to manufacture the Art De Luxe Welte-Mignon Player Action. They claim there



Auto De Luxe Actions

Since 1905 the Auto De Luxe products of this company have constituted the highest achievements in the field of player action development.

For seventeen years this company has received world-wide recognition for leadership because of the universal satisfaction its actions have given to manufacturers, dealers and ultimate owners, alike.

**Art De Luxe Reproducing Actions
for Grand Pianos**
(Welte-Mignon Licensee)

**Art De Luxe Reproducing Actions
for Upright Pianos**
(Welte-Mignon Licensee)

Auto De Luxe Expression Actions
Operated electrically and by
foot treadles

Auto De Luxe Expression Actions
Operated electrically only

**Auto De Luxe Foot Power Player
Actions for Grand Pianos**


**Auto De Luxe Foot Power Player
Actions for Upright Pianos**

De Luxe Reproducing Records
(Welte-Mignon Library), con-
sisting of more than 3000
musical compositions which
have been recorded by practi-
cally every widely known
pianist of this generation.

AUTO PNEUMATIC ACTION CO.

William C. Heaton, Pres.

619 West 50th Street, New York



is nothing to equal this super-player and reproducing action. The most artistic reproducing pianos manufactured contain the Art De Luxe Welte-Mignon Player Action, as this makes possible the playing of the personally interpreted rolls recorded by scores of the world's greatest pianists and will play standard 88-note music rolls as well. The Art De Luxe Welte-Mignon Player Grand Action—their latest production—is the very last word in exclusive features and structural merit and is being embodied in the most prominent makes of grand pianos. The tremendous vogue of the grand piano and the superb interpretative powers of the Art De Luxe Welte-Mignon (licensee) make the field for this latest player and reproducing action a constantly widening one. Its very large plant which is located at 619-635 West Fiftieth street, and 618-634 West Fifty-first street, New York, was especially constructed and contains the most modern machinery. The concern is absolutely reliable and of the highest commercial standing.

BAUER, FREDERICK, J.—Business established in 1905. Manufactures piano covers in all grades and materials, specializing on fleece-lined rubber covers for shipping purposes, and Canton flannel covers for wareroom use. Manufactures all above goods in his own factory. This business has always been conducted since its inception at the present address, No. 65 Fourth avenue, New York. Prior to starting in business on his own account, Mr. Bauer was connected with the Holtzman-Martin Co. He has a large acquaintance in the trade in which he has been active for many years. Also deals in piano scarfs, benches and stools. The business of this house has shown continuous growth. Financial and commercial standing excellent.

BOSTON PIANO SUPPLY COMPANY.—Offices and plant, Norwood, Mass. This company's product is used exclusively by many leading American and Canadian piano and player-piano manufacturers and those of many foreign countries, even to far-away China. The system on which the plant operates is such that each lot of hammers is a custom-made product in every sense of the word, beginning with the selection of felt and followed out on this principle to the last detail of production. Here is an organization of specialists who have every device known to their craft—many of these, in fact, being confined to this concern.

BRECKWOLDT & CO., JULIUS.—Incorporated. Julius Breckwoldt, president; Wm. A. Breckwoldt, secretary and treasurer. An old-established, highly reputable and successful concern. A leader in the American supply trade. Factory at Dolgeville, N. Y., and sawmills at Fulton Chain, N. Y. Make a specialty of the Breckwoldt sounding board, which has won a distinct position in the trade as a standard article and is used by many of the leading artistic makers. Also make a specialty of the Breckwoldt Adirondack spruce boards, manufacture piano backs, bridges, bar stock and hammer mouldings. American agents for the Rudolf Giese music wire. In high commercial and financial standing. Julius Breckwoldt is president of the Dolgeville National Bank. Sole agents for the Rudolf Giese Steel Music Wire, the western representatives being the Central Steel & Wire Co., 119-127 North Peoria street, Chicago, Ill.

CHENEY PIANO ACTION CO., A. C.—This concern was incorporated in New York State in 1899, with capitalization of \$60,000, for the purpose of manufacturing piano actions. The concern has a finely appointed factory at Castleton, N. Y. Officers are: President, H. H. G. Ingalls; vice-president, Seth Wheeler; secretary and treasurer, Arthur C. Cheney. The board of directors includes these officers and C. D. Morgan and George Schlemmer. The plant is particularly well equipped with modern labor-saving machinery. The A. C. Cheney actions have acquired a high reputation in the trade for reliability. Annual output is approximately 60,000 actions. A department of the business is devoted to the manufacture of player-piano actions. A section of the large factory was set apart for this work and the annual output of player mechanism is approximately 5000. These actions have become very favorably known throughout the trade. Concern in first-class commercial and financial standing.

CHICAGO PLAYER ACTION CO.—Established 1917. Incorporated under laws of Illinois. W. N. Van Matre, president and general manager. Factory and general office, Rockford, Ill. Mail address, P. O. Box 995. Manufacture the "Chicago"

PIANO ACTIONS PIANO KEYS PIANO HAMMERS

Standards of Quality

Cutters of Pianoforte Ivory

The Comstock, Cheney & Company
Ivoryton, Conn., U. S. A.

player action, designed especially for installation purposes, and which can be placed in any make of upright piano. The action is the result of six years of experimenting and has been subjected to every possible test before being placed on the market. Its simplicity, durability and responsiveness are exceptional and have given it immediate favor. W. N. Van Matre, who is also president of the Schumann Piano Company, decided several years ago to build a small player action that could be installed in any piano, no matter what the size, and yet would measure up for efficiency with the large Schumann player which requires a special size of case. He put his experimental staff to work and the Chicago player action is the result. Many of the actions are now in use and are giving entire satisfaction. The factory is equipped with special machinery and a force of expert player men is kept busy there. The company's financial standing is first-class.

CLARK PNEUMATIC ACTION CO.—Incorporated under the laws of Wisconsin. C. H. Jackson, president; F. J. Clark, vice-president and general manager; Clifford McMillan, secretary and treasurer. General offices and factory, 518 Prairie street, Milwaukee, Wis. Chicago office, 505 Baltimore Building, 22 Quincy street. Manufactures Auto-namic, a tension governing device for player-pianos. This device is capable of perfectly reproducing the playing of artists, yet consists of but one moving part. It is unique among reproducing devices. Auto-namic is so small and compact, that it can be installed in any foot pumped player, thereby making a reproducing player. While Auto-namic has been on the market but a few months, it has won wide favor and is now being used by a number of leading player manufacturers. Auto-namic is the invention of F. J. Clark and is the result of years of experimenting. It is so skillfully designed that it can be installed in the top of the player, and in no way interfere with the other player or piano parts. The mechanism of the piano does not need to be altered in the least and the Auto-namic in no way interferes with pedal operation or hand playing. The change from foot pumping to reproducing and back is entirely automatic, no levers to confuse the operator. Auto-namic is positively fool proof, and will outlast the average player-piano. Financial standing of the company is first-class.

COMSTOCK, CHENEY & CO., THE.—A very old, highly reputable and distinguished house. Factories at Ivoryton, Conn. Telegraph and railroad station at Essex, Conn. Make a specialty of ivory cutting, and are among the largest manufacturers of piano keys, actions and hammers, ivory and composition-covered organ keys. Incorporated. The entire line of goods manufactured by this house is regarded as of the highest grade. Held by the leading piano manufacturers, who have used the Comstock, Cheney supplies for nearly half a century, to be absolutely beyond question for their reliability. Have one of the largest and best organized and most completely equipped plants of its kind in the world. General financial and commercial standing unquestioned.

CORNWALL & PATTERSON MFG. CO., THE.—This well-known supply house has been in business for many years in Bridgeport, Conn., having been founded by the late J. T. Patterson, father of the present head of the business, in 1881. It is the only factory in the trade devoted exclusively to the manufacture of piano, organ and player hardware, and it has one of the finest equipped machine plants in the country. The officers of the company are James T. Patterson, Jr., president and treasurer; James Rose, secretary. During 1918 the concern entered the field as a tuning pin manufacturer and has produced a pin fully equal, if not better than the pins formerly imported from Germany. The concern has equipment in the tuning pin department sufficient to turn out a goodly percentage of all the pins used in this country at the present time. In addition to this important supply, the concern manufactures all kinds of player-piano hardware, including tracker-bars, tight and adjustable take-up spools, transmissions, sprockets, gears, pinions, collars and finger levers; also piano action hardware, including damper rods and attachments, key, plate and bridge points, capstan screws, iron and brass, brass agraffes, piano bolts, pressure bars and springs for all uses. The company employs approximately 400 workmen and is well equipped to give the very best of service to its customers. By an addition of a new building about 22,000 square feet of factory space was added last year for the increased production of piano-player hardware. Concern in highest commercial and financial standing.

Amphion Player Actions

Covered by over 100 patents, many basic.

Made completely in our plant of the finest materials and workmanship.

Automatic Tracker which has withstood all tracker litigation.

Six point motor.

Interchangeable valve unit action which receives nineteen distinct tests.

Absolutely guaranteed.

The Amphion Piano Player Co.

Syracuse, N. Y.

DOEHLER DIE-CASTING CO.—General offices and main factory, Court, Ninth and Huntington streets, Brooklyn, N. Y. Central factory, Smead and Prospect avenues, Toledo, Ohio. Western factory, Cottage Grove avenue and Ninety-seventh street, Burnside Station, Illinois Central R. R., Chicago, Ill. Their products—finished die-castings in aluminum, tin, zinc and lead alloys—have recently been augmented with their development of finished brass and bronze castings, an achievement attained after years of experimenting, and one that has been the aim of the engineering profession for a decade. Doehler die-castings are made in steel mold or dies, for the construction of which, owing to their extreme accuracy, the most expert and skilled die-makers are employed. Castings are produced with all intricate details, such as holes, slots, threads and projections, accurately located, while their absolute uniformity makes for a perfect interchangeability of parts. Doehler die-castings are particularly adapted to and extensively used in the manufacture of player-pianos, electric organs, automatic players, orchestrions, talking machines and the like; and the economical production in the various branches of the musical instrument manufacture is in a great measure attributable to their use. The business was established in 1906 by H. H. Doehler, in a very modest way, and the growth, which has been both steady and rapid, has necessitated the establishment of their branch factories at Toledo, Ohio, and Chicago, Ill. The parent plant in Brooklyn is housed in a group of modern concrete and steel factory buildings covering nearly a whole city block; the Toledo plant has approximately 250,000 square feet of floor space and their Chicago plant about 56,000 square feet, making this one of the largest and most important establishments in the industry.

DROEGE, EMIL.—Importer of Gebrüder Knipping music wire for pianos and musical instruments; also the J. W. Dunker tuning pins, 12 Commercial Wharf, Boston, Mass. Mr. Droege is authority on all music wire, having served his apprenticeship in Altena Westfalen, Germany. He has been importing since 1908, and is thoroughly familiar with the manufacture of piano wire. The Gerbrüde Knipping is one of the oldest manufacturers of piano wire in the world and their red label wire has the highest elasticity and vibration of any wire manufactured. Mr. Droege always has a full stock on hand of all sizes and his tuning pin supply is also large. Commercial and financial standing the highest.

DRYING SYSTEMS, INC.—Designers and manufacturers of drying equipment. Incorporated under the laws of Illinois. Officers: President, F. A. Lippert; vice-president, Charles H. Currier; secretary-treasurer, Adolph Karpen. General offices, 11 South Desplaines street, Chicago. The company is the sole licensee west of the Detroit, Ohio and Mississippi rivers under the Grosvenor Process Patent, which covers a process for drying varnishes by simultaneously subjecting them to the action of moisture in excess of the natural humidity and heat. It covers the entire field of varnish drying where moisture is used, and by its use the piano manufacturer is able to turn out a product free from pinholes, blisters, case-hardening or printing, and to dry his finishes in a quarter the time usually necessary, thereby saving considerable floor space and releasing capital tied up in unfinished work. The Greeff System of Drying has been used extensively for years by leading manufacturers. It creates within the dryroom the correct atmospheric condition for rapidly drying the finish from the inside out, thereby producing a finish that is perfectly hard and not subject to subsequent troubles such as checking, cracking, etc. Each installation is designed to meet the requirements of the producing schedule of the manufacturer. The company's experts personally visit and study the needs of the factory and determine what particular size and type of equipment best insures customers against making an unnecessarily large investment. They have designed and thoroughly tested within the past few years the Drying Unit which is particularly adapted to smaller dryrooms where 800 sq. ft. or less dryroom space is required. The Drying Unit combines the well-known features of the Greeff System of drying: i.e. an air washer to keep dust and dirt from freshly coated work in the dryroom; and supply and vent ducts for properly distributing the air so that each piece will be dried thoroughly and uniformly, also automatic temperature and humidity regulation. The unit may be attached to any

old-style dryrooms. The Drying Unit is the ideal equipment for the redrying of dimensioned and core stock, and the drying of glued-up veneered panels, because the temperature and humidity are under automatic control and there is adequate and uniform circulation of air through all parts of the kiln. Leading houses in the music industry are using this system. These include: The Æolian Company, the American Piano Company, the Baldwin Company, Brunswick, Balke, Collender Co., Bush & Lane Piano Company, A. B. Chase Piano Company, Inc.; Chickering & Sons, William Knabe & Company, Kurtzmann & Company, Roddis Lumber & Veneer Co., M. Schulz Company, Starr Piano Company, Steinway & Sons and Victor Talking Machine Company.

ELECTORA MOTOR PLAYER.—An electric vacuum motor for pumping any make of player-piano, reproducing player or organ. Manufactured by the Motor Player Corporation, to which refer.

ELECTORA REPRODUCER.—A combination of an automatic expression device, special tracker-bar and electric motor which turns any player-piano into a reproducing piano. "Plays with the soul of the artist" is the slogan adopted for the Electora Reproducer by its makers, the Motor Player Corporation, to which refer.

FAIRBANKS CO., THE.—This company has been in existence since 1892, when it began the manufacture of castings and entered the machine-tool business. In 1905 it began the manufacture of piano plates and has maintained its reputation for fine quality of product in this department. The company is capitalized for \$260,000 under Ohio laws, all paid in. Officers: M. L. Milligan, president and treasurer; N. H. Fairbanks, vice-president, and H. E. Stimmel, secretary. The Fairbanks company has a finely equipped factory in Springfield, Ohio, occupying several acres of ground. The concern sells its plates to many of the manufacturers of the finest pianos in the trade. Its commercial and financial standing is of the highest.

FULLER-THURBER CO.—Well and favorably known to the piano, organ and talking machine trade. Own and operate one of the oldest and largest mahogany, hardwood and veneer mills in New England at 414 Albany street, Boston, Mass. Wharf facilities on the property for handling foreign and domestic lumber are of the best. Manufacturers of veneers, figured and plain, in foreign and domestic woods. Also large importers of mahogany. The company is incorporated under the laws of Massachusetts, with the following board of officers: Harold S. Fuller, president and general manager; Lester F. Thurber, vice-president; Ora P. Johnson, secretary; George F. Thurber, treasurer, and Donald W. Fuller, assistant treasurer. Financial and commercial standing excellent.

GOEPEL & CO., C. F.—A well-known and progressive house of high standing in the supply trade in piano-makers' materials, including an extensive line of felts, cloths and punchings. Offices and warehouse, No. 137 East Thirteenth street, New York. Do a large business with the manufacturers of pianos, organs and piano-players. C. F. Goepel, the founder of this house, was one of the oldest and most respected members of the supply trade. At the time of his death, in 1907, his son, Walter E. Goepel, became the managing head of the concern. His death occurred in 1919, and his brother, Fred N. Goepel, who has been actively identified with the business since 1907, assumed the executive management. He is a thoroughly trained business man and familiar with every detail of the business. House in highest standing.

GOTSCH CO., WALTER M.—Manufactures covers for musical instruments, piano bench cushions and scarfs. Factory and general offices, 1254 West Harrison Street, Chicago. Walter M. Gotsch, general manager. The business was established four years ago and has enjoyed a rapid growth due to the high quality of its product and the various innovations they have introduced. Covers are made for pianos, phonographs and small musical instruments of all kinds and are put out in a variety of materials. They are built to fit the instruments perfectly and are very attractive as well as exceptionally durable. The quality of the product is best shown by the fact that many of the leading houses in the trade use the Gotsch product exclusively. Some time ago the company introduced piano bench cushions to the trade and these have become an important feature of the business. They are put out in fine velours and tapestries, in a variety of colors, and are easily

The Electora Reproducer

The combination of a Vacuum
Electric Power Plant and Re-
producer Expression Box

Installed in either a Grand or an Upright Player Piano.

"PLAYS WITH THE SOUL OF THE ARTIST"



Piano Manufacturers and Dealers Take Notice

Repeat orders come from satisfaction. Expressionless music has been the one big obstacle to greater Player Piano sales. Therefore specify the *Electora Reproducer* equipment if you desire to market a High Grade Popular Priced, Trouble-Proof Electric Reproducing Player Piano which plays on either direct or alternating current. Write today for information relating to increased Player Piano sales.

MOTOR PLAYER CORPORATION

536 Lake Shore Drive :: CHICAGO, U. S. A.

Manufacturers of
Electric Vacuum Motors and Reproducing Expression Devices
for Player Pianos, Organs and other musical instruments.

adjusted to any piano bench. They add beauty and comfort to the piano seat and have found great favor with the public. Walter M. Gotsch has been identified with the piano trade for years, and is widely known in all branches of the industry. He personally supervises the manufacture of Gotsch products. The financial and commercial standing of the company is first class.

HOUSE & SONS, CHAS. W.—Have extensive mills in Unionville, Conn., for the manufacture of various supplies for piano, piano action and player action manufacturers. Make bushing cloths and action cloths of all kinds, punchings and bridle straps, key rail cloth and rubbing cloth. Company incorporated in 1908. Capital, \$200,000. Officers: Everett T. House, president; Herbert C. House, vice-president and treasurer; Mortimer W. Byers, secretary. The woven felt industry was started in the United States by the late Charles W. House, father of the present president of the company, in about the year 1871. His first mill was at Hawthorne, N. J. After this plant was destroyed by fire, a new mill was erected at Glenville, Conn., known as the Hawthorne Mills. Early in 1900 the present company was formed. From a very small beginning this concern has grown until its mills are among the largest and best equipped in the United States, and it has a countrywide reputation for manufacturing goods of exceptionally high quality. The utmost care is used in the manufacture of the various supplies. The mills are equipped with the most modern labor-saving machinery and devices which not only give increased output but maintain in all particulars the high quality of goods which have come to be associated with the House name in this industry. Financial and commercial standing of the highest.

KELLY CO., THE O. S.—Incorporated. Offices and plant at Springfield, Ohio. Make piano plates. A highly reputable, progressive and successful house, whose business, by reason of its enterprising method and the high character of its product, is constantly increasing. During the past few years this concern has come right to the front in its particular line. The plant, which is one of the largest of its kind in the country, is splendidly organized and equipped with up-to-date machinery and labor-saving devices, so that the company is enabled to turn out, with the greatest economy, work of the highest order. The plates it manufactures are being used by the manufacturers of the highest grades of pianos, as it has had remarkable success in meeting the requirements of that class of trade. In 1916 this concern took over the old-established business, at Stamford, Conn., of Davenport & Treacy. In highest financial standing.

KOCH, RUDOLPH C.—Factory, Nos. 386-388 Second Avenue, New York. Manufacturer of the "Reinwarth" Covered Bass Strings, which have been in the market since the James Buchanan administration (1858) and the product is used to-day by some of the most representative piano manufacturers and dealers throughout this country and Canada. In the manufacture of the Reinwarth strings the best materials the world produces are used. The high standard of manufacture is maintained for which this concern was always noted. In first-class financial and commercial standing.

LUTKINS, T. L., INC.—Well known leather manufacturers, have been at 40 Spruce street, New York City, for over seventy years and have always made a specialty of imported goods. For over twenty-five years they have been tanning especially for the piano and organ trade. The skins for the pneumatics are selected from the finest of lambs and are tanned with a purely vegetable tannage, which practically eliminates the danger of corroding, and are not affected by climatic conditions in any particular. Their packing leather is selected with this in view also. In good financial and commercial standing.

MADDOX MACHINE CO., THE.—Office and factory, Jamestown, N. Y. This large and thoroughly representative concern has for years had a high reputation throughout the country as a manufacturer of special labor-saving machinery of the highest class for the manufacture of furniture, high-finished woodwork, etc. It makes the Maddox sander, Maddox polisher, Maddox rubber, and the Maddox double mitre saw, which are admitted to be standard machines of their kind, and are in use in plants of very many prominent piano manufacturers throughout this country for the rubbing and polishing of piano falls, panels, ends, etc. This special "Maddox"

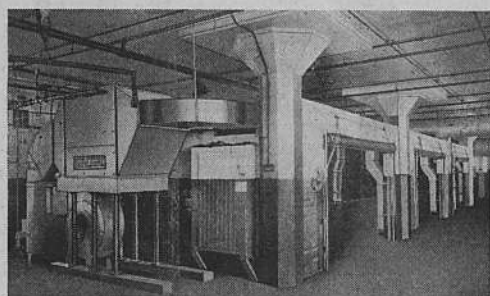
Appearance

is the "balance of power" in the selling of pianos, players, organs, etc.

The case of the instrument is its most conspicuous part! Upon the process and equipment used for drying depends the handsome appearance and perfect finish.

The adoption of our equipment by leading manufacturers attests its value.

The Greeff System of Drying



The Greeff System of Drying.

produces the *ideal condition* within the dryroom, to insure the deep *brilliancy* and *fullness* which comes only from perfect tempering and solidifying of successive coatings.

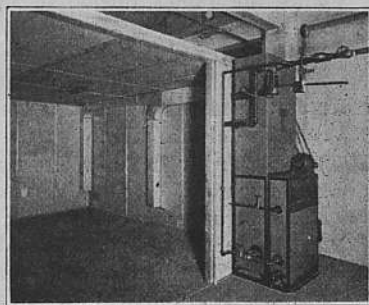
Result—a *hard, durable finish.*

For Smaller Production

where 800 square feet, or less, of dryroom space is required

The Drying Unit

fully meets the requirements. Drying is *uninterrupted*, regardless of weather conditions at any time of the year, because of the *proper circulation* of clean air of *right temperature* and *moisture* content. The *Drying Unit* is readily attached to old style dryrooms.



Drying Unit.

Equipment for redrying dimensioned and core stock and for drying glued-up panels.

Write for Bulletin Describing These Equipments

DRYING SYSTEMS, Inc.

11 So. Desplaines St.

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"Make Every Day a Perfect Drying Day"

machinery is an acknowledged labor-saving aid of high efficiency. Concern in highest financial and commercial standing.

MERRIAM CO., A.—This well known house, manufacturing at South Acton, Mass., is composed of A. Merriam and his two sons, Frank A. and William T. Merriam. The senior member of this firm is the oldest manufacturer of piano stools, chairs and benches in active business at this time. He started in making stools at Meriden, Conn., in 1870, going to South Acton in partnership with C. W. Chadwick in 1887, under the firm name of Chadwick & Merriam. In 1891 Mr. Chadwick sold out his interest and the business was continued by A. Merriam and his two sons as the A. Merriam Company. Their motto has been quality at fair prices, and by personal attention to the manufacturing have established a reputation for excellence of product which is recognized throughout the trade. The commercial and financial standing is of the highest.

MOTOR PLAYER CORPORATION.—Manufacture the "Electora Motor Player," an electric motor for pumping player-pianos, and the "Electora Reproducer" which turns any player-piano into an electric reproducing piano. Incorporated under the laws of Illinois with a capital of \$375,000. The company began manufacturing the Electora little more than a year ago. In that short time the product has become known the world over. The motors are used by many of the manufacturers of player-pianos and reproducing pianos and have won high indorsement from all who have used them. The Electora can be installed in any player-piano, reproducing player or organ. The installation makes absolutely no change in the action of the player-piano. It connects direct with the air chest, creates a vacuum, and thus supplies the power to operate the player-piano. The Electora weighs sixteen pounds. It is self-lubricating and air cooled. Before it was placed on the market the Electora was subjected to the most trying tests and was not released to the public until it was made certain that it was fool-proof and, on account of its simplicity, left no chance for getting out of order. During the year the company has continued to experiment with a view to improving the Electora, and the newest models are a great improvement over the original. The Electora Reproducer, the latest of the company's products, a combination of an automatic expression device, special tracker bar and electric motor, turns any make of player-piano into a reproducing piano at a very small cost. The demand for reproducing pianos has grown tremendously the past few years, and it was to meet this demand, by producing a mechanism that could be sold at a very moderate price, that the company worked out the Electora Reproducer. It is being adapted to their use by a number of manufacturers. The Motor Player Corporation occupies a large and modern factory at 536 Lake Shore Drive. It overlooks Lake Michigan and is a sunlight factory in the fullest sense. Much of the machinery is of special design and in equipment and arrangement the plant is the last word in modern industrial housing. The product is made completely in the company's factory. The general offices are at 536 Lake Shore Drive. The Motor Player Corporation owns and controls the original patents for the type of motor it manufactures. This gives it absolute control of this phase of the music industry. The commercial and financial standing of the company is the highest.

MUTTY CO., THE L. J.—Manufacturer of highest grade rubber cloths, tubing, etc., for organs and player-pianos and automatic musical instruments of every description. Main offices and warerooms, 175 Congress street, Boston, Mass. The company was founded by Mr. Mutty, who was sole owner up to January 1, 1909, when the business was incorporated under Massachusetts laws with a capitalization of \$125,000. In 1910 the capital was increased to \$250,000 to take care of increased business, and in 1911 to \$350,000 to take care of increased business not only in the player-piano and organ departments, but also the department devoted to the manufacture of automobile-top materials, which form an important feature of this business. In 1916 the capital stock was increased to \$550,000. L. J. Mutty, president; W. S. Osborne, assistant treasurer. Mr. Mutty has had many years' experience in manufacturing fine rubber cloths and tubing, and is especially well equipped to cater to the demand for these important specialties. Mutty cloth and tubing are used by practically every organ and player manufacturer in the country.

The Most Complete Line of Supplies

Hardware
Tuning Pins
Cloths
Felts
Hammers
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Felt Specialties



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Bristol, Conn.

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"SUPERIOR" PIANO PLATES



Manufactured by

SUPERIOR FOUNDRY CO.

Cleveland, Ohio

Also has an extensive foreign trade in these supplies. Large line of fine cloth and tubing always in stock. Concern in first-class standing.

NOBLE PIANO CO.—Polish Division. Manufactures polishes for pianos and automobiles at factory, 4841 Woodward avenue, Detroit, Mich. Although these polishes were made and sold for more than twenty years, they were not extensively distributed until 1915. At this time, after much experimenting on different polishes, many Detroit automobile manufacturers gave these polishes their indorsement. They are used by the Packard, Cadillac, Hudson, Dodge Bros., Maxwell, Studebaker and other automobile makers. A sample of Noble's Standard Polish is in the regular equipment of every Dodge Bros., Maxwell, Chalmers, Detroit-Electric, Gardner, Scripps-Booth, Wills St. Claire and Studebaker car made. A. E. Noble, an acknowledged piano expert of Detroit, feeling the need of a polish speedy in application that would leave no greasy effect on the finish, and at the same time be absolutely harmless to the varnish, set to work to produce such a polish. After a year's experimenting the desired result was obtained. All the pianos made by the Noble Piano Co. are oiled off with Noble Standard Polish. These polishes have been used extensively by piano manufacturers and dealers on both new and repair jobs and also by householders everywhere. Dealers handling these goods report sales beyond their expectations. One manufacturer used 13,200 quarts in 1919. The sales have steadily increased since 1915.

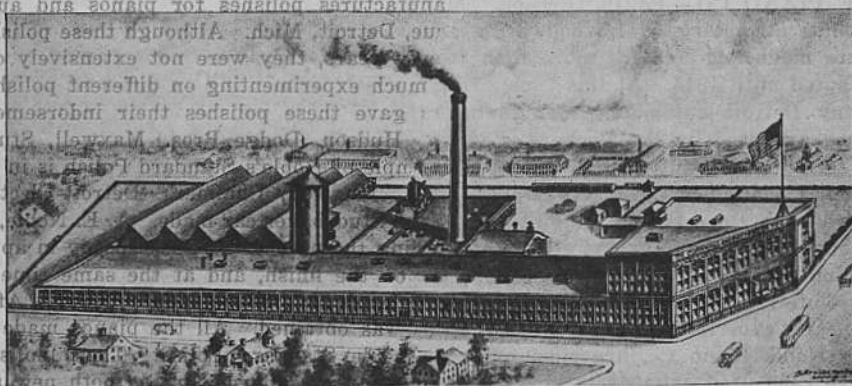
OETTING, PHILIP W.—This business was established in 1855 by the elder Mr. Ranft under the firm name of Richard Ranft, and so continued until August 1, 1915, when Richard Ranft, Jr., the surviving partner of the old firm, retired, and the business was taken over by Mr. Oetting, who had been employed by the firm for forty years, working up from office boy to general manager. The firm has always been associated with the highest grade of piano materials and has really grown up with the piano business of this country. For sixty years this house has held the American representation for the well-known Weickert felts, made in Leipsic, Germany. When the World War cut off the importation of foreign felts, Mr. Oetting, with two others who had spent their lifetime in the felt business, started the Washington Felting Mills in Belvidere, N. J., for the purpose of manufacturing fine piano felts exclusively, and in this enterprise have met with a gratifying degree of success. They have made a specialty of the extra fine hammer felts used for grand pianos by the most prominent manufacturers. This concern also makes a superior grade of piano hammers. Office, 213 East Nineteenth street, New York. Commercial and financial standing unquestioned.

OHIO VENEER CO., THE.—This house is incorporated under Ohio laws with a capitalization of \$150,000. President, Ferdinand Bosken; vice-president, J. W. R. Bradford; secretary-treasurer, William Bosken. These officers and A. M. Bosken and Frank J. Dorger constitute the board of directors. The company has a large and finely appointed plant at 2624-2634 Coleraine avenue, Cincinnati, Ohio. Make a specialty of mahogany, American walnut and Circassian walnut for the piano trade; also handle birch, quartered oak and veneers and all kinds of lumber used in piano manufacture. Maintain an eastern office at 405 Lexington avenue, at Forty-second street, New York, N. Y.

PIANO AND ORGAN SUPPLY CO., THE.—Has a fine modern factory, Nos. 2100-2138 North Racine avenue, Chicago, an extensive plant with the latest application of electric power, and completely equipped with the most modern labor-saving machinery, largely of original design and construction. This establishment is the largest manufacturer of organ reeds and reed-boards and of ivory and composition piano keys and actions in the West. Sole manufacturers of the famous Newell organ reeds. Financial and commercial standing of the highest.

PRATT READ PRODUCTS.—Manufactured at Deep River, Conn., where the industry was first started by Phineas Pratt and George Read in 1806. One of the largest and best equipped plants in the musical industry. The principal products are piano ivory, piano keys, piano actions and pneumatic player actions. The products have a solid and enduring reputation. The pneumatic player actions are manufactured and sold by the Pratt, Read Player-Action Co., and the other products by the parent company, Pratt, Read & Co., who are the oldest ivory cutters and key

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Tracker Bars
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PIANO ACTION HARDWARE:

Damper Rods and Attachments
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Capstan Screws, Iron and Brass
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Piano Bolts and Pressure Bars
Springs for All Uses

TUNING PINS

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Rubber Cloths, Tubing, Etc.

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PLAYER-PIANO TRADE

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makers in the world. The site of the offices and factories is a beautiful old town in the valley of the Connecticut, about three hours from New York. George L. Cheney is president and treasurer of both companies. Financial and commercial standing of these companies unquestioned.

RICHARDSON PIANO CASE CO.—This concern was established and incorporated under Massachusetts laws in 1890. E. B. Richardson, president; L. L. Richardson, vice-president; R. W. Smith, treasurer. They have the largest plant in the country devoted entirely to the manufacture of piano cases. Their machinery and equipment is of the very latest type, and the business management is under the personal direction of the officers. Quality is the first consideration, and the cases produced by this concern are considered of the highest standard throughout the entire piano industry. The production of this concern has steadily increased from the very beginning, and at the present time they have a capacity of 36,000 cases per year. Their commercial and financial standing is of the highest.

SCHAFF PIANO STRING CO.—Manufacturers of Bass Strings, Music Wire, and Tuning Pins. Chicago office and factory, 2009-2021 Clybourn avenue. New York factory and office 767 East 133rd street. Established 1884, the Schaff product has grown steadily in favor, due to high quality and prompt service until to-day it is used by most of the leading manufacturers here and abroad, receiving the highest indorsement from tone experts throughout the trade. Both New York and Chicago factories are equipped with the very latest machinery, much of which is of special design and are the most modern of their kind in the world. Only expert workers are employed, all of whom have been trained from apprenticeship in the Schaff factories. The strings are notable for durability and tone quality and represent the very highest attainment in that important line of music manufacture. The combined product makes the Schaff industry's output the largest of any string plant in the world. The tuning pins put out by the company are made by the most modern process from selected materials and are fast finding favor with the trade. The commercial and financial standing of the Schaff company is the highest.

SCHMID, INC., JULIUS.—The officers of the company are: President, Julius Schmid; vice-president, Dr. L. F. Licht; secretary and treasurer, Charles F. Schmid. Main offices are at 344-348 West Thirty-eighth street, New York City; factory at Astoria, Long Island. This is an old-established concern. Their operations date back to 1883, specializing in the preparation and tannage of fish skins and intestinal animal tissues, such as bladders, weasands, etc. Goldbeater skin sheeting, tobacco pouches and fine Baudruche skins and leathers are produced which on account of their recognized superior quality are in constant demand in this country and are also exported all over the world. For the piano and organ trade the company has manufactured for many years a pouch leather from intestinal membranes, under the registered trademark "Zephyr Leather." This leather is absolutely airtight, permanent and extremely flexible and is therefore an ideal material for pneumatics and diaphragms. Many of the leading player actions are equipped with "Zephyr" pouch coverings. This is one of the features which helped to make possible the easier pedalling and quicker repetition found in modern players. The marketing of "Zephyr Leather" is under the direction of Charles F. Schmid, who is conversant with player construction and who explains the origin and use of the material in an illustrated pamphlet, which will be sent with free samples to anyone on request. Commercial and financial standing of the company is excellent.

SCHMIDT CO., DAVID H.—A long established and highly reputable firm in the supply industry. Manufacturers of high-grade piano hammers exclusively. This concern operates a large and finely equipped factory located in North Water street, Poughkeepsie, N. Y. The Schmidt piano hammer is one of the most popular on the American market and is the choice of leading piano manufacturers. This firm was established in 1856 and incorporated in 1908. The officers are: David H. Schmidt, president and treasurer; Christian W. Schmidt, vice-president; Adolph Stern, secretary. General financial and commercial standing of this company is of the highest order.

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Sounding Boards and Backs

Are Universally Recognized as Standard in the Piano Trade. The name is a Guarantee of the Highest Quality.

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PIANO BRIDGES
HAMMER MOULDINGS
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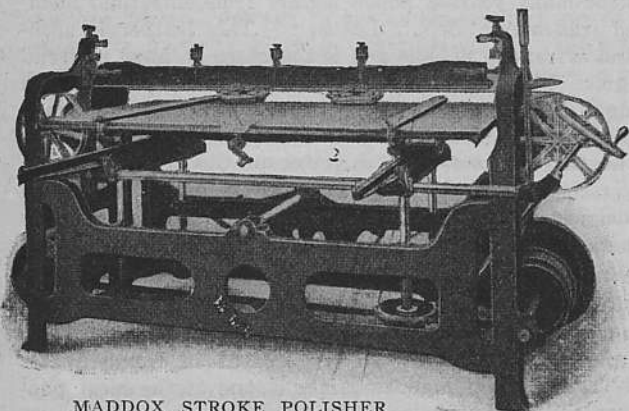
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DOLGEVILLE, N. Y.

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SANDING, RUBBING and POLISHING MACHINES
and DOUBLE MITRE SAWS

ARE TIME SAVERS AND MONEY MAKERS



MADDOX STROKE POLISHER

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ARE YOU interested in a machine that can do the work of *several men* and do it better? We can show you a big saving in a year. This machine is no experiment—it has proven its merit in thousands of the best factories here and abroad.

The Maddox Sanding, Rubbing and Polishing Machine will sand, rub and polish piano falls, panels, ends, etc.

AND DO IT RIGHT

Write for booklet illustrating and describing our machines

MADDOX MACHINE CO., JAMESTOWN, N. Y.

SCHWAMB CO., THEODORE, THE.—Arlington Heights, Mass. This business was established by Theodore Schwamb in 1862 and was incorporated under the laws of Massachusetts in 1897. Since incorporation continuous growth has taken place and special attention has been given to the improvement of their facilities and equipment, resulting in a modern case manufacturing plant. Particular attention has been given to the manufacture of grand piano cases, for which special equipment has been designed. The entire plant is now devoted to the manufacture of grand piano cases. Their aim has been always to produce first-class work, and quality has first consideration. The annual capacity is 4000 grand cases. Their commercial and financial standing is of the highest.

SIGLER PLAYER ACTION CO.—Incorporated under the laws of Michigan. Capital, \$100,000. Officers: Chairman Board of Directors, Kellar Stem; president, C. M. Sigler; first vice-president, George J. Heinselman; second vice-president, George E. Martin; secretary and treasurer, Charles S. Potts; counsel, Raymond W. Starr. These with Adolph H. Brandt, L. A. Geisert and George C. Dyer compose the directorate. Factory and general offices are at Hastings, Mich. Manufactures the Sigler player action for the trade. The action has many distinctive features and is characterized by simplicity of construction and unusual durability. It has been rightfully termed "the friend of the tuner," as it is so accessible and as near trouble-proof as it is possible to design a piece of mechanism of the kind. It is in the fullest sense a quality action and manufacturers of high reputation are the customers of the company. The capacity of the plant is practically unlimited as the most modern equipment and special machinery, together with plans for expansion are such that as the player trade broadens and volume increases the business can be taken care of in production. The commercial and financial standing of the company is first-class.

SIMPLEX PLAYER ACTION CO.—Theodore P. Brown, president and treasurer. Manufacturers of the well-known "Simplex" player-piano actions. Has a large, finely equipped plant at Blackstone and Charles streets, Worcester, Mass. The Simplex action is one of the most popular and successful player equipments now on the market, and is recognized as standard by piano-makers. The Simplex, built on the most advanced pneumatic principles, is, as the name implies, exceptionally simple in construction. Moreover, it is easy to manipulate and remarkably responsive in sensitiveness, hence the demand is increasing heavily. The management of the company considers the piano and action as a whole, so that perfection of installation and adjustment is deemed as important as is perfection in the manufacture of the action. The Simplex action is the result of years of study and experiment on the part of Theo. P. Brown, the company's president. Besides a piano-maker of reputation and skill, Mr. Brown is regarded as one of the few scientifically expert authorities on pneumatic player-piano actions; in fact, a "pneumatic engineer." The Simplex action is protected by fundamental patents. The valve system used is an important feature, evolved after many years of study and experiment. They give no trouble, either from sticking, unseating or noise. Other valuable improvements—the trapezoidal bar, new motor form, novel and accurate governor and the "balanced sensitive" bellows set—have elicited high praise from player experts. These and other vital features make the Simplex action typical of the highest modern achievement in player-piano actions. Business of the company is not confined to the United States, but extends throughout the world. Financial and commercial standing unquestioned. This company manufactures actions for the trade only. It has made some of the most wonderful improvements in construction during the year 1921 that have ever been known. The simplified construction has enabled the Simplex Co. to put out an action which can be absolutely guaranteed. The factory at Worcester has become known for its wonderful strides in efficiency in manufacturing and its high standard and uniformity of work turned out. The business of the company has had an extended growth among the customers and it is one of the best known and most responsible manufacturers in the trade.

Super Simplex

"The last word in Player Actions"
according to one of our largest customers.
Another large manufacturer writes this week:
"The Super Simplex has pep, snap—it's a
pippin."

It is a single system action. Thirteen years
of constant development on one basic idea has
made us pre-eminent in this field. Individual
pneumatics are trouble-proof.

The Super Simplex, in the single system
action field,

Simplex Player Action Co.
Worcester, Mass.

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Fine Piano Felts and Bushing Cloths Action Makers Specialties Piano Hammers

Sole Agent for
Washington Felting Mills
Belvidere, N. J.
J. D. Weickert
Leipzig
Fine White Piano Felts Exclusively
Fine Piano Felts

STAIB-ABENDSCHEIN CO.—Incorporated. A progressive, enterprising and successful house. One of the "leaders" in the manufacture of grand and upright piano actions of superior grade. The large plant at 134th street and Brook avenue, New York, is equipped with the most modern machinery and is recognized as a model of its kind. Owing to the steady growth of its business the company also has a large mill and premises for the carrying in stock of a very large supply of lumber at Roscoe, Sullivan County, N. Y., greatly increasing its facilities. Mr. Staib, who has charge of the manufacturing department, has had a great many years' experience in the action business, and is recognized as a mechanic of the highest talent and as an expert in his particular line. Mr. Abendschein is a business man of experience and high ability. The actions made by this house are noted for their reliability, fine workmanship and the high grade of material used in their construction, and are absolutely guaranteed by it. They are used in some of the best pianos made in this country. Many dealers demand that their pianos be furnished with the Staib-Abendschein action. Early in 1913 the company brought out the perfected "Mastertouch" upright action to which it has all manufacturing rights under patents and rights to the trademark name. In the "Mastertouch" the Staib-Abendschein Co. has an action that will not wear out and which will withstand the strain in a player-piano. It is made on scientific principles. It has been pronounced by experts and those who have used it to be the highest mark yet attained in actions for player-pianos and to be about as near perfection as possible. Features of individuality are that bridle wires or tapes and back check wires are eliminated by means of patented devices and it is offered as a decided improvement over the conventional type of action. This "Mastertouch" action presents characteristics of merit which include a remarkable power of repetition, a very light, elastic touch and also a minimum of lost motion, and great strength. Durability is another characteristic and is assured by the simplicity and substantial character of the component parts, and it is particularly adaptable for use in player-pianos because of its compactness. Guaranteed non-blockable. In highest financial and commercial standing.

STANDARD FELT CO.—Manufactures piano felts and piano hammers. Incorporated with large capital. Officers: President, H. S. Cook; secretary, W. H. Helves; Chicago factory manager, Charles G. Platte. Sales offices, 404 South Wells street, Chicago; 115 East Twenty-third street, New York; 612 Howard street, San Francisco. Factories, West Alhambra, Cal., and Chicago. New York sales-rooms, 115 East Twenty-third street. Established many years ago, this company has grown steadily, due to the high quality of its product. The factory at West Alhambra is large and modern, much of its equipment being of special design. The utmost care characterizes all operations and "Sunbleached" felts have an enviable reputation in the trade. In the Chicago plant piano hammers are made exclusively. This factory was opened about eight years ago and has proved very successful. The aim was to make a hammer of the highest quality and to this end every effort has been bent. The careful selection of the virgin wool, the cleaning of the wool, the trimming of the finished sheets of Hammerfelt, the vigilance exercised in every process of manufacturing and the careful building of the hammers, make the Standard hammers standard throughout the world. The company's connections with the markets in wool-producing centers of the world assure it the best of raw materials at all times. Its products are used by many of the houses in the music industry. Financial and commercial standing of the company is the highest.

STANDARD PNEUMATIC ACTION CO.—Office and factory, 638-652 West Fifty-second street, New York. An investment of over one million dollars. A. W. Johnston, president; W. A. Mennie, vice-president. This is the largest institution of its kind in the world with an annual output of 45,000 Standard Player Actions. The product is in widespread and general use, by over 100 prominent player-piano manufacturers, and easily recognizable through the registered trade-mark, the Standard letter "S" on the patent plate in the spool box of the Standard Player Action. This player action is notable for its durability and remarkable qualities of artistic expression, being in use in all parts of the world. Lasting qualities despite climatic conditions and constant usage especially distinguished this most

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AUTO-NAMIC

The reproducing device which turns any player-piano into a reproducing piano at a very small cost.

The AUTO-NAMIC is a perfect action control for automatic player-pianos. Installed with any player action.

Fool-proof—no expensive “come-backs.”

The most efficient and yet the cheapest device ever offered the trade.

Sixteen tensions from a single pneumatic—Direct from tracker bar to tension device—no valves.

—A NEW BASIC PRINCIPLE IS APPLIED IN AUTO-NAMIC—It is the only “single unit” reproducing device in the world.

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Sole Manufacturers

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popular player action. The guarantee behind this player action is exceedingly broad and comprehensive, and warrants the action for at least five years. The popularity of the Standard Player Action may be estimated by the fact that over 250,000 actions were manufactured and sold during the first ten years. This progressive organization of player action specialists assists the manufacturer and the merchant in every way possible, so greatly facilitating the sale of player-pianos containing this action. This plant is equipped throughout with modern machinery and embodies every labor-saving device known in this industry. The essential patented features embodied in the Standard Player Action are an important factor for its reliability and durability. Three different types of actions are featured by this company. The Standard double-valve action—the Standard single-valve action—the type “C” action, which is the single-valve Standard with a simplified bottom action. Although slightly different in construction, every one of these three styles is every inch a Standard. Each has the many patented features which have made the Standard a world-wide favorite. Each is backed by the regular Standard guarantee. The financial responsibility of the company is of the highest.

STRAUCH BROS., INC.—An old-established, representative house of international renown in the supply industry. Business started in 1867 by Peter D. Strauch. Identified with the rise, growth and highest development of the American piano. Their actions received the highest award at the Columbian Exposition, Chicago, 1893, for their “superior workmanship, material and most careful and effective adjustment of the various parts.” By the introduction of several new features in their construction they are rendered strong, easily regulated and with little liability to get out of order. The judges further pronounced that “the actions manufactured by Strauch Bros. deserve the highest commendation and are first class in every respect.” Each member of the firm also received individual diplomas as inventors, designers and skilled artisans, the only members of this branch of the piano industry so honored. Have a large modern and splendidly equipped plant at Walnut avenue and 141st street, New York. Manufacture grand and upright piano actions, also piano hammers, all of which are recognized as being among the few standard makes of highest artistic rank. Their actions are found only in pianos of quality and merit, and furnish an additional guarantee of the high grade of the instruments containing them. Financial and commercial standing unquestioned.

SUPERIOR FOUNDRY CO., THE.—Was founded in 1890, starting in a very small way as Grey Iron Foundry and developed into the largest foundry of its kind in the country. Made a specialty of piano plates for many years and has secured a reputation for high quality in this line. Its capacity for plates is practically unlimited. The company lists among its customers many of the leading piano manufacturers in the country. Its organization, which is most efficient, is backed by the most modern and up-to-date equipment for production of the highest grade of piano plates. The company is located in Cleveland, Ohio, where its buildings cover nine acres of ground, normally employs one thousand, and has invested in plant more than \$1,500,000. The officers of the company are Julius Feiss, president; C. M. Miller, treasurer; George J. Feiss, general manager; S. P. Schloss, secretary; L. I. Miller, vice-president. Concern in excellent financial and commercial standing.

TREFZ, OTTO R., JR.—Founded a factory for the manufacturing of piano bass strings in the year 1913, at Twenty-first Street and Fairmount Avenue, Philadelphia, Pa., and has built up a prosperous business in this specialty. His brother, Edwin A. Trefz, is associated with him in the enterprise. They make a bass string that can be depended upon to give satisfaction, and their product is meeting with success among high-class piano manufacturers in all parts of the country. Coming of a family of piano makers, the Trefz brothers have of late years made a special study of the making of piano bass strings, and they are now experts in the production of this most important part of the tone equipment of a piano. In their Philadelphia factory they have all the necessary machinery and appliances for the turning out of these strings, and the facilities are being increased and

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99% FEET

To really enjoy playing the player-piano 99% of the results
should be obtained through the pumping.

The NEW TYPE SIGLER ACTION possessess the points
dreamed of by many, but not heretofore accomplished.
Easy to play, yet full of "pep"; accent and expression at
will, as you would give vent to your feeling in hand playing.
It's simple, accessible and the "friend of the tuner."

Being a quality product, high class piano manufacturers
are using them.

Piano merchants, knowing the action, specify them.

SIGLER PLAYER ACTION CO.

Hastings, Michigan

enlarged as the business grows. They maintain a special department for duplicating strings for dealers, repairers and tuners, and this is steadily becoming an important part of their enterprise. The Trefz reputation for excellence of product is already recognized throughout the trade. Commercial and financial standing of this concern is good.

UNIT PLAYER ACTION CO., THE.—728-740 East 136th Street, New York, N. Y. Manufacturers of player actions of the highest grade. Incorporated under the laws of the State of New York for \$200,000; over \$150,000 paid in. The officers are: C. A. Ericsson, president; J. J. Ryan, first vice-president; J. P. Hulder, second vice-president; L. D. Perry, treasurer. This company is the manufacturer of the original Unit Player Action, which was first exhibited at Richmond, Va., Music Show in 1910, and has since been considered by expert player men as being one of the most practical on the market. It has always given entire satisfaction both from the playing and wearing standpoint. These actions will only be found in pianos of a very good grade, and are fully guaranteed by the manufacturers. Every officer of this company is a practical piano and player man, all actions are made under the direct supervision of a member of the firm, and no player leaves the factory without being inspected and passed upon by one of the officers.

VAN CAMP VARNISH CO., THE.—This company has a well-equipped factory for the manufacture of high-grade varnishes in Cleveland, Ohio. George W. Van Camp, president of the company, has been connected with the varnish business for many years and is a thoroughly practical manufacturer. The company makes a specialty of piano varnishes. C. W. Watson, secretary of the company, makes his headquarters at the Chicago office, 5008 Glenwood Avenue. It also manufactures varnishes for the furniture, automobile and implement trade and a line of baking japans for automobiles. In 1921, an addition to the plant was completed, giving fifty per cent increase in manufacturing capacity. Concern in good commercial and financial standing.

WEBB WIRE WORKS, THE.—Office and factory, New Brunswick, N. J. Founded in 1906. Manufactures a high quality of piano wire. This organization is run on the theory that the executives should have complete and direct control of all phases of manufacturing. A Swedish steel of a particular analysis is used, being manufactured for them by one of the foremost steel makers in Sweden. Great care is exercised in the manipulation of this steel at the Webb plant so that the wire when finished will be of the highest possible tensile strength, together with great ductibility, at the same time being uniform in chemical composition, physical characteristics, and absolutely true to gauge throughout its length. It is this care in manufacture, together with the quality of the Swedish steel that is responsible for the exceptional tonal possibilities of Webb Piano Wire. All Webb wire is drawn according to a decimal standard, that is, the sizes are given in so many thousandths of an inch, and all gauges in use throughout the Webb mill must conform to a master gauge that measures to .0000½ of an inch. Financial and commercial standing is good.

WESSELL, NICKEL & GROSS.—The largest, most prominent and reputable manufacturers of piano actions in the United States. The business was established in 1874 by Otto Wessell, Adam Nickel and Rudolph Gross, all three of whom were recognized as being positively the greatest authorities on the building of piano actions (the most vital part of the piano) that we have ever had in this country. They have a large and magnificent manufacturing plant at Tenth Avenue and Forty-fifth and Forty-sixth streets, New York, and offices are at No. 457 West Forty-fifth Street, New York. Incorporated. The officers of the corporation are: Fernando A. Wessell, president; Arthur L. Wessell, vice-president; George L. Koenig, secretary and treasurer. The Wessell, Nickel & Gross action, commonly known in the musical industry as the Wessell action, has been recognized now for nearly half a century by piano manufacturers, dealers, musicians, teachers and the musical public as the standard action. The Wessell action has been an important factor in the development of the American pianoforte. The American pianoforte is recognized to-day as the highest artistic achievement in piano construction. The history of Wessell, Nickel & Gross has been closely affiliated with not only the

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piano industry of the United States on artistic lines, but also in the big development of the pianoforte industry that has made the output of pianos in this country the largest of any country in the world. Many of the valuable features that have made the American pianoforte possible originated in the Wessell action. The present members of the company are the sons of the founders. They had their necessary training under their fathers, which has made it possible to keep up the ideals and development which are so important in piano action making. They won the highest and most distinguished honors at the Chicago World's Fair, the Pan-American Exposition at Buffalo, the Louisiana Purchase Exposition, St. Louis, and the Panama-Pacific Exposition, San Francisco, that were ever conferred. The concern also manufactures piano hammers, which are fully up to the high standard of the other products of this company. The policy of this concern may be summed up as follows: In the making of a piano action it is not sufficient to make merely the best action that is possible for human ingenuity to make, but the putting of one's name and trademark upon such a piece of goods carries with it a responsibility which goes further than the manufacturer who uses that action, and that is an obligation to the dealer who sells that piano and to the public who buys from the dealer, and that obligation is to see that no action goes into a piano that does not measure up to the standard of the piano action, and also that the policy of the piano manufacturer is such as not to conflict with the legitimate business of the piano dealer. It is this policy which has always been borne in mind by the house of Wessell, Nickel & Gross, combined with their high ideals in manufacture of their actions, that has given the Wessell name and trademark the premier position it occupies to-day. Their commercial and financial standing is unquestioned.

WHITE, FREDERICK I.—One of the best known manufacturers and voicers of reed pipes in the United States, whose factory is located on Lowell Street, Reading, Mass. Since establishment the floor space and working force at this plant have been quadrupled, making at the present time what is undoubtedly the largest and most completely equipped factory in the country, which is operated exclusively for the production of voiced reed pipes; any kind on any pressure can be supplied. Six thousand reed stops in some of the largest and finest organs in the country testify to the quality of the work produced at this plant, the output being well and most favorably known to the best organ builders and organists. The proprietor of this business has had a practical experience in pipe-organ work extending over twenty-eight years, the last twenty-one years having been devoted exclusively to reed voicing. All work at Mr. White's factory is done by the day, as piecework in this particular line of business is not considered by him to be conducive to the best results. Also, all work is directly under the personal supervision of the proprietor, and no pipes leave this plant without final trial and inspection by men of proved ability. The enterprise is based on experience and reputation and has always maintained the highest standards. Only high-grade work is solicited, and the record behind the product of this factory is open to inquiry at any time. This company has recently taken up the manufacture of front and inside zinc pipes. Like the reed work, it is soliciting inquiry as to prices, etc., only on first-class work.

WHITE, SON COMPANY, INC.—Manufacturers of high-grade leathers for pipe organs, reed organs and player-piano actions, 530-540 Atlantic Avenue, Boston, Mass. This company has been established for more than forty years, and in that time has earned an enviable reputation in the manufacture of the best leathers used in the pipe, reed organ and player-piano trade. Founded by the late Samuel B. White, the concern has succeeded in making vast strides in the organ and piano supply field. The White, Son Co. was the first to introduce pneumatic leathers in the piano-player trade and has since kept pace with all the developments that have marked the progress in the manufacture of the player-piano. Financial and commercial standing of the highest.

WICKHAM CO. OF NEW JERSEY.—This concern is now affiliated with the Wickham Piano Plate Co. of Springfield, O., forming the Wickham United Industries. A well-established, highly reputable and successful company. One of the very few houses making a specialty of piano plates. Henry G. Wickham, president and

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treasurer, has had a wide experience in the piano plate business, and also the pig iron industry; the chemical analysis of pig iron being a large factor in the making of strong piano plates. Their well-equipped plant at Matawan, N. J., is only 28 miles from New York City. Financial and commercial standing is of the highest.

WICKHAM PIANO PLATE CO.—This company was founded in 1885 by the late Henry Wickham. Has a model factory in Springfield, Ohio, where every device has been installed for the production of piano plates. A great deal of scientific research has been made by heads of the company to determine the best kind of raw materials for use in plate making. Two of the sons of the late Henry Wickham are now actively engaged in the business. John Wickham is general manager of the company and traveling representative. Frank Wickham is in charge of the factory. Both are practical piano plate makers, understanding every branch of the business. The concern has an excellent reputation as manufacturers of plates of exceptionally high quality. The company is entirely controlled by members of the Wickham family. In excellent commercial and financial standing. The Wickham Co. of New Jersey associated with this concern form the Wickham United Industries.



The Musical Alliance of the United States (Inc.)

JOHN C. FREUND, President

MILTON WEIL, Treasurer

FOUNDED to unite all interested in music and in the musical industries for certain specific aims:

1. To demand full recognition for music and for all workers in the musical field and musical industries as vital factors in the national, civic and home life.
2. To work for the introduction of music with the necessary musical instruments into the public schools with proper credit for efficiency in study.
3. To induce municipalities to provide funds for music for the people.
4. To aid all associations, clubs, societies, individuals whose purpose is the advancement of musical culture.
5. To encourage composers, singers, players, conductors and music teachers resident in the United States.
6. To oppose all attempts to discriminate against American music or American musicians, on account of nationality, regardless of merit.
7. To favor the establishment of a National Conservatory of Music.
8. To urge that a Department of Fine Arts be established in the national government and a Secretary of Fine Arts be a member of the cabinet.

Application for membership by those in sympathy with the aims of the Alliance, accompanied by One Dollar for annual dues, should be sent to the secretary, 501 Fifth Avenue, New York.

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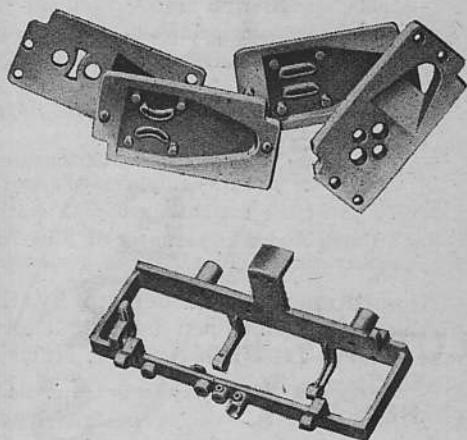
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2. To work for the introduction of music with the necessary musical instruments into the public schools with proper credit for efficiency in study.
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4. To aid all associations, clubs, societies, individuals whose purpose is the advancement of musical culture.
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MUSICAL AMERICA

Edited by JOHN C. FREUND

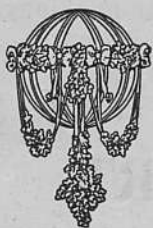
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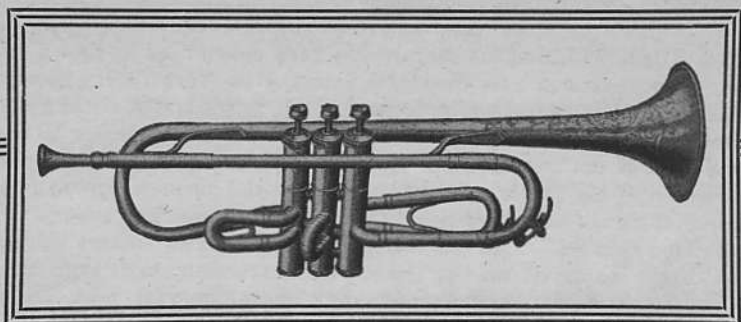
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MUSICAL MERCHANDISE AND THE PUBLIC

IN recent years the musical merchandise manufacturers of the United States have come rapidly to the fore. Against a long established and formidable competition of foreign manufacturers they waged an aggressive fight which was already winning success before the war but which received a tremendous impetus because of the shutting off of imports during the great conflict. To-day the domestic manufacture of musical merchandise is firmly established in the United States and is rapidly increasing, the output now reaching more than a million instruments a year. The older houses expanded their business, built new factories, improved their products and brought out new instruments. Young and enterprising concerns have come into the field, and to-day the propaganda for American made instruments is bearing a rich harvest. This has been supplemented by a tremendous growth in the public demand for musical merchandise in which term is included the instruments of the brass and string choirs, the wood-winds, the percussion and the smaller instruments, as well as musical novelties. In the armies, music was the one great source of relaxation. In addition to the great increase in the army bands, every company had its soloists, expert on some instrument, ranging anywhere from an ocarino, made of baked clay, up to an accordion or trombone. In the hours of relaxation, the men practiced and new musicians were developed. With the return to civil life, this love of music was continued, and the men wanted new musical instruments for their own homes. In addition to this, many of the veterans formed local bands, and these made an additional drain on the market. These factors, with others, contributed to building up an enormously enlarged trade in musical merchandise. Under such conditions, it was practically inevitable that evils should creep into the business. As has been indicated elsewhere in the GUIDE, the stencil is omnipresent when public demand is high, and the musical merchandise branch of the business has been no exception. There are cheap instruments in this field, just as there are in pianos and sound reproducing instruments. And the same principles of caution apply here as elsewhere. The name of the manufacturer should always be looked for, and some information regarding his standing and reputation for reliability be secured before purchasing. To assist the public in this important matter, the musical merchandise section of the GUIDE has been prepared.



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Discriminating brass players are buying Couturier Conical Bore instruments just as fast as they can get them. Why shouldn't they? Couturiers are the only brasses in the world that carry an unrestricted guarantee to play in tune in all registers without favoring by the player. The *patented* Conical Bore system explains it.

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BROWNE & BUCKWELL.—This concern has been established in New York for many years. Now located at 119 West 54th street, New York City. Manufactures the Browne & Buckwell harp, which is used by many professionals and may be found in homes of wealth and culture throughout the country. James F. Buckwell, the present head of the house, is an expert harp maker, having learned the art under the direction of his father, who had conducted the business for many years. The Browne & Buckwell harps are noted for beauty of design and superior tone quality.

BRUNO & SON, C., INC.—This concern is one of the oldest, largest and most reliable houses in the wholesale musical merchandise trade, with a large and up-to-date office and stock rooms, holding a complete line of general musical merchandise, at 351-353 Fourth avenue, New York City. The house of "Bruno" was established in the year 1834. M. Hohner is president, William J. Haussler, treasurer and general manager, and Jerome Harris, secretary. Both Mr. Hohner and Haussler have been connected and very closely in touch with the musical merchandise industry for nearly quarter of a century. They are well informed men and have a large following throughout the United States. The house is also a distributor of Victor talking machines and records. Does a wholesale business exclusively. Bruno merchandise can be found in the stores of music dealers of standing in all parts of the country. Financial standing of the concern is excellent.

BUEGELEISEN & JACOBSON.—One of the largest and most representative concerns in the wholesale musical merchandise field, handling the output of many American factories producing small goods and also having extensive European connections. This house has recently taken possession of greatly enlarged quarters at 5-7-9 Union Square, New York, where every facility is afforded for the expeditious handling of a large volume of business. The business of Buegeleisen & Jacobson was established originally in Seventeenth street, on one floor. They were soon forced to take another floor in the same building, and were eventually compelled by the growth of their business to remove to the building at 113-115 University place. This change was made sixteen years ago. They took possession of one large floor and in two years' time had to take another floor—all the space available in this building at that time. They subsequently leased warehouses in New York and Hoboken in order to carry the immense stocks of musical merchandise necessary to meet the requirements of their customers. In their new quarters, Buegeleisen & Jacobson will carry in stock and on exhibition at all times, musical merchandise from all quarters of the globe for the benefit of trade visitors. Buegeleisen & Jacobson are the sole distributors of Duro violins, bows and strings, also the celebrated S. S. Stewart banjos, banjo mandolins, tenor banjos, guitars and ukuleles, and other specialties. Samuel Buegeleisen, the head of this house, rendered important services to the Government during the great world war, taking over the direction of that division of the quartermaster's department having to do with securing for the army and navy adequate supplies of band instruments and other musical instruments to meet the needs of the service. Mr. Buegeleisen enjoys a large acquaintance throughout the trade in the United States and Europe. House in highest commercial and financial standing.

COMMERCIAL BAG CO.—Manufacturers of music instrument bags, music stand bags and music satchels of high grade, at 223 Commercial street, Boston, Mass. This company was formed in 1919 and specializes mainly in leatherette, MacKintosh and green felt violin bags. The officials are experts in their line and have had years of valuable experience in manufacturing. Since marketing their wares business has shown constant increase, mainly due to the quality of their product. They were the first to introduce the leatherette violin bag on the market at popular prices. The company operates a modernly equipped factory, recently enlarged to twice its floor area, and all material is bought for cash, thereby giving the trade the advantage of the lowest possible prices. Financial standing excellent.

CONN, C. G., LTD.—Established 1874. Incorporated. Officers: C. D. Greenleaf, president and treasurer; James F. Boyer, secretary. Factories and general offices, Elkhart, Ind. Manufacture band instruments of the highest grade. The line embraces everything in brass, reed and percussion instruments and its unquestioned superiority is shown by the fact that gold medals, highest diplomas and

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greatest honors, at all American Expositions, have been awarded the company. The factories, which front more than a block on Beardsley street, contain about 175,000 square feet of floor space and in arrangement and equipment are modern to the last degree. They are open on all sides, making them genuine sunlight plants and every provision for the comfort of employees is provided. About fifteen hundred people are employed. The product has many exclusive features, the inventions of C. G. Conn, who was the originator of many important improvements in band and orchestra instruments in America. The Conn product is known the world over and is used and indorsed by the large majority of band and orchestra conductors including Sousa, Conway, Innes, Kryl, and the most celebrated artists such as Pechin, Simons, Mantia, Henton, Dolan, etc. In hundreds of manufacturing plants, fire and police departments, schools, colleges, lodges and churches are bands and orchestras using Conn instruments. Conn instruments are used exclusively in most of the leading bands and orchestras. The Conn product is sold under a strict guarantee as to perfect intonation. The financial and commercial standing of the company is of the highest.

COUTURIER BAND INSTRUMENT CO., E. A.—Established 1917. Incorporated under the laws of Indiana. Capital \$500,000. General offices and factory, La Porte, Indiana. Officers: President, E. A. Couturier; vice-president, Robert L. White of Cleveland, Ohio; secretary and treasurer, M. G. Lathrop. Manufacture a large line of musical instruments for band, orchestral and solo use. Factory is a large, two-story building, modern in design and arrangement and equipped with the latest machinery, much of which is of special design. It has a capacity of one thousand instruments a month. The company is now working out plans for the erection of large additions to the present factory which will make it one of the largest of its kind in the world. The Couturier Company's product has a number of exclusive features. The dominant feature is the continuous conical bore, discovered and applied by E. A. Couturier. This is based upon scientific facts and the merit of it is vouched for by leading musicians. Some of the best-known bands are equipped with the product of the Couturier Company and many concert and vaudeville artists use the Couturier instruments. A guarantee of perfect intonation goes with every instrument and the company invites the most rigid tone tests to establish their claims to superiority. The growth of the business has been unusually rapid. When the present plant was built it was believed it would be adequate to the demand for a long time. Already it has been enlarged and remodelled and now plans for further enlarging are under way. The men at the head of the company are all expert in their lines. Mr. Couturier is a finished musician of wide reputation. During the past year a large number of the most important music houses in the United States have adopted the Couturier line exclusively for their high-grade trade. The financial and commercial standing of the company is first class.

CZECHO-SLOVAKIA COMMERCIAL CORP.—This firm is one of the largest wholesale distributors exclusively for the United States and Canada of Czecho-Slovakian violins, accordions, bows, cases and their accessories, in the United States. Office, show and salesrooms located at 149-151 Fifth avenue, New York City. Own and control their factories at Schönbach and Gratzlitz (Bohemia) in which only expert and skilled labor are used and products made out of the finest materials obtainable. The house was incorporated under the laws of Delaware about three years ago, with an authorized capital stock of \$1,000,000. Musical merchandise jobbers throughout the country are selling this firm's products with excellent results. An excellent display of small goods products can always be found in the show rooms of the concern. Musical merchandise jobbers who are selling musical merchandise products purchased from this concern are receiving all the possible co-operation and protection. At present their products are being sold to wholesale houses only. Commercial and financial standing of the house is unquestioned.

D'ADDARIO & CO., ROCCO.—This firm manufactures, imports, and distributes at wholesale, Italian gut strings for all kinds of musical string instruments. Makes the gut string widely known throughout the musical merchandise trade as the "La Rita" brand. Factory at Shore Road and Ditmar avenue, Astoria, Long Island, N. Y.,

A Revolving Stand That Keeps Your Business in Motion

HERE is a great, big, beautiful revolving display stand, worth at least \$15.00, in the form of an obelisk that may be had by every retail dealer practically free of cost. It is a stand constructed throughout of thoroughly seasoned wood of three-eighth inch thickness finished in rich, dark mahogany, highly polished. In the base compartment is a well constructed motor that revolves the obelisk for three and one-half hours with one winding.

Every dealer may pride himself on being the possessor of this elegant display and he can be sure that it will lend dignity to his store.

The display or obelisk stands 32 inches in height and measures $10\frac{3}{4}$ inches square at the base. It is neatly decorated with attractive silver pressings and stencilled with the number and retail price of the Harmonicas which it carries. By means of steel clamps and supports, 36 genuine Hohner Harmonicas in the keys of A, B, C, D, E, F, and G, to retail at from 50c. to \$2.50 each, are fastened to the obelisk. These instruments are in a variety of twelve different styles, each one of them being an excellent seller. Surely, no progressive retail dealer can afford to be without this profit-making outfit.

You secure the complete stand and 36 of the world-famous Hohner Harmonicas at the cost of \$26.50. Here is the proposition:



No. 600
(Patent Applied for)

You Receive

12 Ass't Harmonicas retail	\$.50	\$6.00
4 Ass't Harmonicas retail	.60	2.40
4 Ass't Harmonicas retail	.75	3.00
8 Ass't Harmonicas retail	1.00	8.00
2 Ass't Harmonicas retail	1.50	3.00
4 Ass't Harmonicas retail	2.00	8.00
2 Ass't Harmonicas retail	2.50	5.00
		<hr/>
		\$35.40

Your Investment

\$26.50

For Stand and Harmonica Assortment

Your Gain

Over 35% Cash Profit and a Wonderful Revolving Display Stand

Ask Your Jobber.

M. HOHNER

114-116 East 16th Street

NEW YORK CITY

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

in which only expert Italian string makers are employed. The La Rita brand strings are made by a family of old string makers who originated in Italy. Rocco D'Addario, one of the firm members, is the son of Nicholas D'Addario, who for many years was a foreman in the factory of his father, known as Vincenzo Berti, who was one of the most popular Italian gut string makers at Rome, Italy. Bartolome Marcantonio, supervisor and foreman of the present firm, also came from a family of old Italian gut string makers at Naples, Italy. Carmine D'Addario, another member of the firm, is also recognized as an expert of Italian string making. The "La Rita" gut strings are especially made for the violin, cello, viola, and harp. This firm also imports gut and finished gut strings from Italy to help complete the stock here. Financial and commercial standing of the house is good.

DEAGAN, J. C., INC.—Established 1880. Incorporated under the laws of Illinois with large capital. J. C. Deagan, president; J. C. Deagan, Jr., vice-president and secretary; Ella Deagan, treasurer. Factory and general offices, Berteau and Ravenswood avenues, Chicago. World's largest manufacturers of pipe organ percussions, xylophones, marimbas, orchestra bells, cathedral chimes, dinner chimes, altar chimes, electric tower chimes, Una-Fons, tuning forks and the Deagan-ometer. This house has long been recognized as the leader in its line and its products are sold the world over. They are noted for their fine musical quality and exceptional durability. J. C. Deagan, the founder of the business and who is still its active head, is one of the greatest living authorities on musical tone and pitch and his many inventions have revolutionized various branches of musical production. The Deagan orchestra bells, xylophones, marimbas, etc., are part of the equipment of leading orchestras everywhere and Deagan chimes are found in hundreds of churches throughout this and other countries. Testimonials as to the unquestioned musical quality of the product have been received by the company from leaders in the field of music. The Deagan tubular tower chimes, electrically operated, one of the latest inventions of J. C. Deagan the master inventor and builder of percussion instruments, have revolutionized this branch of music making. The Deagan factory is one of the handsomest industrial buildings in the Chicago district. In arrangement and equipment it represents the last word in industrial housing and much of its machinery is of special design. It is a large five-story structure, entirely fireproof and its tower, equipped with Deagan chimes is an attractive feature of the beautiful Ravenswood suburb where it is located. The commercial and financial standing of the company is of the highest.

DITSON CO., OLIVER.—The oldest and most substantial music house in America. Founded in 1834 by Oliver Ditson, it has since its inception catered to the best musical tastes of the country. The history of music on the American continent is contemporaneous with the foundation and progress of this house. A leader in the publishing field, its musical merchandise department is most complete. As large importers, the company has always a full stock of every kind and description of musical instruments, strings and accessories. Buyers in the world's music mart are ever on the alert to satisfy the needs of Ditson customers. Three spacious floors in the new Ditson Building are devoted entirely to the sale, wholesale and retail, of musical instruments. Oliver Ditson Company is headquarters for a world-wide business in harps of all sizes, in stringed instruments of every description, and all wood, brass and percussion instruments used in bands and orchestras; besides a full line of musical novelties and musicians' supplies. Whatever the need, from harmonicas to harps, from accordions to zithers (A to Z and everything between) this company can supply. The repair department is in the hands of skilled workmen, qualified to give expert attention to all kinds of instruments.

FRIEDRICH & BRO., JOHN.—Established in the year 1883, and incorporated under the state laws of New York in 1905. The officers of the company are: President, John Friedrich; vice-president, William J. Friedrich; secretary and treasurer, Ernest N. Doring, Jr. This firm is one of the oldest established importers, makers, repairers and wholesalers of high grade violins and cellos in the United States. Highest awards and special diploma was awarded the house at the Chicago Columbian Exposition in 1893. Won grand prize and gold medal at the St. Louis Exposition in 1904. Office and show room at 279 Fifth avenue, New York City.

Czecho-Slovakia Commercial Corp.

149-151 Fifth Ave.

New York

*Sole Distributors for the
United States and Canada of*

*Imported Violins
Bows, Cases
Accordions and Their
Accessories*

Our Lines of Musical Merchandise Are Sold Exclusively to the Trade Through Reliable Jobbers Only.

Found in Every Large City in the Country.

Factories:—Schönbach and Gratzlitz



This firm is noted throughout the United States and Canada for its fine quality violins and other string musical instruments and accessories. Commercial and financial standing is excellent.

GIBSON MUSICAL STRING CO.—This house manufactures the Columbia and Black Label steel and wound strings for musical instruments at its own modern plant at Belleville, N. J. James Gibson and Frank Gibson, Jr., are the partners in the business with an invested capital of \$100,000. They are an old-established and reputable firm, with a large following in the musical merchandise industry. Established in the year 1898. The Black Label string is one of the most popular of strings made by this house and is used by prominent musicians both on the concert and vaudeville stage. Their products are known for durability and pure tone. This house sells to jobbers exclusively. Commercial and financial standing of this firm is excellent.

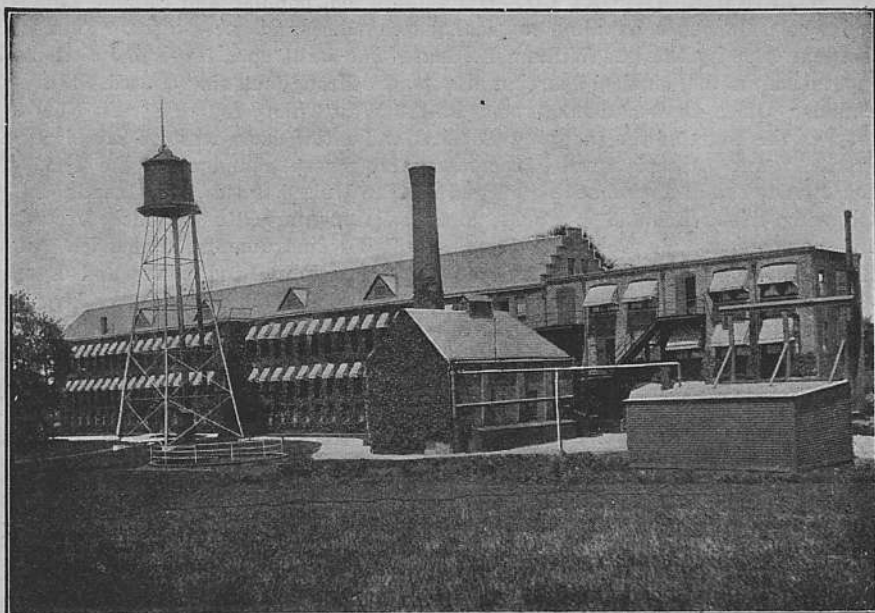
GRATZ, WILLIAM R., IMPORT CO.—Old established, popular and reliable importing and wholesale house handling musical merchandise and accessories. Founded in the year 1886 by the late William R. Gratz, who built up a large and nation-wide reputation in the musical merchandise trade throughout the United States and Canada. Office, show and sales rooms at 126 West Thirty-fourth Street, New York City, in the heart of the shopping districts and a few doors west of Broadway and Sixth Avenue. Joseph Mock is secretary and general manager of the firm. The house holds the exclusive selling rights, for the United States and Canada, for the following lines: Bohland & Fuchs, band instruments; Otto Weidlich, accordions and harmonicas; V. Kohler & Sons, woodwind instruments; Friedrich August Heberlein, violins and bows; Antonio Curatoli, violins and bows, and Everigid violin bow screws; also imports strings, harmonicas and accordions. Mr. Mock, who has spent a good part of his life in the small goods business, is well versed in every branch of the industry. M. Stein is the only traveling representative for the house, and has been connected with this firm for almost a quarter of a century. This firm is in excellent financial standing.

GRETSCH, THE FRED, MANUFACTURING CO., INC.—An old-established and reputable musical instrument manufacturing and importing concern, with one of the largest factories in the United States. The business was established in the year 1883 by Fred Gretsch, Sr., father of the present members of the firm. The two sons, Fred and Walter, took over the business after their father's death in 1895 and have operated it most successfully ever since. They received a thorough training and gained expert knowledge of the musical instrument manufacturing business from their father. The firm has a large building, modernly equipped, at 60 Broadway, Brooklyn, N. Y., a short walk from the Williamsburg Bridge. In the factory musical instruments of all kinds and of all grades are made. Supplies and trimmings for the musical merchandise trade are also manufactured. Fred Gretsch is president and Walter Gretsch is secretary and treasurer. This concern sells its products to both the jobber and music dealer direct throughout the country. "Rex" is the trade mark name of all string instruments made by this house and "20th Century" is the trade mark name of their band instruments and drums. This firm also manufactures the "Violaphone," talking machine needle. Commercial and financial standing of the house is unquestioned.

HAFELFINGER & SON, E.—49 Third Street, Weehawken, N. J. The original manufacturers in the United States of the popular wire string adjuster for violins. This concern also makes an improved song whistle for the musical merchandise trade, which has won great favor throughout the country. Established about twelve years ago by Emil Hafelfinger, present active partner of the business. Later the son Frederick was taken into the firm, who is now an active firm member. The firm also manufactures various articles and screw machine products for other manufacturers in the music industries. Musical merchandise jobbers and dealers are selling the "Hafelfinger" merchandise throughout the United States. Firm in good financial and commercial standing.

HAFNER & SUTPHIN.—One of the longest established and largest musical merchandise importing and jobbing houses in Pennsylvania selling small goods to dealers throughout the United States. Established about 11 years ago by J. P. Hafner

Black Diamond Strings Bell Brand Strings



HOME OF THE NATIONAL MUSICAL STRING CO.

BELL BRAND HARMONICAS

National Musical String Co.

NEW BRUNSWICK - - - - NEW JERSEY

and E. H. Sutphin, sole owners of the business, at 149 North Ninth Street, Philadelphia. The business grew so rapidly that in the year 1921, the firm purchased its own four-story brick building at 925 Arch Street, where it is at present located. This building is 140 feet deep by 21 feet wide. On the ground floor are the sales and show rooms. The upper stories are used for storing stock. The ground floor is handsomely arranged with all the latest facilities for handling musical merchandise. J. P. Hafner has been connected with the small goods trade for nearly 48 years, having previously been employed by the firm of Klemm Brothers and Zimmerman (the harp house), while E. A. Sutphin has had 18 years of expert training in the business. He formerly was for more than eighteen years connected with the firm of Robert C. Kretschner. Hafner and Sutphin always have on hand a most complete line of everything in musical merchandise. Some of the popular specialty brands sold by the firm are: Pan-American Saxaphones and band instruments, Vega string instruments, J. T. L. clarinets, Fairbanks banjos, Hohner harmonicas and accordions, Ludwig drums, Reichert violins, and H. & S. strings. The firm is in excellent commercial and financial standing.

HARMONY COMPANY, THE.—The oldest and largest manufacturer of its kind in the United States. Incorporated in 1892 by William J. F. Schultz, this company has firmly adhered to the policy of manufacturing superior quality guitars, mandolins, violins, ukuleles, banjo-ukuleles, tenor banjos, banjo-mandolins, and kindred types of string instruments exclusively for the wholesale trade, and has specialized in individual designs to meet the needs of different jobbers. The factory and general offices are located at 1738-1754 North Lawndale Avenue, Chicago, and the very large and modern factory is well lighted and equipped with the latest and most improved machinery that can be procured. No effort is spared to make first quality instruments in every way. Special attention has been paid during the last fifteen years to the development and production of violins, which during recent years reached a weekly output of 800 instruments. The factory capacity is 150,000 instruments of all kinds per year. The commercial and financial standing of the firm is of the highest.

HOHNER, M.—This concern is the largest in the world devoted exclusively to the manufacture of accordions and harmonicas, with very extensive factories at Trossingen, Germany. The fame of the Hohner accordions and harmonicas is world-wide. Hohner products have always been distinguished for their superior quality, and the highest standard of workmanship and materials used has always been maintained in the Hohner factories. This business was originally established by M. Hohner in 1857 and has grown to very large proportions. The American headquarters of M. Hohner are located at 114-116 East Sixteenth Street, New York. The Hohner goods are handled by leading jobbers and wholesale houses everywhere and are sold extensively by retail merchants throughout the country. These instruments are regarded as standard in their class. House in highest commercial and financial standing.

HOUDLETT & SONS, ALBERT, INC.—This concern is one of the oldest in the business. Manufactures drums, banjos, ukelele banjos, mouth pieces and trimmings of all kinds for the musical merchandise trade, with a large and modern factory at 40-44 Melrose Street, Brooklyn, N. Y. It is the only house whose business affairs are directed by six brothers. Founded in the year 1865 by the late Albert Houdlett, who established both an excellent reputation and trade during his active management of the affairs of his firm. He took into partnership his six sons, who received their training in the musical merchandise trade under his capable supervision. They are Albert, Emil, William, Alfred, Walter and Hugo. The "Nu-Way" and Lynbrook "Nu-Art" are the trade marks of the instruments produced by the house, and it has a large popularity among both jobbers and music dealers throughout the United States. "Lynbrook" is the higher grade of instruments turned out by the firm. Commercial and financial standing of the house is excellent.

ILLINOIS MUSICAL SUPPLY CO.—An Illinois corporation. This company does a large jobbing business in the musical merchandise and phonograph line. Its headquarters are at 630 S. Wabash Avenue, Chicago, Ill., where it has up-to-date stock rooms. The officers of the company are: President and treasurer, M. M. Cole; vice-

THE PLAYATONE CO.

83-85 GREENE ST.,

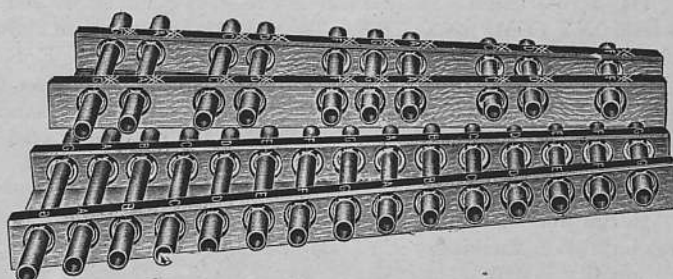
NEW YORK

*Manufacturers and
Specialists of Novelty*

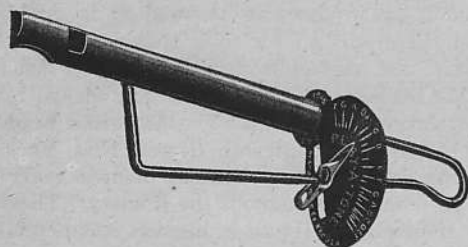
MUSICAL INSTRUMENTS

Rite-Tone

"Tube-phones"

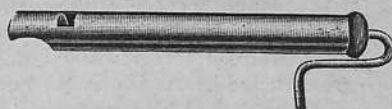


Made in ten sizes, ranging from 8 notes
diatonic to 25 notes chromatic.



Jazzatone
Slide Whistles

"Playatone"
Song Whistles



Flutes

NOVELTY BANJOS

Sold by All the Leading Music Houses Throughout the
Country

NO MUSIC DEPT. COMPLETE WITHOUT OUR LINE

president, A. Cohen; secretary, E. Graff. The company carries a large stock of banjos, mandolins, guitars, violins, phonographs and other musical goods and this, combined with its efficient stock room, enables it to fill orders on the shortest notice, making prompt service a telling feature of the business. "Twenty-four hour service" is its slogan, and this is rigidly lived up to. The officers of the company are all men of wide experience in the small goods line and are thoroughly conversant with every angle of it. President Cole has spent all of his business life in the musical merchandise field and is recognized as an expert in the line. The financial and commercial standing of the company is excellent and it discounts all bills.

ITALIAN MUSICAL STRING CO.—Manufacturers of genuine Italian gut strings with factories at Musselaro, Italy, and also Naples, Italy. Office at No. 4 St. Marks Place, New York City. Makers of the well-known "Cardinal" strings and other brands of Italian gut strings. Established 1908. The president of the company, Antonio Conti, and the vice-president, Groce Ruffini, are practical string makers, having made gut strings for the past 35 years. These strings are entirely manufactured in Italy from start to finish and made entirely of Italian gut. They are sold in many foreign countries as well as in the United States. Financial standing is excellent.

KALASHEN, M. J.—14 Cooper Square, New York City. Established more than a quarter of a century by M. J. Kalashen, present head and owner of the business. This firm sells the "Yankee" saxophone and the "Peerless" hand made trumpets and French horns. Sole distributor for the Kalashen "Kleartone" band and orchestra musical instruments, banjo-mandolins and strings. Mr. Kalashen has a wide reputation in the musical merchandise trade and is known from coast to coast. In addition to his manufacturing business, Mr. Kalashen supplies the musical merchandise trade with musical merchandise of every description. Band instruments are an important part of the Kalashen business. Financial standing of this house is unquestioned.

KAZOO CO., INC.—One of the original manufacturers and patentees of a musical instrument novelty, made out of metal and known throughout the country as "Kazoo." Established in 1901. Has a factory at Buffalo, N. Y. General offices, show and sales rooms located at 535 East Utica Street, Buffalo, N. Y. Emil G. Sorg is the general and active manager of the firm. Manufactures ten different styles of "Kazoos." The instruments are nickel plated and guaranteed not to rust. These instruments are simple to play. Used as an accompaniment to a piano, player piano and phonograph. For orchestra work it is excellent. Many vaudeville artists use the "Kazoo" in their work. Retail at small price. Musical merchandise jobbers are the only distributors. The concern is in good commercial and financial standing.

LANGE, WILLIAM L.—Successor to Rettberg & Lange. Established twenty-five years and enjoys a world-wide reputation through the production of the highest grades of banjos, banjo-mandolins, tenor-banjos, guitar banjos and cello banjos, together with an exceedingly fine line of orchestra and bass drums. The factory at 225 East Twenty-fourth Street, New York City, is well equipped. It is owned and managed by William L. Lange, whose entire attention is given to overseeing the final adjustments and trying of all instruments before shipping. His banjo lines are marketed under the well-known brands "Paramount," "Orpheum," "Manhattan," "Pilot" and "Defiance." "Paramount" and "Orpheum" instruments are patented and are used by leading professionals who play in the finest orchestras where instruments of real merit are required. Drums are marketed under the name of "Randl." These also receive the personal inspection and try-outs necessary to meet the approval of the most critical. The commercial and financial standing of this firm is excellent.

LIFTON MFG. CO., THE.—One of the largest manufacturers of all kinds of leather goods and musical instrument cases for the music industry. Large and up-to-date factories at 13-15 West Twenty-seventh Street, New York City, and 823-827 Rockaway Avenue, Brooklyn, N. Y. The members of the firm are Maurice Lifton and Aaron Lifton. This firm manufactures complete lines of music bags, satchels,



An Opportunity Awaits You!

UNLIMITED Opportunities are within your grasp by the addition to your business of a Musical Instrument Department.

There is an unprecedented demand to-day for musical merchandise of all kinds. Wherever there may be a Piano or Talking Machine, you will find people longing to give individual expression to their love of Music and will invariably turn to their Piano Dealer for their supply.

Your organization is not complete if you do not carry and supply Musical Instruments. Their presence in your store will attract new customers and retain the old. It will prove an advertisement in itself!

Let us show you how, with a small investment and no previous experience, you can greatly add to your profits.

C. BRUNO & SON, Inc.

*Wholesalers Exclusively
of Musical Merchandise
of Quality Since 1834*

351-353 Fourth Avenue

New York

rolls, folios and brief cases in the New York City factory and complete lines of violin, banjo, tenor-banjo and banjo-mandolin cases in the Brooklyn, N. Y., plant. These are made in imitation leather, sheepskins, cowhides, genuine walrus, real seal, and real alligator, in both plain and horn backs and are lined with flannel, plush or silk plush. The samples are always on display in the show rooms, 13-15 West Twenty-seventh Street, New York City. In excellent commercial and financial standing.

LOWY AND SONS, A.—This firm manufactures all kinds of fibre musical instrument cases and violin flanneled and felt covers exclusively for the musical merchandise industry. Office and factory at 18 Greene Street, New York City. Established in 1900, by A. Lowy, the present head of the firm. Two sons, Walter and Milton, are actively interested in the business. Walter is general factory manager, while Milton is sales manager. The firm is making fibre musical instrument cases for the violin in four sizes, made in black crepe grain and alligator, cornet, clarinet, banjo, mandolin, cello mandolin, lute mandolin, ukulele, guitar, zither, accordion and drum. The house is always ready to make up new numbers where there is a reasonable demand. The firm's products are sold by all the leading musical merchandise jobbers and dealers throughout the United States and Canada. The products turned out in the plant are made from the finest materials obtainable, well built, strong, give satisfaction and last long. Fibre musical instrument cases have already made a place for themselves in the musical merchandise industry and are going well. Wholesale only. Commercial and financial standing of the house is excellent.

LUDWIG & LUDWIG, INC.—Manufacturers of drums and drummers' accessories. Factory and general offices, 1611-1613-1615 Lincoln street, Chicago. Established 1907. Incorporated under the laws of Illinois. William F. Ludwig, president and general manager. The company began business in a small way and the growth has been exceptional. When the present plant was taken, four years ago, it was believed it would be adequate for the needs of the company for some years. It was soon outgrown, however, and several additions have had to be made. During 1919 three additions were built, more than doubling the capacity. The plant is very modern in arrangement and equipment. The output includes bass and snare drums, cymbals, drumsticks and practically everything that is required by the drummer. The new Ludwig pedal tympani and the Ludwig Jaz-er-up outfits are recent additions to the line which are finding great favor. The company operates its own drum head factory, the plant being one of the largest and most modern in the country. During 1921 the company scored another triumph through its Alligator drum heads which are finding wide favor. They are made by a new process and in addition to being tough and durable they are water and moisture proof and improve the drum tone. The process was developed and perfected in the company's own tannery. The company has also the exclusive agency in the United States for the genuine K. Zildjian & Cie cymbals, made in Turkey and of the highest quality known. In addition to its big domestic trade, the firm's product is well known and in demand in many foreign countries, including Great Britain, Australia, Canada, France, Greece, Belgium, Mexico and South America. The success of the house is due to the high merit of its products and its progressive sales methods. An 88-page catalog is issued periodically which is a real buyers' guide for the drummer. This is sent anywhere on request. The financial and commercial standing of the company is the highest.

MARI, E. & O.—This partnership concern manufactures the La Bella brand genuine Italian gut strings. Factory at 81 Greenpoint avenue, Woodside, Long Island, N. Y. Few manufacturers of Italian gut strings in the United States can boast of coming from as old a family of gut string makers as do E. & O. Mari. The processes of gut string manufacture are more or less of a secret and are handed down from generation to generation. These two brothers were taught the art of gut string making, from their early childhood. They attribute their present success to the quality of their product, and through consistently adding and holding new customers. Many unsolicited testimonials are held by the firm. Musical merchandise jobbers and dealers throughout the United States make up their list of

Buy Musical Goods at the Source

Our Line of Nearly 3000 Articles Includes **EVERYTHING** in Brass, Reed, Wood-Wind and Stringed Instruments and their Accessories.

We are manufacturers, exclusive importers and manufacturers' agents for a most complete line of Musical Merchandise. The markets of the World supply our stocks. Merchandise that can be made more economically in America, we manufacture here in our big factory and sell it at Factory-to-You prices. Merchandise that can be bought better and cheaper abroad than it can be made in America, we import in such tremendous quantities as to secure the very lowest prices. And the economy of buying direct from the source is apparent, when you look over our prices.

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Write on your own letter-head for our Confidential Trade Price List. It quotes wholesale and retail prices on our entire line. You'll find it a mighty handy book to have.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

Cable Address: Drumjohn, New York

60 BROADWAY, BROOKLYN, N. Y.

satisfied customers. The "La Bella" brand, genuine Italian gut strings are used on the violin, viola, cello and double bass. The firm was established only five years ago and now has a large factory for making these gut strings exclusively. All the gut is imported exclusively from the other side. Commercial and financial standing of this house is excellent.

MARTIN BAND INSTRUMENT CO., THE.—Manufactures the "Martin" Saxophone and Band Instruments. General offices and factory, Elkhart, Indiana, Chicago store 214 South Wabash avenue. Manufactures but one grade of instruments, each and every one being so built as to satisfy the most particular and exacting player. The splendid reputation of Martin instruments and their preference by soloists and members of bands and orchestras of national reputation, is evidence of their uniform perfection of quality. At the Panama Exposition, Martin instruments received highest award and gold medal for tone, tune, ease of blowing and workmanship. The policy of the Martin Company is to market its entire output through music dealers, and the steadily growing number of Martin dealers and the rapid development of the volumes of business in saxophones and band instruments done by Martin dealers in all parts of the country is proof of their ready salability. The company is incorporated under the laws of Indiana, O. P. Bassett being general manager and Fred A. Holtz, sales manager. The financial and commercial standing of the company is of the highest.

MEISEL, INC., C.—This concern is an old established and reliable house in the wholesale musical merchandise trade. Established in 1878 and has an uninterrupted career of 44 years in the musical business. Occupies its own building, at Eighth street and Third avenue, New York City. This firm has built up a reputation for square dealing, and the members of the concern are considered among the best posted men in the trade. They have always made a specialty of everything pertaining to violins and parts thereof and strings. They are also the sole distributors of the output of a number of the foremost European manufacturers of accordions and harmonicas. The financial standing of this house is excellent.

MUSICIANS' SUPPLY COMPANY.—As the name implies, is one of Boston's long established music houses, located at 60 Lagrange street, and 218 Tremont street, and bears an enviable reputation the country over for the manufacture and importation of high-grade violins, violas, 'cellos and bows. An added feature to the company's stock in trade, which continues large, is a full line of genuine Italian gut strings. This house also prides itself in its selection of the best French silk violin E strings and high-grade wound strings. The officers are: A. J. Oettinger, president; Waldo E. Oettinger, treasurer, and R. L. Oettinger, secretary. The company also deals in violin and 'cello trimmings. Financial standing excellent.

NATIONAL MUSICAL STRING CO.—Manufacturers of the "Black Diamond" and "Bell Brand" strings for musical string instruments and "Bell Brand" harmonicas, with a large and modern factory at New Brunswick, N. J. Among the largest and oldest of string manufacturers in this country, with an annual capacity of about ten million strings. This firm was established and incorporated under the laws of New Jersey in 1897. Its products are used by many famous string instrument artists in the United States. Both music dealers and jobbers in all cities of any standing, in the United States, always have in their stock the products of this house. The officers of the company are: William R. McClelland, president; Emil Wigildert, secretary and treasurer. Commercial and financial standing excellent.

NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.—A prominent musical merchandise wholesale house. Office and show room, 123 East Twenty-third Street, New York City. Philip Jacobson is the sole owner. This firm operates a successful musical merchandise wholesale business with leading dealers throughout the United States. There is always a large assortment of musical merchandise and accessories to be found in the stock room of the concern, such as violins, bows, strings, cases, accordions, harmonicas, rosin and other accessories. The house was originally established in 1915. Also owns and operates a manufacturing plant for violin rosin at 327 East Twenty-third Street, New York City. Makes rosin for the musical merchandise jobbers and dealers with its imprint or trademark. Commercial and financial standing is good.

AKADEMIE AND ETERNELLE
Silk Strings

LA FAVORITA AND ELITE
Gut Strings

M. E. SCHOENING CO., Inc.

IMPORTERS



JOBBERS

Musical Instruments, Strings and Accessories

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NEW YORK

"PARAMOUNT"

"THE WORLD'S GREATEST BANJOS"

AND THE CELEBRATED

"ORPHEUM" BANJOS

ARE THE

QUALITY PRODUCTS

Manufactured by

WM. L. LANGE

Successor to Rettberg & Lange

225-227 E. 24th St., N. Y.

ESTABLISHED
1897

NOKES & NICOLAI.—Manufacturing drummers, conduct the oldest and largest drum and accessory factory in New England, 5-7 Appleton street, Boston, U. S. A. The trade slogan of this firm reads: "Drums that are drums," and its principal product is considered standard in the musical merchandise world. E. J. Nokes and E. F. Nicolai are not only professional drummers, but skilled mechanics in their line and the output of their factory has to be perfect before it is sold to the trade. On March 1 of this year the firm purchased the business, good-will and appurtenances of the F. C. Cole Banjo Establishment. For over 40 years Cole banjos, tenor banjos and mandolins have had an enviable position in the trade. By the terms of sale Mr. Cole will have charge of this department and pass upon this particular product, thus maintaining its present high artistic plane. Nokes & Nicolai also manufacture in their commodious and modernly equipped plant tympani, bells, xylophones, cathedral chimes, drums and traps. Commercial and financial standing of this company is unquestioned.

PAN-AMERICAN BAND INSTRUMENT CO.—Established 1919. An auxiliary of C. G. Conn, Ltd. Factory and general offices, 1495 Beardsley Avenue, Elkhart, Indiana. Manufactures band and orchestral instruments and instrument cases. The product includes brass instruments of all kinds, saxophones, piccolos, flutes, violins, drums—everything in brass, reed and percussion instruments—and one of the most varied lines of cases made anywhere. The factory, erected during 1919, has a floor space of 52,000 square feet. It is of attractive architecture and is very modern in arrangement and equipment, much of the machinery being of special design. The departments are so arranged as to yield maximum production at a minimum expenditure of time and labor. Processes, exclusive with the company, are employed in the making of the instruments. Several hundred skilled workers are employed. The company makes a line of popular-priced instruments of genuine musical merit. Every instrument is sold under a guarantee as to durability and perfect intonation and although only on the market a few months the Pan-American instruments are now handled by representative dealers in all parts of the country and are used by many amateur and professional soloists and bands and orchestras. The company is heavily capitalized and its commercial and financial standing is the best.

PARAMOUNT.—This is the popular name and trade mark of banjos of high grade made by the firm of William L. Lange, to which refer.

PERLBERG & HALPIN.—A large and prominent musical merchandise wholesale house with offices and show rooms at 136-138 Park Row, New York City. Established in May, 1911, by Harry Perlberg and Abe Halpin, sole owners. Have an excellent following with all the leading small goods dealers throughout the United States and Canada. Both Harry Perlberg and Abe Halpin have been connected with the musical merchandise wholesale business since boyhood days and are well versed in every branch of the business, from the manufacturing to the jobbing. Since the establishment of the house its musical merchandise wholesale business has been increased tenfold. Everything in small goods is the slogan of the house and a complete stock can always be found on hand. A three-story building is exclusively devoted to this large business. The main and ground floor takes in the display and sales department. On the second story the business department and stock rooms are found. The last floor holds stock for future needs. The concern holds the exclusive wholesale distributing rights for the "Beltone" musical string instruments and drums for the United States and Canada. The house is in excellent commercial and financial standing.

PLAYATONE CO., THE.—This firm is one of the largest of its kind in the United States making various styles of novelty musical instruments. Established 1908. The factory, which is most modernly equipped with up-to-the-minute automatic machines, office and show rooms, is located at 83-85 Green Street, New York City, two blocks west of Broadway. Only skilled labor is employed. The members of the firm are: H. Zimmerman, W. Bartholomae and B. W. Zimmerman. The following is a list of musical products made by the concern; Rite-tone tube-phones, Rite-tone chime pianos, calliope pianos, jazzatone and jasbo song and slide whistles, playatone song whistles, flutes and novelty banjos. The Rite-tone

OLIVER DITSON COMPANY

179 Tremont St., Boston, Mass.

Importers and Jobbers of Musical Instruments

SPECIALTIES

Mittenwald, Luxardo, Resona, and
Robusta Violin Gut Strings

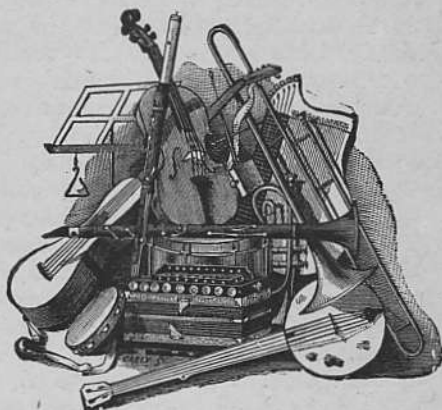
Bombyx Mori, and Excelenzo
Violin Silk Strings

Resona Pure Silver Violin G Strings

Clarion, and La Prima Accordeons

Ditson Victory, and Cole Banjos,
Tenor Banjos, and Banjo
Mandolins.

Genuine Hale Hammers, and a
Complete Line of Tuner's
Supplies.

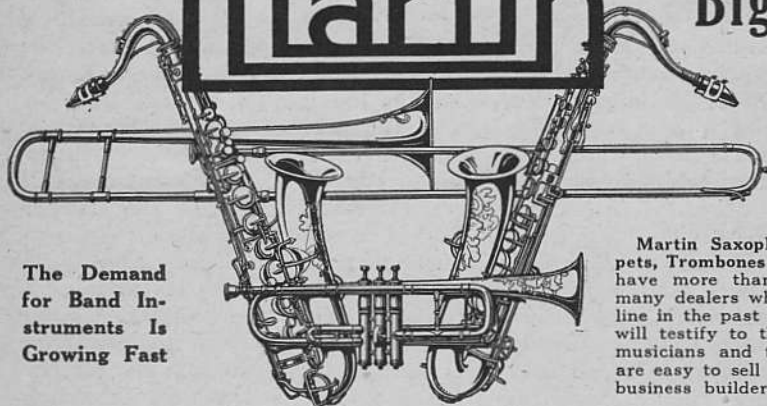


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**The Demand
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Martin Saxophones, Cornets, Trum-
pets, Trombones and other instruments
have more than made good for the
many dealers who took on the Martin
line in the past and every one of them
will testify to their popularity among
musicians and to the fact that they
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We manufacture a complete line of the highest grade instruments, including the famous Martin Saxophones,
Cornets, Trumpets, Trombones, Altos, Mellophones, French Horns, Baritones, Bases and Clarinets.
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Don't Overlook This Splendid Opportunity to Greatly Increase Your Volume of Business and Profits. Ask
Us for Dealer Proposition.

THE MARTIN BAND INSTRUMENT COMPANY

Builders of Instruments of Supreme Quality

Elkhart, Indiana

"Tubaphone" is one of the latest of musical instruments introduced to the trade, which rapidly won great favor with all the leading musical merchandise dealers and jobbers throughout the country. "Tubaphones" are manufactured in seven sizes and range from 8 to 25 notes chromatic and diatonic, retailing from \$1 to \$10. They are made of highly polished brass tubes mounted on a finely finished wooden frame, with embossed letters, which indicate the various notes, plays mellow tones and harmonizes with the piano and other musical instruments. It is a big holiday seller. Commercial and financial standing of the house is excellent.

RIVOLA MFG. CORP.—Formerly Mannello & Sons, A.—One of the oldest manufacturers of all kinds of musical string instruments in the United States. Factory at 565 Courtlandt Avenue, New York City. Established in the year 1891 by the present head, Angello Mannello, who has been awarded certificates and medals of merit at six expositions for excellent workmanship on string musical instruments. In 1893, prizes were awarded him, at the Chicago Fair, in 1894, at the California International Exposition, in 1897, at Nashville, Tenn., Centennial Show, in 1900, at Paris (France), in 1901, at the Pan-American Exposition, Buffalo, N. Y., and in 1904, at the St. Louis, Mo., World Fair. Mr. Mannello spent four months making a pearl inlay mandolin, with a figure of a woman surrounded by flying butterflies, which was exhibited at the Paris Fair in 1900 and won first prize. Mr. Mannello took his two sons, George and Martin, into his business. Both young men have had many years of hard training at the bench and machines under the supervision of their father. The sons were largely responsible for the firm adopting the trade mark "Rivola," which is stamped on all the musical string instruments. "Rivola" is the registered trade mark of the firm. The concern makes banjo-mandolins, tenor-banjos, banjo-ukeles, mandolins, balalaikais and lute-mandolins. Commercial and financial standing of the firm unquestioned.

ROGERS, JR., JOSEPH.—A pioneer in the calfskin drum and banjo head manufacturing business for the musical merchandise industry. Established in the year 1849. Awarded highest honors at the Columbia Exposition in 1893 for extraordinary quality of skins. Factory at Farmingdale, N. J. The firm manufactures the "Rogers" quality brands of heads, including the Superior Extra Brand, First Quality Brand, First Quality Slunk Brand—extra thin—and the Daisy Brand. All genuine calfskin drum and banjo heads manufactured and sent out by this firm bear a facsimile of "Rogers" signature on flesh side of head, together with the wording, "Warranted," below. The products of this concern are known the world over for quality. Leading musical merchandise jobbers and dealers throughout the United States and Canada are selling "Rogers" drum and banjo heads. C. R. Rogers, a son, has recently been taken into the business. Commercial and financial standing is unquestioned.

SALADINO & SONS, C.—Manufacturers of Italian gut strings. Occupy a modernly appointed two-story factory building of entire fireproof construction at 560 Washington Avenue, Chelsea, Mass. This new building adjoins the first and older structure which is now given over to general office purposes. Every conceivable machine that facilitates the manufacture of the Saladino product is installed in the factory proper, making their Italian gut string easily one of the leaders in the musical merchandise trade. These strings have been accepted by the leading houses. C. Saladino, an expert in his line, is the directing genius of the company, and his keen knowledge has been imparted to his five sons, each of whom is actively interested in keeping the quality of the product at its highest standard. The firm's trade motto is "A House with a Reputation for Quality." Their commercial and financial standing is unquestioned.

SCHERMERHORN & BRO., L. C.—Manufacturers of Violin Strings, including the "Lugen Crystal" metal E and the Veltone. The "Lugen Crystal" was offered to the musical profession in 1917 and was immediately endorsed by the leading artists in the musical world. During the last year additional floor space and machinery have been found necessary, for the third time since the first of these strings were manufactured. Mr. Schermerhorn has also admitted his brother, H. T. Schermerhorn, to partnership and the factory is now located at 430 Lafayette Avenue, Hawthorne, N. J., where added machines of special design have been installed, including

The HARMONY Co.
MANUFACTURERS OF

Musical Instruments

1738-54 NORTH LAWDALE AVE.

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*Manufacturers Exclusively
for the Wholesale Trade of*

Quality First

**Guitars, Mandolins, Ukuleles, Violins and
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Jobber's Individual Designs a Specialty

Incorporated 1892

WHY GAMBLE?

Mr. Dealer you take no chances of losing a single customer if you sell "LA BELLA" Brand Genuine Italian Gut Strings. These strings for the Violin, Viola, Cello and Bass are positively the very best you can buy and sell regardless of the price that you might pay for other brands.

INSURE YOURSELF AGAINST LOSS OF TRADE--SELL
"LA BELLA" BRAND STRINGS.

E. & O. MARI

Woodside, L. I.
Makers and Importers

New York

also the necessary facilities for laboratory tests, etc. The Lugen productions are recognized as a standard for excellence and the working conditions at the factory are such that all work is cheerfully and skillfully performed, and in accordance with the federal child labor law. This firm is American and is known for its conservative and upright methods.

SCHOENING, M. E., CO., INC.—Jobbers in all kinds of musical merchandise and supplies, with a New York City office at 24 East Twenty-second Street. This firm is an old-established one. Founded by the late M. E. Schoening in the year 1895. Later, reorganized and incorporated under the State law of New York for \$100,000, in December, 1919. This firm is recognized as one of the most reliable musical merchandise jobbing houses in the trade. Henry Schneider is president and Paul Wahl is secretary and treasurer of the company. The house of Schoening are sole selling agents in United States and Canada for the Akademie and Eternelle silk strings, La Favorita and Elite Gut strings. The officials of the company were formerly faithful employees of the house and their excellent experience and training with the old-established firm of Schoening have given them a large following in the musical merchandise industry. The successful policies of the late M. E. Schoening are being carried out. The firm has a large and excellent following in the musical merchandise industry throughout the United States. Commercial and financial standing excellent.

SELMER, H. & A., INC.—This firm was incorporated under the laws of the State of New York in March, 1919, for \$200,000. The offices and warerooms are located in the Selmer Building, 117-119 West Forty-sixth Street, between Broadway and Sixth Avenue, New York City. Service department and factory, 1579 Third Avenue, New York City. George M. Bundy is president. They are the sole agents for the United States and Canada for the H. Selmer (Paris) Woodwind and Reed Instruments; the Courtois (Paris) Band Instruments and the Barbier (Paris) Woodwind Instruments. They are also sole distributors of the Mersel American Band Instruments and the Free-Tone Band Instruments. In addition they are sole New York agents for the Leedy Drummers' Equipment, and selling agents for Deagan bells, etc. The Selmer house has a large following among musical merchandise dealers for reed instruments of the highest type. The H. Selmer factory is at Mantes, Seine et Oise, France, and the Paris office, 4 Place Dancourt. Mr. Bundy, president of the American firm, is a prominent musician and has a large following among the musical merchandise manufacturers, jobbers and dealers throughout the United States. The new warerooms of the concern are among the handsomest in the metropolis. Commercial and financial standing of the firm is very good.

SONOPHONE CO., THE.—One of the most reliable manufacturers of imitation band musical instruments in the United States. Their products are known as "Song-O-Phones." Factory and office and showrooms at 546 Wythe Avenue, Brooklyn, N. Y. Established in 1913. The officers of the company are: Mrs. Brina M. Carlisle, president; J. Morris, secretary; C. Morris, treasurer. The instruments turned out in the plant can be played by anyone without any study or practice. Humming into these instruments produces good musical tones. Boy and girl scout organizations, musical clubs and schools are constant users of "Song-O-Phones." The finest materials are used in constructing these musical devices, which are made of brass plated metals. The concern makes imitation cornets, trombones, saxophones, bugles, etc. Musical merchandise jobbers and dealers throughout the United States are selling these instruments with success. Commercial and financial standing of the firm is excellent.

TONK BROS. CO.—Jobbers of musical merchandise. Incorporated under the laws of Illinois. President, Mrs. Sarah H. Tonk; treasurer and general manager, Paul H. Monnig. This old and reliable company was established by the late Charles J. Tonk twenty-six years ago, and is widely known both in the United States and in foreign countries. At the outset Mr. Tonk took for his slogan, "Service—Quality," and by rigidly living up to this standard the house has made for itself an enviable position in the trade. Violins, guitars, mandolins, ukuleles, band instruments, drums, musical instrument cases and everything that comes under the head of musical merchandise is handled. The splendid connections maintained with sources

Highest Award at Columbia Exposition, 1893

Established 1849

JOSEPH ROGERS, Jr.*Manufacturer of***ROGERS' QUALITY BRANDS****CALFSKIN DRUM and BANJO HEADS**

ALL GENUINE HEADS of my make bear facsimile of my signature on flesh side of head with the word "Warranted" below.

Highest standard of work at lowest prices.

Sole Manufacturer of the Following Brands:

ROGERS'

Superior Extra Brand
First Quality Brand
First Quality Slunk Brand—Extra
Thin
Daisy Brand

"The Genuine Rogers Make"*WRITE FOR PRICES***FARMINGDALE,****N. J.****C. SALADINO & SONS***Manufacturers of**The House with a Reputation for Quality***Italian Musical****Gut Strings***and***Wound Strings****Tennis and Surgical Gut****560 Washington Ave.****CHELSEA, MASS.**

of supply at home and abroad assure the company of a large stock of goods at all times. From a start in a small way the company has grown steadily and every year for the twenty-six years it has been established showed a decided gain in business over its predecessor. The business is strictly wholesale and a large catalog listing the varied lines handled is issued each year for the trade. The general offices and warerooms of the company are located at 323 South Wabash Avenue, Chicago, in the center of the city's Piano Row. The financial and commercial standing of the company is excellent.

TUBAPHONES, RITE-TONE.—This is the name of a novel musical instrument manufactured by the Playatone Co., New York City, to whom refer.

UNIVERSAL MUSICAL STRING CO.—Herman Cohn, proprietor, for thirty years actively engaged in the musical string business. Manufacturer of strings for all kinds of musical string instruments. Sole manufacturer of the Yank "E" and Echo brands steel E strings for violin, also for mandolin, tenor banjo, and guitar, patented "Hook" steel "E" violin adjuster, violin and 'cello rosin, gut spun strings for violin, viola, 'cello and double bass, in gold, silver, copper, silver-plated and aluminum wires. This firm also makes the Yank-E Bead string. Mr. Cohn has perfected new machinery for the improvement of the musical string industry in a large and modern factory at 81 Walker Street, New York City, where a large force of operatives are employed. Musical merchandise jobbers and dealers throughout the United States and in foreign countries are selling this firm's products. Commercial and financial standing excellent.

VEGA COMPANY, THE.—Manufacturers of musical instruments at 155 Columbus Avenue, Boston, Mass. Successors to Hall & Quimby, The Standard Band Instrument Co. and A. C. Fairbanks Co. Founded in 1889. Incorporated under the laws of Massachusetts in 1903. Officers: Carl Nelson, president and treasurer; David L. Day, secretary. The company has an enviable reputation for the manufacture of high-grade Vega trumpets and brass band instruments in a modernly appointed factory. They also make a full line of Vega banjos, mandolins, guitars and other string instruments, including the popular Whyte Laydie and Tubaphone jazz instruments. Only the most experienced help are employed by the company and the business interests are under the personal supervision of officials who are well and favorably known to the trade. The company's product is used by the most famous artists of the United States and Canada. Financial and commercial standing unquestioned.

WAVERLY NOVELTY CO., INC.—This firm makes hardware for all musical instruments. One of the largest and most reliable houses in the musical hardware industry. Established and incorporated under the State laws of New York, July, 1919. The officers of the company are: Richard Condon, president; Albert K. Trout, vice-president and general sales manager; Henry C. Lomb, treasurer; Henry Klein, secretary. Main office, show and sales rooms, suite 722, Canadian Pacific Building, 342 Madison Avenue, New York City, in the heart of the city. Factory, 71-73 Tenth Street, Long Island City, N. Y. This concern specializes in making patent heads, trimmings and other accessories for guitars, mandolins, banjos, violins, ukuleles, drums, etc. The factory, equipped with the latest type automatic machinery, and with only skilled workers employed therein, assures prompt and efficient service to all members of the trade. The concern guarantees satisfaction. The slogan is, "If it is made of metal, we can and do make it better and cheaper than any one else." Many of the leading manufacturers of musical string instruments throughout the country are using "Waverly" products with excellent results. Musical merchandise jobbers and dealers are selling "Waverly" products with excellent satisfaction and profits. The financial and commercial standing of this concern is unquestioned.

WEYMANN & SON, H. A., INC.—An old established, reputable manufacturing and wholesale concern with a modern five-story building at 1108 Chestnut Street, Philadelphia, Pa., extending 235 feet to rear entrance on Sansom Street. This concern makes the world-famous string instruments bearing their name and trade-mark. Weymann "Keystone State," mandolutes, mandolins, banjos, mandolin-banjos, ukuleles, guitars, etc. Established in the year 1864. In 1904 this house was incor-



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BANJO-MANDOLIN
and
TENOR BANJO
CASES**

In All Sizes and Leathers

"The Quality Line"

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MUSIC ROLLS
BRIEF CASES
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Musical Instrument Cases**
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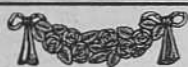
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**BAND
Instruments**



Endorsed by all the great
soloists and bandmasters
in America.

Made in the largest and
most thoroughly equipped
band instrument factory
in the world.

Factories and Offices:
ELKHART INDIANA

THE WORLD FAMOUS
WEYMANN
"KEYSTONE STATE"
MANDOLUTES



**Banjos
Tenor Banjos
Mandolin Banjos
Guitars
Ukuleles**

WEYMANN & SON
MANUFACTURERS
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porated under the State laws of Pennsylvania and is now capitalized at \$236,000. Harry W. Weymann, president and general manager; Albert C. Weymann, secretary and treasurer; H. Power Weymann, vice-president; Herbert W. Weymann, assistant secretary and treasurer. This company is the wholesale distributor of "W & S" special brand musical merchandise. All Weymann make instruments are fully guaranteed against defective workmanship and materials. Commercial and financial standing of this house is excellent.

WILSON BROS. MANUFACTURING CO.—Manufacturers of drums of all kinds. General offices and factory, 218-222 North May Street, Chicago. T. Wilson, president and general manager. Established many years ago, the business of the company has grown steadily until to-day the product is known around the world and is used in leading bands and orchestras everywhere. Besides their own specialties in this line the company also manufactures drums of every other description. From the outset the Wilson product has stood for the highest attainment in drum making. The materials and workmanship are the best and the drums have a number of exclusive features that give them especial appeal to drummers. The company also has patents on all center support rods. In the Fall of 1921 the company introduced to the trade the Wilson all-metal drum which has found great favor and is already classed as a best seller. Improved tone, durability and attractiveness of appearance are some of its features. The three-way muffler which enables the drummer to put on the snare or remove it rapidly, as the lever can be folded in three directions, instead of just one way as is the case with most mufflers, is another innovation. The factory is a modern four-story building covering a large area and the equipment and arrangement are in line with the most up-to-date ideas in industrial housing. Much of the machinery is special. The Wilson product is handled by representative jobbers in the United States and foreign countries. T. Wilson is one of the most expert drum makers in the country. He has spent practically all his life in the business and knows its every detail. He personally supervises all work and rigidly sees to it that the standard of high quality that has made the success of the business is maintained. The motto of the house is "Wilson quality never varies." The financial and commercial standing of the company is of the highest rating.

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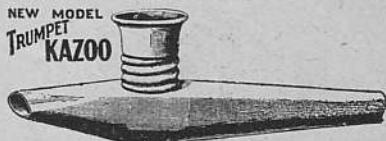
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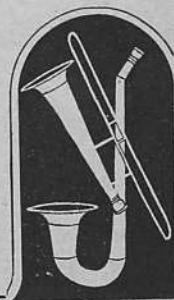
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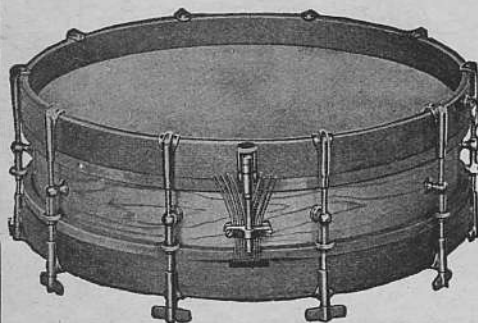
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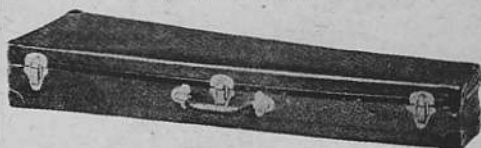
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Richardson Piano Case Co.	298	Stultz & Bauer	65
Ricca & Son	28	Superior Foundry Co.	282
Rivola Mfg. Corp.	345		
Robert-Morton Organ	18	Thompson Piano Mfg. Co.	205
Rogers, Jr., Joseph	334	Tonk & Bro., Inc., William	40
Rudolf Piano Co.	58	Tonk Bros. Co.	338
		Trefz, Jr., Otto R.	302
Saladino & Sons, C.	334		
Schaaf, Adam	48	United Music Stores	258
Schaaf Piano String Co.	299	United States Music Co.	252
Schaaf Bros. Piano Co.	32	Unit Player Action Co., Inc.	298
Schencke Piano Co.	206	Universal Musical String Co.	341
Schermerhorn & Bro., L. C.	338		
Schiller Piano Co.	46	Van Camp Varnish Co., The	302
Schmidt, Inc., Julius	305	Vega Co., The	338
Schmidt-Dauber Co., Inc.	206	Victor Talking Machine Co.	226
Schmidt Co., D. H.	303	Vocalstyle Music Co., The	254
Schoening Co., Inc., M. E.	328	Vose & Sons Piano Co.	1
Schubert Piano Co.	47		
Schulz Co., M.	21	Walters Piano Co.	68
Schumann Piano Co.	10	Waltham Piano Co.	203
Schwamb Co., The Theodore	307	Waters & Co., Horace	202
Seeburg Piano Co., J. P.	61	Waverly Novelty Co., Inc.	348
Selmer, H. & A.	344	Weaver Piano Co., Inc.	90
Shoninger Co., B.	40	Webb Wire Works, The	304
Sigler Player Action Co.	292	Welsmore Piano Co.	46
Simplex Player Action Co.	288	Welte-Mignon Corp.	55
Singer Piano Mfg. Co.	203	Werner Piano Co.	60
Smith, Barnes & Strohber Co.	17	Weser Bros., Inc.	31
Sohmer & Co.	41	Wessell, Nickel & Gross	264
Sonophone Co., The	340	Weymann & Son	336
Spector & Son Piano Co., Inc.	205	White, Frederick I.	214
Staib-Abendschein Co., The	301	White, Son Co.	302
Standard Felt Co.	306	White Co., The H. N.	343
Standard Music Roll Co.	254	Wickham United Industries ..back edge cover	
Standard Pneumatic Action Co.	266	Wickham Co. of N. J.back edge cover	
Starck Piano Co., P. A.	44	Wickham Piano Plate Co.back edge cover	
Starr Piano Co., The	3	Williams Piano & Organ Co.	204
Starr Piano Co., The (Phonograph)	230	Wilson Bros. Mfg. Co.	341
Steger & Sons Piano Mfg. Co.	49	Wing & Son	56
Steinert & Sons, M.	42	Winter & Co.	12
Steinway & Sons	356	Wissner & Sons	36
Sterling Co., The	35	Wuertz Co., O. W.	204
Stieff, Inc., Charles M.	94	Wurlitzer Mfg. Co.	314
Stodart Piano Co., Inc.	44		
		York Piano	90

A Piano Store vs. A

Do you, Mr. Piano Dealer, realize that every customer that comes in to buy a piano has either got to be pulled in by strong advertising or by a salesman who has got to go out to interest that prospect to bring him in?



Music Department Store

On the other hand—by running a Music Department Store, you are continually bringing people into your store that your piano advertising could not reach, but whether it is the child or the grown-up who is interested in the question of music, this is proven by the very fact that they have come into your wareroom, they make the richest piano, player piano and talking machine prospects. It is building both for today and tomorrow.

**The National Musical Merchandise Association
of the United States**

The Band Instrument Manufacturers Association

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IMPORTANT ANNOUNCEMENT

IN the early issues of the GUIDE I included the names of a number of "stencil instruments"—that is, of instruments whose parentage was doubtful, unknown, or, at least, not admitted by the manufacturer. In some cases such instruments were deliberately put upon the market to deceive or defraud the purchaser.

After thorough reflection, and after consultation with a number of our leading and representative manufacturers of pianos and organs, I concluded to omit all such "stencil" instruments and to include in the issue of the GUIDE for 1922 only the names of legitimate manufacturers of the instruments manufactured by them, and of such trademarks as they own and publicly father. I have followed this course in the present issue of the GUIDE for 1922. My justification for this is found in the following facts:

In the first place, the GUIDE is prepared and published, not only for the protection of the public, but for the furtherance of the interests of legitimate manufacturers and dealers. It is, therefore, obvious that nothing could aid such a purpose more than to deliberately restrict the mention of pianos and organs to those which can be fairly and properly classed as "legitimate."

In the next place, it is the result of my experience—an experience which covers a period of nearly fifty years—that in almost every instance the purchaser pays a price which should command the ownership of a reliable instrument of good tone quality, made by some manufacturer of at least fair repute and standing.

Against this proposition there are arrayed, in direct antagonism, the dishonesty and greed of those, whether manufacturers, dealers, salesmen, commission hunters, or others, who would sell an instrument out of its class for far more than it is worth, or would palm off on the ignorant and unwary either a rattletrap or some bastard instrument masquerading under an assumed and fictitious name, as the legitimate offspring of decent and reputable parents.

While it is true that a piano or organ whose name does not appear in this book may be worth all the money that is asked for it, it is more true that the intending purchaser will consult his own interests best if he does not buy any instrument whose name does not appear in this book, without the most careful and thorough investigation.

NEW YORK CITY, March, 1922.

John C. Freund