

FILLING MANY ORDERS

Pan-American Band Instrument & Case Co. is speeding Production

ELKHART, IND., Nov. 26.—The new factory of the Pan-American Band Instrument & Case Co., on East Beardsley Street, is now in full working order and a large force of expert workmen are employed. The plant is the last word in modern arrangement and equipment. It has 52,000 square feet of floor space and much of the machinery is of special design. The company manufactures a full line of brass instruments, saxophones, piccolos, flutes, violins, drums, etc., and the goods are designed to meet the demand for popular-priced instruments of genuine merit. Letters from dealers are enthusiastic over the new line and many large orders have been booked.

"This is the line we have been looking for," writes a prominent dealer. "The instruments are all that could be desired in a musical way and they can be priced to meet the demand of the great majority of buyers. People who have bought Pan-American goods from us praise them unstintingly."

The company is an auxiliary of C. G. Conn, Ltd., Elkhart. It is heavily capitalized and is going after business aggressively.

Have Plenty of European Merchandise

Buegeleisen & Jacobson, New York, report that they have received large shipments of Hohner harmonicas and accordions, and also other European harmonicas and accordions, bows and high-grade strings. These goods they state, are of the same quality as before the war, and they urge the early placing of all orders by dealers to assure deliveries. They now have plenty of European musical merchandise on hand to meet immediate requirements of the trade.

Harold C. Hall Joins Peerless Mfg. Co.

MERIDEN, CONN., Nov. 24.—Harold C. Hall, formerly clerk of probate and clerk of the school board and who was recently a candidate for the office of town clerk, has joined the Peerless Mfg. Co., here. The concern manufactures harmonicas and musical novelties and is considered one of the most promising of Meriden's smaller industries.

Canadian Dealer in New York

Paul Hahn, of Paul Hahn & Co., Toronto, Canada, has been in New York during the past week, stopping at the Belmont Hotel. He was a welcome visitor at the main offices of THE MUSIC TRADES during his stay in the metropolis.

Due to a constant increasing demand for the "Cardinal" Italian gut strings, manufactured by the Italian Musical String Co., at 4 St. Marks Place, New York City, new machinery has been installed and the output more than doubled. Both jobbers and dealers in musical merchandise in all parts of the United States and many in foreign countries are re-ordering the "Cardinal" gut strings, preparing themselves for the coming new year.

Officials of the company are seriously contemplating increasing the factory's capacity within a few months and to turn out enough strings to meet the large demands and enable the firm to fill the many back orders on file. Gut strings are somewhat scarce in the United States. Professional string instrument players are using to great advantage gut strings, especially on high price violins.

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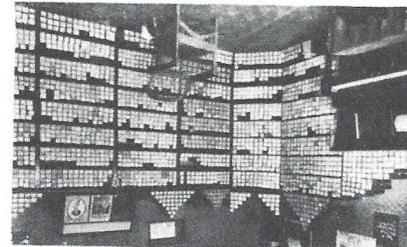
MORSBACH ATTRIBUTES HIS SUCCESS TO THE GENERAL MUSIC HOUSE IDEA

Philadelphia Tradesman Has Built Up A Profitable Music Roll Department—Was Formerly A Roll Salesman

PHILADELPHIA, PA., Nov. 24.—The experience gained by Lew P. Morsbach, as music roll salesman covering the trade in Philadelphia, Baltimore and Washington for several years prompted him to enter the retail music business in Philadelphia in 1916.

Firmly believing in the general music house idea, Mr. Morsbach adopted the slogan, "Morsbach Musical Merchandise Makes Many Minds Merry."

Under the name of "The Music Shop," the store is



View of Portion of Thriving Music Roll Section in Morsbach's Music Shop, Philadelphia

located at 1620 West Passyunk Avenue. The photograph herewith shows a portion of the music roll department, which has been very successful due to the complete stock which is always carried.

Mr. Morsbach was one of the organizers of the Philadelphia Retail Music Roll Dealers' Association, and served on various leading committees.

Through the live wire window displays used by Mr. Morsbach he has made his store one of the leading shops in Philadelphia.

Gibson Factory Adds Machinery

BELLEVILLE, N. J., Nov. 24.—New machinery has been installed in the factory of the Gibson Musical String Co., this city. The output has been more than tripled.

Both James and Frank Gibson are giving special attention to all the order already on hand. They say that help is now plentiful. Materials are well stocked up in the factory. Within a short time all orders will be filled more rapidly, they state.

"Men are working overtime to enable the firm to catch up with the delinquent orders."

Daynes-Beebe Music Co. Expands

SALT LAKE CITY, UTAH, Nov. 24.—The Daynes-Beebe Music Co. opened the annex to its main building recently. The formal opening was attended by several hundred guests in addition to the officers of the company and employees. The new recital room is on the second floor of the annex. On the third floor is the electric room where the firm has installed electrical instruments and pipe organs. The stockholders recently voted a increase in the capital stock from \$250,000 to \$500,000.

Violin Recital at Ditson Warerooms

A violin recital was given in the harp recital room in the warerooms of Chas. H. Ditson & Co., New York, on last Saturday afternoon by Constance Karla, a very talented violinist. M. Alphonse Mustel, Paris, played one of the Mustel organs, on this occasion. Miss Karlawas assisted by Miss Edna Rothwell at the piano, and Miss Anna Welch at the harp. The recital was well attended.

New Wm. J. Smith & Co. Publications

Wm. J. Smith & Co., New York, have published "Chords for the Guitar and How to Play Them," "Chords for the Banjo and How to Play Them," and "Chords for the Mandolin, or Mandolin-Banjo and How to Play Them." These are all by the eminent virtuoso and composer, William Foden. Mr. Smith reports a very gratifying demand for these publications.

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J. W. GLEENE CO. EMPLOYEES FORM STRONG MALE QUARTET

Each Member is Thoroughly Trained Musician and Devotes Much Time to Vocal Work

TOLEDO, OHIO, Nov. 25.—Among the employees of the J. W. Gleene Co. here, a fine male quartet has been organized. Chester Everingham, tenor, has been singing and playing in Toledo musical entertainments for several years. Howard F. Bolinger, baritone, has for several years traveled Pennsylvania, Ohio, Indiana and Illinois on the Lyceum Circuit. Sumner Bales,



C. Everingham, H. E. Bolinger, S. Bales and P. P. Brown

bass, has held many fine church positions in Ohio, being a member of the solo quartet in the Cincinnati Male Chorus for some time. Preston P. Brown, second tenor, has been an organist in prominent Toledo Churches for the last twelve years. It's all for the fun of it and the boys enjoy it enough to give real time and study to the work of the quartet.

Business has been fine with The J. W. Gleene Co. It has been a much harder task to buy pianos than to sell them. The sales of Chickering Ampico and Marshall & Wendell Ampicos are remarkably good. High grade players and grands, together with the Ampicos, comprise the great volume of sales.

That saxophones and trumpets are greater in demand today than ever is evident by the many orders on the books of M. J. Kalashen, Cooper Square, New York, manufacturer of the Yankee saxophone and Peerless trumpet. Mr. Kalashen has a large following in the trade and is known from coast to coast. Musical merchandise dealers in all parts of the country are anxious to obtain band instruments. Many write "The public craves for them."

During his thirty years of successful business Mr. Kalashen has carried out one policy of satisfying customers. There is a large stock of musical instruments and accessories in Mr. Kalashen's store.

S. P. Walker, general manager for Charles M. Stieff, Inc., Baltimore, Md., has returned from a trip to Harrisburg, Pa., where he visited the branch store of the firm. Mr. Walker found business excellent and was requested to make some big shipments to the branch, as the shortage of goods is keenly felt.

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