

# IN THE MUSICAL MERCHANDISE DOMAIN

## THE BUSINESS OUTLOOK.

**Marked Improvement Reported by the Musical Merchandise Men as Compared With the Early Days of the Month—Market Continues Extremely Firm in the Matter of Prices—European Goods to Cost More—The Situation Reviewed by a Trade Expert.**

Business with the small goods houses is moving along in grooves to their entire satisfaction. The week shows a marked improvement over the preceding ten days, so much so that it now looks as if the buying will keep up to a normal stage until the warm months come around. The representatives of foreign houses are making ready to go abroad to get in touch with matters in the musical merchandise line, and buyers who usually go to Europe to place their orders are also arranging their affairs with the same end in view. It is believed that while it is every one's intention to purchase goods on a liberal basis, at the same time there will be a marked difference in price on next season's lines.

The market, generally speaking, is extremely firm, and no one appears to be in a position to say just what may occur next in the way of prices. Every house of any note is speaking very guardedly about their selling figures, and catalogues going out still continue to be revised on a higher plane to cover the many advances which have been made before and since the opening of the year. The advices from Markneukirchen, Trossingen, Vienna, Paris, London and other small goods centers in Europe are far from reassuring on the matter of prices, with the attitude of manufacturers and factors far from pleasant when the future is under consideration. By the same token shipments are not coming in quite to the satisfaction of importing houses. This means, of course, that exporters are hedging all they possibly can until the cost of production is once again stable and within bounds.

Commenting on conditions and prospects a prominent importer said to The Review Tuesday: "So far as trade is concerned it is excellent. Orders have been coming in from our travelers and by mail in great volume, so that we are satisfied the spring will pan out immensely, notwithstanding our fears at first that the increased cost of goods might lead to a curtailment of orders. The contrary has occurred, which may be credited to the pronounced prosperity throughout the country. You know, when general business is good the musical merchandise men always get a share."

## DEMAND FOR YORK INSTRUMENTS.

**Bands and Soloists Find These Creations Very Satisfactory.**

J. W. York & Sons, the well-known band instrument manufacturers, of Grand Rapids, Mich., report a steady improvement in their business. Their products are highly esteemed by bandmen for their many individual qualities in the way

of ease of execution, splendid tone quality and ease of operation. Their cornets and trombones have especially met with favor of soloists on this account, and the fame of "the house of York" is steadily spreading.

Within a comparatively short time we will be entering on the Presidential campaign, or making preparations for it, and bands will be actively in demand. This is the time for dealers to consider the handling of band instruments as a good side line. It would not be a bad plan to look up J. W. York & Sons in this connection.

## A GREAT GATHERING

**Of Banjoists, Mandolinists and Guitarists Meet in Philadelphia—Manufacturers Exhibit Their Wares in the Wanamaker Building—Some of the Interesting Papers Read.**

(Special to The Review.)

Philadelphia, Pa., March 26, 1907.

The small goods business in this city has been good in March. Particularly in the last week has there been a very big spurt in this line. This in a great measure was due to the holding in Philadelphia last week of the sixth annual convention and festival of the American Guild of Banjoists, Mandolinists and Guitarists. A special feature introduced in this connection was the first national exhibition given by the society, which was held in one of the spacious unfinished rooms of the Wanamaker new store. Members of the Guild from all over the country were present. President Myron A. Bickford, of Springfield, Mass., presided over the sessions. One of the leading discussions brought out by the convention was the adopting of the English system of writing for the banjo, which was adopted, so that hereafter the banjo will be uniform in notation. It was also decided that the suggestion be made to manufacturers of musical instruments to tune mandolins one octave lower, that they may harmonize with the viola in orchestra work.

On Thursday evening, March 21, a big concert was held in Witherspoon Hall, presided over by Thomas J. Armstrong. The Festival Orchestra of 150 performers, directed by Carl Tschopp, played a number of selections, and solos were played by Emma Schubert, Alfred A. Farland, the Albrecht Mandolin Club, George C. Krick, the Philadelphia Quintette Club, led by O. H. Albrecht; Richard L. Weaver, and the Guild Club of 50 players, directed by Myron A. Bickford and Thomas J. Armstrong.

Large crowds were in attendance at all times at the exposition. The following firms exhibited: H. A. Weymann & Son, of Philadelphia; the Vega Co., of Boston; W. C. Stahl, of Milwaukee; C. L. Partee Music Co., of New York; H. F. Odell & Co., of Boston; Maulbetsch & Whittemore Co., of Newark, N. J.; the Elias Howe Co., of Boston; A. C. Fairbanks & Co., of Boston; the Farland banjo, exhibited by Mr. Farland himself; Fred J. Bacon, of Chicago; the Bauer Co., of Philadelphia, makers of the celebrated S. S. Stewart banjos and the Bauer mandolins and guitars;

C. F. Martin & Co., of Nazareth, Pa.; Rettberg & Lange, of New York, and Alfred Chenet & Co., of Boston.

All of these manufacturers had very fine displays of practically all of their various instruments, while the Maulbetsch & Whittemore Co. had a fine booth of leather cases, and H. F. Odell & Co. and the C. L. Partee Music Co. devoted their display to strings and sheet music and music books.

Among the papers read at the convention were: "The Music Publisher and Teacher," by C. L. Partee, of New York; "English and American Notation," by George L. Lansing, of Boston, and "Plectral Music versus Commercialism," by W. J. Kitchener, New York.

## ACCORDEON POPULARITY.

**This Instrument Has Won a Tremendous Vogue in the United States—More in Demand Today Than Ever Before in the History of This Country—The Marked Improvement to be Made in This Instrument and Some of the Latest Approach the Dignity of a High Class Musical Instrument.**

Among the very many musical instruments that are sold there are few that have reached every corner of the globe to a greater degree than the accordeon. It is and always has been the organ of the wayfarer and traveler. String instruments become useless when the possessor is unable to supply the broken string, and wind instruments are valueless as an accompaniment, but the accordeon is always in tune, can suffer more hardships and climatic changes than any other music producer, and is ready for business at the shortest notice. For this reason the accordeon is always in demand, and to-day more than at any time in its history. It is not a question of where they are sold—everywhere is a simple answer—but where to get enough to supply the demand. The European factories that are turning them out by the thousands are finding their facilities inadequate and are enlarging them at every opportunity. The importers in this country are at their wits' end to keep their jobbers supplied, and in many cases the shipments are perforce divided up so that all may have a few on hand in order to keep the retail trade at least partially supplied.

The accordeon of the present is far superior, both in tone and finish, to those of years ago, and the cost of the best of them goes well up to the hundred-dollar mark. Some of the best are equipped with several stops, and with the finely toned reeds, rival in richness many of the more expensive reed organs. The accordeon is not altogether the instrument of the sailor or the roustabout, but has made its way into the field of the so-called legitimate music, and there are several professionals that command good prices for their

**CH. WEISS**  
MANUFACTURER OF THE CELEBRATED  
**BRASS BAND HARMONICAS**  
TROSSINGEN, Germany                      NEW YORK, 393 Broadway

Eagle Brand Drum and Banjo Heads; 20th Century Drums,  
Rex Banjos, Mandolins and Guitars.  
**FACTORS IN THE TRADE.**

**Prof. Hugo Heermann**  
The Eminent Violinist and  
BLACK DIAMOND Strings

---

GENTLEMEN:—  
I am sailing to Australia next week, and shall pass through New York between the 5th and 8th of May ("Blucher," Hamburg-America Line).  
Will you send enclosed order for Violin G strings BLACK DIAMOND to address given below, or do you have a Dealer's shop in New York where I might find your strings? If so please let me know at the same address.  
The strings are most excellent.  
Yours sincerely,  
H. HEERMANN.  
Frankfort o/M., April, 1905.

---

**NATIONAL MUSICAL STRING COMPANY**  
New Brunswick, New Jersey