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## The Music Trades and Industries Convention of 1937, Hotel New Yorker, New York City, June 26, 27, 28, 29

### A Pre-Assembling Resume of the Great Music Trades and Industries Event of the Year 1937

ALL the working forces at Secretary Mennie's command and in all other quarters of convention activities, everybody is working, pushing and plugging hard for convention success, to make the 1937 New York gathering the BIGGEST EVER. Secretary Mennie's strenuous work, his constant drive, are accomplishing the finest kind of success, and the New York meet looks like it will be a repeat of great and grand events of the past. Attendance from all parts of the East is well assured, and this is a tremendous crowd of itself and the Central West and Southwest are responding to the call from headquarters very liberally.

Continually from the first executive meeting held at New York just before President Wells departed for Europe there has been no letup in activity, a condition that has also prevailed with the other associations cooperating with the parent organization, the Music Merchants Association, for their expected turnout this year.

Then, aside from the cooperation of these allied associations carrying on the ethical, cultural and social phases of the united convention, what to many will be the most interesting and the prime object of their visit, the exhibit division, is planned to be the finest and biggest array of musical instruments, merchandise and accessories ever before brought together at a convention, making one big massing of the products of American musical goods, and representatives of foreign-made goods will show their imports. This display covers the entire gamut of music-producing instruments from the Jewsharp of old to the grand piano and organ of today.

Travelers in the piano industry and in various lines of musical merchandising bring cheerful tidings of the great interest manifested by dealers and the intention of dealers everywhere to be at the New York gathering, for it has been a long time since a big and representative display of musical goods has been shown in New York.

The committee in charge of preliminary work, the starters, the "steering" committee, so-called, has performed its duties grandly. This committee, of which Mr. Herman Irion is the chairman, is as follows: Geo. H. Bundy, Geo. H. Chapin, Albert Behning, A. L. Ford, Fred Gretsche, Jr., Harry D. Griffith, Clarence S. Hammond, William G. Heller, Harold Morse, Arthur J. Newman, Dr. Alexander Russell.

The daily programs have been well in hand for quite a long while and it will be seen by announcements already made that the list comprises the most outstanding speakers to talk on subjects vital to every music merchant as well as for the manager of his important departments. One idea picked up at these meetings may fully repay a dealer for the time and effort spent in attending the convention.

With the general reduction in railroad rates during the past year, certificates or special instructions regarding railroad rates will not be necessary. It is suggested that local ticket agents be consulted as to the lowest possible summer excursion rates.

The big Monday get-together luncheon has been for a long time an assured success and it behooves

everybody to get reservations QUICK, for it is an event that cannot consistently be missed.

The meeting of the board of control will be held Sunday evening, July 25. All the various associations of the music trades and industries will have their annual meetings during the convention except the National Piano Manufacturers' Association, which



Charles E. Wells

President, National Association of Music Merchants was held June 7 and 8 in New York, and the Association of Sheet Music Dealers, who join the Music Publishers' Association which meets at the Hotel Roosevelt, New York.

The special entertainment given by the R. C. A.-Victor Corporation promises a rare treat. The committee in charge of the entertainment program has arranged this special treat. This will take place on Sunday, the 25th. Dealers are cordially invited by R. C. A.-Victor to attend the broadcast from the National Broadcasting Company studios, RCA Building, Radio City, New York, from 2 to 3 p. m., E. D. S. T.

As the seating capacity of the studio from which the program will be broadcast is limited to a little over one thousand guests, it is necessary to ask that reservations be made in advance. Naturally, more tickets cannot be issued than the capacity of the studio, consequently tickets were issued on a "first come, first served" basis.

President Chas. E. Wells at the convention just following his return from the European tour of six weeks will be, of course, the object of particular attention and the dispenser of information and instruc-

tion. He has already told a few friends in letters he has written that the tour is a "grand and glorious occasion." He tells of a feature at the Rotary convention at Nice, touching international relations which many Rotarians all over the world think, that Rotary is a solution for a get-together in solving many international problems of the day.

President Wells is exceedingly enthusiastic over the fortunes and success of the Merchants' Association. Just before he left for Europe on this tour he expressed himself in these words:

"Our association, naturally, must be preserved at all costs, for it is the real outlet of all manufactured instruments. We should work together with the manufacturers in a very close way, and the manufacturers' ears should be to the ground at all times watching most carefully every evidence of interest the dealers have in marketing their goods."

### Trophies and Awards in the Advertising Contest for Music Dealers

One of the interesting features of the convention this year will be a newspaper advertising and window display contest for music dealers, a contest open to the retail trade and which is not intended to include the expert work of advertising agencies or advertising departments of manufacturing establishments in the music industries. The trophies will be awarded in eight individual classes with ribbons and certificates for place winners.

There will be separate awards for newspaper advertisements featuring the piano, newspaper advertisements featuring other musical merchandise, window displays featuring pianos, and window displays featuring other musical merchandise for dealers in towns with more than 100,000 population, and similar awards for dealers in towns of less than 100,000 population.

The rules are simple. There are no fees for entering, it is not necessary to attend the convention to win, and you can enter as many divisions as you like. A complete set of the rules governing the contest may be secured from W. A. Mennie, 45 W. 45th St., New York.

All music dealers will benefit from this contest whether they compete or not. The best advertisements and window displays will be shown to dealers who attend the convention, and may later be printed in the trade magazines. By giving you a chance to compare your advertising with other dealers', you will gain NEW ideas and improve your advertising and merchandising.

The rules governing the contest have been published several times and sent out freely from headquarters. The trophies to be awarded are on the following merits:

1. Best newspaper advertisement by a music dealer in a city over 100 population featuring pianos.
2. Best newspaper advertisement by a music dealer in a city under 100,000 population featuring pianos.
3. Best newspaper advertisement by a music dealer in a city over 100,000 population featuring other musical merchandise.
4. Best newspaper advertisement by a music dealer in a city under 100,000 population featuring other musical merchandise.
5. Best window display by a music dealer in a city over 100,000 population featuring pianos.
6. Best window display by a music dealer in a city under 100,000 population featuring pianos.
7. Best window display by a music dealer in a city over 100,000 population featuring other musical merchandise.
8. Best window display by a music dealer in a city