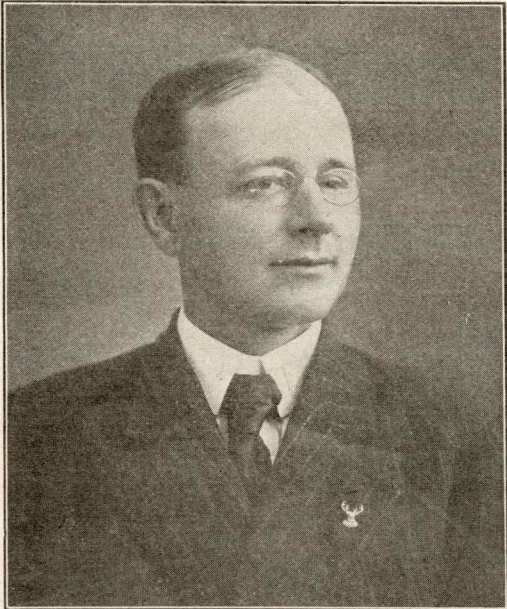


## PEASE PIANO CO. SHOWING VERY SATISFACTORY PROGRESS

Remarkable Increase in Wholesale Orders Since First of the Year—The Value of Teamwork Demonstrated in New Selling Organization—The Famous Fenimore Cooper Square Piano Shown

That the reorganization of the Pease Piano Co., Leggett avenue and Barry street, New York, which took place early in the year, has



Frank E. Case

proven beneficial to this enterprise is manifested in the progress which has been made, especially in the wholesale department. Upon assuming management of the factory, secretary and treasurer Chauncey D. Pease made several radical improvements in the factory organization and the operating of the plant which have increased the efficiency of the organization and its facilities for manufacturing. With the improvement as a background, the selling organization, under the guidance of A. W. Fitzgerald, vice-president of the company, has been increased and divided up in such a way that practically every State in the country is now traveled by a Pease representative.

Mr. Fitzgerald occasionally makes a supervising trip either through the West or the East, while the men who represent the house on the road are F. E. Case, who has been connected with the company for several years as Western representative, and Philip Clark, who, as announced in *The Review*, has recently joined the sales force. Mr. Case is now Eastern representative, having recently been called in from the West and given the Eastern appointment.

He will travel through the New England States, as well as New York, Pennsylvania and other Atlantic Coast territory. Mr. Clark will have the Middle Western territory and is at present making an extensive trip through that part of the country. Therefore the wholesale campaign of this enterprise is being taken up with energy. That it is bearing fruit has been manifested by the many orders which are being received from day to day for the Pease pianos and player-pianos.

The facilities which are now at the command of the company comprise one of the most modern manufacturing plants in the industry with a capacity of 5,000 instruments per year. This is located in the Bronx section of New York, where it is convenient to railroad terminals and is equipped with every up-to-date facility for the manufacture of pianos and player-pianos with the greatest accuracy and speed. As for the Pease piano itself, it has a reputation for quality and merit behind it extending over a period of seventy-three years. The first Pease pianos were manufactured by C. D. Pease in 1844 at Cooperstown, N. Y. The plant was later

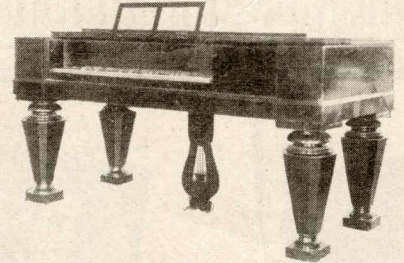


Philip Clark

moved to Hudson, N. Y., and in 1871 was established in New York City. The Pease piano has always been manufactured by a member

of the Pease family and has become popular not only throughout the United States but also in England, South America, Cuba, Australia and other foreign countries.

The steady development in the artistic production of the Pease piano is manifested in the comparison of the Pease square piano which appears herewith and which in 1844 was made for James Fenimore Cooper, the famous novelist, and the Pease grand, which is the very



The Fenimore Cooper Pease Piano

latest creation of the Pease Piano Co. Each of these instruments is the leading type of piano of the age during which it was manufactured. The Pease Piano Co. has always kept abreast of the times, maintaining a high standard of excellence in the thousands of pianos which it has produced.

The present organization, like its predecessors, is pursuing the policy of strict maintenance of high quality in material, workmanship and finish in the Pease pianos which are now being turned out at the plant and in every way are



The Latest Pease Grand, Style B

keeping the standard of the instrument up to that point which has for many years kept the instrument in the minds of the public as "Popular Pease Pianos."

### VISIT AUTOPIANO PLANT

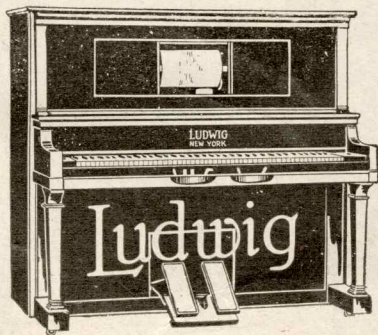
Members of Staff of W. L. Nutting Inspect Modern Methods of Player Manufacturing

William L. Nutting, of Nashua, N. H., is a progressive dealer. He believes in having his men get down to the bottom of things. He believes in having them know exactly what they are talking about when they get up against a "tough" customer. And so it was with this desire to keep his salesmen fully posted on the products they are selling that led him to send three of his leading salesmen, Paul B. Eclair, Jos. M. Hudine and Norman H. Rogers, to the factory of the Autopiano Co., New York, where they might inspect thoroughly this great player-piano plant, secure some of the "inside" information on the Autopiano and some new sales angles to help them in their forthcoming busy season.

Although the men were at the Autopiano plant one day only, they managed to cover a surprising amount of ground in their inspection of the factory and their "close-up" views of the various processes in making the Autopiano.

No doubt their visit to the Autopiano factory will bear much fruit this fall. Mr. Nutting has always been an enthusiastic Autopiano representative. In fact, it may truthfully be said that William L. Nutting is the man who has put the Autopiano on the map in his section of New Hampshire. Mr. Nutting's store in the Odd Fellows' Building in Nashua is a good example of what a progressive piano merchant can do in a small city in the way of having artistic ware-rooms.

## The Original Unit Valve Player Action



Now that the Unit System of Valves has received full recognition as the simplest and most effective principle for player actions and as producing the most effective musical results, it should be noted that the Ludwig was the original Unit Valve Action, and that it possesses many patented features of great value, not found in any other player action.

Full descriptive literature sent upon request

## LUDWIG & CO.

Willow Ave. and 136th St.

NEW YORK