

MATHUSHEK SPINET GRAND PROVES A CENTER OF INTEREST AT THE CONVENTION

WHEN the Mathushek Piano Manufacturing Co. first decided to display its new Spinet Grand at the convention, in Chicago, the company officials felt that it would arouse considerable curiosity and a certain amount of interest, but they were little prepared for the sensation, and it properly can be called that, created by the instrument, not alone among dealers but

The list of dealers who visited the company's exhibit and placed orders for the new Spinet Grand or indicated their intentions of ordering the instrument shortly read like the role of the entire convention. The majority of them saw a real field for the Spinet Grand, particularly in fine homes where the owners are keen about purely Colonial interiors as well as in other homes where space



THE MATHUSHEK "SPINET GRAND"

among manufacturers as well. Numerous piano technicians took advantage of the opportunity to examine the piano close range, and although most of them came primarily out of curiosity the majority stayed to marvel at what had been accomplished in the production of the instrument both tonally and in the matter of design.

is limited but where a piano of quality and not simply a piece of furniture is desired.

The Chicago display was in charge of C. Alfred Jacob, Jr., vice-president of the Mathushek Piano Manufacturing Co., assisted by John H. Gettell, sales manager, and Ben H. Strub, the Western representative. Mr. Strub, by the way, furnished the demon-

strator for the Spinet Grand and the other instruments in the Mathushek line, in the person of his daughter, Marjorie Strub, an accomplished fourteen-year-old pupil of Betsy Williams in the Bliss School of Music at Oak Park. Miss Strub, who is a member of the Oak Park High School Orchestra, was highly complimented upon her playing.

In addition to the Spinet Grand, which was described at length in THE REVIEW last month, it being built according to scale designed by the late Frederick Mathushek, founder of the company some half century or more ago, there were also shown several other grands and uprights in the Mathushek line including a new seven-foot grand just completed before the convention.

This seven-foot grand, by the way, is the result of long and careful experimenting and is a high-class instrument in every respect. It is particularly designed for use in auditoriums where volume as well as excellence of tone quality is desired, and already a number of dealers have made bids for the new instruments as soon as they are put into production.

Neither the Spinet Grand nor the seven-foot instrument has been built to meet price competition, the first consideration in both cases being the development of a quality piano. This has been the Mathushek policy consistently, a policy that is responsible for the prestige of the company's products.

Obtaining the confidence of store executives they made a small down payment and covered the rest with short term notes. When the short term notes proved worthless, the negroes had fled. Police at Peoria, Ill., recovered five pianos and other things valued at \$12,000 when they raided the gang's cache in that city.

NAB SWINDLERS WHO GOT PIANOS AND FURNITURE

The arrest of Helen Nelson, 22, a negress, at Peoria, Ill., who was brought back to Milwaukee for arraignment on two charges of larceny as bailee has disclosed the operations of a negro gang in swindling piano and instalment furniture houses. The woman named two men, Fred Mitchell and John Day, as her accomplices, and both men have been named in warrants here charging a similar offense.

Miss Nelson told police that Mitchell and Day, attired as plasterers, entered the W. W. Kimball Co.'s store at 3807 North avenue, and looked at two baby grand pianos, valued at \$1,015 each. Miss Nelson, and her sister, Lillian, 46, who has been turned over to authorities at Des Moines, Ia., posed as their wives, and expressed approval of the pianos.

PROVIDE SIX GRAND PIANOS FOR COLLEGE CONCERT

The Hockett-Cowan Music Co., Fresno, Cal., recently furnished the pianos for a six piano ensemble feature presented in the Music Week concert at the Fresno State College which followed a concert by the massed high school instrumental and singing organizations at Roeding Park.

The annual concert of the piano ensemble classes of the college is always an event of importance in musical circles and was par-

ticularly interesting this year because it was so arranged that it would be presented during national music week. The six grand pianos filled the stage of the auditorium and the performance of the twelve pianists was loudly acclaimed. The interesting point was that in the review of the concert in the local newspapers the Hockett-Cowan Co. was given full credit for furnishing the instruments.

JOHN H. GETTELL AGAIN N. Y. A. C. TENNIS CHAMP

John H. Gettell, of the executive staff of the Mathushek Piano Manufacturing Co., recently won the annual tennis championship of the New York Athletic Club, making the fourth time in succession that he has carried off the honors. This is quite a record in view of the fact that Mr. Gettell devotes only a limited time to tennis and in the tournaments faced some excellent players.



FREDERICK MATHUSHEK