

IN THE MUSICAL MERCHANDISE DOMAIN

NO DIMINUTION OF BUSINESS

Evident in the Musical Merchandise Field—Conditions Are Healthy, Although Collections Are Poor—Goods Being Marked Up On Certain Lines—Increased Cost of Raw Material at Home As Well As Abroad the Cause.

No diminution of business is noticeable with the small goods contingent. As previously mentioned, the volume of spring trade has come up to the most liberal estimates, and buying promises to continue along the same lines for weeks ahead. The more the situation is examined the more it becomes plain matters are in most gratifying shape. Into whatever department of trade or industry one examines there is only presented evidence of buoyant and joyous activity, excepting as regards the so-called coal regions, where threatened labor disturbances have curtailed the sale of musical merchandise, sections generally looked upon as the most generous buyers of these goods. Elsewhere, however, stocks are moving freely at profitable prices and being regularly reinforced.

Indications point to a strong market on every line, foreign and domestic. The tendency to advance prices has reached that stage where importers and wholesalers no longer conceal their anxiety; or rather do not hesitate to say that goods of every description are being marked up by foreign and domestic manufacturers. Under these circumstances the trade is advised not to permit their stocks to run too low, but to place orders for quick delivery so as to cover themselves. In some lines as much as 10 to 12 per cent. increase has recently been announced, and in others an advance approximating that figure is expected daily. The foreign small goods market is decidedly bullish, and this week a raise of 5 per cent. was advised on violins, bows and trimmings. Stocks of accordions are low, and future shipments are invoiced at higher figures. All metal goods are in the same category.

Descriptive of this condition an importing wholesaler spoke as follows to The Review: "Prices are gradually going up, or, as they say in Wall street, it is a 'creeping market.' Dealers should take time by the forelock, to use an old simile, and not allow their goods to deplete, but get in now, so as to buy at prevailing figures before another advance comes along; for it surely will if we may judge by our correspondence with foreign and domestic connections. We all know how brass has been going up. For example, two years ago they paid 105 marks per kilo in Germany, then it went to 125, and now it is 150. To be sure, our people are covered for six months at 125 marks, but they are disposed to raise the price of their harmonicas, accordions and similar goods right now, providing competitors take the same step, which is more than likely. That is about the situation to date."

Robert Gregory, the well-known ambassador of Lyon & Healy, Chicago, Ill., is calling on his many friends in the music trade in this city.

Hohner Making Shipments.

Marvelous Progress Since Fire—Carrying a Heavy Stock in Storage Enables Hohner Customers from Being Supplied with Goods—A Chat with Hans Hohner.

The rapidity with which the firm of M. Hohner, the great "small goods" firm of 475 Broadway, New York, have recuperated from their recent fire, is the marvel of the trade at large. They made their first shipment of harmonicas from their new quarters on Tuesday afternoon of last week, five days after their former plant at 354 Broadway had been totally destroyed. A week later saw them with an almost complete line on exhibition and in splendid shape to take care of their trade. Their new stock, ordered from their great factories at Trossingen, is already on the way, and it will be but a few weeks before it is here ready for delivery. Work in remodeling their new warerooms to accommodate their stock has been completed, and within a few days will have the appearance of having always been in the same spot. Hans Hohner said to The Review this week: "My first thought was for our patrons, and I have bent every energy to prevent their running short on stock. We are in a much better shape than would be imagined, but as we always made it a rule to carry a heavy stock in storage, we were fully prepared for any such contingency as this. Our orders since the fire have been heavier than for any similar period since we have been in business, and accompanying them were letters full of sincere sympathy for our loss and the dealers showed their appreciation of our past efforts in their behalf by placing liberal orders."

WM. R. GRATZ IMPORT CO.

Many Big Orders Received by Wm. R. Gratz on His Western Trip—Prosperity in the Small Goods Trade Seems Universal and the Outlook All That Could be Desired.

The size and number of orders for import being received by the Wm. R. Gratz Import Co., of 11 East Twenty-second street, New York, are attributed by that firm to the optimistic feeling existing among the dealers in small goods throughout the country. Advices received from travelers show that the entire trade is fully awakened to the fact that the public is in a buying humor, due to the prosperity of the nation. They also find that there is more than a passing interest being taken in the forming of musical organizations, and a consequent increased demand for musical instruments of all kinds. The lines that he finds the most successful are the Antoine Courtois and Boland & Fuchs band instruments, and the F. A. Helmerding and Bauer & Durrschmidt's violins and bows, and the J. F. Kalbe "Vera," "Imperial," "Empress" and "U. S." grand solo accordions and the "Empress" harmonicas.

Wm. R. Gratz returned to the metropolis the early part of this week, after a trip which

for the number and volume of sales he has never equaled. Mr. Gratz, in an interview with The Review, said: "I have every reason to feel contented with the result of my trip. Not only have the jobbers bought well, but the dealers are placing orders with them that will quickly reduce their stock. From every section I heard of the general prosperity of the country, and, unless there is practically a total failure of the crops, the financial condition of the people will be such that they will have the means to purchase what they consider luxuries. I confidently look forward to the greatest year in the small goods line that the country has ever known, and I shall have our European houses prepare accordingly."

NEXT CONVENTION AT SPRINGFIELD.

The fifth annual convention of the American Guild of Banjoists, Mandolinists and Guitarists will be held at Springfield, Mass., April 4. The programme numbers to be rendered at the festival concert is diversified and interesting, and the event promises to be the most important in the history of the Guild. The affair is under the management of Myron A. Bickford, 352 Main street, Springfield, and the Cooley House is headquarters, where the banquet will be given.

JACOT MUSIC BOX CO.

The popularity being achieved by the Mira music cabinets, made by the Jacot Music Box Co., of 39 Union Square, is regarded by that house as being almost phenomenal, and the shipments being made to all sections prove that the dealers who are handling them are finding their product living up to its name, not only in tone but in its wonderful selling qualities. They report an excellent retail demand for them for this season of the year. Their new list of music is about ready, and they promise some arrangements of superior excellence of anything in the music cabinet line.

Lyon & Healy have taken out a copyright on the word "Washburn," which they have used since 1865 in connection with the specialties of their house.

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