

IN THE MUSICAL MERCHANDISE FIELD

WIDE MARKET FOR MUSICAL MERCHANDISE IN SUMMER

Small Musical Instruments Have Their Greatest Vogue During the Vacation Season—Carefully Planned Sales Promotion Campaigns Should Be Effective at the Present Time

The hot weather is now with us and people are flocking to the mountains and seashore for the Summer and for brief vacations. The talking machine dealer from past experience knows that sales of the larger model talking machines and the more expensive instruments are difficult to make in this season and that in many cases there is a dropping off in sales. It is a well-known business maxim that when one thing will not sell there is still hope of selling something else to tide over the slack period.

During the Summer the talking machine merchant has two excellent opportunities for booming his sales volume. One lies in the portable talking machine and the other in the sale of musical merchandise. This article will deal with the latter instruments. As a matter of fact, stringed instruments such as ukuleles, banjos, mandolins, etc., as well as harmonicas have their greatest vogue in the Summer months, and those dealers who have had the foresight to establish musical merchandise departments and who have the energy and ability to get right out and dig for business should have no difficulty at all in making the next few months very profitable.

One thing is sure—sales of small musical instruments will not come easily, for the simple reason that people planning vacations are so busy preparing that this item of the outfit is often overlooked. Therefore, it is up to the merchant to see that his prospects are reminded in time that a small musical instrument will add greatly to the enjoyment of the Summer.

Advertising and direct mail publicity will accomplish this result. The dealer should plan a careful campaign and in his advertisements reiterate again and again the enjoyment to be derived from a banjo, ukulele or other instrument. The opportunity of broadcasting a message through the newspapers to the public is

unsurpassed and a live dealer certainly can cash in on this branch of his business.

One very successful talking machine house in the metropolitan district which recently added a line of musical merchandise to its stock has instituted such a campaign and the results to date have been beyond expectations. This mer-

chant directs his advertising message mainly to the young folks and just prior to the closing of the schools for the vacation period pamphlets were distributed to the pupils in all of the local schools. This publicity was tied up with window displays in which small musical instruments and portable talking machines were made the basis of creating a picture of the Summer cottage and music. Several direct sales were traced to this window, people stopping to look and then coming in to inquire and finally going away with an instrument under their arm.

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Many more people looked at the window and then passed on, perhaps to come back later and make a purchase.

This little incident is merely related to show that the Summer can be made a time of prosperity and that there is no reason in the world why the talking machine dealer should go through a period of depression when there is business at hand. As has been stated before in this column, a small stock of musical merchandise requires very little capital and the space taken up by this department is usually space which can well be spared for this purpose and which is otherwise largely wasted.

Then, too, in view of the fact that the Summer months are the best for the sale of musical merchandise, the dealer is enabled to turn over his stock very quickly, thereby realizing an excellent profit on his investment. It is not too late for those dealers who do not handle musical merchandise to cash in on Summer trade. The best part of the vacation season is still before us and small musical instruments in sufficient quantity can quickly be secured.

HARMONICAS IN CHURCHES

Borrah Minevitch, harmonica virtuoso, who has been largely responsible for bringing the musical possibilities of Hohner harmonicas before the public, has recently played this instrument in the Baptist Temple of Philadelphia, with the result that the congregation has been added to the host of Hohner admirers throughout the country.