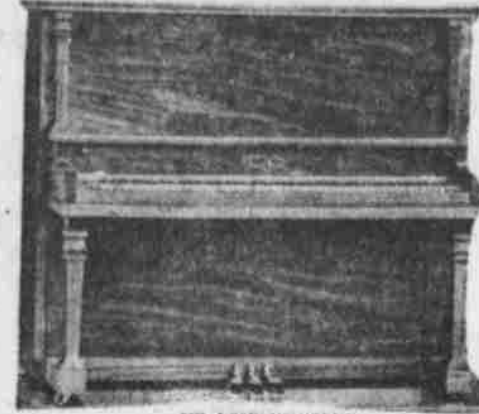


HADDORFF

A MASTERFUL INSTRUMENT possessing tonal beauties and charms that are wonderfully responsive to the moods and feeling of the musician.



CLARENDON

A PIANO of the highest grade and praised by thousands who use it.

# THE HADDORFF PIANO

Is recognized and acknowledged by many of this country's most eminent artists as being in the front rank of America's leading pianos.



Welcome Ak-Sar-Ben Visitors To Our New Display Rooms at 918 Farnam Street

## The Haddorff Piano

Is a Striking Example of the Truly High Ideals in Piano Construction

### The New Conservatory's Choice of Piano

**FACULTY**  
**VOICE**  
 Alexander Emalle  
 Ben Stanley  
 Carolyn Hamilton  
**PIANO**  
 Ben Stanley  
 Edith L. Wagoner  
 Francis Bestens  
 Gertrude Weath  
**VIOLIN, VIOLA, ETC.**  
 Henry Cox  
 Albin Huster  
 And Assistants  
**ORGAN**  
 Ben Stanley  
 Carol Marhoff

#### THE HADDORFF MUSIC HOUSE.

Gentlemen:—In adopting the Haddorff as the official piano of this institution for use in all of our studios we feel that we have made an excellent choice.

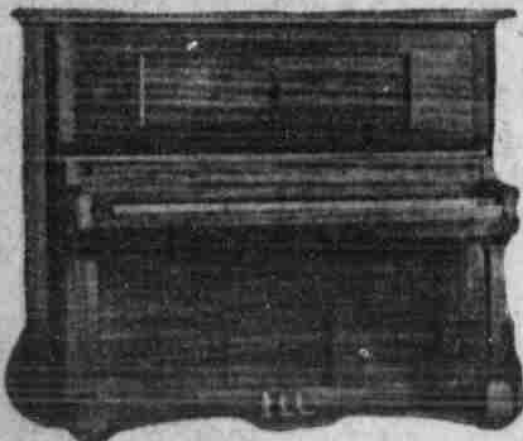
The various members of our faculty who are using the instruments speak so highly of them that I thought it might interest you to know that the Haddorff has made a distinctive "hit" in this institution.

Yours very truly,  
The Omaha Conservatory of Music and Art.  
E. F. Gallup, President.

**FACULTY**  
**WIND INSTRUMENTS**  
 Albin Huster  
 And Assistants  
**PAINTING**  
 J. Laurie Wallace  
**EXPRESSION**  
 N. E. Reed  
 Edwin Puls  
 Verouqa Petty  
**PIANO TUNING**  
 Chas. Thatcher  
**STAGE AND FANCY DANCING**  
 Mary Coll

Troubadours Player Piano

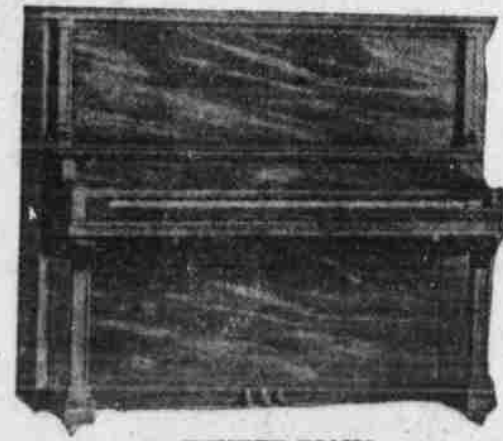
The Piano anybody can play and enjoy.



TROUBADOURS-PLAYER PIANO

Bennett Piano

Ranks with the highest grade pianos manufactured.



BENNETT PIANO

## THE HADDORFF MUSIC HOUSE

(Of Nebraska) W. M. ROBINSON, General Manager

### 918 FARNAM STREET

Omaha, Neb.

#### HADDORFF ENTERS OMAHA

Rockford Piano Concern Establishes Wholesale House Here.

#### W. M. ROBINSON IS MANAGER

Former Head of Piano Department of Bennett Company and Orkin Bros. Is Representative for Iowa and Nebraska.

W. M. Robinson, for many years a potent figure in piano selling in Omaha and who early this year became general manager of Iowa and Nebraska for the Haddorff Piano company of Rockford, Ill., has opened a wholesale house in Omaha. The Haddorff Piano company is one of the largest piano manufacturing concerns in the country and the states allotted Mr. Robinson comprise the choicest of distributing territory.

The Haddorff firm manufactures several distinct brands of pianos. The Haddorff, the Clarendon, the Bennett, the Sherwood, the Bishop, the G. A. Anderson and the Troubadour are all Haddorff makes. The Troubadour is especially fitted for piano player attachments. The Bennett is one of the most familiar makes to the Nebraska public and it is familiar in this connection with Mr. Robinson. Mr. Robinson sold hundreds of Bennett pianos during his years with the Bennett company here and it was with considerable pleasure that he affiliated with the company making that piano.

elsewhere has made him a recognized judge of piano values both in the territory adjacent to Omaha and that which is far distant. For five years he was with the Starr Piano company in Detroit and in Toledo. During the five years previous to that time he sold pianos for the well-known Wulfschneider concern of Indianapolis. In 1907 he came to Omaha to take charge of the piano department of the Bennett company, of which the Burgess-Nash company is the ultimate successor. He held that position during the career of the Bennett company and also during that of Orkin Bros. When the Burgess-Nash company was incorporated he transferred his allegiance to the Haddorff people in his present capacity.

Mr. Robinson opened the branch house at 918 Farnam street just thirty days ago. It is a long salesroom and is amply large to permit a most extensive display of the large line of the Haddorff concern. The house in Omaha is essentially wholesale, although a retail department is a part of the organization. Several salesmen are on the road in Iowa and Nebraska, working under Mr. Robinson's jurisdiction.

In Des Moines Mr. Robinson is in charge of a large store. He divides his time equally between the Des Moines store and those in Nebraska. Throughout the state of Iowa are 100 agencies who contract under Mr. Robinson's control. In Nebraska there are fifty. In addition there are several branches. For instance, Mr. Robinson purchased from the Burgess-Nash company their branch stores, which were then the property of the Burgess-Nash piano department and formerly of the Orkin Bros. department.

Mr. Robinson is a member of the National Association of Piano Dealers. He has been active in that order for the last fifteen years and has for the last two years acted as commissioner for Nebraska. He enjoys a close association with the musicians of Omaha, due to his long service here. Mr. Robinson has just sold his instruments to several of the musical conserva-

ories in Nebraska. The Lincoln Musical college recently purchased nine Haddorff models, the Alliance Conservatory of Music three, and Mr. Robinson has just completed a transaction which will place Haddorff instruments in the new conservatory of music in this city. The sales to these conservatories Mr. Robinson regards as a tribute to the worth of the pianos he handles. The output of the combined factories

is 12,000 pianos and player pianos a year. This average is steadily maintained and the sales force extends its efforts with that number as a base. According to Mr. Robinson, 8,000 pianos are constantly under course of construction. That fact clearly shows the time and workmanship that must be taken in building pianos. For the better part of a year each and every piano numbered in the Haddorff output is under construction.

The Haddorff piano has been acknowledged ever since its initial appearance some eighteen years ago to be a piano of softest tone and easiest execution by recognized experts. Frank La Forge, accompanist to Miss Schumann-Helink and formerly to Miss Sembrich, uses the Haddorff, and his recommendation numbers in the host of testimonials in the Haddorff vault. Mr. La Forge has appeared in Omaha several times and he will be here this winter with Schumann-Helink, and Omahans know the value of his recommendation.

One of the most conclusive testimonials Mr. Robinson has come from Max Oberindorfer, the concert pianist, who appeared in Omaha last winter in connection with the Thais Opera company. Mr. Oberindorfer uses a Haddorff whenever possible and is enthusiastic in regard to its quality.

Ralph Lawton of Chicago, who played at the big May festival at Des Moines, played a Haddorff from Mr. Robinson's stock. Mr. Lawton played at special concerts with the Chicago symphony orchestra.

Numerous other talented musicians have declared their desire for the Haddorff.

Speaking of his latest enterprise in the piano field, Mr. Robinson asserted that it was his firm conviction that he was allied with one of the biggest and best piano manufacturing concerns in the United States.

course, we are featuring the Haddorff piano itself, our other makes are not by any means inferior instruments. The Bennett is a piano of finest qualities. There are hundreds of homes in Omaha and Nebraska where the Bennett is a part of the furnishings. And in every one of those homes the occupants have all a word of praise for the Bennett. I sold Bennetts for many years with the Bennett company and the many customers to whom I made sales have been unanimous in their praise of the instrument.

"The Haddorff company is divided. The branch stores, such as this one in Omaha for instance, are termed 'houses.' This is the Haddorff Music House (of Nebraska). We concentrate our efforts here to wholesale business. While, of course, we sell retail here and in our branches in Nebraska as we do elsewhere, we are laying stress on the wholesale department in Omaha at present.

"We have a large show room here and we intend always to retain a complete display here. We have several men on the road selling our products to our agencies. We have been doing a very satisfactory business in Nebraska and hope to do a bigger business during the subsequent years. Our success thus far has been rather remarkable in starting and decidedly encouraging.

"I am dividing my time between Des Moines and Omaha. Of course, I am better known in Omaha than in Des Moines, but during my long service here I have become more or less acquainted with the wholesale trade of Iowa, which is very helpful in furthering the interests of the Haddorff Music Houses in Iowa."

#### The Haddorff Piano Factory at Rockford, Ill.

