

THE VOUGH PIANO COMPANY.

The Progress of This Institution and the Merits of the Instruments Which They Manufacture Are Fast Being Recognized Throughout the United States—Changeable Pitch Piano Is Now Finding Favor in Theatres, Music Halls and Studios—Some of Their Latest Styles Are Instruments of Decided Merit—The Black Diamond Express Monthly Has Just Paid This Company a Very Flattering Tribute in Its Current Issue—Something of Waterloo and Its Environment Interestingly Described at Length.

Members of the trade who have visited Waterloo, N. Y., have spoken in the highest terms of the products of the Vough Piano Co. made in that city, and dwelt with especial emphasis on the excellence of the Vough changeable pitch piano, which is gradually finding its way into prominent institutions, such as theatres, music halls, teachers' studios; in fact, wherever a piano and a convenient means of changing pitch are desired.

The hundreds of letters on file from eminent musicians and orchestral conductors testifying to the marvelous merits of the Vough changeable pitch piano at the company's offices, are certainly worth reading. They furnish splendid proofs that every claim made for this piano is amply substantiated; in fact, the Vough pianos are fast making Waterloo famous. This is evident from the fact that in all the literature written around

its manufacture. All parts of the piano are made within the plant, under the supervision of the members of the company, who are actively interested in the various departments, taking great care that no part enters into the piano before it is thoroughly examined and tested by them. The capacity of the plant is 1,500 pianos a year.

"The product of the Vough factory is of the highest grade. With the best of materials obtainable, and with every advantage in the way of machinery, light, heat and ventilation, the skilled workmen of this factory are enabled to send out to the music trade pianos which, from their durability, their delicacy of tone and touch, and their unusual staying in tune qualities, have given the Vough name an enviable reputation.

"In 1887 the Malcolm Love piano was first manufactured. With an ever-increasing demand, as it became better known, the 'Malcolm Love' pros-

of music immediately indorsed the 'Vough,' until within three years from the beginning of its manufacture it is in high repute in every State and is actively handled by the best and largest dealers.

"The change in pitch is made by means of a patent action, the invention of Mr. William C. Vough, president of the company. Being very



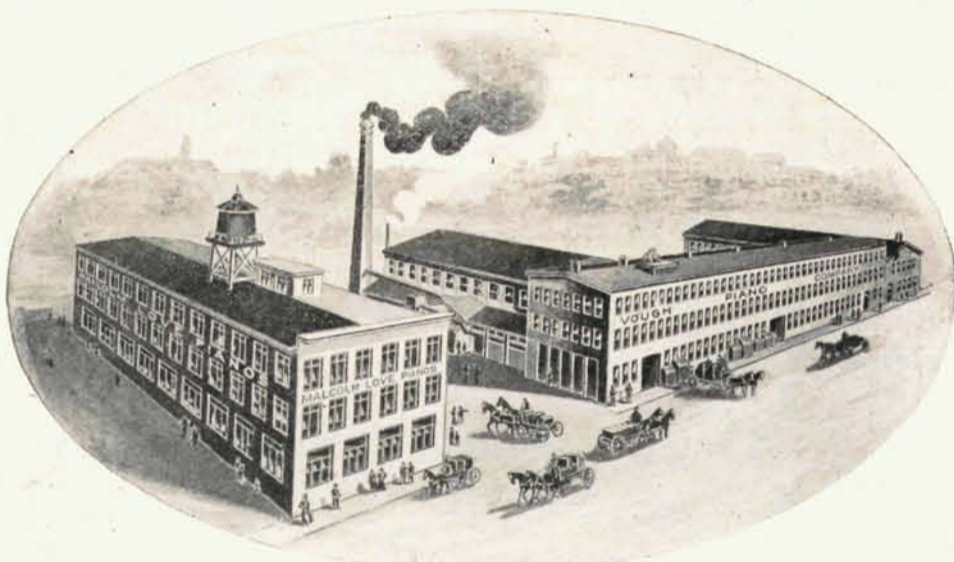
VOUGH CHANGEABLE PITCH PIANO.

simple, it is strong and reliable. It is not an attachment in any sense of the word, for the device is always in use in whichever pitch the piano is being played, but is a part of the regular action.

"Why is the changeable pitch piano desirable? Because fast music must have the high notes of concert pitch for the best rendering, and on the other hand, slow music requires the low, sympathetic tones of international pitch. For persons who appreciate music, no other argument is necessary. In the theater, the Vough can be used in concert pitch with the orchestra, and by simply moving the knob, can be changed in an instant to international for accompaniment to the voice. This decided advantage has placed the Vough into many a theater during the past three years. For all places where concert pitch is desired, the Vough has a unique advantage, for in other pianos there is from three to four tons more strain on the back and strings of the piano in concert pitch than in international; but in the Vough the strain is always the same, the lesser strain of international pitch.

"The advantages of the Vough piano make it a piano suited to any purpose. Last year it had a remarkable increase in output over 1904, and 1906 bids fair to bring the Vough an unexpectedly large increase over 1905. The outlook for this piano and this company is exceedingly bright.

"The personnel of the Vough Piano Co. is: President, William C. Vough; vice-president, Chauncey L. Becker; secretary, Charles D. Becker, and treasurer, John E. Becker."



VOUGH PIANO COMPANY, WATERLOO, N. Y.

that pretty section of the country, flattering tributes are paid the Vough Piano Co. and their products. In the current issue of the "Black Diamond Express Monthly" we find the following reference to the achievements of the Vough Piano Co., which are worth reproducing:

"The beautiful scenery which makes the Lehigh Valley Railroad famous throughout our land is to be found not only along the main line of that road. Several of the branches of 'The Lehigh' can boast of scenery which vies in beauty with that which entertains the traveler as he looks from the windows of the Black Diamond Express.

"Just as Seneca Lake presents one of the finest views to the through passenger, so does the outlet of that lake, the Seneca River, in its winding course to the eastward, give to the local passenger on the Waterloo and Seneca Falls branch, pictures which number among the finest in the 'ever beautiful Empire State.'

Situated on the Seneca River, five miles from where it leaves the lake, is the quaint little village of Waterloo. Though in number its 5,000 population does not compare very favorably with that of the cities of Central New York, Waterloo is well-known throughout the United States for the goods made within its borders. 'First-class goods' has always been the watchword of this enterprising village, and nothing but the best has ever been made in Waterloo.

In this little city there is an industry which bids fair in the coming years to become one of the largest of its kind—the Vough Piano Co., manufacturers of the Vough 'changeable pitch' piano and 'Malcolm Love' piano.

"The plant of this company is modern, and is fully equipped with all late machinery and devices for making the piano in every branch of

pered until it is handled by many of the best dealers in the various States. Wherever this piano is used, it is known for the high piano quality which it represents. In 1893 the 'Malcolm Love' received the highest possible honors at the World's Columbian Exposition in Chicago, where it was given all three awards—ribbon, diploma and gold medal—for tone, touch,

scale, material and workmanship.

"In 1903 the Vough Co. placed on the market an instrument that at once made itself known to the enterprising dealers in all parts of the country. This was the Vough 'Changeable Pitch' piano, the pitch of which can be changed from low or international pitch to high or concert pitch by simply moving a knob. Because of the advantage in having both pitches in a piano of the best quality, musicians, teachers and lovers



THE SENECA RIVER AT WATERLOO, N. Y.

DO YOU LIGHT STORE?

Do you light your store so that people will remember it as the brightest store in town, or do you use just what light is really necessary and save all you can on the cost?

C. A. Phelps, the dealer of Canton, Ill., advertises the Everett, for which he is the agent, as "The Everett Piano, the kind Nordica uses."