

Peo - ple like us — don't have to wor — ry,

PEOPLE LIKE US

A Humorous Fox Trot Song

HEAR IT NOW

JACK NORWORTH'S Biggest Song Hit!

"You can't go wrong With any FEIST song"

A DESCRIPTION OF THE PALESTRINA PLAYER ACTION

Some of the New and Exclusive Features Contained in the New Player Action Now Being Put on the Market by the J. P. Eustis Mfg. Co. Are Herewith Explained in Detail

The development of the player-piano from its first crude form to the present-day instrument represents a period of distinct mechanical achievement, musical possibilities and marked personal enthusiasm of both the artist and the artisan and consequently the announcement of still further improvement is of intense interest to the industry.

In presenting the Palestrina player action to the trade the J. P. Eustis Mfg. Co., of Cambridge, Mass., claims a definite forward step in player action development and backs its claims with the reputation of its house for genuine accomplishments in its field of endeavor during a business career of approximately a quarter-century, each year of which has witnessed a steady increase in the volume of business transacted. It is this reputation for a strict adherence to quality ideals that the J. P. Eustis Mfg. Co. had in mind in the development of the Palestrina action to a point where it can be offered with confidence to the industry.

The Palestrina action, like the Liberty motor and other mechanical achievements, is not the product of the mind of one man, but rather the result of the combined and co-ordinated experience and efforts of men of wide knowledge in their respective lines. One of the four has had thirty-five years' experience in the principles of

pneumatics; another forty years in the fabrication of metal; the man responsible for the making of dies has devoted forty years of his life to this particular work. A technically trained man of natural philosophy and physics completes the creators of the Palestrina action.

To technically describe the action in detail would involve a maze of words, all of which could not adequately convey the distinct purpose of its creation—the perfect reproduction of music. In order, however, that those interested may have the opportunity of seeing, hearing and believing, the J. P. Eustis Mfg. Co. is arranging a series of demonstrations of the instrument. An interesting booklet describing the entire mechanical details has also been prepared by the company. In demonstrating this action its tempo control and dynamic force have elicited much praise. The immediate "come back" of the action to a slight touch on the pedals is a surprise to those first using it, and particularly pleasing to the one playing it is the facility with which he is able to interpret his thought in the playing of the roll.

Many exclusive features are to be found. The theme control is remarkably efficient, allowing the aria or melody of the composition to be properly accented irrespective of whether the roll is specially cut for accent or not.

The transposing device, operated by a lever, allows a variance of five keys. It is built upon the principles of a bar within a bar, the speaking tubes and tempo scale remaining stationary and the rest of the tracker box sliding. Thus transposing is accomplished without throwing out other controlling devices. This is one of the exclusive features of the Palestrina. Another is the automatic tracking device, which is independent of the valve control and is almost human in its action, correcting immediately the slightest variance of the roll.

An even pull of the roll (differing from the old condition of light tension at the beginning to the heavy tension at the end) has been made possible and absolutely sure through the use of a compensating brake acting directly upon the roll.

While wood is only used in the bellows and pneumatics the Palestrina is not marketed on the basis of its being a metal action. First and foremost it is a playing device and in the accomplishment of this purpose the best materials for each specific purpose are used. After thoroughly and exhaustively studying the subject the creators of this action have decided that, with the exception of the two places before mentioned, metal is the most desirable. In its construction, therefore, seven distinct metals are used and it is pointed out there is not an inch of lead, rubber or fabric tubing in its construction. It is further claimed that it is impossible for any of its parts to swell, shrink, absorb moisture or leak and in its construction is found the master workmanship of the metal artisan. The joining of every metal part has been given the utmost thought and consideration and is either silver soldered, welded, brazed or sweated together.

The valves, easily accessible, are complete in themselves and the construction is so standardized throughout that every part is interchangeable. The action is produced in three units and installed with the utmost simplicity. It is also so designed that it does not blanket or obstruct the tone of the piano and allows the tuning of the piano itself and repairing of piano strings to be accomplished without the removal of the action.

In a visit to the immense plant of the J. P. Eustis Mfg. Co., of Cambridge, Mass., it is possible to better appreciate the perfection of its production and the exacting care with which each part, both major and minor, of the Palestrina is made. Under this one capacious roof the action is constructed in its entirety. Not only is the plant efficiently laid out from the basement to the roof, but each department is equipped with the most modern machinery for the purpose. While expert workmen are employed in all processes the machines are so simple and efficient and the tools and dies are so exact that the production of the instrument does not rely on the often uncertain human equation.

The Palestrina has been many years in development before its initial offering and, in view of the business stability and standing of the house back of the product, the prospects for that action becoming a permanent factor in the trade are most assuring.

Mr. Tuner:

No doubt you are frequently called upon to regulate and tune player-pianos of ancient construction and with very unsatisfactory results.

We believe you could, in many cases, interest the owner in a new player action to be installed by you in his piano and at a very moderate expense.

We can make an action that will fit any scale of piano, if you supply the measurements on a printed form we could send you, and it would come to you in such shape that it would be easy for you to install it in the piano, probably in two or three hours at most.

The price for the actions and the profit you could make on the work would be very attractive to you.

If you are interested, we should be glad to give you further information, with prices and terms.

SIMPLEX PLAYER ACTION CO.
Worcester, Mass.