

'Tickling the Ivories' Passe, Technician Says

The old expression "tickling the ivories" is just about passe now, according to Herbert A. Sorg, a local piano technician.

The latest word from the piano manufacturing field is that ivory is no longer being used in the production of piano keys. Modern plastic has replaced it and so the century old craft of cutting, bleaching and matching elephant tusks for use in pianos is becoming a lost art.

That is only one of the many evolutionary changes which the familiar piano has undergone in recent years, says Sorg. The public has become

aware of the change in cabinet styles, but not so much is known about the important re-designing of the interior mechanism which the restyling has demanded. Now stringing scales, new action and key developments, and even new soundboard materials have changed the whole concept of what once was standard piano design.

THE PIANO technician who fails to keep up with the new developments finds himself at a complete loss when it comes to tuning and servicing the modern pianos. That is of

why The Piano Technicians Guild, an international organization of professional craftsmen, holds technical clinics three or four times each year in various parts of the country.

Los Angeles will be host to the Guild's next convention and technical institute July 24, 25, 26, 27 at the Statler-Hilton Hotel. Here will be assembled pianos of American, Canadian, and overseas manufacture for inspection and demonstration.

Scheduled are 12 separate workshops covering all phases of piano service, and serving

as instructors will be skilled technicians from factory and field. The workshops, or clinic, will continue for four days so that the hundreds of technicians who attend the convention may be given an opportunity to bring their skills up to date.

A SPECIAL feature of the convention will be Music Promotion Nite the evening of July 25th. This is specially arranged for music teachers and advanced pupils. Alfred Knight of London will be the principal speaker; his topic — "The Magic of Music."

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