

**Gibson Guitar Used Exclusively by Lucas**

**Well-known Radio and Recording Guitar Artist Big Aid to Retail Dealers Handling This Line**

KALAMAZOO, MICH., May 23.—Nick Lucas, guitar soloist now touring the Middle West, is probably recognized as the most prominent guitarist making records, according to Frank Gibson, advertising manager of Gibson, Inc., maker of the instruments used by him.

Mr. Lucas, who was a member of the Oriole Orchestra at Edgewater Beach, Chicago, for a long time, gained an enviable reputation over the radio and requests poured in for repeats when Lucas did his stuff on his Gibson guitar.

Since he has been recording for Brunswick and broadcasting from all of the largest stations, Gibson, Inc., has noticed a decided increase in the demand for the Gibson guitar in all sections where Mr. Lucas has played. Gibson representatives all over the country are

cashing in on Gibson guitar sales by using Nick Lucas records for sales helps.

Nearly all radio and recording artists on the guitar are now using Gibson guitars because of the volume and wonderful quality of tone, Mr. Campbell reports.

**Parker Music Co. Has New Store in Dallas**

**Well-known Houston Music Firm Opens Large New Branch Store, Fourth in Its Chain**

DALLAS, TEX., May 25.—One of the newest additions to the retail trade of Dallas is the Parker Music Co., which has just opened a store at 1821 Main street. The establishment is a branch, the headquarters being in Houston and other branches in Galveston and Waco. It is reported that the combined branches will carry the largest stock of band and orchestra instruments in the South.

The Parker organization is the state agent

for Holton band instruments made by Frank Holton & Co., Elkhorn, Wis., and has established a big trade in them among the musicians of this section. This is the line of band instruments that the Parker stores all handle exclusively. The local management is in the hands of C. C. Snell, formerly director of the Gainesville Boys' Band.

**B. & J. Issue Supplement to Firm's Regular Catalog**

**Twenty-four Page Book Lists Large Number of Lines Not in Regular Catalog of House**

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, 5-7-9 Union Square, New York, announced his week the publication of a new twenty-four page supplement to their regular catalog No. 132 which is now being distributed to the trade. This new booklet lists a large number of lines not in the regular catalog at price reductions ranging from 25 to 33 1/3 per cent so that the dealer who is on the lookout for Summer merchandise can take advantage of this opportunity.

The reason for these changes, it was explained by a member of the firm, is the fact that there is a scarcity of warehouse room for some of these items which are being discontinued. The supplement contains an entire page devoted solely to price changes from the regular catalog so that it is necessary for all regular customers of the firm to write for it.

The Wondertone line of tenor banjos is enjoying a remarkably fine demand right now, according to an official of Buegeleisen & Jacobson, and it is expected that the Summer will see this ever popular line of instruments running bigger and bigger in demand.

Buegeleisen & Jacobson will be represented at the convention by Felix Baer of the sales staff and he expects to meet friends of the firm and discuss their coming needs.



**Aiding Vegaphone Sales**

LEADING artists have selected the Vegaphone Banjo as the finest instrument obtainable. Their choice has dominating influence which, combined with their enthusiastic praise, forms a decided sales aid.

Typical of the many artists who use the Vegaphone are Eddie Peabody, radio banjoist—the Mitchell Brothers, exclusive Victor artists—Joseph Brannelly, recording in London for Victor, Vocalion and Columbia. Also Vic Carpenter, Otis Mitchell and Brent Hayes, premier vaudeville artists.

*Established Retail Prices*

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