

A Banjo With a Neck Nine and One-half Feet

Special Instrument This Size Is Made for Portland Small Goods Department of Sherman, Clay & Co.

PORTLAND, ORE., December 26.—Three artists of the banjo are inspecting an enlarged model of the famous Montana banjo, which was made to order, by F. E. Coulter, a luthier of Portland, maker of special odd-sized instruments. The instrument was built for the small goods



The Jumbo Banjo

department of Sherman, Clay & Co. for demonstration purposes, and it is to be used in a series of presentations before schools, clubs and musical centers by "Inky" Henneberg, staff banjo artist of KOIN, and Joe Sherman, staff banjo artist of KGW.

These two young men are seen in the picture, one each side of Howard Stanchfield, manager of the small goods department of Sherman, Clay & Co., who is explaining just how it can be done. Some idea of the size of the instrument can be realized by comparing it with the young men, who by the way are real "he-men." The head of the instrument measures twenty-eight inches and the neck is nine and a half feet long.

On account of its unusual length special wound strings were found necessary, and these were spun to order in the piano shops of the San Francisco headquarters of Sherman, Clay & Co. The instrument is true to scale, being identical in every way to the Montana. It has the original fret markings and head scroll, with the resonator trimmed with metal around the edge as found on the Montana and, of course, is all white. The materials used were holly and birdseye maple. It was found advisable to enamel the shell of the drum and reinforce it on the inside. This was found necessary in order that it might stand the pressure required to bring the instrument up to the required pitch. The instrument itself is tuned one octave below the voice of the plectrum banjo.

Messrs. Sherman and Henneberg expect to do considerable practicing before they master

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the instrument and have decided that it will take both of them to play it—in other words, one will do the fingering while the other strums.

New Vegavox Breaking All Vega Sales Records

BOSTON, MASS., December 27.—The Vegavox, the sensational new banjo recently launched by the Vega Co., Inc., makers of Vega banjos, 155 Columbus avenue, is breaking all records for Vega banjo sales, according to William Nelson, general manager of the company. Every week brings the record of a new host of high-grade banjoists, equipping themselves with the Vegavox, and recent players include Joseph Petracca, of Gene Rodemich's Orchestra; C. Edgar Harper, of Salem; John Zerpolo, of the Lido Venice Orchestra; Pete Fitzgerald, of the Club Karnac; Jim Ferrara, of Mordy Pearl's Orchestra, and Tony Petracca, of Providence. The Vegavox is proving to be a lusty infant, according to Mr. Nelson.

Deagan Tuning Forks for Standards Bureau

CHICAGO, ILL., December 27.—J. C. Deagan, head of J. C. Deagan, Inc., manufacturer of percussion instruments, has been supervising the manufacture of twelve special tuning forks which are to be added to the equipment of the Bureau of Standards, Washington, D. C. Although the Deagan firm is best known for its bells and chimes, xylophones, marimbas, etc., it is also one of the largest manufacturers of tuning forks in the world. The Bureau has used Deagan forks for many years. J. C. Deagan has long been acknowledged an expert on pitch, and it is due to his activities that the A-440 pitch was adopted as standard in the United States.

Fischer Features the Leopold Auer Chin Rests

Leopold Auer chin rests for the violin are being featured by Carl Fischer, Inc., wholesale distributor of these products. This popular chin rest was designed by the most famous of all violin teachers, Leopold Auer, and is designed to insure a perfect grip and the comfort of the player. It is made of fine ebony with best quality trimmings.

Consult the Universal Want Directory of The Review.



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Oscar Schmidt Celebrates His Seventieth Birthday

Head of Oscar Schmidt, Inc., Celebrates by Putting in Full Day at His Desk in the Office

JERSEY CITY, N. J., December 28.—Oscar Schmidt, founder and president of Oscar Schmidt, Inc., manufacturer of stringed musical instruments, 87-101 Ferry street, has celebrated his seventieth birthday. This birthday was observed in the same manner as the previous ones by putting in a full day at the office, for Mr. Schmidt is still the active head of the business. He spent the day, however, opening telegrams and messages of congratulation, for he has a host of customers and friends.

Mr. Schmidt founded his business in 1879 and has two years to go to round out a half century. He has been the guiding head of the business since its inception, and it has been his own intensive efforts that built the business up to a point where it now puts out stringed instruments of quality at a price to meet every purpose. The Schmidt trade mark "LaScala," "Sovereign" and "Stella" are known the world over on banjos, ukuleles, guitars, mandolins, lutes and balalaikas.

Mr. Schmidt reports that the tag end of the year brought about improvement in sales conditions and he looks forward to a marked resumption of demand in 1928. "I am out to make a new high record in 1928—and I'll do it," said Mr. Schmidt to a representative of The Review.

Carl Fischer Diary Distributed to Trade

The holiday season brought forth the annual distribution to the trade of the Carl Fischer, Inc., diary for 1928, with its convenient memoranda, calendars, tables of weights and measures and various other handy information. With the booklet came the following sentiment from the head of the business, Walter S. Fischer:

"Among time-honored customs to which our century has fallen heir, perhaps the most pleasant is the annual habit of wishing one's friends and associates a Merry Yuletide and a Happy and Prosperous New Year.

"There are so many features that enter into the year-to-year success of our business, but probably the most important one and surely the most human one is the feeling which exists between our customers and ourselves.

"The coming year will find us earnestly endeavoring to serve you more thoughtfully and capably, and striving harder to cement even more strongly the relationship which exists between us.

"With this letter we include a small diary, as a symbol of our good will, which we hope will prove of some use to you during 1928."

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