Carries More Piano Advs. Than Any Other Trade Paper—Read Presto Ads

PRIMITO

Established 1884

THE AMERICAN MUSIC TRADE WEEKLY

10 Cents; \$2.00 a Year

NUMBER 1967. Entered as second class matter Jan. 29, 1896, at Post Office, Chicago, under Act of Mar. 3, 1879.

CHICAGO, APRIL 5, 1924

Published weekly by Presto Publishing Co., 417 S. Dearborn St., Chicago, Ill. 40TH YEAR

DON'T DEFY THE SEASONS—

work with them. Administer your business in conformity with natural laws. Taking inventory December 31st, not only costs more than at June 30th, but its influence is demoralizing.

It's bad psychology to close an old year and commence a new one in the middle of the best business season. Time is the creation of man—the Seasons are inexorable. Adopt a Fiscal Business Year—it's the only element you can control.

(This page donated to Music Industries by the United States Music Company.)