

# *A Sight for* **SORE EYES**



Meet the two new Dance Masters — the De Luxe and the Natural. The De Luxe is *de luxe* in every meaning of the word, extravagantly beautiful, fine, appointed with a wealth of new features. No location could refuse to accept this magnificent phonograph regardless of how hard to get the location might be. With the De Luxe or Natural to offer any location is yours at once! See the photos in full color.

**Natural Dance Master, Bright, Snappy, Universal.** We call the Natural “Universal”—everybody wants it, everybody likes it, it fits in everywhere. Harmonizes ideally with the color scheme of every establishment, and calls attention to itself because it’s so bright, fresh and distinctive. A rich, luxurious instrument that lends beauty to the location. No picture can do it justice but the full color photograph on the third page following will give you a working idea of its great beauty.

# DeLuxe

## Dance Master

Smart, sophisticated, sleek—a modern design that is really clever. Notice how the inlays of wood center attention and focus interest on the speaker, the multiple selector, and the program holder.

**Color in Veneer.** Every delightful shade of characterful veneer. Three tones of luxurious hard wood—curly maple, figured American walnut and quartered striped walnut.

**Multiple Selector.** Select your choice of records—in advance. This new multiple selector device enables you to choose—in advance—the record, or records that you like. Twelve easy-to-read, white buttons, with large black numerals, are arranged in a circle. If a patron fancies selections 1, 5, and 7, he places 15c in the machine, chooses the three proper buttons, and the machine does the rest. The large center button enables patrons to change selected buttons. If no selection is made, the machine automatically plays the next record in line.

**Lighted Program Holder.** Program holder is tipped back and fully lighted from inside bulb. No more uncertainty about the name of the selection. Easy to read even in dimly lit taverns. Metal plate with title slips can be slipped out of holder in a jiffy, making it easy to insert names.

**Larger Program Holder for Printed Record Slip.** All large record companies now supply printed record slips giving the name of the selection and the recording orchestra or artist as well. This new program holder fits these slips—no more fuss and bother typing program slips. Makes a neat, uniform appearance.

**Leg Adjusting Screws.** Four easily-adjusted screws compensate for uneven floor and keep the machine on an even keel at all times. Better yet, they keep this De Luxe Dance Master off the floor and away from dirty mops.

### **Triple Coin Slot—Single Slot if You Wish.**

An original Mills money-making principle. The triple slot accepts nickels, dimes, and quarters and gives one play for each five cents inserted. The De Luxe Dance Master will accept the equivalent of 20 nickels.

### **Time-Tested Mills Ferris Wheel Principle.**

No record-changing principle has ever given the satisfaction of the Mills ferris wheel. Sturdy, reliable, and as near trouble-proof as human ingenuity can make it, the Mills ferris wheel principle has proved its reliability in thousands upon thousands of Mills Automatic Phonographs, Mills Troubadours, and Mills Dance Masters. In the De Luxe Dance Master you get the same proven reliability, engineered and refined to the nth degree.

**Improved Speaker and Amplifier.** A more perfect and realistic tone, with tremendous volume, made the Mills Standard Dance Master the most popular coin-operated phonograph ever produced. In the De Luxe we offer an even better amplifier and speaker. Better tone, clearer reproduction, these are the things you get in the De Luxe.

**Floating Power Speaker.** The floating-power speaker was a principle first applied in the Dance Master. The cone is full-floating and mounted on a rubber-insulated baffle board. The new De Luxe speaker is stronger, sturdier. A new idea in cone construction helps cut out needle scratch.

**Automatic Operation.** Simply plug in on any 110-volt AC 60-cycle current.

**Outside Volume Control.** Volume control is accessible on outside of case at back.

**Outside Light Switch.** Light switch located on outside of cabinet so that light can be shut off during the day if desired.

**Twelve Records—the Correct Number.** Not too many records to put a strain on your pocketbook. Not too few to disgust the patron with a limited selection. Twelve records—just the right number for economical variety.

**Impressive in Size, Yet Easy to Handle.** Like the Dance Master, this De Luxe model is big enough to be impressive, yet not so large as to be cumbersome to move. Size, 38½ inches wide by 21¾ inches deep, by 50 inches high. Weight 290 pounds (packed for shipment, 365 pounds).





MILLS DELUXE DANCE MASTER





MILLS NATURAL DANCE MASTER