

# Class

*will always tell*



You can't fool the public when it comes to class. They know the best when they see and hear it. Class and class alone has made these four Dance Masters the most popular coin operated phonographs in the world.



# De Luxe

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.

**Large 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.

**Casters.** All models equipped with substantial, easy-rolling casters. Helps you get every possible nickel from each location. Roll the machine up front to the bar during the day—roll it back to the dance floor at night.

**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 21¼ inches deep, by 50 inches high. Weight 290 pounds (packed for shipment, 365 pounds). With special rack it can be transported on your car.





MILLS DELUXE DANCE MASTER



# Standard

The Mills Standard Dance Master is a remarkable example of modern design and undoubtedly the most popular phonograph ever built for coin operation. Thousands of these beautiful instruments are located in establishments all over America, many of the instruments being two years old or older, and yet every new day sees their popularity increasing. Every dollar ever invested in the Standard has been paid back to its investor many times over. This smart, graceful Dance Master harmonizes perfectly with the decorations in all locations, advertises itself by its modern appearance, delivers music of supreme quality for dancing and customer entertainment.

## FEATURES OF THIS GREAT PHONOGRAPH

The Dance Master automatically plays 12 records, of any make, amplified electrically for tone and volume. It embodies the very latest developments in amplification, improvements which were unheard of three years ago. While easily giving 50% more volume, it clearly reveals all instruments in the band, all tones of voice—music just as real and entrancing as if the actual performers were in the room. Your customers will unanimously say it's better than a band, and they'll play it for hours, and dance, dance, dance till they're ready to drop. That's the hold the Dance Master gets on them everywhere!

**Selection:** allows patrons to select any desired record for rendition.

**All automatic:** plug in on any 110 volt, AC 60-cycle, current.

**Baffle** floats in rubber to eliminate case resonance.

**Speaker:** full floating cone in latest type dynamic speaker.

**Pick-up:** designed to pass with flat curve all frequencies in audio range.

**Amplifier:** specially designed to eliminate AC hum. Gives nothing but music.

**Needles:** 2 Marathon needles furnished, good for at least 2,000 plays each. Take in \$200 with these 2 needles alone!

**Cabinet:** modern design, choice of green and silver or black and silver. Matches all surroundings.

**Mechanism** and interior decorations designed for human interest.

**Volume control:** accessible on outside of case at back.

**Choice of triple or single slot.** Triple slot accepts nickels, dimes and quarters and plays proper number of times for each coin.

**Casters:** All models equipped with substantial, easy-rolling casters. Helps you get every possible nickel from each location. Roll the machine up front to the bar during the day—roll it back to the dance floor at night.

**Wall boxes and speakers,** to match new modern design of the Dance Master, are available for all locations.

**Small floor space** needed 38½" wide x 21¾" deep x 48½" high.



MILLS STANDARD GREEN AND SILVER DANCE MASTER



# Standard

Two More Standard Dance Masters Identical with the Green and Silver Model Except for Appearance

**BLACK AND SILVER** The Black and Silver Standard Dance Master is a phonograph of stately magnificence offering users a very rich appearing cabinet for the finest surroundings.

**NATURAL FINISH** Mills Natural Dance Master, again the same phonograph finished in the natural wood without paint or stain, is much sought after for locations using natural or modernistic design.

## THE CASH BOX

*The cash box in all Dance Masters is always heavy, bursting with fat collections, helping to pay back the cost of the instrument in record time. Read how the Dance Master, in all models, makes money for the phonograph operator.*

"I have the Dance Master in a nice location, and people qualified to judge tell me it is the nicest machine they ever saw. The first seven days it took in \$43.00."—John Foss, Maine.

"The two Dance Masters are on location and are doing fine. We checked \$13.95 from one in two days' play. There is no trouble about getting locations for these machines."—Joe Hampton, Kentucky.

"Am pleased to report that my Dance Master during the four weeks that it has been in operation has taken in \$107.90. It is located in a restaurant with dance floor in the rear."—J. E. Meyers, Kentucky.

"The two Dance Masters that we received from you are very satisfactory, and have been averaging over \$40.00 per week."—Tony Musci, West Virginia.

"I certainly am wild about my Dance Master and 'Master' is the right name, because it is one wonderful machine. It gets about \$5.00 a day on the spot I have it."—P. J. Sater, Missouri.

"My Dance Master Mills Phonograph receipts were \$54.35 from June 1 to June 15. I have had no trouble with this instrument."—William Willinsky.

"Am very pleased with Dance Master (De Luxe). Think it an improved Dance Master."—A. L. Clark, Mississippi.

"The De Luxe is a honey; we have a satisfied location and we are well pleased with its operation."—Robert Ehrhardt, Louisiana.

"The eleven phonographs on this hill trip netted me \$213.45 for the two

weeks, an average of \$19.40 per machine. This is a dollar per machine better than the previous trip. The remainder of my machines are located in and around Lexington and are doing almost as well. My total income for August from phonographs and games was \$1,113.00 and it has exceeded \$1,000.00 for the past three months. I am well pleased with prospects for the Fall season and daily learn of new spots for Dance Masters. I will send a September report when I compile it."—J. E. Meyers, Kentucky.

"The De Luxe Dance Master has been in service about three weeks and is going fine, getting better play every day. It has worked perfect in every way, and I am fully satisfied with my purchase."—A. B. Monroe, Mississippi.

"I have never heard or seen a machine that can come up to the new Dance Master and will be giving you an order for eight more machines within a few days."—T. J. Rathke, Wisc.



MILLS STANDARD BLACK AND SILVER DANCE MASTER





MILLS STANDARD NATURAL FINISH DANCE MASTER