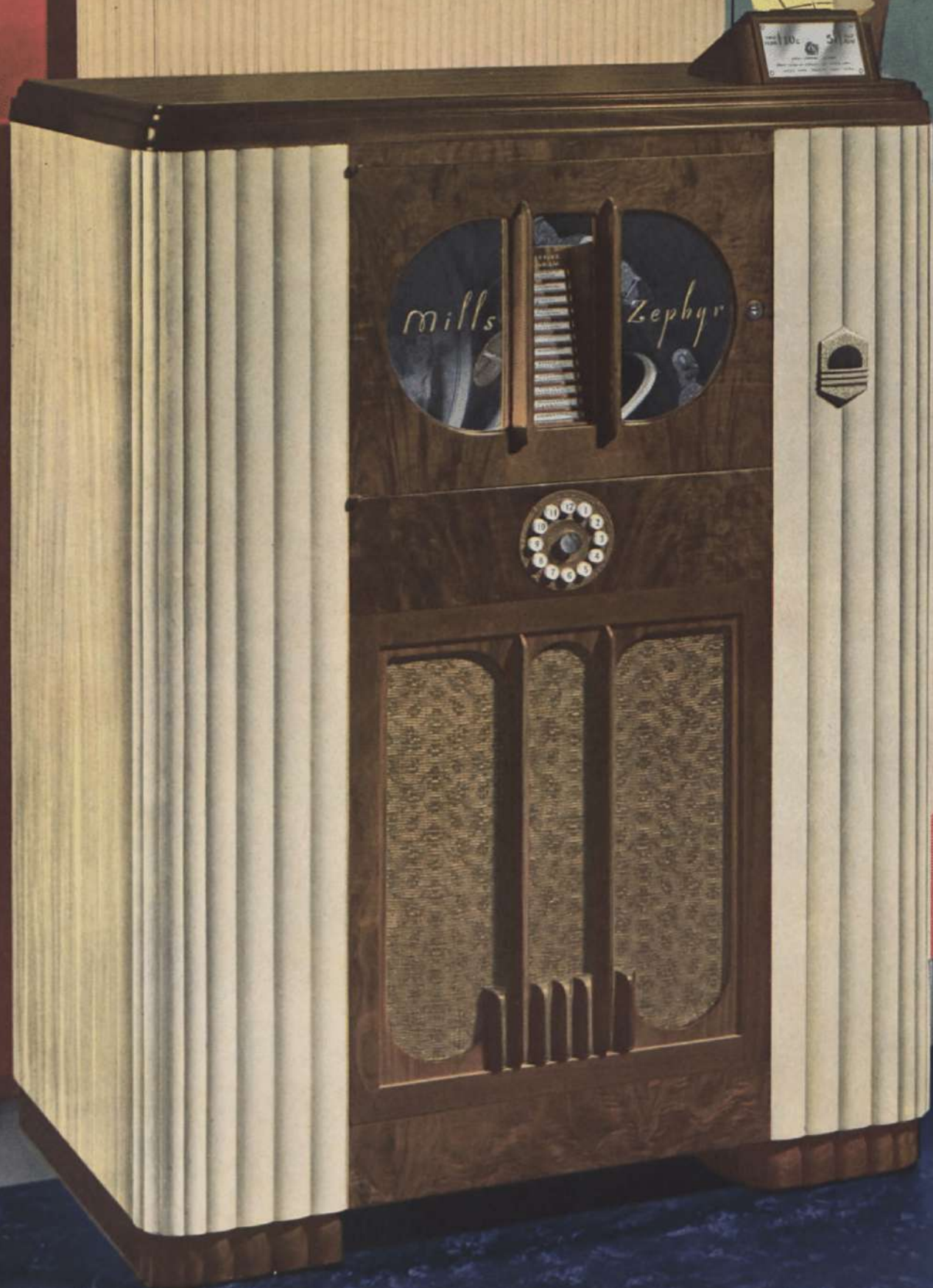


We built Mills Zephyr, the world's most modern phonograph, because a nationwide survey showed that the greatest need today of all locations was for *Personality Music*. The locations didn't demand "Personality Music" in so many words, but when tens of thousands of reports were arranged, digested, added up, and assimilated, we found they could all be translated into two simple words: Personality Music.







The music-loving public, that vast clientele of phonograph patrons, were getting tired of the monotony of phonograph music. Though the tunes were different, the players different, the singers different, one phonograph record had a way of sounding just like every other phonograph record. Phonograph music had become *standardized music!*

MILLS

*Zephyr*

THE WORLD'S MOST  
MODERN PHONOGRAPH

But what people crave is personalized, individual music. Music that expresses the individuality of the band, the people in it, and the instruments being played. No two violins are alike. No two instruments of any type are alike. No two musicians play the same instruments so that they sound alike. A man, an instrument, an orchestra only become worthy of recording when they have PERSONALITY. It's in their performance. It's in the record. *The public wants it brought out by the phonograph.*

*Personality Music!* To achieve Personality Music we created the Zephyr, the first and only phonograph of its kind. And its distinctive and inspiring performance has two simple secrets behind it: Zephyr is the first phonograph with *Sound Ensemble* and *Acoustical Cabinet!*

#### THE FIRST SOUND ENSEMBLE

Anyone can make a phonograph. You can go out and buy—from a dozen different sources—amplifiers, tubes, pickups, tone arms, speakers, motors and wire, hook them up, throw on a switch, and play a standard phonograph record *that sounds pretty good!* This, in a crude manner of speaking, is the way phonographs have been made in the past. But Mills found that standardized equipment, and standardized assembling procedure was the cause of standardized *performance*, the impersonal, colorless renditions that made one record's general tone so closely resemble another's.

We found the first source of Personality Music to be the Sound Ensemble. With unlimited musical experience to fall back on, and with two years of intense investigation and experiment, we finally found the *right combination* of pickup, tone arm, amplifier, tubes and speaker. Each part of the sound system, though it has a function all its own, is not considered on its own quality or efficiency, but rather on its ability to *cooperate with the other parts* to give the perfect rendition of the record. The first sound ensemble!

#### THE FIRST ACOUSTICAL CABINET

The old masters, in making a violin, selected their woods with infinite care, designed their shapes and proportions with real art, and finally built their instrument with flawless craftsmanship. Exactly the same attitude has been used in creating the Zephyr's remarkable cabinet, *the first acoustical phonograph cabinet.*

We designed a cabinet of semi-rare woods, with as much hidden skill expressed in the interior as in the beautiful external surface. Endless tests, revisions, and improvements guided the decision regarding shapes, proportions, and thicknesses, so vital to sound expression. A special Zephyr baffle was also designed to control case resonance and insure perfect tone. Every possible acoustical factor has been measured, tested, and brought under control by a perfectly balanced cabinet especially designed to accompany the remarkable Zephyr sound system. And as a consequence there's as much difference between the tone of the Zephyr and that of an ordinary phonograph as between the tone of an old upright piano and a superb concert grand used to accompany an opera singer!



# Superb Quality at Low Price

Zephyr steps out and runs away from the entire field! It gives the word "phonograph" a new meaning. For the first time it introduces and guarantees *Personality Music*, the one outstanding requirement of the playing public. It gives all this in the most modern and comprehensive form in one of the most beautiful and distinguished looking cabinets ever designed. *Yet Zephyr is low priced*, without any doubt the greatest phonograph value of all time. When you see the figures you will want to know how we can do it. The answer is *huge production* under efficient management in the great Mills Factory.

## ZEPHYR SUPERIORITIES

- Biggest Buy—Lowest Cost. Let Us Quote You!
- The Only Phonograph Capable of Rendering Personality Music—Bringing Out the Full Personality of the Piece, of the Band, and of Every Instrument in the Band.
- New Amplifier Does Full Justice to Low Tones and Higher Frequencies Alike.
- Dual High Fidelity Controls Suit the Instrument to the Location.
- New Electro-dynamic Loud Speaker Perfectly Reproduces Every Fine Shading of Tone of Each Instrument in Orchestra. Quality All Customers Love!
- Crystal Type Pickup — Less Needle Pressure, Longer Record Life.
- Cabinet of Breath-taking Beauty, of Figured Butt Walnut and Figured Prima Vera, Exclusive Spectrum Light System Illuminates Mechanism.
- Two Slug-proof Slots—Choice of any Two Slots in 5c, 10c, and 25c Denominations.
- Multi-Selector — Brilliantly Lighted Program and Chassis—Automatic Record Counter—Innumerable Other Operating Conveniences.

Give the Public What It Wants:

PERSONALITY MUSIC

Mills Novelty Company, 4100 Fullerton Ave., Chicago