

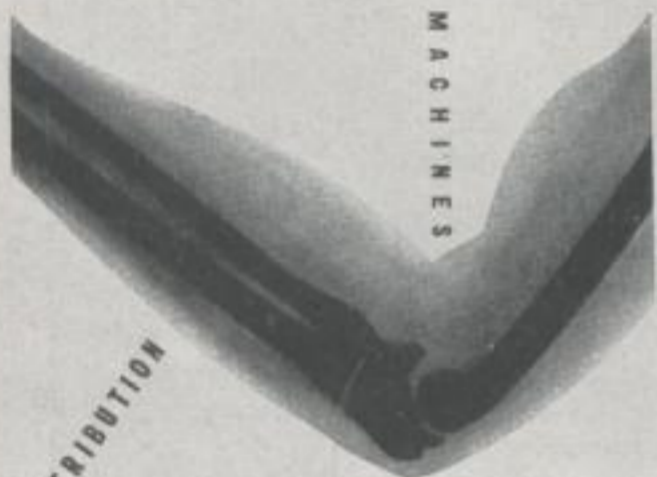
Advertisements and Folders of the  
MILLS NOVELTY COMPANY,  
Chicago



## ELBOW GREASE

Mechanical distribution not only increases the sale of your product in stores but secures many new outlets other than stores. People prefer to buy well-known goods by automatic machine. Why not humor that preference and economically increase your gross sales at the same time?

VENDING MACHINES



DISTRIBUTION

**MILLS NOVELTY COMPANY**  
CHICAGO

World's Largest Manufacturers of Coin Operated Machines

## ON WITH THE DANCE!

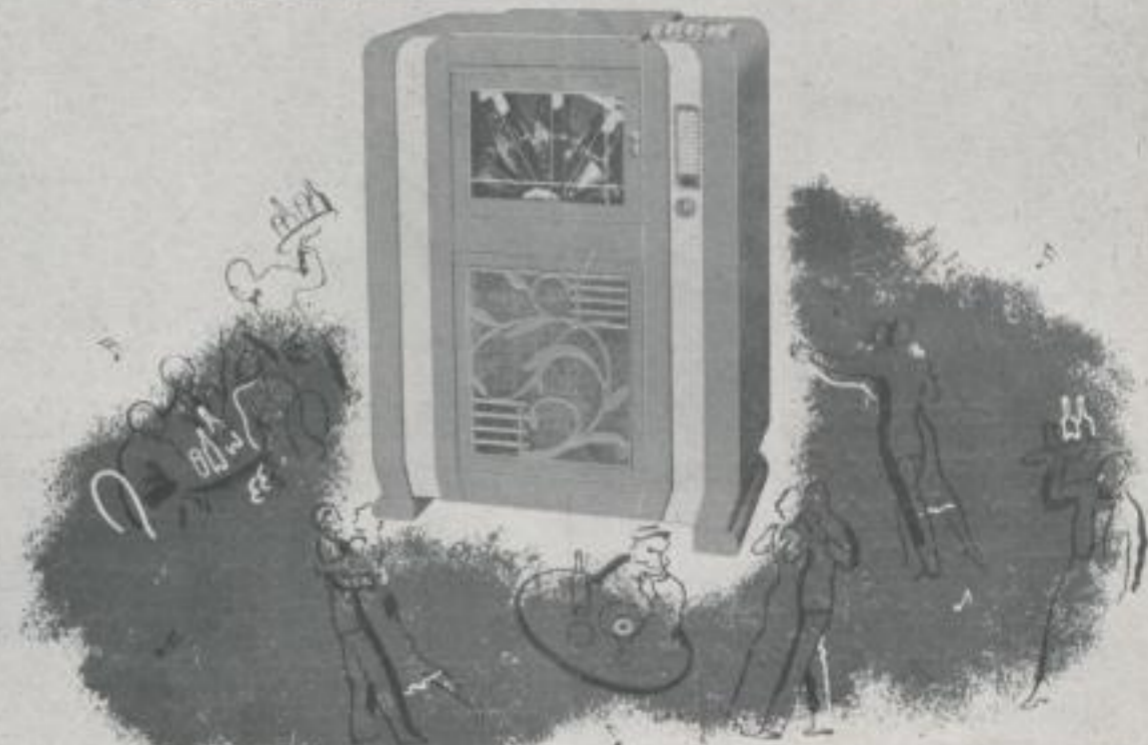
It's "dance, drink and dine" everywhere today! Taverns, bars, roadhouses, cafes, restaurants, confectioneries and all similar establishments must have musical entertainment! When couples step out for their food and drink, they have dancing on their minds. They'll only go where a dancing layout is provided for them. Dancing and musical entertainment are the biggest support to your type of business. You can't do justice to your own chances for

success if you try to get along without them. The key to your establishment, its location and the type of business being out of your service call for dancing. You need an ORCHESTRA or its EQUIVALENT. If an orchestra is out of the question, a DANCE MASTER, a flexible, versatile musical performer, which "out-orchestra" the orchestra nearly everywhere, is just the thing! In your place let it be ON WITH THE DANCE WITH A DANCE MASTER!

NEW BUSINESS LIFE, HANDSOME PROFITS, IF YOU MAIL THE ENCLOSED

## RESERVATION CARD

# BIG BUSINESS AHEAD WITH A DANCE MASTER!



### CROWDS THAT SPEND!

Dance and drink are the best partners, leading to the most profitable business which, in fact, can be done. "Dance and drink" is the logic of your profits. Nothing so logical as dancing at the new DANCE MASTER machine, the Dance Master. We have been building automatic musical instruments for over 20 years, a 100% musical development was our motto for the "Dance Master" which is now one of the 5 greatest inventions of the decade. The Dance Master is our greatest invention. It is designed for the world of today - beautiful, modern, convenient. With nothing but a single investment of but space to change the view completely of your establishment by creating the scene of the world's latest musical instrument in the world's cheapest machine. If there were no such, the year after next question, add-on to the greatly increased business, you own the Dance Master. It's simple. Add business it's approved by your customer. It brings you a handsome cash box loaded with silver, brass and quarters which your patrons have used the happy to pay for the food and drink they have found in your.

A Finished Orchestra - -

### DANCE MASTER - AN AMPLIFIED ORCHESTRA

1. Takes no less than 50¢ per month! An orchestra with an income!
2. Entertains 100 to 200! 1000's of people! (Dance machine)
3. Plays 12 records, any make - the world's greatest music!
4. Maintenance of least orchestra musicians! Simplified for use and repair.
5. Allows patron to select any record played by machine.
6. All automatic - play to the very last note, or, in fact, beyond.
7. Dance Master contains latest arrangements in organization.
8. Sounds all instruments in the band, all notes of music.
9. Easily given 100% more volume.
10. When playing records, the number of records played.
11. Built to last in order to withstand long use.
12. Operates and playing time is limited type recording system.
13. Push-up piano keys for easy-to-use type recording system.
14. Amplifier, specially designed to withstand all types, lines and notes.
15. Includes 12 beautiful modern speakers, good for at least 1000 cubic feet. Take in 1000 cubic feet of sound!
16. Cabinet, modern design, stands 40" high and 18" wide and 18" deep. Includes all necessary wiring, switches and control devices designed for highest quality.
17. Volume control, completely automatic in nature.
18. Choice of high or single tone. High and single tones, bass and treble and piano power amplifier of 100 watts for each tone.
19. Well known and available in nearly 1000 music stores of the Dance Master, are available for all locations.
20. A perfect, profitable PERPETUAL investment in your business!

### FREE INSTALLATION!

And here's the big story - The Dance Master is free to use in your business. A reliable, profitable, beautiful and handy new business machine installed free! Simply hook up the electric connection and without any obligation to yourself - and arrange to let the Dance Master entertain to let you get the most out of it. The Dance Master is now ready. The machine has the latest sound system, the most modern and complete of music and motion. No longer the "dancing" machine, you can now have the best of both worlds. You can now have the most complete entertainment. Your guests can now enjoy themselves, as business increases in trade, you need no other business, and your establishment working at full capacity. You have now money and wealth with a Dance Master. There are no other machines like this around!

A Premier Investment - -

