THE FREE PRESS, LONDON, ONTARIO, FRIDAY, APRIL 1, 1921.



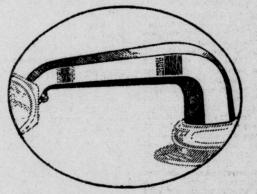
You Should Own a McLagan

(1) McLagan-Fletcher Reproducer

This little playing unit is now looked upon as one of the marvels of the phonograph world.

When a record is being played on a McLagan Phonograph the reproducer seems to "weed out" all unnecessary mechanical noises, retaining and passing on only the notes that you are meant to hear.

It softens the strident, loud notes, and preserves the low, beautiful ones which are so often smothered and unheard when the record is played on other phonographs. It re-produces clearly and with great distinctness of detail.



THREE REASONS WHY

(2) McLagan-Fletcher Tone Arm

The six-sided tone arm. Another exclusive feature! This tone arm builds up, adds strength and volume to the tonal waves, without contributing any rattle or "playing noises" of its own making.

On account of the hexagonal shape the sound waves cannot set up extraneous vibration while passing through the tone arm. Vibration at this stage of the reproduction would mean much loss in volume of tone.

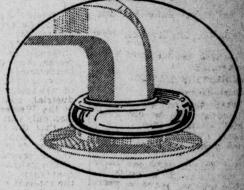
Inside the McLagan-Fletcher Tone Arm there are no crossbars or obstructions to detract from the clearness of the notes. It has no twists or turns to weaken the velocity of the sound waves.

THE MCLAGAN PHONOGRAPH CORPORATION

LIMITED

Lagan

Phonograph



(3) Adjustable Ring Weight

This much talked of invention, on which we have full and exclusive rights, throws open to the McLagan owner the entire range of disc records of all makes.

By simply turning the ring to the points shown on it the exact weight necessary for the correct playing of any make of record can be obtained. You can't go wrong. On the ring the point to which to turn it for each different make of record is clearly indicated.

To fully appreciate the McLagan you must see it and hear it play. Its beautiful finish and appearance will charm you. Its superb tone and qualities of reproduction will soon convince you that you have never seen or heard anything to equal it.



