

"Why I Chose a Brunswick for our Christmas Gift"

By BURTON WYNNE

FOR YEARS my family has wanted a phonograph. Yet we hesitated. We were on the verge of buying often, but delayed.

We love music. And value the phonograph for the wealth of world-wide talent it brings to the home.

But frankly, we waited during the last few years, hearing the different phonographs and weighing their different advantages—never quite satisfied.

We felt that sooner or later a better phonograph would come, overcoming all the current handicaps and setting new standards.

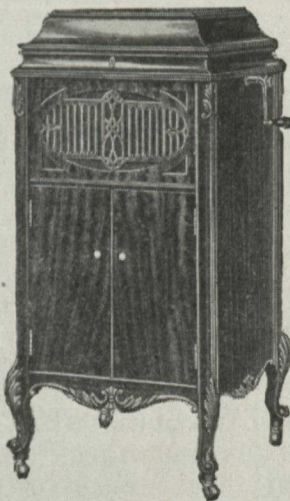
We never liked the idea of a phonograph which would play only its own make of records. No one catalog contained all our favorites. Each line of records offered its attractions.

Another thing we quarreled with, was tone. We were repelled at the strident tones of some. And others seemed to be nearly perfect, but not quite.

I realize that all this sounds like we were too critical, and that we set ourselves above the thousands who were content with the phonographs we hesitated to buy.

But we wanted to be sure before we bought, so as to avoid regrets.

In our determination to find the super-phonograph, we came upon



"Here at last was our Ideal Instrument"

The New Brunswick. It was announced as something different, something advanced.

We read and heard of the Brunswick Method of Reproduction, which included the Ultona and an improved amplifier.

And so we investigated. We were somewhat skeptical—but we came away as proud owners.

For here, at last, was our ideal instrument—one which played all records at their best, one with incomparable tone.

This remarkable instrument ended our search. We found in the Brunswick Method of Reproduction all we had looked for and more.

The Ultona is a simple, convenient all-record player, adjustable to any type of record at a turn of a hand. And now we buy our records according to artists rather than make. Thus we overcome

the old time limitations.

I am convinced that the tone of The Brunswick is far superior, and due chiefly to the strict observance of acoustic laws.

The tone amplifier is built entirely of wood, moulded so as to give the sound waves full opportunity to develop. No metal is used in this amplifier, so there are no stunted metallic sounds.

My advice to every music lover, is to hear The Brunswick before deciding. One's ear immediately appreciates the difference. And old conceptions of the phonograph are changed.

Dealers everywhere are delighted to play the New Brunswick for you and to explain its betterments.

The
Brunswick
ALL PHONOGRAPHS IN ONE

THE MUSICAL MERCHANDISE SALES COMPANY
GENERAL OFFICES: EXCELSIOR LIFE BUILDING, TORONTO, CANADA