

# Are One-Record Phonographs Doomed?

## A Frank Discussion of a Situation Which Faces Every Dealer

THERE are two kinds of fine phonographs now, the one-record instrument and the all-record Brunswick. Many dealers, noting the welcome of this new, final type of phonograph, are wondering about the future. And they may well spend time in studying the trend of public demand—the changing attitude.

Up to now, the music lovers have had to content themselves with one-record instruments. They have been compelled to take one certain line of records, barring all the others. This has meant a limited selection and the uncomfortable feeling that they were deprived of many favorites.

### NO ONE-RECORD MAKER OFFERS ALL THE BEST SINGERS AND MUSICAL SELECTIONS

Indications point strongly to the fact that music lovers prefer to make up their selection of records by names of singers of musical organizations instead of by name of record makers.

The Brunswick plays ALL Records.

This includes Brunswick Records.

The Brunswick is the premier instrument with the ALL-Record feature. All Brunswick dealers unite in the belief that this new-day phonograph is destined to dominate the entire musical world.

Nine customers out of ten, once they hear the Brunswick and compare it with others, prefer it. And no Brunswick owner would ever go back to an old-type machine.

Dealers with a vision of to-morrow's trade, men who want to know more about the tendency of the times, are invited to write to us so that we may present further interesting and important facts. For those who are looking ahead, we have a very interesting proposition.



Prices \$45 to \$2,500

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The "Ultona"

## The Musical Merchandise Sales Co.

Excelsior Life Bldg., TORONTO

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*The*  
**Brunswick**  
ALL PHONOGRAPHS IN ONE