

“It’s almost human!”  
 The Automatic Ortho-  
 phonic Victrola will play  
 for a whole hour the music  
 you choose, by the artist you  
 prefer, at the time when you  
 want it. It will play this  
 music without the slightest  
 mechanical attention from  
 you. Equipped, not only  
 with the automatic feature,  
 but with all the other con-  
 veniences found in the  
 whole line of Orthophonic  
 Victrolas, it represents the  
 last word in luxury of musi-  
 cal entertainment.

HE Automatic Vic-  
 trola has come at  
 last! An Ortho-  
 phonic Victrola  
 that changes its own rec-  
 ords. An instrument that  
 gives an hour or more of  
 matchless Orthophonic  
 reproduction of music.  
 Changes Records while you  
 remain comfortably seated.  
 Picks up twelve Records,  
 one by one, plays them in  
 the succession you have  
 arranged; puts them away  
 again, and stops itself. No  
 wonder everyone exclaims,



*Its almost human*  
**The AUTOMATIC Orthophonic  
 VICTROLA**



*“Don’t get up!”*

The New AUTOMATIC  
 Orthophonic  
**VICTROLA**  
*Changes its own Records*

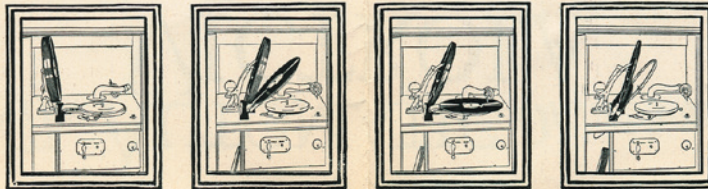
*Plays for an hour without assistance  
 You choose the music,  
 relax-and enjoy*

The  
 Automatic  
 Orthophonic  
**VICTROLA**



*Changes its own Records*

**THE ROSE**  
 CONFECTIONERY & MUSIC  
 VICTROLAS AND RECORDS  
 SONORA AND EDISON MACHINES  
 145 E. MAIN ST. ASHLAND, ORE.



THE automatic instrument plays a dozen Orthophonic Victor Records, or less if you prefer; either the 10- or 12-inch size. You select the program you wish to hear; place the Records on the "magazine arm"; turn a switch, and—forget everything but the music!

When you turn on the current, the turntable starts to revolve; a mechanical "hand" takes the first Record from the group of twelve and places it on the turntable; the tone-arm moves into position; the sound-box is lowered and the music begins. At the end of the selection, the mechanical "hand" removes the Record from the turntable, slides it gently into a felt-lined concealed drawer, and "picks off" the next Record from the magazine arm. These operations are repeated until the last Record is played, then the mechanism stops automatically.

Single Records may be played, exactly as on other Victrolas, by turning a lever to the indicated position.

The first and most obvious advantage of the *Automatic* Orthophonic Victrola is that it gives you music of the same matchless quality characteristic of all Orthophonic instruments. The Tungstone needle seldom needs replacing. The silent electric motor operates the

automatic mechanism and eliminates winding.

So this amazing instrument gives you perfectly reproduced music during dinner, bridge parties, dancing and other social affairs, without attendance for a whole hour; a program of operatic selections, a complete symphony, a piano or violin recital; or a balanced, varied concert program, arranged by you and played in the order, by the musicians, of your choice. The performance of the instrument is without a peer; as the Automatic feature contributes to the enjoyment of that performance, it makes this Victrola just so much more to be desired.

So magnificent an instrument demands an exterior of exceptional beauty. Victor craftsmen have designed a distinguished cabinet for the Automatic Orthophonic Victrola, in which every luxurious touch that ingenuity can devise has been incorporated.

The list price of the automatic instrument is \$600 with Induction Disc Electric Motor for use with Alternating Current; \$620 with Universal Electric Motor for use with Direct or Alternating Current. Other models of the Orthophonic Victrola and Victrola Combination Instruments are listed at prices ranging from \$95 to \$1000.

NOTE: The Automatic Orthophonic Victrola will play any Victor Record, as will any Victrola. BUT, the Automatic mechanism will function only when Victor Records having the eccentric final groove are used, this groove being an important factor in the operation of the mechanism. All Orthophonic Victor Records have this groove.

**CHANGES ITS OWN RECORDS!**