

# Lowest Phonograph Prices

We Welcome a "Quality-for-Quality" Price Comparison With Any Phonograph on the Market

Never before have prices received keener attention from buyers than at the present time. This is the natural reaction to a market readjustment after an extended period of high prices. Such careful scrutiny of values is welcomed by the merchant whose goods will stand the acid test of "price comparison."

We invite a "quality-for-quality" price comparison of the SILVERTONE with any phonograph on the market. And we are so confident of the outcome of such a comparison that we guarantee to take back without question any SILVERTONE Phonograph on which the buyer is not convinced that he has saved from 25 to 50 per cent. This offer is open to everyone. If you want to make the comparison, let us send you a SILVERTONE on our liberal two weeks' trial offer explained below. This trial will not cost you one cent nor obligate you in any way. When you receive the instrument, compare its feature for feature with any other phonograph on the market. If, after this comparison, you are not satisfied that "quality-for-quality" the SILVERTONE is the lowest priced instrument of its kind, simply notify us and we will take it away at our own expense. The trial will have cost you nothing.

## Why Silvertone Prices Are Lowest

Manufacturing phonographs in great numbers, as we have to do in order to meet the demands of seven million customers, enables us to keep the manufacturing cost per phonograph down to the very minimum. Complete factories are devoted to the production of

single parts of the SILVERTONE. We are thus able to produce these parts at much lower cost per unit than would be possible were we required to have them made up in small quantities from time to time. We buy our raw materials in such large lots that we are always able to secure rock bottom prices.

These manufacturing economies enable us to put more quality into SILVERTONE Phonographs per dollar of manufacturing cost than would be possible if they were made under limited production conditions.

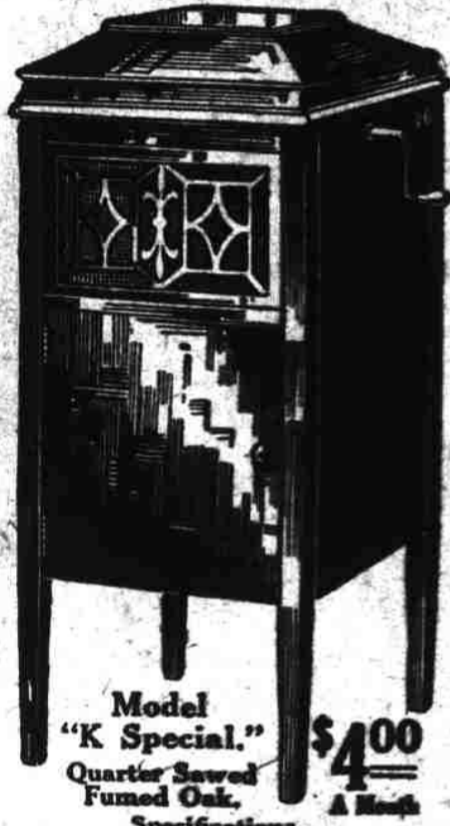
This saving is passed on to you in the form of lower selling prices.

## Direct from Factory to You—Only One Profit Added

Our economical method of distributing SILVERTONE Phonographs direct from factory to consumer makes possible still further reductions in selling prices. And there is only one profit added to the manufacturing cost.

Let us prove to you that you can save from 25 to 50 per cent by buying a SILVERTONE. Read about our liberal no-money-down trial offer which makes it easy for you to examine one of these instruments absolutely without a cent of expense to you. If you are not convinced of the truth of our claim, simply send the instrument back to us at our expense.

**Send No Money**  
Simply Sign and Mail this Coupon

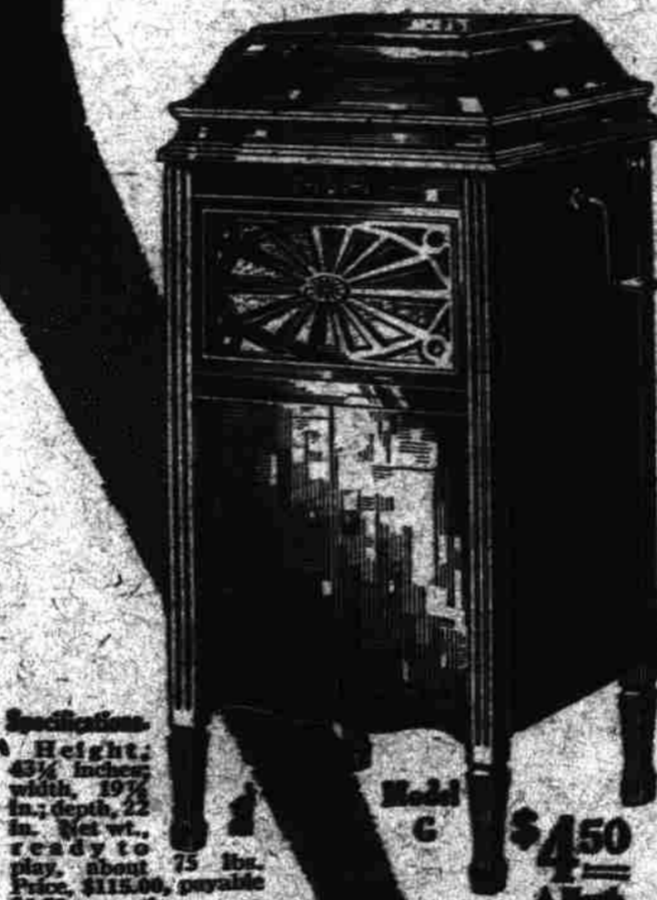


**Model "K Special."**  
Quarter Sawn Fumed Oak.  
A Month  
\$4.00

Specifications: Height, 42 1/4 inches; width, 18 1/4 in.; depth, 21 1/2 inches. Net weight, ready to play, about 66 pounds. Price, \$79.00, payable \$4.00 a month.

## We Invite This Test

When you receive your SILVERTONE we want you to make this test: Place the SILVERTONE alongside any other phonograph of any make or any price. Play the same record, first on one machine, then on the other. Judge for yourself which machine has the better tone. Unless you are fully convinced that the SILVERTONE has a clearer, sweeter, purer tone than any other machine, you are under no obligation to buy.



**Model C**  
Mahogany or Golden Oak.  
A Month  
\$3.00

Specifications: Height, 43 1/2 inches; width, 19 1/2 in.; depth, 22 in. Net wt., ready to play, about 75 lbs. Price, \$115.00, payable \$4.50 a month.

**Model H**  
Mahogany or Walnut.  
A Month  
\$5.00



**Model H**  
Louis XVI Period.  
Mahogany or Walnut.  
A Month  
\$5.00

Specifications: Height, 43 1/2 inches; width, 20 inches; depth, 22 inches. Net weight, ready to play, about 75 pounds. Price, \$135.00, payable \$5.00 a month.



**Model J**  
Louis XV Period.  
Mahogany, Walnut or Fumed Oak.  
Gold Plated Metal Parts.  
A Month  
\$6.00

Specifications: Height, 46 1/4 inches; width, 21 inches; depth, 23 1/4 inches. Net weight, ready to play, about 85 pounds. Price, \$165.00, payable \$6.00 a month.

**Plays All Disc Records**  
The SILVERTONE convertible tone arm is so constructed that it permits the playing of any make of disc record, either vertical or lateral cut. It is almost as easy to adjust the reproducer for different types of records as it is to change needles.

## Let Us Send You a SILVERTONE Phonograph for TWO WEEKS' TRIAL in Your Home Without Expense to You

WE WANT you to try one of these beautiful SILVERTONE Phonographs in your own home for two weeks without a cent of expense and without obligating you to buy if you are not fully satisfied with the instrument. We believe the home is the only place where a musical instrument can be given a thorough and satisfactory test, and that is why we are making this liberal offer.

Select any SILVERTONE Phonograph shown on this page, refer to the list of Silvertone records given below and check any number of selections you desire, fill in the order blank and mail it to Sears, Roebuck and Co. today. We will ship SILVERTONE Phonograph and records on two weeks' trial. You take absolutely no risk, nor do you obligate yourself in any way by taking a SILVERTONE on trial. All we ask you to do is to give the phonograph a thorough test. Examine its mechanical features, cabinet work, workmanship and finish. Try it with the Silvertone records, or any other disc record you desire, and note its beauty of tone and fidelity of reproduction. Give it every test necessary to prove the truth of our claims for it. And then compare the price of the SILVERTONE with that of any other phonograph of the same size, beauty and musical excellence. You are to be the sole judge of SILVERTONE quality and value.

If, at the end of two weeks' trial, you are not fully satisfied with the SILVERTONE, if you do not believe that it is in every way the equal of any phonograph on the market selling at prices from 25 to 50 per cent higher than the SILVERTONE, simply notify us and we will take away the phonograph and records at our own expense and will return any transportation and cartage charges you have paid. The two weeks' test will not have cost you one cent, nor placed you under any obligation.

## PLAY AS YOU PAY—VERY EASY TERMS

If, after two weeks' trial, you are fully satisfied with the SILVERTONE and desire to keep it, simply add the price of the records you have selected to the price of the phonograph and send us this amount in equal monthly payments until the total is paid. The amount of the monthly payment on each instrument is shown under the illustrations. The records you order with the SILVERTONE do not increase the amount of monthly payment. The price of the records is simply added to the

price of the phonograph and the whole amount paid at the monthly rate quoted under the illustration of the instrument, you select.

Compare our terms with those offered on any other phonograph of the same high quality. The small monthly payment required on even the highest priced models makes it easy for you to own a really fine instrument without incurring a heavy financial burden. You can enjoy your phonograph to the utmost while paying for it.

## This Liberal No-Money-in-Advance Selling Plan Is the Best Guarantee of SILVERTONE Quality

No effort or expense has been spared to make the SILVERTONE the best phonograph we could build. Every refinement in phonograph design and construction which would in any way improve musical quality or durability of the phonograph has been incorporated in the SILVERTONE. Cabinet designs have been refined until now they represent the most artistic, harmonious and dignified examples of period furniture. They are made of rose but the finest selected woods and veneers and are finished with that exquisite care and perfection which fascinates buyers demand in their furniture.

We know that the SILVERTONE Phonograph is right in every respect—mechanically, musically and in design and finish. That is why we can offer them on this liberal no-money-in-advance plan. We know that when you get a SILVERTONE Phonograph in your home for two weeks' trial you will be convinced of its high quality and will agree with us that it is the best phonograph on the market at anywhere near the same price. We have sold over 340,000 SILVERTONE Phonographs, and the unanimous praise of their owners is the most convincing proof of SILVERTONE quality.

## SILVERTONE RECORDS

are made for and sold exclusively by Sears, Roebuck and Co. They are 10-inch double disc records and are made by artists of well known ability and reputation. The list below comprises the most popular vocal, instrumental, dance and other records of recent production and offers a selection from which you can choose a comprehensive repertoire for trial with your SILVERTONE Phonograph.

Silvertone records will play on any disc phonograph, no matter what kind, no special attachment of any kind being necessary, except with the Edison or Pathé.

At our low price the Silvertone records represent a worth while saving over other records of the same high quality.

MAIL YOUR ORDER TO THE NEAREST OF OUR FOUR STORES.

Silvertone Records	
(X) In the squares provided for the purpose, and detach this list, with the order blank at the right, and mail both to Sears, Roebuck and Co.	
<input type="checkbox"/> I'm Forever Blowing Bubbles. Hart and Shaw, tenor and baritone duet.	5019
<input type="checkbox"/> When You Look in the Heart of a Rose. Louis James, tenor.	69c
<input type="checkbox"/> Oh! What a Pal Was Mary. Chas. Hart, tenor.	5040
<input type="checkbox"/> Beautiful Ohio. Geo. W. Ballard, tenor.	10-in. 69c
<input type="checkbox"/> Mickey. Henry Burr, tenor.	5014
<input type="checkbox"/> How 'Ya Gonna Keep 'Em Down on the Farm? Byron G. Harlan, tenor.	10-in. 69c
<input type="checkbox"/> Silver Threads Among the Gold. Harry McClaskey, tenor.	5041
<input type="checkbox"/> The Rosary. Henry Burr, tenor.	10-in. 69c
<input type="checkbox"/> Smiles. Hart and Shaw, tenor and baritone duet.	5012
<input type="checkbox"/> Tears of Love. Chas. Hart, tenor.	10-in. 69c
<input type="checkbox"/> I'm a Twelve o'Clock Fellow in a Nine o'Clock Town. B. G. Harlan, tenor.	5004
<input type="checkbox"/> I'm All Bound Round With the Mason-Dixon Line. John Myers, baritone.	10-in. 69c
<input type="checkbox"/> Cohen on the Telephone. Harry Marks, Backyard Conversation Between Two Jealous Irish Washerwomen. J. T. Kelly.	5023
<input type="checkbox"/> Beautiful Ohio. Both, Hawaiian guitars, Toots Paka Troupe.	5034
<input type="checkbox"/> Till We Meet Again. Both, Hawaiian guitars, Toots Paka Troupe.	10-in. 69c
<input type="checkbox"/> Sweet Hawaiian Moonlight. Kohala March. Both, Hawaiian guitars, Toots Paka Troupe.	5030
<input type="checkbox"/> Dardanella. (Fox Trot.) Orlando's Dance Orchestra.	5036
<input type="checkbox"/> My Life of Golden Dreams. (Waltz.) Orlando's Dance Orchestra.	10-in. 69c
<input type="checkbox"/> Patchouli. (Fox Trot.) Green's Novelty Dance Orchestra.	5038
<input type="checkbox"/> My Baby's Arms. (Fox Trot.) Green's Novelty Dance Orchestra.	10-in. 69c

SEARS, ROEBUCK AND CO. 7739

Date \_\_\_\_\_ 192\_\_

You may ship me the SILVERTONE Phonograph and Records which I have marked with an (X), without any obligation on my part to buy unless I am perfectly satisfied.

If, after two weeks' trial, I decide to keep and use the instrument, I will send you the first payment for the phonograph and records and pay the same amount each month, until paid in full; then the SILVERTONE and records become my property.

Should I decide, after two weeks' trial, that the SILVERTONE is not satisfactory, I will notify you, and you are to give me instructions so that I may send the outfit back at your expense. You are also to return to me any transportation and cartage charges I have paid.

I have always been faithful in paying my obligations and am making this statement for the purpose of inducing you to grant me these terms, and I give you my pledge that you may feel safe in trusting me to pay as agreed.

Sign Here: \_\_\_\_\_ R. F. D. \_\_\_\_\_ Box \_\_\_\_\_ Street \_\_\_\_\_  
(Sign your name here plainly and carefully. If under age, some member of your family who is of age and responsible should sign this order with you.)

Postoffice \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

Shipping Point \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

I have been located in this town since \_\_\_\_\_ If less than 5 years, give former address.

My business, occupation or profession is \_\_\_\_\_ Do you wish shipment made by express or freight? \_\_\_\_\_ (State which)

Please give name of head of household to prevent mistakes and simplify the keeping of our records. NAME OF HEAD OF HOUSEHOLD \_\_\_\_\_

(Please give names of TWO references.)

Name	Address	Business or Occupation

REFERENCES: \_\_\_\_\_

<input type="checkbox"/> Mahogany.	Model C.	Price, \$55.00	Payment, \$3.00 a month.
<input type="checkbox"/> Golden Oak.	Model G.	Price, \$42.50	Payment, \$4.50 a month.
<input type="checkbox"/> Fumed Oak.	Model H.	Price, \$23.00	Payment, \$5.00 a month.
<input type="checkbox"/> Mahogany.	Model J.	Price, \$165.00	Payment, \$6.00 a month.
<input type="checkbox"/> Walnut.	Model "K Special."	Price, \$79.00	Payment, \$4.00 a month.
<input type="checkbox"/> Golden Oak.			
<input type="checkbox"/> Fumed Oak.			