

# "The Aristocrat" Reproducing Piano, Peer of All Coin-Operated Musical Instruments



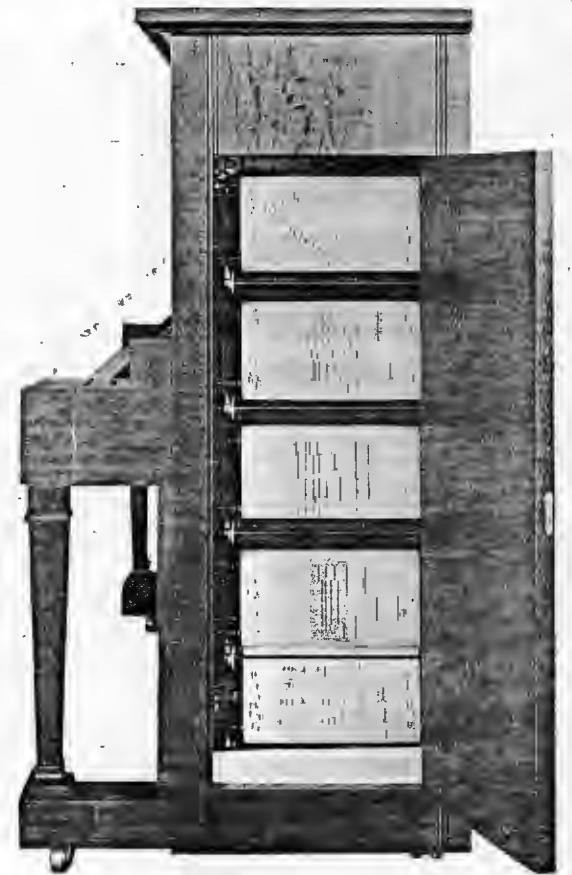
The photographic reproduction of the "Aristocrat" Reproducing Piano (at left) shows how devoid it is of all outward appearance of mechanism.

Multi-Control is built-in as an integral part of the piano and concealed from view. To all appearances the instrument is a non-reproducing upright piano.

How Multi-Control is assembled within the "Aristocrat" is shown in picture at left. The ten music rolls, while concealed from view, are readily accessible and can be changed at will.

The keyboard of the "Aristocrat" is open and available for the personal performer as an accompaniment to an orchestra or to vocal selections.

Contrast this instrument with the picture of the Automatic Piano shown on the bottom of the page. The bottom picture is the 5-cent coin-operated instrument manufactured by this company and is non-competitive, appealing to a different class of patrons from the 10-cent coin-operated "Aristocrat."



The "Aristocrat" Reproducing Piano of Automatic Musical Instrument Company marks a new era in coin-operated musical instruments in that it places at the disposal of the public the very finest of classical and operatic music as well as the highest class of popular music—a perfect reproduction of the performances of the master pianists.

The "Aristocrat" combines Multi-Control and Welte-Mignon in one instrument. It will reproduce your choice of the finest piano music with the same fidelity as a Reproducing Piano costing from \$2,500 to \$3,500, and with far greater facility and convenience than has ever before been attained by any Reproducing Piano, no matter what the price.

The coin-boxes are located apart from the piano. They may be placed in any part of the room or in numerous places throughout the room. On each coin-box there is a list of the ten selections which are at that time installed in the instrument.

You deposit a dime in the coin-box and press the button by the side of the name of the selection which you desire. Without further human effort the instrument auto-

matically selects and installs your choice and it is played—the very finest of piano music will thus be reproduced with the exact expression of the master pianist who created it.

This remarkable instrument was designed and perfected to meet a demand which the Automatic Piano cannot satisfy. The Automatic Pianos built by this organization are without a superior in their class. These instruments, however, are restricted to jazz and the so-called popular music. Their popularity is attested by the fact that the instruments built, managed and serviced by Automatic Musical Instrument Company are now harvesting nickels at the rate of approximately a million dollars a year. Yet these Automatic Pianos are not suitable for installation in the better and more prosperous locations, nor are they expected to be, but the "Aristocrat" will delight the most fastidious music-lovers.

The "Aristocrat" therefore appeals to the higher class locations—country clubs, city clubs, hotels, fine restaurants, etc. Tests have demonstrated the popularity and profit of the "Aristocrat" for such locations. These instruments are now being manufactured in quantity for coin-operation by Automatic Musical Instrument Company and will be operated by this company through its own established system of service.



Over 4,000 of this type of Automatic Pianos are now being successfully managed and serviced by Automatic Musical Instrument Company.

## "The Aristocrat" for the Home

In developing the "Aristocrat" for coin-operation, there has been created a new and distinctive type of musical instrument that is especially desirable for home use.

The only change from the public instrument to the home instrument is the substitution of push-button control for coin-box control—no other alteration is necessary.

As an instrument for the home the "Aristocrat" Reproducing Piano is in a class by itself, with no equivalent competitor.

It is, first of all, a high-class upright piano. It bears no outward earmarks of the mechanical piano. The keyboard is open and available to the personal performer. The boy or girl taking music lessons uses the instrument as any other piano for daily practice. The experienced pianist plays her selections, or the accompaniment for singing, or the accompaniment for an orchestra, just as though it were a non-reproducing piano.

The "Aristocrat" has all the advantages and merits and beauty of the ordinary high-class upright piano and in addition you need but press a button and one of the world's master pianists is in your home, playing your favorite musical selection, or a complete program of your selection, with identically the same touch, the same technique, the same expression, as though he were in the personal presence of the most select gathering of music lovers and critics.

The industrial importance of such an instrument may be better appreciated by consideration of the statistics of the piano industry. Government figures for a recent census year show an annual production of over one hundred million (\$100,000,000.00) dollars worth of pianos in the United States, of which approximately three-quarters are upright pianos, two-thirds of which have player attachments of some kind.

This means that the United States is producing and selling approximately fifty million (\$50,000,000.00) dollars worth of upright player pianos of various types each year. The "Aristocrat" embodies attractive features and advantages which are not to be found in any of these pianos. Some are of the reproducing type, but none of them contain Multi-Control or anything that will do what Multi-Control will do.

The very finest of the competitive instruments are more obviously mechanical, requiring that one go to the piano with each change of musical selection and change the music rolls by hand. The "Aristocrat" is the first reproducing piano of any type combining both Welte-Mignon and Multi-Control, thereby enabling perfect reproduction, selective, by the mere touch of a finger. It is therefore a long stride ahead of all competitors in a fifty million dollar annual market.

Source material courtesy of John H. Perschbacher.

Reassembled in 2017 by the mechanicalmusicpress.com from sectional Xerox type copies made circa the 1980s.