



FRESNO
1230 VAN NESS AVE
CALIFORNIA
FALKENSTEIN MUSIC HOUSE

WESTERN LITHOGRAPH CO.
LOS ANGELES

FALKENSTEIN MUSIC HOUSE
1230 VAN NESS AVE
FRESNO, CALIFORNIA





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F. E. OLDS & SON

INCORPORATED

1914 RAYMOND AVENUE

LOS ANGELES
CALIFORNIA



*T*WELVE years ago this organization set out to produce perfect instruments.

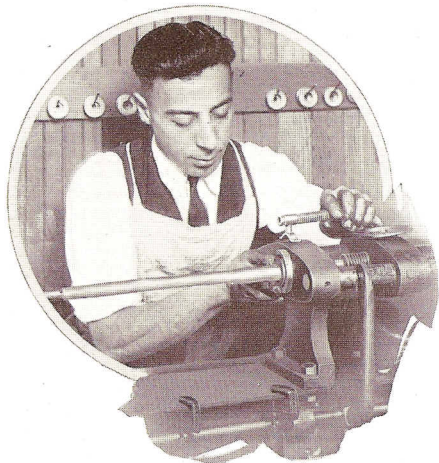
With a full appreciation of the requirements of the true artists of today, old standards were disregarded and the accepted process of manufacture questioned.

For half a century trombones were made along the same lines, all alike and all wrong in fundamental details. A careful study revealed the faults and virtues of the standard instruments then in use.

The result was that we are able to introduce new ideas overcoming all previous faults, and making possible a trombone that is perfect in every detail.

Today OLDS trombones are universally acknowledged to be perfect instruments, due to patented exclusive features, and the fact that hand methods are employed thru every step in their manufacture.

If you want to give full expression to your musical genius only an OLDS trombone will satisfy you.

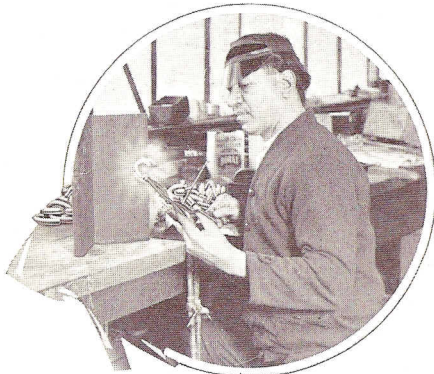


*The first step
in building
an OLDS trombone.
Drawing the Tubing*

THROUGHOUT every step in the manufacture of OLDS trombones infinite care is taken to insure all parts to be within 1/1000th inch perfect—which means to less than one-third the diameter of a human hair.

Those who are familiar with the OLDS trombone demand this perfection—attained only by using hand methods.

All tubing used in OLDS trombones is made from special metal having such high tensile strength that there are few men who can break a one-foot section with their hands. Imagine the wearing qualities of such a sturdily constructed instrument.

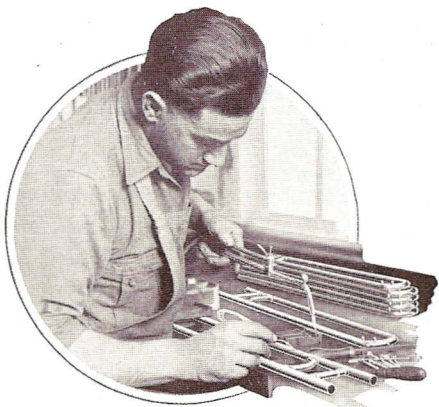


*Silver soldering the
small parts together
is an important detail,
for upon the care
put into this operation
depends the strength of
the instrument.*

IN order to make a trombone that will have strength, solidity, and lightness, great care must be taken in soldering the small parts.

Ordinary soft solder—made of lead and tin—would not withstand constant handling. Especially prepared solder made from a combination of three-quarters sterling silver and one-quarter brass is used, and strength and rigidity are obtained, thus making it impossible to wrench the trombone apart. The effect is of a one-piece instrument, compact, strong, and with a responsiveness of vibration that inspires.

Every OLDS trombone is guaranteed for its full life.



Assembling slides to give perfect slide action even in seventh position.

THE illustration shows how OLDS slides are placed on a flat steel surface and soldered together by hand to micrometer measurements, thus producing perfect action and smooth performance.

Seventh position drag is eliminated in OLDS trombones by a special patented device that gives *two inches* extra bearing surface on the stockings when the slides are in the full extended position.

Binding is absolutely eliminated as a result, and there is no more difficulty returning slides from the seventh than from any other position.

This *exclusive* patented feature reduces fatigue, gives more perfect tone at all times and relieves the artist from worrying, unconsciously, over the possibility of a dragging slide.

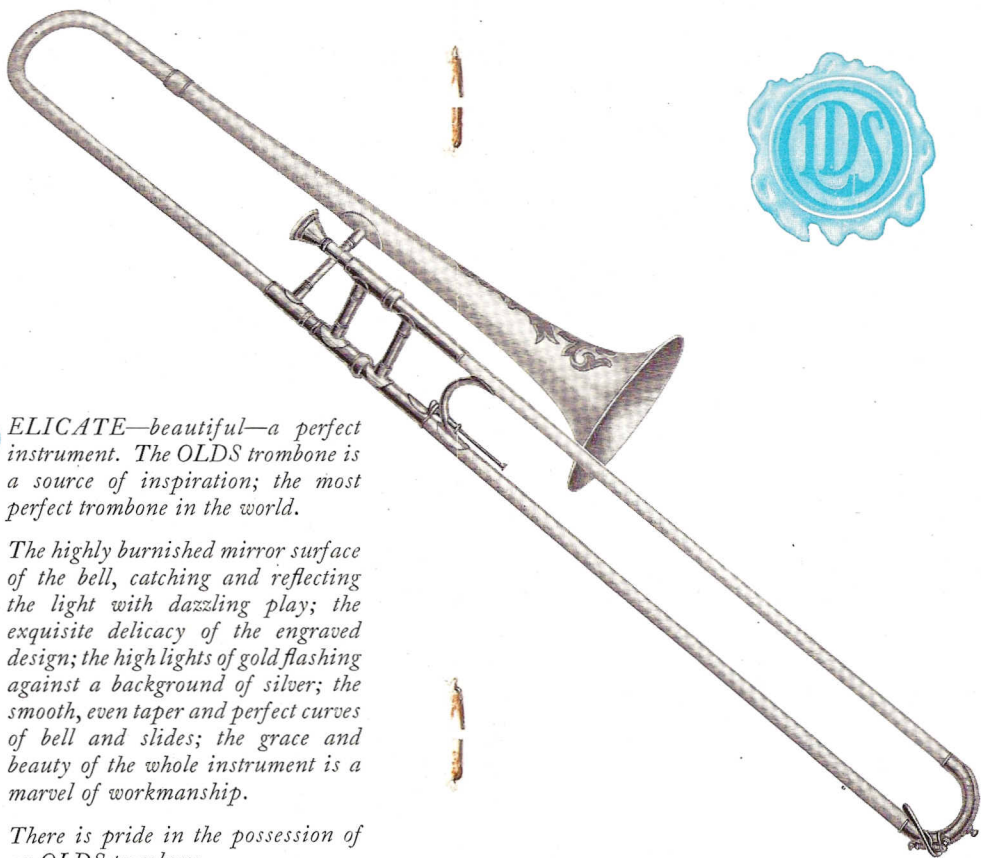


Building the tone into the OLDS trombone.

SPECIAL tone qualities are built to order into each OLDS trombone, giving an individuality to an artist's playing that cannot be duplicated in any other instrument. A difference of $1/10000$ th of an inch, the variation in size between a thick and thin hair is enough to change the tone of a trombone.

Imagine the care, the skill, the *love* that is put into this work by the man to whom this delicate operation is intrusted! There is no quantity production here; no unseemly haste to pour out a huge number of inferior instruments for the sake of saving time and making more money.

Each bell is scraped until it is right, no matter whether it takes an hour or a day. Perfection is demanded and *hand work* makes it possible.



DELICATE—beautiful—a perfect instrument. The OLDS trombone is a source of inspiration; the most perfect trombone in the world.

The highly burnished mirror surface of the bell, catching and reflecting the light with dazzling play; the exquisite delicacy of the engraved design; the high lights of gold flashing against a background of silver; the smooth, even taper and perfect curves of bell and slides; the grace and beauty of the whole instrument is a marvel of workmanship.

There is pride in the possession of an OLDS trombone.



The delicate engraving on Olds trombones stamps them as quality instruments even to the inexperienced eyes of those in your audience.

ATROMBONE, perfect in construction, unrivalled in tone, a marvel of mechanical perfection may still lack that quality of beauty that should be an added inspiration to every true artist.

All engraving on Olds Trombones is from original ideas and is executed by the hand of a Master Engraver.

Individuality may be had **ONLY** in Olds Trombones and any design, however complicated, may be especially ordered at slight extra cost. Even in regular models, however, care is taken to vary the treatment of engravings so that each instrument is essentially a part of its owner, to be treasured; to be shown with pride; and to be kept as a friend!



Hand burnishing a mirror surface; the last step in making an OLD'S trombone.

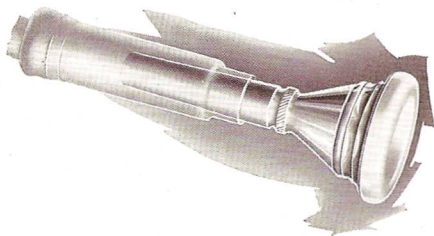
CAREFULLY, skillfully, lovingly, the hand of this artisan guides the blade of his burnishing tool over the high spots of the engraving.

Slowly, surely, with marvelous perfection of detail, high lights stand out here and there; the flash and play of light on mirror surfaces bring out the full beauty of the instrument; and another OLD'S trombone is ready to delight the soul of an appreciative musician.

For strength and lightness—for quality of workmanship—for sweetness and purity of tone—for beauty of design—for sheer merit . . . the OLD'S trombone stands forth as the peer of ALL instruments.



**YOUR OLD'S TROMBONE
IS READY FOR YOU!**



New
**Solid Ivory
Mouthpiece**

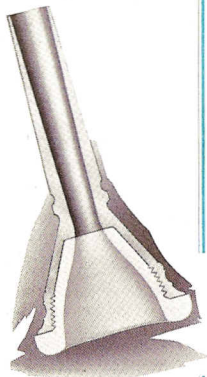
THE solid ivory mouthpiece perfected by Olds has been enthusiastically accepted by musicians everywhere as the ultimate achievement.

The ivory is unaffected by temperature. On the coldest days, there will be no freezing of the lips and no inconvenient perspiration will be caused on warm summer days.

The texture of ivory lends itself admirably to its use in mouthpieces. The velvety smoothness will not tire the lips and the full, round, perfect tone that results is a continual source of pleasure to those who use it.

*Improve Your Playing With
an Olds Ivory Mouthpiece*

Price \$10.00



MODELS

EVERY OLDS trombone, from the smallest solo model to the largest Symphony instrument, is built according to the same strict requirements, with the same hand workmanship, and carries the same unconditional guarantee.

Solo Model:

6" bell, small bore.

A brilliant and powerful instrument designed especially for solo use.

Small Medium Bore:

6½" to 7" bell.

A very efficient combination for band and orchestra work.

Medium Bore:

6½" to 7" bell.

A particularly brilliant instrument suitable for all-around work.

Large Medium Bore:

6½" to 8½" bell.

For general use where a fuller tone with greater carrying quality is required.

Large Bore:

7" to 8½" bell.

Especially adapted for the heavier orchestra work.

Symphony Model:

7½" to 9¼" bell.

Especially powerful instrument designed for Symphony orchestra work.

All trombones built in low pitch.....440A

PRICES

Finish 1:

Polished brass; braces and hand grips made of the finest and hardest nickel silver. Neatly engraved by hand.....\$ 80.00

Finish 1½:

Polished brass; nickel silver braces and hand grips heavily plated. Design hand engraved..... 87.50

Finish 2:

Heavily silver plated, satin finish. Braces and hand grips hand-burnished. Bell gold lined and hand burnished. Carefully engraved by hand..... 95.00

Finish 2½:

Heavily silver plated, satin finish. Braces, hand grips, end crook, and inside of bell gold plated and hand burnished. Beautiful hand engraved design, gold inlaid..... 115.00

Finish 2 burnished:

Silver plated gold lined bell. The entire instrument burnished by hand to a mirror surface. This is the most beautiful and striking of the less expensive finishes. Graceful hand engraving of original design..... 115.00

Finish 3:

Quadruple satin finish gold plate, on full weight silver plate. Elaborately engraved by hand..... 165.00

Finish 3½:

Gold plated as above and hand burnished all over. A striking instrument of exquisite beauty for the connoisseur 185.00

Instruments shipped by express—charges collect.

ACCESSORIES

Sole Leather End Open Case:

OLDS special design with lock and strap that fasten slides firmly in place..... 16.50

Laminated Side Open Case:

Corduroy lined, covered with finest grade of keratol. Special block design adapted to fit our instrument... 15.00

Side Open Case—Leather Covered:

Lined with heavy silk plush; covered with finest grade of leather..... 20.00

OLDS Allfibre Mute:

Well in tune. Especially good in lower register..... 2.50

Mouthpiece:

Silver plated, scientifically designed after years of study and experiment. 2.50

Ivory Mouthpiece:

Is not affected by temperature; preferred by musicians who demand the best..... 10.00



REFERENCES

BANK references are always most acceptable, but if not available, reference of business men with commercial ratings may be substituted. Persons giving references will not be held responsible for account. References are only required to show the good standing of those purchasing. New customers, therefore, are requested to send in these references when forwarding their orders that they may be placed on file and thereby establish their credit. When cash accompanies the order more prompt delivery is guaranteed, as delays in establishing credit are eliminated.