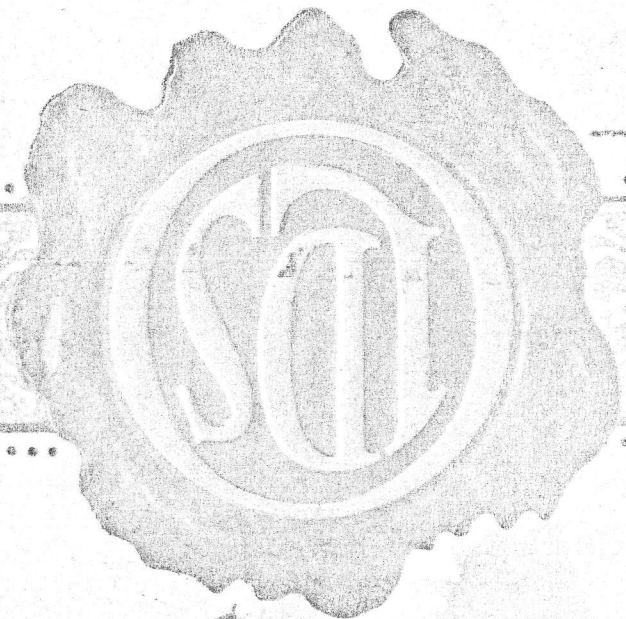


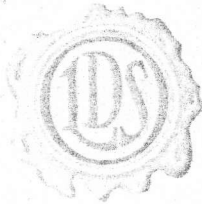
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COPYRIGHT 1927

**F. E. OLDS & SON**

INCORPORATED

1914 RAYMOND AVENUE

LOS ANGELES  
CALIFORNIA



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

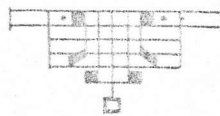
*With a full appreciation of the requirements of the true artists of today old standards were disregarded and the accepted process of manufacture questioned.*

*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.*



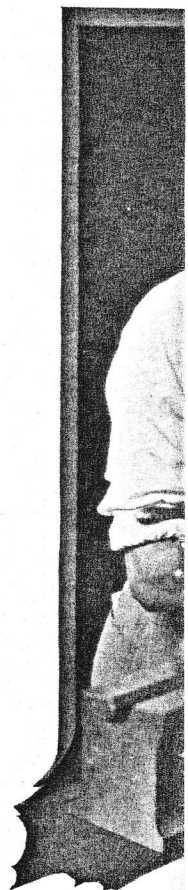


*R. B. Olds, a true "Chip of the old block," who grew up in the musical instrument business and now handles the sales and distribution of the celebrated Olds Trombones.*

**H**APPY is the boy who can "do what he likes" when he grows up—and happy is the business run by such a man.

Playing around with the tools he loved, in his father's shop R. B. Olds, the "business end" of F. E. Olds & Son, mastered the rudiments of the band instrument business, and then took over the office details of this flourishing plant, leaving his father, F. E. Olds, free to develop and expand his mechanical genius to the full.

With the wizardry of "F. E." to design the famous Olds Trombones and with "R. B." to put them into the eager hands of waiting musicians, F. E. Olds & Son, like the trombones they make, are outstandingly successful.



*F. E. Olds, the engineering genius of Olds & Son, a designer of the Trombone, recognized and accepted by musicians as the band instrument of the world.*





APPY is the boy who can "do what he likes" when he grows up—and happy is the business run by such a man. Working around with the tools he loved, in his father's shop, F. E. Olds, the "business end" of F. E. Olds & Son, mastered the intricacies of the band instrument business, and then took over the office details of this flourishing plant, leaving his father, F. E. Olds, free to develop and expand his mechanical genius to the full.

With the wizardry of "F. E." to design the famous Olds Trombones and with "R. B." to put them into the eager hands of waiting musicians, F. E. Olds Trombones, like the trombones they are, are outstandingly successful.



*F. E. Olds, the guiding genius of F. E. Olds & Son, and the designer of the Olds Trombone, recognized and accepted by musicians as the finest band instrument in the world.*

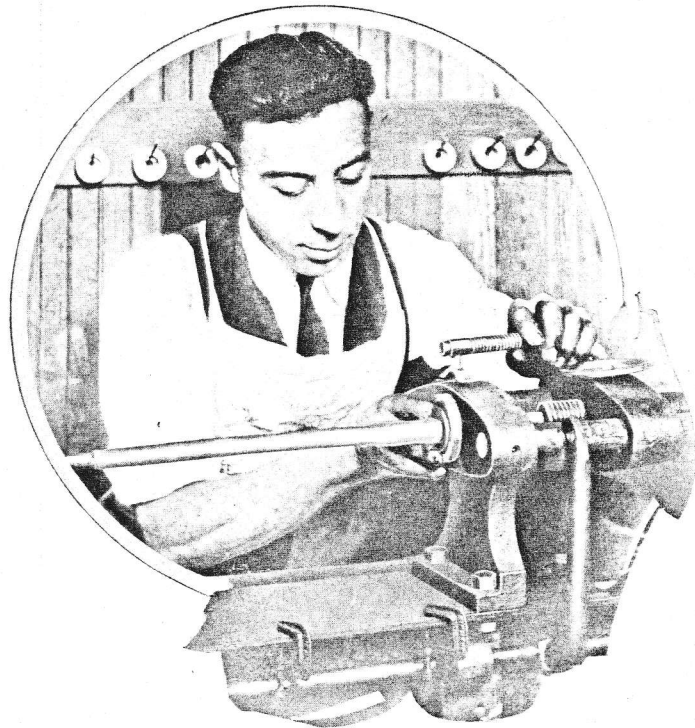
FROM a boyhood hobby and a little experimental shop at home, to the designing of the world's finest band instrument, made in a flourishing modern plant.

That is the history of F. E. Olds, designer of the famous Olds Trombones.

As a boy he worked in band instrument factories and showed real mechanical genius.

He came to California in 1885, pioneered the development of the mechanical side of trombone making and developed the first electro-plating business in Southern California.

Musical instruments, however, are his hobby, and his love for them is responsible for the perfection of that wonderful example of what his wizardry can accomplish—the Olds Trombone.

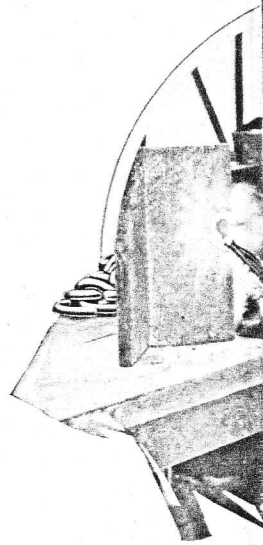


*The first step in building  
an OLDS trombone  
Drawing the Tubing*

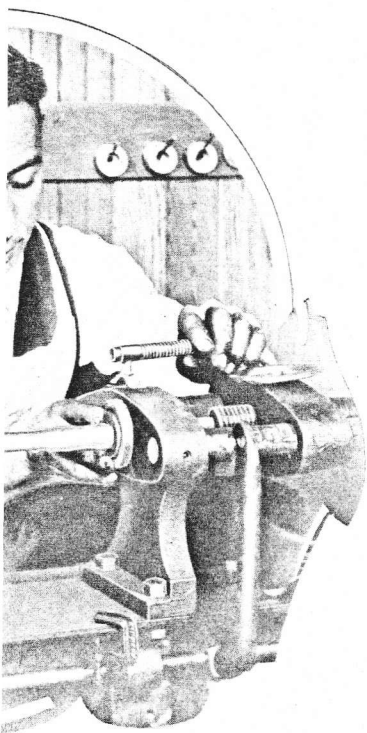
**T**HROUGHOUT every step in the manufacture of OLDS trombones infinite care is taken to insure all parts to be within  $1/10000$  inch perfect—which means to less than one-third the diameter of a human hair.

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.



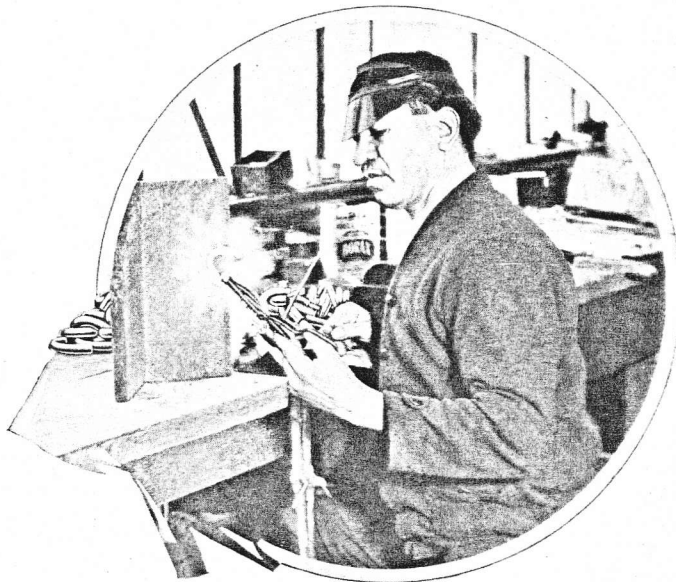
*Silver soldering the  
small parts together  
is an important detail,  
for upon this operation  
depends the strength of the  
instrument.*



THROUGHOUT every step in the manufacture of OLDS trombones infinite care is taken to insure parts to be within 1/1000th perfect—which means to within 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.

The 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.

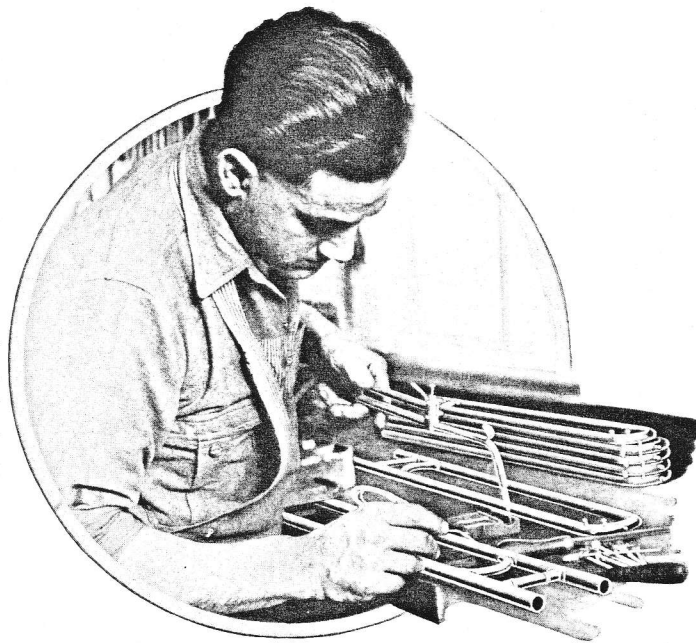


*Silver soldering the small parts together is an important detail, for upon the care put into this operation depends the strength of the instrument.*

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.



*Hand burnishing a mirror surface; the last step in making an OLDS trombone.*



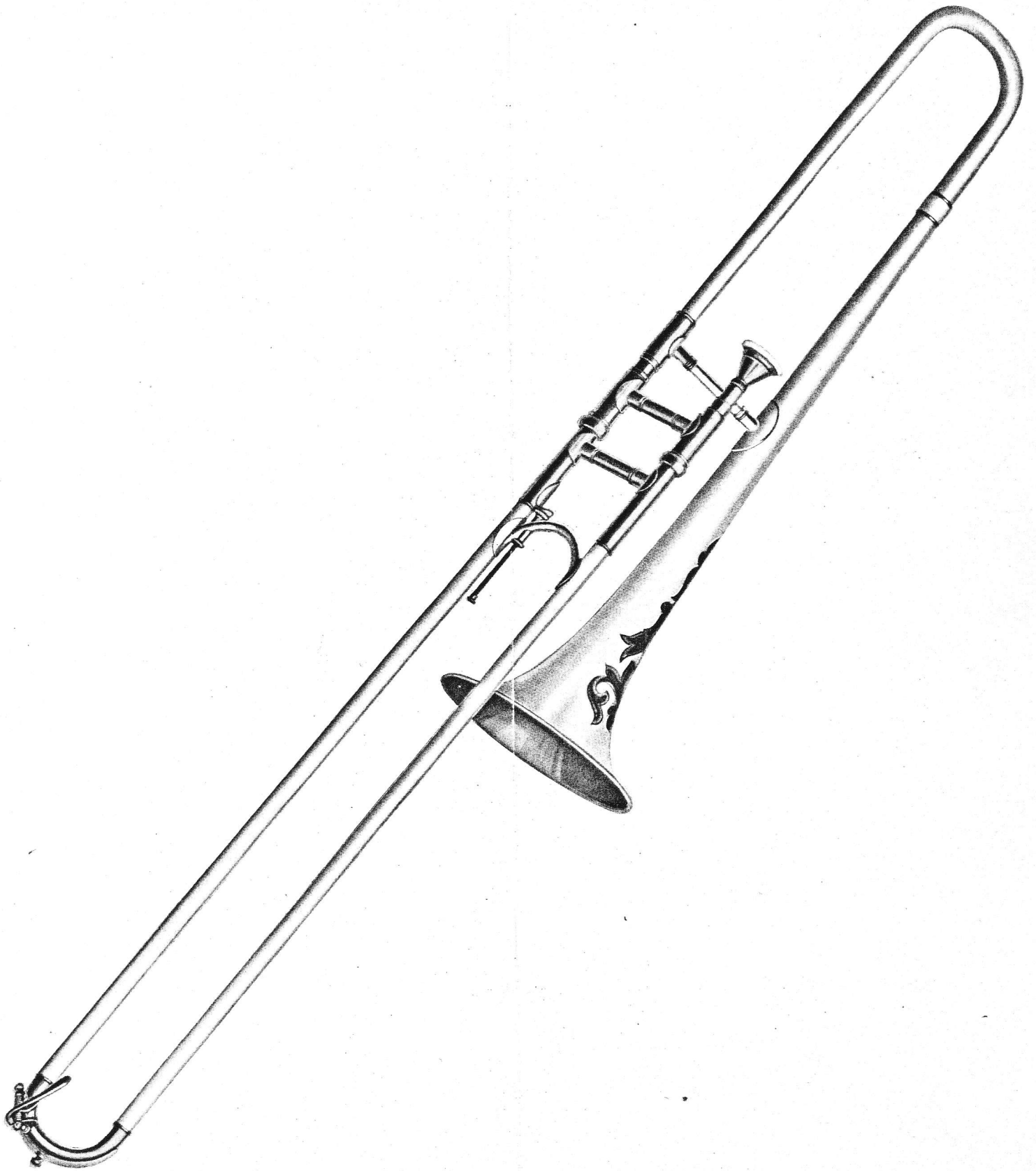


*Building the tone into  
the OLDS trombone*

**S**PECIAL 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.





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



**A**TROMBONE, 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!



TROMBONE, perfect in construction, unrivalled in tone, a marvel of mechanical perfection may still lack that of beauty that should added inspiration to true artist.

Engraving on Olds Trombones is from original ideas executed by the hand of Master Engraver.

Individuality may be had in Olds Trombones and design, however complicated, may be especially executed at slight extra cost. In regular models, however, care is taken to vary the ornament of engravings so that instrument is essentially a work of art; to be shown with pride; and to be kept as a treasure!



*Hand burnishing a mirror surface; the last step in making an OLDS 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 OLDS 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 OLDS trombone stands forth as the peer of ALL instruments.

YOUR OLDS TROMBONE  
IS READY FOR YOU!



THE NEW  
*OLDS*  
 "Self-Balancing"  
 Trombone



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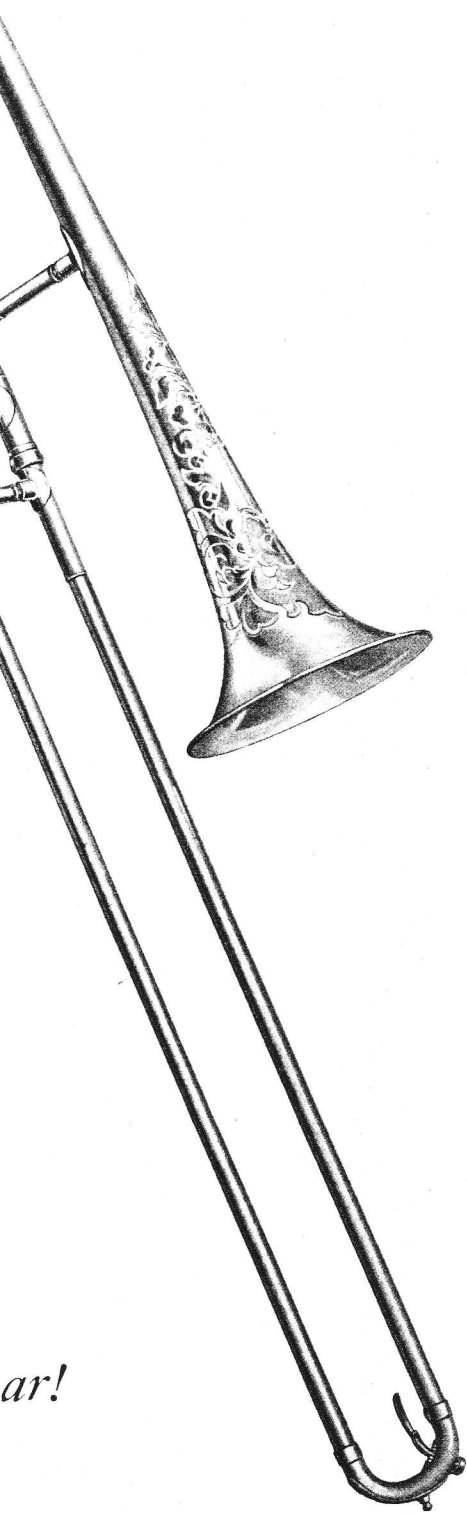
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THE NEW  
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"Self-Balancing"  
Trombone



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ANOTHER WINNER

*The new OLDS "Self-Balancing" Trombone combines a featherweight, quick, easy action and long life under hard service.*

MUSICIANS today are called on for long, uninterrupted hours of service. They need a very light but very strong instrument which will balance inherently, without the use of cumbersome additional weights.

The OLDS "Self-Balancing" Trombone solves the problem. It is lighter in weight than other trombones. It is easier and quicker in action. And it is just what the name implies—a trombone that is "self-balancing," requiring no counter-balancing weights on the back of the bell.

The slides are lighter and faster—a vital point. Every ounce on a slide means a pound of pull on the left hand and a pound of weight on the bell to overcome this.

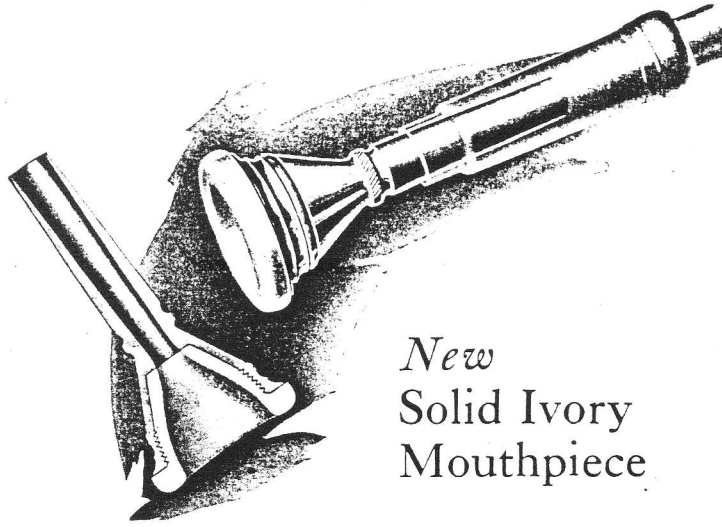
Also, by placing the tuning device in the bell, the slides are made lighter and stronger, and are rigid in construction, so that they keep in alignment under harder usage.

The bell incorporates the tuning device and is so designed that when the instrument is tuned to the customary 440-A the taper of the tone passage is as continuous and uninterrupted as in the standard Olds Trombone.

The "featherweight" qualities do not in any respect apply to the construction of the bell, the weight of which can be had to order, in a thin vibratory bell or a more substantial one for heavy work.

The OLDS "Self-Balancing" Trombone has the same faultless intonation which is, and always will be, a 100% guaranteed feature of every OLDS Trombone.

For those musicians who need lighter slides, a self-balancing bell and a tuning slide in the bell, this new OLDS "Self-Balancing" Trombone is a bear!



*New*  
**Solid Ivory  
Mouthpiece**

**T**HE 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*

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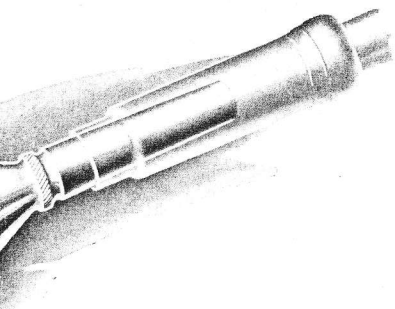
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## New Solid Ivory Mouthpiece

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*Improve Your Playing With  
an Olds Ivory Mouthpiece*

## MODELS

VERY 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

*For either the Olds Standard or  
Olds "Self-Balancing" Trombone*

**Finish 1:**

Polished brass; braces and hand grips made of the finest and hardest nickel silver. Neatly engraved by hand. . . . . \$ 100.00

**Finish 1½:**

Polished brass; nickel silver braces and hand grips heavily plated. Design hand engraved. . . . . 112.50

**Finish 2:**

Heavily silver plated, satin finish. Braces and hand grips hand-burnished. Bell gold lined and hand burnished. Carefully engraved by hand. . . . . 125.00

**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. . . . . 150.00

**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. . . . . 150.00

**Finish 3:**

Quadruple satin finish gold plate, on full weight silver plate. Elaborately engraved by hand. . . . . 200.00

**Finish 3½:**

Gold plated as above and hand burnished all over. A striking instrument of exquisite beauty for the connoisseur. . . . . 250.00

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# ACCESSORIES

## Sole Leather End Open Case:

OLDS special design with lock  
and strap that fasten slides  
firmly in place..... \$20.00

## Laminated Side Open Case:

Our cases are of the finest  
obtainable Laminated Wood  
construction.

Each case is equipped with a  
blocking system particularly  
adapted to our instrument and  
has a convenient pocket for oil  
and equipment.

These cases may be had in the  
following linings and finishes:

### Standard Keratol:

Keratol Covering, Corduroy  
lined or Plush lined as desired.. 15.00

### Artcraft:

Walrus grain Du Pont Fabrikoid  
covering, heaviest grade, lined  
with best quality durable Plush 20.00

### Standard Leather:

Finest grade Black Calfskin  
covering, lined with heavy Silk  
Plush..... 25.00

### De Luxe Style:

Smooth grain, unblemished Rus-  
set Calfskin or Alligator grain  
Leather covering, heaviest grade,  
as desired, lined with rich Silk  
Plush—truly a case for the  
most discriminating..... 30.00

## OLDS Allfibre Mute:

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

## Mouthpiece:

Silver plated. Scientifically de-  
signed after years of study and  
experiment..... 2.50  
Gold plated..... 5.00

## Ivory Mouthpiece:

Is not affected by temperature;  
preferred by musicians who  
demand the best. Silver plated 10.00  
Gold plated..... 12.50

OLDS TROMBONES may be  
equipped with a balancer at an  
additional cost of..... 5.00

## REFERENCES

**B**ANK 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.



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CALIFORNIA

WESTERN LITHOGRAPH CO.  
LOS ANGELES

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