



The Orchestrope at the Lake Tippecanoe C. C. fits into the dining-room nicely, and is moved into the lounge and onto the dance-floor when occasion requires.

Music Hath Charms to Soothe Savage Deficit

WHEN a country club official reports that a change in his club's music program helped put the clubhouse out of the red and into black operating figures, the testimony is worth studying. J. E. Armstrong, secretary-treasurer of the Tippecanoe Lake Country club at Leesburg, Ind., is the club executive who credits his club's use of its automatic phonograph with the erasure of the annual house deficit. He says, relative to the instrument the Tippecanoe Lake club is using, "We can give our members a continuous program of amplified music in the main lobby of the club, or furnish the music for the regular club dance, or move the instrument into one of the dining rooms, and provide, if desired, a musical program for a private dinner party. The variable volume control feature is especially valuable in these cases, as it can be adjusted to a whisper—or loud enough for the largest dance hall.

"Another feature our members are pleased with is the length of the program before repeating. It takes just about four hours to play the fifty-six selections on both sides of the twenty-eight records, which are changed and turned automatically before the first selection re-appears."

During the latter part of last season the Tippecanoe club did away with the orchestra entirely and thus made the financial saving that showed the profit.

Generally the erroneous idea prevails that these automatic phonographs have too much of the "mechanical" sound to make them desirable substitutes for the actual playing, but recent progress in this equipment has dissipated this notion. They have an edge on the radio in that the programs may be selected according to the club's requirements and desires and is not frequently interrupted with broadcast of advertising.

It has been the experience of the Tippecanoe club and other clubs having automatic phonographs that the character of the music supplied is a noteworthy factor in the building of house business. Music for dancing is available at all times, and the "hot" numbers as recorded by the Victor, Brunswick and other organizations' talent may be played with a purity of tone and freedom from operating annoyance that makes the high grade automatic phonograph something well worth considering by the country club.