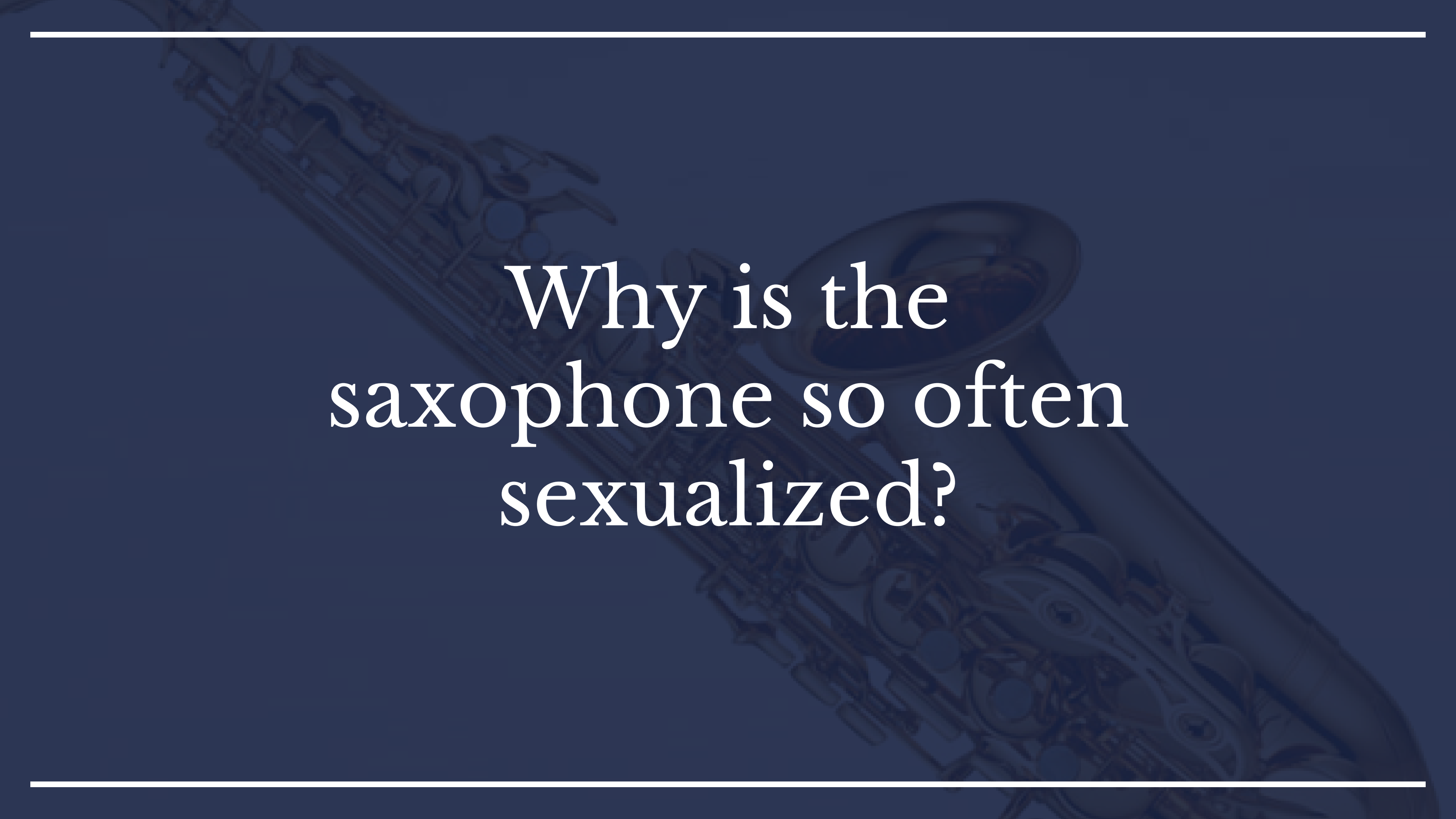

INTERNATIONAL SAXOPHONE
SYMPOSIUM - 2020

*Gender in 1920s
Saxophone
Advertisements*

An analysis of Buescher and C.G. Conn
Advertisements

“YOU SOUND LIKE AN OLD BLACK MAN”:
PERFORMATIVITY OF GENDER AND RACE
AMONG FEMALE JAZZ
SAXOPHONISTS

Yoko Suzuki



Why is the
saxophone so often
sexualized?

A BROAD LOOK

TOPICS THAT I EXPLORE

Sexualization of the
saxophone
throughout history

The saxophone and
symbolism as it
relates to gender

Public perception
of and attitudes
toward the
saxophone

The saxophone in
media throughout
history as it relates
to gender

Economic, social, and cultural influences on
gender in 1920s Buescher and C.G. Conn
advertisements.

FACTORS OF INFLUENCE



Jazz age and
dance band
culture

Post-war novel
entertainment
and extra
income

Women's
movement and
new ideals for
women

Advancements
in advertising
and marketing
strategy

ENTERTAINMENT



- Vaudeville production and theaters
- Dance band culture/Jazz
- Radio

"No other musical instrument can be so immoral. The saxophone is guttural, savage, panting and low in its appeal. The abstract immorality of the saxophone is but an example of the power that gilded sin has for the moment over thoughtless minds. Some severe action must sooner or later be taken upon the matter of our dance music and measures enforced prohibiting the use of the saxophone in this connection or compelling musicians to play it in another fashion."

Isadore Berger, "The Saxophone— Siren of Satan," 1917

“the saxophone preys upon the passions and emotions. It becomes patently suggestive, instinctively animal- like [and] processes some strange psychological power over the young dance devotees of America... too often, [Berger] implied [that the saxophone] simulated orgasmic release, breathing hurriedly, calling short and fast over and over again.”

Isadore Berger, “The Saxophone— Siren of Satan,” 1917

THE STORY OF THE SAXOPHONE

Does the Spirit of Satan Lurk in Its Seductive
Tones?—How the Manufacture of the Saxo-
phone Was Developed—Missionary
Efforts That Have Paid

The world seems to have gone wild over the saxophone. Its popularity is the cause of much philosophizing. Some psychologists claim that the very spirit of Satan lurks in its seductive appeals and mellow tones.

University deans and matrons even go so far as to try to bar it from use as an instrument in student organizations, claiming that the cause of the jazz craze is found in the immoral vibrating tones of the saxophone.

ECONOMIC OPPORTUNITY



- After WWI
- Mass production infrastructure
- Expendable income

SCRIBNERS



FOR JUNE

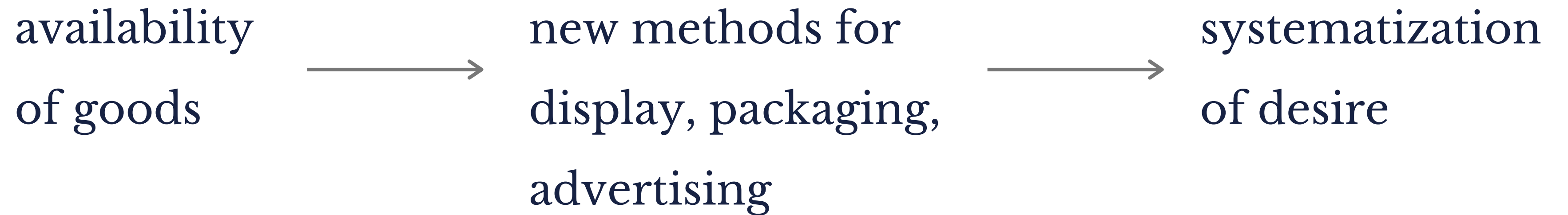
THE NEW WOMAN

WOMEN'S MOVEMENT



- 19th amendment
- The New Woman (epitomized by Flappers)
focused on women's financial, social, and sexual freedom
- New ideals in beauty, femininity and sexuality
that focused on freedom and choice
- Financial and social freedom -> consumerism

CONSUMERISM



ADVERTISING

embracing
femininity



exploiting
common
femininity



polarizing
gender ideals

CONSUMERISM



consumption → ~~purchase of goods~~
way of life

shopping → ~~functional~~
leisure or social

ADVERTISING

- mass production of magazines
- radio



*Would you clip the
coupon for this?*

CRITERION FOR GENERAL ANALYSIS

Context

Purpose

Tone

Arrangement (location and scale)

Text (typography, font size)

RELEVANT THEMES

merchants of 'cool'

myth of the 'ideal you'

CRITERION FOR ANALYSIS OF GENDER

context

audience

product

people

roles

appearance

body position, body language

gaze

subtexts

written language

REDBOOK MAGAZINE 1922



Multiply Your Popularity and Your Opportunities With a Buescher Saxophone

A Buescher True-Tone Saxophone will enable you to take an important part in the musical development of your community. It increases your popularity and your opportunities, as well as your pleasure.

Nothing can take the place of a Saxophone for home entertainment, church, lodge or school. In big demand for orchestra dance music.

You will be astonished at the ease with which you can master a Saxophone. It is the easiest of all wind instruments to play and one of the most beautiful. Three first lessons sent free. You can learn the scale in an hour's practice and play popular music in a few weeks. Practice is a pleasure because you learn so quickly. You can take your place in a band within 90 days, if you so desire.

Free Trial—Easy Payments

You may order any Buescher Saxophone, Cornet, Trumpet or Trombone or other Band or Orchestral Instrument without paying in advance, and try it six days in your own home without obligation. If perfectly satisfied, pay for it on easy payments to suit your convenience. Mention the instrument interested in and a complete catalog will be mailed free.

Free Saxophone Book

Tells what each Saxophone is best adapted for; when to use singly, in quartettes, sextettes, octettes, or in regular band or full Saxophone Band and how to play from cello parts in orchestra. Send for free copy.

Buescher Band Instrument Co.

*Makers of Everything in Band and
Orchestra Instruments*

2651 Buescher Bldg., Elkhart, Ind.



The Buescher-Grand Cornet is exceptionally easy to blow, yet possesses a tone of wonderful volume. With a Buescher-Grand, you can own an instrument similar to that with which the greatest cornetists of America have made their reputations.



BUESCHER

True-Tone Band Instruments

True-Tone Musical Instruments have helped make famous Tom Brown, Art Hickman, Clyde Doerr, Donald Clark, Clay Smith, Guy Holmes, Paul White-man, Meyer Davis, Joseph C. Smith, Ben Selvin, Ben Kreuger, Henry Santley, Vincent Lopez and thousands of others.

Buescher Band Instrument Co. 2651 Buescher Block, Elkhart, Ind.	
Gentlemen: I am interested in the instrument checked below:	
.....Saxophone.....Cornet.....Trombone.....Trumpet (Mention any other instrument interested in)	
Name.....	
Street Address.....	
Town.....	State.....



HEARST'S INTERNATIONAL COMBINED WITH COSMOPOLITAN 1926

In 18 Evenings
He mastered this
wonderful instrument

"I date my success," writes a successful young bond salesman, "to the day I got my Buescher Saxophone. It did two things for me, - it gave me a stimulating worth while recreation and it gave me a social advantage that has made for me hundreds of friends valuable to me in my business."

Easy To Play - Easy To Pay

What this man has done in 3 weeks, practicing only a couple of hours each evening, you can do. You don't have to be "gifted". If you can whistle a tune you can quickly master the

BUESCHER
True Tone
SAXOPHONE 250

This, sweetest of all wind instruments, harmonizes perfectly with piano, voice, or any other music. It is common for persons who have never played any instrument to learn scales in an hour and play popular tunes in a week.

Six Days Trial - Easy Terms

Try a Buescher, any instrument you choose, in your own home, Six Days. This is a most liberal offer. No obligation. If you like the instrument, pay a little each month. Play as you pay. Mail coupon below and get the details.

BUESCHER BAND INSTRUMENT CO.
Everything in Band and Orchestra Instruments
1266 Buescher Block, Elkhart, Indiana

Clip the Coupon NOW!

Mail BUESCHER BAND INSTRUMENT CO.
1266 Buescher Block, Elkhart, Indiana.
Gentlemen: I am interested in instrument checked below:
Saxophone ☐ Cornet ☐ Trombone ☐ Trumpet ☐
Mention any other _____
Name _____
Street Address _____
Town _____ State _____

COSMOPOLITAN 1924



What would You give...for This

POPULARITY PLUS! The glad hand of welcome everywhere! The undivided attention and the smiles of those whose smiles are worth while! That's the happy heritage of the fellow who plays a

BUESCHER True Tone Saxophone

WOULD YOU CLIP the coupon below if you were *sure* it would bring to you these things? *It will!* With just a little effort on *your* part. A few evenings' practice at home, and you will be playing popular tunes. *It's so easy* and such a wonderful accomplishment. Are you wondering if you could do it? Then just ask yourself—

Can You Do These Things?

Can you beat time to music? Can you hum a tune? Could you walk up to the piano and, with a little practice, pick out "Home, Sweet Home" *with one finger?* Then you *can* learn to play an easy fingering Buescher Saxophone. You can teach yourself, at home, *quickly, easily*. And a little practice may reveal *hidden talents* you never dreamed you possess.

3 Lessons Start YOU

If requested we will give you three lessons FREE with your new Buescher Saxophone. They will start you. Beginners, unfamiliar with any instrument,

commonly *learn scales in an hour* and play tunes in a week. From then on it's great fun learning because it comes so *quickly*.

Try It for 6 Days!

Try any Buescher instrument, Saxophone, Trumpet, Trombone in your own home for six days. See what you can do. *Test yourself.* Satisfaction Guaranteed or no sale. If you decide to keep the instrument pay a little each month. *Play as you pay.* Get the details of this wonderful trial plan. Mail the coupon for beautiful catalog of the instrument of your choice. Make that start. *Do it Today.*



Free!

THIS beautiful book gives the complete history of the Saxophone, and tells why the Buescher is so easy to learn to play. Contains first lesson chart and many interesting pictures.

BUESCHER BAND INSTRUMENT CO.

Everything in Band and Orchestra Instruments

2114 Buescher Block Elkhart, Indiana



Buescher easy playing Trumpets and Trombones are the choice of the world's leading artists. Mail coupon for special catalog of your favorite instrument.

MAIL this COUPON

BUESCHER BAND INSTRUMENT CO.		394
2114 Buescher Block, Elkhart, Ind.		
Gentlemen: Without obligating me in any way please send me your free literature. Mention instrument interested in.		
Age?.....Name instrument.....		
Name.....		
Address.....		

-m-m-m-m-boy!

The lure of jazz is yours with a **Buescher** Saxophone. Young folks are enamored by its **tantalizing** tunes. They love that syncopation.



Free!

This 64 page book tells about the various models with pictures of professionals using them. Send for copy of this wonderful Saxophone Book



This is the **Buescher** C Melody

Tantalizing Tunes

If you want to be popular - if you want to be admired - favored, get this wonderful instrument. At home, at parties, everywhere, you will always be welcome with your

BUESCHER *True Tone* **SAXOPHONE**

You don't have to "study" the Saxophone as you do other instruments. There is no practice drudgery. Three lessons sent free give you a quick easy start.

Easy To Play - Easy To Pay

You can learn to play a **Buescher**. If you can hum a tune, if you can beat time, you *can* learn to play most any **Buescher** instrument. And if you are "talented" or "gifted" you may become famous.

TRY IT SIX DAYS, FREE

Try a **Buescher**, any instrument you choose, in your own home. 6 Days FREE. This is a most liberal offer. Places you under no obligation. We take the risk. If you like the instrument and decide to keep it, pay a little each month. Pay as you play. Mail coupon for full details.

BUESCHER BAND INSTRUMENT CO.

Everything in Band and Orchestra Instruments

1064 **Buescher** Block Elkhart, Ind. 289

Clip the Coupon NOW!

Mail **BUESCHER BAND INSTRUMENT CO.**
1064 **Buescher** Block, Elkhart, Indiana

Gentlemen: Without obligation to me, send your beautiful book "The Story of the Saxophone". Check here ☐ If you prefer other literature describing other band or orchestra instruments, check below.

Cornet ☐ Trumpet ☐ Trombone ☐ Tuba ☐

Mention any other

Write plainly, Name, Address, Town and State in Margin Below

POPULAR MECHANICS 1925



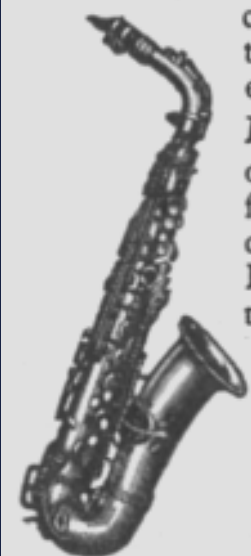
BETTER HOMES AND GARDENS 1926

Play a Conn and get ahead socially

POPULARITY, pleasure, profit—all are yours when you play a Conn saxophone. Entertain your friends; play professionally, all or part time. With a Conn you're sure of quick success. *Easiest to play, perfect in scale, reliable in action, most beautiful in tone.* Conns are the

choice of the world's great artists. Let us explain the many exclusive Conn Features.

Free Trial; Easy Payments on any Conn. Send us coupon for details and free book, "Success in Music and How to Win It," by Sousa and other famous musicians.



CONN
BAND
INSTRUMENTS
WORLD'S LARGEST MANUFACTURERS

C. G. CONN, Ltd.
266 Conn Bldg., Elkhart, Ind.
Please send "Success in Music" and
details of free trial offer on



Instrument _____
Name _____
Street or R. F. D. _____
City _____ State _____ County _____
(Use Pencil Please)



6 WEEKS AGO
he clipped
the coupon

Other fellows had left him in the social back-ground. Girls avoided him. He was missing all the modern fun. Then, one day, he read an advertisement. It held out a promise of popularity if he would only learn to play a

BUESCHER

True Tone Saxophone

He thought himself musically dumb. Still, the ad said it was easy. He mailed the coupon, and later sent for a Saxophone for 6 days' trial. Before the end of the week he was playing easy tunes. That was 6 weeks ago, and today he's "popularity" itself. Always welcome everywhere.

You Can Do It Too! If You Try

If you can whistle a tune you can master an easy fingering Buescher Saxophone. 3 lessons, free on request with each new instrument, teach scales in an hour and start you playing popular tunes.

Six Days' Trial, Easy Terms

Try any Buescher Saxophone, Cornet, Trumpet, Trombone or other instrument in your own home for six days. If you like the instrument, pay a little each month. Play as you pay. Mail the coupon for beautiful literature and details of this wonderful trial plan. Make this start. Now.

Buescher Band Instrument Co.

Everything in Band and Orchestra Instruments
2597 Buescher Block Elkhart, Indiana

BUESCHER BAND INSTRUMENT CO. (394)

2597 Buescher Block, Elkhart, Ind.
Gentlemen: Without obligating me in any way please send me your free literature. Mention instrument interested in.

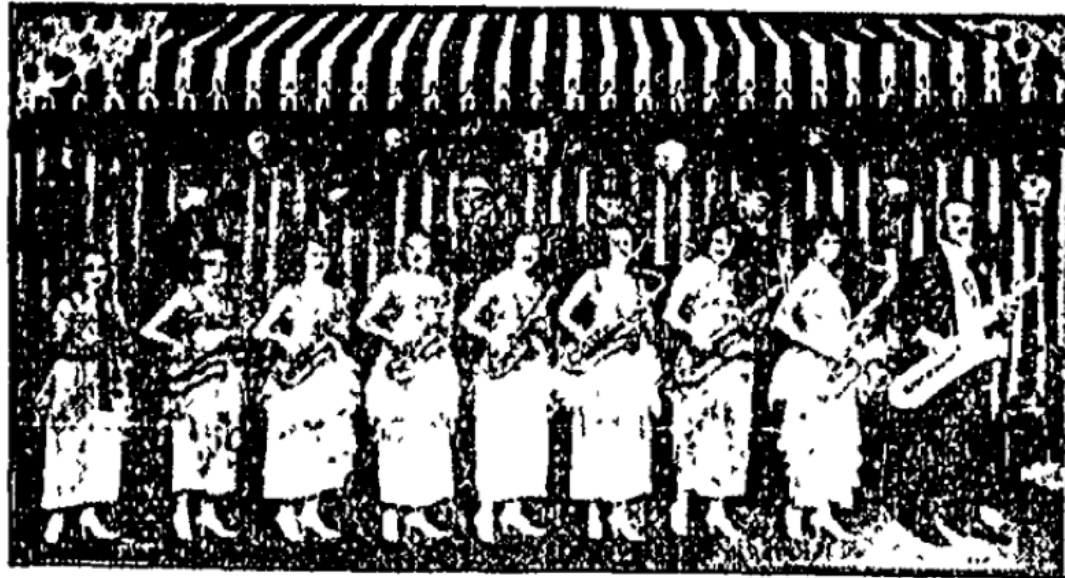
Age?..... Name instrument.....

Name

Address

HEARST'S INTERNATIONAL COMBINED WITH COSMOPOLITAN 1928

**Conn Saxophones Won Success
For This Dainty Feminine Band
With Their Clever Leader—Burt Earle
Playing This Week
at Pantages Seventh Street Theater**



**CONN SAXOPHONES REQUIRE NO HARD
BLOWING NOR EFFORT TO PLAY, A FACT
EVIDENCED BY THE SMILING EASE
OF THESE GRACEFUL WOMEN
PERFORMERS**

Conn Saxophones have been widely adopted by professionals, because of their rich, pleasing yet penetrating tone and their facile key system.

With featured vaudeville acts and America's foremost bands and orchestras.

***Look and Listen! You Will See and Hear!
Conn Band Instruments.***

Conn Saxophones priced from \$100 with convenient terms.
We are exclusive agents for Conn Band Instruments.

*Buy tickets here now for "Carmen" with cast of 600.
At Hollywood Bowl, Saturday Night only, July 8th.*

Geo. J. Birkel Co.

Home of the Steinway Piano and the Steinway
Duo-Art Reproducing Piano

446-448 SOUTH BROADWAY



The BIRKEL Company



Miss Ruth Glanville, queen of the saxophone, a feature at Sid Grauman's presentation, "Thirty Minutes Around Los Angeles," at Grauman's Rialto Theater, always uses Conn Saxophones.



**The CONN
Saxophone**



is an undisputed favorite with practically all great saxophone soloists and bands, because of its superior tonal and constructional qualities. The Conn factory is the largest in the world and the only one making every instrument in the band.

In speaking of her Conn Saxophone, Miss Glanville says:

"I cannot express my great love for this instrument. I have played other makes for several years, but I now wonder why I ever played them at all. This Conn is truly wonderful and is perfection personified."

*Conn
Melody C
Saxophones
\$166.25
A Course of
FREE
LESSONS
with each
Instrument.*

**The BIRKEL
446
448 COMPANY
Broadway The Steinway House**

Exclusive Agents for

The STEINWAY Piano and The DUO-ART Reproducing Piano



JUVENILITY (8)
Singing and Instrumental
26 Mins.; Full Stage (Special)
Fifth Avenue

Juvenility is a western act, sponsored by Gil Brown. It holds eight girls, each a clever specialist in her line, with Ruth Glanville, a remarkable saxaphonist featured. If there are any women saxophone players in show business who can come within several miles of Miss Glanville, they haven't shown around here to date. She gets a tone out of the instrument alone, that's pure gold, a soft velvety sustained quality that's a delight to the ear. An intricate selection among several offered by Miss Glanville has her playing chromatic runs, with almost unbelievable accuracy.

Added to her musical ability she presents an attractive appearance, carrying several costume changes classily.

A violiniste, pianiste and soprano

RUTH GLANVILLE and CO.* (1)
Saxophone and Piano
10 Mins.; One and Two (Special).
Riverside

The billing is "America's premier saxophonist." This may cause some dispute with so many sax experts playing day and night on these shores. Miss Glanville has made an effort to present her turn artistically, aided by another woman at the piano.

Miss Glanville handles the saxophone easily and entertainingly and mixes jazz with the more serious music. Her accompanist has a piano solo that was applauded.

For the finish Miss Glanville makes quite a "flash" with her costume, wearing tights underneath a shimmering skirt of corded material. This hangs in strings, permitting the legs to move with freedom and giving the audience the style of abbreviated dress underneath. Miss Glanville plays all the time she moves about and the eyes of the audience are not always glued to the instrument.

Miss Glanville's musical performance as a whole was satisfactory at the Riverside, where she was generously applauded. On dress and numbers, Miss Glanville passes, but whether she's "America's premier saxophonist" is something else again. *Mark.*



Isham Jones
Isham Jones
Orchestra



Paul Benet
Paul Benet's
Orchestra



Leslie Canfield
Fisher's Orchestra



Al Knecht
Philadelphia
soloist



Jean Moennet
Saxophone
Virtuoso



Billy Markwith
Saxophone
comedian



Gene Dalaney
Saxophonist,
New York



L. E. Weir
Ex-Sousa soloist



Ruth Glanville
Lady saxophonist



C. Naser
Saxophonist,
Chicago



B. Vereecken
Saxophone
Virtuoso



M. T. Thatcher
Benson Orchestra

CONN

BAND
INSTRUMENTS
WORLD'S LARGEST MANUFACTURERS

The Conn Saxophone Supreme in Every Detail



The great saxophone artists of the world acclaim the supremacy of Conn saxophones and praise their wonderful playing qualities, which are based on

These Reasons for Conn Superiority

- Drawn Sockets**—One of the most important improvements ever made on a saxophone.
- Hydraulic Expansion** of taper branches—assuring smooth-as-glass interior.
- Rolled Edge Sockets**—Pads are never cut nor easily worn.
- Fool-Proof Pad**—Will not warp, spring out of line nor leak.
- Patented Tuning Device**—Enables easy and accurate tuning.
- Improved Key Mechanism**—Recognized by artists as without equal, providing perfect, facile action.
- Correct Weight**—Not too heavy, not too light.

Play the instrument the big stars prefer.
Try a Conn now; be convinced of its superiority.
Send the coupon for handsome saxophone book and details of Free Trial, Easy Payment on any Conn instrument.

Remember Conn is the only manufacturer of every instrument used in the band.

Pictured on this page are a few of the famous artists who use and endorse Conn saxophones as the supreme instruments of their kind.



Ted Lewis
Ted Lewis
Trio



Benne Henton
Virtuoso,
Philadelphia



Howard Grantham
Soloist, Chicago



Jack Richards
Westphal
Orchestra



Gene Paul
Saxophone
Virtuoso



Jack Kerns
Ex-Sousa soloist



Al Miller
The Miller Trio

C. G. CONN, Ltd., 191 Conn Bldg., Elkhart, Ind.

Gentlemen—Please send Free Book and details of

instrument

Name

St. or Rural Route.....

City, State

County

C. G. CONN Ltd.

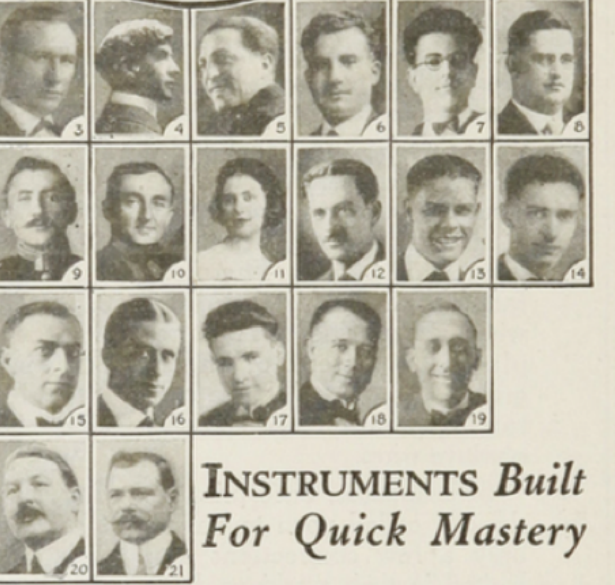
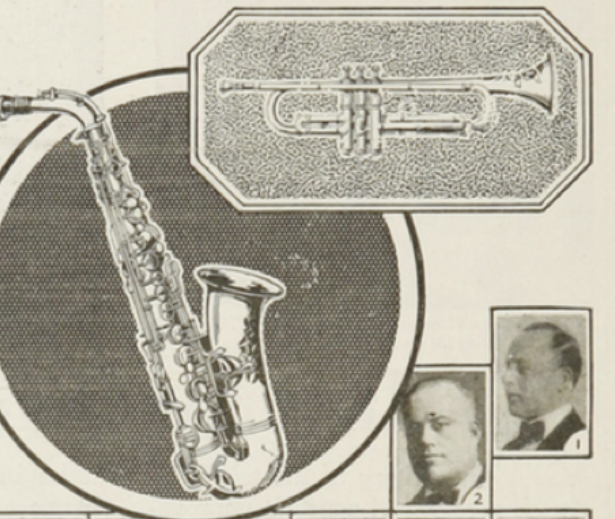
TRADE MARK REGISTERED

Stars Endorse Conn Saxophones

- 1—Joseph Smith, Victor records: "Conn tone appeals."
- 2—Paul Bliese, Columbia records: "Exceeds my expectations."
- 3—Isham Jones, Brunswick records: "Most remarkable instrument."
- 4—H. Benne Henton, Victor records: "No other approach to Conn."
- 5—Ted Lewis, Columbia records: "Most perfect saxophone made."
- 6—Mathew Amatore, Benson's Orchestra: "All one could wish."
- 7—Al Starita, Grey Gull records: "Unquestionably the best."
- 8—Al Knecht, Sousa Soloist: "Best I ever used."
- 9—F. Molineu, Garde Republic, Paris: "Superior to all."
- 10—Jean Moennet, Gilmore and Sousa: "None can equal Conn."
- 11—Ruth Glanville, feminine virtuoso: "Truly wonderful."
- 12—H. Virgil Moore, instructor: "I owe part of my success to Conn."
- 13—Howard Grantham, vaudeville: "Conn is my choice."
- 14—H. M. MacLean, soloist: "Worthy highest praise."
- 15—J. W. Holcomb, soloist: "Gives me inspiration."
- 16—H. W. Keller, Marigold Gardens: "In a class by itself."
- 17—Lew Reynolds, soloist: "Improvements valuable to performer."
- 18—John Becker, Sousa Soloist: "Surprisingly perfect."
- 19—Billy Markwith, Brown's Sextet: "Our absolute preference."

Trumpeters

- 20—Georges Mager, Boston Symphony.
- 21—Henry Le Barbier, Minneapolis Symphony.
- 22—P. Cappodiferro, New York Symphony.
- 23—Fred Weiss, Cincinnati Symphony.
- 24—William Thieck, Minneapolis Symphony.
- 25—Harry Glantz, Philharmonic, New York.
- 26—Barnard Baker, Victor Concert Orchestra.



INSTRUMENTS Built For Quick Mastery

BECAUSE its tapering tube is expanded to perfect proportions by hydraulic pressure, which gives a smooth-as-glass interior, the Conn Saxophone is easier to play, yields finer tone.

Sockets drawn from tubing prevent leaks; rolled edges preserve pads, which are made over metal rings, sustaining shape. Patent device enables tuning to finest degree. Such improvements have made Conn—the first American maker—now the largest producer of saxophones in the world.

Conn trumpets are used in the great symphonies for the brilliant beauty of their true trumpet tone. Three models; Opera Grand, small bore; Symphony, medium bore; Concert Grand, large bore—a trumpet for every purpose.

Cultivate your musical "bump" for profit and pleasure. Start now by sending the coupon below.

C. G. CONN, LTD. 211 Conn Bldg, Elkhart, Ind.
New York Conn Co. 233-5-7 W. 47th Street



C. G. CONN, LTD. 211 Conn Bldg., Elkhart, Ind.

Gentlemen: Please send me, free, a copy of "Success in Music and How to Win It" by John Philip Sousa, and details of your Free Trial, Easy Payment Plan. (Mention Instrument.)

Name

Street or Rural Route

City, State, County

Instrument

SO WHAT?



This symbolism, shown throughout the 1920s, represents a starting point.

The saxophone becomes a symbol for social and cultural change at a time when sexual freedom and discovery is central to American life, setting a trajectory for the future of the instrument as a sexualized symbol in American culture.



QUESTIONS?

GET IN TOUCH



Email Address

hetricksarahv@gmail.com

Website

www.sarahhetricksaxophone.com
