

# Phono-Graphics

THE VISUAL  
PARAPHERNALIA OF  
THE TALKING MACHINE



ARNOLD  
SCHWARTZMAN

Photography by  
GARRY BROD

CHRONICLE BOOKS SAN FRANCISCO

*"Get Out Those Old Records,  
Those Old Phonograph Records..."*

SONG BY CARMEN LOMBARDI AND JOHN JACOB LOEB, 1934

TALKING MACHINES, as phonographs were affectionately called in an earlier era, were the leading entertainment medium of their day. The phonograph and its accoutrements were accordingly bedecked in the carefree aesthetic of the period; its 78 rpm discs required expendable needles, which were packaged in colorful tin containers featuring a proliferation of lively designs of animals, landscapes, and dance steps, as well as advertising and patriotic themes. In addition to needle tins, phonograph companies produced an astonishing array of amplifying horns, disc players, picture records, record labels and sleeves, postcards, and advertisements.

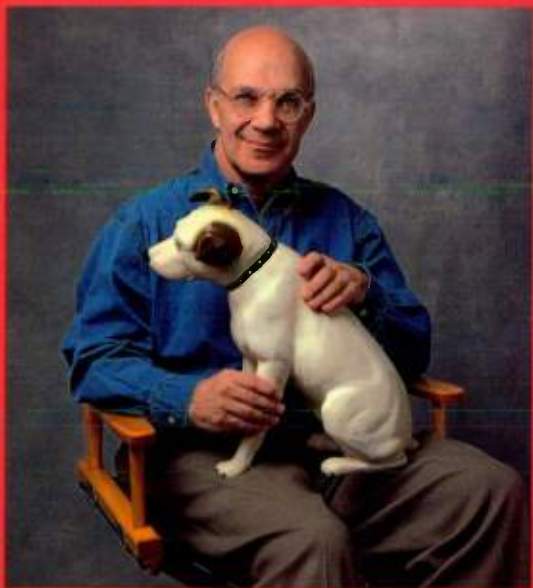
*Phono-Graphics: The Visual Paraphernalia of the Talking Machine* is a dazzling collection of the plethora of products associated with phonographs. Presented in glorious color photographs, the objects and their graphics are entertaining in their own right and provide a panoramic view of the design styles of the times, from the Art Nouveau epoch of Pagliacci to the Art Deco era of Pinocchio.

A visual treasure trove, *Phono-Graphics* is an irresistible collection of memorabilia for all music fans and nostalgia buffs as well as designers looking for the best of a bygone era.



ARNOLD SCHWARTZMAN, British filmmaker and graphic designer, moved to Hollywood, California, in 1978. For producing the documentary feature *Genocide* (1981)—which he also directed—he received an Academy Award. Schwartzman was elected to the Alliance Graphique Internationale in 1974, and in 1982 he was appointed the Director of Design for the 1984 Olympic Games, Los Angeles.

Coauthor, with Len Deighton, of *Airshipwreck* (1978) and author of *Graven Images* (1993), he is an avid collector of printed ephemera and enjoys exploring the flea markets of Europe seeking additions to his collection of phonograph needle tins.



Printed in Hong Kong.

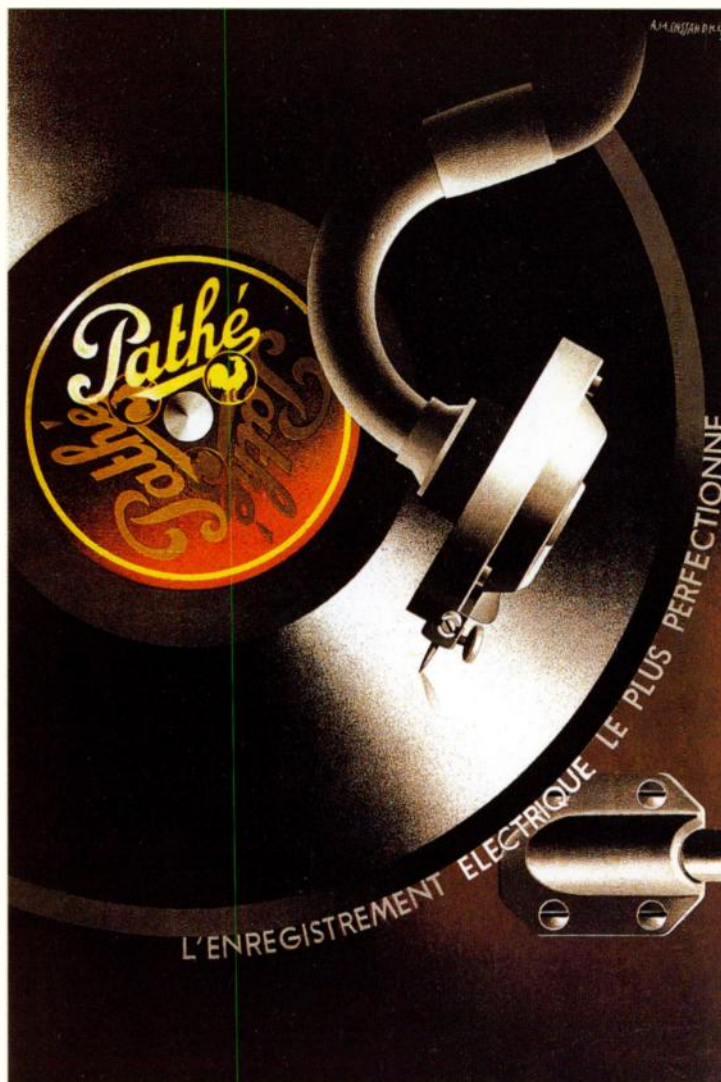


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*This page:*  
 Poster by  
 A. M. Cassandra  
 for Pathé Disques.  
 French, 1932.

COLLECTION OF  
 SUSAN J. PACK

*Opposite:*  
 Pathé gramophone  
 needle tin,  
 French, 1920's.  
 COLLECTION OF  
 THE AUTHOR

For Isolde



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## INTRODUCTION



Victor and Victrola's trademark became synonymous with home entertainment at the turn of this century. Its visual identity and that of other talking machine companies produced a plethora of graphic images, from cylinder boxes, record labels, and advertising, to the designs on picture records and phonograph needle tins.

Out of my interest in the graphics that decorated these tins came a desire to seek other related items created for this medium. One day I secured an invitation to attend a meeting of The City of London Phonograph and Gramophone Society, founded in 1919. Their monthly meetings were held in a private room above The White Swan public house in the hub of London's newspaper district.

The Society's members were seated at small separate tables clutching pints of beer and facing the bar at the far end of the room where, beside a large horned phonograph, a life-size white plaster bust of the Society's "patron saint," Thomas Alva Edison, took pride

of place. The Club Secretary confided to me that prior to each meeting he would give Mr. Edison a good scrub in his bath!

The evening's "recitalist" proudly produced a selection of phonograph cylinders out of a large well-worn suitcase, and proceeded to introduce each recording in minute detail: "This Blue Amberol cylinder was recorded in an Army Drill Hall in 1912", and so on. Every nuance of the recording technique was elaborated upon.

Halfway through the evening's program, the Society's Chairman addressed the membership with "housekeeping" announcements, followed by the Secretary, who gravely announced the passing of a fellow member and, as a mark of respect to the departed devotee, requested thirty seconds of silence. Due to the advanced age of the membership, this was a regular item on the agenda.

The end of the period of silence was broken by a nervous cough from the Secretary, who then proceeded to announce that the deceased's widow

now wished to sell the long-coveted collection of phonographs, cylinders, and hill-and-dale discs: "Would those members interested in purchasing any of these items please see me for the address and telephone number?", at which point there was a frantic scramble to the Secretary's table! Such is the passion for the Talking Machine.

From Caruso to Crosby, and from Melba to Madonna, the popularity of the medium has endured—a trend reflected in the enormous sums of money commanded by recording stars today, often surpassing the astronomical fees of the movie industry.

My earliest recollection of the talking machine is my grandparents' Chippendale-style consul gramophone, which stood in the parlor behind their

boot repair shop in London's East End.

In those wind-up, pre-electric days, in order to muffle the sound my grandparents improvised by placing a *schmutter* (Yiddish for a piece of cloth) into the cabinet's built-in amplifying

horn. Later models, such as the Victrola, had louvered doors to adjust the volume. Similar louvers were previously used at recording sessions, separating performers such as Enrico Caruso from their accompanying orchestras to

create a balance in the sound.

Among my favorite recordings were "The Laughing Song," which was the number one novelty song of its time, and the World War I hit "It's A Long Way to Tipperary," which I still possess—although the fragile shellac disc is severely cracked.

**מוזיק איז די שעהנסטע שפראך איז דער וועלט**

קלייבט איהר א גראמאפון קערט א גראמאפון קלייבט  
און הערט ביי איהר ווי א שטענדיג שטיק

**ביי וויינבערג'ס, 138, בריק ליינ, איסט**  
באקאנט איהר די שטערנדיגסטע גראמאפון קערט קלייבטס ווי די ביליגסטע פרייזען.

**רעקארדס**

דעם גרעסטען אריסטעל און  
גראמאפון קערטער געפונען איהר  
ביי וויינבערג'ס. שטיצט איהר  
דעם ערשטן טיפער, קאסט ווי  
וויינבערג'ס, 138, בריק ליינ, א.א.



**גראמאפאנס!**

קלייבט איהרע גראמאפאנס און  
רעקארדס און וויינבערג'ס און  
איהר ווייט וויכטיג ווי באקאנטע  
דעם ריכטיגן אריסטעל און  
איהר בעסטע.

**Buy your Gramophone or Records from WEINBERG'S**  
The largest selection in Stock. 138, BRICK LANE, E.1.

Emile Berliner, inventor of the gramophone, was a Jewish immigrant, as were my grandparents, whose local dealer's advertisement in the London Jewish Times, proclaimed in Yiddish: "Music is the finest language in the world."

I like to think that the sound emitting from my grandparents machine, sans *schmutter*, resonated through the walls, perhaps providing a source of musical inspiration to the young neighbor who became an international recording star: George Shearing.

"Mary had a little lamb...". These first recorded words spoken by Thomas Alva Edison on August 12, 1877, made history in heralding the age of the phonograph and preserving for future generations such voices as Sarah Bernhardt, Prime Minister Gladstone, Alfred Lord Tennyson, and Queen Victoria.

Similar to the early motion pictures, having no means of mass duplication prior to 1902, it was necessary to record each cylinder one at a time.

In Washington, D.C. on November 8, 1887, German immigrant Emile Berliner invented the first version of the disc gramophone. Not to be out-done by Edison's nursery rhyme, Berliner recorded: "Twinkle, twinkle little star, how I vonder vot you are."!

Berliner's agent, William Barry Owens,

was exhibiting his new gramophone at London's Thames-side Hotel Cecil, while next door at The Savoy, Guglielmo Marconi was perfecting his invention: the radio.

The term gramophone is still used in Great Britain, however in the United States the machine became generically known as the phonograph or Victrola—the trade name of the Victor Talking Machine Company. Berliner's invention became the most popular medium of its time, generating a profusion of related items, such as the phonograph disc and its variety of label designs, first introduced in 1900. The disc's surface was sometimes illustrated to further endorse the record's theme.

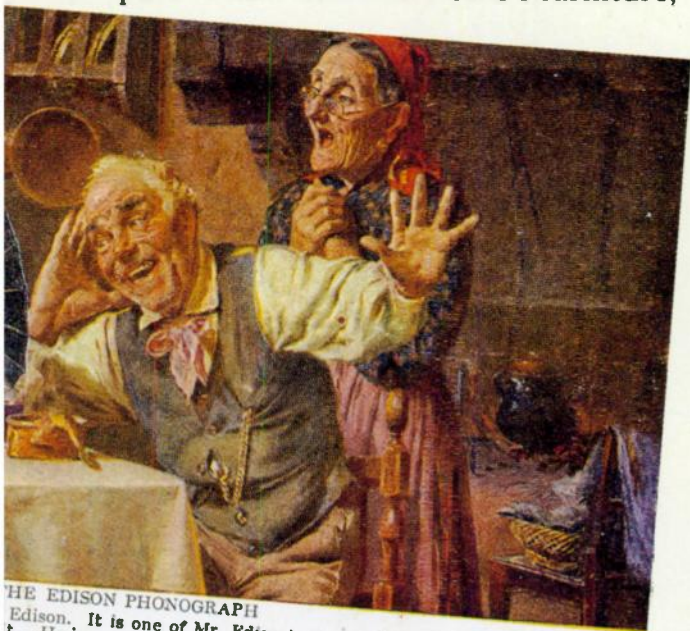
The advertisements for the Talking



Invented in 1877 by Thomas A. Edison  
still controls and manufacture

Machines and their discs often included endorsements by stars such as Maurice Chevalier, and illustrations by distinguished French artists such as A. M. Cassandre and Jean Carlu.

The phonograph cabinet became a part of the American home's furniture,



THE EDISON PHONOGRAPH  
Edison. It is one of Mr. Edison's favorite inventions. He  
t. He is constantly at work developing and improving it.

and was available in a variety of styles, from Gothic and Tudor, to "pseudo-Jaco", William and Mary and Queen

Anne, to the eighteenth-century classic style of cabinet makers such as Adam, Chippendale, Hepplewhite, and Sheraton. This invention spawned an enormous industry of related graphic ephemera.

The phonograph was the leading entertainment medium of its day, and its 78 rpm discs required expendable needles that were housed in colorful containers. A proliferation of designs, created by anonymous lithographers of the day, illustrated the wide variety of subject matter manufacturers employed to merchandise them.

The majority of the hinged tins are rectangular, and measure less than two inches across. There are, however, a variety of shapes and materials, such as tin pyramids and bells, bamboo or lacquered wooden boxes, and even a grand piano made of Bakelite. Usually holding two hundred needles, most containers carry the warning: "To be used once only", printed in gold on black paper.

Since it was the diameter and length of the needle that regulated the

volume, the tins were often color coded to denote soft, medium, loud, or extra-loud tone. The tins' designs reflect various periods of style, from the Art Nouveau age of Pagliacci to the Art Deco era of Pinocchio.

Though tin was usually the material of choice in the twenties, some of the containers were made of Bakelite. Often, the inside of the tin's lid was lined with a paper advertisement bearing the name and address of the retailer. But the tins also served as advertisements for the numerous record companies, such as Brunswick, Columbia, Decca, "His Master's Voice", Odeon, and Pathé.

Since British steel was proclaimed to be of the finest quality, the designs also frequently displayed patriotic motifs. It was not unusual for the "Union Jack", the name "Britannia", or the British bulldog to be used in the gramophone needle tins' design.

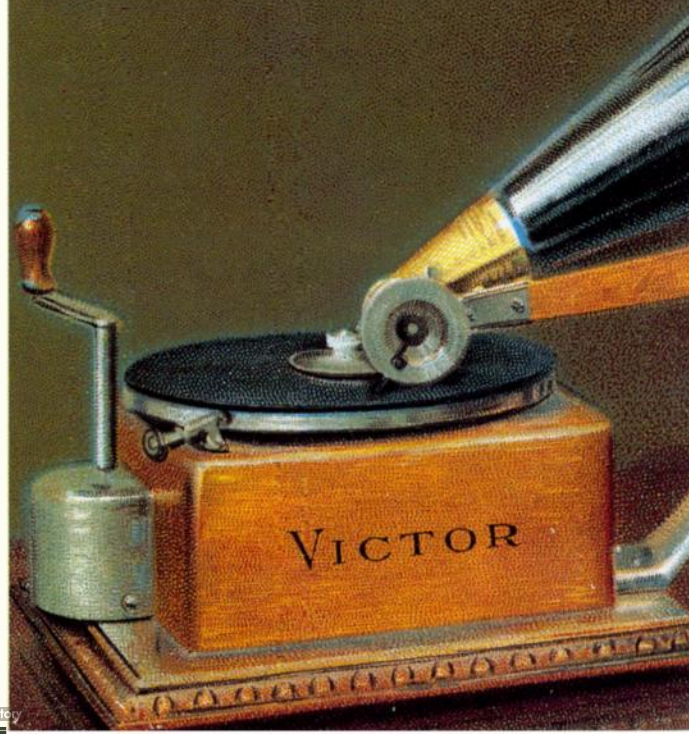
To compete, German manufacturers used the strategy of producing more elaborate and colorful designs, such as the popular dance steps of the day—

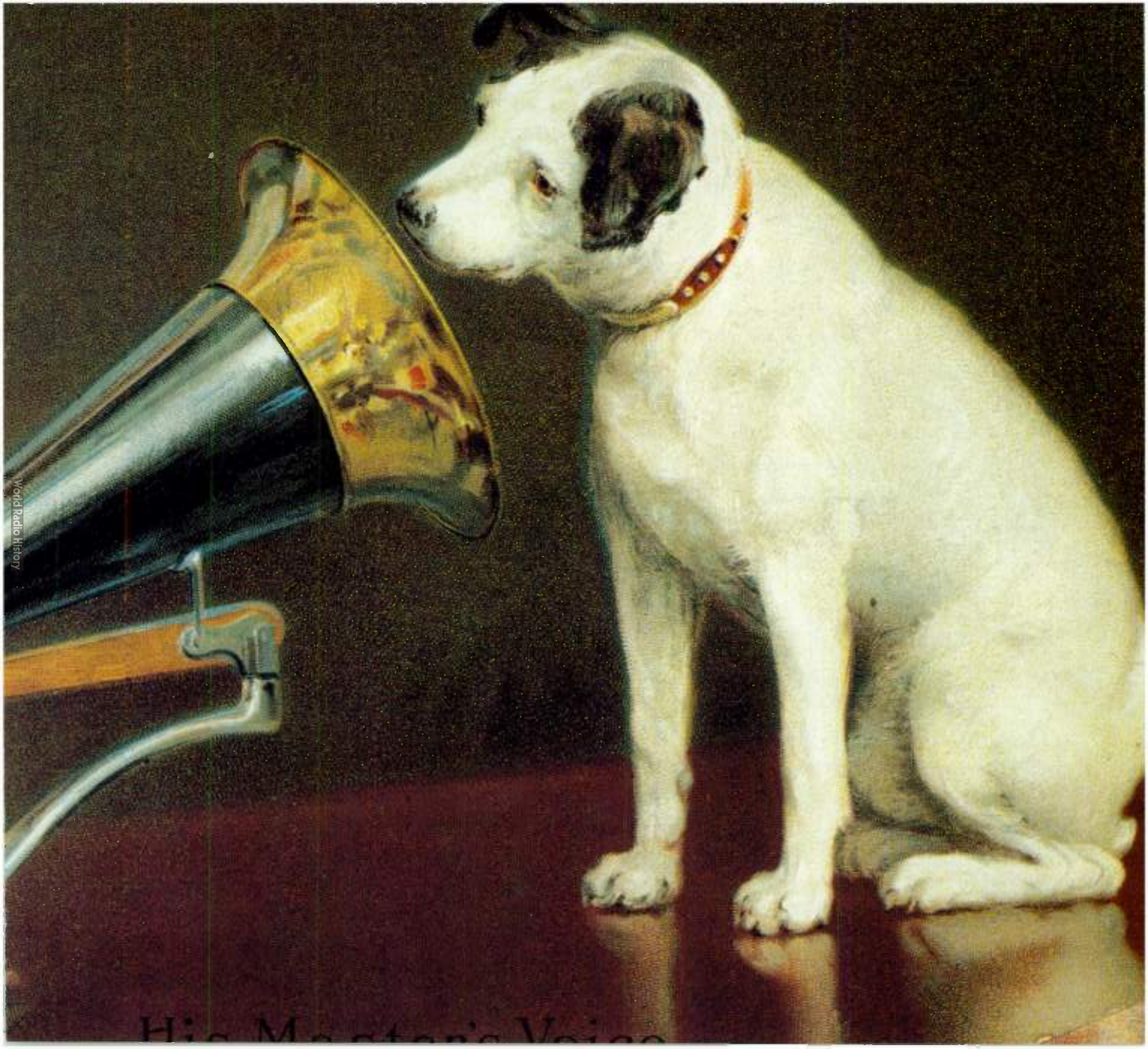
An advertising lithograph from Francis Barraud's painting of Nipper listening to a Type B Victor Talking Machine, 1901, referred to as the "Trademark Machine".

COLLECTION OF THE AUTHOR

*Inset:*

"His Master's Voice" trademark patent application, 1900.





His Master's Voice

World Photo History

the fox trot, the tango, and the shimmy, others were adorned with historic figures, views of German cities, shadowgraphs, aeroplanes, submarines, or castles on the Rhine.

One of the world's most famous trademarks came about through sheer serendipity. On May 31, 1899, the noted British portrait painter, Francis Barraud, called upon The Gramophone Company at their London headquarters in Maiden Lane, seeking to borrow an amplifying horn as a reference for his painting.

Upon being introduced to the company's General Manager, William Barry Owen, Barraud showed him the nearly completed painting of his brother's dog Nipper listening to a phonograph. Owen was most impressed with the painting. He agreed to the loan of the horn, and also offered to buy the painting when completed. The men agreed on the grand sum of one hundred pounds, including the copyright, providing Barraud substitute the



existing phonograph cylinder machine in the painting with a Gramophone Company disc player.

As Barraud was leaving the show-room after delivering the completed painting, Owens called after him, enquiring whether the painting had a name. The artist's immediate response

was: "His Master's Voice".

Plagiarisms of Francis Barraud's painting of Nipper listening to a horned gramophone abounded. Some versions show a dog and baby, a dog and radio, a dog and telephone, as well as a man in an armchair listening to "His Favourite Song".

Vintage containers are still to be found at swap meets and antique shops, particularly in the flea markets of Europe, sometimes virtually untouched, still wrapped in their



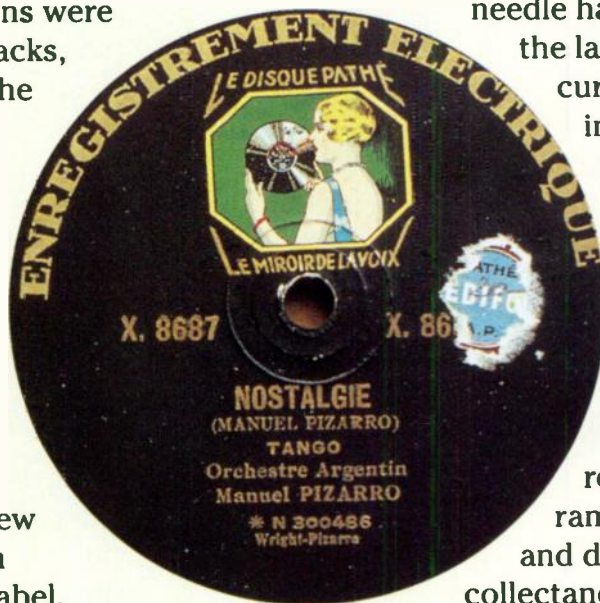
original paper seals just as they had come from the manufacturer, some eighty years ago.

By World War II, tins were replaced by paper packs, and finally, in 1948, the need to frequently change needles ceased with Peter Goldmark's invention of the vinyl microgroove LP, and its long-lasting stylus.

The advent of the long-playing record brought about the new artform of the album cover and cassette label, replacing the brown paper sleeve.

The arrival of radio and television broke the phonograph's monopoly of the public's attention. The steel needle has been replaced by the laser beam, and in its current digital CD incarnation, the recording industry enjoys a multi-billion dollar business.

This album of phonographic memorabilia will transport the reader on a nostalgic ramble over the hills and dales of a visual collectanea of the Talking Machine and its paraphernalia.



ARNOLD SCHWARTZMAN  
Hollywood, 1993

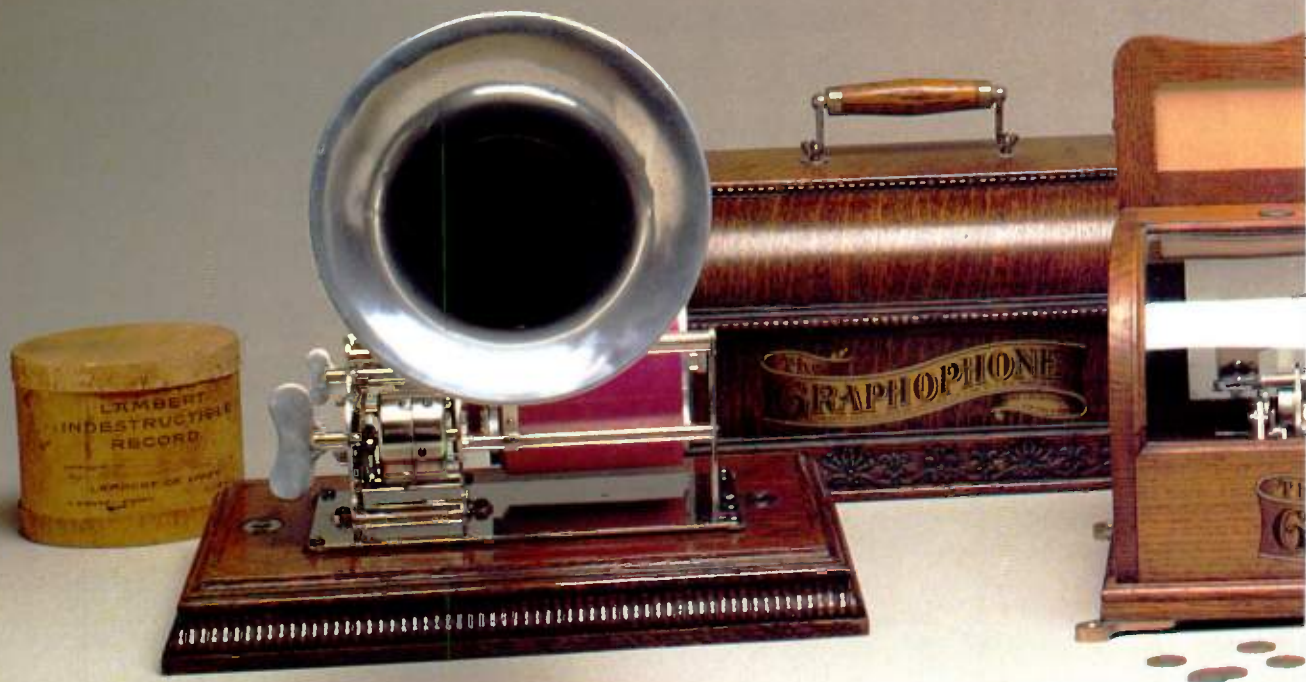
*Opposite:* "His Master's Voice" decal, and a triangular German gramophone needle tin, 1920's.  
*This page:* Le Disque Pathé record label, "Nostalgie", 1930's.  
*Right:* Trademark for a French phonograph company, 1931.





## PHONOGRAPHS AND CYLINDER BOXES

Thomas Alva Edison invented the phonograph in 1877, spawning an industry of Talking Machines and cylinders.



Three Columbia  
Graphophone  
cylinder machines.

*Left:*

Columbia Type AB,  
1901.

*Center:*

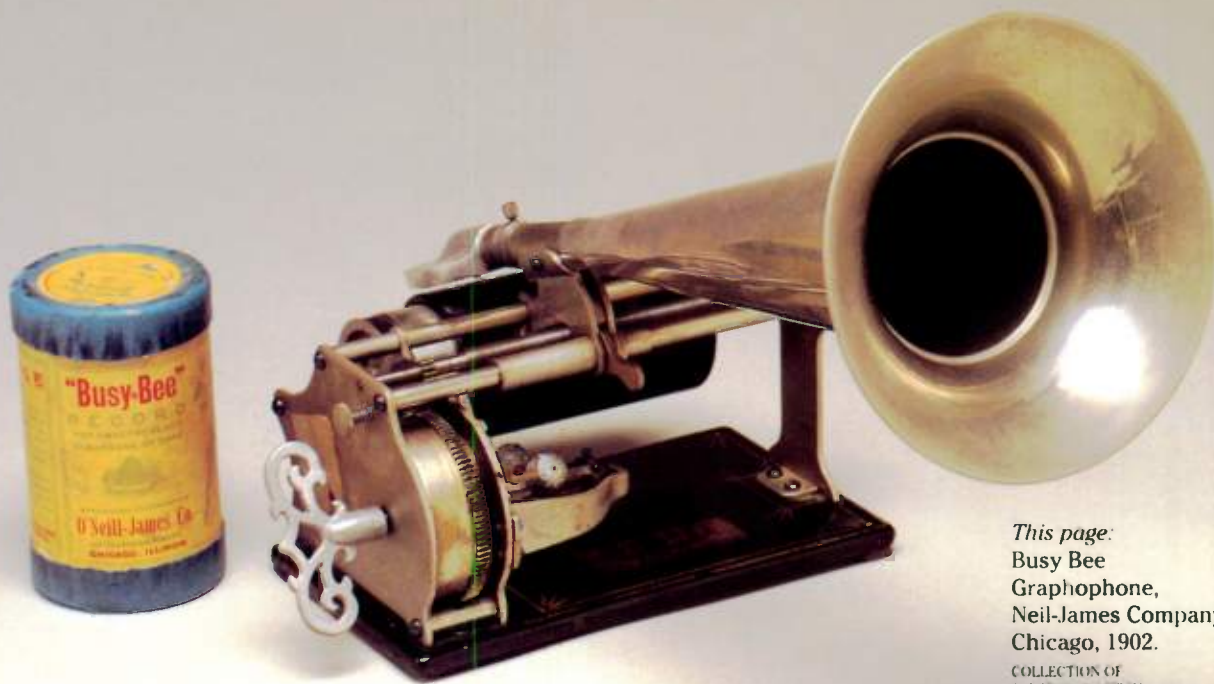
Coin operated  
Columbia Type BS,  
1898.

*Right:*

Columbia Type AA,  
1901.

COLLECTION OF  
LARRY DUNN





*This page:*  
Busy Bee  
Graphophone,  
Neil-James Company,  
Chicago, 1902.

COLLECTION OF  
JOE URBANOVITCH

*Opposite and  
pages 20/21:*  
A collection of  
cylinder boxes.

COLLECTION OF  
LARRY DUNN



CATALOGUE N° 1213

EDISON

# CONCERT

RECORD



**CYLINDRES PATHÉ**  
GRAND PRIX Paris 1900  
N° 1230  
CHANSONNETTE  
LES OISEAUX EN FÊTE  
Imitation d'Oiseaux  
BERGERET  
AP

CYLINDRES ARTISTIQUES  
ORIGINAUX  
DIRECTEURS  
CHARLES & MARCEL



**EDISON BELL RECORD**  
10811  
DEMAY WINNER  
BRITISH MANUFACTURE

**HUBERT VASCHETZ**  
Gipsy Song  
HUBERT VASCHETZ  
HUBERT VASCHETZ

**EDISON RECORD**

**Edison Blue Amberol Record**  
1079  
PERFECT QUALITY

**4 MIN. 1150**  
PERFECT QUALITY

**MONTGOMERY WARD & CO.**  
LATESIDE RECORD

**EDISON BLUE**  
Special

**EDISON AMBEROL RECORD**  
D 15  
19

**18098**  
PERFECT QUALITY

**THE GRAPHOPHONE**  
GRAMOPHONE RECORDS

**EDISON RECORD**

**EDISON BLUE AMBEROL RECORD**  
5476  
PERFECT QUALITY

**CYLINDRE N° 4**

**EDISON RECORD**  
8958

**EDISON AMBEROL RECORD**  
410  
4 MIN.

**EDISON RECORD**  
100

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**

**EDISON RECORD**







## DISC PLAYERS

The invention of the disc playing gramophone by Emile Berliner in 1887 superseded Thomas Edison's phonograph and its cylinders.



Three Victor  
Talking Machines.

*Left:*

The Type P Victor  
Premium, 1902–06.  
This machine was  
given away as a  
premium with the  
purchase of a  
number of records.

*Center:*

The Victor Royal,  
1902–04.

*Right:*

The Victor  
Monarch Junior (E),  
1902–05.

COLLECTION OF  
JOE URBANOVITCH





*Opposite:*

A collection of H.M.V. and Victor needle tins, dating from 1903. One of the earliest is labelled: The Gramophone and Talking Machine Typewriter Ltd.

COLLECTION OF  
THE AUTHOR

*This page:*

The Victor Royal Talking Machine, 1902-04, which sold for \$15, stands in for the "Trademark Machine".

COLLECTION OF  
JOE URBANOVITCH

"Nipper".

COLLECTION OF  
BILL PLAYER





*This page:*  
The success of  
"His Master's Voice"  
and its trademark  
brought about a  
spate of plagiarism.  
A British postcard, a  
German record label  
and a Japanese  
match box label.

*Opposite:*  
A collection of  
German and  
Japanese  
phonograph  
needle tins.  
COLLECTION OF  
THE AUTHOR






## AMPLIFYING HORNS

Usually made of wood or metal, amplifying horns were often decorative in their configuration and surface design.





A collection of early  
Talking Machine  
amplifying horns.

COLLECTION OF  
JOE URBANOVITCH

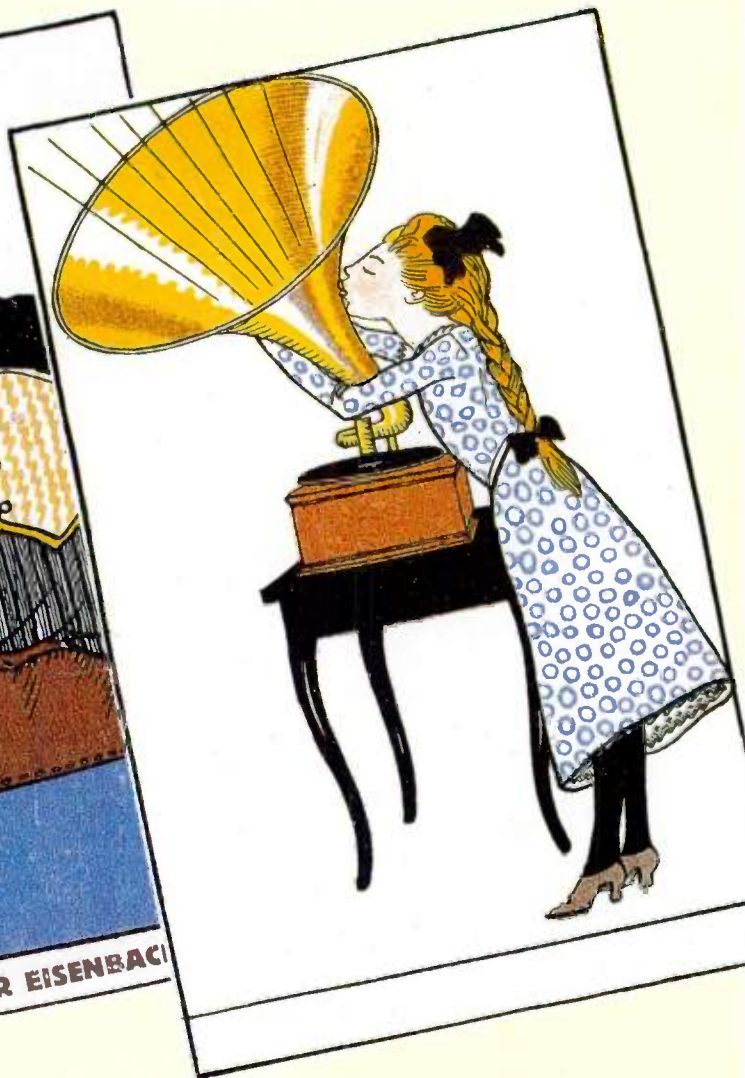


*Opposite:*  
Columbia  
Graphophone,  
1902.

COLLECTION OF  
LUKE DE NITTO

*This page:*  
Secession postcards  
from the Wiener  
Werkstaette school  
by artists (left)  
Moriz Jung and  
(right)  
Maria Likarz-Strauss,  
Austria, 1907.

COLLECTION OF  
THE AUTHOR







*Opposite:*  
Collection of needle  
tins displaying  
horned disc players.

COLLECTION OF  
THE AUTHOR

*This page:*  
Victor IV  
phonograph  
with nickel horn,  
1902-1920.

COLLECTION OF  
JOE UBRANOVITCH



NEW-YORK, & SCHIRMER,

[FOR THE AUTUMN]

Copyright, 1878, by M. J. O. von Ograph.

Music sheet cover:  
"The Song of Mister  
Phonograph", 1878.  
"My name is Mister  
Phono-graph and I'm  
not so very old; My  
Father he's called  
E...dison, and I'm  
worth my weight  
in gold..."

COLLECTION OF  
BILL FLAYER



Music sheet cover:  
The "Record"  
Lancers, 1906.

COLLECTION OF  
MARTIN AND JILLIANA  
RANICOR-BREEZE



Type D Victor,  
1903-1907.

COLLECTION OF  
JOE URBANOVICH



## Sousa's Band plays for you

and it plays music of your own choosing. The band of the great March King plays as many encores as you wish—such playing as is possible only when Victor records and Victrola instruments are used together. You can hear not only Sousa's Band, but Conway's Band, Pryor's Band, Vessella's Band, U. S. Marine Band, Garde Republicaine Band of France, Band of H. M. Coldstream Guards, Banda De Alabarderos—the greatest bands of every nation and the best music of all the kinds the whole world has to offer.

Victrolas \$25 to \$1500. New Victor Records demonstrated at all dealers in Victor products on the 1st of each month.



# Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.  
**Victor Talking Machine Company, Camden, New Jersey**

*This page:*  
 Victrola  
 advertisement  
 featuring  
 John Philip Sousa.

*Opposite:*  
 The Victor Monarch  
 Junior (E), 1904.  
 COLLECTION OF  
 BILL FLAYER



How they get the

Your wonder and admiration of the VICTOR increase as you hear one after the other, the stirring music of the world's greatest bands, the magnificent voices of the most famous grand opera stars, the side-splitting jokes and comic songs of the funniest minstrels, the beautiful gospel hymns by noted soloists and celebrated choirs.

Ask your dealer to play some of the newest VICTOR records and write to us for complete catalogue.

VICTOR TALKING MACHINE CO.  
CAMDEN, N. J., U. S. A.

Small illustration of a dog listening to a gramophone.

Ask your dealer to play some of the  
newest VICTOR records and write to  
us for complete catalogue.

CAMDEN, N. J. U.S.A.

newest VICTOR  
us for com  
VICTOR

**Fill Out** Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

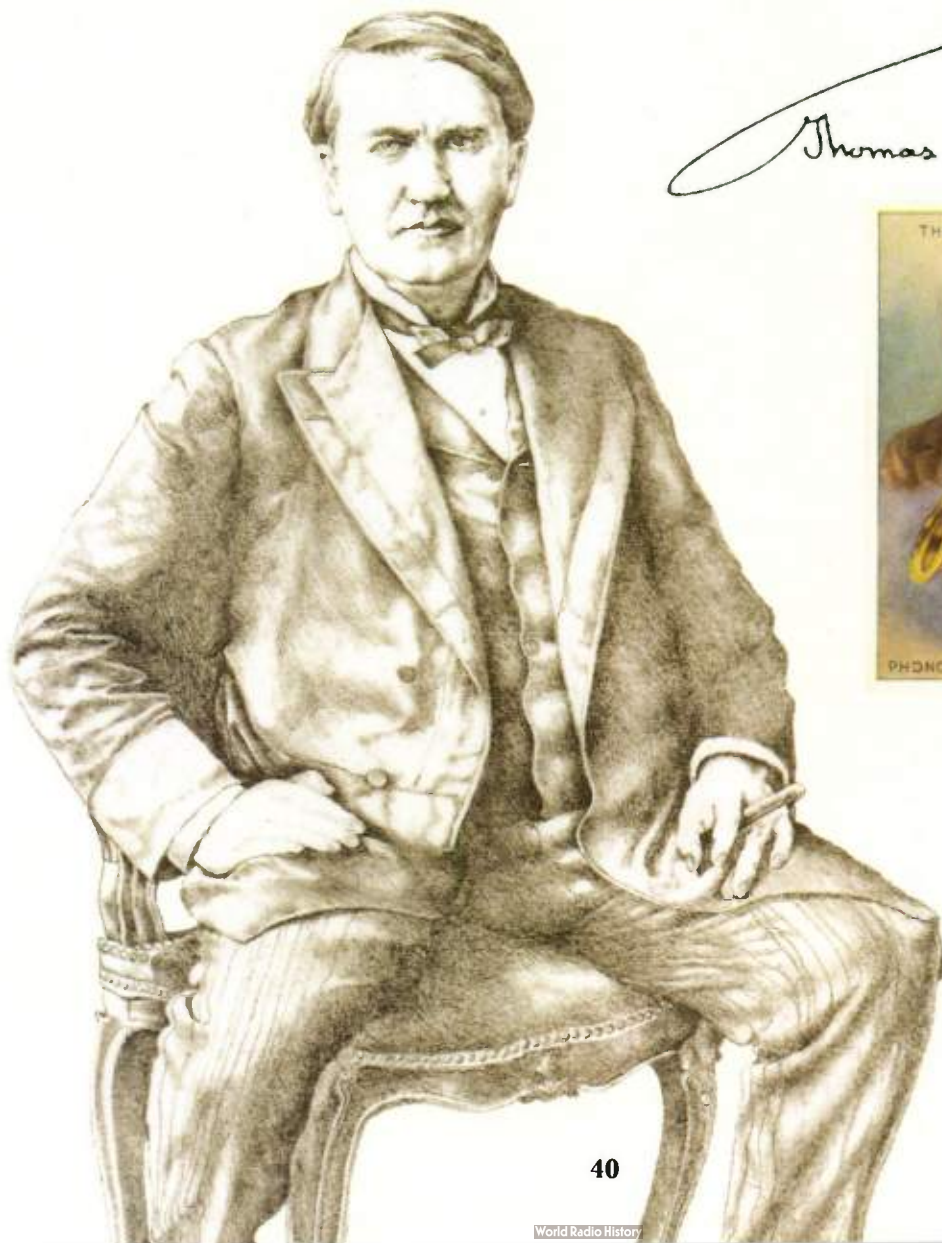
**Get Off** Victor Truck Rental Co. 1000 N. 1st St.  
St. Paul, MN 55101

**Send To:** Victor Truck Rental Co. 1000 N. 1st St.  
St. Paul, MN 55101

COLLECTION OF  
BILL FLAYER

COLLECTION OF  
JOE URBANOVITCH





*Thomas A Edison*



*This page:*  
Thomas Edison,  
1847-1931.

ILLUSTRATION BY  
THE AUTHOR

*Opposite:*  
Edison Home  
Phonograph,  
Model B, 1905.

COLLECTION OF  
GARRY BROD



Let Us Send You This  
Two-Horn

# DUPLEX

Phonograph  
On Trial

DIRECT FROM OUR FACTORY TO YOUR OWN HOME

## Double Volume of Sound

**H**ERE is the explanation of the Duplex principle. When you hit a tin can with a stick, which side of the tin can gives forth the noise? Why, both sides, of course. If you collect the waves from one side of the vibrating pan, you get only *half* the noise. That's plain, isn't it? Well, the same thing holds true of the diaphragm of a phonograph. In every talking machine made heretofore, one-half of the sound waves were *wasted*. You got just one-half the sound that the diaphragm made—the rest was lost. The *Duplex* is the first and the only phonograph to collect the vibrations and get all the sound from *both* sides of the diaphragm. Because the reproducer or sound box of the Duplex has *two* vibrating diaphragms and *two* horns (as you see) to amplify the sound from *both* sides of *both* diaphragms. The *Duplex*, therefore, gives you *all* the music produced—with *no* other you lose one-half. Compare the volume of sound produced by it with the volume of *any* other—no matter what its price—and hear for yourself!

## Purer, Sweeter Tone

**B**UT that is not all, by any means. For the Duplex Phonograph not only produces *more* music—a greater volume—but the tone is clearer, sweeter, purer and more nearly like the original than is produced by any other mechanical means.

By using *two* diaphragms in the Duplex we are able to dispense *entirely* with *all* springs in the reproducer. The tension spring used in the old style reproducers to jerk the diaphragm back into position each time it vibrates, by its jerking pull *roughens* the fine wave groove in the record, and that causes the *squeaking*, *squeaking*, harsh, metallic sound that sets your teeth on edge when you hear the old style phonograph.

In the Duplex the wave grooves of the record remain perfectly smooth—there is nothing to roughen them—and the result is an *exact* reproduction of the original sound.

As a special guarantee against the presence of harshness resulting from vibration, the points of contact between the horns and reproducer are protected by rubber—an exclusive feature of the Duplex Phonograph.

## The Ideal Christmas Gift

Write To-day for  
Catalogue

and full particulars of the  
Duplex Phonograph, and  
details of our direct-from-  
factory selling plan.

We Pay the Freight

With every Duplex we  
give six 2-inch or three  
10-inch records free.



Size of cabinet, 18 inches  
by 14 by 10 inches high

THE DUPLEX PHONOGRAPH COMPANY, 127 PATTERSON STREET KALAMAZOO, MICHIGAN

Each horn is 30 inches long  
with a 17 inch bell

## An Entirely New Principle in Phonographs

- Two vibrating diaphragms to reproduce the sound.
- Two horns to amplify and multiply all the sound from both sides of both diaphragms.
- No tension spring and no swing arm to cause harsh, discordant, mechanical sounds.

Consequently, the Duplex produces a sweeter tone and greater volume of music than any other phonograph and is absolutely free from all metallic sounds.

## Direct from the Factory

**W**E ask the privilege of *proving* to you that the Duplex gives a double volume of music, of purer, sweeter tone than any other phonograph made. We want to prove it at our expense. We ask you to let us send you one of our *exposés*—under an arrangement mutually satisfactory—for use in your home one week. Invite your neighbors and musical friends to hear it, and if they do not pronounce it better—in volume and in tone—than the *best* old style phonograph, return it at once at our expense. That's a fair offer, but it isn't all. We save you in the price exactly \$70.15—because we save you all the jobbers', middlemen's and dealers' profits. We sell it to you at actual factory price. Sold through others the Duplex would cost you at least \$100—and it would be a bargain at that. Bought direct from our factory it costs you (net profit added) only \$29.85. And you get a seven days' trial in your own home—and are under no obligation to keep it if you are not satisfied. You run no risk, for this advertisement could not appear in this periodical if we did not carry out our promises.

**\$29.85**

## Music in Your Home

**T**HINK what a Duplex Phonograph will mean to you! The variety of entertainment you can command at trifling expense is practically unlimited. You can enjoy a delightful selection of songs, poems, piano, harp, guitar, or violin music, short stories, anecdotes or dialect pieces, all reproduced by the marvelous two horned Duplex with the faultless fidelity of an instantaneous phonograph.

You can bring to your family and friends, in all their original beauty, the priceless gems of musical art, the classic performances of famous Artists like Paderewski, D'Albert, Vacani, Pugno, and Jan Kalicki.

Or, you can listen, entranced, to the magic notes of melody fresh from the throat of a Patti, Melba, or Calvé, and the great dramatic tenors, Caruso and Tamagno.

And, best of all, you can hear once more the voice of dear old Joe Jefferson as, with matchless pathos, he delivers the lines of Rip Van Winkle to familiar to a former generation.

For just before his death, this greatest and best loved of American actors left a perfect record, which, reproduced by the Duplex Phonograph, will preserve his living tones for the admiration and delight of thousands yet unborn.

This twin-horned  
phonograph  
was a precursor  
of stereophonic  
sound, 1906.

COLLECTION OF  
KEITH CENEDELLA

The Edison "Fireside"  
Model A, 1909,  
playing an Edison  
Royal Purple  
cylinder, circa 1918.

COLLECTION OF  
LARRY DUNN





PATENTED 1877  
 REGISTERED IN THE PATENT OFFICE IN ACCORDANCE WITH THE ACT OF CONGRESS TO THAT EFFECT APPROVED JUNE 4 1874  
 OFFICER FEB 1901 BY NATIONAL PHONOGRAPH COMPANY

CATALOGUE NUMBER 18284

MADE AT BRUSSELS (BELGIUM)  
 UNDER PATENTS OF THOMAS A. EDISON

PATENTED  
 May 3 1888 June 17 1890 June 11 1901  
 Aug 2 1889 Oct 18 1890 Oct 1 1901  
 Nov 12 1889 Feb 5 1901 Nov 11 1902

THIS RECORD IS SOLD BY THE  
 NATIONAL PHONOGRAPH COMPANY  
 UPON THE CONDITION THAT IT SHALL  
 NOT BE SOLD TO ANY UNAUTHORIZED  
 DEALER OR USED FOR DUPLICATION  
 AND THAT IT SHALL NOT BE SOLD OR  
 OFFERED FOR SALE BY THE ORIGINAL  
 OR ANY SUBSEQUENT PURCHASER  
 (EXCEPT BY AN AUTHORIZED OBBER TO AN  
 AUTHORIZED RETAIL DEALER) FOR LESS THAN  
 10 CENTS EACH

UPON ANY BREACH OF SAID CONDITION, THE  
 LICENSE TO USE AND VEND THIS RECORD, IMPLICIT  
 FROM SUCH SALE IMMEDIATELY TERMINATES

EDISON  
 RECORDS  
 ECHO ALL OVER  
 THE WORLD

CO. INCORPORATED 1900 BY THE  
 NATIONAL PHONOGRAPH CO.  
 ORANGE N.J., U.S.A.

*Opposite:*  
Phonograph cylinder  
box labels. Edison  
Records "Echo all  
over the world"  
while The Clarion  
Record "Floods the  
world with melody".

*This page*  
The Edison "Opera"  
Phonograph, 1912.

COLLECTION OF  
BILL FLAYER





## POSTCARDS

The golden age of the Victrola coincided with the heyday of the postcard.

The popularity of the phonograph generated a proliferation of postcard images, as in these British World War I examples.

COLLECTION OF  
JERRY MADSEN



**T**AKE ME BACK TO DEAR OLD BLIGHTY. (2)  
 Take me back to dear old Blighty, put me on the train  
 for London town,  
 Take me over there, drop me anywhere,  
 Birmingham, Leeds, or Manchester—well, I don't care!  
 I should love to see my best girl, cuddling up again we  
 soon shall be;  
 Whoa! Tiddley-iddley-ighty, hurry me home to Blighty—  
 Blighty is the place for me.

WORDS BY FRANKLIN OF THE STAR MUSIC PUBLISHED BY CO. LONDON  
 GUTHRIE

World Radio History





*Birthday Greetings.  
Like the tune of the records  
so sweet and clear  
Is the thought underlying  
this greeting, Dear.*



## ADVERTISING

Much creativity went into the advertising and related collateral of the Victrola.



"Will you open your door to all the music of all the world?"  
Brochure advertising the Victrola XVI, 1907-21.

COLLECTION OF  
JERRY MADSEN

There is a Victrola in the home every musical longing is satisfied.  
Every couple is surrounded by their intimate friends willing and eager to entertain.  
You add all these rich pleasures to your home for the enjoyment of family and friends.



THE WORLD'S GREATEST ARTIST  
THEY ALL MAKE RECORDS EXCLUSIVELY FOR THE VICTOR, AND  
THEM FORWARD FOR THE ENTERTAINMENT OF HER FRIENDS, IN LINE  
TO ENTER YOUR HOME.



After dinner  
introduce your guests to-

"After dinner,  
introduce your  
guests to the world's  
greatest artists."  
Victor brochure  
featuring the  
Victrola XVI,  
1907-21.

COLLECTION OF  
BILL FLAYER



**Dancing is delightful  
to the music of the Victrola**

Every one enjoys dancing to music of such splendid volume, such clearness and perfect rhythm and the Victrola plays as long as any one wants to dance.

The Victrola brings to you all kinds of music and entertainment, superbly rendered by the world's greatest artists who make records exclusively for the Victor.

Any Victor dealer will gladly play the latest dance music or any other music you wish to hear. There are Victors and Victrolas in great variety of styles from \$50 to \$200.

**Victor Talking Machine Co., Camden, N. J., U. S. A.**

Business Gramophone Co., Montreal, Canadian Distributors



*This page:*  
An advertisement  
for a custom-made  
hand-painted  
Victrola cabinet,  
1914.

COLLECTION OF  
BILL FLAYER

*Opposite:*  
The Victor XXV,  
known as the  
"Schoolhouse  
Victor", 1913-25.

COLLECTION OF  
JOE URBANOVITCH



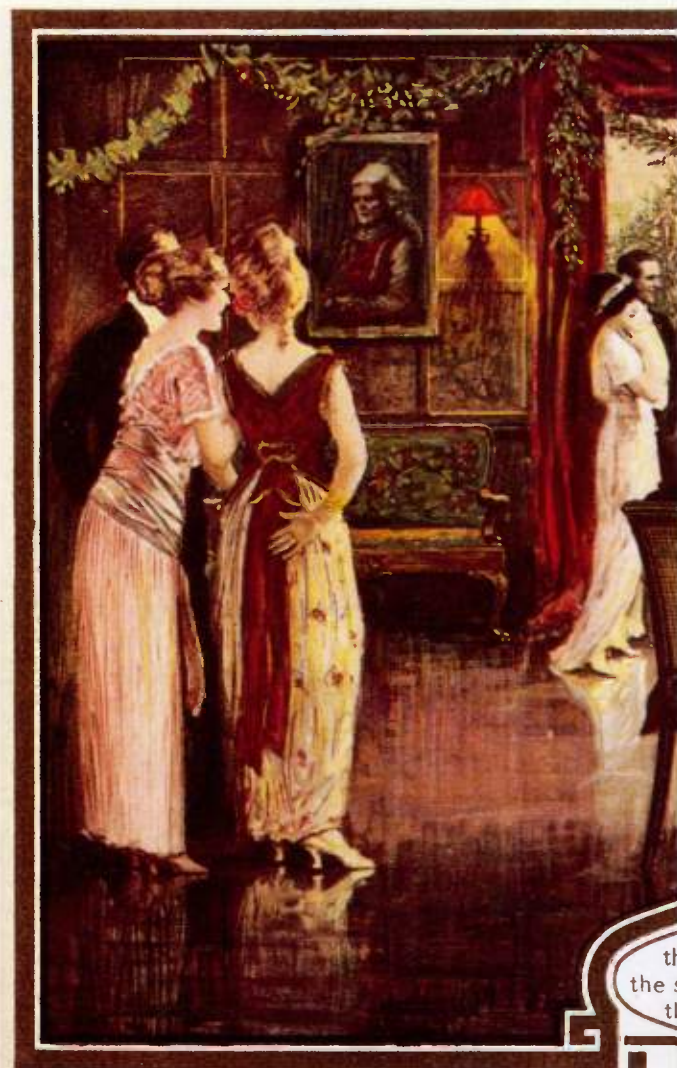
*There should be Music  
in Every Home  
on Christmas Morning*



Will there be a  
**VICTROLA**  
in your home this  
**CHRISTMAS**

"There should be  
music in every home  
on Christmas  
morning."  
1914 brochure  
advertising the  
Victrola XVI,  
1907-21.

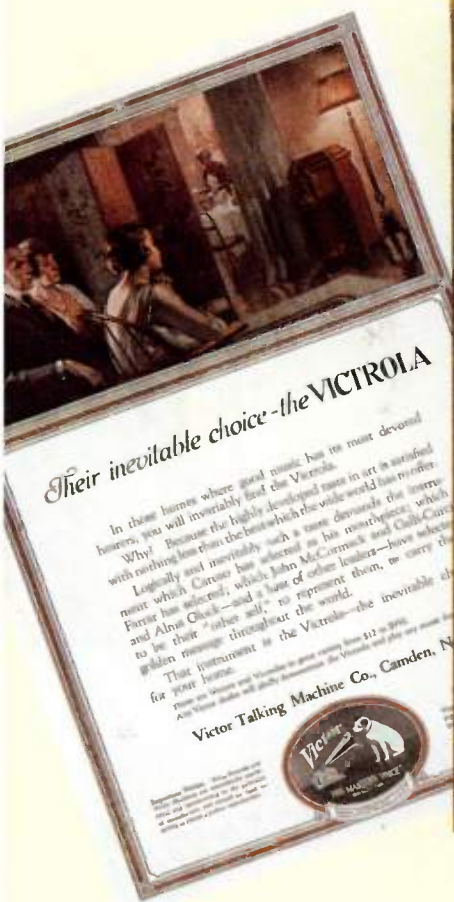
COLLECTION OF  
JERRY MADSEN



COPYRIGHT, 1914, BY VICTOR TALKING MACHINE COMPANY

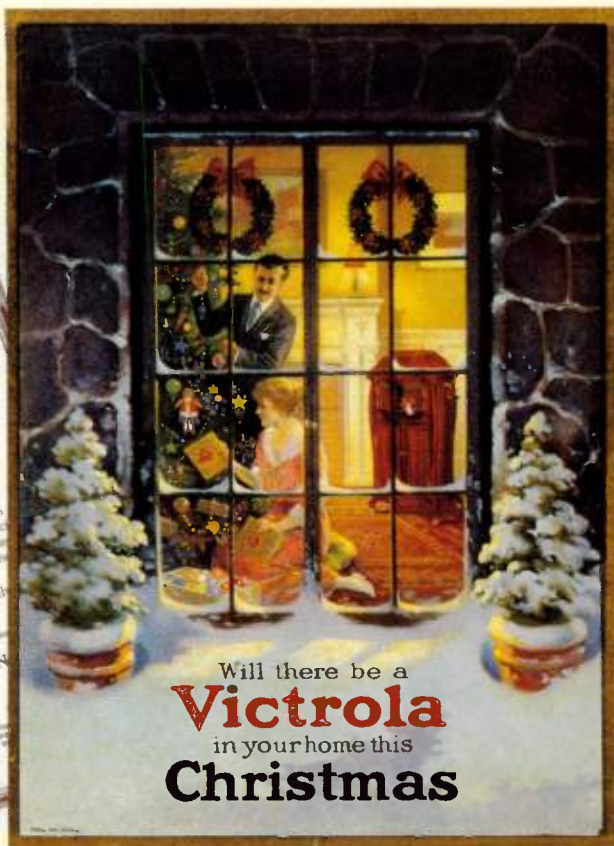


Just as the Victrola brings to  
home circle music of all kinds to add to  
rit of Christmas so will it bring to you all  
music of all the world when there is a  
Victrola in your home.



Press advertisement  
for the Victrola XVIII,  
1915-16.

COLLECTION OF  
BILL FLAYER



Brochure advertising  
the Victrola XVIII,  
1915-16.

COLLECTION OF  
BILL FLAYER




Press advertisement,  
1914, promoting the  
Victrola XVI, 1907-21.

COLLECTION OF  
BILL FLAYER



The Victrola XVIII, 1915-16. This machine was Victor's top-of-the-line Victrola, and sold for around \$400.

COLLECTION OF  
JOE URBANOVITCH



Brochure for the  
Victrola XVII,  
1916-31. Amongst  
the artists featured  
is Enrico Caruso in  
the role of Pagliacci.

COLLECTION OF  
JERRY MADSEN

**The Victrola**—the *only* instrument that  
brings the world's *greatest* artists into your home



To supply the demand for instruments of Victor quality in special designs, the Victor Art Shop is equipped to furnish individual sketches and build such instruments to order as quickly as the requirements of the highest-class workmanship will permit. Consult any dealer in Victor products or write to



**Victrola**

Look under the lid and on the labels for these Victor trade-marks  
Victor Talking Machine Company, Camden, N. J.

*Above:*  
This magazine advertisement shows a black lacquer chinoiserie cabinet. Period Victrolas were produced between 1917 and 1925.

COLLECTION OF  
BILL FLAYER

**Columbia**  
Records  
Note the Notes

**LAZARO**  
"The Tenor of the Generation"

This is the Voice  
the World has Crowned

THE voice that swept whole countries into adoration, that thrilled audiences into frenzied bursts of cheering; a vocal miracle, a marvel-voice, a voice that has been called the greatest ever known.

You have never heard "Celeste Aida" or the great aria from "I Puritani" sung as they pour from the throat of Lazaro. And you can hear them before the great tenor himself makes his first appearance on the stage in this country, on some of the most marvelous Columbia Records ever made in all record history.

Hear these wonderful Lazaro records at your Columbia dealer's.

**Columbia**

Columbia Records  
advertisement  
features Lazaro, 1916.

COLLECTION OF  
BILL FLAYER

**tone-**

*Columbia Superiority  
is measured by  
Columbia Tone*

THE RECORD played on the Columbia Grafonola is more than a record—it is reality. Through the marvelous Columbia reproducer, every individual musical pulsation—every modulation of every note comes back with volume and warmth the same as the very original itself.

Its reproduction is as true as a mirror to every beauty of musical art—a triumph of perfected scientific precision. The splendid resonance so essential to reproducing orchestral music; the delicacy needed to carry the notes of whispering woodwinds and murmuring strings; the ability to convey the living warmth that gives great voices their personality—these make up the miraculous perfection of the Columbia reproducer and Columbia TONE.

Clear, natural, brilliant, true—these words are hardly enough to describe it. Only one word can truly tell all that "Columbia tone" implies—and that single word is: LIFE!

*Look for the "superior" note mark—the mark of a greater Columbia Grafonola*

**Columbia**  
Grafonola

**Columbia**  
Grafonola

Columbia Grafonola  
advertisement shows  
a Reproducer, 1917.

COLLECTION OF  
BILL FLAYER

Opposite:  
Gramophone  
reproducers.

COLLECTION OF  
JOE URBANOVITCH



# COLUMBIA



# RECORDS

**Double-Disc**

EVERYBODY joins in when the Columbia Grafonola plays the big song hits of the day.

But the latest "hits," first recorded and best recorded on Columbia Double-Disc Records, are only an indication, a foretaste of the life, the fun, the sentiment, the classic beauty offered in the complete catalogue of Columbia Records, free on request at your dealer's.



*New Columbia Records on Sale the 20th of every month*

*This page:*  
Advertisement for  
Columbia Double  
Disc records.

*Opposite*  
*Left:*  
The Columbia  
Non-Set Automatic  
Stop Grafonola.  
The period design  
model was priced  
up to \$2,100, 1920.  
*Right:*  
This Christmas-tide  
advertisement  
extols the several  
virtues of the  
Columbia Grafonola.  
COLLECTION OF  
BILL FLAYER



# Columbia

## Grafonola

The Columbia New Brunswick American Bell, Inc. and Grafonola exclusively in the only independent company in the city.

**Grain**

STAYEDBY slips a new Canadian down  
second into the Grahams. Back go the  
rest in a jiffy. And you're off.

After that, you can dance to your heart's  
delight with some thought of making the  
world when the rest of a round is needed.

100% pure, 100% Canadian, 100% yours.  
Grain. Yours. Toronto.

The Columbia New for Americans Tour, based in Columbia, Georgia, exclusively, is the only tour that requires absolutely no money. You simply place the tour on vacation in the month and the Columbia stage itself just as the tour begins for you.



The three vital features of your  
Christmas Grafonola

For, of course, that new instrument will be a Columbia, if it is a question of musical quality—and certainly of lasting enjoyment. Judge the superiority of the Columbia Gramophone, then, of all, upon its separate merits.

**Tone:**

Time is the seed of music. Had your performance brought life to me, I would have been a musical instrument of the imagination, a harmonic of the imagination itself to serve the highest creative purpose. The polished refinement and manner of the Columbia Gramophone is the crowning achievement of the human mind. The tone is created from the imagination, the sound is the end of the same creative process. The imagination is the seed of the music, the sound is the end of the same creative process. The imagination is the seed of the music, the sound is the end of the same creative process.

**Tone control:**

With the Liberator we have a full possible analysis of these 41 new movements. The first-movement baritone, built on the first note of the scale of ascending chromaticism, and the solo tenor of ascending chromaticism, give the key and all degrees of chromaticism, from the first chromaticism in the ascending melodic line, to all the chromaticism.

**Convenience:**

Your Elmira, sustained with the material world around it, is a machine (that is, a house, a shed or its equivalent). Your machine is not actually in a condition that it cannot really think then and prevent them again, thinking and creating. A local production machine can produce a part of the future things my mind found in its mind because the mind and finger.

Columbia  Graphophone Co.  
B-124 Woolworth Bldg. N. Y.



THE UNIVERSITY OF CHICAGO  
CHICAGO, ILLINOIS 60637  
U.S.A.

# COLUMBIA

# Columbia Grafonola

FOR joyous, sparkling,  
up-to-the-minute music—  
Columbia Records on the  
Columbia Grafonola.

For the latest hits of the  
top-linears, for the newest  
novelty dances, for the  
comic opera tunes that  
everybody's whistling, for  
the songs the soldiers really  
sing—Columbia Records  
on the Columbia Grafonola.

For the great music of all  
ages, for operatic master-  
pieces sung by world-  
famous artists, for the or-  
chestral triumphs of great  
symphonies—Columbia  
Records on the Columbia  
Grafonola.

THE Columbia Grafonola is the in-  
strument that runs up the biggest  
musical mileage because Columbia  
Records give Columbia owners the  
music they really like and want to play.  
A big, handsome, clear-voiced in-  
strument is the Columbia Grafonola with a  
rich quality and superb volume of tone  
that does full justice to Columbia  
Records. For live, up-to-date music on a  
live, up-to-date instrument—Columbia  
Records on the Columbia Grafonola.



*Food will win the war. Don't waste it.*

Columbia Graphophone Company  
New York



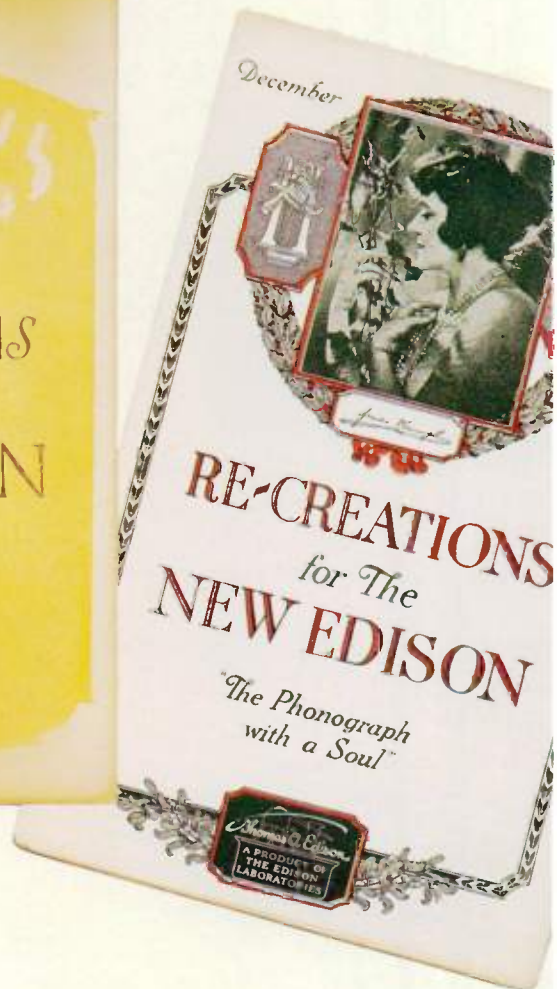
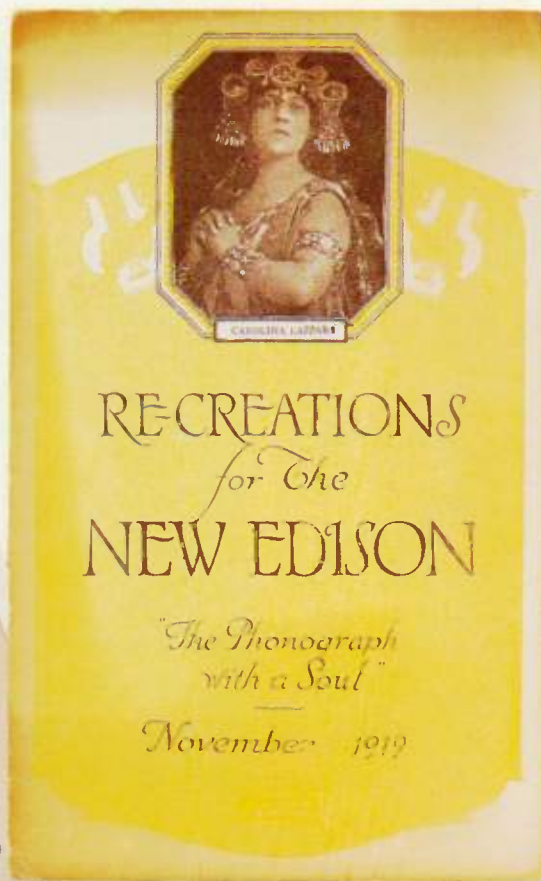
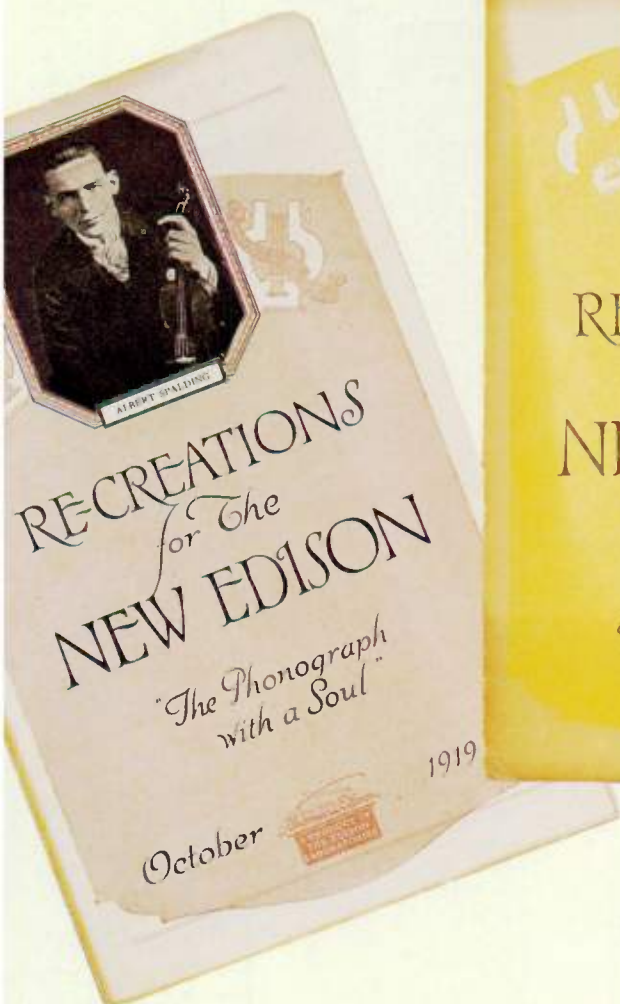
*Columbia Grafonolas are priced at \$10 to \$25.  
Period designs up to \$1200.*

Soldiers advance  
with fixed bayonets,  
melding into peace-  
time dancing couple  
in this World War I  
advertisement.  
Footnote reads:  
"Food will win the  
war. Don't waste it.",  
July 1918.

COLLECTION OF  
BILL FLAYER

© 1998 Blackwell Science Ltd  
*Journal of Internal Medicine* 243: 351–357

COLLECTION OF  
BILL FLAYER



Edison Phonograph catalogues, October to December, 1919.

COLLECTION OF  
BILL FLAYER



**The Edison  
Diamond Disc  
Chippendale C/250,  
1915-19.**

COLLECTION OF  
JOE URBANOVITCH

# Victrola

REG. U. S. PAT. OFF.

**Will there be a Victrola  
in your home this Christmas?**

If any one thing more than another can add to the joy of Christmas, it is music—and the Victrola can bring into your home any music you may wish to hear.

The Victrola is the one instrument to which the greatest artists have entrusted their art—an unanswerable acknowledgment of its artistic achievements. Moreover, the Victrola is the only instrument specially made to play the records which these great artists have made.

Christmas Day and any other day through all the years to come, the best or the newest of all the world's music may be yours to enjoy.

By all means get a Victrola this Christmas, but be sure it is a Victrola and not some other instrument made in imitation. \$25 to \$1500. Victor dealers everywhere.

**Victor Talking Machine Company**  
Camden, New Jersey

Look for the wordmark and the "His Master's Voice" wordmark on the label. Look under the dog's foot on the label. VICTOR TALKING MACHINE CO. Camden, N. J.

Victrola brings out its stars for Christmas in this advertisement for the Victrola No. 130, 1921-24.

COLLECTION OF  
BILL FLAYER



"The names that everybody knows..." In 1922, the Victor Company produced its first jigsaw puzzle, each piece featuring its classical recording stars.

COLLECTION OF  
JERRY MADSEN



## RECORD LABELS AND SLEEVES

The phonograph disc brought about a profusion of decorative record label and sleeve designs.



*This page  
and  
Opposite:  
Pre-World War I  
record labels  
and sleeves.  
COLLECTION OF  
LARRY DUNN*





*This page:*  
Bluebird, Brunswick  
and Decca record  
labels and sleeves.

*Opposite:*  
A collection of  
American record  
labels.

COLLECTION OF  
LARRY DUNN





## PHONOGRAPH NEEDLE TINS

Phonograph needles, “to be used once only”, came in a variety of decorative containers.



*Above:*

The illustrations on these Czechoslovakian tins are a souvenir from bygone carefree days.

*Right:*

The Columbia 'Talkie' and Ton-Funk Pick-Up tins are fine examples of the Art Deco period of design.

COLLECTION OF  
THE AUTHOR



*Opposite:*

Phonograph needle containers came in many shapes and materials, including bamboo, cardboard leather, mother-of-pearl, steel, tin, tortoise shell, and wood. Pyramid and bell-shaped tins dispensed one needle at a time from their apex. Some record polishers could be used to store needles.

COLLECTION OF  
THE AUTHOR







A variety  
of decorative  
European  
and Japanese  
phonograph  
needle tins.

COLLECTION OF  
THE AUTHOR





*Opposite:*  
 "The Tango Two",  
 a unique accessory  
 which could be  
 easily attached to  
 the edge of a  
 record, and with  
 a variety of  
 templates, the  
 figures performed  
 different dance  
 steps, such as the  
 Waltz, Fox Trot  
 or One Step.  
 British, 1920.

COLLECTION OF  
 THE AUTHOR



*This page:*  
 A set of German  
 phonograph needle  
 tins featuring the  
 popular dance  
 steps of the day.

COLLECTION OF  
 THE AUTHOR





"LET'S DANCE THIS ONE"

The New Orthophonic  
**Victrola**



Model Four-three: An ideal  
Orthophonic Victrola for the small  
living or apartment. List price \$55.

DANCE music in the modern manner . . . soft, subdued, melodious . . . an urge to be up and on the floor in the sway and swirl of a fox-trot . . . your very being synchronized to the four-four beat of today's most popular dance-form. You are at a smart supper-club—in your own home! . . . So astonishingly life-like is reproduction through the Orthophonic Victrola, the orchestra appears to be in the very room, in person. You dance, or sit and listen, to the music of America's foremost organizations, whenever and as often as you wish. . . . When you buy an Orthophonic Victrola, you buy not merely a great musical instrument, but a source of entertainment without limit, and without surfeit! See your Victor dealer at once and arrange for a demonstration in your home.

VICTOR TALKING MACHINE COMPANY, CAMDEN, NEW JERSEY, U. S. A.

*This page:*  
"Let's dance  
this one."  
Magazine  
advertisement for  
the Orthophonic  
Victrola model  
Consolette  
(Four-Three),  
1925-28.

COLLECTION OF  
BILL FLAYER

*Opposite:*  
Castles are  
the theme for  
this set of German  
phonograph  
needle tins.

*Pages 80/81:*  
The Art Nouveau  
cartouche was  
widely used to  
embellish  
phonograph  
needle tins  
throughout Europe.

COLLECTION OF  
THE AUTHOR









WHERE FLOOR SPACE IS VALUABLE

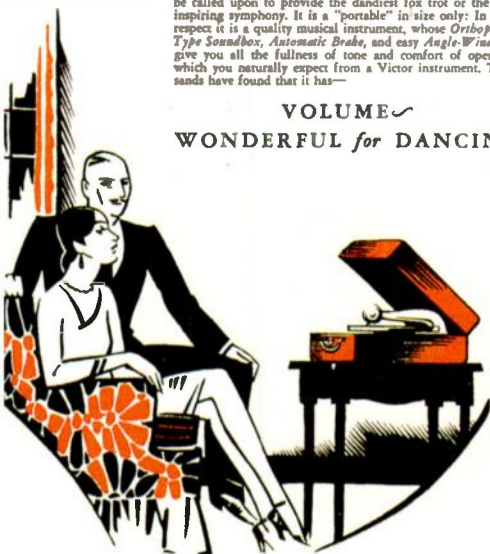
*Quality ENTERTAINMENT IS ASSURED WITH*

### THE PORTABLE VICTROLA

DESIGNERS of furniture and other home equipment are now completely recognizing the fact that the modern small home and apartment demand "Luxury in Miniature." People enjoy the carefree comfort of the apartment, but do not wish its lack of floor space to deprive them of pleasures easily within their means. Hence, the massive furniture of the Victorian period is giving place to the small, highly decorative, modern cabinetry. In such homes the new Portable Victrola has found itself a most apt entertainer. When not in use it stands in a corner, under a table, or in a closet . . . but in an instant it may be called upon to provide the dandiest fox trot or the most inspiring symphony. It is a "portable" in size only: In every respect it is a quality musical instrument, whose *Orthophonic Type Soundbox, Automatic Brake, and easy Angle-Wind* will give you all the fullness of tone and comfort of operation which you naturally expect from a Victor instrument. Thousands have found that it has—

VOLUME ~

WONDERFUL for DANCING



*The* **NEW**  
**PORTABLE VICTROLA**  
HAS BIGGER TONE . . . BETTER  
APPEARANCE . . . AND MORE  
CONVENIENCES  
*It Is An Ideal Home Entertainer*



IN TWO STYLES

PORTABLE VICTROLA NO. 2-55

List price: \$35.00

*Red Python-skin Fabrioid . . . or Padded Blue Fabrioid*

ANOTHER PORTABLE VICTROLA MODEL IS NO. 2-55, LIST PRICE \$25.00  
A MARVELOUS LITTLE PB.-FORMER

The Art Deco  
illustrations in  
this brochure  
demonstrate the  
versatility of  
the Portable Victrola  
No. 2-55, 1929.

COLLECTION OF  
BILL FLAYER



AT SCHOOL OR COLLEGE

GOOD FELLOWS GATHER IN THE ROOM WITH

### THE PORTABLE VICTROLA

ANY boy or girl will tell you that music plays a big part in school and college life. That newest fox trot by Rudy Vallee . . . that marvelous Reisman waltz . . . Gene Austin's latest heart-winner . . . or Helen Kane's most recent comic baby-talk . . . such subjects are certain to rival in importance a theorem of Pythagoras or three pages of Virgil. Let the Geometry and the Latin stick to their study hours! When good fellows gather in the "dorm" it's *Portable Victrola Time!* This snappy little Victor entertainer gives the boys and girls some of their best sport. When they're with the Portable Victrola they're bound to be having a good time . . . and, incidentally, out of mischief! If you are a parent, sending a son or daughter to college . . . or if you are the "young 'un" who's getting together your campus outfit . . . don't forget the Portable Victrola. It's a real economy! It's so sturdy it'll easily last through school and college, and will have plenty of cheer left for the summers in between. Its good looks will appeal to you. Remember, you can get it in two colors . . .

*The Red and the Blue*  
**PORTABLE VICTROLAS**

"She shall have  
music wherever  
she goes."  
Decca phonograph  
needle tins.

COLLECTION OF  
THE AUTHOR

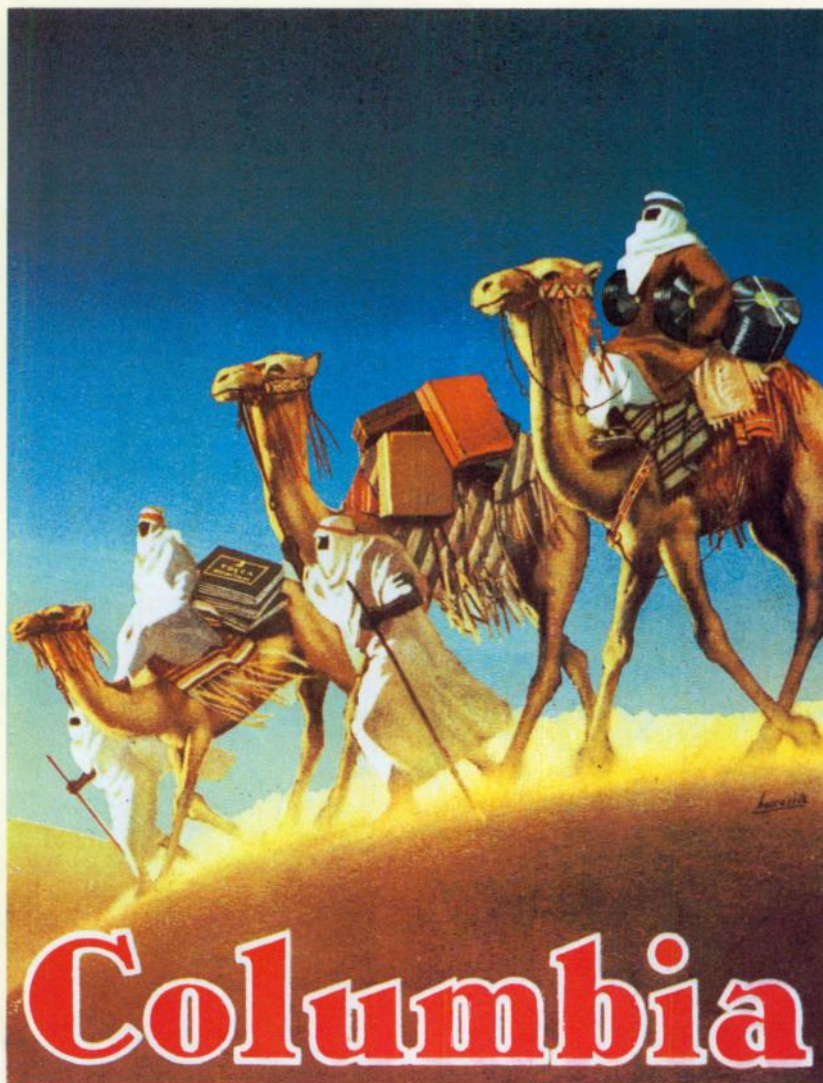




*Opposite:*  
A set of Columbia  
Graphophone  
needle tins.

COLLECTION OF  
THE AUTHOR

*This page:*  
A cover design for a  
Columbia Records  
brochure.





*This page:*  
These personalized tins advertise dealers' stores in Germany, England, Austria, Holland, and Ireland. H.M.V. dealerships often provided their names and addresses on a decal inside the tin's lid.



*Opposite:*  
A range of Songster needle tins.

*Pages 88/89:*  
Animals were a popular theme on European phonograph needle tins.

COLLECTION OF  
THE AUTHOR











*Opposite:*  
A variety of Edison  
Bell phonograph  
needle tins.

*This page:*  
Japanese  
phonograph needle  
tins and paper seal  
give a French hero  
an Asian look.

*Pages 92/93:*  
Examples of  
European  
needle tins.  
COLLECTION OF  
THE AUTHOR









Phonograph needle tins came in many different shapes and sizes, however, the majority are rectangular and measure approximately one-and-a-half by two inches and contain two hundred needles "to be used once only".

COLLECTION OF  
THE AUTHOR



These oblong compartmentalized tins held a choice of needles from soft to extra loud. The diameter and length of each needle controlled the volume—the thicker the needle, the louder the sound.



Patriotic British themes were prevalent during World War I, as illustrated on these phonograph needle tins.

COLLECTION OF  
THE AUTHOR







The introduction of electricity to the phonograph brought about the "pick-up" needle, which could be used ten or more times.

COLLECTION OF THE AUTHOR



*This page:*  
A German poster  
for Odeon Records,  
1929.

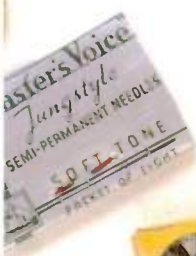
*Opposite:*  
The invention  
of Bakelite by  
Dr. Leo Baekeland  
in 1906 made  
available a new  
material for the  
containers of  
phonograph needles.  
Note the Argentinian  
container shaped  
like a grand piano.

*Pages 102/103:*  
The needle tin  
was essentially  
a European  
phenomenon, as in  
the United States  
phonograph needles  
were usually sold in  
paper packets.

COLLECTION OF  
THE AUTHOR











*Opposite:*  
British "Embassy"  
phonograph  
needle tins.

*This page.*  
Swiss needle tins.

*Pages 106/107:*  
A selection of  
phonograph  
needle tins.  
COLLECTION OF  
THE AUTHOR



"WHAT'S THE MATTER W' THE THING, ANGUS, WE'VE ONLY  
HAD IT SIX MONTHS?" "AH'M THINKING, LASS, WE'LL HAE TO BUY A NEW PIN!"



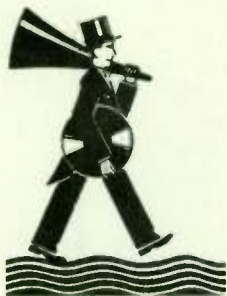


*This page:*  
The Art Deco period, or Jazz Age, reached its zenith during the late 20's and early 30's, as exemplified in this French "La Voix de Son Maître" ("His Master's Voice") catalog cover, 1939.

*Opposite:*  
Butterfly shaped phonograph needle tins.

COLLECTION OF  
THE AUTHOR





## PICTURE RECORDS

The introduction of flexible vinyl records brought with it a new medium for the commercial artist.



Art Deco style  
illustrations cover  
the complete surface  
of these French  
Ultraphone picture  
records, 1930's.

COLLECTION OF  
MARTIN AND JILLIANA  
RANICOR-BREEZE





This World War II picture record sponsored by Gem razors and blades urged the populace to buy war bonds.

COLLECTION OF  
LARRY DUNN

For 25 cents, a personalized "voice letter" could be recorded onto a Recordio-gram picture disc.

COLLECTION OF  
LARRY DUNN



A set of five picture records of speeches by President Franklin D. Roosevelt, 1944.

COLLECTION OF  
LARRY DUNN



Obverse and reverse  
sides of a Vogue  
picture record, 1946.

COLLECTION OF  
LARRY DUNN





ONLY RCA VICTOR MAKES THE "Nipper" Dog  
 "Nipper" "His Master's Voice" trademark dog...  
 Looking on the one side all across the world  
 of the dog is recorded again.



**Shop!**  
 compare value  
 for value!



**Look!**

it's tops in  
 style  
 and quality!



**Listen!**  
 it has the famous "Golden Throat"

It's the Victrola 65U—compact table model  
 radio-phonograph with automatic record  
 changer... the latest in the line of the line  
 on the market. Plays 12 records on 10 inches  
 records. RCA Victor's exclusive pickup,  
 the Shiloh-Signature, eliminates static, hiss and  
 results in singing. It's so light, so soft—  
 music not only sounds better, but actually  
 has more power!

All radio controls are on the cabinet front  
 —no need to lift the lid to adjust your radio.  
 There's a super-sensitive electro-dynamic  
 speaker. 2-point tone control for both radio  
 and records—and for both the rich, true tone  
 of the "Golden Throat" — music is the same as  
 live.

*The "Golden Throat"*



There was never a RCA Victor  
 before. The perfect, best of all  
 of the line of the "Golden Throat"  
 is captured naturally in a brand  
 attached to RCA Victor instruments.

There is Robert Hood, singing  
 "The Golden Throat" —  
 RCA Victor.



**RCA VICTOR**  
 DIVISION OF RADIO CORPORATION OF AMERICA

# "His Master's Voice" — *The history of a famous Trade Mark*



"His Master's Voice"

© 1914, Reg. U. S. Pat. Off.



"Hello! Lots of people don't know it but my  
 name is NIPPER. I was a real dog who really  
 enjoyed 'His Master's Voice' trade mark in 1914."



"This was 'Nipper' my trademark dog who was  
 named 'Nipper' named Nipper through the  
 eyes of my owner and dog..."



"And then I was the first to hear the voice of my  
 master! I don't know if I did it or not but I  
 did it... But I did it for hours!"



"Then they said 'Nipper' the name of my  
 dog and I was a famous advertisement... I was  
 named my dog in the world then!"



"Then, another kind of 'Nipper' was the dog  
 named 'Nipper' RCA. Then, when RCA changed  
 Nipper—in 1925, I became even more famous!"



"So today, Nipper, you have something that never  
 changed of in the old days!... You have the real  
 voice of the dog RCA Victor 'Golden Throat'."



"Then, I had you, hear the shilling dog 'Golden  
 Throat' today! It's in all radios and Victrola  
 radio-phonographs made by RCA Victor."



"And—best of all—there is the new Victrola 59VI.  
 You'll enjoy it a very great radio-phonograph...  
 with 'His Master's Voice' name and dog you"  
 ONLY RCA VICTOR MAKES THE VICTROLA!

**RCA VICTOR** Radio Corporation of America

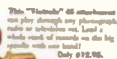
Two RCA Victor  
 advertisements  
 bring "Nipper"  
 back to the fore.  
 Left: Victrola 65U.  
 Right: Victrola 59VI.

COLLECTION OF  
 BILL FLAYER



The RCA Victor label on your gift is the symbol of quality—a promise of unmatched performance and endless pleasure at Christmas time and through the years ahead. Radio, records, or record players—yes.

One quick call to your RCA Victor radio and record store will take care of that job fast, efficiently. If your large quantity purchase cannot be filled by the store, send your order to "RCA Victor Division, Box #250, Camden, N. J." and action will be taken to fill your order through your RCA Victor dealer.



It's the random thing to do! Good-bye to the old "spindle-necking," starting parts and clamps, one-at-a-time. America found there's Here's the first one!

a-time leading American  
a better way—with "45." Here's the first and  
new system of recorded music in 50 years.

The changer works even inside the spindle—it's balanced and trouble-free. You can pick up a whole canch of records with 2 fingers and drop them on—like off-faded. Press a button and the show's on! "45" is all over and no work.



"Victrola" 45 Personal is the perfect recording companion. Plays into any 45-cycle AC electrical outlet. Simple, lightweight case—with handle for easy carrying. Plays a stack of records automatically—up to an hour of music! 45TY3. \$24.95.



You get **hotties** records, too! With every "45" instrument you get your choice of a brand-new RCA Victor "45" record release every month for 6 months. At no extra charge, you'll get a book of 6 record coupons from your dealer when you buy your "45." You also get a 6-month\* subscription to Picture Review Review Magazine.

**RCA VICTOR** 

**WORLD LEADER IN RADIO...FIRST IN RECORDED MUSIC...FIRST IN TELEVISION**

Advertisement for a range of RCA Victor phonographs, including the Kiddies' Complete "Victrola" with "Alice-in-Wonderland" design, RCA Victor 45EY26.

COLLECTION OF  
BILL FLAYER

*Left:*  
Victrola Electric  
Portable 1-EMP-2KK,  
1950's.

*Right:*  
"Alice-in-  
Wonderland".  
RCA Victor 45EY26.

COLLECTION OF  
JOE AND APRIL URBANOVITCH





*This page:*  
Bing Crosby Junior  
Juke, circa 1946-48.

COLLECTION OF  
JOE URBANOVITCH

*Opposite:*  
Children's nursery  
rhyme records, and  
music sheet of  
"When You Wish  
Upon A Star", from  
Walt Disney's  
"Pinocchio", 1939.

COLLECTION OF  
LARRY DUNN

