

“Off Brand” Talking Machines by R.J. Wakeman



*The
Nightingale*

In his book, *The Fabulous Phonograph*, Roland Gelatt states that in 1919 there were nearly 200 phonograph manufacturers in the U.S. Throughout the 1910's the demand for phonographs and records exceeded supply. Many new companies entered this lucrative field as basic phonograph patents held by Victor, Columbia, and Edison were expiring. Many companies advertised in the phonograph trade journal, *The Talking Machine World* (TMW). Below is a listing of the "off brand" phonographs from the 1910 to 1925 era. Not including major companies—Aeolian-Vocalion, Brunswick, Columbia, Edison, Pathé, Sonora, and Victor—the list totaled over 400 companies.

Many of these companies were local in production and distribution whereas others, such as Cheney and Starr, enjoyed national distribution. It was not unusual for a furniture, department, piano, or music store to sell phonographs under its own name. To supply these stores, some cabinet manufacturing firms made and sold complete brand "X" phonographs while others sold just the cabinets. Motors, reproducers, tone arms, and other hardware could be purchased from a number of independent manufacturers; the Otto Heineman Phonograph Supply Company in New York was especially important for providing basic parts. Other hardware producers were the Arrow Motor Company of Newark, New Jersey, and The René Manufacturing Company in Hillsdale, New Jersey. Many companies used spring motors imported from Switzerland.

Not every phonograph manufacturer is represented in the following list. Some regional companies considered their advertising dollars to be poorly spent in a national trade publication as *The Talking Machine World*. On the other hand, some small companies are surprisingly prominent in TMW. The Delpheon Company of Bay City, Michigan, paid for large advertisements in most issues from 1916 to 1918, yet only a handful of Delpheon machines are known to exist today. Heavy advertising in TMW did not guarantee brisk sales.

With hundreds of phonograph brands on the market, executives of new firms had difficulty selecting distinct and memorable names for their products. Some companies limited their range of possibilities by following a trend of adding "-ola" to a prefix. The Robinola's name no doubt was derived from the robin's reputation for song; the Harmonola's name was clearly derived from "harmony." Some company owners added "-ola" to their own names. William Tonk called his machine the Tonkola. The machine made by Sachs and Company was called the Saxola. Other company owners simply named machines after themselves—hence, the Cheney, Crafts, Crippen, Emerson, Fisher, Heintzman, Heywood-Wakefield, Onken, Steger, Weser and Wilson. The Bush & Lane Company's Cecilaphone was named after Saint Cecilia, patron saint of music.

Qualities Shared By Many Machines

Most tone arms sold by independent makers were of the "universal" type which held reproducers that could be turned and positioned to play either lateral or vertical shellac records. The tone arms varied in size and shape; most were composed of two or more sections and were not truly tapered in design since that would violate the tapered tone arm patent still held by the Victor Talking Machine Company. Most brands used a mica diaphragm in the reproducer. To the dismay of collectors today, many of the "off brand" phonographs have tone arms and reproducers made of pot metal which has not aged well and now tends to be brittle and break easily. They are difficult to repair or replace though some collectors have made successful repairs using epoxy resins. It is also

possible to replace a broken tone arm and reproducer with a generic one. The antique phonograph parts dealers and repairmen usually have boxes or bins of original and reproduction phonograph parts. They can also repair or replace broken springs and they sell new loud volume and soft volume steel needles, usually in packets of 100 needles.

By 1919 most phonograph cabinets were made of veneers. High quality three to five-ply veneers were produced and were excellent for phonograph cabinets. Good quality veneers have less tendency to warp than solid woods. Mahogany, walnut, oak, birch, and gum were the woods most often used, mahogany and oak being the most popular. Spruce was the wood favored for internal horns because of its evenly proportioned grain; it was considered to provide an ideal sound chamber. Norway pine, hemlock, balsam fir, and white pine were also used for internal horns.

Unique Qualities

Though machines made by different companies shared qualities, unique features and designs were carefully advertised. The Hoffay was promoted as being “airtight” for better sound production. The Brooks featured an automatic repeater and stop device. The Classique had a rubber turntable and tone arm while the Dolce-Tone had a reproducer with a fabric diaphragm. The Cheney and Crystola reproducers used molded gutta-percha diaphragms. The Fulton had a spun internal horn. The Olympian was advertised as a small “apartment sized” console. The Ko-Hi-Ola was a tall structure that contained a phonograph, record shelves, a large clock on top, and even a “secret” compartment. The internal horn of the Crystola was made of mirror-polished plate glass while the Kurtzman featured plate glass turntable and motor board. The Ceramiphone featured a ceramic horn. Perhaps the most remarkable was the Shell-O-Phone which featured an internal horn made from a large conch-shell collected on the beach of a South Seas island.

Deca-Disc and Mavelola produced semi-automatic models that could play in succession a small stack of discs. The Electric was a coin-operated automatic phonograph that held 24 cylinders. The Lyradion was one of the first radio-phonograph cabinets (April 1922); a 2-stage direct current Westinghouse receiver was included. The Phono-Grand, made by the J. P. Seeburg Piano Co. and advertised as “small enough...to fit the apartment of the man of moderate means,” was a combined talking machine and player piano, playing regular 78 rpm discs and standard Q.R.S. 88 note player rolls. The Phonola was an upright cabinet which was collapsible; advertisements claimed it could be assembled in 60 seconds. Instead of a grille in front of the horn, the Ton-O-Graf had a sliding shutter which could be adjusted “for perfect tone control.” The Orsenigo Company made amazingly large, ornate, and expensive cabinet models.

Pressing a button in the Supreme illuminated three lights, one each for the turntable, tone chamber, and record compartment. Most impressive was the grille that contained stained glass and was illuminated by the tone chamber light; the grille could be swiveled to an open position when playing records. A few firms made wicker cabinets, considered the best cabinets for use outdoors; the Lakeside Supply Company’s “Art-Kraft Luxfibre” case sold for \$200 to \$300, depending on finish and hardware. In 1922 Blue Bird introduced a “teacart” model which resembled a tea cart on wheels. Emerson models featured a beautiful built-in Music Master horn which

was round in shape and made of spruce. Phon-O-Bench made a piano bench model large enough for a phonograph and record storage; it could also be used as a window seat. The Davis Company produced one model with a triangular-shaped cabinet—to conveniently fit into the corner of a room.

Kiddie Machines, Phonolamps, Portables

A number of small upright and console models were made for children though most were small table models. The Diamond Juvenile console, well crafted in simple “Mission” style, was painted white with blue trim and had a 9-inch turntable. Other brands were Baby, Bobolink, Kiddiephone, and Toyphone.

Several firms manufactured phonograph lamps. The Phonolamp was perhaps the most amazing because of its stained glass shade. The Modernola was an upright phonograph with a large lamp elevated above the cabinet. The Lampograph was another brand. Several firms manufactured phonographs with the shape of baby grand pianos, such as the Venus Bell, Phono-Grand, and Fern-O-Grand. Library tables with a phonograph concealed inside were produced by Librola, Phonographic Table, Tabe-A-Nola, and Tabla-Tone. For the latter the phonograph was held within a pull-out drawer.

Beginning around 1916, several firms produced portable “suitcase” models. A few, such as the Stewart Military and the Recruit, were originally designed for sailors and soldiers. Other portable brands were Pkknik, Cirola, Melophone, Portrola, and Spraytone. In the summer of 1922 portable models were heavily advertised as ideal for picnics, camping, and back porch listening. In 1925 Carryola introduced the “Flapper” portable which resembled a ladies hat box; it came with a covering of DuPont Fabrikoid or grained imitation leather with tan edging. The Mignonphon was a very small portable about the size of a lady’s vanity case; it weighed less than five pounds. Portable models became major selling phonographs; by 1926 no less than twenty-two off-brand portable models were available: Allen, Camp=Fone, Carry-A-Phone, Carryola, Caswell, Charmaphone, Empire, Favorola, Gem, Kamophone, Madison, Mignonphon, Minelli, Oro-Tone, Outing, Pal, Plymouth, Spencerian, Swanson, Travelphone, Waters & Conley, and Wonder. Some firms made more than one portable model.

The very small “cameraphones” were also popular. These miniature machines were designed to fold parts into a small case resembling a small box camera. Most were European made; Fremont, Kompact, Peter Pan, Pet-O-Fone, and Terephon are examples.

Related Products

Some of the off-brand companies also produced records. With only a few exceptions, such as Emerson, records made before 1919 were vertical cut. Emerson, Paramount, Rex, and Starr recorded their own material. Pathé produced pressings for Empire and World. The Bell Record Corporation produced records for Schubert. Resona had record sources from Paramount, Plaza, and Emerson. Cardinal produced its own records until 1922 when its records came from Starr. According to Brian Rust’s *The American Record Label Book*, Phonolamp issued less than a dozen recordings. The records were not sold but included with a Phonolamp purchase; Gray Gull was the source of these rare discs. Arrow and Mandel also briefly sold records. The New York Recording Laboratories

of Port Washington, Wisconsin, which pressed Paramount discs, supplied records for Puritan, Harmograh, and Mozart.

Firms made record cabinets in all shapes and styles. The Schloss Brothers in New York and the Udell works in Indianapolis made cabinets specifically to hold the common Victor and Columbia table models; some cabinets held the phonograph exposed on top of the cabinet while others held the phonograph within the cabinet and could be covered by a lid. Other record cabinet firms were the Berkeley Cabinet Company, Century Cabinet Company, Federal Equipment Company, Grand Rapids Cabinet Company, Hawthorne & Sheble, Herzog Art Furniture Company, New Idea Cabinet Company, George A. Long Cabinet Company, C. J. Lundstrom Manufacturing Company, Pooley Furniture Company, Salter Manufacturing Company, and Value-Tone Talking Machine Manufacturing Company.

A HERZOG Cabinet for the Victrola IXA

And we have other cabinets for all talking machines and phonographs. HERZOG Art Record Cabinets are correctly designed, substantially constructed and exceedingly well finished. They stimulate the sale of machines and records. Many are being sold daily to those who already own small machines and the dealer who does not carry a representative stock of HERZOG Record Cabinets is overlooking a prolific source of additional and easy profits.



A handsome new Catalog showing the complete line is just off the press. Ask for a copy of Catalog No. 22 and see the biggest and best line of Art Record Cabinets on the market.

Artistic
CABINETS
for
All Machines

HERZOG ART FURNITURE CO.,

SAGINAW, W. S., MICH.

LONG CABINETS



D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants NOW, *when the season's at its height*.



D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.

ANNOUNCING STYLE 87—A NEW LONG CABINET

This beautifully fashioned cabinet has been added to a line that has attained preeminence in the cabinet field and a line of cabinets referred to as the **standard of quality**



STYLE 87

Shown with top moulding and Victrola IX



STYLE 87

Shown with top moulding and Victrola IX



STYLE 87

Shown with flat top and Columbia 50

Made only with shelf interior as shown; no racks. Furnished with flat top for Victrola IX, Columbia 50, Pathe Model 6, Brunswick 50. Also furnished with top moulding as shown above covering the open base of Victrola IX. Made in Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Deliveries will begin March 20, 1919. Send us your orders. Catalogue of full line and price list upon request

THE GEO. A. LONG CABINET COMPANY - HANOVER, PA.

Michigan As A Manufacturing Center

The center for cabinet production in the United States was Michigan, especially in and around Grand Rapids. The famous Berkey and Gay Furniture Company of Grand Rapids made cabinets for the Cheney Talking Machine Company. Cheney also made cabinets at another facility in Grand Rapids. American, Art Craft, Crescent, L'Artiste, Lauzon, and Widdicomb phonographs were made in Grand Rapids. The Aeolian Company had a major assembly plant on Lyon Street. Metal parts for talking machines were produced by the Grand Rapids Brass Company, the Grand Rapids Foundry Company, the Otto Heineman Phonograph Supply Company, and the Rathbone Fireplace Manufacturing Company. The Klise Manufacturing Company designed and made carved phonograph posts, grilles, moldings, etc.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.
PUTNAM, CONN. SPRINGFIELD, MASS.



CHICAGO

SAN FRANCISCO

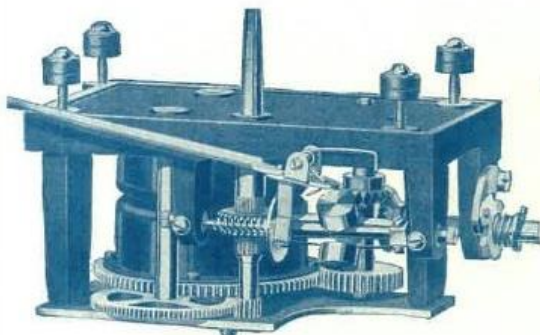
SEATTLE

TORONTO

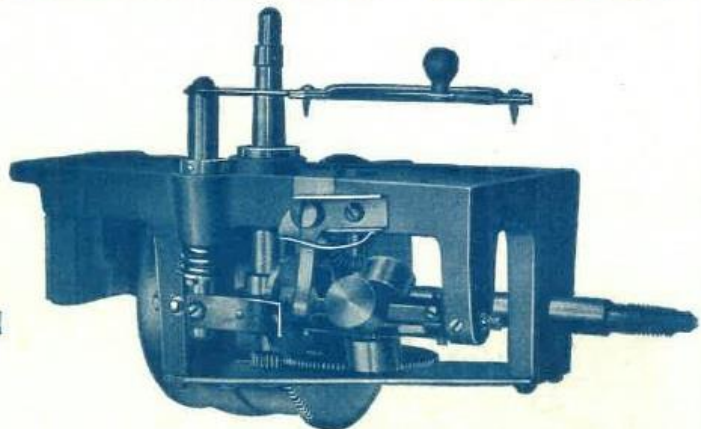
MOTOR PERFECTION

The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

HEINEMAN and MEISSELBACH Motors are recognized the world over as the best horizontal and vertical spring motors that are produced.

They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

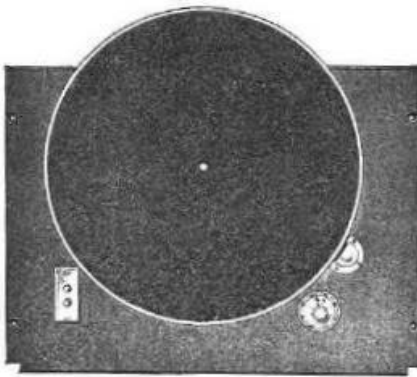
Our catalogs showing our complete lines of Heineman and Meisselbach motors, tone-arms and sound boxes are indispensable to talking-machine manufacturers.

Send for your copies

Otto Heineman
President

MEISSELBACH

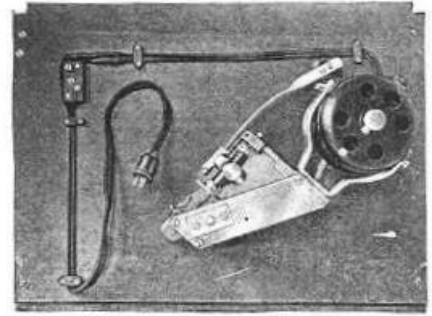
TONE ARMS MOTORS SOUND BOXES



Top View

Its Strength is in Its Simplicity

Electric motors for phono-
graphs must be simple
and *reliable*



Bottom View
Showing method of mounting on motor board

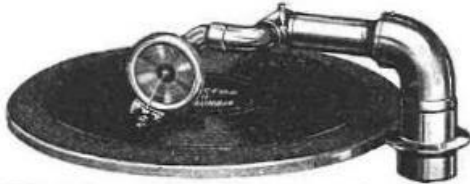
The "PLAY-RITE" Motor is Built to Last

Eliminates spring trouble and bother of winding.
It will not break down.
Costs less than one cent per week to run.

Will not burn out or blow fuse.
Variation in current does not affect its speed.
Its price is not much more than a good spring motor.

Push the button to play
Push the button to stop

} It's the 20th Century Way



This Universal Tone-Arm will play any record

The "PLAY-RITE" Universal Tone-Arm
is the one Tone-Arm that is superior to
all others both in operation and durability
We Sell High-Grade SPRING MOTORS also

American Phono-Parts Company
208 South Wabash Avenue Chicago

KLISE Manufacturing Co.

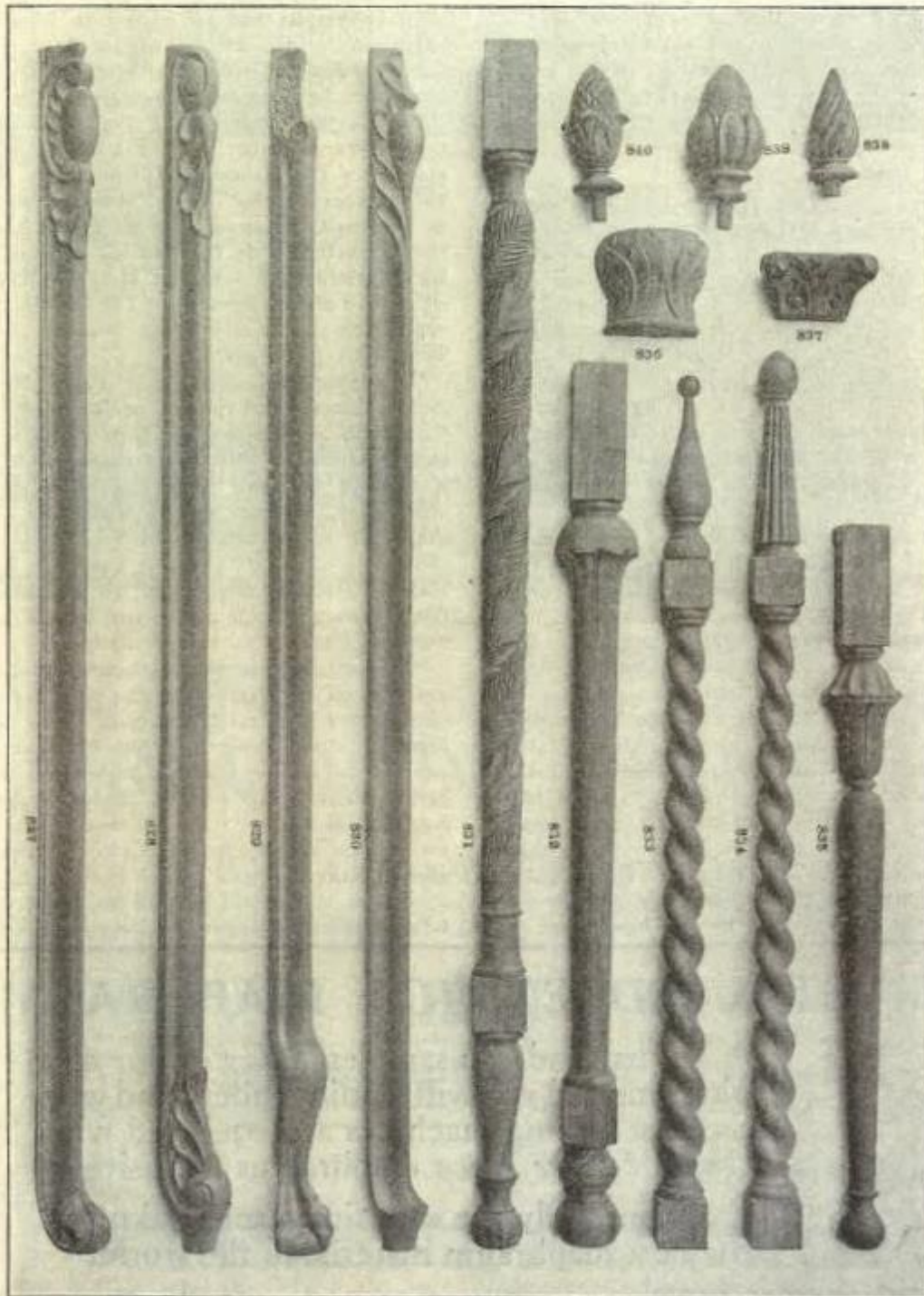
GRAND RAPIDS

MICHIGAN

Manufacturers and Designers of

Carved Phonograph Posts, Grills, Moldings, Etc.

WE MAKE DESIGNS AND QUOTE FROM CUTS, SKETCHES OR SAMPLES



semi-annual furniture exhibits. Several downtown buildings were used, most notably the Gilbert and Klingman Exhibition Buildings and the Furniture Temple. By the late 1910's the talking machine industry had taken over most of the exhibits, companies competing with elaborate machine displays and demonstrations. The Otto Heineman Company (later the General Phonograph Corporation) turned over the first floor of its Okeh Building to exhibits.

Other areas of Michigan produced phonographs. In mid-1919 the Sonora Phonograph Company opened an assembly factory in Saginaw and company headquarters were moved in the summer of 1927, to Saginaw. The Brunswick-Balke-Collender Company had major facilities in Muskegon. The Bush and Lane and Cecelaphone phonographs were made in Holland (Michigan), the Delpheon in Bay City, the Dulcitone in South Haven, and the Manophone in Adrian. Most companies had main offices or manufacturing facilities in Chicago or New York City.

The Season of Heavy Sales

H. B. Bibb, the sales manager of the Brunswick-Balke-Collender Company, produced a chart for the June 15, 1919 *Talking Machine World*. Each of the twelve slices in the pie chart represents monthly percentages of sales in a year. The chart was prepared from data collected from all parts of the U.S. and from merchants selling various makes of talking machines. Nearly half of the annual sales of talking machines were made in November and December. Manufacturers and dealers knew well in advance to have abundant supplies ready for holiday sales. Because many homes had new machines in December, January was generally good for record sales.

Because the Christmas season was universally recognized as the year's most important sales period, many companies introduced new models in the autumn, in time for dealers to place orders. If we can judge from TMW advertisements, perhaps more new companies introduced machines in the months of August, September, and October of 1917 than during any other quarter year of the acoustic era. Despite shortages caused by World War I, in 1918 the autumn months of that year nearly match those of 1917 in the introduction of new companies.

The End Of A Boom

By mid-1920 signs of an oversold market and a general business slow-down were evident. On June 5, 1920, A. J. Kendrick of the Brunswick-Balke-Collender Company sent a message to Brunswick dealers: "It is quite reasonable to anticipate that some manufacturers will shortly find themselves seriously presented with a condition of overproduction, and unless he has fortified himself against such a period he and his dealers must inevitably suffer when that time comes." By 1921 overproduction and a business depression marked the end of the phonograph boom and most of the 400 plus companies were gradually forced out of business.

Some companies of the late 1910's did not survive as late as 1920 despite booming times. Bankruptcies were routinely announced in TMW. For example, a late 1917 issue of TMW announced the auctioning of the Flemish Phonograph Company to take place on November 20 at 10:30 AM at the Flemish factory in Brooklyn. The inventory included 2,000 phonographs and 40,000 records.

The December 15, 1922 TMW presents a U.S. Department of Commerce report concluding that total value of products of the U.S. phonograph industry had declined 38.1 percent in 1921 from the 1919 high (in 1919 the total was \$158,548,000; in 1921, it was \$98,164,000).

Here is a listing of brands; most are internal horn acoustic models from the late 1910's and early 1920's. A few have external horns. Most were manufactured in the United States; a few are Canadian, English, or European. Dates that refer to the TMW issue feature a machine's first TMW advertisement, which in turn roughly indicates when a machine was first marketed. Manufacturers were quick to advertise in TMW all new products. Many but not all companies applied for a trademark. Models that refer to "EM" indicate e-mail contact with someone with a still-existing machine; little is known about most of these brands as they were probably limited in production and distribution and for many we only have the brand name.

After the introduction of the Orthophonic Victrola in late 1925, several off-brand companies produced phonographs with enlarged internal horns and reproducers with a thin aluminum or aluminum alloy diaphragm in order to play the new electrically recorded records which had not only more volume but much expanded fidelity over the acoustically recorded 78 rpm shellac records. Often the new brands used the suffix "-phonic," such as Alethephonic, Ampliphonic, Charmaphonic, Hunt-O-Phonic, Mello-Phonic and Parlo Phonic. The new phonograph models made all earlier models obsolete, although to "upgrade" older machines, several firms produced Orthophonic-type reproducers to install onto the tone arms of earlier models.

During the 1920's the J. A. Fisher Company of Philadelphia, Pennsylvania, manufacturers of Valley Forge mainsprings and other talking machine parts, gradually purchased from manufacturers obsolete and spare hardware items from older phonograph models. By 1930 the Fisher Company claimed to have the largest supply of talking machine repair materials in existence at their facility at 393 Seventh Avenue in New York City. Fisher produced a 200 page catalogue of parts and advertised they could provide a single part or thousands as may be needed. Parts even included stylus bars, gear trains, and replacement springs.

A Representative Listing of Some Known "Off Brand" Talking Machines

1. Abercrombie & Fitch – unusual portable in a cylindrical metal case EM
2. Adkins-Royal – Louisville, Kentucky. EM
3. Adler-Royal — Louisville, New York. EM
4. Adora — Adora Phonograph Company, 242 East Jefferson Avenue, Detroit, Michigan. May, 1920 TMW
5. Aladdaphone – Bay City, Michigan. EM
6. Alethetone — Stevens Organ and Piano Company, Marietta, Ohio. April 1917 TMW
7. Ambassador – Ambassador Phonograph Company, Suite 300, 19 West Jackson Blvd., Chicago, Illinois. October 1921 TMW
8. American – American Phonograph Company, 111 Lyon Street, Grand Rapids, Michigan. August 1917 TMW

9. American Maid – C. John A. Woods and Son, 30 Church Street, New York City, New York. March 1918
TMW
10. American Merchant — American Merchant Syndicated. EM
11. Americanola – American Talking Machine Company, Bloomberg, Pennsylvania. August 1920 TMW
12. Amerinola – Amerinola Company, 1 Vandalia Avenue, Cincinnati, Ohio. December 1919 TMW
13. Amphion – T. Eaton Company, Toronto, Canada. April 1920 The Toronto World
14. Anks Koch – Anks Koch, 296 Broadway, New York City, New York. April 1916 TMW
15. Angelophone – The Angelico Company, 122 Columbus Heights, Brooklyn, New York. EM
16. Angelus — Angelus Phonograph Company, 1249 Lexington Avenue, New York City, New York. August 1917 TMW
17. Aretino — table model with very large spindle; Consolidated Talking Machine Company. Chicago “client brand” of the Columbia Phonograph Company
18. Arietta – Roundtree Corporation, Richmond, Virginia. July 1920 TMW
19. Arionola – Arionola Manufacturing Company, 250 Devonshire Street Boston, Massachusetts. September 1914 TMW
20. Armoniola – Thomas Manufacturing Company, Dayton, Ohio. November 1916 TMW
21. Arrow – Arrow Phonograph Corporation, 16 West 39th Street, New York City, New York. February 1920
TMW
22. Artanola – Saginaw Sectional Book Case Company, Saginaw, Michigan. March 1923 TMW
23. Art Craft Line – The Art Craft Company, Grand Rapids, Michigan. September 1918 TMW

Not Merely a Phonograph or Talking Machine But The Final Word in Reproduction of Tone and Craftsmanship



Something New and Entirely Different

The Talking Machine Industry has always been thoroughly awake to the importance and necessity of advancement, the sanitary flush top, the balanced cover support, universal tone arm, tone modifier, automatic stop and design of cabinets all have contributed their share toward making the Talking Machine an attractive piece of furniture.

We have all these improvements and have added a lighting system which lights the entire cabinet, being indirect in the cover and the filing compartment completely lighted, **YOU CAN READ THE RECORD IN THE CABINET.**

A Dream Come True

Even in this day of artificiality the restless spirit of progress, with enthusiastic endeavor and love of achievement, has accomplished things heretofore dreamed of, that the reproduction of tone which would fully exemplify the artistic requirement of musical art be resonated from an exquisitely built and perfectly designed instrument.

Quality vs. Price

It being our object to build an instrument of quality, price has been a second consideration, yet we have been able to build a popular priced line due to the fact that Grand Rapids is the furniture city of the world, placing at our command the best of furniture workers and materials necessary in the proper construction of high grade furniture.

Exclusive Designs for Discriminating People

The Art Craft is the product of an inspiration to meet the demands of artistic refinement for the cultured music-loving ear, and for those who desire the harmonies which belong to "The House Beautiful"—the things that grace the surroundings in well appointed music and drawing rooms, the latest and most complete innovation presented to the music world.

Unless you are handling the Art Craft Line you are not offering your customers all that a given sum of money can buy.

▼
Attractive Proposition
for
Dealers and Jobbers

▼
WRITE TODAY

Are You
"PREPARED"
for the
Holiday
Business
with an
Instrument
that will
sell by
Comparison?

▼
Six
ART MODELS
\$115 to \$350

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN



24. Artofola – The Artofola Company, Springfield, Illinois. October 1916 TMW

25. Artophone – The Artophone Company, 454 North Boyle Avenue, St. Louis, Missouri. January 1916 TMW

The Artophone

The miracle of voice and instrument of reproduction. Plays every make of disc record with the same faithful portrayal of tone quality as the instrument for which they were made.



MODEL XIV—\$150
Height, 48 inches

MODEL XII—\$100
Height, 47 inches

MODEL XI—\$75
Height, 46 inches

MODEL X—\$65
Height 45 inches

“A Model for Every Purse”

The Artophone line needs no introduction. It has achieved coast to coast success the past year as a line that combines quality with attractiveness and price popularity. All cabinets made from $\frac{3}{8}$ in. veneered stock, equipped with Universal Tone-Arm, best Motors and Sound-Boxes on the market.

Write NOW for open territory

ARTOPHONE CO. 1113 Olive Street, St. Louis, Mo.

26. Arwall – Arwall Manufacturing Company, Minneapolis, Minnesota. EM

27. Ashland – Ashland Manufacturing Company, 43rd and Hermitage Avenue, Chicago, Illinois. November 1916 TMW

We have some statements to make about the ASHLAND PHONOGRAPH—we KNOW they are facts—but we are helpless to do more than state them and ask you to take them as such.

THESE FOUR FACTS will convince you that the ASHLAND PHONOGRAPH is the quickest and easiest seller on the market.

1. Our sales on the ASHLAND PHONOGRAPH this year have already amounted to nearly ten times the amount they did last year.
2. The tone quality of this instrument together with the extremely low price makes them sell on sight. That has been proven.
3. The ASHLAND PHONOGRAPH is nationally advertised to assist our jobbers and dealers in marketing them.
4. All inquiries are turned over promptly to our dealers.

Model 50—Retail Price, \$50.00

Equipped with Record Albums, \$1.00 extra for each Album

Finishes—Mahogany, Golden Oak, Fumed Oak
Motor—Double Spring
Equipment—Plays all makes of Disc Records
Trimming—Nickel Plated
Dimensions—Height 42 in. Depth 20 in.
Width 18 in.



Model 35—Retail Price, \$35.00

Equipped with Record Albums, \$1.00 extra for each Album

Finishes—Mahogany, Golden Oak, Fumed Oak
Motor—Single Spring
Equipment—Plays all makes of Disc Records
Trimming—Nickel Plated
Dimensions—Height 39 in. Depth 17½ in.
Width 15½ in.



**JOBBERS TRADE IS
EARNESTLY SOLICITED**

Write us for prices and outline of the general advertising campaign in which we co-operate with the dealer.

THOS. E. WILSON & COMPANY

CHICAGO U.S.A.

28. Autonola – Briggs Manufacturing Company. EM

29. Autophone – American Phonograph Company, 102 West 101st Street, New York City, New York. January 1915 TMW

30. Baby – Garford Manufacturing Company, Elyria, Ohio. February 1919 TMW

A Line of Toy Phonographs That Will Sell

GARFORD "BABY" PHONOGRAPHS

This new Model "X" Garford Baby Phonograph is a toy — nothing more — nothing less.

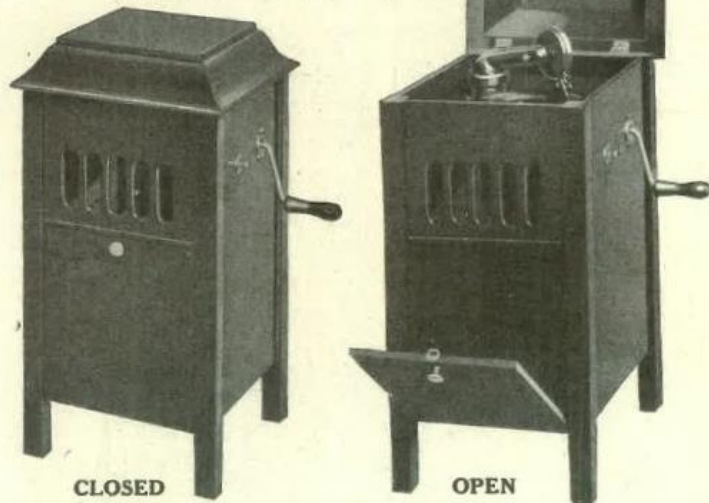
BUT

It is meeting with a ready sale.

It will develop sales for larger machines.

It will stimulate the sale of larger records.

MODEL X
RETAILS AT \$10



CLOSED

OPEN

Plays Little Wonder records and also 7 inch records. Cabinet finished in Mahogany.

Height - - 17¼ inches Depth - - 9½ inches
Width - - 8½ inches

Provided with one spring worm gear motor. 5¼ inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

GARFORD "BABY" PHONOGRAPH

Retails at
\$6.00



This standard model of Garford "Baby" toy phonograph is being merchandised by progressive retailers everywhere. It stimulates the demand for larger machines and records; develops the child's love of music, and provides a constant source of entertainment.

Plays Little Wonder or 7 inch records
Metal Cabinet finished in high grade Ebony
Enamel with nickel trimmings.

Length 8¼ inches Height 7½ inches
Width 5½ inches Weight 3½ lbs.

Provided with one spring worm gear motor.
5¼ inch turntable. High grade sound box,
with wonderfully clear reproduction. Speed
regulator.

WRITE FOR DEALER PROPOSITION

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio

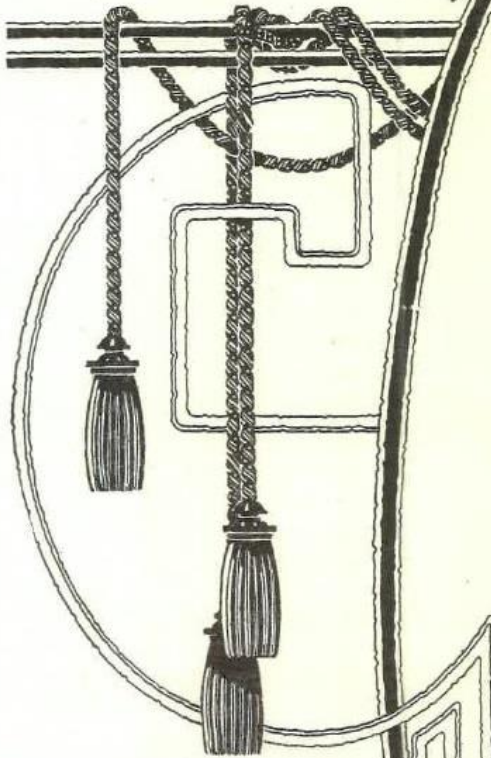
FORMERLY NAMED THE GARFORD MFG. CO.

31. Bamcola – Bachman Manufacturing Company, Ivanhoe & Southwest Avenue, St. Louis, Missouri.
December 1919 The Music Trades

32. Batalma – Batavia, New York. EM

33. Beacon – Beacon Phonograph Company, 258 Boylston Street, Boston, Massachusetts. January 1920 TMW

The Charming
BEACON
A Musical Masterpiece



There is considerable satisfaction in representing a line of merchandise that embodies quality and value.

The BEACON Dealer is in a position to cater to the best trade in his locality, for the BEACON PHONOGRAPH is designed to satisfy the most discriminating and the most critical.

BEACON cabinet designs are distinctive and artistic; the motor, tone-arm and sound box are the best the market affords, and the tone quality is superb.

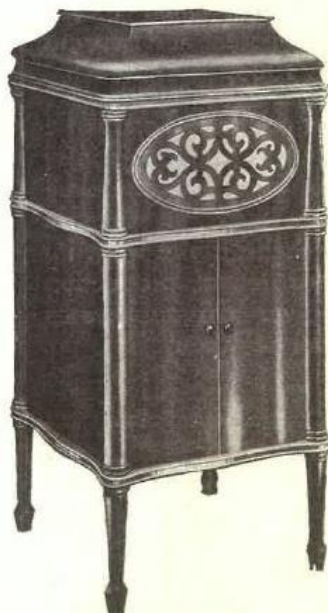
We have a splendid proposition for progressive dealers. Write to-day.

Five standard models, \$90 to \$225
 Period Models from \$375 up

W. J. REILLY CO.

25 Sudbury Street
 BOSTON, MASS.

*Beacon Distributors for Maine,
 New Hampshire and Vermont*



Patents Pending

Model No. 6, Price - - \$125.00

Mahogany, Oak and Walnut

34. Belcanto – The Belcanto Company, 130 West 42nd Street, New York City, New York. March 1919 TMW
35. Bell – Durable Phonograph Company, Inc., Cleveland, Ohio. EM
36. Berg Artone – Long Island City, New York. EM
37. Birch – portable model. EM
38. Blandin – Racine Phonograph Company, Inc., Racine, Wisconsin. July 1920 TMW
39. Blue Bird – Blue Bird Talking Machine Company, Los Angeles, California. April 1920 TMW
40. Bobolink – A. C. Gilbert Company, 460 Blatchley Avenue, New Haven, Connecticut. October 1921 TMW
41. Boetsch – Boetsch Brothers, New York City, New York. EM
42. Brendonne – Brendonne Corporation, 9 Central Avenue, Newark, New Jersey. December 1920 TMW
43. Broadcaster – Broadcaster Corporation, 2414 West Cullerton Street, Chicago, Illinois. November 1923
TMW
44. Brooks – Brooks Manufacturing Company, Saginaw, Michigan. September 1916 TMW

AUTOMATIC STOP AND



It is in a class by itself and will be demanded instantly for homes that now have the best heretofore procurable

Dimensions

Equal in size to usual \$300 instrument
Height, 50 in. Width, 21 3/4 in.
Depth, 23 1/2 in.

Retail Prices

Oak or Mahogany
Spring Motor, without repeater, \$125.00
Nickel Plated
Spring Motor, with repeater, . 150.00
Nickel Plated
Electric Motor, with repeater . 175.00
Nickel Plated
Electric Motor, with repeater . 200.00
Gold Plated

The Spring Motor Plays Eight 10-inch Records



*The First and
Only Practical
Automatic
Stop
and Repeater*

MR. DEALER:

It's an absolute cold fact that this Bulletin is literally offering you a fortune.

The amount of your sales and profits for the next two years will be limited only by our inability to keep up with your requirements. We promise to keep up. We intend to make good in every instance, while we know that by no possibility will we be able to take care of all business offered, we also know that we can limit the number of our contracts to those dealers we can supply. Never before has the business of merchandising offered such opportunity! Your public is already educated in photographic requirements — knows its limitations and will instantly recognize the merits and advantages of this great invention.

Your field is clear. From the view-point of the "Brooks" there is not a single Phonograph in it. There is an immediate demand for these instruments by people who are now supplied with the best heretofore obtainable. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor.

Take advantage of this wonderful opportunity and let us hear from you immediately.

Brooks Manufacturing Co., Saginaw, Mich.

45. Bruce – Bruce Company, Springfield, Illinois. EM

46. Burnham – Burnham Phonograph Manufacturing Company, Los Angeles, California. EM

47. Bush & Lane – Bush & Lane Piano Company, Holland, Michigan. July 1918 TMW

OBJECT OF THE TALKY, HOW THE DISTRIBUTION OF COLLECTOR RECORDS AND OTHER POINTS TO REMEMBER. ESTABLISHING REPUTATION.

The BUSH & LANE Phonograph

We are making it a criterion of quality in Talking Machines

It's a remarkable *musical instrument*, that's what it is, of rich, sonorous, natural tone, *beautifully cased*.

You may well be proud to *show* the BUSH & LANE to your customers and prouder still to have them *hear* it.



It's not only a good all round, *absolutely high-grade machine*, but it has some *notable* and exclusive features—such as our *specially designed* and *rightly constructed* tone chamber, our own *graduating* modifier and other talking and result-producing points.

The BUSH & LANE is a *fully* satisfying machine for *everybody*, including the most severe and best posted critics.

WRITE FOR PICTORIAL AND TEXTUAL
INFORMATION OF THE COMPLETE LINE

BUSH & LANE PIANO CO.
HOLLAND, MICHIGAN

Style 4
Mahogany

48. Busy Bee — table model with a lug on the turntable to permit playing of Busy Bee discs; Consolidated Talking Machine Company. Chicago “client brand” of the Columbia Phonograph Company.

49. Cadillac – Clements Manufacturing Company, 601-613 Fulton Street, Chicago, Illinois. EM

50. Campbell – Campbell Industries, 36 State Street, Chicago, Illinois. July 1920 TMW

decorators finish the work they have begun. in the complete solution they are making

“The Campbell”

DIGNITY

In appearance is an element for your consideration and while this illustration can give you a faint conception of the harmonious possibilities of the Campbell product


ONLY PERSONAL CONTACT
can portray the

TONE WONDER
transformations effected by the Vibration Rod feature in the

CAMPBELL
The Phonograph of The Century

*Send for Samples
with Prices and
Discounts*

Campbell Industries
Executive Offices: 36 S. State St.
Chicago, Ill.



51. Camp=Fone – Camp=Fone, 334 Fifth Avenue, New York City, New York. April 1923 TMW

52. Cardinal – Cardinal Phonograph Company, Zanesville, Ohio. August 1919 TMW

The Cardinal

The Phonograph with a Personality



The CARDINAL Line of Phonographs in your store will mean

First.—That you will be handling instruments of exceptional quality.

Second.—That you will be satisfying your trade with the instrument that stands supreme in reproduction, appearance and performance.

Third.—That the merits of the CARDINAL Phonograph plus our powerful dealer co-operation will put you squarely on the road to become the biggest phonograph dealer in your territory.

SUPREMACY

The CARDINAL Tone Expansion feature is the biggest step ever taken towards the ultimate goal of master reproduction. The wonderful "lips" of this chamber—lips which literally lift the sound from the instrument, are a powerful factor in the popularity the CARDINAL enjoys. Add to this the elegant symmetry of CARDINAL cabinet design, and you have supremacy in the phonograph field.

CARDINAL Phonographs offer a most profitable representation. With *big* selling points, a liberal sales policy, generous discounts and a complete dealer service, there is every reason in the world why you should take on the CARDINAL Line and do a *big money making business right from the start.*

A card from you will bring detailed information of a bigger, better business proposition

The Cardinal
Phonograph Company

Newark Ohio
Factories at Zanesville Ohio

Makers of the Best in Phonographs—*The* CARDINAL

53. Carmen – G. W. Huntley & Company, 25 East Lake Street, Chicago, Illinois. December 1920 TMW
54. Carola – The Carola Company, 310 Lakeside Avenue, N.W., Cleveland, Ohio. October 1922 TMW
55. Carry-A-Phone – Davenport Phonograph Accessories Company, Inc., Davenport, Iowa. June 1924 TMW
56. Carryola – Carryola Company of America, 647 Clinton Street, Milwaukee, Wisconsin. July 1924 TMW



Meet
The
CARRYOLA FLAPPER
- your best friend

Write Us
 for details of a
DISPLAY STUNT
 that sold
 85 Carryolas
 in 1 week

Here she is! A charming sister to the Carryola Master! Every girl who knows jazz from junkets will love this tantalizing hat-box model on sight! And when she tries it out—when she hears its tone and “gets” its volume—she’ll be sold. Don’t blame the “Flapper” if you don’t know how to close a sale.

You know the Carryola Master, that wonderful, sturdy portable that grew into the million dollar class in less than a year. The

“Flapper” is the same machine dolled up a little differently to catch the feminine eye. It has the same sound chamber, the same Add-A-Tone reproducer, the same throw-back tone-arm, the same standard motor that have made the Carryola Master the outstanding success of the portable field. Fully guaranteed of course.

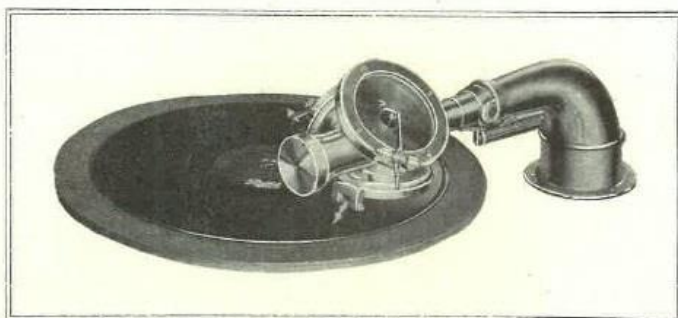
In the Carryola Flapper you have a new and nifty model of a successful machine. There’s noth-

ing else like this anywhere. It’ll be months before the first imitator can get his few advance models on the market. *We’re ready now.*

You’ve often heard about opportunities! Here IS one! Grab it while it’s new! Cash in on its novelty — backed by actual, exquisite performance. Write or wire us for the name of your nearest Carryola jobber.

The CARRYOLA COMPANY of AMERICA
 647 Clinton Street
 Milwaukee, Wisconsin

57. Castle – Castle Phonograph Company, 53 Maiden Lane, New York City, New York. May 1916 TMW
58. Caswell – Caswell Manufacturing Company, St. Paul Avenue at 10th Street, Milwaukee, Wisconsin. August 1925 TMW
59. Cathedral – Cathedral Phonograph Company, Omaha, Nebraska. December 1919 TMW



Introducing a New Era in Tone Reproduction

The new Cathedral Phonograph produces a quality and volume of tone that instantly delights every listener.

The Cathedral Reproducer does not attempt to "get by" with makeshift attachments but plays every type of record with the degree of perfection intended by the maker of the record—it automatically adjusts itself to the exact requirements of each make of record.

Cathedral dealers can *honestly* advertise that this is the first phonograph that plays all records correctly—the Cathedral Phonograph will back up every claim they make.

Selling Features That Make Quick Profits for Dealers

The public is rapidly becoming educated in the methods of reproducing the various types of records.

The Cathedral Phonograph gives the public what it wants—a mechanical equipment which is automatic in its adjustment, perfect in its application to all types of records and unequalled in tone reproductions.

A simple turn of the hand presents the proper point at the correct weight and angle with perfect synchronism for every make of record—no weights to adjust and no needles to change.

The Cathedral Amplifier is built of heavily ribbed spruce, scientifically shaped to eliminate sympathetic vibrations and reflect the amplified tone waves with perfect distinctness.

These features are instantly apparent to phonograph prospects. It's easy to sell what the customer wants.

Cathedral Phonograph Co.

General Offices—Omaha, Neb.

Factories: Marion, O. Chicago, Ill. Grand Rapids, Mich.

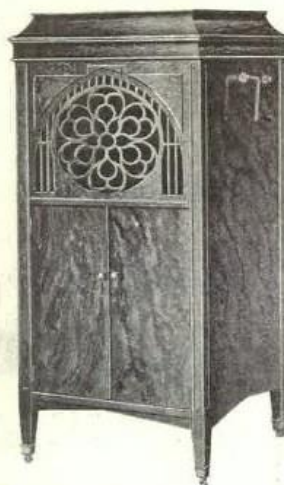
Cathedral Phonograph

York Model

The construction of the present York Cathedral was begun about the year 1162, and the great church was solemnly dedicated as a completed building on July 4, 1472.

It stands as a chaste and dignified specimen of early Perpendicular style and is unique in its glorious east window, the largest painted window in the world. In the grill design and decoration of the York Model Cathedral Phonograph we have followed the architectural features of York Minster.

A beautiful piece of furniture—in Mahogany, Oak, or figured Walnut.



60. Caviness – Caviness Talking Machine Company, Inc., Battle Creek, Michigan. November 1920 TMW
61. Cecilian – models sold by Montgomery Ward & Company; “client brand” of the Columbia Phonograph Company.

'SHOW me a home where music dwells, and I shall show you a happy, peaceful and contented home.'

—LONGFELLOW



Cabinet Grand

"MUSIC is a means of culture; it is one of the greatest, and perhaps the greatest, factor in human civilization."

—KARL MERZ



151C9203

\$59.75

Any Victor, Columbia, Edison, Pathe or Lakeside Disc Record

Can be played on the Cecilian Phonograph



Cecilian Style 100 - \$59.75

Perfect sound reproduction combined with artistic ease is what all talking machine manufacturers have been striving for. In our Cecilian phonographs we have produced a line of machines that will fit the most critical tastes, and we believe they are unequalled in value by any other talking machine on the market.

In design, in workmanship and in material used, the utmost care has been exercised to produce a line of instruments that can be sold under our well known policy of the customer's complete satisfaction or his money back—a policy associated with this house for nearly fifty years of mail merchandising.

We are proud of our Cecilian phonographs and particularly of our all sized cabinet machines shown on this and the following page. We know that they will grace any home. In appearance and satisfying results, they will be considered the equal of other machines selling for double our prices.

The Cecilian Style 100, illustrated above, is a beautiful full cabinet machine made of mahogany veneer and solid wood trimmings, finished in a beautiful, rich mahogany, in a dull satin finish, and rubbed and polished.

ing chamber is made of well seasoned wood especially selected for its vibrating qualities and is unsurpassed for sound reproduction.

Equipped with a double spring motor that will play four 10-inch records with one winding. Can be wound while running. Fitted with 12-inch turn table, top speed regulator equipped with indicator dial.

This instrument is equipped with our highest grade Sound Box or Reproducer with a highly sensitive mica diaphragm.

Reproductions of the human voice and musical instruments are rendered with the same accuracy and power as on any phonograph made.

Tone arm is of the Combination type, with Ball Bearing socket, has large bore leading to sound chamber and is made of polished metal, nickel plated.

This Cecilian is equal in every way to any talking machine selling at \$100.00 each.

Comes equipped with a point for playing Edison Records, and one package of steel needles. If a point is wanted for playing Pathe Records, order 51C9120, price, each, 90c.

Also Victor, Columbia, Edison, Lakeside, Pathe and other makes

62. Cecilaphone – Bush & Lane Piano Company, Holland, Michigan. July 1918 TMW

63. Century – Century Cabinet Company, 25 West 45th Street, New York City, New York. August 1917 TMW



No. 7—Quartered Oak or genuine Mahogany, 18 $\frac{1}{4}$ x20 $\frac{1}{4}$ x42 $\frac{1}{4}$ inches, \$75.00



No. 3—Oak or Imitation Mahogany 17x18 $\frac{1}{2}$ x13 inches high, \$30.00



No. 15—Quartered Oak or genuine Mahogany with Inlay, 20x20 $\frac{1}{4}$ x44 $\frac{1}{2}$, \$150.00 Walnut, \$200.00

¶ The culmination of experiments, not "another" experiment.

¶ The embodiment of the reliable manufacturer's and of the reliable dealer's ideal of *the* phonograph.

¶ The product of craftsmen, not of "hands."

¶ Acoustically, mechanically and artistically perfect.

¶ A musical instrument, not a "machine."

¶ Made so that it can be guaranteed by the dealer by a concern who will stand back of his guarantee.

¶ Made so that it will sell easily, stay sold and sell more; that is



THE CENTURY PHONOGRAPH

"The Phonograph of the Century"

¶ Its makers have been identified with the phonograph industry almost since its inception, first making only cabinets, later the best "universal" tone arm ever made and complete phonographs for other "manufacturers."

¶ The line ranges in retail prices from \$30. to \$200.

¶ It yields the maximum possible profit.

¶ The dealer is furnished with effective dealer helps, and with the assistance of an efficient Service Department.

¶ He gets deliveries when he wants them.

¶ NOW, not later, not even tomorrow, is the time to send for catalog and proposition.

Century Cabinet Company

No. 1603-25 West 45th Street
New York, N. Y.

Factory at Utica, New York



September 1917

YOU Eventually Will Want to Sell



THE
CENTURY
PHONOGRAPH
"The Phonograph of the Century"

BECAUSE

☐ Century Phonographs are not an experiment.

☐ Century Phonographs are acoustically, mechanically and artistically perfect.

☐ Century Phonographs play perfectly all disc records, whatever the make, type or size.

We have made cabinets for the large manufacturers for years and till a few months ago seventy-five per cent. of the phonographs illustrated on these pages were of our make with special labels or were made with our cabinets. Besides, the tone arm most widely used on the better independent phonographs was originated by us.

☐ Because ours is a financially and morally responsible concern.

☐ Because our large plant at Utica, N.Y., is the most modernly equipped plant of its kind.

☐ Because the line is complete, ranging in prices from \$30 to \$200.

☐ Because it yields the maximum possible profit.

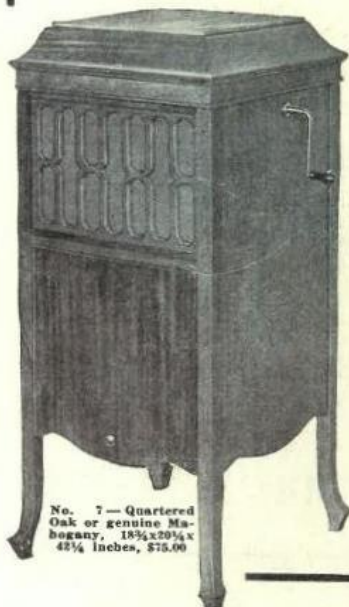
☐ Because dealer helps will be furnished to you.



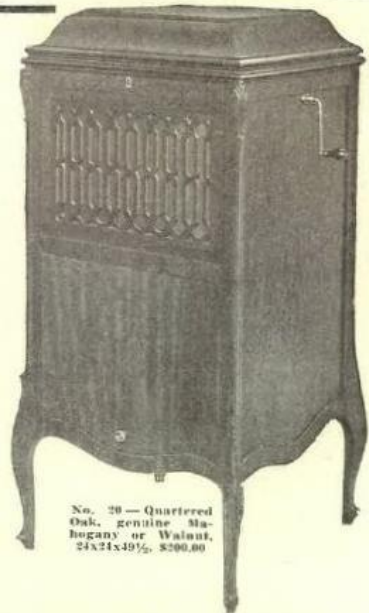
No. 3—Oak or Imitation Mahogany
17x18½x13 inches high, \$30.00



No. 5—Quartered Oak or genuine Mahogany
19¼x21¼x14½, \$50.00



No. 7—Quartered Oak or genuine Mahogany, 18¾x29¼x42¼ inches, \$75.00



No. 20—Quartered Oak, genuine Mahogany or Walnut, 24x21x49½, \$200.00



No. 15—Quartered Oak or genuine Mahogany with Inlay, 20x20½x44½, \$150.00



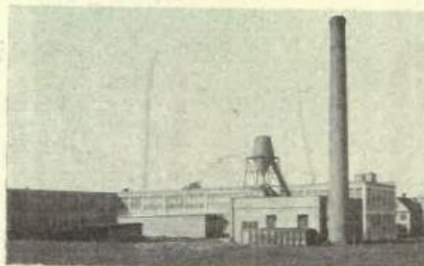
No. 10—Quartered Oak or genuine Mahogany, 21x21x45¼ inches, \$100.00

YOU should begin NOW, in plenty of time for the Fall and Holiday season.

Our catalog and our proposition, both highly interesting, will be sent to you at once upon receipt of request

Century Cabinet Co.

1603-25 West 45th Street NEW YORK



Plant of the Century Cabinet Co., Utica, N.Y.

64. Ceramiphone – Smith-Phillips Music Company, East Liverpool, Ohio. March 1920 TMW

65. Charmaphone – R. L. Kenyon Manufacturing Company, 39 West 32nd Street, New York City, New York.
October 1918 TMW

*The Most Wonderful Talking
Machine at the Price*

The Charmaphone

*An Instrument of Supreme Value,
Tone and Quality*



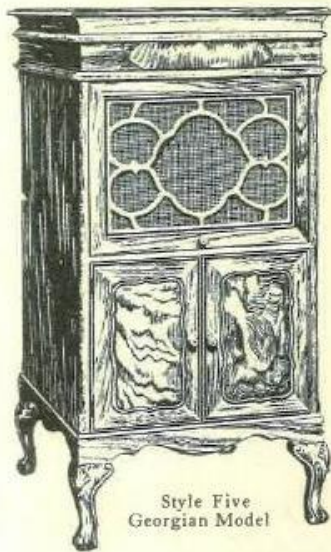
No. 100

**Wholesale Price \$42.50 and War Tax
Terms 5%—10 days, Net 60 days.**

A high class Mahogany finished Cabinet 44" high
and 18" wide and 21" deep.

It is equipped with a Heineman No. 3 Motor which
will play five records without rewinding and is
guaranteed by the manufacturer.

Wabash Avenue, Chicago, Illinois. March 1918 TMW



*Six
Beautiful
Period Models
\$60 to \$300*

The **CHENEY** PHONOGRAPH *Plays all records—better*

The success of the Cheney, from a *selling* standpoint, is a tribute to the public's appreciation of *real musical and artistic worth*.

The serene purity of Cheney tone and its perfect renditions of all makes of records result from entirely new applications of acoustic principles. It puts the *real artist* into the record!

The Cheney is an artistic creation and as such it commands prestige and the subtle, but powerful "word of mouth" advertising that goes with the best.

Each sale becomes a permanent advertisement for your store.

Cheney cabinets cannot be excelled in beauty of design and quality of workmanship.

Cheney sales and advertising co-operation is in keeping with the high quality of the instrument.

Correspondence with dealers invited

CHENEY TALKING MACHINE CO.
24 N. WABASH AVENUE, CHICAGO

67. Chautaugua – Chautaugua Phonograph Company, Silver Creek, New York. EM

68. Chimonola – Chimonola Company, 131 The Arcade, Cleveland, Ohio. September 1919 TMW

69. Choraleon – Choraleon Phonograph Company, Elkhart, Indiana. EM

70. Chorister – Chorister Phonograph Company, 336 West 63rd Street, Chicago, Illinois. October 1919 TMW

Phonograph Supremacy
with the "leader of them all"
The CHORISTER

These instruments, owing to their excellent equipment, will enable your trade to enjoy the music of any record to the fullest extent.

A De Luxe proposition made possible by this De Luxe line is now open to responsible agents.

Write for particulars

Our facilities enable us to supply complete machines in large quantities

Chorister Phonograph Co., Inc.
336 West 63rd Street
CHICAGO, ILL.
Phone Englewood 1979

71. Cirola – Cirola

Phonograph Corporation 1227 Germantown Avenue, Philadelphia, Pennsylvania. April 1920 TMW

72. Clarinola – George B. Clark Company, Inc., Bridgeport, Connecticut. EM

73. Classique – Classique Phonograph Corporation, 410 South Michigan Avenue, Chicago, Illinois. November 1917 TMW

74. Claxtonola – Brenard Manufacturing Company, Iowa City, Iowa. January 1919 TMW



Claxtonola

Style A

*Beautifully finished and perfectly proportioned.
This wonderful instrument opens new opportunities
for enjoyment and education when placed in your home.*



*God sent his singers upon earth
With songs of sadness and of mirth,
That they might touch the hearts of men,
And bring them back to heaven again.
—Longfellow*

The House of BRENARD



STYLE A

Woods: Fine Mahogany Veneer; Selected Golden or Fumed Oak.

Cabinet Measurements: Height 51 inches; width 23 inches; depth 25 inches.

Universality: Plays all types of disc records, whether played with jewel or steel needle, and by simple movement of soundbox without any changing of tubes.

Motor: Extra strong double spring motor, worm gear, constant speed, non-vibrating and mounted free from contact with resonating parts. Equipped with speed regulator. All exposed parts heavily nickel plated.

Automatic Stop: Of an entirely novel and improved type; thoroughly reliable; requires no setting; starts and stops motor automatically.

Reproducer: The latest improved sound box which insures perfect reproduction.

Tone Chamber: Made of wood throughout. Special care is given to the manufacture of the "Golden Throat," and this is one of the main contributing features to the success of the Claxtonola tone quality.

Tone Modifier: Permits regulation from full to subdued, without interfering with quality.

Record Space: Cabinet contains six record compartments with room for over 120 records.

Needles: 200 steel needles; 2 sapphire jewel needles for Edison and Pathe records.

75. Clayola – Bristol and Barber Company, Inc., 3 East 14th Street, New York City, New York. November 1922 TMW

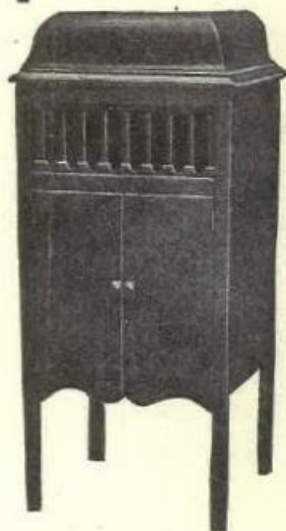
76. Cleartone – The Lucky 13 Phonograph Company, 3 East 12th Street, New York City, New York. July 1916 TMW

The "Cleartone" Talking Machine

Manufactured and Guaranteed by the

Lucky 13 Phonograph Co., 3 East 12th Street, New York

LARGEST DISCOUNTS IN THE TRADE



Made in two sizes
No. 40—19" high. Retail \$50
No. 39—17" high. Retail \$37



No. 70
Height 46" Retail Price \$70



No. 70-a
Height 44" Retail Price \$70



No. 75
Height 46" Retail Price \$75



No. 85
Height 50" Retail Price \$85

A Summer-Time Opportunity to Buy Parts

We offer the following merchandise for immediate delivery, price subject to change without notice, also subject to prior sale. All merchandise sold F. O. B. New York.

STEEL NEEDLES

50c. per thousand in million lots; 45c. per thousand in ten million lots; 60c. per thousand in lots less than a million.

MOTORS

No. 01—8-in. turntable	\$1.25	10-in. turntable.....	\$1.40
No. 1—10-in. turntable	2.65	12-in. turntable.....	2.95
No. 6—10-in. turntable, double spring...	3.50	12-in. turntable.....	3.85
No. 3—12-in. turntable, double spring			6.75
No. 7—12-in. turntable, double spring			7.50
No. 4—12-in. turntable, double spring			9.50

STONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only.....	\$.60
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records.....	1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade.....	2.25



No. 80
Height 50" Retail Price \$80

MAIN SPRINGS

No. 0—1/2 in. 20 gauge 8 ft. 6 in. 25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—3/4 in. 25 gauge 10 ft. 33c ea.	100 lots 30c ea.	1000 lots 29c ea.
No. 2—13/16 in. 25 gauge 10 ft. 35c ea.	100 lots 32c ea.	1000 lots 30c ea.
No. 3—1/2 in. 25 gauge 11 ft. 43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 4—1 in. 23 gauge 10 ft. 43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 5—1 3/16 in. 27 gauge 18 ft. 90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

60c per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points	14c each in 100 lots	13c each in 1000 lots
Sapphire Balls	14c each in 100 lots	13c each in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

30c in lots of 100
29c in lots of 1000
28c in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

CLEARTONE

(Speaks for Itself)



No. 100—\$100



No. 75—\$75



No. 65—\$65

The **Cleartone** has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us:

SUNDRY DEPARTMENT

MOTORS—No. 61, 8-in. turntable, single spring, \$1.25; same motor with 10-in. turntable, \$1.40. No. 1, 10-in. turntable, double spring, plays two 10-in. records, \$2.95. No. 6, 10-in. turntable, double spring, plays three 10-in. records, \$3.50; same motor with 12-in. turntable, \$3.55. No. 8, 12-in. turntable, cast-iron frame, double spring, plays three 10-in. records, \$4.55. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.85. No. 10, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays four 10-in. records, \$6.85. No. 11, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays seven 10-in. records, \$8.50.

TONE ARMS AND REPRODUCERS—No. 1, \$1.00; No. 2, plays all records, \$1.25; No. 4, \$2.05; No. 6, \$2.25; No. 7, \$2.25; No. 8, \$3.25; No. 9, \$2.25. (Play all records.)

MAIN SPRINGS—No. 00— $\frac{3}{4}$ -in., 23 gauge, 9-8 ft., 25c. each, 100 lots, 25c. each; No. 01, 1-in., 23 gauge, 7 ft., 25c. each, 100 lots, 25c. each; No. 0, $\frac{3}{4}$ -in., 20 gauge, 9-8 ft., 25c. each, 100 lots, 21c. each; No. 1, $\frac{3}{4}$ -in., 25 gauge, 9-8 ft., 20c. each, 100 lots, 15c. each; No. 2, 1 $\frac{1}{2}$ -in., 25 gauge, 9-8 ft., 15c. each, 100 lots, 25c. each; No. 3, $\frac{3}{4}$ -in., 25 gauge, 11 ft., 40c. each, 100 lots, 45c. each; No. 4, 1-in., 23 gauge, 10 ft., 40c. each, 100 lots, 45c. each; No. 5, 1-in., 27 gauge, 11 ft., 45c. each, 100 lots, 50c. each; No. 6, 1 $\frac{1}{4}$ -in., 27 gauge, 11 ft., 80c. each, 100 lots, 85c. each.

RECORDS—POPULAR and GRAMMOPHON Brand, 10-

in. double face, lateral cut, all instrumental—25c. in lots of 100; 35c. in lots of 1,000; 50c. in lots of 5,000.

GOVERNOR SPRINGS—\$1.00 per hundred; \$6.00 per thousand. Special price in large quantities for Motor Manufacturers.

Genuine Diamond Points for playing Edison Records, \$1.25 each, 100 lot, \$1.15 each; Sapphire Points for playing Edison Records, 15c. each, 100 lot, 14c. each; Sapphire Balls for playing Pathé Records, 15c. each, 100 lot, 14c. each. Needles—Steel in stock at all times at moderate price as per quantity.

NEEDLE CUPS—\$17.50 per M, \$14.00 per M in 5,000 lots. Covers, \$7.50 per M.

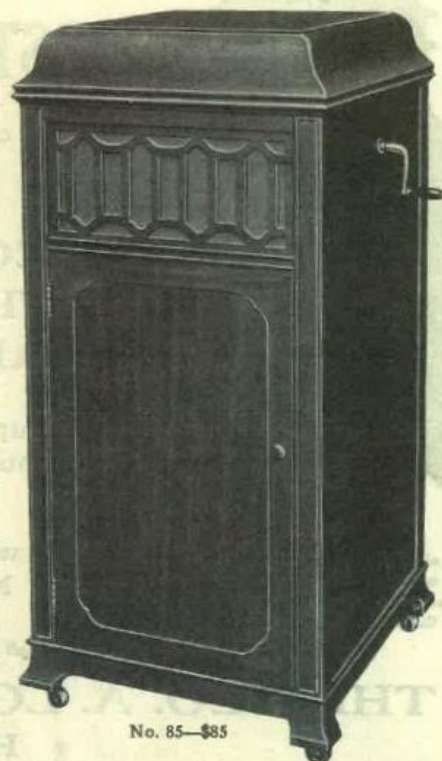
COVER STAYS—No. 1, for Table Cabinets, 6 in. long, 5c. each, 100 lot, 7 $\frac{1}{2}$ c. each; No. 2, for Floor Cabinets, 8 in. long, 17c. each, 100 lot, 13c. each; No. 3, heavy for Floor Cabinets, 10 in. long, 28c. each, 100 lot, 15c. each.

Continuous Piano Hinges, 25c. per foot; 100 feet, 21c. per foot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given in quantity buyers in Canada and other export points.

Write for our 64-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

Lucky 13 Phonograph Co., 3 East 12th St., New York

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Clearstone

SPEAKS FOR ITSELF



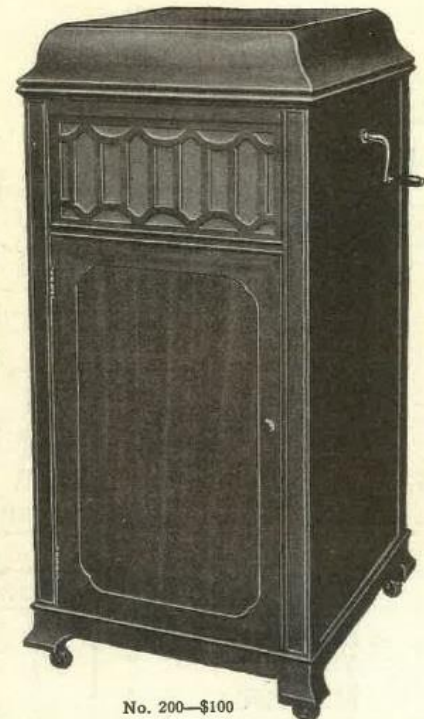
No. 250—\$125



No. 150—\$85



No. 100—\$75



No. 200—\$100

The **Clearstone** has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

TRAY ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.05 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 29c; No. 01A, $\frac{5}{8}$ in., 10 ft., 49c; No. 01, $\frac{7}{8}$ in., 7 ft., 25c; No. 02, $\frac{7}{8}$ in., 7 ft., 25c; No. 1, $\frac{7}{8}$ in., 9 ft., 29c; No. 2, 1 1/10 in., 10 ft., 29c; No. 3, $\frac{7}{8}$ in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAYOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c each; 33c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 25c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.70 each.

SAPPHIRE POINTS, for playing Edison records, 15c. each.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 48c. per thousand in 10,000 lot; 45c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 23 different styles of talking machines and over 500 different phonograph parts, also gives description of our efficient Repair Department.

Lucky 13 Phonograph Co., 46 East 12th St., New York

77. Cleola – Tyrola Phonograph Company, Wilmette, Illinois. January 1920 TMW
78. Collerola – George Coller, Reading, Pennsylvania. EM
79. Compatophone —The Sterno Manufacturing Company, Ltd., London, England. October 1916 TMW
80. Concertola – World Phonograph Company, 218 South Wabash Avenue, Chicago, Illinois. March 1917
TMW
81. Conqueror – Franz Brückner Manufacturing Company, 105-107 East 29th street, New York City, New
York. May 1916 TMW
82. Consola – Consolidated Talking Machine Company, 227 West Lake Street, Chicago, Illinois. November
1917 TMW
83. Continental – Continental Furniture Carpet Company, Council Bluff, Iowa. EM
84. Cornish – Cornish Company, Washington, New Jersey
85. Cowan – The Classique Phonograph Corporation, 401 North Lincoln Street, Chicago, Illinois. October 1917
TMW

THE COWAN CLASSIQUE



MODEL No. 4.



MODEL No. 2.

Tone Quality Distinction

are all embraced in the new Cowan Classique Gramophone. A truly artistic musical instrument, such as is wanted and required in the home of culture and refinement.

After twelve months of unremitting toil, designing, playing, testing and perfecting, a new and absolutely perfect phonograph has been developed—one which is admittedly in a class by itself. A phonograph made in our own shops—not an assembled product. The tone is marvelous and unequalled, and the many unique and patented features combine to make this instrument nothing short of musically perfect.

In every sense and from every viewpoint the
"Cowan Classique"

marks the advent of a DISTINGUISHED phonograph.

Each instrument is equipped with our own patented tone arm and perfected sound box—one which reproduces all disc records and gives a soft, round, mellow tone—a distinct feature with this instrument and a great advance over anything heretofore offered to the public.

The method of tone control is a component part of the throat and sound chamber, and is absolutely perfect and simple in operation.

The spring motor is of absolute precision, and is equipped with a perfect speed indicator properly registering the turn table revolutions. The turn table is of hard rubber, true running and in harmony with the instrument. All the equipment throughout is of the highest grade and unequivocally guaranteed.

The cabinet work is made by recognized leaders in the manufacture of fine period furniture for over twenty-five years.

Distributor and Dealer contracts now ready—also catalogue.

— The Classique —
Phonograph Corporation

401-405 N. Lincoln St.
Chicago, Ill.

MANUFACTURERS OF FINE GRAMOPHONES



MODEL No. 16.



MODEL No. 11.



MODEL No. 7.



MODEL No. 12.



MODEL No. 8.



MODEL No. 3.



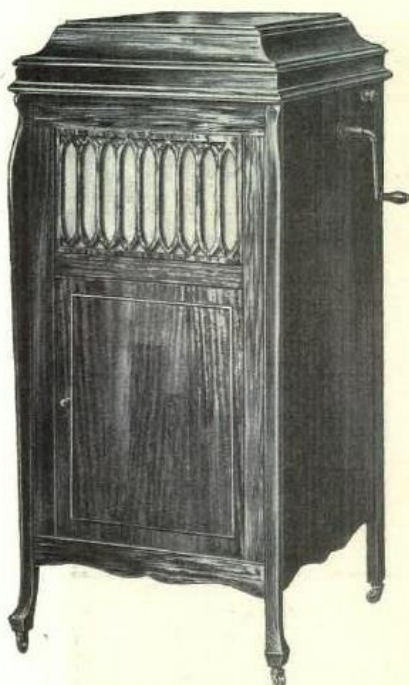
MODEL No. 21.

86. Crafts – A. J. Crafts Piano Company, Richmond, Virginia. December 1919 TMW

87. Cremonia — Cremonia Phonograph Company, 14 Wall Street, New York City, New York. April 1919
TMW

88. Crescent – Crescent Talking Machine Company, Inc., 89 chambers Street, New York City, New York.
October 1914 TMW

89. Crippen – The Crippen Company, Inc., 427 Fifth Avenue New York City, New York. January 1920 TMW



Announcing the Greatest Talking Machine Proposition the Trade Has Ever Seen

THIS is the first announcement of the Crippen Interpretone Talking Machine. And, in my opinion, it is the most important announcement the talking machine world has seen since the advent of the phonograph.

The Crippen Interpretone is ten years ahead of all other machines in the matter of tone.

I have spent years in the music trade as a retailer, manufacturer, inventor and tone expert and I know tone and the elusiveness of its character, and I tell you you can hear a quality and character of tone in my talking machine you cannot hear in any other talking machine made.

In my machine the tone comes out free and open. The tone is not confused and smothered as if it were being produced in a box. For the first time talking machine dealers will have a real stimulant to the sale of records.



For the time being, until I can get production up to somewhere near the demand, I am going to confine my effort to one style and size of machine. And while all talking machines are more or less alike in general appearance, yet this single initial machine of mine is different.

It is just so far ahead of all other talking machines *in every respect* that makes for salability, that I make this as my initial proposition:

I will send any reputable talking machine dealer one of these machines by express at my expense. If after trying and testing it beside the machines you are now selling it is not a good 20 dollars better than any talking machine you have ever seen in size, finish and general character of cabinet work, and if it hasn't a better tone than any you have heard in *any talking machine at any price*, you may ship it back, also, at my expense.

If it is as I say it is, the best talking machine proposition on the market, barring none, and you believe you can handle it so that we can both make some money, then we will quickly get together on the minor details.

THE CRIPPEN COMPANY, INC., 437 Fifth Avenue, New York

90. Crosley – Crosley Phonograph Company, 1 Vandalia Avenue, Cincinnati, Ohio. February 1920 TMW

91. Crystola – The Knabe Brothers Company, Cincinnati, Ohio. November 1915 TMW

92. Culptone – Culp Phonograph Company, 240 Broadway, New York City, New York. October 1918 TMW



CULPTONE
TRADE MARK
NEW YORK

Made UP to a Standard

Not DOWN to a price

Prices Range from **\$80** to **\$165**
Four Styles

Ready for Immediate Delivery

Territory open for Agents.
Send for details and dealers' discounts.
Helpful booklets furnished to Culptone dealers free.

Culp Phonograph Co.
240 Broadway New York

93. Culver – Culver Talking Machine. EM

94. Dalion – Milwaukee Talking Machine Manufacturing Company, Milwaukee, Wisconsin. July 1919 TMW

95. Davenola – Davenport Cabinet Works, 829 West 2nd Street, Davenport, Iowa. November 1919 TMW

96. Davis – Davis Phonograph Company, Chicago, Illinois. EM

97. Deca-Disc – Deca-Disc Phonograph Company, Hanover, Pennsylvania. March 1922 TMW

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.



Model "A"
Priced \$100
44½ inches high



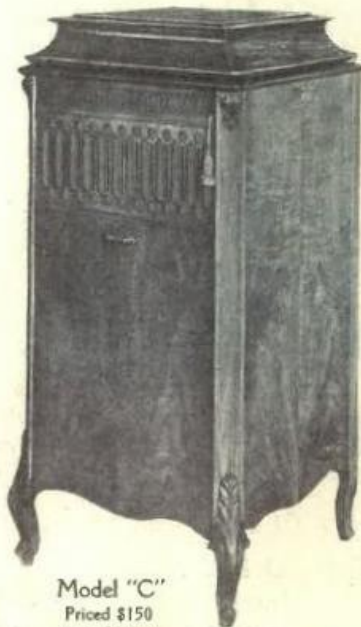
Model "O"
Priced \$85
43½ inches high



Model "B"
Priced \$125
46½ inches high

Build up your Business with
"The Phonograph with an Individuality"

Each Model Equipped with Every Delpheon Feature



Model "C"
Priced \$150
48½ inches high

It is the aggressive and wide-awake dealer who sees the advisability of extending his business and upbuilding his reputation by means of an instrument like the Delpheon.

It is the aggressive and far-sighted dealer who sees the advantage of forming connections with a concern which considers its name and reputation of sufficient value to put out under that name only an article that must be as nearly perfect as human ingenuity can make it—one that will continue to uphold that reputation.

It is merely another case of the survival of the fittest. Hence, it is evidence of good business judgment to carry a line that is bound to stay on top—one that does and will continue to lead in every single detail.

The Delpheon stands ready to prove its merits—in tone, exclusive features and design. When you write for discounts and detailed information, state the approximate number you can dispose of.



Model "D"
Priced \$175
49½ inches high

THE DELPHEON COMPANY

816 Boutell Place

Bay City, Michigan

100. Detmer-Phone – Chicago; St. Louis. EM

101. Diamond – Diamond Products Corporation, 25 West 43rd Street, New York City, New York. June 1922
TMW

A Real Musical Instrument for Children

Cabinet—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

Motor—Heineman motor—cut gears—cast frame—fully guaranteed—removable motor board. **Tonearm**—Die cast—nickel plated—Artois reproducer.

Turntable—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.



List Price,
\$25.00 each
Six machines
or over,
\$15.00 ea.
Less than six
machines,
\$16.50 ea.

DIAMOND JUVENILE CONSOLE

Why has this great little machine become an overnight success?

1st—because it is the first practical talking machine for children. Perfect juvenile proportions—substantially constructed—beautifully finished—plays all records up to 10-inch and has exquisite tone. Reasonably priced and sells without effort.

2nd—because it is the basis for an ideal juvenile booth—attracts interest of children and parents—creates a wonderful selling “atmosphere” and stimulates sales of children's records.

3rd—because it offers dealers generous returns on their investment. Six machines at \$15, cost \$90 and sell for \$150. This is \$60.00 profit on small outlay and turnover is rapid.

*Models on display at New York Show Room
A few good territories still open to Jobbers—
Write for Particulars*

The Diamond Products Corporation

25 West 43rd Street, New York

Factories—Oswego, N. Y.

DIAMOND JUVENILE FURNITURE

installed with the Diamond Console makes the kind of booth that exerts a powerful influence on the sale of juvenile records. Durably made and beautifully enameled in two finishes, French grey and ivory. High finish is easily kept clean. Also makes an attractive window display.



Six pieces, as
illustrated,
\$17.50
F.O.B.
Oswego, N. Y.

102. Dolce-Tone – Reed, Dawson, & Company, 6 West Park Street, Newark, New Jersey. October 1917 TMW
103. Domestic – Domestic Talking Machine Corporation, 33rd and Arch Streets, Philadelphia, Pennsylvania. May 1916 TMW
104. Duffinola – The Duff Company, Elizabeth City, North Carolina. EM
105. Dulciphone – Grand Talking Machine Company, 366 Adam Street, Brooklyn, New York. February 1917 TMW
106. Dulcitone – Cable-Nelson Piano Company, Republic Building, Chicago, Illinois. February 1919 TMW

The Dulcitone

THE Dulcitone is another strictly non-competitive Cable-Nelson product, and as such is being welcomed with great enthusiasm by those already familiar with Cable-Nelson values. This handsome talking machine meets the most exacting musical, mechanical and artistic requirements. Quality of reproduction is exceptionally fine. The motor is one of the most dependable on the market, and the cabinet construction and finish are distinctively Cable-Nelson—enough said.

Yet true to Cable-Nelson standards, the Dulcitone can be profitably sold at a price which places the dealer comfortably beyond the reach of local competition.

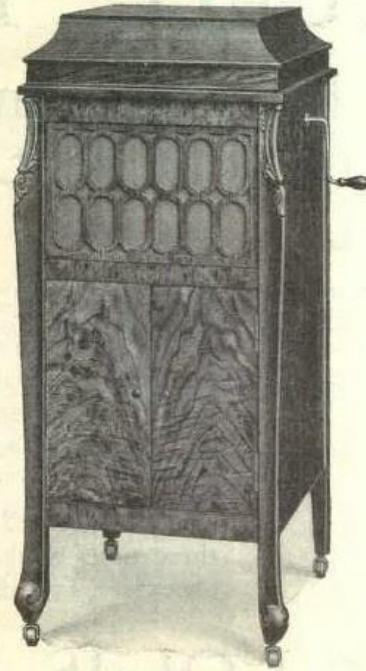
Hence for those realizing the demand for such a machine—a machine of quality commandable by the average pocket book—the Dulcitone affords a very remarkable money-making opportunity.

Ask for prices and descriptive literature!
Write quick for your requirements for 1919.

Cable-Nelson Piano Co.

Republic Building

Chicago, Ill.



The Dulcitone



107. Duo-Vox – Bush & Lane Piano Company, Holland, Michigan. April 1924 TMW
108. Dusonto – The Belcanto Company, Inc., 130 West 42nd Street, New York City, New York. January 1920
TMW
109. Eclipse – Eclipse Phonograph Company, 51 Lawrence Street, Newark, New Jersey.
March 1917 TMW
110. Edmondson – Edmondson Phonograph Company, 16-18 Washington Avenue, Irvington, New Jersey.
November 1916 TMW
111. Electric – Electric Phonograph Company, Kalamazoo, Michigan. September 1920 TMW
112. Elmbro – Elmbro Talking Machine Company, St. Paul, Minnesota. April 1918 TMW
113. Elti-Nola – Charles H. Elting & Company, Chicago, Illinois. EM
114. Embrola – Embrola Talking Machine Company, Department “A”, St. Paul, Minnesota. January 1918
TMW
115. Emerson – Plaza Music Company, 14 West 20th Street, New York City, New York. October 1915 TMW

Science said "Round"
So we made it Round



THIS is to introduce the new Emerson Phonograph, made by the makers of Emerson Records, and equipped with the new round Emerson Music Master Horn.

Science* proves that sound—tone—travels in round waves. Accordingly, when we decided to produce the Emerson Phonograph, we insisted on a perfectly round horn—the Emerson Music Master Horn. With a round horn you achieve full, round tone.

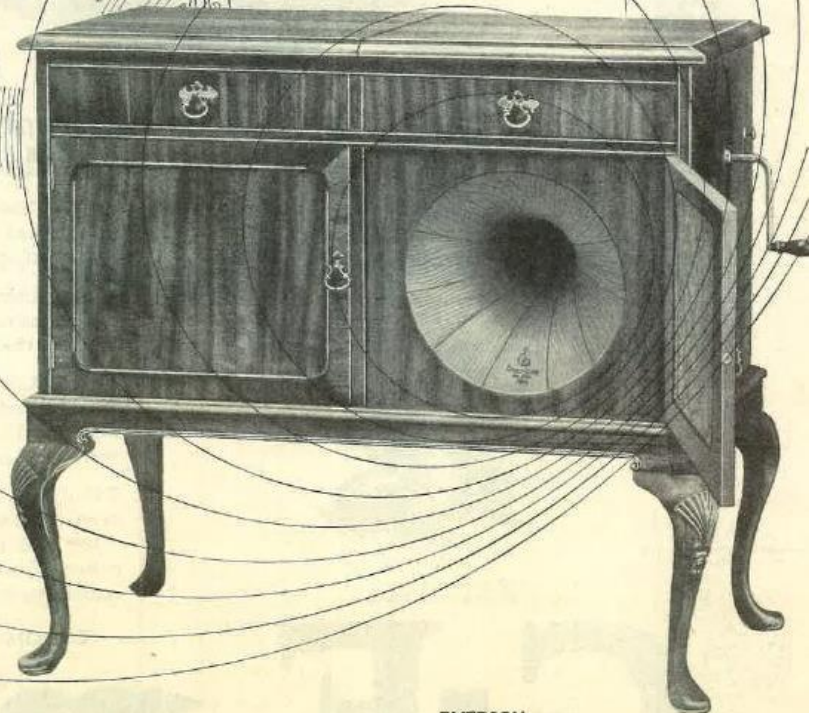
The full, round music which flows from the full, round Emerson Music Master Horn is remarkably free from annoying echoes and muffled sounds. Why? Because the horn is perfectly round—made of solid, rounded spruce, the one wood of all others most resonant and vibrant.

Hear the new Emerson Phonograph. Enjoy the round tone of every note in every selection. Hear music played with absolutely new freedom from mechanical blemishes.

Send for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including the Emerson Queen Anne Model, here shown. It describes the new Emerson Music Master Horn and explains why this new round tone can come only from this round horn.

*Ask any authority on acoustics.

EMERSON PHONOGRAPH CO INC
Makers of
Standard Emerson 10-inch Gold Seal Records
206 FIFTH AVENUE · NEW YORK CITY



The
**Emerson
Phonograph**
WITH THE EMERSON MUSIC MASTER HORN

EMERSON
Queen Anne Model
WITH

Emerson Music Master Horn
Emerson Thru-throat Universal Tone-arm
Emerson True Tone Reproducer
Emerson Gold-edge Clamp-ring, Flush-covered Turn-table
Emerson New Style Patented 21st Century Filing System
Emerson Perfect Tone Control
Emerson Flush Motor-board
Capacious Drawer for Catalogs, Needles, etc.

Other Emerson models, with Emerson Music Master Horn, \$80 to \$1,000.

117. Empire – Empire Talking Machine Company, 429 South Wabash Avenue, Chicago, Illinois. December 1915 TMW



EMPIRE TALKING MACHINE CO.

Introducing the

Empire RECORD

Put the Empire Combination to Work and Watch Your Profits Grow

ONCE you grasp all the particulars of the Empire proposition you'll get a new vision of the profit-making possibilities of your talking machine department.

For you'll find yourself face to face with a machine that excels in all the mechanical features that determine tonal qualities. You'll experience the fact that it brings out the full beauty of tone of all records regardless of their make.

Add to this the advantage of being able to secure a complete assortment of records from one source and at prices that leave room for good-sized profits and you've got the unbeatable combination.

Empire
The Machine
that Plays
any Record

and Empire's complete line of Popular Priced Records.

Now there is only one thing that you have to do to become the most prosperous talking machine merchant in your town—that is, send us your inquiry.

There's a whole lot more to tell you about this proposition than we have room for here.

Will you give us a chance to lay before you facts that we guarantee will make you money—much money?

EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 S. Wabash Avenue

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

20 from a fortnight's vacation spent at East Hampton, L. I., golfing and bathing. He reports their wholesale business as considerably ahead of last year in August, but that in spite of their ample preparations a prospect of the greatest difficulty in meeting the demand for the Edison in the coming months. The retail sales showed a marked picking up the past two weeks.

Important New Columbia Dealer

The Chicago branch of the Columbia Graphophone Co. has recently arranged with Stekette & Sons, who conduct one of the largest department stores in Grand Rapids, Mich., to handle their line. They will establish an exclusive Columbia department and are now arranging an attractive general salesroom and constructing six handsome soundproof booths. The department will be opened about the 15th of the month.

Will Manufacture Parts

William R. Everett has resigned as Chicago manager of the Crescent Talking Machine Co., of New York, and will make and market a line

of tone arms and motors of his own design, following a system which he is sure will eliminate many of the problems that manufacturers have met with in the past. He expects to be able to fill orders within the next thirty days. He has established offices at 1514 North American Building, 36 South State street. Mr. Everett has an exceedingly wide acquaintance among the Western manufacturers, gained in his contact with them in his previous connection, and is a thorough talking machine man of long standing. Prior to going with the Crescent Co. he was prominent in the introduction of the Sonora in the Western field.

Six Best Sellers

The six best selling Columbia records the past month were: "Faust Fantaisie" and "Cavalleria Rusticana," "Träumerei" and "Pensee Amoureuse," "Waltz of the Hours" and "The Triumphal Entry of the Bojaren," "When the Sun

Goes Down in Dixie" and "I've Got the Sweetest Girl in Maryland," "With His Hands in His Pockets and His Pockets in His Pants" and "I'm a Twelve O'clock Fellow in a Nine O'clock Town," "For Your Country and My Country" and "Joan of Arc."

The Emerson Phonograph Co. report that the six best Emerson sellers the past month included: "Over There" and "The Yankee Doodle Boy," "Indiana" and "Them Doggon'd Triffin' Blues," "I'm a Twelve O'clock Fellow" and "When a 'Buddy' Meets a 'Buddy,'" "My Sweet Egyptian Rose" and "Please Don't Lean on the Bell," "American Festival March" and "Here They Come," "Boston Commandery March" and "Star Spangled Banner."

The six best Pathé sellers were: "O Come With Me in the Summer Night" and "The Fields o' Ballyclare," "The Magic of Your Eyes" (Continued on page 90)

118. Eubanola – Ramos-Eubank Phonograph Manufacturing Company, Richmond, Virginia. March 1919 TMW
119. Eufonola – Acme Cabinet Company, 116 West 32nd Street, New York City, New York. November 1916, TMW
120. Everton – Everton Company, Chicago, Illinois. EM
121. Excel – Excel Cabinet Company, 136 West 23rd Street, New York City, New York. February 1920 TMW
122. Fairy – Endless-Graph Manufacturing Company, 4200-4202 West Adams Street, Chicago, Illinois. October 1919 TMW

A Work of Art



Scientifically Constructed The "FAIRY" Phonograph Lamp

"looks" and "speaks" for itself. In appearance, its luxurious refinement is immediately apparent. But it achieves its greatest triumph in its tone.

A newly patented sound amplifying chamber, radically differing from the conventional designs, constructed of correctly jointed and suspended WOOD gives a true mellow tone of a volume equalling that of the best and most expensive instruments.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

Permit us to tell you how sales of the "FAIRY" have required our maximum output ever since its appearance in 1918.

ENDLESS-GRAPH MANUFACTURING COMPANY

4200-02 W. Adams St, Chicago, Ill.

123. Favorite – Favorite Talking Machine Company, 438 Broadway, New York City, New York. September 1916 TMW
124. Favorola – Bon-Ton Manufacturing Company, 211 South Broadway, St. Louis, Missouri. October 1920 TMW
125. Federal – Federal Phonograph and Supply Company, 8 South Dearborn Street, Chicago, Illinois. October 1919 TMW
126. Fern-O-Grand – Fern-O-Grand Company, 212 West Central Parkway, Cincinnati, Ohio. March 1920 TMW

The Fern-O-Grand Co.

Announces the completion of its removal into its new and enlarged factory building and with the addition of new equipment will before long be able to make deliveries more rapidly

The Reception Offered the Fern-O-Grand

"The Phonograph with the Grand Piano Tone"

has been beyond our fondest expectations, and re-orders, particularly, have been most flattering.

The FERN-O-GRAND is built under the direction of men whose life work has been that of expert piano builders.

Its accurate reproductions of the finest tone shadings make it the master musical instrument.

Its Construction lends itself to volume and tonal quality without the least restriction.

Electrically Illuminated and equipped with an easily adjusted automatic stop, it offers the latest attractions to the discerning buyer.

The Cabinet Work is of the finest and all our models are made in Mahogany, Ebony, Walnut and Oak.



THE FERN-O-GRAND

"The Phonograph with the Grand Piano Tone"

Equipped with Fern-O-Grand Reproducer (Ellis Patent),
Automatic Electric Light and Stop and
Lorimer Heavy-duty Motor

AGENCIES FOR THIS HIGH-GRADE AND POPULAR MACHINE
ARE BEING ALLOTTED TO RESPONSIBLE DEALERS AND JOBBERS

CORRESPOND WITH THE

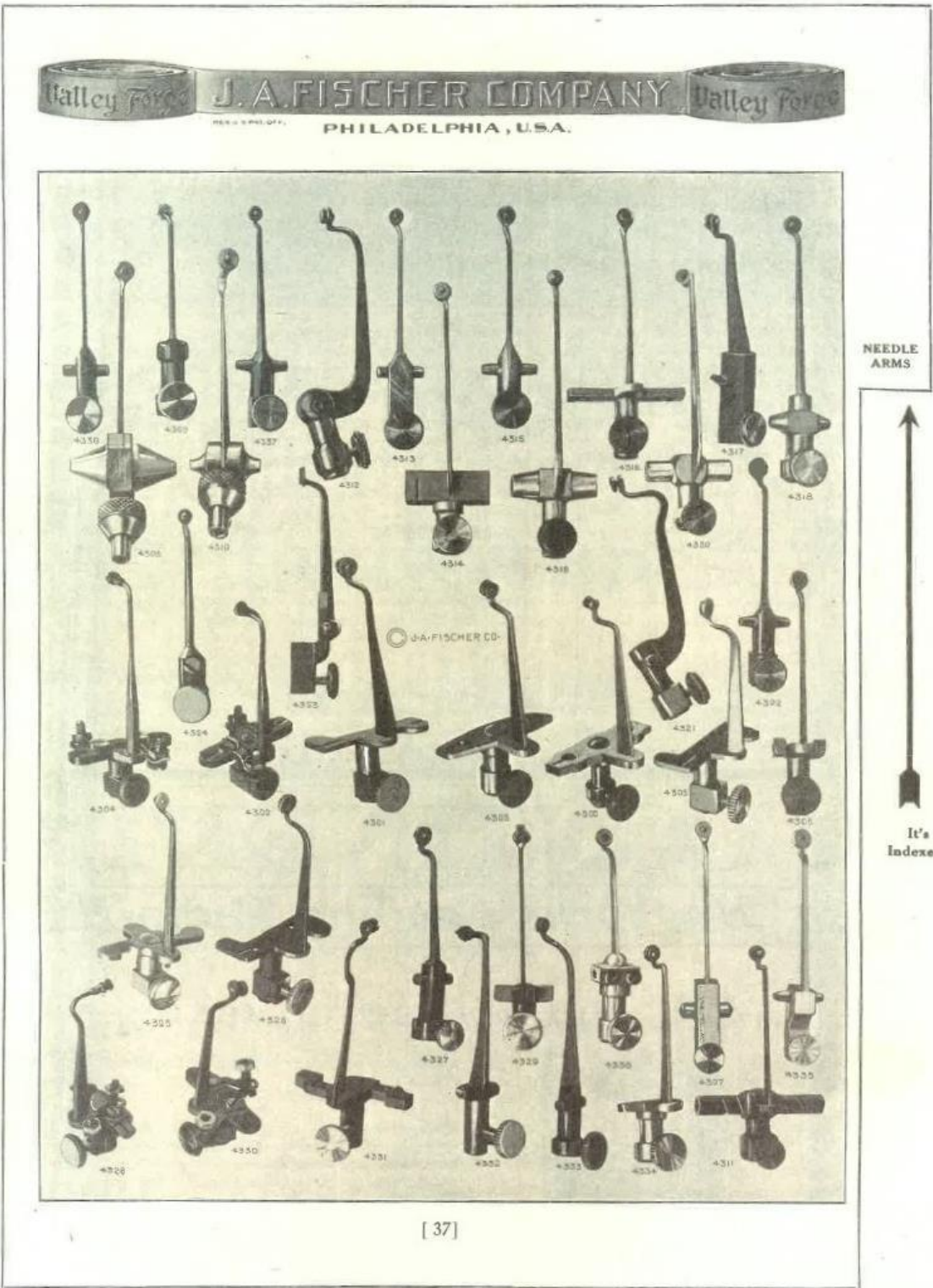
FERN-O-GRAND COMPANY

212-220 W. Central Parkway

Cincinnati, Ohio

127. Firestone – Firestone Phonograph Company, 59 East van Buren Street, Chicago, Illinois. April 1919 TMW

128. Fischer – J. & C. Fischer, Inc., 417 West 28th Street, New York City, New York. March 1922 TMW




[37]

Every part in the 100 page Valley Forge catalogue is photographed IN THE POSITION IN WHICH IT IS USED OR CAN BE RECOGNIZED. Every part is so described and indexed that your orders will be accurate.

originated by



129. Flemish – Lynn Phonograph Company, 269 37th Street, Brooklyn, New York. June 1916 TMW



FLEMISH

PHONOGRAPHS



Model K
To retail at **\$12.50**

Model K.—Mahogany finish cabinet 14x15x6½ inches, ten inch turntable; nickel plated Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish double-spring worm gear ball bearing motor No. 3; plays three ten inch records with one winding. All metal parts nickel plated. To retail at **\$12.50**.

Model B.—Mahogany finish cabinet 12x12x5¼ inches; eight inch turntable, nickel plated Flemish Reproducer and tone arm; tone arm rest; side speed regulator; spring stop, ball bearing motor; plays one twelve inch record with one winding. To retail at **\$6.00**.



Model E
To retail at **\$25.00**

Model E.—Mahogany finish cabinet, 12¼ inches high, 17 inches wide, 20 inches deep, finished crown molded top cover, twelve inch turntable; new extra fine Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish worm gear double spring ball bearing motor No. 2; plays three ten inch records with one winding. All metal parts nickel plated. To retail at **\$25.00**.

Model G
To retail at **\$35.00**



Model B
To retail at **\$6.00**

Model G.—Mahogany finish, double door, Sheraton style cabinet, size, 39¼ inches high, 18 inches wide, 18 inches deep; twelve inch turntable; new extra fine Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish worm gear ball bearing motor No. 3; double spring; plays three ten inch records with one winding. To retail at **\$35.00**.

Read with Expectation—Close with Profit

Here's an exclusive agency proposition direct from the factory to you—the greatest phonograph values ever offered in the United States of America.

Jobbers want them at the same prices—*nothing doing*—it interferes with our *exclusive agency proposition*. The entire *Flemish* line, from the first model to the last, represents the maximum of value.

Our product will tell its own quality story—it's

guaranteed to give satisfaction. *Flemish* phonographs play *all make* records without extra attachments.

Profit by writing for our *exclusive agency proposition* the field is enormous for the sale of phonographs at the *Flemish* range of prices—\$6.00 to \$35.00.

For the first time you have the opportunity to offer to the public a *high class phonograph* at *moderate prices*.

FLEMISH-LYNN PHONOGRAPH CO.

SALESROOM AND OFFICE, 220 5th AVENUE, Dept. 3, NEW YORK

130. Fraad – Fraad Talking Machine Company, Inc., 225 Lexington Avenue, New York City, New York.
December 1915 TMW

131. Franklin – Franklin Phonograph Company, 10th and Columbia Avenues, Philadelphia, Pennsylvania. July
1919 TMW

The FRANKLIN

The Phonograph That Stays Sold



ADAM, \$125

Like a good watch, the vital thing in a phonograph is its works, the motor must run true, and, above all, the Reproducer, Tone Arm and Horn must be balanced and of the best quality.

We invite Comparative Tests as to the tone value of the Franklin.

Ten styles from \$50.00 to \$700.00.

Let us send you a price list, or, better still, order a sample at once.

The Franklin



is different.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

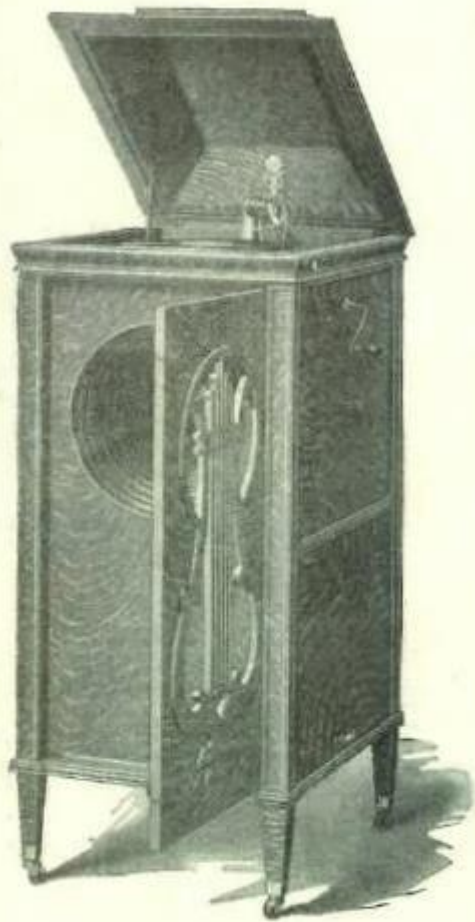
10th & Columbia Ave.

PHILADELPHIA, PA.

Fremont Manufacturing Company, New York. EM

133. Fullertone – Fullertone Phonograph Products, Inc. January 1922 TMW

134. Fulton – Fulton-Alden Company, Inc., Waukegan, Illinois. November 1917 TMW



Style A

Price, \$225.00

Size 49½ x 21 x 25

In Fumed Oak or Satin Mahogany

Triple Spring, Spiral Gear, Nickered Motor, Tone Modifier, Plush-covered Turntable, Automatic Stop, Lock Needle-cups and Rests, Leg Sockets and Casters.

Record compartment opening on side through a rising and falling balanced door, fitted with five ten-inch and four twelve-inch high-grade albums, capacity 108 records.

All exposed metal parts heavily gold-plated.

Street, Chicago, Illinois. March 1917 TMW

The
GABEL-OLA



SELF-OPERATING

"All the Pleasure Without the Bother"

Suppose that you are in your dining-room

entertaining your guests. There comes the pause in the conversation that always does.

You turn a switch and from the music room comes the notes of a song. Clear and mellow it comes. Some high-priced operatic nightingale is singing one of the sad, sweet arias from "Madame Butterfly" or amid clicking castanets is caroling forth one of the defiant melodies of "Carmen."

Your guests are amazed and when the song is finished do not hesitate to show their pleasure and delight with the volume of the Gabel-Ola, its resonance of tone and its freedom from the foreign sounds that many reproducing instruments are guilty of.

You do not have to interrupt the exclamations of pleasure and rush into the music room to shut off the machine or to put on a new record. Just sit there—and then announce the encore number—"Chinese Blues."

Then the ladies will want to dance, so go in and dance with them. You won't have to stay out of the fun and watch the machine, for the

"GABEL-OLA"

is "SELF-OPERATING" and gives you
"All the pleasure without the bother"



THE GABEL-OLA—MODEL A

Oak Finish—Height 66 inches, width 43 inches, depth 22 inches.



THE GABEL-OLA—MODEL B

Have a full evening of dancing if you want, for the "Gabel-Ola" will play 24 different numbers and you won't have to go near it.

The "Gabel-Ola" does everything for itself. It changes the records and changes the needles. It starts and stops itself. The needle magazine holds 600 needles, and you do not have to even think of needles until that number of records has been played.

Ideal for the Home!
Ideal for the Dancing-School!
Ideal for the Restaurant!
and dozens of other places

The cabinets in which the wonderful "Gabel-Ola" mechanism is encased are of the finest type of the woodworker's art. They enrich any surrounding and harmonize with the best schemes of home decoration. The Gabel-Ola is made in four attractive models—one, an artistic mission style.

AS A TALKING MACHINE DEALER WORTHY OF THE NAME, you owe it to yourself and your business to know of the "Gabel-Ola" and its remarkable merits—both artistic and commercial. *Send for Catalog.*

GABEL'S ENTERTAINER CO.

JOHN GABEL, President

(Former name, Automatic Machine & Tool Co.)

General Office and Factory:

210 N. ANN STREET

::

CHICAGO

CHICAGO SALESROOMS:

136. Garford – The Garford Manufacturing Company, Elyria, Ohio. February 1919 TMW
137. Gem Portable – Gem Phonograph Company, Inc., 109 North 10th Street, Philadelphia, Pennsylvania. July 1924 TMW
138. General – General Phonograph Manufacturing Company, Elyria, Ohio. November 1921 TMW
139. Genola – General Phonograph Company, Elvira, Ohio. EM
140. Granby – Granby Phonograph Corporation, Levy Building, Newport News, Virginia. August 1920 TMW
141. Grand – Grand Talking Machine Company, 366 Adams Street, Brooklyn, New York. January 1917 TMW
142. Grande – Grande Phonograph Company, 25 West Lake Street, Chicago, Illinois. September 1920 TMW
143. Grandola – Grandola Phonograph Company, 1269 Broadway, New York City, New York. November 1915 TMW
144. Guarantee – Guarantee Talking Machine Supply Company, 109 North 10th Street, Philadelphia, Pennsylvania. June 1925 TMW
145. Gunsonola – Brandford, Ontario, Canada. EM
146. Hallet & Davis – Hallet & Davis Company, Boston, Massachusetts. April 1922 TMW
147. Harmograph – Harmograph Talking Machine Company, St. Louis, Missouri. EM
148. Harmonia – Harmonia Talking Machine Company, 47 West 34th Street, New York City, New York. June 1920 TMW
149. Harmonola – The Harmonola Company, 1611 Chestnut Street, Philadelphia, Pennsylvania. October 1916 TMW
150. Harmonophone – Meyers Drug Company. EM
151. Harmony — table model with large spindle; Consolidated Talking Machine Company. Chicago “client brand” of the Columbia Phonograph Company
152. Harmony – A floor model; not one of the large spindle Chicago table models
153. Harponola – The Celina Furniture Company, 101 Mercelina Park, Celina, Ohio. November 1917, TMW
154. Harpvola – Harpvola Talking Machine Company, Harrisburg, Pennsylvania. March 1916 TMW
155. Harrolla – King Talking Machine Company, 11 West 25th Street, New York City, New York. January 1917 TMW

Two HARROLLA MODELS That Will SELL



Model 150A—Retail at \$125

Finish: Solid Mahogany, golden oak, fumed oak. Motor, No. 16 Meisselbach, playing five-ten-inch records with one winding. Dimensions: Height, 50 inches; width, 22 inches; depth, 23 inches. Universal tone-arm. Automatic stop. All metal parts heavily nickel-plated.

All HARROLLA Cabinets are made in our own factory.

MEISSELBACH parts used exclusively; an absolute guarantee as to quality and service.

HARROLLA machines play all makes of records without any attachment. A HARROLLA perfect jewel point with every machine.

Other HARROLLA models retailing at \$50, \$150 and \$200.

We are also direct jobbers for MAJESTIC records. Let us fill your record orders.



Model No. 75—Retail at \$75.

Finish: Mahogany, golden oak, fumed oak, English oak. Motor, No. 12 Meisselbach, playing three-ten-inch records with one winding. Dimensions: Height, 42½ inches; width, 19 inches; depth, 22 inches. Universal tone-arm. All metal parts nickel-plated. Made in one or two door cabinets.

Liberal Discounts to the Trade—Call At Our Warerooms and Inspect Our Line

KING TALKING MACHINE CO.
11 West 25th Street
NEW YORK

156. Hawthorn – Southern California Hardwood & Manufacturing Company, 1430 South Alameda Street, Los Angeles, California. September 1918 TMW

157. Hayne'ola – Hayne'ola Phonograph Corporation, Ottawa, Illinois. January 1917 TMW

158. Heintzman – Gerhard Heintzman Ltd., Sherborne Street, Toronto, Canada. September 1919 TMW

Phonograph Drops From 500 Feet High on Sensational Toronto-Hamilton Flight

Violently Jolted by Fall from Aeroplane, and the Case Bruised and Damaged, the Phonograph, when Tested at the Factory, Still Plays Any Make of Record Perfectly

ON Tuesday morning, at 9 o'clock, a fast aeroplane owned by International Aerial Transport Limited, left Toronto for Hamilton.

With it went a unique "cargo"—Gerhard Heintzman Phonographs, new from the factory and destined for the well-known Gerhard Heintzman store in Hamilton.

In charge of this "shipment" was Mrs. Armand Heintzman, wife of the vice-president and general manager of Gerhard Heintzman Limited—the first lady passenger in Canada to fly in an aeroplane carrying freight.

Thus was inaugurated a sensational epoch-making event.

But a few minutes out from Toronto with the aeroplane flying at an altitude of 500 feet, one of the phonographs became detached.

---and fell overboard!

The trip was completed in 42 minutes. Immediately Mrs. Heintzman phoned Toronto and informed the factory of the accident.

When the phonograph was located, it was found that the packing case had been damaged considerably, the cabinet of the phonograph scratched and the lid loosened.

Brought back to the factory, the phonograph was placed in the testing room. Clear as the song of thrush—mellow, sweet and resonant as when it left the inspection room of the factory—the phonograph played without yielding trace of the terrific treatment it had undergone.

Not with one record, or with one make of record—but many records of every make!

The Phonograph Can Now Be Seen and Heard at Toronto Exhibition

Through an accident, the piano-craftsmanship that goes into the Gerhard Heintzman phonograph was thus outstandingly demonstrated.

The singing throat of the instrument—fashioned from genuine piano-sounding-board spruce—withstanding this violent test simply because of the material used (of a grade that goes into the making of fine violins), because of the painstaking care used in building it, and because of the scientific design on which it is built.

The camera has recorded pictures of the remarkable event—of the start of the flight and the arrival of the finding of the phonograph, of the results of this astounding accident.

You can see these big, newsy pictures at the Gerhard Heintzman booth at the Toronto Exhibition—in the Manufacturers' Building (south side).

You can see and hear, too, the Gerhard Heintzman phonograph—victim and conqueror of this sensational aeroplane flight, exactly as it was picked up.



Style B



Style A



Style K



Style 95



Style C



Style D

The Phonograph Produced By Canada's Greatest Music House

It is over half a century ago since Gerhard Heintzman produced in Toronto the first piano bearing his name. To-day over 40,000 homes in Canada know the merit this name means.

All the experience, all the ability, all the resources, all the genius, that have gone into the making of "Canada's Greatest Piano," have been applied to produce this wonderful phonograph.

Piano-genius!—think what that means applied to a phonograph—in design and finish, in beauty and richness of tone!

And in a phonograph that was EXPRESSLY DESIGNED to play all makes of records!

Gerhard Heintzman Limited

Factories—Sherbourne St., Toronto

Retail Salerooms

Opposite City Hall, Toronto

Next Postoffice, Hamilton

151 King St. W., Kitchener

The GERHARD HEINTZMAN

The Phonograph Built by Piano Craftsmen

Expressly Designed to Play All Records

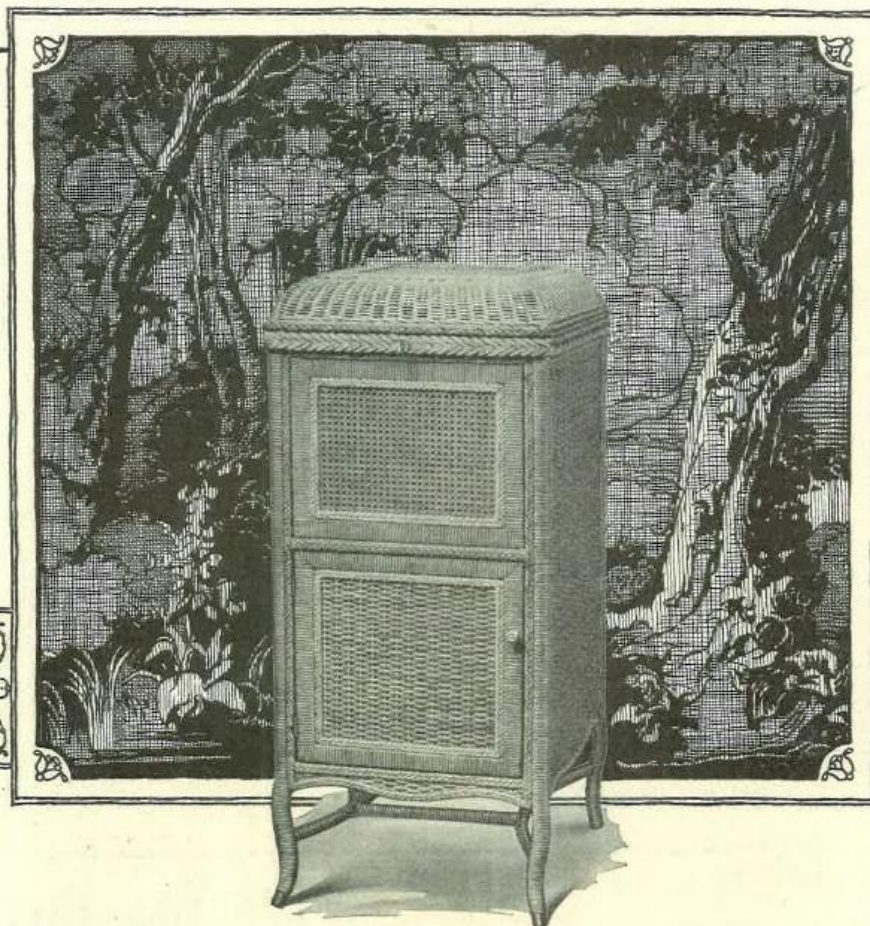
AND THE

MOTOR

IS A

159. Hercules-Atlas – Hercules Talking Machine Company, 611-621 Broadway, New York, City, New York. November 1915 TMW
160. Hexaphone – The Regina Company, 47 West 34th Street, New York City, New York. February 1917 TMW
161. Heywood-Wakefield – Heywood Brothers and Wakefield Company, Gardner and Wakefield, Massachusetts. January 1920 TMW

The HEYWOOD-WAKEFIELD



ANNOUNCEMENT

HHEYWOOD BROTHERS AND WAKEFIELD COMPANY announce a new phonograph, the Heywood-Wakefield, with three exclusive selling features which make it a profitable addition to every dealer's line, no matter what other makes he is now handling. This instrument is manufactured under the Perfek'tone patents and its features are:

First: the reed and wicker cabinets. Second: the cushioned reproducer of non-resonant, non-metallic construction. Third: a *perfected* electric motor.

The reed cabinets have a two-fold appeal. They eliminate the objectionable vibrations of sound which take place in the confined spaces of a wood cabinet. They supply an existing and greatly growing demand for reed furniture, which today enjoys the same uses as wood furniture in all

climates, all seasons, all rooms of the home.

The cushioned reproducer was developed after years of study along original lines and with the use of new materials. You have only to hear the Heywood-Wakefield to be convinced that this reproducer brings out details of a record which are lost when other reproducers are used.

The Heywood-Wakefield is equipped with either spring or electric motor. We have no hesitation in saying that the electric motor in this instrument is vastly superior to anything which dealers now have to offer on any other instrument. It is a *universal* motor which never *heats*, is absolutely *uniform* in speed and *silent* in operation. It is a feature which alone will make many a sale for the dealer.

For details of models, prices and specifications, address the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

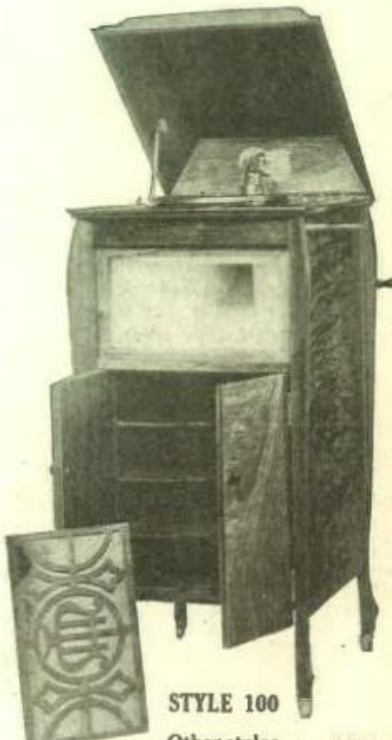
New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk
Special Exhibition Salon in Philadelphia at 1127 Chestnut Street

162. Hiawatha – Hiawatha-Ottawa Pianophone Company, Ottawa, Illinois. May 1917 TMW

the holiday season began and are shipping in as shipment of its kind in the world and keeps a tion was charged.

The Standard of Perfection



STYLE 100
Other styles
Indicating Retail Price, \$35, \$50, \$75

HIAWATHA

FINISHES
Walnut and mahogany, in the dull or high polish. Oak in high polish or fumed. Every cabinet built in a thorough manner. *Hiawatha* construction is guaranteed to last indefinitely, not merely glued together but dove-tailed.

TONE QUALITY
The tone of the *Hiawatha* can best be described in one word, "natural," reproducing the artist's voice or selection in the full rich natural tone.


MOTORS AND EQUIPMENTS
Our motors are made of the highest grade material obtainable, using double spring in all hand power machines, are silent and powerful, equipped with automatic stop and speed control. Electric Motors \$25.00 extra, every motor guaranteed fully for the period of one year.

PLAYS ALL RECORDS
Your selections are not limited to records of any single make, as the *Hiawatha* plays all makes of records with the same attachment.


CABINETS
Made of five ply stock of genuine Veneer, given five coats of finish and each cabinet hand rubbed, which gives to *Hiawatha* cabinets the wonderful polish such as is found only in the most expensive furnishings.

TONE CHAMBER
Made of genuine spruce, is known as the straight way type, extending from the mouth of the tone arm, with no obstructions to break the sound waves. The use of spruce wood in the Tone Chamber has the same effect in reproducing the tone as it has in all high priced violins.

TONE MODIFIER
(Patent applied for)
Built in on top of motor board as part of the machine, not an attachment, modifying the tone to suit every taste.



Capacity 300 Machines per Day



The Home of Hiawatha

OTTAWA PIANOPHONE COMPANY

"ALL ORDERS F. O. B. FACTORY"

City Address : 802 Republic Building
Factory : Ottawa, Illinois

163. Hoffay – Hoffay Talking Machine Company, 3 West 29th Street, New York City, New York. May 1917 TMW

164. Horsburgh – Canon Sales Company, Lincoln, Nebraska. EM

165. Humanatone – Humanatone Talking Machine Company, 254 North 10th Street, Brooklyn, New York. February 1917 TMW

Humanatone

TRADE MARK REG



No. X.

Retail Price, \$100

Height 48 inches; Width 22 inches; Depth 24½ inches. Heavy double-spring motor. All metal parts nickel plated. Universal tone-arm, playing all records without any attachment.

Reliability

When you handle a line of machines be sure that you can depend upon the manufacturers to give you service and guaranteed products.

This Company is absolutely reliable. You can depend upon every promise or statement that we make.



No. V.

Retail Price, \$50

Height 46 inches; Width 19 inches; Depth 22½ inches. Heavy double-spring motor. Plays four 10-inch records with one winding. Universal tone-arm, playing all records without any attachment.

Equipment

We manufacture every cabinet in our own plant. Best materials on the market are embodied in the Humanatone Machine. Motors, tone-arms and sound-boxes are A No. 1 quality products.

Let Us Send You Our Dealer Proposition

HUMANATONE TALKING MACHINE CO.

254 N. 10th STREET

::

BROOKLYN, N. Y.

167. Ideal – United Talking Machine Company, 178 Emmet Street, Newark, New Jersey. October 1916 TMW

168. Imperial – Imperial Talking Machine Company, First Street & Keefer Avenue, Milwaukee, Wisconsin. September 1915 TMW

169. Imperial – Imperial Talking Machine Company, 9 Vandever Avenue, Wilmington, Delaware. January 1917 TMW

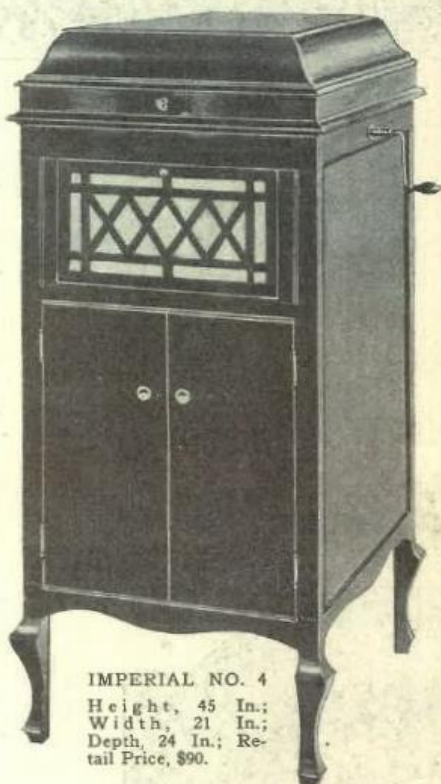
THE IMPERIAL

The Sound Box and Sound Chamber

All Imperial Machines are equipped with a Universal Mica Diaphragm Sound Box, scientifically correct in Every Detail of its Construction.

The Sound Chamber is built on generally recognized Acoustic Principles, and, tempered to concert pitch, yields a Pure, Rounded and Rich Reproduction.

The Wonderful Volume of Tone derived from an Imperial Machine is due to the Maximum of Vibrative Surface responsive to the Minutest Undulation in the Record, thereby insuring Reproduction True to the Original.



IMPERIAL NO. 4
Height, 45 In.;
Width, 21 In.;
Depth, 24 In.; Re-
tail Price, \$90.

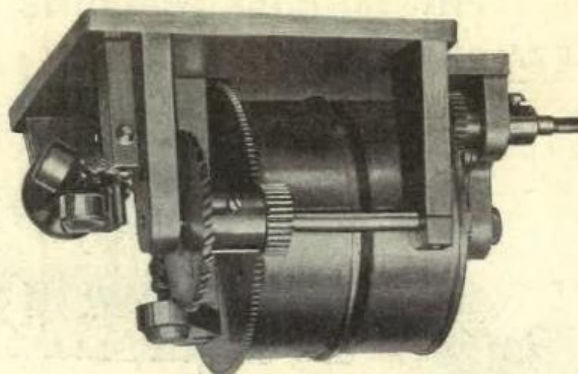
To the Trade:

We invite in-
quiries for all
particulars
about selling
rights, etc., for
the Imperial
Machines and
Records.

Liberal
Discounts



IMPERIAL NO. 5
Height, 47 3/4 In.;
Width, 22 1/4 In.; Depth,
25 In.; Retail Price,
\$135.



Double Spring Motor

The Records

The Records are 10 and 12-inch in diameter; all are double-faced. The recording, done in the Company's New York Laboratory, is in charge of men eminently fitted for this work.

The new issue of the Imperial Catalogue—the first copies of which are now coming off the press—is a complete list of Imperial Records, containing more than 1200 selections, and forming a Musical

Library of the World's Greatest Masterpieces,—ensembles, vocal and instrumental. The catalogue also contains all Popular Musical Selections, Dance Numbers, Comic Songs, Recitations, etc., following the Imperial Policy of recording "the best only." Monthly Supplements are issued to augment this complete List of Records, giving what is newest and best in records to-day.

IMPERIAL TALKING MACHINE COMPANY

Main Offices and Factory, No. 9 Vandever Avenue, Wilmington, Delaware

Recording Laboratories:
35-37 West 31st Street, New York City

Pacific Coast Distributors: STERN TALKING MACHINE CORPN.
1085 Market Street • San Francisco, Cal.

170. Independent – Independent Talking Machine Company, Inc., 12 East 42nd Street, New York City, New York. November 1919 TMW
171. International – International Talking Machine Company, 1216-1222 South Jefferson Street, Chicago, Illinois. November 1915 TMW
172. Interpretone – Crippen Company, New York City, New York. April 1920 TMW
173. Jewel – Jewel Phonograph Company, Indianapolis, Indiana. EM
174. Jewett – Jewett Phonograph Company, 958 Penobscot Building, Detroit, Michigan. March 1921 TMW
175. Juvenile – Dayo Manufacturing Company, 322 Third Street, Dayton, Ohio. October 1924 TMW
176. Kamophone – Illinois Phonograph Company, 400-412 West Erie Street, Chicago, Illinois. July 1921 TMW
177. Kamp-Fone – Kamp-Fone Health Builders, Inc., 224 Fifth Avenue, New York City, New York. April 1923 TMW
178. Keen-O-Phone – Keen-O-Phone Company, 136-138 South 4th Street, Philadelphia, Pennsylvania. June 1914 TMW
179. Kiddiephone – The Wilkins Toy Company, Keene, New Hampshire. January 1917 TMW
180. Kimball – W. W. Kimball Company, Kimball Building, Chicago, Illinois. September 1916 TMW
181. Kimberley – Kimberley Phonograph Company, Perth Amboy, New Jersey. October 1923 TMW
182. Knickerbocker – portable model EM
183. Knox – Knox Phonograph Company. EM
184. Kompact – Plaza Music Company, 10 West 20th Street, New York City, New York. October 1925 TMW
185. Ko-Hi-Ola – Koehler and Hinrichs, St. Paul, Minnesota. November 1916 TMW
186. Koch-O-Phone – Ands Koch, 296 Broadway, New York City, New York. May 1917 TMW

KOCH-O-PHONE

\$24.50



No. 23

The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay \$48 (resale price) than \$100 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for tonal quality and volume is not excelled by any \$100 machine on the market.

No. 23—Height 43 in., width 19½ in., depth 22 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. With tone modifier: weight about 125 lbs.\$24.50

Tone Arms and Sound Boxes

(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50
In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

187. Kurtzman –

Kurtzman Phonograph Company, Inc., Buffalo, New York

188. Lakeside – Lakeside Supply Company, 416 South Dearborn Street, Chicago, Illinois. April 1920 TMW

189. Lakeside – models sold by Montgomery Ward & Company; “client brand” of the Columbia Phonograph Company

190. Lampagraph – Lampagraph Company, Rialto Theatre Building, St. Louis, Missouri. August 1920 TMW

LAMPAGRAPH



NOTHING BUT GLASS

Lampagraph Company : St. Louis, Mo.

191. Lampograph – Frank H. Feraud, 1911 State Street, Granite City, Illinois. December 1918 TMW
192. Lark – Quality Manufacturing Company, Louisville, Kentucky. EM
193. L'Artiste – Grand Rapids Phonograph Company, 1400 Front Avenue, Grand Rapids, Michigan. May 1919
TMW
194. La Sallephone – The La Salle Company, Chicago, Illinois EM
195. Lauter – H. Lauter Company, West Washington and Harding Streets, Indianapolis, Indiana. June 1923
TMW
196. Lauzon – Michigan Phonograph Company, 705 Ashton Building, Grand Rapids, Michigan. February 1919
TMW
197. Lawson – Lawson Piano Company, 372 East 149th Street, New York City, New York. January 1920 TMW
198. Leeds U-Phone – U-Phone Company, Ltd., Leeds, England. EM
199. Liberty – Liberty Phonograph Company, 313 Wilmac Building, Minneapolis, Minnesota. June 1918 TMW



This shows the
Artistic Design
of the
New Liberty
Phonograph
The
Popular Price
Machine

\$75.00



Specifications

High, 43 inches
Depth, 21½ inches
Wide, 19½ inches
Equipped
with Wooden Horn
and Tone Arm.

Model B-75

Write for our attractive Dealers' Proposition for your territory.

The Liberty Phonograph Co.

313 Wilmac Building, Minneapolis, Minn.

“LIBROLA”

A Library Table PHONOGRAPH at a Reasonable Price

Two thirds of top is stationary, no need to move anything when playing phonograph.

Fully equipped to play all disc records, satisfaction guaranteed.

62% re-orders to date.

Write for prices and exclusive territory.



No. 250T. Patent applied for.
48" long, 28" wide, 31" high. Finished all around
Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

201. Linerphone –
Linerphone Talking Machine Company, 1801 Nebraska Avenue, Chicago, Illinois. October 1918 TMW
202. Little Wonder – Freemont Manufacturing Company, New York City, New York. EM
203. Lois – Chicago, Illinois. EM
204. Lone-Star – Texas Talking Machine Company, Dallas, Texas. November 1921 TMW
205. Loraine – Chicago, Illinois. EM
206. Lorophone – Lorimer-Hicks Manufacturing Company, Republic Building, Chicago, Illinois. February 1917 TMW
207. Ludlow – A. J. Crafts Piano Company, 218 North 2nd street, Richmond, Virginia. November 1919 TMW
208. Lundstrom Converto EM

IT HOUSES A SMALL VICTROLA

The Lundstrom "Converto" Cabinet converts the small "Victrola" into a handsome cabinet type, completely enclosing the machine. It takes the place of a stand and

provides a dust-proof record rack for 60 records. It revives interest in records. It helps you meet low-price competition in cabinet machines and gives you a *good profit*. It costs the customer no more than a good stand! It has proven very successful for many of the country's leading Victor dealers.

Lundstrom CONVERTO

Patented Dec. 11, 1917

Talking Machine Cabinet

Prices and Particulars on Request

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

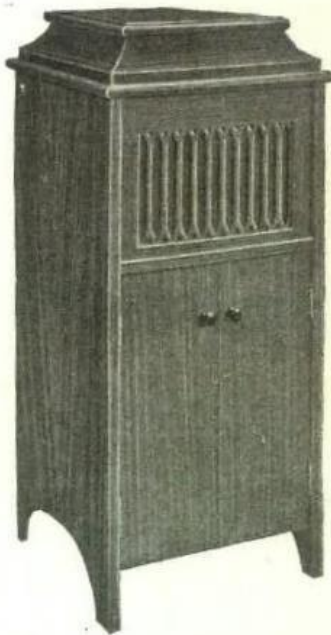
Branch Offices: Flatiron Bldg.

New York City

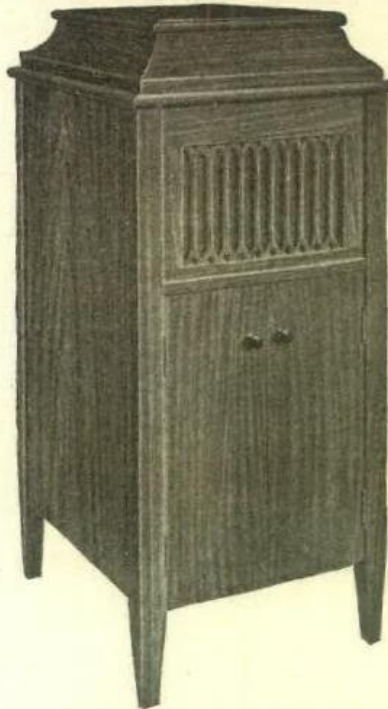


209. Lucky 13 – The Lucky 13 Phonograph Company, 3 East 12th Street, New York City, New York.
September 1916 TMW

Lucky 13 Phonograph Co., 3 East 12th St. NEW YORK



Type B—39 in. high. \$18.50 Wholesale
Double Spring Motor Plays all Records



Type C—42 1/2 in. high. \$20.50 Wholesale
Double Spring Motor Plays all Records



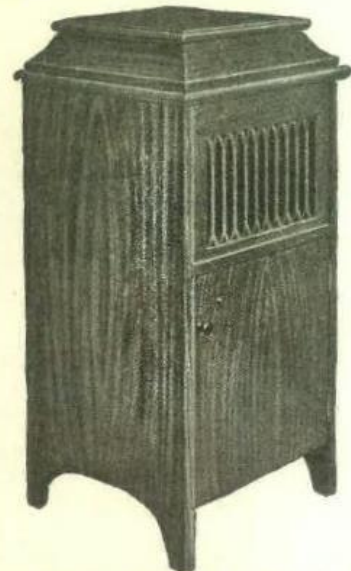
Type D—46 in. high. \$26 Wholesale
Double Spring Motor Plays all Records



Type A, in Oak—35 in. high. \$13 Wholesale
Double Spring Motor Plays all Records



Type 15 \$8 Wholesale
Double Spring Motor Plays all Records



Type A, in Mahogany Finish—35 in. high
\$15 Wholesale
Double Spring Motor Plays all Records

STEEL NEEDLES

65c per thousand. Immediate Delivery.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

32c in lots of 100
30c in lots of 1000
29c in lots of 5000

MOTORS

No. 01—8-in. turntable \$1.25	10-in. turntable \$1.40
No. 1—10-in. turntable 2.65	12-in. turntable 2.95
No. 6—10-in. turntable, double spring	... 3.50	12-in. turntable 3.85
No. 8—12-in. turntable, double spring, plays 3 records 4.75		
No. 9—12-in. turntable, double spring, plays 3 records 5.75		
No. 10—12-in. turntable, double spring, plays 4 records 6.75		
No. 11—12-in. turntable, double spring, plays 7 records 8.50		

MAIN SPRINGS

No. 6—3/4 in. 20 gauge 8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—3/4 in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 32c ea.
No. 2—1 1/16 in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 32c ea.
No. 3—3/4 in. 25 gauge 11 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 4—1 in. 23 gauge 10 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 5—1 3/16 in. 27 gauge 18 ft.	90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

\$1.00 per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points 13c each in 100 lots	12c each in 1000 lots
Sapphire Balls 15c each in 100 lots	14c each in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

TONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only \$.60
No. 1—Tone Arm and Reproducer50
No. 2—Tone Arm and Reproducer, for playing all records 1.25
No. 6—Tone Arm and Reproducer, for playing all records 2.25
No. 7—Tone Arm and Reproducer, for playing all records 2.25
No. 8—Tone Arm and Reproducer, for playing all records 2.25
No. 4—Tone Arm and Reproducer, for playing all records 2.65

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us. Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

210. Lynertone – Lynertone Talking Machine Company, 18 West 20th Street, New York City, New York.
October 1919 TMW

211. Lyradion – Lyradion Sales and Engineering Company of the Dodge Manufacturing Company, Mishawaka
, Indiana. April 1922 TMW



The Lyradion Console combination Radio and Phonograph complete with compartments for dry and storage batteries.

Price complete \$485.00.

Other models from \$275 up to \$850.
Theatre models, \$1075 to \$2150.

Here is the new Lyradion Combination— radio and phonograph

All Lyradion outfits contain the remarkable Seabrook "Loud Speaker" horn, which created such extensive comment at the New York Radio Show.

The Lyradion reproduced the music of a dance orchestra 40 miles away so loud that 100 couples danced to it in the Hotel Pennsylvania Grill room on March 9th.

Lyradion upright and console models fitted with non-regenerating wireless receiving sets will be ready for delivery within sixty days—and we are now arranging for jobbing connections as well as dealer representation.

We are also ready to deliver right now upright cabinets which include "loud speaker horn" and amplifier, and which provide concealed compartments for both wet and dry batteries, switches, and all wire connections.

These cabinets will receive 2 stage Westinghouse R. C. set of which thousands have already been sold. They are completely wired and each terminal tagged—anyone can install his entire outfit in less than 20 minutes.

Owners of radio outfits are complaining of the "mussy" appearance of any outfit that is strewn over tables and

floor—these cabinets are beautiful pieces of furniture and hide every accessory of the outfit. They connect to antennae and ground wires in the same way that an electric-driven phonograph connects to a base plug.

Remember also they include "loud speaker" horn and amplifier—they retail from \$100 to \$150 complete.

Why not sell these cabinets to owners of Westinghouse sets while you are waiting for complete Lyradion outfit? Make a profit on the radio craze right now.

Westinghouse dealers can sell both set and cabinet with all accessories for less than \$275, including tubes, batteries, aerial, etc. If you want the agency for Lyradion "loud speaker" cabinets, combination consoles, or theatre outfits, get in touch with us immediately.

The Dodge Mfg. Co. is a million-dollar concern with an Aaa 1 rating, and stands back of everything we sell.

The complete Lyradion line will be shown in the May issue—watch for it. There is nothing like the Lyradion in America today. It is the instrument for the home, from the standpoint of beauty as well as performance.

LYRADION SALES AND ENGINEERING COMPANY

which is plant 5 of

DODGE MANUFACTURING CO.

Mishawaka, Indiana

Eastern office, 347 5th Ave., New York

212. Lyreola – Lyre-Ola Manufacturing Company, 1504 Pine Street, St. Louis, Missouri. April 1920 TMW
213. Lyrian – Lyrian Phonograph Company, 621 Main Street, Cincinnati, Ohio. November 1916 MW
214. Lyric – Lyraphone Company of America, 220 Fifth Avenue, New York City, New York. April 1916 TMW
215. Lyrolian – American Talking Machine Company, Bloomsberg, Pennsylvania. October 1920 TMW
216. Madison – Madison Music Company, 114 East 28th Street, New York City, New York. January 1922 TMW
217. Maestro—Lanski Company, 1414 South Wabash Avenue, Chicago, Illinois. April 1920 TMW
218. Maestrola – Sound Reproduction Company, Inc., 56 Liberty Street, New York City, New York. September 1916 TMW
219. Mag-Ni-Phone – Charles W. Shonk Company, 707 St. Charles Street, Maywood, Illinois. October 1916 TMW



Mag-Ni-Phone
Model "J"

\$17

"Speaks for Itself"

The Mag-Ni-Phone, Model "J," with our new Universal Tone Arm, will play all disc records, including the latest hill-and-dale cut that are played with a steel needle, reproducer in an oblique position.

This model is equipped with an extra large reproducer—12-inch turn table—a worm-driven motor of our own design, and is beautifully finished in mahogany.
Write today for the complete record service we can furnish you.

Liberal Discounts to Dealers and Jobbers

Charles W. Shonk Company

707 St. Charles St. American Can Co., Owner Maywood, Ill.

220. Magnola – Magnola Talking Machine Company, 711 Milwaukee Avenue, Chicago, Illinois. May 1916 TMW

"Watching the Music Come Out"



Little Maggie is "watching the music come out" from a style 150 Magnola, Louis XVI; retails at \$150 in mahogany or oak, \$160 in burl walnut.

Put MAGNOLA in your store-window; and hear the crowds doing it!

Scratchless, unblurred reproduction from wonderful MAGNOLA TONE DEFLECTOR.

Seven styles, retailing from \$65 to \$150. All cabinet models. Authentic styles. Piano finish. Material and workmanship unsurpassed.

The success of MAGNOLA since its first appearance has been extraordinary, but it has been based on merit. Some of the reasons for that success are to be found here, in the following features which are part of the equipment.

Magnola Tone Deflector

ensuring clear reproduction on all records.

Magnola Tone Graduator

controlling loudness at will for any and all conditions.

Universal Sound

playing all makes of disc records and special attachments.

Moderate Prices

You can sell MAGNOLA and Magnola-Mobile profitably; because all styles retail at compellingly attractive prices. Your competitor has no such values to offer.

Magnola-Mobile

An Unique Style

A special wheeled Magnola for hospitals, schools, country clubs, hotels and homes. **UNIQUE AND PRACTICAL.** Two styles, retailing at \$75 and \$95.

Real Period Design

Sheraton, Queen Anne, Louis XV and Adam Brothers accurately reproduced.

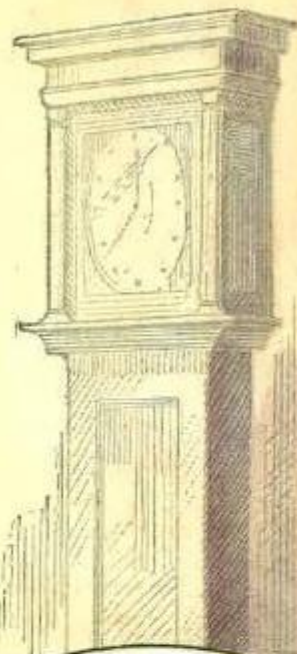
Send for handsome illustrated Magnola catalog and our good proposition to good dealers! Special Magnola-Mobile circular on request also. :: :: ::



221. Majestic – Majestic Phonograph Company, McClure Building, 218 South Wabash Avenue, Chicago, Illinois. May 1916 TMW

222. Majestrola — Bell & Voss Berlin. EM

223. Mandel – Mandel Manufacturing Company, 501 Laflin Street, Chicago, Illinois. August 1916 TMW

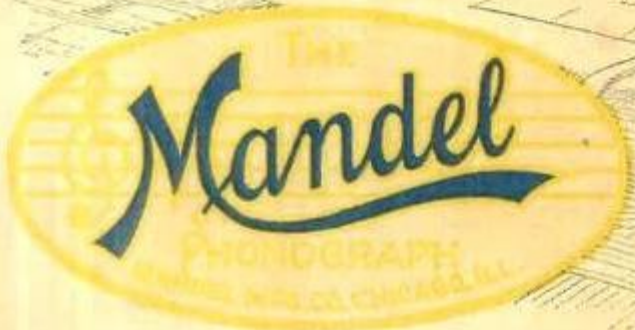


100% VALUE

In this portfolio appears a prospectus in pictures, illustrating the Mandel line of phonographs. In design and finish the cabinets represent the best efforts of skilled artisans. In mechanical efficiency, the motor embodies the best principles known in phonograph motor construction. In musical performance, the reproducer and tone arm will satisfy the most critical.

In price the Mandel line has no competitor.

These vital facts underlie our claim for 100% value.



The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonder of the M

The secret of this accomplishment lies in the original design of as featured in "The Human" from solid wood, and softens the tone, fullness and qualities so distinct. MANOPHONE.



225. Marvelon – Mavelon Phonograph Company, 508 Arcade Building, St. Louis, Missouri. March 1920 TMW

226. Marvelola – Weser Brothers, 524 West 23rd Street, New York City, New York. January 1920 TMW

227. Mascot – Mascot Talking Machine Company, 66 West 37th Street, New York City, New York. August 1916 TMW

228. Mastercraft – Wolf Manufacturing Industries, Quincy, Illinois. September 1925 TMW

229. Masterola – Master Talking Machine Corporation, 381 Fourth Avenue, New York City, New York. April 1915 TMW

230. Masterpiece – Masterpiece Phonograph Company, 2318-2320 Western Avenue, Chicago, Illinois. September 1920 TMW

231. Masterphone – Masterphone Talking Machine Company, Boston Piano & Music Company, Iowa City, Iowa and Chicago, Illinois. EM
232. Mastertone – Iroquois Sales Corporation, 10 North Division Street, Buffalo, New York. March 1920 TMW
233. McLagan – Ontario, Canada. EM
234. Melotone – Superior Phonograph Company, 320 South Wabash Avenue, Chicago, Illinois. April 1920 TMW
235. Mellowtone – Mellophone Talking Machine Company, 376 Lafayette Street, New York City, New York. August 1916 TMW

The Melophone
**PORTABLE
PHONOGRAPH**



Is the Instrument for the Millions, for it is Light, Handy, Compact, Convenient, Golden-Toned



NOW ready, improved construction and appearance. Appealing, interesting. Ideal for the home, school, the outing, the yacht, the autumn trip, the trench dug hospital ward, and the study of languages.

Retails at \$30.00 with profit for the dealer. Interesting propositions who speak first.

On display at the

Music Show
The Coliseum,
Space 45, May

CONSTRUCTION, which we, its manufacturers, CAN guarantee to be free of all spring and governor troubles.

ALSO AT THE MUSIC SHOW in Chicago will be exhibited a phonograph motor, NEW IN PRINCIPLE, DESIGN AND

The Melophone
TALKING MACHINE COMPANY, INC.
376-378-380 LAFAYETTE
CITY OF NEW YORK

CHICAGO, 1216 Heyworth

236. Melodia – Melodia Phonograph Company, 400 North Sangamon Street, Chicago, Illinois. February 1920 TMW

237. Melodograph – Melodograph Corporation, 142-146 West 14th Street, New York City, New York.
November 1916 Cosmopolitan Magazine

238. Melody – Melody National Sales Company, 190 North State Street, Chicago, Illinois. May 1921 TMW

239. Melophone – Melophone Talking Machine Company, 376-378 Lafayette Street, New York City, New York. August 1915 TMW

240. Meteor – Meteor Motor Car Company, Piqua, Ohio. May 1917 TMW

METEOR

*“The Star of the
Machine World”*

VITAL—

- ☐ Pleasing to the eye—
- ☐ Is METEOR'S housing shell—
- ☐ The house around the “soul” of the instrument,
- ☐ Is the cabinet!
- ☐ The METEOR CABINET—
- ☐ Is furniture “de luxe!”
- ☐ The “cut design” on this page
- ☐ Lends the realization,
- ☐ Of beautiful “lines!”
- ☐ The same design four corner post effect,
- ☐ Of selected, quarter sawed, black walnut,
- ☐ Conveys the immediate impression,
- ☐ Of “individual richness!”
- ☐ A frame and Lid structure—
- ☐ Of the same material,
- ☐ Strengthens the picture of “MASTER WORKMANSHIP!”
- ☐ Panels of the finest grade, five ply, three-quarter inch,
- ☐ Mahogany—
- ☐ Announce the finishing touch of “genius!”

FRONT—

- ☐ Distinctive Individuality, is METEOR'S proudest possession!
- ☐ Straight front, elegant facing,
- ☐ Without the “jarring” effect of superfluity!
- ☐ No knobs, or doors, or hinges, no hardware—
- ☐ To affront your finer sensibilities—
- ☐ Elegance, melting,
- ☐ Into METEOR PERSONALITY,
- ☐ Giving the much desired rich appearance,
- ☐ Of a musical instrument,
- ☐ Not that of a “mere” machine!

DISAPPEARING DOOR—

- ☐ Heralding the greatest advance in PHONOGRAPH CABINETS!
- ☐ Another “distinctive” METEOR feature—
- ☐ Operating on “slides”—



Model 75—Nick
Model 85—Gold
Height, 46"—Width



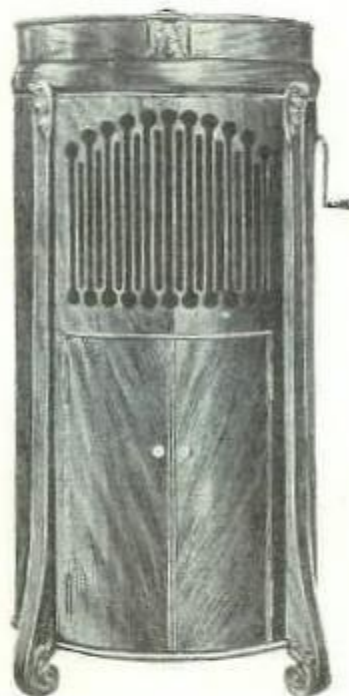
241. Metro – Metro Phonograph Company, 55 Vesey Street, New York City, New York. September 1919
TMW
242. Metrophone – Joseph Hagn & Company , Chicago, Illinois. Advertised in The Billboard, December 8 1917
243. Metrophone – Franz Bruckner Manufacturing Company, 405 Broadway, New York City, New York.
October 1916 TMW
244. Mignonphone – L. S. & E. H. Walker, 350 Madison Avenue, New York City, New York. October 1925
TMW
245. Minelli – Minelli Phonograph Company, Inc., Pittson, Pennsylvania. September 1925 TMW
246. Mockingbird – Edwin M. Wright, Manteno, Illinois. January 1920 TMW
247. Modernola – Modernola Company, Johnstown, Pennsylvania. May 1919 TMW

THE MODERNOLA



Shown closed with circular type shade. When not in service a beautiful furniture piece in any home.

THE MODERNOLA



The Modernola shown without shade. Note its classic lines—they please the eye while the beautiful tones from inner recesses charm the ear. Every instrument finely finished.

248. Monarch – Monarch Phonograph Company. EM

249. Morenus – Morenus Piano Company, 341 West Superior Street, Chicago, Illinois. February 1918 TMW

250. Mozart – Mozart Talking Machine Company, 1432-1442 North 20th Street, St. Louis, Missouri. June 1916 TMW

THE "MOZART"

Wide awake dealers have recognized the sales possibilities of "Mozart" and achieved impressive success with products in 1



STYLE A
"Mozart Special"

Oak or Mahogany Finish
DIMENSIONS

Height 45½ inches
Width 17 inches
Depth 21 inches

Retail Price, \$55.00

STYLE B
"Mozart De Luxe"

Oak or Mahogany Finish
DIMENSIONS

Height 47 inches
Width 23 inches
Depth 24 inches

Retail Price, \$100.00

STYLE C
"Mozart De Luxe"

Oak or Mahogany Finish
DIMENSIONS

Height
Width
Depth

Retail Price, \$100.00

"The Mozart" has Many Distinctive Me



Unusual in the refinement of its tone-arm, remarkable in its tonal qualities, than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly convince you that "The Mozart," seven models, retailing at \$15.00, \$25.00, \$35.00, \$55.00, \$100.00, \$150.00, and \$200.00.

251. Multitone – Eau Claire, Wisconsin. EM

252. Munola – The Munzer Manufacturing Corporation, 307 South 6th Avenue, Minneapolis, Minnesota.

November 1917 TMW

A banquet was held in the evening at the Miss Elizabeth Exhibition, Syracuse, N. Y., June 1911 when many returns were made.

Why **MUNOLA** Sales Are Increasing

Co-operation offered the dealer is of such caliber that it creates business, stimulates his confidence, and his sales to the consumer are made with greater assurance that satisfaction is guaranteed.

Owners of MUNOLA Phonographs appreciate what this medium priced instrument has brought to them: Tone qualities, cabinet work, and the distinct advantage of playing all records. Qualities such as these have never before been expected of an instrument selling at so low a price. Dealers make money on MUNOLA Phonographs because:

- FIRST**—The retail price is low and advertised.*
- SECOND**—The MUNOLA is good.*
- THIRD**—The discounts are legitimate.*

You can become a MUNOLA dealer in your town if there is not one there already. Write today for full particulars.

America's Leading Popular Priced Phonograph

MUNZER MANUFACTURING CORP.

307 Sixth Avenue So. Minneapolis, Minn.



\$44

253. Music Master – Sturgis, Michigan. EM

254. Musicola – Musicola Talking Machine Company, 242 Knickerbocker Avenue, Brooklyn, New York.

March 1920 TMW

255. Musictrola – Passow & Sons, 832 -842 Madison Street, Chicago, Illinois. March 1916 TMW

256. Mutual – Mutual Talking Machine Company, Inc., 145 West 45th Street, New York City, New York. July 1916 TMW

257. National Bluebird – National Talking Machine Company, 118 East 28th Street, New York City, New York. August 1916 TMW
258. National Harmonona – National Clock & Manufacturing Company EM
259. Natural Voice – Natural Voice Phonograph Company, Oneida, New York. November 1919 TMW
260. New Comfort – New Comfort Talking Machine Company, Cedar Rapids, Iowa. June 1920 TMW
261. Newman Brothers – Newman Brothers Company, 410 South Michigan Blvd., Chicago, Illinois. April 1920 TMW
262. Nightingale – Nightingale Manufacturing Company, 422 North Armour Street, Chicago, Illinois. June 1918 MW
263. Nirona – The Favorite Manufacturing Company, New York City, New York. October 1925 TMW
264. Northhome – Portable model EM
265. Nytrola – T. & H. Specialty Company, Charleston, West Virginia. January 1921 TMW
266. Ogdenola – Ogden Manufacturers, Chicago, Illinois. EM
267. Olympian – Cole and Dunas Music Company, 54 West Lake Street, Chicago Illinois. January 1920 TMW
268. O’Neil – M. O’Neil Department Store, Akron, Ohio; made by United Manufacturing, Chicago, Illinois. EM
269. Onken – Oscar Onken Company, Cincinnati, Ohio. January 1920 TMW
270. Operollo – Operollo Phonograph company, Inc., 420 Lightner Building, Detroit, Michigan. March 1917 TMW

What other Phonograph can give you these features at this price?

It has a beautiful mahogany finish.

It stands 40 inches high, 15 inches wide.

It has a double spring motor, absolutely perfect.

It has universal tone arm so that any make of record can be played.

It has a tone modifier.

It has a full, rich tone unexcelled in quality.

It is a full cabinet machine, finely finished in mahogany, with ample room for storing records.

It is amazingly low in price—\$35; it is guaranteed.

It is the ideal Phonograph for every home, and—

Every home can afford an "OPEROLLO"

Model No. 1



OPEROLLO™

It's the newest and truest phonograph today—has all the features that a phonograph should have—beautiful to hear, beautiful to see—

Will bring a world of business to you.

Mr. Dealer, at its RETAIL PRICE.

Think of every home being able to own a mechanically perfect phonograph at a price that will do anything any other machine can do at a price of a third to a quarter of what the OPEROLLO will do—and like the oft mentioned "hot cakes" right in many localities.

We are going to get

ONE LIVE DEALER IN EVERY CITY

—a dealer that knows a good thing when he sees it. Whoever does get the agency is right in for a big business, with a great big profit. We are making applications for agencies by the thousands. If we sign up with any man we must have the "pep," the energy, the foresight to hold and push the best thing that phonograph has ever had up to them in years.

If YOU are the LIVE dealer in your locality rush in an order for a complete set of the OPEROLLO machine and start things humming in your store. Don't let a competitor get ahead of you—so write us today.

OPEROLLO PHONOGRAPHS
420 Lightner Bldg. DE

271. Oranola – Perfection Talking Machine Company, Inc., 129 De Graw Street, Brooklyn, New York. August 1919 TMW

272. Orchestrola – The Thomas Manufacturing Company, Dayton, Ohio. June 1916 TMW

273. Oriola – Metropolis Sales Company, 27 Union Square, New York City, New York. April 1917 TMW

274. Oro-Tone – The Oro-Tone Company, 1000-1010 George Street, Chicago, Illinois. June 1922 TMW

275. Orsenigo – Orsenigo Company, Inc., 110 West 42nd Street, New York City, New York. February 1922 TMW

276. Outing – Outing Talking Machine Company, Mount Kisko, New York. November 1921 TMW

277. Oxford – The Mundler Corporation, 1123 Broadway, New York City, New York. December 1920 TMW

278. Paillard – portable phonograph; probably a Swiss brand. EM

279. Pal – Plaza Music Company, 18 West 20th Street, New York City, New York. June 1922 TMW

280. Paramount – Paramount Talking Machine Company, Port Washington, Wisconsin. February 1920 TMW

281. Parlephone – E. E. Tower, St. Joseph, Missouri. April 1919 TMW

282. Passow – Passow & Sons, 832 – 842 Madison Street, Chicago, Illinois. February 1916 TMW

283. Peerless – Republic Phonograph Company, 18 East Jackson Blvd., Chicago, Illinois. February 1917 TMW
284. Perfectone – D. T. Bohon Company, Lexington, Kentucky. EM
285. Perfek'Tone – wicker cabinets made by Heywood Brothers and Wakefield Company, Gardner and Wakefield, Massachusetts. January 1920 TMW
286. Perfectrola – Milwaukee Talking Machine Manufacturing Company, 416 Fourth Street, Milwaukee, Wisconsin. January 1916 TMW

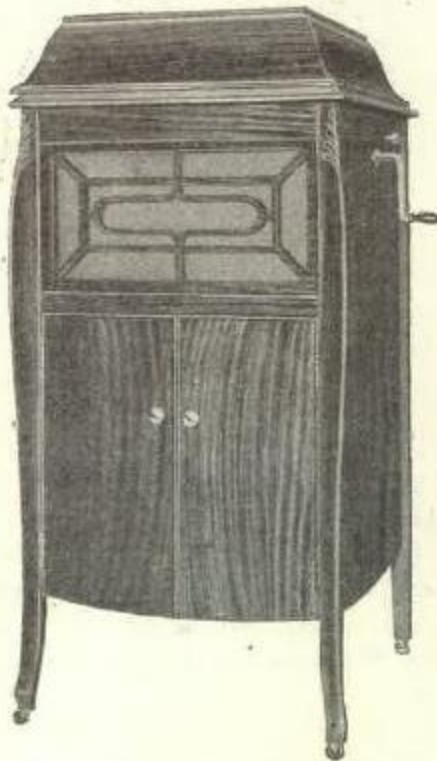
The Perfectrola
REG. U.S. PAT. OFF.

Phonograph

A Good Line, a Big Seller, a Profit M
More Than a Machine: A Musical Instru

Fully Equipped, No Extras to

Made by Ex



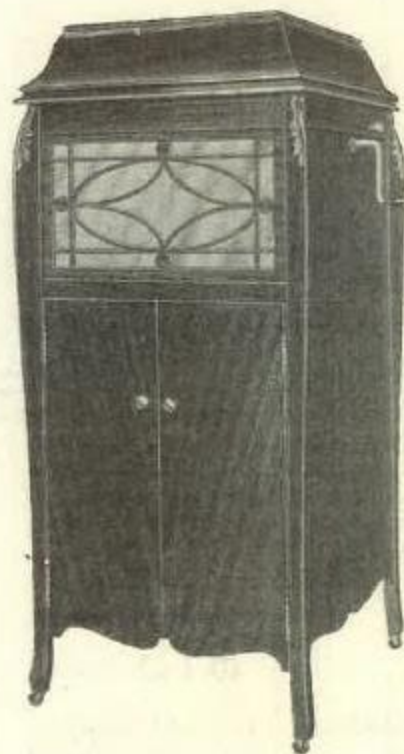
Model F—Retails \$100.00.

Cased in Mahogany
or Oak.

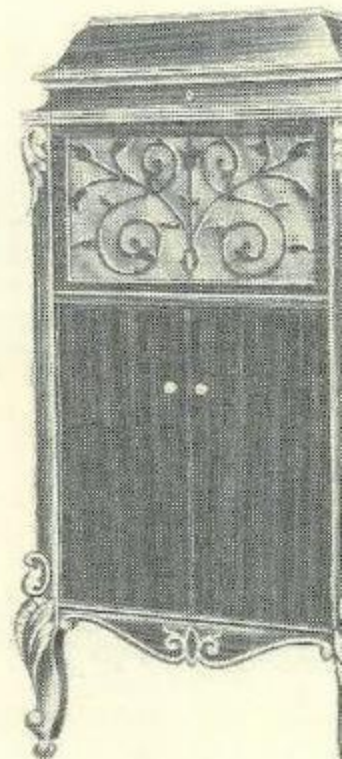
Triple Spring,

Worm Gear Motor. Tone Modifier,

Automatic Stop, Universal Sound Box.



Model G—Retails \$125.00.



Model H—Retails \$1

Prices (Retail) range from \$25.00 to \$200.00.

Milwaukee Talking Machine Mfg. Co.

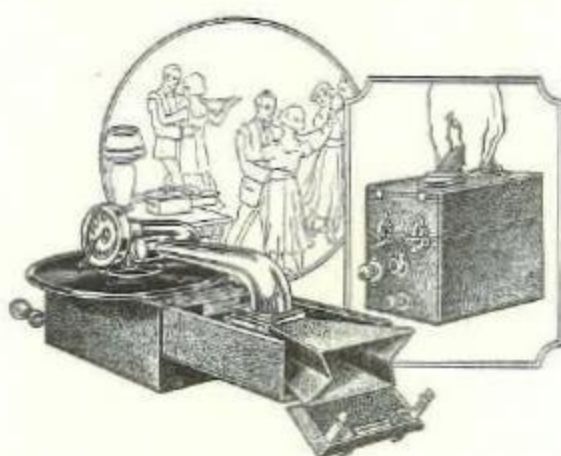
416-418 Fourth Street

Milwaukee,

287. Perkins – Chicago, Illinois. EM

288. Peter Pan – Peter Pan Gramophone Company, 342 Madison Avenue, New York City, New York. March 1925 TMW

A REAL PORTABLE *for* SUMMER SALES



The
PETER PAN
GRAMOPHONE

PATENTED IN FOREIGN COUNTRIES. U. S. PATENTS PENDING.

LIST PRICES

\$25 DE LUXE
Leather Models

\$20 Black Imitation
Leather Model

SMALL IN SIZE—SMALL IN COST

Dimensions 6"x4½"x6¾". Weight 5 Pounds.

PETER PAN is equipped with single-spring Swiss motor of highest type.

PETER PAN will play any disc record, and reproduces with faithful detail.

PETER PAN is a real musical instrument, thoroughly adjusted and guaranteed.

PETER PAN has a wonderfully mellow tone quality and pleasing volume.

PETER PAN IS A QUALITY PRODUCT BUILT TO COMMAND REPEAT ORDERS

289. Pet-O-Fone – Pet-O-Fone Manufacturing Company, 557 Broadway, New York City, New York. May 1925
TMW

290. Phoenix – Phoenix Phonograph Company, 2504 West Van Buren Street, Chicago, Illinois. July 1919
TMW

291. Phon d'Amor — Fritzsch Phonograph Company, 228 West 7th Street, Cincinnati, Ohio. November 1917
TMW



Phon d'Amor
THE TONE MASTERPIECE

To truly appreciate the Phon d'Amor it must be seen, heard and compared. One must see and have explained the Fritzsch inventions—the marvelous wooden diaphragm, the ingenious reproducer and sound amplifier.

One must hear a favorite record played, first on another instrument, and then on the Phon d'Amor.

Then will come the realization that here indeed is a wonder phonograph—a marvelous, artistic instrument that plays any record of whatever style or make, that glorifies the best made records and filters the imperfections from less worthy ones, a phonograph that establishes a new and higher standard of artistry and craftsmanship. See it, hear it play, compare it.

The FRITZSCH PHONOGRAPH COMPANY
228-230 West 7th Street, Cincinnati, O.

Trade Mark. Copyright 1917 by
The Fritzsch Phonograph Company

292. Phon-O-Bench – Phon-O-Bench Company, 1803 Irving Park Blvd., Chicago, Illinois. December 1920
TMW

293. Phono-Grand – J. P. Seeburg Piano Company, Republic Building, Chicago, Illinois. November 1917
TMW

THE LATEST CREATION IN MUSIC

The PHONO-GRAND

(Not Coin Operated)

The Most Complete Musical Instrument

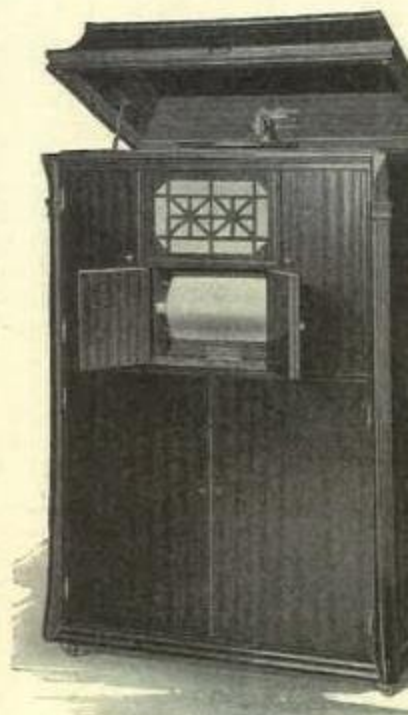
Combining in one dainty case the music of the world's most popular instruments

The Piano and The Phonograph

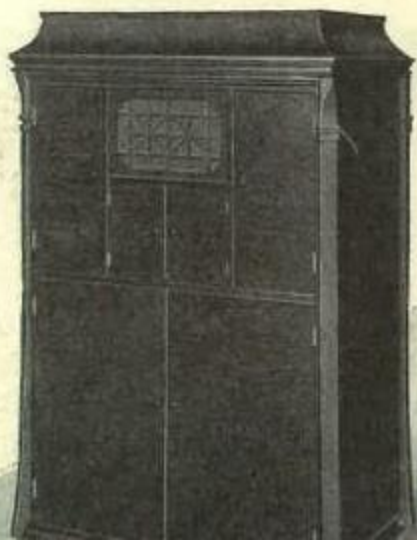
Both electrically operated
Playing all rolls and all records

The Piano plays all Standard 88 note Player Piano rolls. It is especially adapted to the Q R S Expression Rolls with which it reproduces naturally and beautifully the playing of the master pianists.

The Phonograph is of the latest type and plays all phonograph records. Its tone quality is unusually full and clear. It is operated by a separate electric motor independent of the piano.



Height 55 inches. Width 34 inches.



The first announcement of this instrument was made last October. Order us immediately in such quantities as to compel us to withdraw further.

A Demonstrated Success

The success of this instrument is assured months' trial before the retail public has proved its utility and wonderful attractiveness.

The representation of the Phono-Grand is

An Invaluable Agency

Will be on display at our Booth, No. 14, National Music Show, New York, June 1st

294. Phonographic Table – Phonographic Table Company, 25 West 32nd Street, New York City, New York.
March 1917 TMW

The Phonographic Table

(PATENTED)



A Useful Innovation in Phonographs

A Library Table With
Phonograph in Drawer

A REFINED looking, well made piece of furniture, designed to harmonize with the furnishings of the library or living room, combining all the musical qualities of the best Phonographs and the usefulness of a well made library table.

Made of mahogany, walnut and oak in modern or adaptations of period designs, fitted with phonographs of the highest type.

PHONOGRAPHIC TABLE CO.

SHOWROOMS

25 West 32d St.

::

New York City

295. Phonola – Caloric Sales Company, 1381 Continental and Commercial Bank Building, Chicago, Illinois. October 1916 TMW
296. Phonolamp – Electric Phonograph Company, 29 West 34th Street, New York City, New York. June 1916. TMW
297. Pianophone — EM
298. Piknik – Piknik Portable Phonograph, Inc., Lakewood, New Jersey. November 1920 TMW
299. Playerphone – Playerphone Talking Machine Company, 802 Republic Building, Chicago, Illinois. March 1916. TMW
300. Player-Tone – Player Tone Talking Machine Company, 967 Liberty Avenue, Pittsburgh, Pennsylvania. March 1920 TMW
301. Playtime – Plaza Music Company, 10 West 20th Street, New York City, New York. September 1925 TMW
302. Playonola – Playonola Talking Machine Company, 1210 Third Street, Milwaukee, Wisconsin. May 1920 TMW
303. Plymouth – Plymouth Phonograph Company, Plymouth, Wisconsin. June 1921 TMW
304. Polk-Phone – James K. Polk, Inc., Atlanta, Georgia. EM
305. Pooley – Pooley Furniture Company, Inc., 16th Street and Indiana Avenue, Philadelphia, Pennsylvania. June 1916 TMW
306. Portrola – Portable Phonograph Company, Reserve Bank Building, Kansas City, Missouri. February 1920 TMW
307. Portophone – The Tri Sales Company, 616 Victoria Building, St. Louis, Missouri. February 1920 TMW
308. Premier – Premier Cabinet Company, Williamsport, Pennsylvania. December 1915 TMW
309. Prima-Donna – General Sales Corporation, 1520 Buffum Street, Milwaukee, Wisconsin. May 1920 TMW
310. Puritan – United Phonographs Corporation, Sheboygan, Wisconsin. April 1918 TMW

First Presentation to the Trade—the **PURITAN**

THIS great instrument embodies the most striking discoveries that have come into the talking machine industry since tone reproduction was first invented. These discoveries are exclusive features—giving the dealer a series of *new*, powerful and definite selling arguments found in no other phonograph made. And, in addition, you have the Puritan Records, made by us.

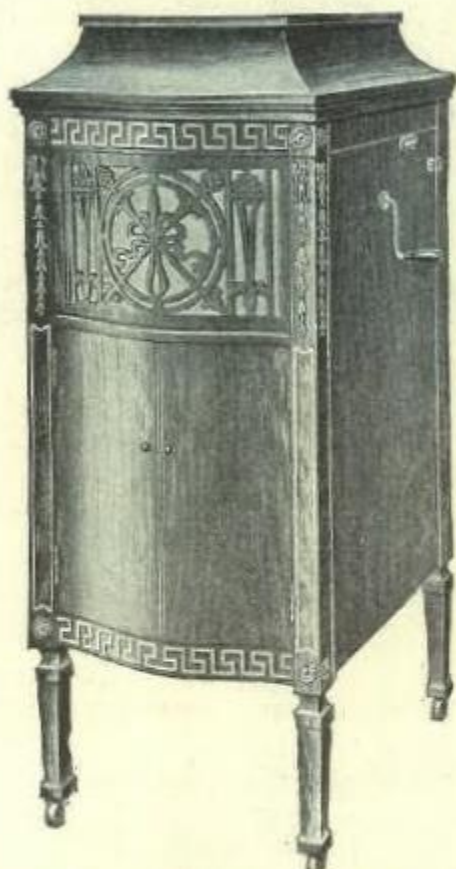


THE LONG HORN, extending the full height from tone arm at the top to the sound bottom, gives a fullness, richness and lif

311. Pur-I-Tone – Pur-I-Tone Phonograph Company, Chicago, Illinois. EM
312. Qualitiphone – Qualitiphone Sales Corporation, 17 East 42nd Street New York City, New York. March 1922 TMW
313. Queenola – Queenola Phonograph Company — Masier & Weng, Allegan, Michigan. EM
314. Ramosola – Ramos-Eubank Phonograph Manufacturing Company, Richmond, Virginia. March 1919 TMW
315. Realtone – Wells, Minnesota. EM
316. Re-Call – The Huss Brothers Phonograph and Piano Company, 6 West Canal Blvd., Cincinnati, Ohio. December 1919 TMW
317. Recordion – Columbia Mantel Company, Leonard and Devoe Streets, Brooklyn, New York. July 1916 TMW
318. Recruit – Thornell-Manton, The Havermeyer Building at Courtland, Church, and Day Streets, New York City, New York. May 1918 TMW
319. Reflexophone – Reflexophone, Inc., 114 Fifth Avenue, New York City, New York. January 1916 TMW
320. Regina – Regina Phonograph Company, Rahway, New Jersey. October 1924 TMW
321. Reginaphone – The Regina Company, 47 West 34th Street, New York City, New York. May 1918 TMW

HERE IS A NEW PHONOGRAPH

With MANY EXCLUSIVE FEATURES



New Reginaphone Style 900



Regina Sound Box

THE NEW

REGINAPHONE

THE IDEAL TALKING MACHINE

is produced in seven beautiful models (mahogany or oak), each is equipped with the Regina Co.'s new sound box and tone arm. The larger types of Reginaphones have quadruple spring motors which play for thirty minutes and all models have our own make motors, simple, durable, smooth running, with worm driven governors.

The new Regina sound box is unique, always in the same position; to change from lateral cut position to vertical or vice versa a quarter turn is made, the sound box still remaining at the same angle and the needle's position never changing. This feature while revolutionary is the greatest improvement the industry has had in years.

The tone arm and sound box are the simplest in construction and performance of any playing both the lateral and vertical cut records and do away with any objections found in the universal tone arm. The special diaphragm brings out the tone of either type of record with equal facility and in full volume.

The tone amplifying chamber found in most of the larger models sends the sound waves up instead of in the usual forward manner, thus giving the Reginaphone a tone of rare beauty and almost perfect naturalness.

These machines will sell on demonstration. Our proposition will therefore interest every live dealer.

THE  REGINA  CO.

47 W. 34th Street
New York City

209 So. State Street
Chicago, Ill.

FACTORY: RAHWAY, N. J.

*Manufacturers of the Regina Music Box and other musical instruments
for over 25 years*

322. Remington – Remington Phonograph Corporation, 1662 Broadway, New York City, New York. June 1920
TMW
323. Republic – Republic Phonograph Company, 18 East Jackson Blvd., Chicago, Illinois. February 1917 TMW
324. Retola – Ausonia Reed Furniture Company, 844 Gerard Avenue, New York City, New York. October
1920 TMW
325. Rex – Rex Talking Machine Company, 381 Fourth Avenue, New York City, New York. May 1915 TMW
326. Rhonola – Waters & Conley Company; portable model. EM
327. Rilonola — Riley Talking Machine Company, Inc., Utica, New York. EM
328. Rishell – Rishell Phonograph Company, Williamsport, Pennsylvania. October 1916 TMW



Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at \$50, \$60, \$75, \$100, \$150, \$200, \$250 and \$300

Specifications of Style No. 17

Illustrated on the following page

DIMENSIONS: 49 inches high; 23 inches wide; 25 inches deep.

CABINET: Mahogany.

FINISH: Mahogany or English Brown Mahogany.

EQUIPMENT: Double spring, worm-gear motor. Can be wound while playing. Twelve-inch turntable. Tone control; speed indicator; automatic stop. All metal parts gold plated.

PLAYING POINTS: One Rishell Sapphire Ball point for Pathe records; one jewel point for Edison records; 100 steel needles for Victor, Columbia or Okeh records.

Rishell
TALKING MACHINE COMPANY

Page Twelve



Page Thirteen

329. Riviera – Riviera Talking Machine Company, 848 Eastman Street, Chicago, Illinois. March 1919 TMW.

330. Rivoli – Vincennes Phonograph Company, Vincennes, Indiana. March 1924 TMW

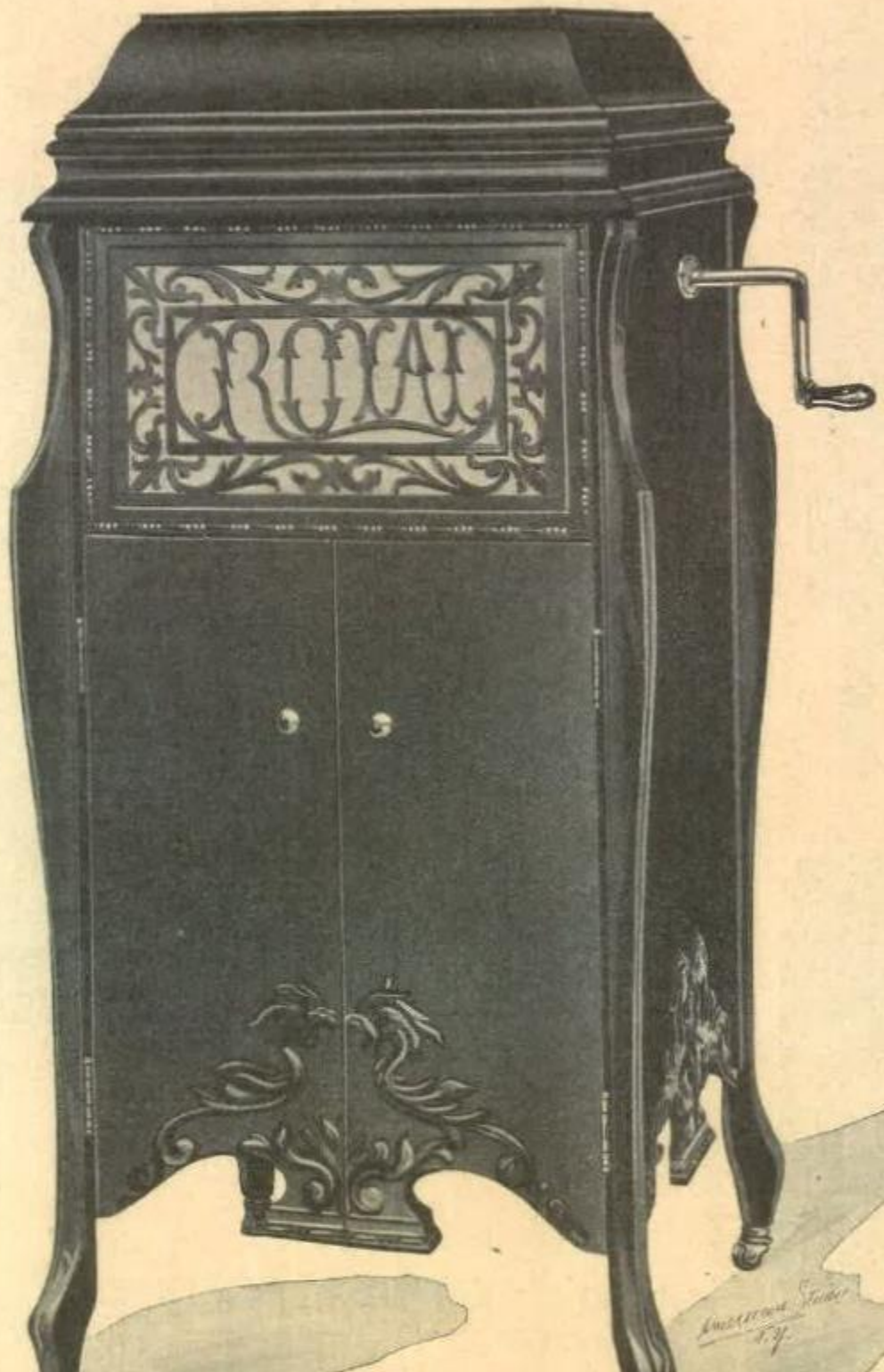
331. Robinola – Robinola Talking Machine Company, 119 East 5th Street, Cincinnati, Ohio. June 1917 TMW

332. Robinson – Robinson Phonograph Corporation, 2702 South Alameda Street, Los Angeles, California.
August 1921 TMW

333. Ross – Ross Talking Machine Company, 22nd Street and Glenwood Avenue, Philadelphia, Pennsylvania.
February 1920 TMW

334. Royal – Royal Phonograph Company, Inc., 606 Courtland Avenue, New York City, New York. November
1919 TMW

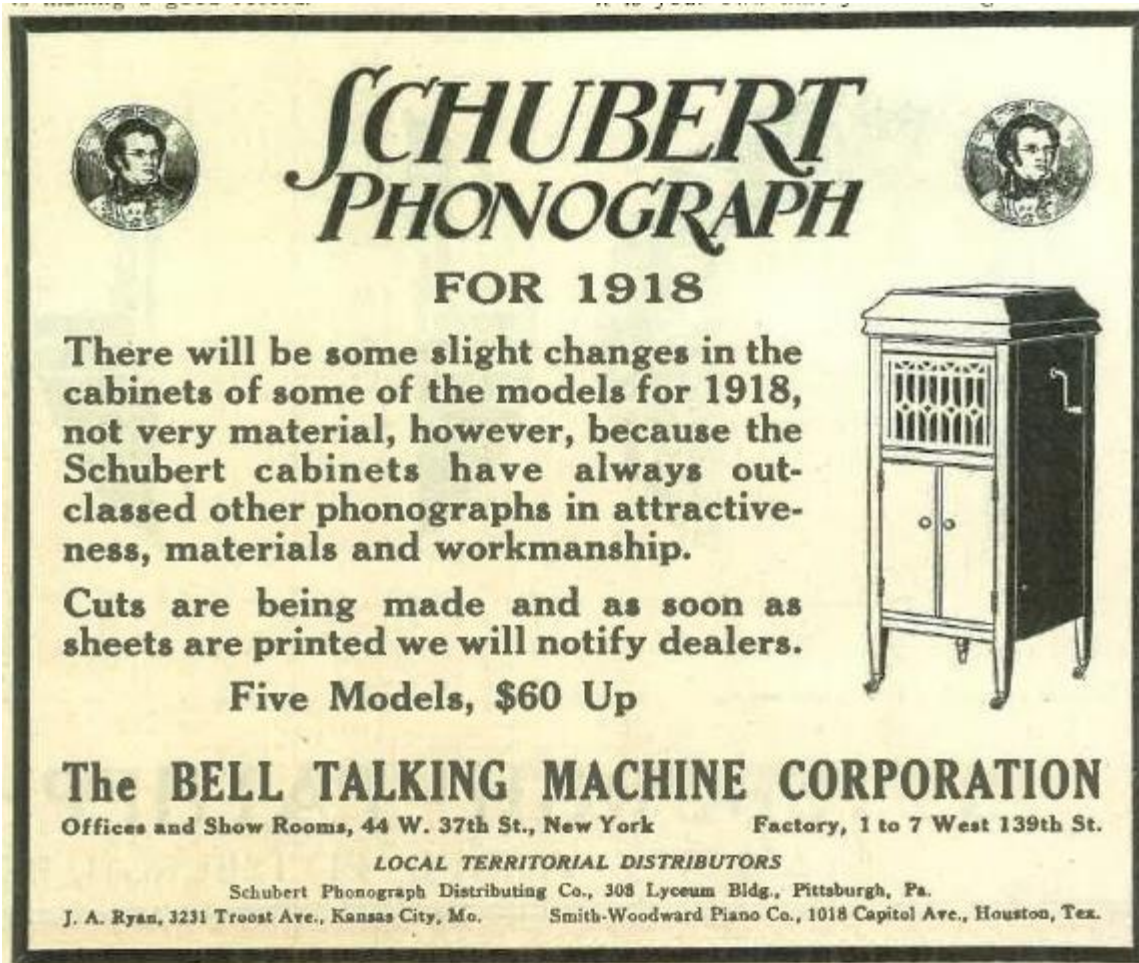
The Royal Is All That Its Name Suggests
the KING Among Phonographs



335. Savoy – Savoy Gramophone Company, Grand Street and East River, New York City, New York. October 1915 TMW

336. Saxola – Sachs and Company, 425 South Wabash Avenue, Chicago, Illinois. May 1919 TMW

337. Schubert – Bell Talking Machine Corporation, 1 West 139th Street, New York City, New York. June 1917 TMW



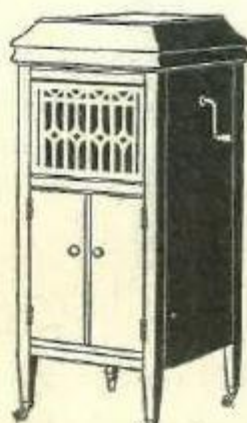
**SCHUBERT
PHONOGRAPH**

FOR 1918

There will be some slight changes in the cabinets of some of the models for 1918, not very material, however, because the Schubert cabinets have always out-classed other phonographs in attractiveness, materials and workmanship.

Cuts are being made and as soon as sheets are printed we will notify dealers.

Five Models, \$60 Up



The BELL TALKING MACHINE CORPORATION
Offices and Show Rooms, 44 W. 37th St., New York Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS
Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo. Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex.

338. Serenado – Serenado Manufacturing Company, Cedar Rapids, Iowa. August 1920 TMW

339. Shell-O-Phone – Shell-O-Phone Talking Machine Company, North American Building, Chicago, Illinois. July 1917 TMW

R. L. POE.
SOUND REPRODUCING INSTRUMENT.
APPLICATION FILED JAN. 16, 1917.

1,363,482.

Patented Dec. 28, 1920.
2 SHEETS—SHEET 1.

Fig. 1.

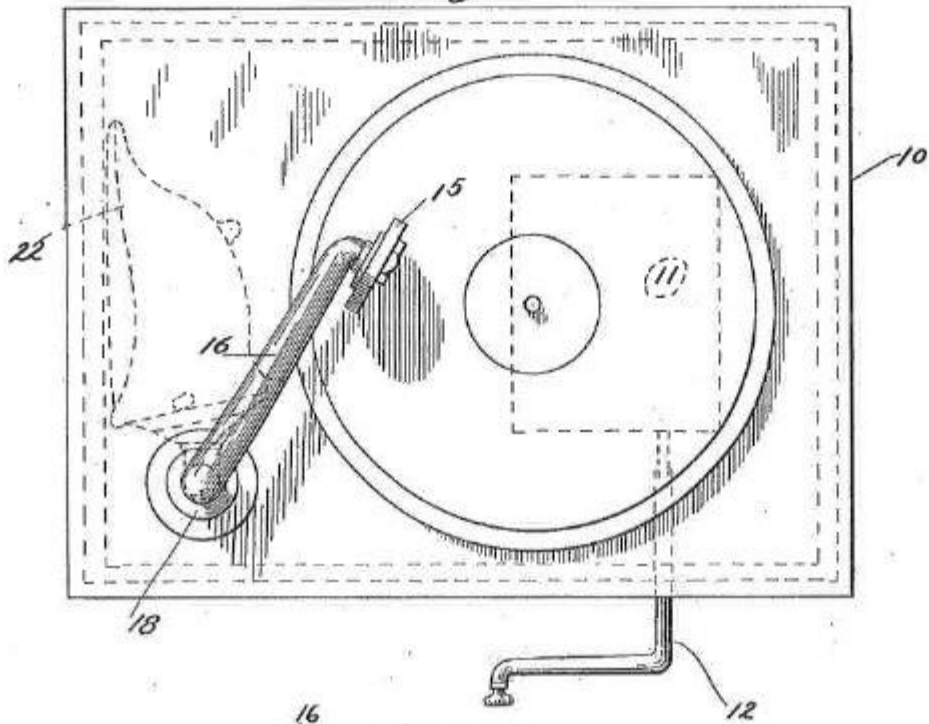
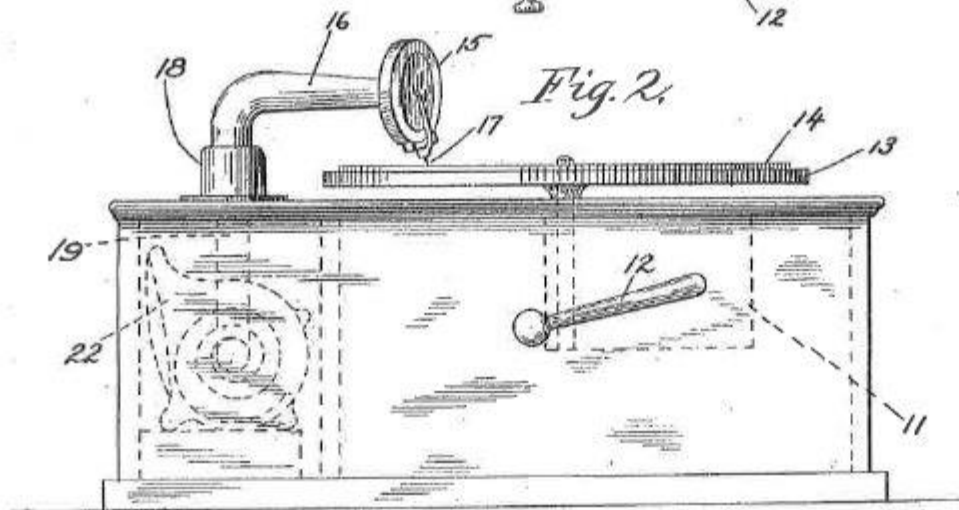


Fig. 2.

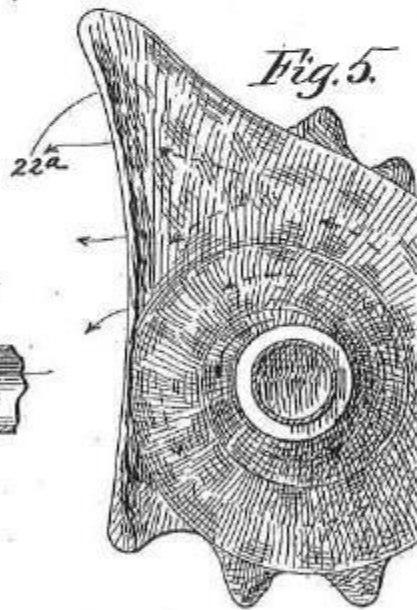
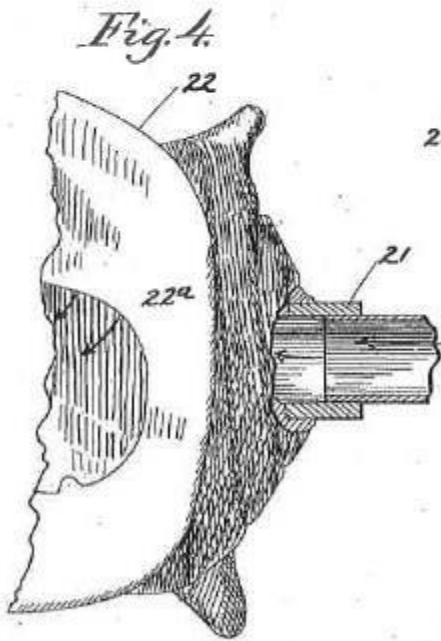
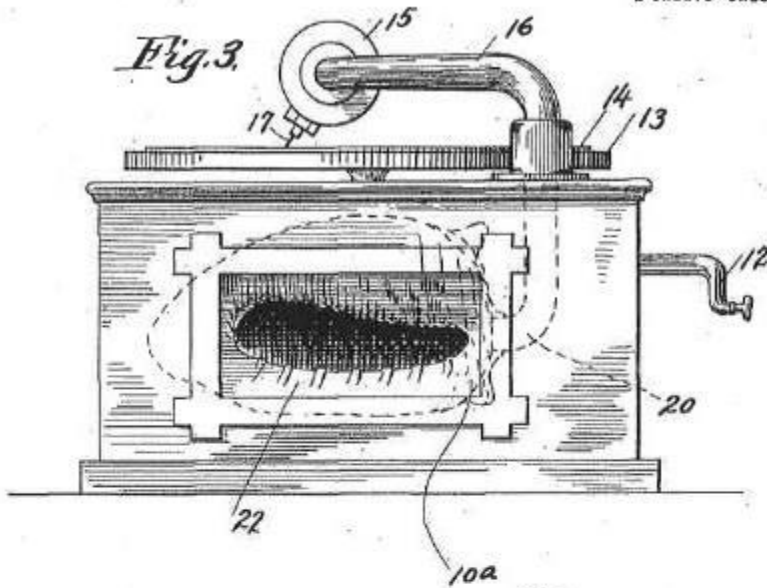


Witness:
C. Burnap

Inventor:
Robert L. Poe
Sheridan, Scott & Sheridan, Attys.

1,363,482.

Patented Dec. 28, 1920.
2 SHEETS—SHEET 2.



Witness:
C. Burnap

Inventor:
Robert L. Poe
Sheridan, Scott & Sheridan, Attys.

Knowing the famous



is the soul w

EVERY Talking Machine of OUR Creation

Patrons readily accept our Dealers' suggestions regarding Style or Size

12 Exclusive Models
From \$15 to \$200

Should Prove Interesting to YOU; Write for Particulars



STYLE NO. 35—\$35.00

**CRESCENT TALKING
MACHINE CO., Inc.**

*Manufacturers of the
Silvertone Line*

89 Chambers Street, New York

CHICAGO OFFICE:

Crescent Sales Co.
23 JACKSON BLVD.

New England Distributors:

Crescent Sales Co.
PROVIDENCE, R. I.



STYLE NO. 85—\$85.00

There Are Many ATTACHMENTS to Play the Different R



TYPE "V"

SOME Play SOME Records
SOME Play OTHER Records
OTHERS Play SOME Records

BUT

"Playsall"

Plays All Records



TYPE "C"

341. Silvertone — models sold by Sears, Roebuck & Company; “client brand” of the Columbia Phonograph Company
342. Singaphone – Singaphone Talking Machine Company, Inc., 32 Union Square, New York City, New York. February 1917 TMW
343. Singerphone – The Singerphone Company, Milwaukee, Wisconsin. June 1920 TMW
344. Solophone – The Solophone Company, 306 Sussex Street, Harrison, New Jersey. October 1916 TMW
345. Solotone – Solotone Talking Machines, Lititz, Pennsylvania. February 1919 TMW
346. Sonata – Kesner and Jerlaw, 41 West 34th Street, New York City, New York. February 1920 TMW
347. Sona-Tone – Sona-Tone Phonograph Inc., 3421 Broadway, New York City, New York. April 1918 TMW
348. Spencerian – Westphono, Inc., 46 West 4th Street, St. Paul, Minnesota. April 1923 TMW
349. Spraytone – C.D.M. Trading Company, 109 Lafayette Street, New York City, New York. May 1922 TMW
350. Stafford – E. H. Stafford Manufacturing Company, 218 South Wabash Avenue, Chicago, Illinois. October 1919 TMW
351. Standard — table model with large spindle; Consolidated Talking Machine Company. Chicago “client brand” of the Columbia Phonograph Company
352. Starr – Starr Piano Company, Richmond, Indiana. September 1915 TMW



Why Dealers Prize the Representation of the St

YOU will find dealers selling Starr Phonographs to be extremely enthusiastic and optimistic over their dealerships. For they believe in the Starr. They recommend it with that confidence which is born only of honest conviction.

—They like the variety of the line—eleven beautiful models in over a dozen finishes—a range of prices covering the gamut of the greatest market.

—They like the graceful, refined designs. They like the splendid finishes. The half-century's experience of the Starr organization puts upon every case.

—They like it because every part of every Starr Phonograph is built in our workshops, assuring uniformity of quality and definite responsibility.

—They like the quiet-running, powerful, steady Starr-built motor with its ready accessibility for oiling and inspection.

—They like to inform their customers concerning the musical ancestry of Starr Phonographs—how their creators have for five decades been experts on producing instruments—how over 150,000 famously-toned instruments are world-wide heralds of the Starr reputation.

The Singing Throat of the Starr Phonograph

—The Starr "Singing Throat" of silver grain spruce, they find, is convincing proof to all ears that Starr genius has produced a phonograph which is a superior musical instrument.

—They appreciate the Starr national advertising which is reaching their most desirable prospects through the highest class magazines and leading newspapers.

353. Steger – Steger and Sons Piano Manufacturing Company, Wabash and Jackson Streets, Chicago, Illinois.
January 1919 TMW



STEGER

THE Steger Talking Machine is the finest reproducing Phonograph. The Steger is the Phonograph that you have always said someone, some day would

354. Steinberg – Chicago, Illinois. EM

355. Steinburn – Stein-Burn Corporation, Heyworth Building, Madison and Wabash Avenue, Chicago, Illinois.
July 1919 TMW

Announcing the

Steinburn

CHICAGO



Quality

unsurpassed and unsurpassable because side-by-side comparisons establish its obvious LEADERSHIP.

Tone

clear, rich, mellow music without even the slightest foreign vibrations. Steinburn LEADERSHIP is based on scientific improvements exclusively controlled by the Steinburn Corporation.

Popularity

assured by a policy of predominating national advertising and practical newspaper advertising wherever dealers are established.

Production

on a scale so large that accepted dealers will be assured deliveries.

Price

Large capital and no indebtedness permit us to establish retail list prices that give consumer 15% to 25% greater value.

Terms

four months acceptances without interest from date of invoice enabling the dealer to handle a far larger volume of business without using his capital.

Guarantee

a 5-year Guarantee Bond with each Steinburn phonograph assuring absolute consumer and dealer satisfaction.

Policy

Model 40 Steinburn Phonograph.

59 in. high; 23 in. wide; 24 $\frac{3}{4}$ in. deep.
Finest selected veneers, genuine mahogany or quartered oak, golden or fumed. Extra heavy 5-ply panels. Finest hand finish.
Style F8, De Luxe tone arm, special precision weight adjustment for all records.
Steinburn orchestral reproducer—the very finest ever devised.
Steinburn all wood resonator with continuous curvilinear reflecting throat and two point support.
Improved non-muffling tone modifier.
Motor SC triple spring finest precision type.
Record compartment with shelves.
Automatic stop.



356. Steinola – The Steinola Company, 1221 West Lake Street, Chicago, Illinois. February 1917 TMW
357. Sterling – Sterling Phonograph Company, 285 North 6th Street, Brooklyn, New York. October 1917 TMW
358. Sterling – Sterling Talking Machine Company, Inc., 811-819 Norton Street, Chicago, Illinois. June 1919
TMW
359. Stewart – Stewart Phonograph Corporation, 2827 Lincoln Street, Chicago, Illinois. February 1916 TMW

List Price

\$6.50

\$7.00

West of Rocky Mountains

\$8.00

Eastern Canada

\$8.50

Western Canada



The *Stewart* Phonograph The Marvel of the Phonograph World

Plays Any Disc Record—Any Make—Any Price—Any Size. The Fastest Selling Phonograph in the World. Not Seasonable—It Is An All-the-Year-Round Seller. Most Extensively Advertised Popular Priced Phonograph Made.

**Don't
Overlook
This**

The Stewart is a high grade, low priced instrument. It is not a cheap phonograph. Manufactured complete—every part of it—in our plant. We are not "assemblers." The gears are cut on special gear cutting machines—not punched out. The shafts, pinions, etc., are made by precision automatic screw machines.

The Stewart is a quality product throughout. Size of case: 11 inches in diameter, 4 inches high. 10-inch turn-table. Finish, antique green; weight, 10 pounds, packed. Many dealers are buying them in 25, 50 and 100 lots and repeating.

Send Us Your Order and Become a Stewart Dealer

Requires little space for stock. Phonograph experience unnecessary—any clerk can sell them. Comparatively little effort or time is required. To play one or two records for a prospect is usually all that is needed. They not only meet the popular demand, but that of all classes, including the better-to-do. There are few requirements of any phonograph—no matter what the cost—that it does not fill, and there are a number that are exclusive to the STEWART, on account

of its light weight, compactness and convenience. Their uses are practically unlimited; for dancing, in the school room, the nursery, entertaining, for boating, on the yacht, or in the automobile, for picnics, camping out or the summer home, for the boy or girl away at school, in fact, anywhere, and any time for any purpose.

A New One—The Stewart Outfit. Take it anywhere—Any time for any purpose. Include a half dozen in your order. They'll sell. Complete booklet on request.

See Our Booth at the National Music Show

STEWART PHONOGRAPH CORP.
1800 George Street CHICAGO, ILL.



List \$10.00

360. Stodart – Stodart Phonograph Company, 100 Southern Blvd., New York City, New York. June 1919 TMW

361. Stradivara – The Compton-Price Company, Coshocton, Ohio. September 1916 TMW

STRADIVAR

"KNOWN FOR TONE"

YOUR FALL TRADE WILL DEMAND THE STRADIVARA, SIX BEAUTIFUL MODELS, POPULARLY PRICED WITH UNUSUAL TONE QUALITY AND EXQUISITE WORKMANSHIP. SOME DESIRABLE TERRITORY STILL AVAILABLE IF YOU APPLY QUICKLY. FULL ADVERTISING SERVICE OF COURSE.

Manufactured by THE COMPTON PRICE CO., COSHOCTON, O.



THE SUBTLE
BEAUTIES OF A

362. Strand – Manufacturers Phonograph Company, New York City, New York. November 1921 TMW
363. Stratford – Stratford Phonograph Company, Inc., Ashland, Ohio. July 1920 TMW
364. Strickler – Strickler Manufacturing Company, 434 West Chicago Avenue, Chicago, Illinois. September 1919 TMW
365. Supertone – Supertone Talking Machine Company, 10 West 20th Street, New York City, New York. August 1916 TMW

**Big Value
to Dealer
and
Public**

Supertone

**A Line
of
Recognized
Merchandise**

TRADE MARK

"All That the Name Implies"

THE CHEAPEST HIGH QUALITY LINE OF MACHINES ON THE MARKET



**No. 3
Retail Price
\$60**



**No. 4
Retail Price
\$85**



**No. 5
Retail Price
\$100**

Mahogany and fumed oak. Cabinet 42 inches high, 18 inches wide, 20 inches deep. Twelve-inch turntable, graduated regulator, tone modifier. Heavy universal tone arm and sound box. Heavy nickel-plated and buffed double-spring worm-gear motor plays three 12-inch records in one winding. All parts nickel plated.

Solid mahogany and fumed oak. Cabinet 45 inches high, 20 inches wide, 22 inches deep. Twelve-inch turntable, graduated regulator, tone modifier, automatic stop. Extra heavy universal tone arm and sound box. Extra heavy nickel-plated and buffed double-spring worm-gear motor plays four 12-inch records in one winding. All parts nickel plated.

Solid mahogany and fumed oak. Cabinet 45 inches high, 22 inches wide, 24 inches deep. Twelve-inch turntable, graduated regulator, tone modifier, automatic stop. Extra heavy universal tone arm and sound box. Extra heavy nickel-plated and buffed double-spring worm-gear motor plays four 12-inch records in one winding. All parts nickel plated.

SUPERTONE

This line of machines is designed to compare favorably with the highest type of standard machine on the market. Cabinets, Motors, Tone-Arms, Reproducers, Horns, Hardware, etc., are the best that can be procured. Supertone machines are fully guaranteed to the same extent as the highest class phonograph. The utmost attention is given to all the vital details in manufacturing these machines. Every instrument is put through a rigid test by a corps of inspectors in our own factory, so that the mechanical details and sound-producing properties are perfect. This insures a high-class instrument, not a piece of merchandise.

Write today for dealer proposition.

SUPERTONE TALKING MACHINE CO., 18 West 20th St., New York



THE SUPREME



MODEL S CLOSED

A SUPER-PHONOGRAPH possessing unusual excellence of tone, design, cabinet work and finish, and special features that are more than talking points.

For Instance:—Simply pressing one button lights up the cabinet throughout. One dainty electric lamp illuminates the record table. Another throws a flood of light through the tone cabinet bringing out the beauties of the art glass grill and face of the record drawer. Another lights up the record compartment, showing the numbers on the compartment, the list on the door and the titles on the records. The special plush-lined drawer receives the records as they are taken off the turntable or shoves away ready for instant use two or three pet records.



MODEL S OPEN

This machine makes a wonderfully attractive sales-making window display produced in several original styles.

It's a high grade machine but a quick seller.

THE PRICE?

Stone Manufacturing Company
St. Louis, Mo.

FACTORY:
2623 OLIVE STREET

SALES OFFICES:
GAMBLE BLDG., 7th & Chestnut Sts.

367. Supreme – Superior Phonograph Company, 320 South Wabash Avenue, Chicago, Illinois. January 1920 TMW

368. Swanola – makers of Black Swan Records, Pace Phonograph Corporation, 257 West 138th Street, New York City, New York. October, 1921 The Crisis Advertiser

369. Swanson – Swanson Sales Company, 308 West Ontario Street, Chicago, Illinois. July 1922 TMW

370. Symphonola – The Larkin Company, Buffalo, New York. EM

371. Symphony – Symphony Talking Machine Company, 47 West 42nd Street, Suite 31, New York City, New York. September 1915 TMW

372. Symphony — United Talking Machine Company, 608 South Dearborn Street, Chicago, Illinois. Table model with large spindle; Chicago client brand of the Columbia Phonograph Company

373. Tabe-A-Nola – Tabe-A-Nola Phonograph Company, Inc., Reading, Pennsylvania. September 13, 1919 The Music Trades

374. Tablatone – DeRivas and Harris Manufacturing Company, 135th Street at Willow Avenue, New York City, New York. August 1919 TMW



Introducing the
Tablato

(Pat. applied for)

*A wonderful phonograph built
into an artistic library table.*

Musical : Useful : Artistic

*A phonograph with distinctly
four features, finished on all four*

Electrically or spring operated
(Batteries furnished with the machine)

DIMENSIONS

4 ft. long, 2 ft. 8 in. high, 2 ft. 1½ in. wide

List Price, \$170

*Dealers: Write for Trade Discount
Exclusive Territory*

DeRivas & Harris Mfg.

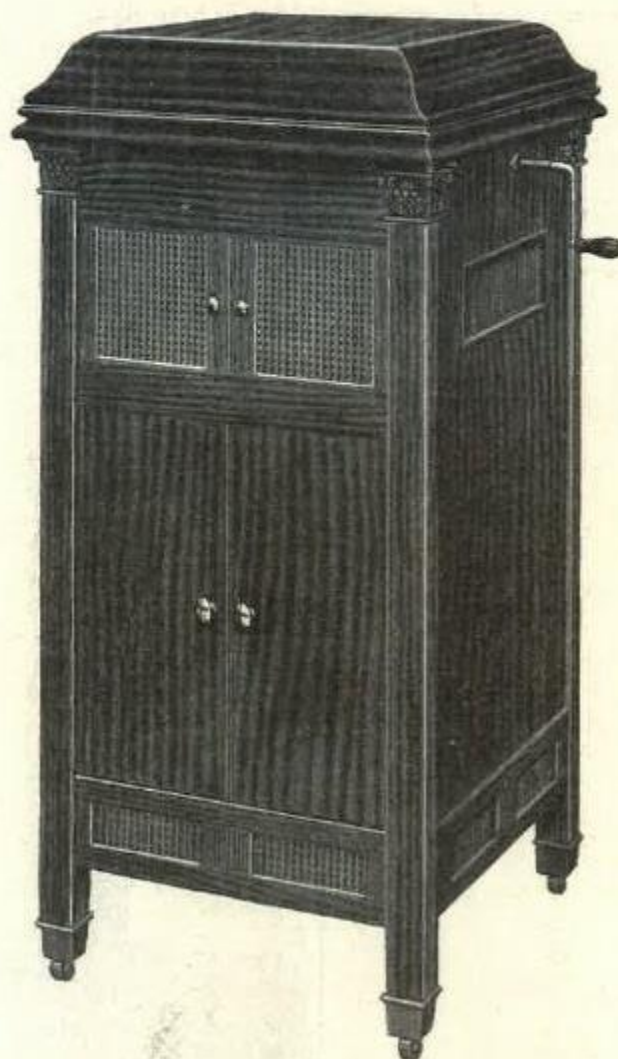
135th St. and Willow Ave.

375. Tel-O-Tone – Western News Company, 21 East Austin Avenue, Chicago, Illinois. August 1918 TMW

"Let me gaze, let me gaze on the vision before me."

Gaze on this beautiful cabinet. Is it not just about what you would expect the introductory announcement of presentation to the trade of a talking machine?

The
T
E
L
-
O
-
T
O
N
E



The
T
E
L
-
O
-
T
O
N
E

The Western News Company
Chicago

BECKWITH TONE CHAMBER

This is absolutely unique, but absolutely safe, and we honestly believe it marks a revolutionary departure in tone production. The phrase we like to use in connection with the Beckwith tone personality."

There are three things about the Tel-o-Tone which, taken together, make the strong argument in favor of its overwhelming success.

First, it has remarkable distinctive features, which are not merely talking points, but actual results.

376. Thieryola – J. B. Thiery Company. EM
377. Tiffany – Tiffany Phonograph Sales Company, 1404 East 9th street, Cleveland, Ohio. October 1921 TMW
378. Ton-O-Graf – Ton-O-Graf Corporation, 112 East South Water Street, Chicago, Illinois. October 1917
TMW
379. Tonkola – William Tonk and Brother, 36th Street at 10th Avenue, New York City, New York. March 1918
TMW
380. Tonola – Tonola Phonograph Company, 11 South 7th Street, Minneapolis, Minnesota. May 1917 TMW
381. Toyola – Berg A. T. & S. Company, Long Island City, New York. EM
382. Toyphone – Toyphone and Woodware Manufacturers, Inc., 130 West 18th Street, New York City, New
York. January 1917 TMW
383. Travelphone Portable – Specialty Phonograph & Accessories Company, 210-212 East 113rd Streets, New
York City, New York. March 1924 TMW
384. Triton – Triton Phonograph Company, 137 Fifth Avenue, New York City, New York. January 1915 TMW
385. Udell – The Udell Works, Inc., Indianapolis, Indiana. August 1925 TMW
386. Ultraphone Perkins – The Perkins Company, Chicago. EM
387. Unique – Dushene & Grimard Manufactories, Montreal, Quebec, Canada. EM
388. United – United Talking Machine Company, 178 Emmet Street, Newark, New Jersey. October 1916 TMW
389. Usona – Usona Talking Machine Company, 1977 Ogden Avenue, Chicago, Illinois. July 1919 TMW
390. Valuphone – Wizard Phonograph Company, Inc., 1977 Ogden Avenue, Chicago, Illinois. March 1922
TMW
391. Vanophone – Otto Heineman Phonograph Supply Company, 25 West 45th Street, New York City, New
York. May 1916 TMW

The "VANOPHONE"—RETAILS AT



VANOPHONE MODEL B

*Guaranteed in every detail by
a company of country-wide
prominence*

¶ In design, tone quality and construction, the M
Vanophone compares very favorably with the stan
priced machines.

¶ The Vanophone is noteworthy for the excell
reproducer—the "Artois," the durability of its r
the artistic design of its cabinet.

Write today for trade prices. Immediate deliveries as

The Garford Mfg. Co., Elyria

392. Venus – The Venus Company, St. Louis, Missouri. EM

393. Venus Belle – Venus Company, 717 South Wells Street, Chicago, Illinois. March 1920 TMW



MODEL B, VENUS BELLE

Showing Record Compartment holding 70 records,
Height 35 inches. Width 2 feet 7 inches. Length 3 feet
Mahogany, Walnut, Oak and Ebony

THE VENUS BELLE

THE BABY GRAND SHAPE

provides ample room for a tone chamber of unusual size, so large that it produces the full, round, rich tones of any voice or instrument in a manner impossible with the necessarily small chamber of ordinary upright phonographs. It also permits plenty of convenient easy-to-reach space for the filing of 70 or more records.

VENUS BELLE phonograph is unique and beautiful in design—a beautiful piece of furniture in any home. Plays all records perfectly and is equipped with automatic stop and modulator.

Dealers who desire exclusive territory should make application at once.

THE VENUS CO.

*Also Makers of
The VENUS Phonograph Needle*

**Factory and General Offices:
Liberty and Western Avenues
Cincinnati, Ohio, U. S. A.**

**Chicago Sales Office:
Room 435, Fine Arts Bldg.**

394. Verdiola – Illinois Talking Machine Company, 56 West Washington Street, Chicago, Illinois. July 1918 TMW
395. Veritone – Veritone Talking Machine Company, 145 West 45th Street, New York City, New York. August 1918 TMW
396. Vermont – C. A. Hayles, Rutland, Vermont
397. Violaphone – Violaphone Talking Machine Company, 606 Consumers Building, Chicago, Illinois. October 1917 TMW
398. Virginia – W. P. Mertens Company, 107 West Main Street, Charlottesville, Virginia. October 1919 TMW
399. Virtuoso – Republic Phonograph Company, 18 East Jackson Blvd., Chicago, Illinois. January 1917 TMW

A Deluge of Inquiries and Orders

greeted our first announcements on the VIRTUOSO—such a deluge that we have not yet been able to answer nearly all the communications received.

Of those who have received no response to their inquiries we ask a few more days' indulgence till we get squared away in our new and permanent headquarters, where we are equipping as rapidly as possible to serve you expeditiously.

To others this is a tip that if you do not want some other dealer to be the first to put the VIRTUOSO on sale in your town or neighborhood and reap the harvest of profits sure to follow, you'd better HURRY!

Fill out and mail the coupon below to-day and learn the details of our proposition whereby you may have



Model A—\$250.00 Retail

A VIRTUOSO Sent for Your Inspection on Thirty Days Approval!

REPUBLIC PHONOGRAPH CO.

H. T. SCHIFF, President and General Manager

Now Located in Our New Headquarters: 320 S. Wabash Avenue, Chicago

30-Day Inspection Coupon

Date.....

REPUBLIC PHONOGRAPH CO., 320 South Wabash Ave., Chicago

Send undersigned full details of your offer whereby I may have a Virtuoso shipped for inspection, subject to return within 30 days if I do not wish to retain the instrument; also your proposition to dealers with wholesale prices on the Virtuoso. It is understood that I am not obligated in any way by making this request.

References as to our reliability: Dun, Bradstreet, Lyons' Commercial Agency, Greenebaum & Sons Bank & Trust Co.

NAME

ADDRESS

TOWN }
Or CITY } STATE.....

400. Vista – Vista Talking Machine Company, The Wisconsin Chair Company, Port Washington, Wisconsin. August 1919 TMW
401. Vit – The Vit Talking Machine Company, 123 West Madison Street, Suite 412, Chicago, Illinois. March 1920 TMW
402. Vitnola – Vitnola Talking Machine Company, 17 North Wabash Avenue, Chicago, Illinois. February 1915 TMW

NEW MODELS
Ready for Delivery

VITANOLA

TALKING MACHINE

NEW MO
Ready for L

EVERYTHING THAT IS A SUCCESS COMMERC
HAS BEHIND IT AN IDEA



NEW MODEL
No. 75—Price \$75.00
42 $\frac{1}{2}$ inches high,
20 $\frac{1}{2}$ inches deep, 18
inches wide



NEW MODEL
No. 100—Price \$100.00
46 inches high, 20 $\frac{1}{2}$
inches deep, 21 inches
wide



NEW MODEL
No. 125—Price \$125.00
49 inches high, 22 $\frac{1}{2}$
inches deep, 20 $\frac{1}{2}$
inches wide



When we first entered the field of talking machine manufacture ours was the idea that there was a tremendous field for a phonograph low in price but still of the first quality in design, material, construction and finish.

That our idea was correct is evidenced by the fact that in a few short years we have become one of the leading phonograph manufacturers of America.

We have passed through many periods of discouragement and, with the coming of radically increased costs in material, have been obliged to make some small adjustments in prices. But the quality of Vita-nola machines has suffered nothing. On the other hand



403. Waddell – The Music Table Company, Greenfield, Ohio. September 1919 TMW

404. Wade – Wade Talking Machine Company, 12-20 North Michigan Avenue, Chicago, Illinois. August 1920
TMW

405. Waderola – Wade Talking Machine Company, 12 North Michigan Avenue, Chicago, Illinois. March 1920
TMW

406. Waters & Conley – portable model(s) EM

407. Watrola – Wartell Phonograph Company, 178 West Randolph Street, Chicago, Illinois. October 1919
TMW

INCREASED
PRODUCTION

NOW MAKES POSSIBLE

IMMEDIATE
DELIVERIES
OF
"WATROLA"
GUARANTEED PHONOGRAPHS

Model 20—44" \$ 90.00
" 40—48" 135.00

Model 211—52" \$150.00

The beauty of our nine cabinet models, together with their perfect tonal reproductions, style and individuality, containing the highest grade motors and reproducers (playing all records), has always made orders from Watrola dealers.

Be the first to handle and display these extraordinary "Watrolas" in your town. They will make you money because they are FIRST Sellers.

Get our catalog and price list at once We are prepared to make immediate deliveries

WARTELL PHONOGRAPH CO.
MAKERS AND DESIGNERS

178 West Randolph Street CHICAGO

408. Wegman – Wegman Talking Machine Company, 47 South Clinton Avenue, Rochester, New York.
October 1918 TMW

409. Weser – Weser Brothers, Inc., 520 West 43rd Street, New York City, New York. August 1917 TMW



The advertisement features two upright pianos, one on the left and one on the right, both with decorative panels on their upper sections. In the center, there is an illustration of a large, multi-story factory building with many windows and a chimney. Below the factory illustration is the text: "THE WESER FACTORY Contains Over Three Acres of Working Floor Space". Underneath this text is the Weser Bros. logo, which consists of a stylized 'W' and 'B' intertwined, with "WESER BROS" written across the top and "EST. 1876" at the bottom.

For 40 years the piano trade has recognized in the Weser Instruments exceptional piano value. It has always been our pleasure to invite comparison of the Weser product with those of other makes. Many of our best dealers have been acquired by such comparison.

WESER PHONOGRAPHS
are making rapid headway in the same manner

Send us a sample order and compare our talking machine with other makes for tone quality, solidity of construction and we are content to abide by your decision.

Write for Catalogue

WESER BROS., Inc.
520 to 530 WEST 43d STREET

NEW

410. Westrola – The Wesley Company, Chicago, Illinois. June 1920 TMW

411. White – White Sewing Machine Company, Cleveland, Ohio. EM

412. Widdicomb—Widdicomb Furnitue Company, Grand Rapids, Michigan. December 1917 TMW

413. Wilson – Thomas E. Wilson & Company, Chicago, Illinois. March 1917 TMW

414. Windham — EM

415. Windsor – The Windsor Furniture Company, 1420 Carroll Avenue, Chicago, Illinois. October 1918 TMW



**THE WINDSOR
FURNITURE COMPANY**
1420 CARROLL AVENUE
CHICAGO, ILLINOIS
ESTABLISHED 1885,



Consider the Windsor

WHEN you are making your plans for next year, bear in mind that all the Windsor designs are patented and don't include infringements in your line.



The Windsor cabinets are the result of our thirty years' experience in making art furniture of the highest quality. The Windsor Phonograph is a perfect musical instrument, designed, built, and finished by experts, for people of discriminating taste, who want something more than a mere talking machine.

Retail Prices range from \$80 to \$800.

Write for a Catalogue.



Windsor Furniture Company

1420 CARROLL AVENUE CHICAGO, ILL.



416. Wissner – New York. EM

417. Witatone – Chicago, Illinois. EM

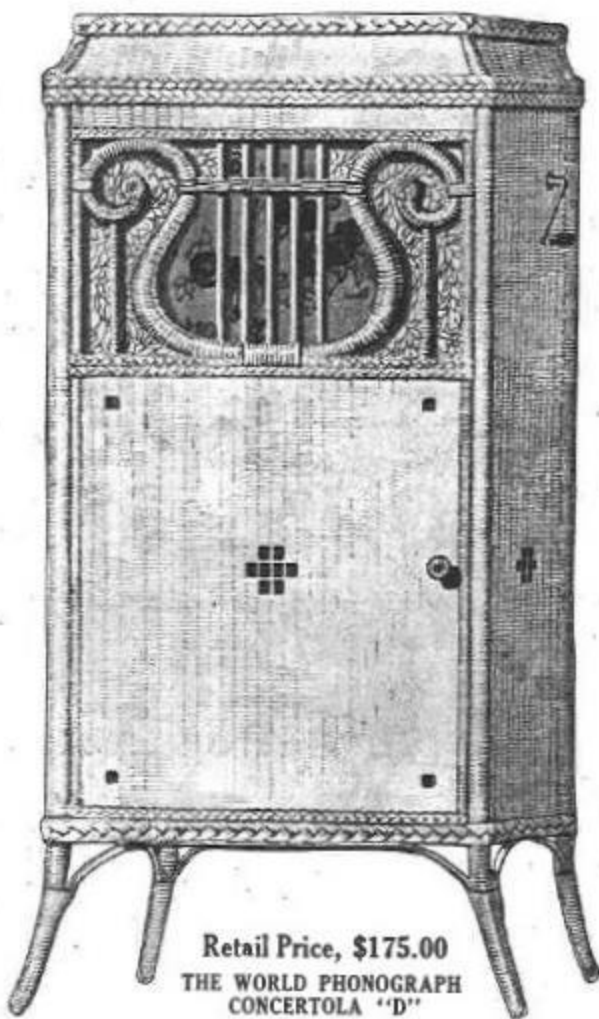
418. Wolf – Wolf Manufacturing Industries, Quincy, Illinois. October 1921 TMW

419. Wolverine – Lind & Marks Company, Congress & Bates Streets, Detroit, Michigan. September 1923
TMW

420. Wonder – Wonder Talking Machine Company, 102-104 West 38th Street, New York city, New York.
September 1915 TMW

421. Wondertone – Columbus, Ohio EM

422. World – World Phonograph Company, 218 South Wabash Avenue, Chicago, Illinois. September 1917
TMW



Retail Price, \$175.00
THE WORLD PHONOGRAPH
CONCERTOLA "D"

The World Phonograph Concertola "D"

The Novelty of the Music World. Its CRAFT REED construction makes it especially desirable for the Porch, Sun-Parlor, Lawn, The Summer Cottage, Yacht or

It is weather proof. Plays all records with change.

Unsurpassed for beauty and perfection of quality every detail of phonograph construction.

44 inches high, 19 inches deep, 20 inches wide

Retail Price, \$175.00

Only One Dealer in Each City

Double spring powerful motor mounted on a tilting motor board winds and runs absolutely noiselessly. Tone Modulator, automatic stop that operates on all makes of records, automatic tone support, and many other exclusive and distinctive features.

Send for Brochure "MUSIC'S RENAISSANCE." Address Dept. "D"

WORLD PHONOGRAPH
218 SOUTH WABASH AVENUE :: CHICAGO,

Only One Merchant in Each City

THE WORLD

The World

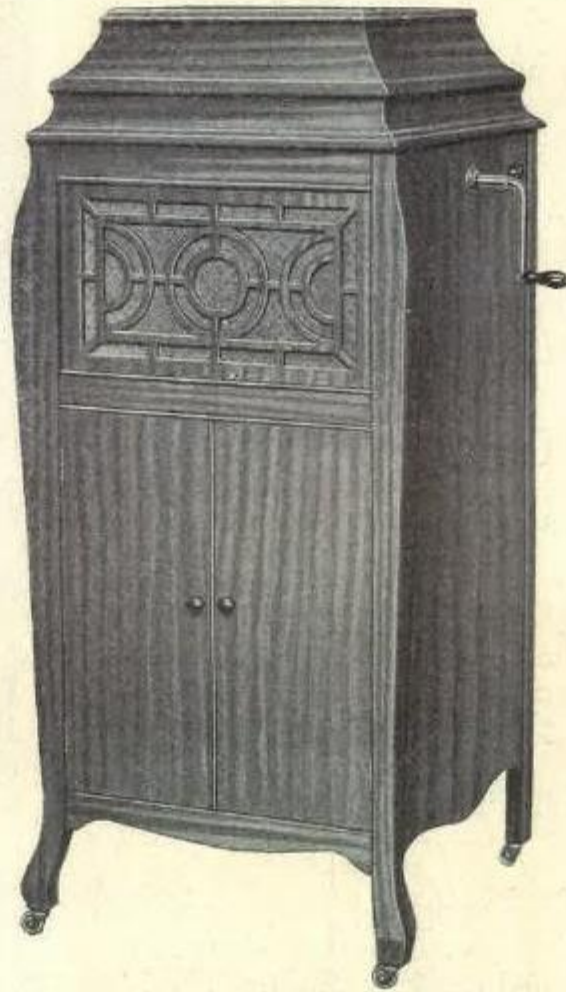
The Sensational Seller

"The Phonograph That

Retailers who are now exhibiting the remarkable WORLD Phonograph know all that is necessary to insure rapid sales is to exhibit this unusually artistic instrument and give a demonstration of its wonderful tonal volume.

Each sale will mean a good profit and a pleased and permanent customer.

No. 100, here illustrated, throughout of 5-ply Mahogany; perfect double-spring, noiseless motor construction. Automatic



Phonograph

of the Musical M

Plays Any Re

cover support and
automatic phonost
height 47", 21½" wi
deep.

Send for illustrated
giving complete desc
our famous 75, 100
WORLD Phonogra
the superb 175 Art C
instrument.

We can show you ho
large your phonogra
and profits. Write
for catalog and full in
about our exceptiona
plans.

WORLD PHONOGRAPH CO.

General Offices and Factory, 736 Tilden St.

CHICAGO, I

WORLD PHONOGRAPH CO.

MANUFACTURERS

The Instrument of Quality

The "World"



We can take
care of
immediate
wants

Send
Cata

IT PLAYS ALL RECORDS

423. Wycola – Wyeth Manufacturing. EM

424. Yale – Davis Sales and Manufacturing Company, 763 State Street, New Haven Connecticut. September 1923 TMW

425. Yohnola – Oliver Yohn & Sons, New York. EM

Still-existing models; mostly from e-mail contacts– models for which we have no information other than the brand name:

Academy

Allen

Artone

Autrola

Bergman

Californian

Cleartonola

Climax

Colonial

Craniograph

Deccalian

Dulcetto

Freeman

Glenola

Hrenola

Hymnophon

Hymophone

Jantzen

Ketrophone

Keystone

Lawrence

L-JOR

La Vita

Lydiaphone

Maytrol

Melody Maker

Munola

Moore

New Symphony

Northhome

Panola

Selecta

Terephon

Terpophon

Trinity

True-Tone

Unitone

Victory

Vonola