

**THIS IS A GALLERY OF ADVERTISEMENTS
OF CYLINDERS, GRAMOPHONES AND &
78rpm RECORDS**

**(mainly taken from the September 1923 issue of
THE SOUND WAVE)**

My thanks are due to Frank Andrews and Leslie Gage for loaning the original material.



Academy Jacobean Model

No. 14.

RETAIL PRICE . . . £9 - 9 - 0.

A NEW ACADEMY MODEL OF DISTINCTIVE DESIGN.

Cabinet of Solid Oak, fitted with the famous Gaillard Double Spring Motor, 12-inch Turntable, Speed Indicator, Highly Nickel Plated Goose Neck Tone Arm, and Academy Sound Box taking Steel or Fibre Needles.

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The "FULLOTONE" is rapidly becoming the most popular Gramophone on the market. Its handsome appearance, exquisite tone and reasonable price represent a combination of qualities that cannot fail to attract favourable attention, leading inevitably to steady sales. Stock "FULLOTONE" and avoid dead stock.

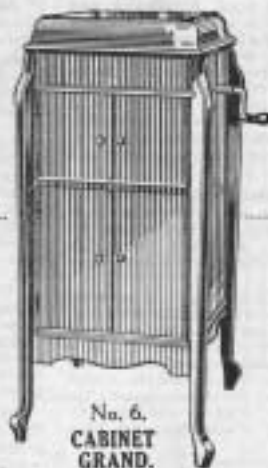
Write for particulars of latest Trade Terms, including details of special Dealer's Service; also copy of our New Illustrated Catalogue.



No. 2.
CABINET
GRAND.

Mahogany finished solid Mahogany style Cabinet. 3 ft. 4 ins. high, 1 ft. 3 ins. wide, 1 ft. 9 ins. deep, mahogany doors and 3d. and beautifully carved top. All doors fitted with buff velvet. Top doors regularly veneered with book. Accommodation for 100 records. Grille built into front panel, and the finest quality N.P. fittings throughout. A "Fulltone" tonearm, mounted on a perfect and finished base. Voice double-spring 3-speed motor. A "Fulltone" Record-box can be added for 75 extra.

Retail Price £7 : 15 : 0



No. 6.
CABINET
GRAND.

Highly finished solid Mahogany Cabinet of exceedingly handsome appearance, door-shaped 3d. beautifully carved top. 3 ft. 7 ins. high, 1 ft. 4 ins. wide, 1 ft. 7 ins. deep. Accommodation for 100 records. Grille built into front panel, and the finest quality N.P. fittings throughout. Sound chamber fitted with grille. A "Fulltone" tonearm, mounted on a perfect and finished base. Voice double-spring 3-speed motor. A "Fulltone" Record-box can be added for 75 extra.

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THE CABINET GRAMOPHONE CO.

(Dept. S.W.1)
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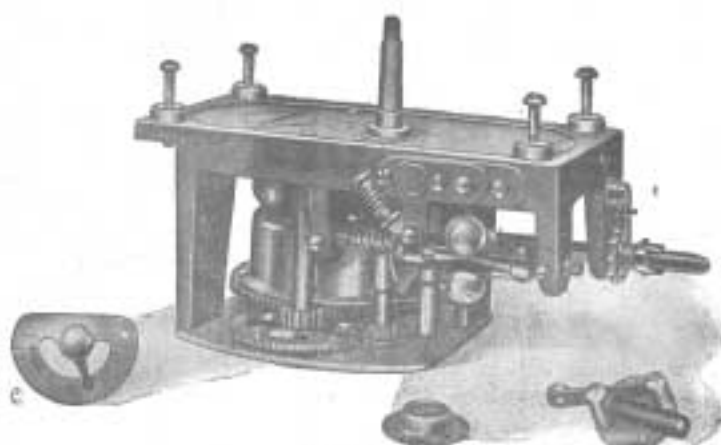
Full range of 50 Fulltone models shown as view at our Showrooms.

TELEPHONE—NORTH 2335

THE "GARRARD" MOTORS

BRITISH

MODELS 1a, 2, 3 & 4.



No. 1a MODEL.

THE FINEST DOUBLE SPRING MOTOR IN THE WORLD

PLAYING CAPACITY. 212-in. Records or 4 to 5 10-in. Records with unwinding speed with one winding.

THE DESIGN of the "Garrard" No. 1a will immediately appeal to critical buyers, being similar to the well-known Garrard No. 1, but embodying important improvements.

THE WIND is through helical gearing, being perfectly noiseless, and fitted with silent cushion to prevent unwinding.

THE "GARRARD" No. 1a is fitted with 2 1-in. Springs of the finest quality.

ALL GEARS are machine cut from the solid (not pressed out), and all bearings are of single proportion to ensure steady running and long wear. The Flange Plate, also Governor Bearings, are of Gun Metal.

THE FRAME is of Special Grey Cast Iron and is stove mounted.

THE "GARRARD" No. 1a is supplied complete with 12-in. pressed steel Turntable, control Brake, Speed Indicator, Winding Crank, Glass Lens Escapement, Screws and Washers.

The Silent Motor with the Silent Wind

SUPPLIED TO WHOLESALE AND FACTORS ONLY

All Garrard productions are made up to a standard — not down to a price

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Trade Mark



A Splendid Gramophone for the Holidays.

With the bright weather ahead a Portable "His Master's Voice" Gramophone is a real necessity.

Easy to carry—yet strongly made—it will prove a wonderful companion at picnics, and will play all the music you desire for an impromptu dance.

It is a musical instrument that is worthy in every way of the famous Trade Mark which identifies it, and will play both 10-inch and 12-inch records.

Price £9 0 0

The record-carrying case fulfils the need for a light but strong case for carrying records. Price 22/6

"His Master's Voice"

THE GRAMOPHONE CO., Ltd.

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"His Master's Voice" Products can be obtained only from the Gramophone Company's accredited dealers. Write us for name of nearest dealer in your locality.



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Retail Records
Carrying Case



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or
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FACTORS
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IMPERIAL DE LUXE

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ADDASH,
The Celebrated Boy Violinist.

10-in. Double Sided Records played by ADDASH, the Celebrated Boy Violinist; Price 3/- each

- L100 { 58X. Chant Hindou (from Sadko) (Rimsky-Korsakov—Kriesler)
59X. Waltz in A major (Johannes Brahms)
L101 { 60X. Salut d'Amour (Elgar)
61X. Madrigale (A. Simonetti)
L102 { 62X. Melodie (Gluck—Kriesler)
63X. Orientale (Cesar Cui)
L103 { 64X. Schon Rosmarin (F. Kriesler)
66X. Serenade (Della)
L104 { 67X. Menuett (Mozart)
69X. Traumerei (Schumann)

12-in. Double-Sided Record played by ADDASH, the Celebrated Boy Violinist; Price 5/-

- D100 { 78. Danse Trizane, No. 1 (Tivadar Nachoz)
85. Romance, Second Concerto (Henri Wieniawski)

10 in. Double-Sided Records sung by Signor LUIGI CILLA, Tenor, in Italian, with Orchestral Accompaniment; Price 3/- each.

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95X. Questa O Quella (Rigoletto) (G. Verdi)
L106 { 96X. Mignon, "Romanza" (Ambroise Thomas)
97X. Addio, Mignon! (Mignon) (Ambroise Thomas)
L107 { 98X. La Favorita, "Romanza" (Donizetti)
99X. On with the Motley (Pagliacci) (Leoncavallo)



Signor LUIGI CILLA, Tenor.

12-in. Double-Sided Records sung by the World-Renowned Tenor, G. SIROTA, in Italian; Price 6/- each.

- D101 { 71. E Lucevan le Stelle (La Tosca) (Puccini)—with Orchestral Accompaniment
70. Celeste Aida (Aida) (Verdi)—with Orchestral Accompaniment
D102 { 74. Di Quella Pira (Il Trovatore) (Verdi)—with Piano Accompaniment
75. Al, Si Ben Mio (Il Trovatore) (Verdi)—with Piano Accompaniment

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Even people prejudiced against gramophones, prove eager to buy this new instrument, from which all those annoying mechanical sounds have been eliminated, and which experts acknowledge to be in a class by itself as regards fidelity of musical reproduction.

Here is something worth investigating. Fresh agents are wanted for exclusive territory. Let us hear from YOU, and we will send evidence of the growing demand for KESTRAPHONES. We will also send a KESTRAPHONE free and carriage paid on trial to any accredited dealer in order that he may test it for himself.

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A MERRY CHRISTMAS

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Both
Cylinder
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Machines.

Over
Thirty
Styles.

15/- to
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Columbia
Records
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Over
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Write for
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Special list of "Grand Opera"
Records sent free on request.

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*We are getting
along quite nicely,
Thank you!*



We have had quite a pleasant surprise with the reception accorded to our *New Designs* in

INLAID QUARTERED CABINETS.

Whilst we were sure we had the most attractive cabinet work in the trade, we were certainly not prepared for the early rush of orders we received. We have made arrangements to increase our supply of cabinets and we hope to cope with all demands.

THIS IS ONE TYPE.



The "WESTMINSTER."
Inlaid quartered Mahogany.

A postcard will bring illustrations and prices of the designs we are issuing, and we are concentrating on these only. Every machine is not only a splendid specimen of cabinet work, but is also equal to any machine produced for excellence of reproduction and ease of running.

As the production of each machine is a distinct piece of craftsmanship, it follows that the supply is limited, but everyone will appreciate the advantage of hand-made goods as compared to those turned out by mass-production. Mass-production means a cheap article, but hand work gives a distinctive appearance.

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Everyone is telling us that our record of "CHICAGO" is the finest they have heard. Ask for No. 7015.

"Scala" gives you two good Fox-trots for half-a-crown. To pay more is a waste of good money. You cannot get better Fox-trots than we issue if you pay 10/- each for them.

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Everything to enable you to build your own Machine.



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MODELS A & C, 30 each.
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AMPLIFIER ELBOWS.**
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**The Latest
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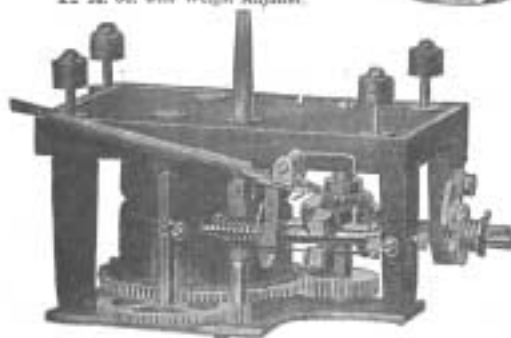


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£3 12s. 6d with
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Type C.

Being constructed with a
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results.



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TONEARM—TYPE B.**
£2 5s. 0d. with Weight Adjuster.



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No. 36 (3 records) £3 15s. 0d. " No. 35 (3 records) £4 15 0
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VULCANITE HORN**

£3 3s. 0d. (carriage extra).

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The "TYRELA" policy of Quality—first, last, and all the time—has thus been triumphantly upheld. Without the aid of a costly advertising campaign, "TYRELA" Gramophones have sold in increasing numbers because each delighted buyer means that one more voice is added to the chorus of praise with which these instruments are acclaimed up and down the country.

"TYRELA'S" 1923-24 programme will be based on the same simple theory: *that a satisfied customer is the best advertisement.* There will be new and attractive designs added to the series of models that already contain such firm favourites; but the Quality that SELLS will remain unchanged.

"TYRELA'S" NEW Season's Catalogue is now in the press, and copies will be mailed, on request, immediately they are ready.

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1077 [Nocturne in F sharp - - - Chopin
Caprice - - - Paganini Lento

ANDERSON TYRER (Piano).

1076 [Waltz in A major - - - Brahms
Rondino - - - Beethoven

MICHAEL ZACHAREWITSCH (Violinist).

1078 [Pastorale - - - Debussy
The Bee's Wedding - - - Mendelssohn

LONDON LIGHT ORCHESTRA.

12 inch : : : : 5/6

565 Merry Widow Selection (Parts 1 & 2) - - - Lehár
DALY'S THEATRE ORCHESTRA.

560 Zampa Overture - - - Hervé
BAND OF H.M. SCOTS GUARDS.

564 Pagliacci Selection (Parts 1 & 2) - - - Leoncavallo
LONDON LIGHT ORCHESTRA

561 [Softly Awaken my heart - - - "Samson & Delilah"
Fair Spring is returning - - - Saint-Saëns
DORIS WOODALL (Contralto).

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RECORDS



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Wilkinson's

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Bandmaster Gramophones have built such a wonderful reputation for themselves that they now occupy the premier position in the Gramophone Industry.

The World's largest order for Gramophones was taken by **BANDMASTERS** in open competition with English and German manufacturers. There is a strong reason for it.—We can furnish that reason.

There will be such an enormous demand for Bandmaster Machines this year that unless our Dealer Friends anticipate their requirements, and place their orders early, disappointment and loss of trade must ensue.



MODEL 11 MAH FEN

Let us introduce you to Bandmaster values.—You will never regret it.

Bandmaster Products are not only guaranteed—they guarantee results for you

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