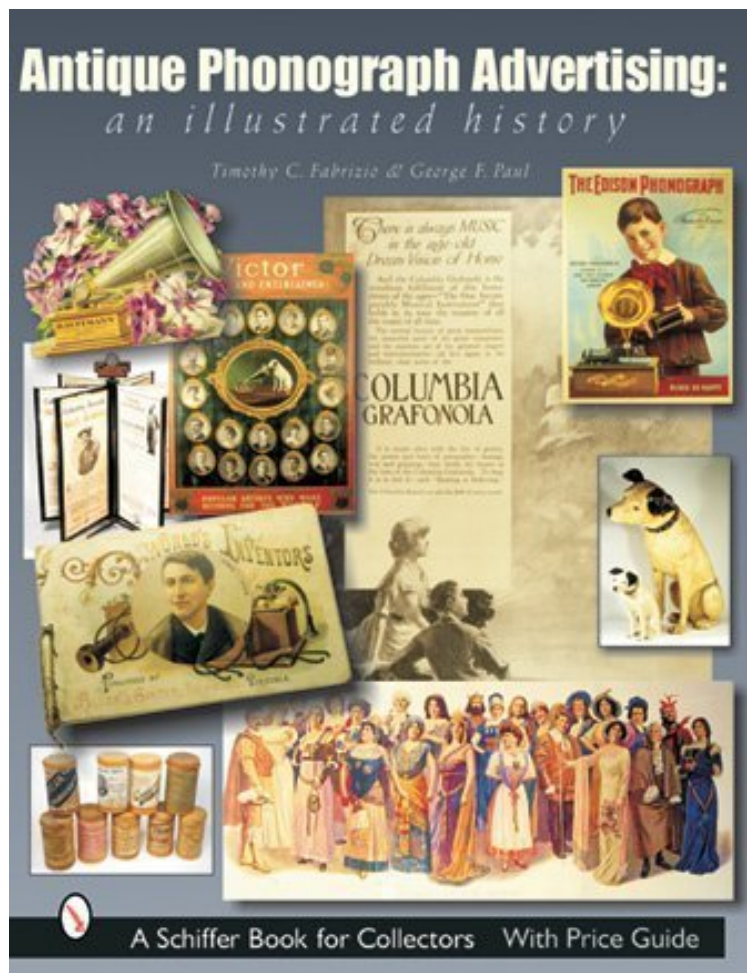


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In this, their fifth collaboration, award-winning authors Timothy C. Fabrizio and George F. Paul examine the fascinating and collectible field of phonograph advertising. Whether pragmatic, inspirational, or merely avaricious, talking machine promotion assumed a variety of mantles during its first fifty years. Charming trade cards, brightly lithographed posters, flamboyant letterheads, and a wide variety of bizarre objects emblazoned with marketing slogans were used to sell phonographs and records during the 1877-1929 period. Additionally, phonograph records were used as a medium for promoting products as disparate as toothpaste, automobiles, and presidents. Indulge yourself with this visual feast of 450 color illustrations of phonograph and record marketing from yesteryear, plus detailed captions, values, and an insightful text.

About the Author Timothy C. Fabrizio has been researching and writing about the talking machine for over 30 years and is presently a talking machine restorer and dealer in New York State. George F. Paul began collecting and researching the talking machine at the age of thirteen. His love of the machines has led him to become a widely recognized expert in the field. He lives in rural New York State with his wife and two children.