

Advertising Policy

The *ARSC Journal* accepts advertising for goods and services of interest to members of ARSC, and encourages advertising as a means to inform readers about products and services and to foster product communication between vendor and buyer. The *ARSC Journal* will adhere to all ethical and commonly accepted advertising practices and will ensure that its practices conform to Association policy. The *ARSC Journal* reserves the right to reject any advertisement deemed not relevant or consistent with the above or to the aims and policies of ARSC.

Advertising Rates

Full page	4 1/2" x 7 1/8"	\$100.00
Half page horizontal	4 1/2" x 3 1/2"	\$ 65.00
Half page vertical	2 1/8" x 7 1/8"	\$ 65.00
Quarter page	2 1/8" x 3 1/2"	\$ 40.00
Covers (when available)	4 1/2" x 7 1/8"	\$200.00

Display advertising only; no classifieds available (inquire about classifieds in the *ARSC Newsletter*).

Discounts: 15% to outside advertising agencies.
 10% on two or more consecutive insertions.

Mechanical requirements

Copy is accepted in the following formats: 1) Pagemaker desktop-publishing software or most word-processing software, accompanied by hard copy; 2) mounted, camera-ready copy, halftone screens up to 133 lines may be used; 3) typewritten copy (text only no logos or illustrations) to be typeset by the publisher. Add \$20.00 for publisher typesetting.

Deadlines

Insertion orders, and computer or camera-ready copy: February 1 for spring issue; September 1 for fall issue; For publisher typesetting allow two extra weeks.

Regulations

Add advertising subject to editorial approval. Telephone orders must be confirmed in writing. All artwork will be disposed of six months after publication unless we are specifically instructed to the contrary. Contracts and individual insertions may be cancelled up through the closing date for the issue; ads cancelled after this date will be billed at the regular space rate.

Correspondence, advertising copy, and illustrations should be addressed to:

Gary Thalheimer
31 East 72nd Street, #9B
New York, NY 10021
(212) 288-9162

Inserts

A postcard or pre-folded sheet (maximum size 8 1/2" x 4" double fold or 8 1/2" x 3" triple fold) supplied by the advertiser may be inserted in the *Journal* for \$100.00 per insertion. Inquiries should be sent to:

Barry R. Ashpole
377 Soudan Avenue
Toronto, Ontario, Canada M4S 1W6

The Collector's Guide to Victor Records

by Michael W. Sherman

"This beautifully produced book is both a fascinating read and a definitive reference work, the product of much painstaking research. It recommends itself to inquiring collectors of 78s, few of whom are likely to be unresponsive to its near-encyclopaedic content and narrative interest."

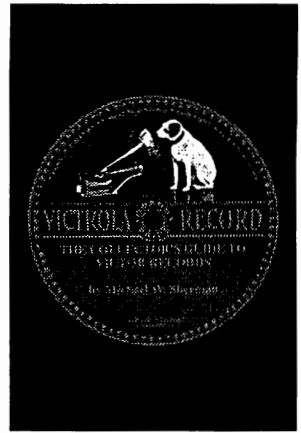
Paul Lewis *The Record Collector*

"...the book will remain a reference source for many years, and you'll probably turn to it often if you have a large collection of Victor recordings. [Mr. Sherman] has done a superb job on this volume, and it will benefit collectors for years to come."

Steve Ramm *DISCOVERIES Magazine*

"The meticulous scholarship detailing and illustrating every stage in the development of Victor labels and discs will satisfy the most most fastidious buffs, while for the general reader, the book provides a cornucopia of treasures."

Joe Pengelly *Hillandale News*



\$29.95 softcover
\$45.00 hardcover
plus \$2.00 postage

To order, send a check or money order to the address below. AMEX, Mastercard and Visa also accepted.

MONARCH RECORD ENTERPRISES

100 HIGHLAND PARK VILLAGE • DALLAS, TX • 75205-2788



AVAILABLE AGAIN!

PRESERVATION AND STORAGE OF SOUND RECORDINGS

A STUDY SUPPORTED BY A GRANT FROM
THE ROCKEFELLER FOUNDATION

By A. G. PICKETT and M. M. LEMCOE

Department of Engineering Mechanics
Southwest Research Institute, San Antonio, Texas



LIBRARY OF CONGRESS
WASHINGTON • 1959

A I R association for recorded sound collections
S I C

Pickett and Lemcoe's PRESERVATION AND STORAGE OF SOUND RECORDINGS

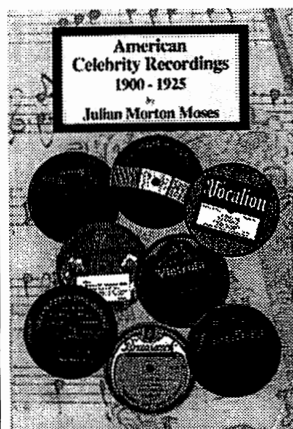
Seventy-four pages,
reprinted in 1991 by the
ARSC-Associated Audio
Archives Committee.

Now available for \$20.00,
postage included.

Send orders to:

Executive Director—
Publications Orders
P.O. Box 10162
Silver Spring, MD 20914

**Read why no Archive, Library or Collector should be without
this new edition from Monarch Record Enterprises**



American Celebrity Recordings by Julian Morton Moses Revised 3rd edition

"This book is largely a reissue of the same author's *Collectors' Guide to American Recordings 1895-1925*, the first version of which was published (incredibly) in 1936. My own copy is of the enlarged 1949 edition and is well-worn and filled with notes (such as matrix numbers), having given solid service ever since I took an interest in records. It is still used, or was until the new edition appeared, and the new version will continue to be used in spite of the appearance of the more weighty and detailed tomes from Greenwood's Fagan & Moran.

Moses can fairly be described as the man who put the record collecting business in the States into the register of 'proper' hobbies. [His] contribution was much more than the formation of a collection: he collected with curiosity, took the trouble to study his subject in great depth, and finally systematised his knowledge and made it available to all who had similar interests but no chance at all of obtaining their information first hand. Moses's achievement, remarkable at any time and even more so half a century ago, was that he managed to include every single [Victor] celebrity record issued or numbered for issue in his period. These have been cataloged by listing the artists alphabetically, usually with a brief note concerning the artist and followed by another brief note concerning the records. Finally there is a complete numerical listing allowing any catalogue number to be identified with ease.

For 'the rest' [other labels] the problem is different. Moses's solution is therefore to make his own choice of who should be included and, although any collector may have his own views, the selection given is both fair and reasonable. Anyone who has strong feelings otherwise should remember that this part of the field is wide open to research and should try writing his own book.

[Another] area which must be considered is the series of notes accompanying most entries. These are of great interest, much to the point, perceptive and good-humoured. The remarks made by Lady Mackenzie, a noted critic in her day, deserve repetition. 'This is the kind of book that is a deep source of satisfaction to one reviewer at least; clear, pointed in comment, full to the very brim with straightforward statistical data...terse, pithy and uncommonly sound judgements on the artists.' With that one can only agree.

The book must have created a sensation when it appeared in 1936 and again when it reappeared in 1949. Nothing like it was available elsewhere until very recently, and American collectors were envied simply because they had such a source at their disposal. Of course it does not attempt to be encyclopaedic: for that kind of treatment you must look elsewhere. What it does, however, is to provide a thorough coverage of the celebrity material sold in America in the first quarter of the century in a form which is easily readable and invaluable as a quick reference, both to newcomers to collecting (who will find it essential) and to the older hands (who will appreciate anew the comments and the humour).

Those who have not seen this book before, or who have been unable to obtain a copy since it went out of print, should hurry to place their order in case it goes out of print again. They will not be disappointed. Those who already own copies of the old version should also obtain a copy of the new. At under \$13 it is cheaper than a CD and cheap enough to buy an extra copy in which to tick off one's holdings!"

Alan Kelly *The Record Collector* Jan.-Mar. 1994

To order, send a check or money order for \$14.95 to the address below.
American Express, Mastercard and Visa also accepted.

MONARCH RECORD ENTERPRISES

100 HIGHLAND PARK VILLAGE • DALLAS, TX • 75205-2788



From Tinfoil to Stereo

The Acoustic Years of the Recording Industry, 1877-1929



by Walter L. Welch and Leah Brodbeck Stenzel Burt

Foreword by George L. Frow

"The landmark book on the origin and development of the technology of sound recording."—John Fesler, International Tapetronics Corporation

"Whoever has spoken into the mouthpiece of the phonograph, and whose words are recorded by it, has the assurance that his speech may be reproduced audibly in his own tones long after he himself has turned to dust. The possibility is simply startling."—*Scientific American*, November 17, 1877

Above: Helen Davis, Victor Young, and Thomas Edison in the Edison Laboratory.
224 pp. 40 b&w photographs, notes, bibliography, index. 0-8130-1317-8
Cloth, \$39.95. Through full-service bookstores or order with VISA or M/C toll free:
1-800-226-3822.

University Press of Florida

Gainesville, Tallahassee, Tampa, Boca Raton, Pensacola, Orlando, Miami, Jacksonville

Finnegans Wake

When James Joyce wrote *Finnegans Wake* his intention was that it should be listened to; now a reader can immediately hear a virtuoso performance of any part of the text.

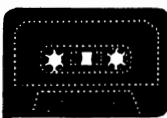
Recorded in Dublin by **Patrick Healy**, a scholar and performance artist who brings to the text an immense erudition combined with an intimate knowledge of Joyce's playfulness with words. *Rennicks Auriton* and the Irish Museum of Modern Art has published a limited edition of one thousand, in a boxed set of 17 CDs indexed to the standard edition, with Healy's book, *The Modern and the Wake*.

Recently acclaimed in the *Joyce Literary Supplement* by David Hayman it is available in the U.S. for \$600.

Seamus Moran, 125 5th Ave, NYC. 10003, tel (212) 982 5447

Rennicks 40 Bow Lane East, Dublin 2, tel 353 1 4782 822

**gary thal
music inc.**



p.o. box 164 lenox hill station
new york, n.y. 10021
phone: 1-212-473-1514
fax: 1-212-288-4126

Serving
Music Libraries
Music Professionals
and Serious Collectors

In-print recordings and videos on
all Domestic Labels and Imports
(all available formats)

Enjoy knowledgeable, personalized Service
at competitive discount prices

Hard-to-find labels and Imports are our specialty

3 FREE Ways Gaylord Helps You Find the Right Path

1. FREE Literature

Request Gaylord's *Preservation Pathfinders* to guide your preservation efforts. These booklets are oriented to those new to preservation. Now available:



No. 1: A Bibliography of Selected Books on Preservation.

No. 2: Archival Storage Solutions for Paper.

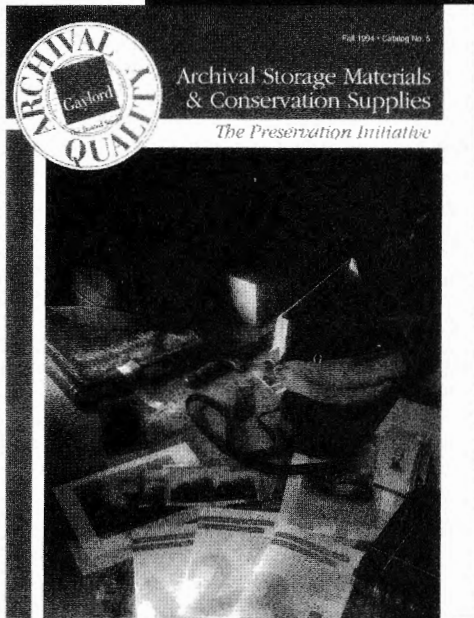
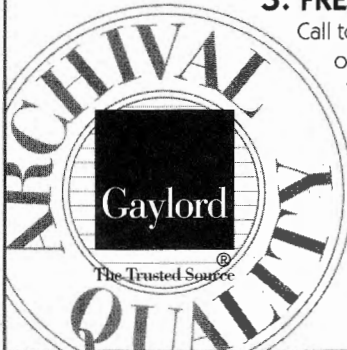
No. 3: Archival Storage of Photographic Materials

2. Toll Free Help Line 1.800.428.3631

Let our consultant help solve your preservation problems. Call Thursdays & Fridays, 9am to 5pm EST. An independent, professional conservator will pick up to answer your questions.

3. FREE Catalog

Call to receive your copy of our latest catalog. Over 125 pages of archival storage materials and conservation supplies including extensive preservation "how-to" technical tips.



Archival Storage Materials
& Conservation Supplies

The Preservation Initiative

The Right Path to Follow

Call Us
For Help

1.800.448.6160