

The Model Home OF THE NEW Emerson Phonograph

A Fifth Avenue Exhibition Shop maintained in the interest of nearly seven hundred Emerson dealers in the Metropolitan District.

ON Fifth Avenue it stands—right across from where Farragut directs the traffic—the new home of Emerson Records and the new Emerson Phonograph with the round, scientifically correct Emerson Music Master Horn.

Within this handsome, modern building stand the various models of the new Emerson Phonograph—all waiting to delight you with their full, clear, round tone.

Science* proves that sound—tone—travels in round waves. That is why the Emerson Phonograph has a perfectly round sound chamber or horn—the Emerson Music Master Horn. (Patent No. 889,480)

* "Principles of Physics" (Mayer) Page 215; "Elements of Acoustics" (Laird) Page 10-11

Familiarize yourself with this great advance in the science of sound reproduction. A revelation awaits you. Hear the human voice or your favorite instrument reproduced with a naturalness, fidelity and volume little short of amazing. Annoying echoes, metallic sounds, muffled tones—all are absolutely eliminated. Why? Because the Emerson Music Master Horn is perfectly round, like a megaphone—a round horn, of solid spruce, the one wood of all others most resonant and vibrant.

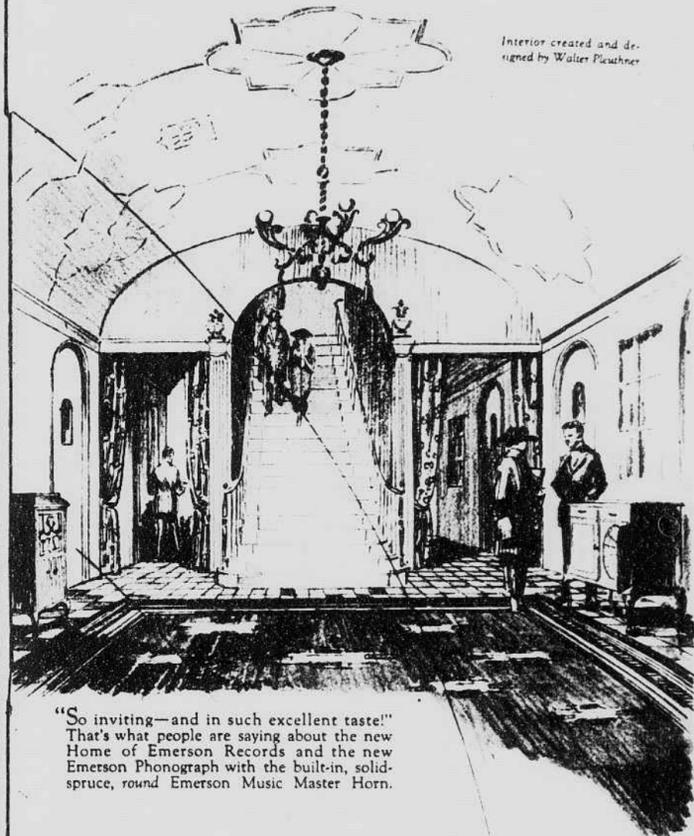
Phonograph dealers are specially invited to visit the model Emerson Shop and inspect the new line of Emerson Phonographs. This is a splendid opportunity to cultivate first-hand acquaintance with the Emerson Music Master Horn—unquestionably the most significant development of recent years in phonograph tone reproduction.

Every Emerson Phonograph, from the moderately priced, substantially built Table Model at \$80.00, to the luxuriously handsome Period Pieces, priced up to \$1000.00 is equipped with the Emerson Music Master Horn.

To the Public

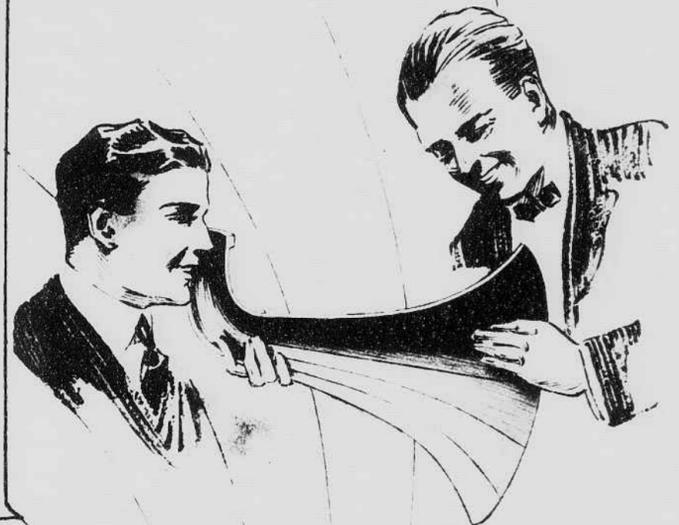
In the Metropolitan District you will find 700 Emerson dealers, accredited representatives of the Emerson Phonograph Company, Inc.

The **Emerson Shop**
206 FIFTH AVENUE
and 1126 BROADWAY



Interior created and designed by Walter Plautner

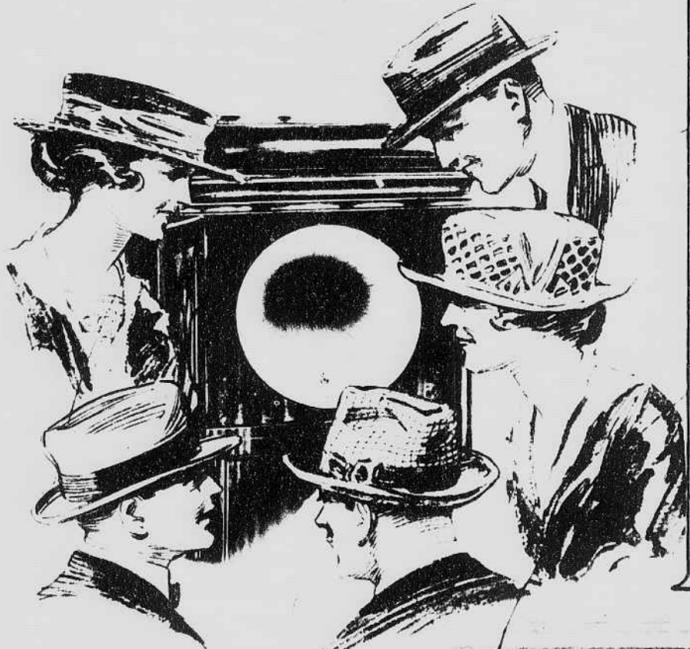
"So inviting—and in such excellent taste!" That's what people are saying about the new Home of Emerson Records and the new Emerson Phonograph with the built-in, solid-spruce, round Emerson Music Master Horn.



"Solid spruce," says the Emerson salesman, admiringly fingering a cross-section of the Emerson Music Master Horn; "specially selected, kiln-dried spruce—solid, not veneered."



This is the new Emerson Shop—206 Fifth Avenue—between 25th and 26th Streets—almost directly across from the Farragut Statue, Madison Square.



It's the talk of the town—for it's perfectly round. Every note flows full and round from the round Emerson Music Master Horn.



Emerson QUEEN ANNE MODEL with

- Emerson Music Master Horn
- Emerson Thrush-Throat Universal Tone-Arm
- Emerson True Tone Reproducer
- Emerson Gold-Edge Clamp-Ring
- Plush-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 \$1000

The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN