

The NEW EDISON "The Phonograph with a Soul"



Let Us Show You Why Edison Period Cabinets make the best Gift Phonographs

YOUR Christmas phonograph is going to occupy a permanent place in your home. It ought to be a piece of fine furniture. And it can be that.

Mr. Edison realized that fine music and fine furniture belong together. So he had all New Edison Phonographs encased in genuine Period Cabinets.

The Golden Age of Furniture

The finest furniture ever created, now known as Period Furniture, is a heritage of the 16th, 17th and 18th Centuries. Luxurious living was the ideal of that age. The arts and crafts were all developed to the utmost.

The Master-Craftsmen

of those days developed a grace and beauty of design in furniture never equalled, either before, or after that

era. Toward the end of the 18th Century, every noble dwelling place of England, France and Italy was a veritable furniture treasure house. It was the "best period" in furniture.

Mr. Edison's Designers

of furniture have gone back to the Golden Age for their Cabinets. They have adapted this finest furniture to your home.

Every New Edison

is a Period Model—even the lowest priced model. Period Furniture is thus placed within the reach of all phonograph buyers.

Choose among the 17 models. You may have Chippendale—massive, but graceful; Jacobean—impressive, yet reserved; Sheraton—with its delicate rectangular treatments; and a host of other models.

Read the tributes

paid to Mr. Edison's designers by two great furniture authorities. Lady Randolph Churchill, of England, says: "Mr. Edison's designers have succeeded in putting the character and feeling of the best periods into his phonograph cases."

Miss Elsie de Wolfe, America's most celebrated designer of household interiors, says: "The superior furniture value of Edison cabinets can scarcely fail to impress the lover of good furniture."

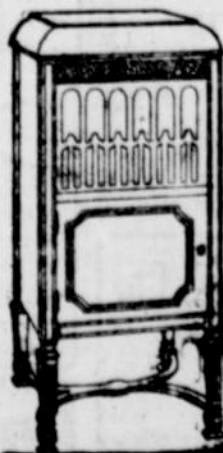
Get it this way—

by our Budget Plan. This plan is the most convenient way to get a New Edison for Christmas. You order now. You pay afterwards, by allotting part of your pleasure expenditure to the purchase.

Mt. Scott Drug Company Near Carline
Ninety-second Se. LENTS



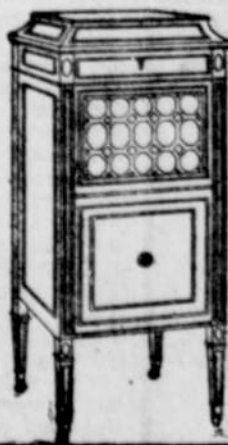
William and Mary



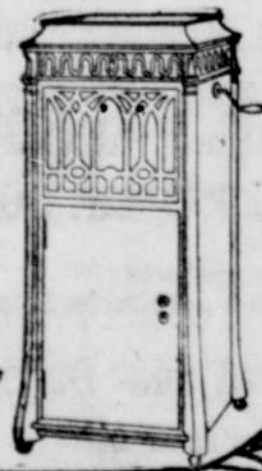
Louis XIV



Sheraton (Inlaid)



Chippendale



Come for your copy of "Edison and Music"

This valuable book is a compendium of information concerning NEW EDISON PHONOGRAPHS and fine furniture. It contains fine descriptions and plates of the 17 New Edison Period Phonograph Cabinets.

The Herald Office Does All Kinds of Commercial and Booklet Printing

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