

1925 – Music Master VII

The Loudspeaker

Categoria/category: Altifalante de Corneta / Horn loudspeaker

Fabricante / *Maker: Music Master Corp. (pre 1927) or General Radio Corporation (Geraco).*
 Modelo / *Model: Music Master VII.*
 Princípio / *Principle: Corneta / Horn.*
 Formato / *Shape: Modelo de mesa / Tablemodel.*
 Motor / *Driver: Eletroímã e diafragma de aço / Electromagnet and steel diafragm..*
 Materiais / *Materials: ferro, aço, latão e madeira de mogno / Brass, steel and wood (horn).*
 Produzido / *Produced: 1925.*
 Dimensões / *Dimensions: 457 x 260 x 254 mm.*
 Peso: / *Weight: 4.5 kg.*
 Impedância / *Impedance: 1350 Ω.*



Music Master Makes any good set **BETTER**

Music Master transforms mere radio reproduction into artistic re-creation. Mere assertion? No! Plain fact—because:

THE piano's sound board, the violin and 'cello, and Music Master's amplifying bell are all of wood—because wood produces natural tones.

Heavy cast aluminum eliminates over-vibration, develops sound without distortion and imparts a unique tonal brilliance. This balance of resonant wood and non-resonant metal preserves, reproduces and re-creates the natural qualities of instrument and voice—and makes

Music Master the Supreme Musical Instrument of Radio, for which there IS no substitute. Buy Music Master and be safe—buy Music Master and improve your set—buy Music Master and exchange mere radio receiving for the artistic enjoyment of radio re-creation.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus
 Tenth and Cherry Streets
 PHILADELPHIA Pittsburgh
 Canadian Factory: Kitchener, Ontario



Model VIII, Mahogany Cabinet with Jute-focusing \$35
 Model VII, 21" Wood Bell \$35
 Model V, Metal Cabinet, Mahogany Finish, \$18
 Wood Bell \$18

Music Master

RADIO REPRODUCER



História / History:

1. In 1922, Walter L. Eckhardt founded the General Radio Corporation, GeRaCo, with the aim of selling radio products and accessories, but he also became involved in manufacturing some products. His main product was the Music Master Horn, a special loudspeaker that had a magnificent turned mahogany horn but which, at the time, was sold quite expensively.
2. In 1924, Eckhardt changed the name of his company to Music Master Corporation, but despite selling 2,500 loudspeakers a day, he was unable to survive and the company officially went bankrupt on May 3, 1926.
3. In 1926, Walter L. Eckhardt, together with his two sons, founded a new company, the Eckhardt Corporation, but this was also not very successful and ended up closing in 1928.