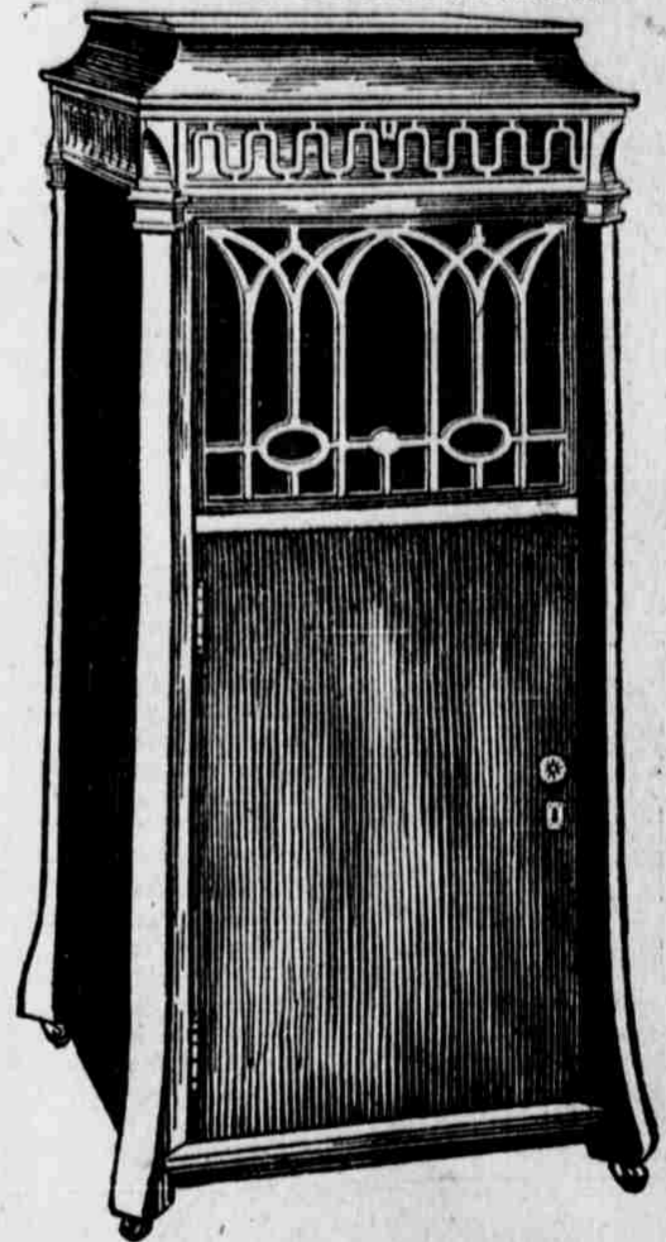


First and Last Word in Phonographs

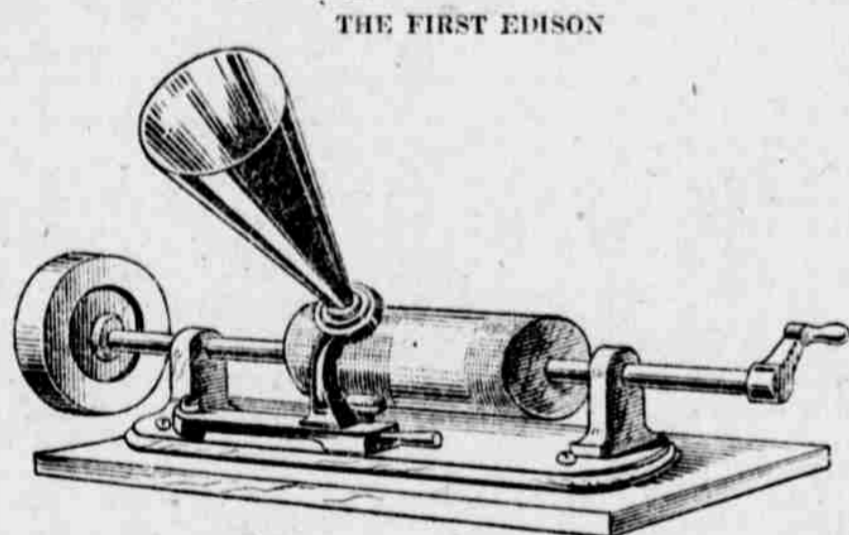
Contrast the Original Edison with the Diamond Phonograph shown here

In its day the first Edison was a wonder, though it reproduced the human voice with but a fair degree of accuracy. Today the "New Edison" Diamond Phonograph is as Great A Wonder because it

THE LATEST AND BEST AN EDISON



1918



THE FIRST EDISON

1877

ABSOLUTELY MATCHES EVERY

HUMAN QUALITY OF THE

ACTUAL LIVING VOICE

THE first talking machines, BOTH DISC and CYLINDER were invented by Thos. A. Edison, the greatest inventor the world has ever known.

When Edison placed his first phonograph before the people he knew and said something was lacking, the fundamental tones were reproduced but not the over tones and tone colors, and to this baffling problem of acoustics, he turned his attention. For more than thirty-six years Mr. Edison, with his characteristic patience and tenacity of purpose, struggled with difficulties in the way of perfect recording and repro-



THOS. A. EDISON

ALL Edison phonographs now use a GENUINE DIAMOND reproducing point that never wears out and thus does away with all needle changing. Nothing to change on the Edison but the record.

Edison records are practically indestructible, never wear out and play nearly twice as long as any other record made. Many of the greatest artists in the world now make records exclusively for the NEW EDISON and new ones are being added almost daily.



In actual tests Edison records have been played more than two thousand times without showing any signs of wear.

Models and Prices

There are three models of the cylinder type at \$35.00, \$58.00 and \$82.50 and disc models \$106.00, \$160.00, \$200.00, \$265.00 and up to \$6000.00.



MISS ANNA CASE MAKING A TONE TEST.

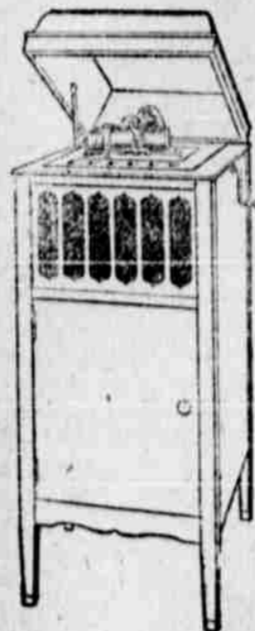
duction of music until in the year 1913, his labors were rewarded with success and he turned to the world and said, "here is the NEW EDISON a sound reproducing instrument that is perfect, one that absolutely RE-CREATES the actual living tones of singer or instrument" and to prove his statement inaugurated the "Tone Test."

This test is simple in the extreme. The NEW EDISON is placed upon the stage; the artist stands beside it. The instrument begins to render one of the singer's own songs. After a few moments the artist begins to sing the same song with the instrument. Suddenly the singer ceases and the NEW EDISON continues alone.

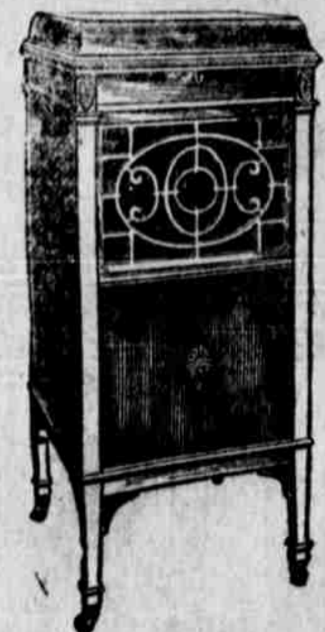
Over 1,500 of these tone tests have been staged. Thirty great stars have made this comparison. Of the more than 2,000,000 people who have been present NOT ONE has been able to detect any difference between artist and instrument. With the lights lowered to hide the singer's lips not one of the 2,000,000 has been able to say when the singer ceased and the instrument continued alone.

Talking Machine makers claim to perfectly reproduce the singer's voice, but the NEW EDISON is the only instrument that PROVES ITS CLAIMS.

With the aid of a simple attachment any steel needle record can be played on the NEW EDISON with better results than on its own instrument.



Several different finishes in each model so that every taste may be satisfied. You will find here an instrument that will please at the price to suit your purse.



The real excellence of the NEW EDISON can only be appreciated by actual hearing. Come in any time for a demonstration or, if you prefer, let us bring one to your home for a FREE home trail. You will not be importuned to buy nor will this place you under any obligation. We sell any model on easy terms if you want them.

We have several very interesting booklets pricing and describing the various models which we will be glad to send you if you cannot conveniently call.

EDISON LICENSED DEALER
Jeweler And Optometrist

E. H. NEWHOUSE