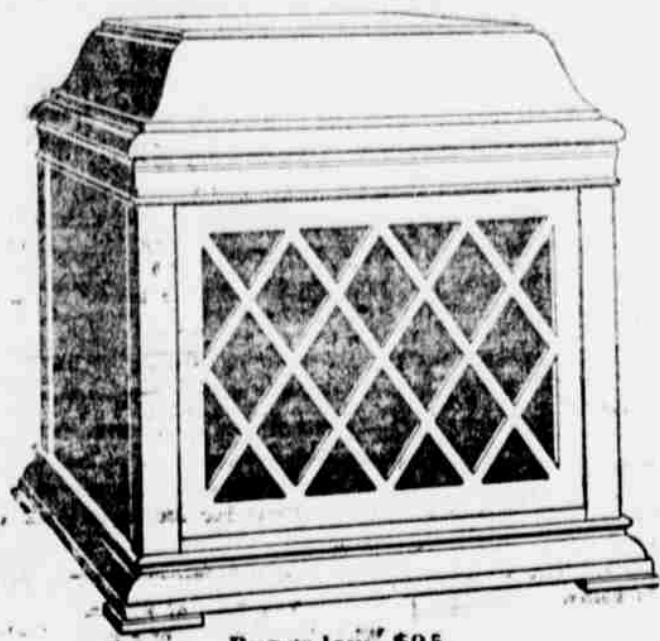


PEOPLE SOMETIMES ASK—

Why Do You Sell the Edison Only? Why Don't You Sell Such and Such?

Our answer is: "We have sold various makes of Talking Machines in the past 16 years and on the perfection of **Edison Diamond Phonographs** we became exclusive Edison Dealers for the following reasons—



Bungalow \$95
phonograph. As well finished as a high grade watch, and so constructed as to give an **absolutely uniform rate of speed** to the turntable thus insuring a **CORRECT "RE-CREATION."**

"The Edison has no tone of its own. The Edison is the **only** instrument to give the "**Re-creation**" of the singer's voice or the artist's instrument—not an imitation as with talking machines or —olas.

"The Edison is the **only** instrument to **pass** the ordeal of a **tone test**. The Edison uses a **genuine diamond** to "Re-create" the music from the record. This diamond has but one purpose, and that is to follow the tone undulations of the record and resolve them into **real music**. The diamond does not require replacement every time you play a record as it **never wears out**.

"The Edison **motor** is the simplest and most durable used in any phonograph. It also has many other superior points that you should know about.



Arthur Middleton
the famous Baritone, late of the
Metropolitan Opera

The EDISON RECORD



is far better than others as to wearing qualities; it is practically **unbreakable**. Individual records have been **played more than 5000 times** without showing signs of wear. Each record contains almost double the music of any steel needle record. It is the only record on which are recorded all delicate overtones that give life to the music, and combined with Edison Diamond Reproducer gives the real voice of the singer or the real tone of the instrument.

The Edison does not have the harsh metallic twang found in all steel needle talking machines. The twang being caused by the steel needle, metal arm and metallic diaphragm of steel needle machines. Many other points of superiority are found in the Edison

The EDISON CABINETS

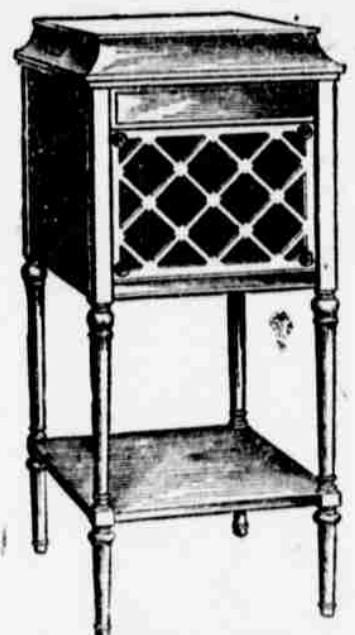
Present day Edison Cabinets are all **Period Models** embodying the **best ideas in furniture** from the most noted designers. Cabinets are supplied in a number of finishes. No masquerades in the Edison. Honestly built and finished from outside finish to the core.

The EDISON ARTISTS

Just a word in regard to Artists. Take a complete list of Edison Artists as you read the critiques in the leading American newspapers and you will find that the Edison has selected the fresh, youthful voices that are now winning the plaudits from the critics.

It is the irony of musical fate that an artist's reputation rarely reaches its highest point until after the artist's powers have begun to wane. As a famous Italian artist once said, not long ago; "When I had a voice I had no reputation. Now I have a reputation but I have no voice"

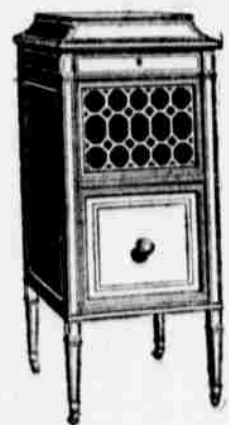
The number of great artists that sing or play for Edison grows rapidly.



Moderne \$120

We ask you to come in and hear these instruments or let us bring you one for free home trial

Instruments range in price as follows:



Sheraton \$195

Model 30 \$41 Model 50 \$68 Model 75 \$100

Bungalow or Summer Model \$95

Moderne \$120 Heppelwhite \$155 Sheraton \$195

Jacobean \$250 Chippendale \$285 William & Mary \$285

Other Models up to \$6000



Heppelwhite \$155

WE CAN GIVE YOU CONFIDENTIAL EASY TERMS IF DESIRED

We Welcome Your Visit of Inspection or A Catalogue Free on Request

The FREE HOME TRIAL Places You Under No Expense Nor Does it Obligate You to Buy

RED CLOUD

Jeweler and Optometrist

E. H. NEWHOUSE

Licensed Edison Dealer

NEBRASKA

I can use a few Liberty Bonds