

The OFFICIAL LABORATORY MODEL IN AN EXQUISITE WALNUT CABINET



An actual photograph of Thomas Chalmers of the Metropolitan Opera Company singing in direct comparison with the New Edison. This is the famous tone test which proves that the voices of artist and instrument are indistinguishable.

Over 30 great artists have conducted these tests; more than 2,000,000 people have attended them. And in not one instance has a listener been able to note a shade of difference between the two renditions. Not one has succeeded in detecting when the living voice ceased and the instrument continued alone.

Mr. Chalmers, one of the world's greatest baritones has scored a tremendous success in his roles this winter. His interpretation of Valentine in Faust is acclaimed by the critics as one which will occupy a prominent page in the history of operatic music.

IT was in response to a strongly felt demand that we recently concluded to offer the Official Laboratory Model in a walnut cabinet, in addition to the popular Chippendale. To tell you how we developed the cabinet, which is pictured on this page, may throw some light on the methods of the Edison Laboratories.

We began by asking the country's leading makers to submit designs. Forty different sketches were offered. After a careful inspection we rejected twenty-five. That left fifteen; every one of them a handsome model. But we wanted the best, the most beautiful cabinet possible to secure. So we had fifteen different models actually constructed, one from each sketch. A jury then weighed their respective claims and finally the model you see was selected. Thus thirty-nine designs were rejected that the most beautifully proportioned cabinet of its period might grace your drawing room.

This process of elimination characterizes every step in the manufacture of our instruments. 2,400 different materials, for example, were tried and rejected before we finally found the best material for the diamond stylus reproducer.

See the new William and Mary Model at your dealer's, Price \$350. Send for our Magazine "Along Broadway." It's packed with interesting musical information, in addition to data about

The NEW EDISON

"The Phonograph with a Soul"

THOMAS A. EDISON, INC., Orange, N. J.

Edison Re-Creations should not be played and cannot be played properly on any other instrument. If they could be, the manufacturers who seek to profit by Mr. Edison's research work would be able to make tone test comparisons, such as we have made with the New Edison before two million music lovers.

