



## POSSESS THE POWER OF ALADDIN

Compared to the power which Thomas A. Edison offers you, Aladdin's was limited; since if you own a New Edison a group of the world's greatest artists is constantly at your service. A mere twist of the wrist and presto! right there in the room peals forth the voice of Rappold, Case, Mátzenauer, Middleton, Chalmers, or any other of our Metropolitan stars. It is exactly as though the singer were there in the flesh. No human ear can detect the slightest shade of difference between the living artist's interpretation and that of

# The NEW EDISON

*"The Phonograph with a Soul"*

It is one thing to make so strong a claim; it is another to prove it. We have proved it, not once but over fifteen hundred times. More than two million people have witnessed our famous tone tests.

Picture a concert hall filled with critical music lovers. One of our Metropolitan stars, Marie Rappold, for example, begins to sing. Her brilliant soprano voice soars through the building. Now watch the audience. Note that sudden stir. Each face depicts wonderment—astonishment—bewilderment. What miracle is this! The singer's lips have ceased to move. And yet the beautiful aria continues. Surely Rappold is still singing. She must be. Every lingering overtone, every subtle shade of color is there. But her lips are motionless. It is incredible.

The explanation is simple. The New Edison which stands beside her is playing one of Rappold's records. Madam Rappold begins to sing with the

record. When she stops, the record continues. And so complete and perfect is the Re-Creation that the listeners refuse to credit the evidence of their senses. Such is the Edison tone test.

With the lights lowered to hide the singer's lips, not one of the two million or more who have attended these recitals could detect when the artist ceased and the instrument sang alone.

Thirty great artists have figured in these tests. Invariably the result was the same. Over a thousand unprejudiced newspaper critics have united in this assertion.

Call at the nearest licensed Edison merchant's and receive a demonstration. He advertises in your local paper. Perhaps, too, you'd like to see our literature. A postcard brings our musical magazine, "Along Broadway," the brochure, "Music's Re-Creation," and the booklet, "What the Critics Say."

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