

What are these great singers doing?

They are not listening to their records



ZENATELLO
Great Lyric Tenor of the
Boston Opera, recently
knighted by the King of Italy



ANNA CASE
The Miracle Girl of
the Metropolitan Opera

In talking machine advertisements it is quite common to show pictures of artists *listening* to their talking machine records. The great artists whose portraits you see on this page are doing an entirely different thing.

They are *singing* in direct comparison with Edison's Re-Creation of their voices by his new invention

The **NEW EDISON**

This is the test which Thomas A. Edison invited for the purpose of determining whether he had achieved his ambition to re-create music so perfectly that the keenest ears could not distinguish the Re-Creation from the original. The music critics of over two hundred of America's greatest newspapers have heard these comparisons (exactly as shown on this page) and have fully conceded in the columns of their papers that the New Edison re-creates music with such literal fidelity that it is impossible to distinguish the Re-Creations from the singers' voices.

None But Edison Will Submit to this Test

Do you know of any talking machine manufacturer who has invited great artists to sing publicly in direct comparison with his talking machine reproduction of their voices and has defied trained ears to distinguish a difference? There is no such case on record.

The New Edison is not a talking machine. It is the world's most wonderful instrument; an instrument which brings into your home the living personality of every great artist; an instrument which literally re-creates all forms of music.

Watch your local papers. They will contain the announcement of a dealer licensed by Mr. Edison to sell this new invention. Go to him and investigate The New Edison. Write us for the brochure "Music's Re-Creation," and the booklet, "What the Critics Say."

THOMAS A. EDISON, INC., Dept. 78011, Orange, N. J.