# Our Bargain Page



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Music Supplement to JACOBS' ORCHESTRA MONTHLY

Published by Walter Jacobs, Boston

## IS THE ABSOLUTE OF PRESENT DAY TONAL IDEALITY KNOW=ABLE?

### IF SO, HOW MAY IT BE DETERMINED?

It's Error Of Judgment To Choose An Inferior Tonal Standard : But It's Infirmity Of Character To Adhere To It When Discovered.

Smith, Brown and Iones of equal prominence and reputation as musicians have decidedly different standards of tonal ideality for the Mandolin and Guitar family of instruments. Their ideals cannot all be the true ideal if there be an absolute in tonal ideality; neither can any one of

their ideals be the true ideal unless it coincides with the absolute in tonal ideality. Who then is to sit as judge to determine the absolute if indeed it be, and if it be not, and there is no way of Petermining it, it is self-evident that any kind or make of instrument which is the cause of any kind of tone, no matter how poor, s as much ideal as any other, in which case, there can be in actuality no standard of instruments - no better, no best it's all a matter of opinion or belief which is high or low, great or small, according to the development or musical evolution of him who hears. Such is a lie. Such is the truth. A lie because the absolute in present day tonal ideality is knowable; the truth because the development or musical evolution of him who hears is essential to discern the absolute of the present day and lift him (apart from the instrument) out of opinion and belief to knowledge.

But the absolute of today is not the absolute of tomorrow. or progress would be at a standstill. Moreover if the absolute today were to suddenly give way to the ultimate (actual of perfectness) our ears would not tolerate such tonal purity no more than our tongues will tolerate the purity of distilled drinking water.

Doubtless no reader has the facilities to determine the rate. force or complexity of vibration which enter into tonal production and are, therefore, not able to tell from the so-called tone photograph or from any mechanical or mathematical basis what is or is not the absolute in present day tonal ideality as produced by the various instruments under discussion. But such means are not necessary to the player no matter how useful or essential to the manufacturer or inventor. You may prove the absolute of present day tonal ideality just as we have. Moreover, the mechanical or mathematical method will only support the proof; and the proof, the mechanical or mathematical method.

#### Unbelief Of Proof Is The Belief Of A Lie.

Take any number of instruments you wish to prove (which to be conclusive should include the best of the best makes) and have them

played alternately in the largest available auditorium. Place the most competent critics your town affords at the farthest nook from the instrument played, see that the backs of the critics are turned from the player so that they cannot hear with their eves (!) that all concealed suggestion and prejudice may be eliminated. As a few measures are alternately played mark the verdict of each critic to the make of instrument played without the other critics or judges learning the verdict, as given, lest they be influenced accordingly. Distance is necessary to such a test because ill proportions such as a thin sounding-board, a large or deep airchamber cause broad, though shallow ventriloquistic tones to so envelop a nearby listener as to make him think the tone is big while the distant listener knows it is diminutivé. Moreover distance eliminates all noise incident to the tone production, which noise many times is so confused with the tone as not to be adequately discriminated and thus is falsely considered tonal Dower

How Long Can Your Belief Linger In The Old **Construction On Slight** Evidence, On No Evidence, Or Against Evidence, The Evidence

We have made the above test many times with uniform results the critics being always surprised at their universal or same decisions. Especially surprised is the lover of some special make of instrument who unknowingly gives an adverse verdict to his pet make of instrument. The verdict is uniform because the

Herewith, The Evidence You May Verify? Or. How Long Will The Only Disadvantage Of Your Honest Heart Be Credulity?

tone of the instruments of the old construction falls down in the above crucial test. Moreover, no make sufficiently approaches the "Gibson" in carrying power to permit competent judges to vary in their decisions. We have tried repeatedly to fool them but

without avail. It is not, therefore, conceit when we affirm in all boldness and confidence that the absolute in present day tonal ideality is the tone that carries the farthest and retains the greatest body and purity, and that this is not only know-able, but it has been proven to be the "Gibson," whether Mandolin, Mandola, Mando-cello, Guitar or Harp-guitar, by hundreds besides the Gibson Company who have taken the trouble to investigate and have therefore, changed opinion or belief to knowledge. Furthermore, when all players will have thus investigated we will have a monopoly of the high-grade Mandolin and Guitar business.

#### An Opinionative Player Holds Not Opinions -They Hold Him.

Therefore, listen, oh Teacher or Player, slave to belief and opinion. Belief is blindness without a principle to explain its hope. The night of credulity is far spent; the day of

understanding is at hand. Too long have ye accepted without question the sticks, stones and traditions of instrument making accumulated in the snow-ball of acoustical history? What does it all avail whether instruments be of one construction or another if in the crucial test, the tone gets a feather edge and dies in transit?' Verily the hour has struck when proof and demonstration instead of opinion and belief are summoned for evidence of actual superlativeness for you can have no faith in falsity (a ventriloquistic tone) when once you know falsity's true nature, and whether or not you are concerned with the "whys" and wherefores " of construction, you verily are concerned whether truth or falsity furnish your enthusiasm for your given make of instrument, for if it be falsity the boughs of endeavor are too great for the stem and thus your fruitage becomes a windfall and your name goes down attached to the fall, for you pursue only that low ideality which has been forsaken and cast off by the most mighty of both the classes and the masses.

## And Join The Advance Of The Absolute?

The very best - the absolute in Will You Separate Your- present day tonal ideality --- the self From A Cheap Success "Gibson" is none too good for the humblest performer. Do you get this? It's apprehended slowly, but once realized, you won't idealize below the "Gibson," nor against it, but with it for it is the

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zenith of the know-able in tonal ideality.

From our free Book "F" architectural and acoustical truth independent of historical doctrines and time honored construction hobbies, knocks at the portal of your understanding. Know the reasons for the "Gibson" construction, and you will no more bow down to the old style instruments than you would prostrate vourself, face to the ground, at an eclipse of the sun, for knowledge of acoustical laws destroys the gods that ignorance of acoustical laws created.

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