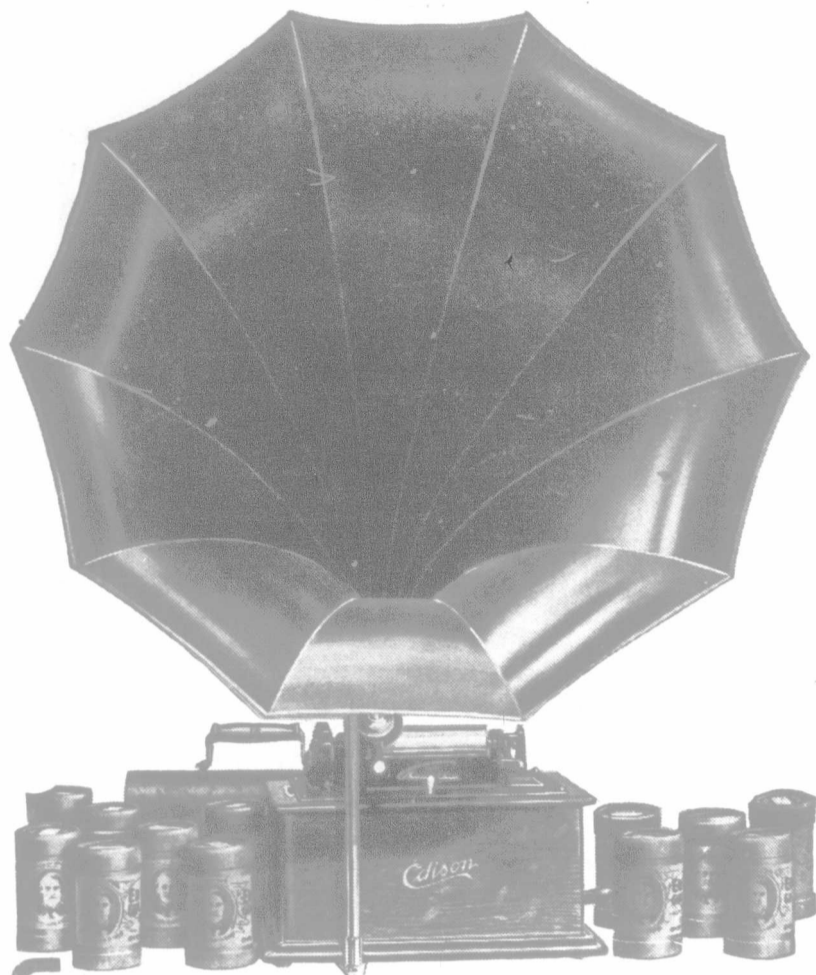


# The Edison!

The Latest Style EDISON Phonograph in Our New Outfit No. 10—this superb entertainer, Mr. Edison's latest, final improvement of phonograph—shipped

# FREE!



Yes, free. I don't ask a cent of your money—I don't want you to keep the phonograph—I just want to give it to you on a free loan—then you may return it at my own expense.

## Read the Offer: I will ship you free this grand No. 10 outfit, Fireside Model, with one dozen Gold Moulded and Amberol records. You do not have to pay me a cent C. O. D. or sign any leases or mortgages.

I want you to get this free outfit—the masterpiece of Mr. Edison's skill—in your home. I want you to see and hear Mr. Edison's final and greatest improvement in phonographs. I want to convince you of its wonderful superiority. Give a free concert; give a free minstrel show, music, dances, the old fashioned hymns, grand opera, comic opera—all this I want you to hear free of charge—all in your own home—on this free loan offer.

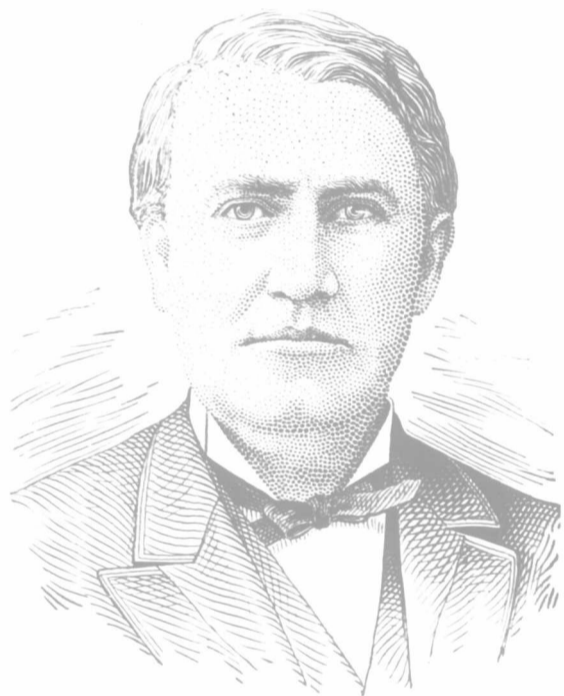
**MY REASON**—My reason for this free loan offer, this extra liberal offer on the finest talking machine ever made—see below.

## MR. EDISON Says: "I Want to see a Phonograph in every Home."

The Phonograph is the result of years of experiment; it is Mr. Edison's pet and hobby. He realizes fully its value as an entertainer and educator; for the phonograph brings the pleasure of the city right to the village and the farm home. Now, the new Fireside Edison Phonograph of our outfit No. 10, 1910 Model, is the latest and greatest improved talking machine made by this great inventor. Everybody should hear it; everybody must hear it. If you have only heard other talking machines before, you cannot imagine what beautiful music you can get from the outfit No. 10. This new machine is just out and has never been heard around the country. We want to convince you; we want to prove to you that this outfit is far, far superior to anything ever heard before. Don't miss this wonderfully liberal offer.

## My Reason I don't want you to buy it—I don't ask you to buy anything. But I do

feel that if I can send you this great phonograph and convince you of its merits, of its superiority, you will be glad to invite your neighbors and friends to your house to let them hear the free concert. Then, perhaps, one or more of your friends will be glad to buy one of these great outfits No. 10. You can tell your friends that they can get an Edison Phonograph outfit complete with records for only \$2.00 a month—\$2.00 a month—the easiest possible payment and, at the same time, a rock-bottom price. Perhaps you, yourself, would want a Phonograph, and if you ever intend to get a phonograph, now is the chance to get the brand new and most wonderful phonograph ever made, and on a most wonderfully liberal offer. But if neither you nor your friends want the machine, that is O. K.; I simply want you to have it on a free loan, and perhaps somebody who heard the machine will buy one later. I am glad to send it on a free loan offer anyway. I will take it as a favor if you will send me your name and address so I can send you the catalog—then you can decide whether you want the free loan. There are no strings on this offer, absolutely none. It is a free loan that is all. I ask not for one cent of your money, I only say if any of your people want to buy a phonograph, they may get one for \$2.00 a month, if they want it.



## Now, remember, nobody asks for a cent of your money

I want every responsible household in the country, every man who wants to see his home cheerful and his family entertained, every good father, every good husband, to write and get these free concerts for his home. Remember, the loan is absolutely free from us, and we do not even charge you anything C. O. D.

## Write for the FREE Edison Catalog

In this catalog you will find a complete list of music and vaudeville entertainments. You can pick out just the kind of records you want for the entertainment you want on this free loan in your own home. Get this catalog at once, then you can decide whether or not you want a free loan and when you want it. You can also decide just the music you want. Remember, I will appreciate it as a favor if you will give me the opportunity of sending you this latest style machine—the climax of Mr. Edison's skill—on this free loan offer. I will appreciate it especially if you will send me your name and address anyway right now, so I can fully and clearly explain our methods of shipping the Edison Phonograph on a free loan offer. SIGN THE COUPON TODAY. Do it right now.



Name \_\_\_\_\_  
Address \_\_\_\_\_  
Without obligation, just sign and mail this free coupon right NOW.

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AMERICAN OFFICE: Edison Block, Chicago, Ill.

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