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This Edison

Fireside Model Phonograph

Shipped FREE!

Read this
**Great
NEW
Offer**

LOOK FOR THE
TRADE MARK
ON EVERY INSTRUMENT
Thomas A. Edison

SHIPPED FREE

The Great New 1911 Offer on the Genuine Edison. The most marvelous offer the offer which eclipses all others. This offer is for everyone who has not yet heard our Edison in their own home. This offer is for YOU. For you to hear concerts and entertainments by world-famous musicians—just such entertainments as the metropolitan theatres are producing.

MY OFFER I will send you this Genuine Edison Fireside Outfit (the newest model) complete with one dozen Edison Gold Moulded and Amberol Records, for an absolutely free loan. I don't ask any money down or in advance. There are no C. O. D. shipments; no leases or mortgages on the outfit; no papers of any sort to sign. Absolutely nothing but a plain out-and-out offer to ship you this phonograph, together with a dozen records of your own selection on a free trial so that you can hear it and play it in your own home. I can't make this offer any plainer, any clearer, any better than it is. There is no catch about it anywhere. If you will just stop and think a moment you will realize that the high standing of this concern would absolutely prohibit anything except a straightforward offer.

WHY I WANT TO LEND YOU THIS PHONOGRAPH

I know that there are thousands and thousands of people who have never heard the Genuine Edison Phonograph. Nearly everyone is familiar with the screechy, unnatural sounds produced by the imitation machines (some of which though inferior are very expensive). After hearing the old style and imitation machines people become prejudiced against all kinds of "Talking Machines." Now, there's only one way to convince these people that the Edison is superior, and that is to let the people actually see and hear this remarkable instrument for themselves. That is why I am making this offer. I can't tell you one-twentieth of the wonders of the Edison. Nothing I can say or write will make you actually hear the grand, full beauty of its tones. No words can begin to describe the tender, delicate sweetness with which the genuine Fireside Edison reproduces the soft, pleading notes of the flute, or the thunderous, crashing harmony of a full brass band selection. The wonders of the Fireside Edison defy the power of any pen to describe. Neither will I try to tell you how, when you're tired, nervous and blue, the Edison will soothe you, comfort and rest you, and give you new strength to take up the burdens of life afresh. The only way to make you actually realize these things for yourself is to loan you a Genuine Edison Phonograph free and let you try it.

All You Need Do: All I ask you to do is to invite as many as possible of your friends to hear this wonderful Fireside Edison. You will want to do that anyway, because you will be giving them genuine pleasure. I feel absolutely certain that out of the number of your friends who will hear your machine there will be at least one and probably more who will want an Edison of their own. If they don't, if not a single one of them orders a Phonograph (and this sometimes happens) I won't blame you in the slightest. I shall feel that you have done your part when you have given these free concerts. You won't be asked to act as our agent or even assist in the sale of a single instrument. In fact, we appoint no such agents, and at the rock-bottom price on this wonderful new outfit we could not allow any commission to anyone.

If You Want to Keep the Phonograph that is, if you wish to make the Phonograph your own, you may do so, but it is not compulsory. This is a free trial. You may send it back at our expense if you wish. I won't be surprised, however, if you wish to keep the machine after having it in your own home. If you do wish to keep it, either remit us the price in full, or if you prefer, we will allow you to pay it on the easiest kind of payments.

Our Easy Payment Plan So many people really want a phonograph who cannot pay all cash that I have decided on an easy payment plan that gives you absolute use of the phonograph while paying for it. \$2.00 a month pays for an outfit. There is absolutely no lease or mortgage of any kind, no guarantee from a third party, no going before a notary public, in fact, no publicity of any kind, and the payments are so very small, and our terms so liberal that you never notice the payments.

Owners of Edison's New Fireside Model Now Ready. All those who already own an Edison Phonograph can wonderfully improve their old machines, making them almost like the new Fireside, and can also get the SUPERB new 1911 Edison Amberol records, the loudest, clearest, most beautiful records ever made, playing TWICE AS LONG as any of the records heretofore made.

Owners of Edison's, write for FREE circular AA, describing all this. F. K. BABSON, Manager.

Get the Latest Edison Catalogs

Just sign your name and address on this coupon now, and mail it to us. I will send you our superbly illustrated Edison Phonograph Catalog, the very latest list of Edison Gold Moulded and Amberol Records (over 1,500 of them) and our Free Trial Certificate entitling you to this grand offer. Sign this coupon or send postal or letter now. No obligations—just get the catalog. Write now, today, sure.

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Please send me without any obligations, your 1910 Edison Phonograph Catalog listing Edison Gold Moulded and Amberol Records and Free Trial Certificate on this grand offer, all free.

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