



Why Don't YOU Get This Phonograph

On FREE TRIAL?

For almost three years I have been making the most liberal phonograph offer ever known! I have given hosts of people the opportunity of hearing the genuine Edison Phonograph right in their own homes without a cent of cost to them.

Think of it! Thousands and thousands of people have been given the opportunity to hear in their own parlors concerts and entertainments by world famous musicians, just such entertainments as the greatest metropolitan theatres are producing.

So far you have missed all this. Why? Possibly you don't quite understand my offer yet. Listen—

MY OFFER:

I will send you this Genuine Edison Standard Outfit (the newest model), complete with one dozen Edison Gold Moulded Records, for an absolutely free trial. 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 stop and think just a moment, you will realize that the high standing of this concern would absolutely prohibit anything except a straight-forward 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 new style Edison reproduces the soft, pleading notes of the flute, or the thunderous, crashing harmony of a full brass band selection. The wonders of the new style 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.

You Don't Have to Buy It:

as possible of your friends to hear this wonderful new style 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. I am asking you merely to send for a free demonstration. 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 for it on the easiest kind of payments.

Our Easy Payment Plan. There are so many people who really want a phonograph but who do not have the ready cash to pay for it all at once 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, 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.

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 Records (over 1,500 of them) and our Free Trial Certificate entitling you to this grand offer. Sign this coupon now, get these catalogs and select your records at once. Remember the free concerts. Sign this coupon right now or send a postal card or letter if you prefer. But do it now. No obligations, just get the catalog. Sign the coupon and mail it to us right away before you forget it. Address F. K. Babson, Edison Phonograph Distributors, Edison Building, Chicago.



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Please send me without any obligations, your 1908 Edison Phonograph Catalog, list of Edison Gold Moulded Records and Free Trial Certificate entitling me to your grand offer, all free.

Name.....
Address.....

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