

Edison Was Right Again

The prices of Edison Phonographs have increased less than 15% since 1914, and a substantial part of this increase is the 5% tax, which the Edison Laboratories pay to the Government.

The Edison Phonograph of today is a better phonograph and a better value than the Edison Phonograph of 1914. On the other hand, the dollar of today is worth, in purchasing power, only a little more than half as much as the dollar of 1914. Therefore, if you buy an Edison Phonograph at this time, you are virtually buying a before-the-war value, with an after-the-war dollar.

Why was it that Edison did not increase his prices and how did he avoid the necessity of doing so? Any commercial agency and practically any investment banker can ascertain for you that the Edison Phonograph Laboratories were doing business, in 1914, on a narrower margin of profit than was true of any of the other established phonograph, or talking machine manufacturers. How, then, did Edison manage to avoid an increase in his selling prices?

The story is dramatically interesting. The following is only the essence of it:

When the United States of America entered the Great War, Mr. Edison dropped all his work at the Edison Laboratories and enlisted in the army of American men of science, who pitted themselves so successfully against the world-famed German scientists. Cardinal Mercier, on his recent visit to America, credited Mr. Edison with a large share in winning the war for the Allies. The New York American of September 5th describes, at length some of the inventions, which Mr. Edison developed and placed at the disposal of the Government. In this article, the New York American states that Mr. Edison appears to have been the moving spirit of the Naval Consulting Board of the United States.

When Mr. Edison gave up his own business for the business of the Nation, a very critical situation existed in his Manufacturing Laboratories, due to their inability to obtain various materials, and the necessity of finding satisfactory substitutes for such materials. If there ever was a time in Mr. Edison's career, when his personal attention to his business was required, it was when he went to war. Thomas A. Edison had reason to believe that he was making enormous losses by deserting his business, at the particular time in question, but he did not hesitate, and his example had a remarkable influence on the men and women,

who remained behind. From the humblest workman to the highest paid executive in the Edison organization, everyone seemed determined "to make good, while the Old Man was away." Vacations were passed up and doctors' orders were ignored by zealous employees, and, as a result, the Edison Manufacturing Laboratories were one of the few manufacturing concerns in the United States, where there was no loss of efficiency, during the war, and where there was, in fact, an increase in efficiency.

During the war, Mr. Edison spent most of his time on the sea coast or at sea. On those rare occasions, when he visited the Edison Laboratories, it was difficult to gain his attention for more than a few minutes with reference to business matters. He did, however, state that the Edison Phonograph was his pet invention and he hoped that his business associates would be able, in some way or other, to avoid any increase in price, and that, if there must be an increase, he wanted such increase to be just as small as it could possibly be made. Mr. Edison said: "I am willing to stand the gaff." Music is an important thing. Let us make it as easy as possible for people to have music in their homes in these nerve-racking days.

What was the result? The wonderful realism of the New Edison, "The Phonograph with a Soul," made it desired above all other phonographs, and its sale was stimulated by the fact that the increase in price was negligible. The demand soon far outstripped the supply. Overhead and sales expense were reduced to the minimum and thanks to Mr. Edison's willingness to absorb a large share of the increased cost of manufacture, it was possible for the Edison Laboratories, by accepting a merely nominal profit, to avoid any substantial increase in the selling price of the Edison Phonograph.

It will be many years before the general level of commodity prices is as low as the present price of the Edison Phonograph. Leading bankers have expressed themselves as willing to lend money on Edison Phonographs, because they knew the selling prices of Edison Phonographs are not going to be reduced.

Let us reiterate that when you buy an Edison Phonograph today you buy a before-the-war value with an after-the-war dollar. If you have any fear that there may be a reduction in the prices of Edison Phonographs, we are prepared to give you full assurance on that point.

Harry Dixon, Dealer.

LOCAL AND PERSONAL

Miss Loretta Murphy, City Librarian reports recent contributions of books of fiction by Mrs. Harvey Smith, Mrs. C. S. Mecomber and Mrs. Coleman.

Mr. and Mrs. D. C. Congdon are among those who will spend the winter in southern California. They expect to leave the latter part of December.

To whom are you going to sell your Hay and Grain? The Harrington Mercantile Co. will offer the highest prices.

Mr. and Mrs. F. J. Diener leave the early part of December for San Diego, Cal., to spend the winter. The trip is made with the hope that the change of climate will prove beneficial to Mrs. Diener's health.

Mrs. B. M. Reynolds and daughter returned Wednesday from San Diego where they spent several weeks visiting relatives.

Wait for the big shoe sale December 1st, Star Clothing House.

Jack McGraw recently purchased the Dave Day house in the 600 block on west Fifth street for a consideration of five thousand dollars.

Dr. L. J. KRAUSE, Dentist, McDonald Bank Building, Rooms 2 & 3, Phone 97.

Mr. and Mrs. R. M. Weeks returned Wednesday from a two weeks' visit in Oklahoma and at Camp Funston where they visited their son who is in service. Mr. Weeks says that cotton is in abundance in Oklahoma but as the price is so low they refuse to pick it.

Mr. and Mrs. Charles Weir left Wednesday afternoon for a short visit in Kearney.

Mrs. Fay Russell, of Ogallala, transacted business in the city the latter part of the week.

Mrs. E. P. Booher, of Wallace, transacted business in this city the first of the week.

Mr. and Mrs. Theodore Smith, of Wellfleet were visitors in the city the latter part of the week.

Mr. and Mrs. Bruce Tundeson, of Wellfleet transacted business in this latter part of the week.

Mrs. Moreland, who has been visiting at the Evans home left Tuesday for her home in McCook.

Mrs. P. J. Maggity underwent an operation at the General Hospital Wednesday morning. She is reported to be doing nicely.

Hattie Spuhler, of Paxton, left Wednesday morning for her home after visiting relatives in this city for some time.

We want to show you our beautiful line of floor lamps; be sure and visit our gift room when down town. Clinton, the jeweler

A very quiet wedding was performed by Rev. W. H. Moore of the Episcopal church at the home of C. W. Dorran, 615 East Fifth when Mrs. Josephine Hughes became the wife of Carlton J. Capron. They will be at home here after December 1 at 1218 West Ninth Street.

Homer Rodgers and Matt Graustaff were arraigned in the county court Wednesday on the charge of unlawfully entering the home of Mrs. D. H. Dovenberger on the night of November 13th. Both pleaded not guilty and the hearing was set for December 4th. The parties in the case live in the southeast part of the county.

NOTICE OF TAKING UP ESTRAY.

Taken up by the undersigned on his premises on the southern limits of the city of North Platte, Lincoln Co., Nebraska, on Nov. 1, 1920, one chunky black horse, four years old. Dated this 15th day of Nov. 1920. Signed: P. E. PAYNE.

BOY SCOUTS ARE PLANNING EXTENSIVE HIKE DURING NEXT SUMMER

E. L. Stephens, who was camp director of the Boy Scout Camp here last summer, announced at the Boy Scout Mass Meeting that plans are now being made for a Boy Scout hike to Denver and another to the state camp at Columbus, both to be made during the next summer vacation.

C. R. Motey returned Sunday from a business trip to Hastings.

Taxi and Delivery, Phone 908.

Harold Cox returned the latter part of the week from a short visit in Grand Island.

Don't miss the big shoe sale at the Star Clothing House, December 1st.

SAFETY WITH FLOWERS

North Platte Floral Co.—Flowers, W. Twelfth Street Phone 1023 We deliver and ship anywhere

NOTICE

I have opened a branch office at the Metropolitan Billiard Parlors for Taxi Service and Heavy Hauling.

C. H. BLOOMBERG

FOR SALE.

12 Room, Strictly Modern Home, large basement, oak floors—Elegant location. Close in. Owner must sell. It's a bargain.

Let me show this to you.

O. H. THOLECKE

FOR FRONT WHEELS

SHAFFER ROLLER BEARINGS SERVICE! No More "Grier" Guaranteed. At Dealers. Distributed by W. S. LOVEJOY, 2818 Mason Street, Omaha, Neb.

IN THE DISTRICT COURT OF UNITED STATES FOR THE DISTRICT OF NEBRASKA, NORTH PLATTE DIVISION

In the matter of George A. Ellis, Bankrupt.

Case No. 82, In Bankruptcy, Voluntary Petition.

Notice of First Meeting of Creditors. TO THE CREDITORS OF GEORGE A. ELLIS, of North Platte, in the County of Lincoln, and District aforesaid, a bankrupt.

Notice is hereby given that on the 23rd day of November, 1920, the said George A. Ellis, was duly adjudicated bankrupt; and that the first meeting of creditors will be held at the office of W. V. Hoagland, at North Platte, County of Lincoln, and State of Nebraska, on the 13th day of December, A. D. 1920, at 10 o'clock A. M. at which time the said creditors may attend, prove their claim, appoint a trustee, examine the bankrupt, and transact such other business as may properly come before said meeting.

WALTER V. HOAGLAND, Referee in Bankruptcy.

There is no domestic help problem

when you provide your household with labor-saving appliances. In the household of today they are positive necessities, if you wish to enjoy your home and family and have any time left for recreation. The

SIMPLEX IRONER

has solved the greatest problem of the household—the weekly ironing. It saves your health, labor, time and money.

It does in one hour what it takes four hours to do by hand, you can iron a tablecloth in three minutes and do it so beautifully that it looks like new? The SIMPLEX irons everything but shirtwaists and skirts, at a cost of 3 cents per hour.



One hour's time in the morning does the ironing, leaving you as fresh as when you began, and giving the rest of the day to spend as you wish.

Let us show you the many special features of the SIMPLEX that make it the safest and most practical ironer to operate.

North Platte Light & Power Co.

Crying For Bread



Photo International.

New East Relief Workers Distributing Bread to Newly Arrived Armenian Refugees in Constantinople.

The Constantinople district of the Near East Relief is wonderfully organized. All the bakeries which formerly supplied the Turkish army, under German management, have been taken over by the Near East Relief, and 20,000 loaves of bread are baked and distributed daily. Placed side by side, these loaves would make a line 250 miles long, for the five months that the Near East Relief has operated its consolidated bakeries in Constantinople, alone.

The Near East Relief, with offices in every state, is asking for funds to go on with this work.

2340

AUTOMOBILE INSURANCE

Public Liability • Property Damage • Collision



Poor little chap—!

He darted out from behind a wagon. The most careful driver couldn't have avoided him.

Hospital attention and medical aid are costly. Someone must pay. If the case goes to court, the car-owner stands to be the one.

This boy's parents did not have to sue. The motorist carried a TRAVELERS Automobile Liability policy and The Travelers settled the claim to the satisfaction of all.

Telephone us to-day

C. F. TEMPLE

THE TRAVELERS MAN.

Room 11, Brodbeck Bldg.

Phones 63 or 824J.

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Our Grades are the Best
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Coates Lumber & Coal Co.

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