

SEPTEMBER  
RECORDS  
NOW ON SALE

## *The Edison Phonograph*

RECORDS IN  
ALL  
LANGUAGES

- ☐ If you still have any lingering shreds of prejudice against *Talking Machines* it is a sign that *you have not heard the new 1911 models of the Edison Phonographs* with their sweet, clear and mellow tone.
- ☐ The *Edison Phonograph* is both an *educator* and an *entertainer*. It is a channel through which the world's most glorious music may flow into the humblest home---entertaining, edifying, elevating the occupants of that home.
- ☐ The person that sets aside, at least, \$1.00 a week for education and entertainment can secure fullest money's worth through the purchase of an *Edison Phonograph* on our *Easy Payment Plan*.

### *"Everybody's Happy When the Phonograph Plays"*

- ☐ There is an *Edison Phonograph* at a price to suit everybody's means, *from the Gem at \$15.00 to the Amberola at \$200.*
- ☐ The *Edison Records* embrace all kinds of music, all the best music ever written and by the best talent that ever produced it.
- ☐ If you are interested in *Talking Machines* it will pay you to visit our new show room and we will gladly demonstrate these superb instruments to you without your incurring any obligations whatsoever.

We are the Largest Exclusive Edison Home in the West. Special Concerts This Week

CATALOGUES  
FREE FOR  
THE ASKING

### *H. E. SIDLES PHONOGRAPH COMPANY*

EDISON DISTRIBUTORS

14th and P Streets, Lincoln, Nebraska

W. M. COLE, GENERAL MANAGER

SOLD ON  
EASY  
PAYMENTS

# Columbia Fixture, Motor and Power Company

*Manufacturers and Jobbers of*

Gas  
Electric and  
Combination  
Fixtures

*Engineers and Constructors of*

Mining Equipment  
Electric, Steam and  
Water Power  
Plants

*Electrical Contractors and Maintainers of*

Electric and Hydraulic Elevators, Generators, Motors, Switchboards  
Electrical Instruments, General and Technical Wiring

## Columbia Fixture, Motor and Power Company

142-144 North Fourteenth Street, Lincoln, Nebraska  
A. H. Sullivan, President and General Manager