

All Together, All the Time,
for Everything Electrical.

People's Electrical Page

Brilliant Illumination Makes a
City Safer, Cleaner and Better.

CLEANING HOUSE A PLEASURE

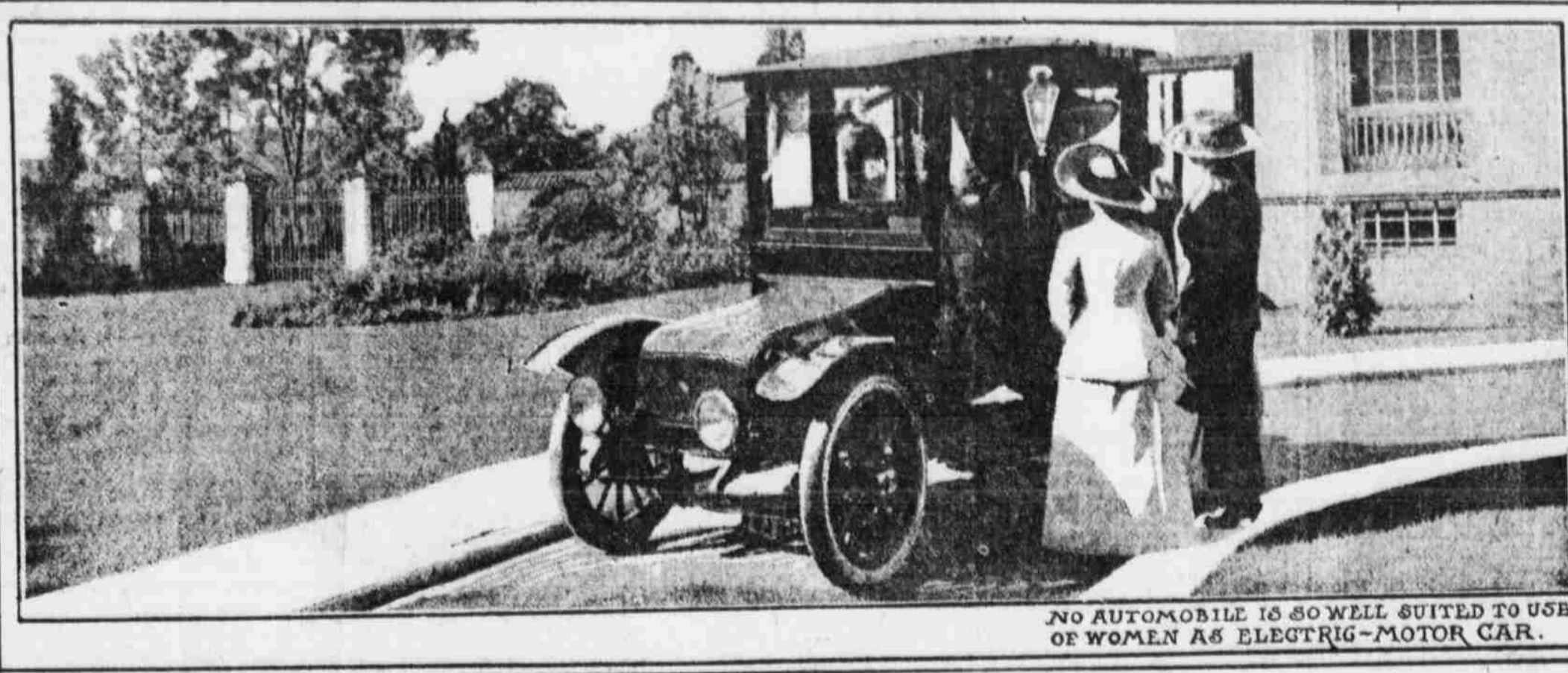
Vacuum Cleaner Has Revolutionized
Work of Housewife.

HOW MACHINE WAS INVENTED

Device is Easily Attached to Electric
Light Socket with Long, Flex-
ible Wire and Can Be
Used Extensively.

The practical application of mechanics to the difficult task of cleaning houses has brought into being the vacuum cleaner, one of the greatest labor saving devices ever introduced to the housewife. In the old days it was the custom to take the carpets and rugs out into the yard and beat them thoroughly; the rooms were swept and, after the dust had settled, the things were dusted. With the new process it is not necessary to take a single thing out of the room, for the rugs and carpets can be easily cleaned just where they lie without a single blister on the hand, no perspiration and fatigue. When the sweeping is done there is no dust flying about in the air to settle in every nook and cranny, for the vacuum cleaner sucks up every particle of dirt and deposits it in a tight receptacle where it can be removed at will and thrown into the ash can.

The invention of the vacuum cleaner came about in this way: A man was watching the action of an electric fan and noted that particles of lint and dirt were drawn into the fan by the strong suction. This gave him an idea and he began the work which resulted in the vacuum cleaner operated by a small electric motor. The cleaner consists of a small motor which drives a powerful fan. There is a revolving brush which thoroughly beats the carpet or rug ahead of the suction produced by the fan. The dirt-laden air is carried through the machine, depositing its burden in an airtight receptacle. This device is easily attached to the electric light socket with a long flexible wire and can be used to do all the cleaning about the house except the actual scrubbing.



NO AUTOMOBILE IS SO WELL SUITED TO USE
OF WOMEN AS ELECTRIG-MOTOR CAR.

ELECTRICITY AND CHRISTMAS

Best Toys of St. Nick Now Operated
by Electric Power.

TROLLEY CAR ONE OF FAVORITES

Takes Power from Lighting Circuit
and Runs on Circular Track as
Well as the Big Cars in
the Street.

While Santa Claus still adheres to the good old-fashioned ways, driving the same old reindeer and sleigh, carrying the same old pack laden with good things to eat, toys and things boys and girls like best, he is not at all adverse to supplying modern methods whenever he can. So it is that the best Christmas trees this year will be lighted with tiny electric lights of many colors, completely eliminating the fire risk of the old-fashioned candles, which had spoiled many and many a promising holiday.

Germany leads the world as a maker of toys, exporting more than \$15,000,000 worth last year. France, which ranks second, shipped only half as much. This country is the largest purchaser of toys in the world and last year we imported nearly 12,000,000 toys and dolls, and it is estimated that we spent not less than \$20,000,000 for foreign and home-made playthings. While we cannot hope to compete with the foreign countries in the manufacture of cheap toys it is nevertheless gratifying to note that our Yankee ingenuity and the expanding demands of American boys has greatly increased our home production of electric toys and modal devices which are exceedingly instructive as well as entertaining. The American girl, for the most part, is not so exacting, being content with the old-fashioned doll, but the modern doll house is most complete even to being electrically lighted.

IF YOU LIVE IN PRESENT USE MODERN METHODS

In large cities, especially, the conditions of life have changed very materially in a few years, because the development of modern public utilities has been so startling and so extensive in scope as to literally remake the ways of living for everyone who enjoys their advantages. Following a natural law, the energies of each individual reach out to other things and extend themselves further or in new directions directly in proportion to the time and energy saved by all these modern conveniences. It follows again that only those who take full advantage of all the conveniences which really affect them materially can expect to keep up with the procession; and this statement will be found to be true, whether applied to the conduct of a business, a manufacturing industry or the personal habits and activities of a housekeeper or a society woman. The importance of keeping informed with regard to the real benefits to be obtained from modern utilities is seen to be vital in the light of these thoughts. Scientific management is calling for fresh air, good light and other physical comforts for workers in any and every line of industry. Cool and efficient electric light and the invaluable electric fan at once suggest themselves as universally desired conveniences. As for those who are doing the work in the homes of the land the electric washer and wringer, the electric sewing machine motor and the electric flat iron are the most important conveniences which may be used with the electric light service. Those who are attempting to face the day's work deliberately and neglect to face avail themselves of these advantages need a superabundance of physical and nervous vitality, but even for such, wisdom would seem to inquire, "Why hinder yourself in this way? The wise ones are using electrical conveniences wherever possible. It pays to do so.

A Frightful Experience
with biliousness, malaria and constipation is quickly overcome by taking Dr. King's New Life Pills. Only 25c. For sale by Beaton Drug Co.—Advertisement.

Easy Now to Wire Old Buildings for Best Electric Light

Once it was thought quite impossible to wire an old building for electric light. People owning fine old homes did not want them torn up and disfigured by a gang of electricians in an effort to install electric light. For this reason they used oil and gas for many years, although they realized that electricity was better and safer. Unfortunately electricity has been with us but a few years, at most, and by far the greater number of homes in this country were erected before the advent of electric light. It is quite an easy matter to install electricity in a new building in course of construction. In this case the wiring is all done before the plaster, floors and the moulding are put in place. When an attempt was made to put in a network of concealed wiring in an old house the result was anything but pleasing. But now all this is changed and it is possible to wire the largest homes without breaking the plaster, and still have the wiring completely concealed. It can readily be imagined that when circuits can be laid across the floor by raising a single board and can be run in the other direction at right angles to this simply by removing and afterwards replacing a part of the baseboard, the flooring need be disturbed very little.

"OCEANIC" LETTER IS COMBINATION OF TWO

Experiments are being made on one of the Hamburg ocean liners with a method of combining wireless telegraph and postal service so as to give the public the benefit of what they call the "oceanic letter." The message is written by a passenger on board an outward bound steamer and is intended for a person on the continent. It is given to the wireless operator on board, and when he is able to make connection with a steamer

RELATION OF OZONE TO LIFE AND HEALTH

How clean and fresh the atmosphere smells after the passage of a thunder shower—how invigorating the deep breaths of cool lung-satisfying air! The reason seems simple enough—nature's rain-making process has cooled the air, of course, and the rain has washed the air, clearing it of dust, smoke and other stuffy particles. But this does not account for that wonderful invigorating power of the air, which sustains the hope of the invalid, and makes living worth while to everybody. We must look further for the reason. In the past, there were many observers who noticed a peculiar pungent odor in the atmosphere during the passage of a thunder shower, and attributed it to various causes, mostly supernatural. It never occurred to anyone, however, to connect it with the lightning's flash until the physicist, Von Marum, about 15 years ago, noticed its presence when he passed electrical discharges through air or oxygen. He called it the "smell of electricity." Later, Cruikshank and others engaged in electrical experiments noticed the same smell, but it remained to the genius of Schoenbein to identify it as that of a gas produced from the oxygen of the air by the action of electrical discharges or flashes of lightning. Schoenbein named the new gas "ozone," deriving the term from the Greek word signifying "smell."

Electric Cooker.
Scrambled Eggs with Sweetbreads—Four eggs, half teaspoonful salt, one-eighth teaspoonful pepper, half cup milk, one sweetbread, parboiled and cut in dice, two tablespoonfuls butter.
Beat eggs slightly, using a silver fork; add salt, pepper, milk and sweetbreads. Put butter in hot chafing dish and when melted pour in the mixture. Cook until of creamy consistency, constantly stirring and scraping from bottom of pan.
Scrambled Eggs with Calf's Brains—Follow the recipe for scrambled eggs with sweetbreads, using calf's brains in place of sweetbreads.
To prepare calf's brain, soak one hour

Speed and Accuracy the Essentials in Telephone Operating

The Omaha public demands the most efficient telephone service that can be rendered. That it receives such service from this Company is indicated by the following statistics, showing the average time elements in local traffic, as shown by recent tests:

Average time for operator to answer calling subscriber, 4 seconds.
Average time in which subscribers answer the telephone, 20.5 seconds.
Calls correctly handled, 98 per cent.

NEBRASKA TELEPHONE COMPANY



Protect the Children These Chilly Mornings

ON the cold mornings you frequently want to heat the nursery quickly, so that the children can be dressed in comfortable security from chill morning draughts. An Electric Luminous Radiator makes it possible to heat any room in any part of the house at any time easily and speedily. Just twitch the switch and in a few seconds the radiant bulbs are glowing with warmth.

An Electric Luminous Radiator
is Only One of Many Comforts

New Electrical Appliances are being produced constantly. In the following partial list of heating and cooking devices you will find many suggestions for comfort, convenience and economy in the home.

- | | |
|--------------------|----------------|
| Foot warmers | Bread Toasters |
| Flat Irons | Grills |
| Heating Pads | Chafing Dishes |
| Curling Irons | Egg Boilers |
| Coffee Percolators | Cereal Cookers |
| Tea Kettles | Waffle Irons |

Excellent for Christmas Gifts

Omaha Electric Light & Power Co.

YOU are cordially invited to attend a Fall exhibition of the newest and most distinctive designs in

Beautiful Electric Lamps

Here you will find lamps for every purpose at prices generally lower than elsewhere. There is no gift more appreciated than an Electric Lamp and our showing of the exquisite exclusive designs is the largest in the west.

Miller, Stewart
& Beaton

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Motors, Dynamos and General Repairing,
Electrical Machinery and Armatures
Winding a Specialty.

Le Bron Electrical Works
Expert Electricians and Machinists
Day, Doug. 2176. 212 South 12th St.

Omaha Electrical Works
Electric Elevator Repairs
and
Westinghouse Motors
106-12 N. 11th St. Phone Doug. 1181.

Electric Supplies

Electric Wiring
Bennett Electric Co.
301 Omaha National Bank Bldg.

This Page
is Growing
Are You?

The Electric Shop

All kinds of Electrical Devices for convenience and utility. Save your time. Save your steps. Save your patience.

Combination Electric Curling Irons and Combs, Combination Electric Stoves, Toasters and Broilers, Coffee Percolators, Chafing Dishes, Guaranteed Irons from \$2.50 up, High Grade Vibrators at \$10.00, Electric Warming Pads at \$3.00 to \$6.50. Far superior to the hot water bottle.

WIRE FOR US AND WE WILL WIRE FOR YOU.

**Wolfe
Electric Co.**
1810 Farnam St. Tyler 1415

Housewife...



you don't know freedom from household drudgery until you have used a

DUNTLEY PNEUMATIC CLEANER

in your home. It cleans—without labor—carpets, rugs, draperies, portieres, etc. Try it once and you will know how easy it makes housekeeping.

For rent or sale.

Miller, Stewart & Beaton
415-417 South Sixteenth Street

After you have selected a house that is wired for electricity

have us move your household goods
into it. We move you better.....

Moving Storage Packing Shipping

OMAHA VAN & STORAGE CO.

Main Office—16th and Leavenworth Streets
Phone Douglas 4163—Ind. A-1335

Our New LINE OF HOLIDAY LAMPS

will not be here until November 15th. Until then we will make very low prices on all lamps we have on hand so as to make room for the new stock.

Burgess-Granden Co.
1511 Howard Street

There's Insurance Value In Telephone Service

A Bell Telephone Means Much
to You in Safety and Comfort.

A Bell Telephone insures your health by doing your errands comfortably and conveniently in all sorts of weather.

It defends you against fire and burglary by giving instant outside communication to summon aid.

And it brings you happiness by keeping you in touch with friends and relatives at all times. By telephone distant friends are your nearest neighbors.

For reaching anywhere, near or far, the telephone is a thousand times quicker and more convenient than the mail, and more effective than the telegraph, assuring you an immediate answer.

And, too, the telephone alone permits the power and personality of your individuality to go with the message. It really means a face to face conversation.



NEBRASKA TELEPHONE CO.
BELL SYSTEM