

All Together, All the Time, for Everything Electrical.

People's Electrical Page

Brilliant Illumination Makes a City Safer, Cleaner and Better.



RADIATOR WHICH CHEERS AS WELL AS HEATS

An electric radiator about the house is one of winter's gloom dispellers, as well as chill breakers. It travels most cheerfully from parlor to bath room or bed room and back again...

EARLY CHRISTMAS SHOPPING

Thoughtful Buyers Now Gathering Useful and Durable Gifts.

LITTLE TRINKETS NOT WELCOME

Electric Conveniences Prove Very Acceptable and Are Taking Forefront Place Among the Presents of This Year.

How nearly mean it is of some of us to direct my remarks at the custom centered about the twenty-fifth of December when we would not have it abolished for anything.

Just how happy depends upon your different things. But there are not many people whose happiness is not enhanced if they have shopped and been shopped for well and wisely.

For example, do you know of any family, the members of which are continually subjecting their clothes to winter's stop and stush because they do not like a raincoat or umbrella?

Chickens Gather in Light of Big Arc and Wont Go to Roots

There has been much development in the creation of brightly lighted lanes for the use of humans. It probably, therefore, was but natural that such conditions would be extended for the pleasure of other inhabitants on this sphere.

We are now advised of the riotous living of the chickens in Oklahoma made possible through the medium of a brilliantly lighted thoroughfare. It seems that every night the fowls, in a particular location in Oklahoma City, leave their premises and congregate under one of the big electric lights.

The attraction proves so alluring to the chickens that their owner experiences considerable difficulty in driving them back to roost—Good Lighting.

What Is Electricity?

Some years ago, says Mr. John S. Blecher, in the Public Service Journal, when I was instructing motormen in the art of operating street cars, I thought it would be a good plan to prepare a set of questions as a sort of examination for them to pass before approving of their instruction as complete.

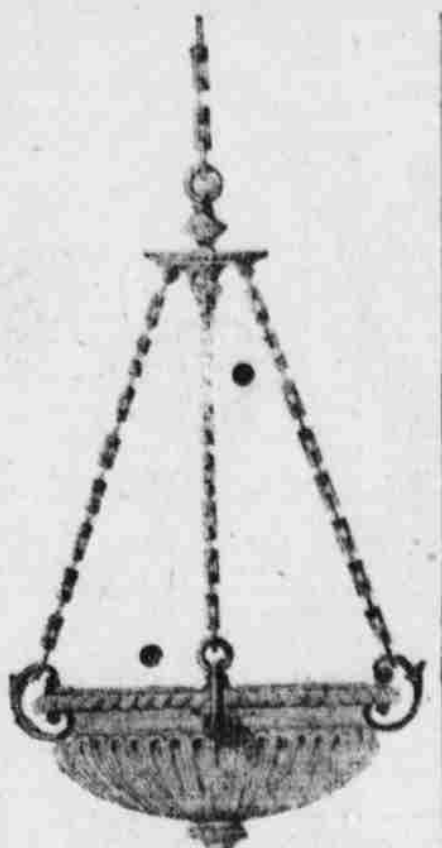
The question, which even scientists cannot answer, was "What is electricity?" I received many and different answers, displaying originality and inventive genius. Sometimes a man would be frightened by the first question and fall down on the entire list.

One said that "electricity was a kilowatt, and that a kilowatt was a little green bug." Another, "electricity is not stuff." There is one answer that I did not get, but which I believe is the best answer of all, and that is "electricity is efficiency."

Cut Out Marconi's Eye.

William Marconi's right eye was removed October 17, 1912, by Dr. Bayardi, a noted Turin surgeon. The wireless inventor was seriously injured September 25 in an automobile accident near Borghetto.

A consultation of physicians was held Tuesday, when it was decided to operate, the removal of the eye being deemed necessary to preserve the sight of the other.



In Electric Cozy Corner Comfort Now is Found by Many

If you have not a favorite nook, commonly called a cozy corner, in your house, why haven't you? It is simply the best place of ease or of business about the house, and you may just as well transform some barren corner into a place for which everybody will scramble.

A window seat with a light placed for reading, writing or sewing makes a wonderfully popular place. A large chair with one of the portable electric reading lamps on a high stand, the light being capable of adjustment to any position, is something which is worth augmenting by something else.

But whatever else it has, a cozy corner is never so cozy as when it has the light which makes reading like reading in daylight or fancy work just as easy.

Advertising on this page brightens up your business.

Hand Cobbler Fast Giving Ground for Electric Shoeman

When the great shoe factories demonstrated that they could make boots and shoes better and cheaper than the best hand cobblers these knights of the awl and last were relegated to the past—or they managed to eke out a meager living by repairing worn out boots and shoes.

And now comes the electric cobbler, and the days of the hand cobbler and his bench are numbered. The electric cobbler, such as can be found in most large cities, consists of one long machine, which is, in reality, a number of machines connected on the same shaft. This shaft is turned by an electric motor.

Electric Timing at Games.

At the Olympic games at Stockholm there was used a novel electric method for timing the runners in some of the races, so as to get the exact time made by the winner, and also to decide who crossed the line first, even when the difference was very small.

"If you boys don't take aunts' canary out of that electric corn popper I'm going to tell." "Gee, birdies don't mind electricity. Didn't you ever see 'em sittin' on the wires?"

NEWLYWED NOT GLOOMY NOW

No Longer Worries About What the Cook is Doing to Meals.

ELECTRICITY SOLVES PROBLEM

Husband Can Tell When Toast is Browned and When Coffee is Properly Prepared in Electric Percolator.

Mr. Newlywed is a different man these mornings. He used to be very much troubled with the bad management of an experienced cook who let the coffee get cold while she made toast or burned toast while she carefully watched the coffee that it did not boil too hard or too fast.

He can certainly see when the electric toaster has a piece done to his liking and even if the genius presiding at the coffee percolator is absorbed in pushing the button to turn off the current so that the coffee won't boil anymore he can help himself to what he sees there.

Or if he is a man of unusual perception and sees before Mrs. Newlywed does that the coffee has boiled quite enough for him he can even suggest that she turn off the current. It is not going so very far to help as much as this.



NEW ELECTRICS HAVE ALL COMFORTS OF A PULLMAN

The latest thing in parlor cars is the limousine gliding through the streets, calling, shopping, taking the air. Could you be more comfortable at home than you could in the cushioned seats shown in this one?

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.

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

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 house-keeping. For rent or sale. Miller, Stewart & Beaton 415-417 South Sixteenth Street

Omaha Electrical Works Electric Elevator Repairs and Westinghouse Motors 108-12 N. 11th St. Phone Doug. 1181. Motors, Dynamos and General Repairing, Electrical Machinery and Armature Winding a Specialty. ELECTRIC ELEVATOR REPAIRS POWER WIRING Le Bron Electrical Works Expert Electricians and Mechanists Day, Doug. 2178. 213 South 12th St. Electric Supplies and Electric Wiring Bennett Electric Co. 201 Omaha National Bank Bldg.

Beautiful Electric Lamps at very reasonable prices. Particularly fine showing of lamps and shades that will make excellent Christmas Gifts. Unusual novelty shades, boudoir lamps, made of velvet, crystal beads, paper and China silk, both with and without silk or bead fringe. No gift is more appreciated than an electric lamp and showing is exquisite. Framers' Craft Shop A. HOSPE CO. 1513-15 Douglas St. "If You Don't Get Framers' Craft Shop Frames For Your Pictures, You Are Not Getting the Best."

FREE! FREE! FREE! IT MEANS MONEY TO YOU. Isn't the laundry problem a costly one to you under your present way of having it done? Costly not in money alone, but perhaps health? Not a pleasant thought. Let us show you how it can be done for you at practically no cost—about 2c per washing—by using a "1900" ELECTRIC WASHER AND WRINGER. We will place one of these peerless machines in your home for a 15 DAYS' FREE TRIAL. We will help you get started right, and gladly aid you at any future time if occasion arises. Washes ALL kinds of clothing safely and well, and no more trouble than turning on and off the electric current. Surely, you owe it to yourself and family to investigate this offer. Ask anyone of the more than 1,000 users in this city. Sold on easy terms, as well as for cash. 1900 WASHER CO. TYLER 1011. E. B. WILLIAMS, MGR. 308 S. 18TH ST.

HERE'S ONE THING TO REMEMBER: YOUR business can grow only when YOU boost it, and there is no more effective way of boosting than advertising. That's the reason growing firms use this page—IT BOOSTS BUSINESS.

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 Street. Tyler 1414.



When Guests Come to Spend the Evening

THEN friends come to call, have you often wished you could serve a tasty little supper easily and quickly? An Electric Chafing Dish will allow you to prepare any one of a number of tid-bits without bother and without the risks attendant upon the use of alcohol fuel. Artistically wrought, simple and safe to operate—the combined beauty and utility make an Electric Chafing Dish an ideal accessory to your table. Electrical Appliances Convenient and Economical. There are any number of electrical devices that you find decidedly useful and attractive. The same electricity that you use to light your house will operate time- and labor-saving devices that cost little to own and less to operate. Foot Warmers, Flat Irons, Heating Pads, Curling Irons, Coffee Percolators, Tea Kettles, Bread Toasters, Grills, Chafing Dishes, Egg Boilers, Cereal Cookers, Waffle Irons. Excellent for Christmas Gifts. Omaha Electric Light and Power Co.