

All Together, All the Time, for Everything Electrical.

People's Electrical Page

Brilliant Illumination Makes a City Safer, Cleaner and Better.

CHRISTMAS NIGHT SHOPPING

Modern Lighting Has Reformed Stores in Great Degree.

OMAHA SHOPS WELL LIGHTED

Mechanics Are Now Ready to Take Care of Largest Holiday Trade in History of This Very Progressive City.

It is in haste and haste at leisure in the time of hurried shopping. A really good idea of what the stores have and what a person wants should be well in mind before one starts out to do much purchasing.

It is very easy to take precautions against indiscriminate buying, for most everyone is frequently out in the evening with time to spare to get acquainted with the newest and most representative articles of every description which the stores have in the windows for inspection by night.

It is really a fine way the store have of keeping men for shoppers by night. Walk up street and notice how brightly each window is lighted up for your benefit. You do not see the lights, they are hidden somewhere, directing their light upon the objects which you are inspecting, so that you may take into the full the good points of the articles.

You may appreciate electric lights for the service which they render in this direction, for they may be placed in perfect safety in a corner among any kind of material or may be safely hidden behind any sort of decorative material, so that the window displays all goods—no noticeable light.

Electric Radiator Warms Home. In winter no living room is complete without a little warmth. Even with the steam radiator or furnace doing its entire duty we must light the grate in order to be comfortably settled for an afternoon or evening.

The latest way of making a fireplace attractive and cheerful is to install an electric radiator. Nothing prettier could be imagined.



Chafing Dish Gift that is Appreciated by Every Housewife

Hospitality has from time unreckoned, listened to express itself in offering refreshments of some description in the sunset—a dinner, a lunch, a "snack."

A lunch prepared before the guests has always been successful as the means of insuring an informal time, and the chafing dish has held a firm place in society for ages.

If you wish to know into what sort of an article the chafing dish has really been developed, step into an electric shop the next time you go on a Christmas shopping expedition.

As a gift for any individual or any family the chafing dish never was equaled, but here it is the very latest thing for table cooking, parlor cooking, bedroom cooking for dinner lunch or spread.

Electricity is Now Coming Into Great Use in Factories

No development in the history of this country has been more wonderful than the adoption of electricity as a motive power in our shops and factories.

Nearly all the factories recently built are operated by electric motors. There are many vital reasons for the adoption of electric drive in shops and factories and chief among them is the great saving effected by the use of electricity.

The great textile mills of the east and south, the steel mills, factories and shops of all kinds, are now putting in electric power, and the time will surely come within the next few years when electricity will be turning practically all the wheels of industry.

ELECTRICITY AND COOKING Modern Range Lends Itself Perfectly to Fireless Principle.

WHAT HEATING ELEMENTS BRING Permits Meat, Bread or Soup to be Finished on Heat of Oven and Top Burners Because of Insulation.

Ever since the first announcement of the fireless cooking principle, progressive housekeepers have been in a receptive state for its practical development.

The electric range lends itself perfectly to the development of the fireless cooking principle. The heating elements of both oven and top burners are so well insulated that meat or bread or soup or anything may, after a certain amount of cooking, be allowed to finish on the heat which is contained in the burners or oven.

New Fixtures Such that Any Child is Able to Use Them

One of the newer electric fixtures now coming into use, ingeniously constructed and of practical convenience, is the tungsten, which is built upon the sectional principle.

In this is its claim to originality and special usefulness. The tungsten consists of a main shaft, such as all ceiling or wall light fixtures have, to the bottom of which, however, may be attached any style of arm. From one to four branches may be used on the same shaft, thus the fixture can be adjusted to meet the lighting requirements of rooms of various sizes.

The electric wiring is so arranged in the section for attachment to the wall that it connects with sockets on all sides for the insertion of additional arms. When not in use these openings are closed with brass plugs so that they are highly ornamental when not in actual use.



Candles No Longer Extensively Used on Christmas Trees

Once again the wheel of time turns to the season of Christmas. It is to be deplored that the joy and gladness of Yuletide is so often changed to grief by disastrous Christmas tree fires, due to lighted candles.

Miniature electric lamps can be bought all connected in strings ready to be attached to an ordinary light socket. By striking these through the branches of the tree and securing the plug into a convenient socket, the tree can be brilliantly illuminated.

The Hotel Statler, Cleveland, O., one of the most complete in the world, depends largely upon electricity for beauty, convenience, comfort and service.

MAKE HOUSE NUMBERS PLAIN

Electricity, Now Used for This Purpose, is Inexpensive.

GREAT ADVANTAGE TO DOCTORS

Medical Men Often Called at Night and Visible Number Makes It Easy to Find the Homes that Are Sought.

Persons who have experienced difficulty in finding house numbers at night on poorly lighted streets, as well as those whose groceries, etc., have been delivered to the wrong house because the delivery boy was unable to distinguish the house numbers will appreciate the value of having the numbers illuminated at night.

Another method is to illuminate the ordinary house numbers by means of an electric lamp placed in a metal reflector and mounted on an extended arm so that its light is thrown upon the number. In such case the bare lamps must not be visible from the street, since this would interfere with seeing the sign.

Doctors, undertakers and others, the nature of whose business requires their being called upon by the public, will find such signs to be of considerable assistance to patrons who call upon them during the dark hours of the day.

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Omaha Electrical Works Electric Elevator Repairs and Westinghouse Motors 109-12 N. 11th St. Phone Doug. 1161.

Motors, Dynamos and General Repairing, Electrical Machinery and Armature Winding a Specialty. ELECTRIC ELEVATOR REPAIRS POWER WIRING Le Bron Electrical Works Expert Electricians and Machinists Day, Doug. 2176. 213 South 12th St.

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



Avoid the Storm-Swept Streets and Jostling Crowds

Christmas shopping by Bell Telephone is restful, carefree and worryless. Forget the bedraggled shoppers, the rush, the jostle, the confusion—Do your holiday shopping by Bell Telephone, and have the wearisome job over in a single morning.

Throw your shopping burdens on the "Bell." We are prepared for extra calls at this season. Every merchant who really cares for your trade has adequate telephone facilities to accommodate the Christmas rush, and will gladly accept your telephone order.

An extension telephone costs only 50 cents a month and makes just the proper Christmas gift for the entire household.

Nebraska Telephone Co.

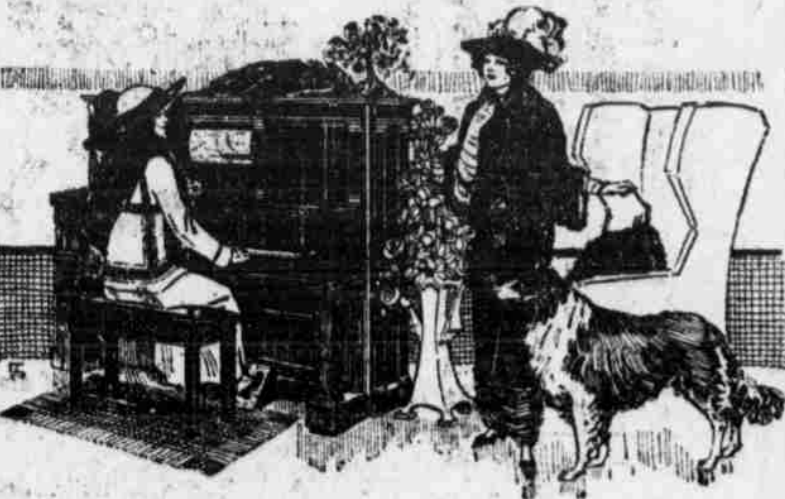
THE ELECTRIC SHOP

Do your Christmas shopping now and get in before the rush. You will find a suggestion for a gift for every member of the family: for instance, ELECTRIC PERCOLATORS, DISC STOVES, CURLING IRONS, RUTH COMB ATTACHMENT, COMBINATION TOASTER STOVES, PLAT IRONS, READING LAMPS, FLASHLIGHTS, TOY TRAINS AND MOTORS, ETC. In a few words, EVERYTHING FOR AN ELECTRICAL CHRISTMAS.

FREE. A Manual of Wireless Telegraphy to every boy who cares for it.

Wolfe Electric Co.

1810 Farnam St. Tyler 1414. Wire for us and we will wire for you.



For that Christmas Gift the perfect player piano The Apollo

The entire piano industry has looked to Melville Clark to bring out the perfect player piano. While there are other good player pianos, there is no other that may be said to have greater individuality. While other player pianos are factory propositions, pure and simple, the Apollo is different in that it is the result of the genius—the wonderful inventions of one man, Melville Clark—who dominates the player piano field as completely as Edison does the field of electricity and phonography.

THE APOLLO

is a studied product and it enables the player to bring out inspired music; it gives forth tones that other player pianos cannot produce, because they are not built to respond to the mechanical touch as the Apollo is.

If you have not investigated the Apollo player piano you owe it to yourself and to us to come here and thoroughly inspect this wonderful instrument.

A. HOSPE CO.

Established 1874. 1513-1515 DOUGLAS STREET.



A lamp beautiful for Christmas

Nothing is so much appreciated as a gift that not only is beautiful, but that also is serviceable and durable. An electric lamp is decorative and useful, and no living room of any home is really well furnished unless it is supplied with an electric table lamp.

This store shows an extensive and splendid line of electric lamps and shades. We have all designs and all qualities at prices, too, that will appeal to every lover of the artistic and beautiful.

Visit us now and see our grand holiday line. If you do not wish a lamp, we have hundreds of other Christmas gift suggestions that will delight you.

A. HOSPE CO.

Framers Craft Shop 1513-15 Douglas Street

THE DUNTLEY VACUUM CLEANER

Is the Housewife's Greatest Servant. It cleanses rugs, draperies, etc. without dust and without hard work. For sale and rent. Miller, Stewart & Beaton 415-17 South Sixteenth Street



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.