

"DO IT ELECTRICALLY"

GIFT SUGGESTIONS



Our Fire of August 17th

Put us out of business until December 1. Our Fall Stock of Lighting Fixtures, Imported Lamps, Marble Bowls and Electric Appliances had all been ordered previous to our fire, and we have been unable to market them until now.



WE MUST DO NEARLY FOUR MONTHS' BUSINESS BEFORE CHRISTMAS. OUR PRICES WILL MAKE THIS POSSIBLE. We have some Lighting Fixtures which were slightly damaged by smoke and water, which have been made over as good as new. We are ready to make some very attractive prices on Lighting Fixtures.

IN OUR SAME OLD LOCATION
BURGESS-GRANDEN CO.
 1511 Howard St. Next Door to Gas Office

TO HAVE UNKNOWN COMFORTS

Future Homes Will Be Blessed with Conveniences Yet Unheard Of.

ALL THROUGH ELECTRICITY

One Little Wire Will Run the Entire Household Labors and Do the Duties of Several Persons.

Dr. Berliner, in writing of "Electrifying America," makes the following prophecies:

"When a wire brings into the house all the energy required not only for lighting and cooking, but also for heating purposes, the inmates will enjoy a degree of comfort unknown to them hitherto. The heating arrangements will be so distributed through the rooms as to furnish a moderate amount of pleasantly warmer air instead of a small quantity of overheated air. The kitchen will be one of the coolest rooms in the house in summertime, the range being replaced by an ordinary table, on which a few simple pieces of apparatus will suffice for all culinary operations. The heat will be turned on with a switch when it is wanted, and there will be no ashes to be carried out, and no dirt.

"Before very long all big cities will be similarly electrified, the use of coal being almost entirely abandoned. Thus will arrive the beginning of our emancipation from the thrall of coal, upon which we are so absolutely dependent industrially and for ordinary comfort. Illuminating gas will be driven out altogether by electricity, the employment of which for lighting is increasing at a rapid pace. It furnishes an artificial daylight that is indispensable in many places where real daylight is not obtainable during any hour of the twenty-four. There are, for example, millions of electric lights in New York City, in the huge office buildings, in the subway, and in the tubes under the river, that are never extinguished. Tens of thousands of dark rooms are similarly illuminated by day as well as by night. For with the growth of a modern city there arrives a steadily increasing darkness. Every tall building on one side of a street shuts out part of the light from a shorter building on

the other side. The development of skyscraper construction represents a struggle not only for altitude, but for light. And every such building has many dark rooms."

Choose Right Lamps and Save Cost of the Electric Light Bill

Careful selection of incandescent lamps with a view of adapting their candle power to the particular service required of them is one way to limit the cost of electric lighting. More than half of the complaints of excessive bills—especially in the case of residences—are traceable to the use of lamps of unnecessarily high candle power for the volume of light needed.

That the cost of lighting keeps step with the increase of candle power is readily shown. A ten-watt Mazda lamp will burn 100 hours for a total cost of but 19 cents, where the rate is 19 cents a unit. A twenty-five-watt lamp on the same circuit will burn forty hours for 19 cents, and a forty-watt candle power lamp twenty-five hours for 19 cents. It is evident, then, that by exercising a little judgment in the choice of lamps a considerable saving can be made.

SOUND FASTER BY WIRE THAN IT IS BY AIR

A New England man reports an accidental experiment in the velocity of sound. He had gone to his telephone and just as he put the receiver to his ear had heard the click of another telephone. Another receiver had been removed and the line was open.

Then he heard through the telephone the shriek of a locomotive whistle, and a few seconds later the sound came through the open window in the usual way. Looking up he saw a locomotive half a mile away, passing the house of a friend.

Manufacturers Are Finding Motors of Practical Usages

"The best answer to all the arguments pro and con about the use of electricity in power transmission is to be found in the fact that those who once used it stick to it," said I. B. Zimmerman of the Omaha Electric Light and Power company. "They not only use electric motors, but they use more of them. When a man goes from a general drive to smaller group drives he never goes back again to the general drive, but usually he goes a step farther to individual drives. Once a man takes up individual drives he sticks to the idea and extends it further. In other words, it is seldom that one can find any retrogression in the matter of electric transmission. Right here is the proof of its pudding, in the fact that the users of electric motors keep using them, and when they start to dividing them up into small units they keep dividing them and working steadily toward the point of individual units for every separate machine."

Westminster Abbey Being Lighted by an Electrical System

The monastic gloom which has pervaded the Abbey of Westminster for so many years has now been dispelled by the installation of a new lighting scheme, which makes it the best illuminated of our abbeys and cathedrals, electric lamps having been installed in every nook and corner. The new scheme of illumination has taken three years to perfect, and the abbey has now 250 electric lamps hanging in groups of four and six from the distant roof. The electric current is supplied from an underground cable. The electric lamps are so arranged that the minute print of the average prayer book can be read during evening services in the most remote retreats of the building.

MAKE YOUR CHRISTMAS AN UP-TO-DATE CHRISTMAS
 "DO IT ELECTRICALLY"
 AT THE "OMAHA LIGHT HOUSE" ON THE LINCOLN HIGHWAY
 NEW STORE—NEW STOCK—NEW IDEAS
 WORTH CLIMBING THE HILL TO INSPECT
 Doug. 2448. HARWOOD-POPE COMPANY 1907 Farnam Street.

This is the **Frantz Premier**
 The Cleaner you will use Every Day

A CHILD can use it without fatigue. You can carry it anywhere. Costs a cent an hour for current and gets all the dirt. Always ready. Takes less space than a carpet sweeper. Your house always fresh and sanitary—no need of house-cleaning.

Good enough for the largest home—priced for the smallest **\$30.00**

For sale by
Alamo Engine & Supply Co.
 1122-24 Farnam St. Doug. 1082.

SURPRISE YOUR FRIENDS

On Christmas Day

"DO IT ELECTRICALLY"

Select your gifts from our stock of everything electrical

THE ELECTRIC SHOP
 on the Lincoln Highway.
 1810 FARNAM ST.
 TYLER 1414.
 "Wire for Us and We Will Wire for You."

Electrical Construction **W. W. Sherwood** Douglas 7633

THE **Apartment House OWNER**
 can give his tenants a MERRY XMAS by installing a push button elevator.
KIMBALL BROTHERS CO.
 COUNCIL BLUFFS, IOWA.
 Elevator Builders for Uncle Sam and other discriminating buyers.

Lanktree Electric Co.
 Electrical Contractor
 LIGHTING FIXTURES
 ELECTRIC APPLIANCES
 308 S. 18th St. Tyler 1011

Minneapolis Heat Regulator

Saves Fuel
 Keeps Temperature Right
 Day and Night
 60-Day Trial
 Let Me Tell You More About It

B. E. ATHERTON
 2308 Laird St. Phone Web. 4890.
 Regulation Specialist.

Who wired the **Omaha National Bank Bldg?**
Johnston Electric Co.

Who wired the **City National Bank Bldg?**
Johnston Electric Co.

Who wires most of the **Large Buildings in Omaha?**
Johnston Electric Co.

We wire small ones as well. Our prices are right—Our material and labor the highest grade. Let us figure with you.

Johnston Electric Co.
 1207 Harney—Doug. 456.

A FEW SUGGESTIONS FOR XMAS

Electric Iron in Holly Box
 Sewing Machine Motor
 Electric Toaster
 Chafing Dish
 Coffee Percolator
 Xmas Tree Lighting Outfits
 Vibrators
 Toy Motors

Our Stock is Complete.
 Send Us Your Orders.

Mid-West Electric Co.
 1207 Harney Street,
 Omaha, Neb.

THIS CHRISTMAS—
 Make it Electrical and have it Practical.
 Ask Your Dealer for

Western-Electric HOME COMFORTS
 TRADE MARK

Washing Machines, Vacuum Cleaners, Interphones, Sewing Machine Motors, Heating Pads, Toasters, Irons, Flashlights, Xmas Tree Outfits.

THE GUARANTEED KIND

Electric Motors and Dynamo Repairs
 ARMATURE, FIELDS and STATOR REWINDING
 COMMUTATOR REFILED; MOTORS FOR REBILT.

LeBRON ELECTRICAL WORKS
 Douglas 2176. 213-15 South 12th St.

ALL ELECTRICAL HOUSEHOLD APPLIANCES
 Christmas Tree Lighting Outfits, Dustless Portable Vacuum Cleaners, Washing Machines, Irons, Toaster Stoves, Coffee Percolators, Disc Stoves, Heating Pads, Chafing Dishes, Milk Warmers, Sewing Machine Motors—ALL ELECTRICAL.

OMAHA ELECTRICAL WORKS.
 1214 Harney St. Phone Doug. 1181

EDW. F. SCHURIG
 ELECTRICAL CONTRACTOR—Electric Light and Power
 Phone Harney 2946

JAMES CORR ELECTRIC CO.
 RELIABLE WIRING
 SEE US FOR ANYTHING ELECTRICAL.
 SPECIAL IRON, \$2.50
 Douglas 1811. 203 S. 19th St.

DO IT ELECTRICALLY
 BUT FIRST
 Call **BENNETT** and Get His Best Judgment in Regard to the SAFEST and BEST Method.

Bennett Electric Co.
 Omaha National Bank Bldg.
 Douglas 3816.
 It PAYS to PLEASE.

Special Sale of **Electric Toaster Stoves**
\$1 Each
Thos. Durkin
 Electrical Construction
 2419 Cuming Street.

CALL...
HANFORD
 TO WIRE
 D. 1615

"DO IT ELECTRICALLY"
 ELECTRIC HOUSEHOLD APPLIANCES
ISRAEL LOVETT & COMPANY
 COUNCIL BLUFFS, IOWA.
 Telephone—Council Bluffs 64; Webster 2358.

The **Giver and the Gift**

The relation of the giver and the receiver must be subtly expressed in the appropriate Christmas present. For that very special friend "with whom you drink coffee" there is no more expressive gift than the Electric Coffee Percolator. It is a beautiful, bright thing that heats itself in a mysterious, quiet way at just the turn of a switch; an idealization of coffee making.

Electrical Gifts for Particular Friends

Chafing Dishes	Shaving Mirrors
Bread Toasters	Flat Irons
Tea Kettles	Hair Dryers
Disc Stoves	Library Lamps
Luminous Radiators	Student Lamps
Curling Irons	Boudoir Lamps
Cigar Lighters	Traveling Outfits

Omaha Electric Light & Power Co.

BUY A **WESTINGHOUSE ELECTRIC IRON**
JOSEPH R. LEHMER CO., DISTRIBUTORS

For sale by Thos. Durkin, A. G. Jaeger Co., H. J. Lanktree Electrical Co., Omaha Electrical Works, Orchard & Wilhelm, Orkin Bros., West Side Electric Co., Le Bron Electric Co., W. W. Sherwood, Wolfe Electric Co., James G. Bradley, Council Bluffs