

THE PEOPLE'S WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday



WHY BAKERS' BREAD LEADS

Easily Washed Machinery Makes it Very Popular.

LATEST MACHINES IN USE HERE
Better Bread Baked and Greater Number of Consumers Reached Through Use of Modern Machinery.

Statistics compiled not long ago in Jackson, Mich., showed that a very large per cent of the housewives preferred to bake their own bread because of very old-fashioned notions about the making of bakers' bread. Seventy-five per cent of them had no idea that they had machines to do the mixing and many varied were the theories advanced as to how it was really mixed.

Any housewife, who today steps into an up-to-date bakery and sees the process of mixing bread (and anything else which undergoes a mixing process) will have her fears of uncleanness in this respect banished (as almost everyone already has).

Almost every baker takes his delight in his electricity driven mixer and beater. The latest machines for bakeries allow for a great many operations performed simply by a turn of a switch. The easily cleaned utensils used in connection with all the different operations make it doubly attractive.

The illustration shows one style of mixer and beater and the manner of acting upon different substances. The shelf upon which rests the bowl containing the dough or eggs to be mixed or beaten may be raised or lowered to the paddles by turning a handle. The turn of a switch starts the motor which does the work.

This machine is easily disconnected so that every part may be thoroughly cleaned.

Electrical Mending of Tires.
An electrically-heated vulcanizer for either the inner tube or the casing of automobile or motorcycle tires has recently been developed. The vulcanizer consists of an electrically-heated vulcanizing clamp for holding the tire in position and a small rheostat for regulating the amount of current. Tire repairs can be made in the minimum of time and with very little expense. The work can be done by anyone and there is no danger of injuring the tire.

Hello! This is True.
Hello! We are the greatest telephone users in the world. The daily average of talks over the telephone last year was over 26,000,000. There are 70,000 places, towns, cities and hamlets from which telephone messages may be sent. This is 5,000 more than the number of our railroad stations and three times the number of telegraph offices in the country. There are nearly 7,000,000 telephone stations in the Bell system—an increase last year of over 400,000.

Molke—Pat, what is diplomacy?
Pat—Diplomacy is when you want to call me a liar, but does it over the telephone.

Change System to Have All Parts of City Well Lighted

About three years ago the city of Redwood, Cal., began an experiment in street lighting which has resulted in an entire change of the lighting system.

Upon the request of the president of the board of trustees the city replaced a 500-watt with five 100-watt Mazda lamps. By placing these lamps at regular intervals they were able to illuminate for a distance of 200 to 1,200 feet on a street with the same amount of current they had formerly used for illumination at a single crossing.

"Everything considered," says the president of the board of trustees, "such an effectiveness, softness of light, etc.—our experiment indicates that one 100-watt Mazda lamp is about as good as a 500-watt arc."

LIGHTING DINING TABLE WITH SEASON'S FLOWERS

The question of lighting the dinner table is one of paramount interest. The floral decorations and service used come second. The proper tone for the complexion and gown contributes largely to the success of modern dinner giving. Deadly enemies may need the huge old-fashioned centerpiece to hide them from each other, but friends must see each other to be happy.

A monochrome scheme is the only successful one, so the colors of the candle shades must match the flowers.

Large candles on candelabra are only used when at least a dozen guests are expected. They, or anything else which crowds and dominates are out of place in a small table.

A charming piece for table lights is a small cluster of flowers in delicately toned glass, the cup to each flower concealing a tiny bulb, the electric wire of which connects with a tiny storage battery inside the pedestal.

The mechanism can be concealed by flowers and ferns. There are many beautiful floral pieces and "strings" of flowers which lie most gracefully on the cloth. Expensive pieces in favrile glass are exquisite and easily connected in our modern electric lighted dining rooms.

Roses, bunches of lilies, seashells and mermaids, maiden-hair ferns with tulips and poppies, are clever pieces in glass and bronzes.

The softened light for the dinner table is used in hotels and public restaurants as well as in the private home, and the shaded electric lighted device is, of course, the softest, as well as the most beautiful table decoration used.

Simple lights and beautiful flowers make any menu card a promise of satisfaction when we dine. Without the lights and flowers the vast expanse of a public dining room is certainly unappetizing and forlorn.

AMERICAN 'PHONE SERVICE EXCELS THAT OF ALL OTHERS

On comparing American telephone service with that of other countries, the question arises, "Why do people complain upon having to wait a few seconds now and then for telephone connections?"

A system of tests carried out a short time ago show that the Paris system is at least seven and a half times slower than the American.

The average time required to get into communication in New York is eleven seconds, while the French capital is content to wait one minute, twenty and eight-tenths seconds.

There is also a considerable difference in the number of telephone instruments in use in the various countries.

The United States comes a very long first with its 7,000,000 instruments. Next comes Germany with more than 1,000,000, followed by Great Britain with 600,000, Canada with 300,000 and France with 225,000. Then come Sweden, Russia, Austria-Hungary, Denmark, Switzerland, Italy, Holland, Norway and Belgium, the last named counting only 50,000 telephones.

If we regard the number of instruments per thousand of the population we obtain a quite different order. America again leads the way with eighty-one per thousand, more than double that of the next comer, Canada, which possesses thirty-seven. Then follow Denmark with thirty-seven, Sweden, thirty-four; Norway, twenty-six; Switzerland, twenty-one; Germany, sixteen; Great Britain, fourteen; Holland, eleven, and France and Belgium together with only six subscribers per 1,000.

Venus and Rumors.
The brilliancy of Venus in the evening sky during the early months of this year has led to the usual crop of wild rumors as to what the "strange light" could be. In England it has been mistaken for a German military airship; while the newspapers of southwestern Russia have been reporting nightly visits from an Austria spy in an aeroplane. It may be recalled that many years ago, a section of the New York public took the same planet to be an illuminated balloon sent up by Mr. Edison from Marlin park in the course of some mysterious experiments.

Mazda Lamps Improved.
The wonderful improvement in the manufacture of Mazda lamps can be appreciated when it is realized that these lamps are now not only available, but are the cheapest lamps to use for the illumination of street cars, as shown by tests.

There are traction lines in this country using carbon filament lamps where the cost for lighting has been greater than the cost of power to run the cars.

Omaha Electrical Works
Electric Elevator Repairs
and
Westinghouse Motors
100-12 N. 11th St. Phone Doug. 1181.

SEE
BENNETT ELECTRIC CO
FOR
SAFE AND RELIABLE WIRING
IT PAYS TO PLEASE
201 Omaha Nat. Bank Bldg. D 2614

OMAHA IN MOVING PICTURES

Electric Device Used to Great Advantage by Local Merchants.

PRETTY ROMANCE IN CLEAR FILM

Two Young People, Meeting, Like One Another at Once, and Wed Within Few Hours and Go West.

Moving pictures as supplemental medium to newspaper advertising are being used in Omaha during the present month in a reel entitled "A Twentieth Century Courtship." At present the "novels" are being exhibited as a 1,200-foot reel at the Gayety theater, where they are drawing large crowds, the reason being, of course, that they are local films, made of local persons and local scenes and stories.

The story of the film play deals with a young Omaha business man who goes to the ball game, where he meets a young Omaha society woman. The two become acquainted during the progress of a game between Omaha and the Denver champions. The young man, after wildly cheering for the home team, sits upon his straw hat and crushes it. This is the beginning of the acquaintanceship, which ends in marriage within a few hours.

The young man makes an appointment with the young woman for the same evening. He takes her to a theater, and then "sees" her home. The next morning they meet again, by appointment. Before the meeting the young man has purchased an engagement ring. While they are eating a late breakfast at one of Omaha's popular hotels, the young man proposes, and is accepted. The two agree to wed that afternoon and to go west on a famous train for their honeymoon. But before they wed they must shop, so they visit various stores of Omaha, buying articles for the trip and equipment for their new home, which they also lease before going. The leading firms of Omaha in the various lines of business are shown in the film. The pictures are clear and are interesting to Omahans because hundreds of local people have been caught by the moving picture camera. The merchants declare the plan an excellent one.

Ice Melts on Way Upstairs.
The "ten a cent chunk" of ice, which "no lasts, do trip up" from the basement to the fifth floor of a New York apartment house, caused trouble for the proprietor of the dumb waiter, to say nothing of the sorrow of the person paying the bill for the small puddle of water. Those people who depend upon natural ice for their summer supply will be obliged to pay for puddles in consequence of a warm winter. It is a happy family who have electrical refrigeration at their command.

Peat collecting by electrical machines is the latest method to be carried out in Germany. The whole machine is mounted to run upon a broad and heavy beam laid down on the ground of the peat bog, and an electric motor drives it.



The house wired for electricity is the one that gives the tenant entire satisfaction

If your house does not have electricity let us move you at once into one that does. We give complete satisfaction in our moving, and dispatch work with care to every article and without damage to the most fragile piece of furniture.

Moving, Storing and Packing Modern Equipment

Store your goods with us this summer in Fireproof, Ratproof and Dirtproof Vaults

The Best Storage in the West.

Omaha Van & Storage Company

THE ELECTRIC SHOP

For everything electric—Fans, Washing Machines, Stoves, Chafing Dishes, Vacuum Cleaners, Toasters, Wiring, Lamps, Fixtures.

Right Goods at Right Prices

WOLFE ELECTRIC CO.

1810 FARNAM STREET. TYLER 1414

INSTEAD of bowing to your old habit, get into line with the progressive merchants and advertise those electrical articles which you have for sale. You cannot grow without advertising—you cannot even live to healthy old business age. Study the reason for the success of the biggest merchants—you'll find it is advertising that has MADE THEM.

Modern Electric Machinery

Is Used To Make

TIP-TOP BREAD

It's clean, wholesome and pure. Eaten by the best families everywhere.

ASK YOUR GROCER FOR TIP TOP

U. P. STEAM BAKING CO.

Down where Nature cannot send her cooling breezes Science sends the Electric Fan

Down in the caverns of steel and stone where armies of office workers are meeting the strenuous problems of a business day—where excessive heat tends to retard the productive power of human energy—there electrical science carries the refreshing help Nature finds it so difficult to give.

The ELECTRIC FAN is one of Electricity's most effective means of increasing man-power by increasing man-comfort—of raising the standard marked by that magic word Efficiency. In the home, as in the office and factory, the Electric Fan is efficiency's "first aid"—summer comfort's best assurance.

And it gives both with a truly modern economy—is readily attached to any lamp socket—gives a lifetime of satisfactory service at a very small cost.

With the current you save by using Mazda Lamps you can run your FAN or any of the many electric devices for increasing the comfort of the home. With the ELECTRIC FLATIRON, for example, you can do the family ironing, indoors or out, in less time, with less labor, and less physical discomfort than ever was possible with the old-fashioned stove-heated irons.

Any electrical dealer will gladly show you the various styles and sizes of Fans, Flatirons and Mazda Lamps.

Omaha Electric Light & Power Co.