THE PEOPLE'S WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday

Your assistance for better Service

If you could realize the multitude of details that must be handled in getting electricity to your home or place of business, you would appreciate the difficulty of giving *perfect* service. But we want to give you *perfect* service and you can aid by notifying us of our mistakes.

Every employe of this company is thoroughly imbued with the spirit of "Good Service"--they all realize that their first duty is to the public. It isn't human to be perfect, but we are all trying.

Omaha Electric Light & Power Co.

SCIENCE IN STORE LIGHTING

Illuminating Engineers Have Done Much to Make Them Brighter.

HELPS IN THE SALE OF GOODS

Eyes Are Naturally Affected by Too Little and Too Much Light and the Customers Buy Accordingly.

So very, very few merchants know anything at all about the natural laws of illumination that they frequently allow a lighting system to be installed which can never be quite satisfactory except at excessive cost.

In wiring a private residence considerations of comfort and absence of eye strain receive far less attention than the saving of a few dollars in wiring costs, yet a lighting scheme which will be satisfactory in all respects need not cost any more than one which transgresses every rule of scientific illumination. It is more a question of the position and height of lamps and the type of reflector or shade employed than of the number of lamps installed. Costly fittings may be just as unsuitable for their purpose as the cheapest, while a little thought and intelligence may secure for no greater outlay a system of lighting which will be scientifically correct.

There is ample room for missionary work among shopkeepers who are the most obvious sinners against scientific principles of illumination. It may not always be easy to convince a private householder that the position and type of fittings he proposes to employ are unsuitable, but the shopkeeper should be more amenable to argument since the success of his business in most cases depends upon the attractiveness of the display in showroom and window. A walk through the main business streets of any large town in the evening will convince any one that few traders know anything about the science of illumination. There may be ample light—often there is far too much—but the lamps are placed incorrectly, and merely cause glare without achieving the object for which they exist—viz., to throw a good light upon the goods displayed. Many shopkeepers imagine that they attract custom by suspending flame arcs as close as they can be squeezed together along the frontage of the shop within seven or eight feet of the pavement. They only succeed in half blinding pedestrians and preventing many from seeing even what trade is being carried on. Others crowd the front of the window inside with strings of naked lamps, the glare from which effectually prevents passersby from seeing the goods behind them, as a rule, except with considerable discomfort. Jewelers are extremely fond of this system of shop-window and show-case lighting, forgetting that the reflection from gold and silver objects is a factor to be guarded against rather than aggravated by the presence of unprotected points of light all over the window. It is not light that is wanted so much as adequate and correct illumination of the objects offered for sale, and the value of a shop window to attract business may be increased enormously by a carefully thought out lighting system for the hours of darkness.

One Man for Whom the Electrical Fan Has Lost Its Charm

There is said to be a man for whom the electric fan has practically ceased to be a source of comfort. For several years, he said, he accepted the electric fan as an unobtrusive factor in hot weather hygiene, reports the Chicago Evening Post. There it stood, across the room, noiselessly, or nearly so, and as unobtrusive as the paper on the wall. The office boy turned it on in the morning and the janitor switched it off at night. During the day its existence never crossed his mind save when it blew the wisp of hair on his forehead hard enough to hurt.

But now those good old days have passed for him, since a tempter whispered in his ear that it would be interesting to throw an egg into the electric fan. He says he had no intention of throwing an egg into the electric fan. It would not be practical and, he strongly suspects, it would not be pretty. But the idea of a wild catastrophe which would follow such an exploit has fascinated him, and the electric fan has ceased to be the unobtrusive servant which it used to be. Like the "Punch, brother, punch," of olden days, it has become the master of his hot weather mind and resists all attempts at subjugation.

It is still impracticable for him to toss an egg at a nelectric fan, but if there is in literature anywhere or in sociology a vivid description of what happens when an egg strikes an electric fan that description may serve to restore an erstwhile steady desk worker to the pacid acceptance of the services of the electric fan.

TELEPHONE SAVES YEARS EVERY DAY IN CHICAGO

In Chicago a new telephone is going in every four minutes of the working day. And to serve this, requires the use of almost 900,000 miles of wire; enough to encircle the earth thirty-six times.

The saving of time which this equipment represents—and time is more than money in Chicago—is a highly important item. If each call in a day's business saves one-half hour for some one, the aggregate time saved each day in Chicago is 107 years.

MALACCA TO BE LIGHTED BY ELECTRICAL APPARATUS

Malacca, a city of the Straits Settlements, is to be lighted with electricity; the old dim kerosene lamps are being replaced by electric lamps. A far eastern paper says that the United Engineers of Singapore have secured the contract to supply the town with electricity, and they are busy fixing up the lamp posts. The power station will be in Kubu, and only the main thoroughfares will be lighted.

He Missed His Calling.

"Why didn't you send your man to mend my electric bell?"

"He did go, madam; but, as he rang three times and got no answer, he concluded that there was nobody at home."—London Opinion.

You must see Our Fixtures to Understand and Know why None excels Ours in quality and Workmanship.

The ELECTRIC SHOP
1810 Farnam St. Tyler 1414.
"WIRE FOR US AND WE'LL WIRE FOR YOU."

SEE
BENNETT ELECTRIC CO
FOR
SAFE AND RELIABLE WIRING
It PAYS To PLEASE
801 Omaha Nat. Bank Bldg. D 2816.

Automobile, Electric Elevator and Motor Repairing.
Omaha Electrical Works
1214 Harney St. Doug. 1181.

It Pays to Answer Promptly

Seconds seem like minutes at the telephone, because the majority of people who use the telephone do so when they are in a hurry.

It is annoying to stand at the telephone after one has given the number to the operator and wait an unreasonable length of time for the called party to answer.

The Lost Call

When there is delay in answering the telephone bell often the calling party concludes you are not there and "hangs up."

Then when you finally answer you wonder why your bell rang, and you charge the instance to poor service.

All the operator can do is to ring the bell. She cannot make the called party answer promptly.

NEBRASKA TELEPHONE COMPANY

Electricity has become so useful in the household that no home is considered modern unless it is equipped with electric conveniences.

If you have any to sell you can rapidly sell them by using this page.

BLUFFS MERCHANTS WINNERS

Defeat Luxus Team by Score of Eleven to Ten.

GAME IS REPLETE WITH ERRORS

Contest Nip and Tuck Until the Seventh Frame, When Five Scores Are Run in by the Merchants.

The Council Bluffs Merchants added another victory to their string, when they defeated the fast Luxus team at Athletic park in the Bluffs Sunday afternoon by the score of 11 to 10 in a game full of errors.

The game was nip and tuck up to the seventh inning, the score being 4 to 4 when the Merchants ran in five scores and gained the lead, when the brewery bunch landed on Probst and through errors scored enough runs to tie the game in the ninth, but "Buster" Probst won his own game in the Merchants' half of the inning, when he scored Rice from third on his single to left.

The features of the game were the batting of Wahl, Rice, Probst, Farley and Rapp, and the fielding of Kemp, Smith and Fox. Rice of the Merchants scored two runs and batted in three others.

Fox got Swingwood's long fly off the left field fence and doubling Minicus at second. Next Sunday the Merchants play the Storz Triumphs at Athletic park in the Bluffs.

The Luxus took the lead in the first inning when Smith reached second on Minicus' fumble of his grounder and scored on Denny's single to center. Fox scored the second run for the Luxus in the second when he walked, and scored when Goff dropped Rapp's long fly to center. The Merchants came back in the third and took the lead, when Probst singled, went to second on a wild pitch, was sacrificed to third, and scored when Tracy dropped McLean's single in the air. McLean reached first and stole second, Wahl singled to center, McLean going to third, Swingwood singled to deep center, scoring both McLean and Wahl. The Luxus made two more runs in the sixth on three errors and a single, but the Merchants came back and tied the score in their half on a single and a double. The Merchants scored five in seventh on four hits and two errors, Rice batting in two of the runs.

With the score 10 to 4 against them the Luxus started a rally in the ninth inning and scored six runs on three hits, a hit batsman and four errors, tieing the score. But the Merchants came back in their half of the ninth and won out. Rice, first man, singled to right, went to second on a wild pitch, was sacrificed tothird by Claire, and scored when "Buster" Probst singled to right, winning his own game. Score:

C. B. MERCHANTS.	AB.	H.	O.	A.	E.	LUXUS.	AB.	H.	O.	A.	E.
Goff, cf	3	0	1	0	4	Smith, 2b	5	1	4	3	0
McLean, ss	4	1	2	3	2	Denny, cf	4	1	1	0	0
Wahl, 2b	4	3	4	1	0	Farley, lf	5	2	1	0	0
Minicus, 3b	4	2	0	4	2	Vanous, 1b	5	0	11	0	0
Swingwd, 1b	5	2	9	2	1	Tracy, 3b	4	1	1	2	1
Kemp, lf	4	1	2	1	0	Fox, rf	4	1	1	1	0
Rice, rf	5	2	0	0	0	Rapp, ss	5	2	0	2	1
Gillispie, c	3	1	6	0	2	Hachten, c	5	0	6	2	1
Probst, p	4	2	0	5	0	Hull, p	2	0	0	0	1
Claire, c	2	0	2	0	0	Dyke, p	2	1	0	1	0
Totals	38	15	27	16	12	Totals	43	9*	26	12	4

*One out when winning run was scored.

Luxus	1	1	0	0	0	2	0	0	6	—10
C. B. Merchants	0	0	2	0	0	0	1	5	1	1—11

Two-base hit: Rice. Stolen bases: McLean, Wahl, Minicus, Swingwood, Claire, Smith, Tracy, Hachten. Sacrifice hits: Goff, Wahl, Gillispie. Bases on balls: Off Probst, 3; off Hull, 2. Struck out: By Probst, 7; by Hull, 5; by Dyke, 1. Double plays: Minicus to Swingwood to Gillispie; Fox to Smith. Hit by pitched ball: By Probst, Tracy; by Hull, Minicus, Probst. Wild pitches: Hull, 1; Dyke, 1. Pitching record: Off Hull 9 runs, 11 hits in seven innings; off Dyke 2 runs, 4 hits in one and one-third innings. Left on bases: Merchants, 9; Luxus, 9. Base on errors: Merchants, 3; Luxus, 10. Time: 2:15. Umpire: Nelson.

Wonderful Blood Remedy

Brings Health to a Host of Sufferers.

The remarkable action of S. S. S. in the blood is given impetus by a letter received from Earl C. Cook, 708 South Center St., Bloomington, Ill. He says, "I suffered several months and took treatment here, but obtained relief only for a few days at a time. Becoming doubtful of results, I quit the doctors, and there was marked improvement from the start. I used thirteen bottles of S. S. S. and was entirely cured. My blood was in a dreadful condition, and I can not thank S. S. S. enough for my wonderful recovery."

This preparation stands alone among specific remedies as a blood purifier, since it accomplishes all that was ever claimed for mercury, iodides, arsenic and other destructive mineral drugs, and yet it is absolutely a purely vegetable product. These facts are brought out in a highly interesting book compiled by the medical department of The Swift Specific Co., 192 Swift Bldg., Atlanta, Ga. It is mailed free, together with a special letter of advice to all who are struggling with a blood disease.

Get a bottle of S. S. S. to-day of your druggist. It will surprise you with its wonderful action in the blood.

TWO FIGHTERS HERE SEEKING MILL WITH LOCAL PUGILISTS

C. A. Hosey of Kansas City, manager for Art Magiri and Jimmie Evans, welter-weight and light-weight, respectively, arrived in Omaha last night to find out what the chances are to get a mill with a local fighter. He bars none in the two classes mentioned. Hosey says that Magiri has lost but three battles in thirty-nine and Evans only two in twenty-nine. An effort will be made to get a go with Buckles or English.

It's a Burning Shame

not to have Bucklen's Arnica Salve to cure burns, eczema, boils, sores, piles, cuts, bruises, wounds and ulcers. 25c. For sale by Beaton Drug Co.—Advertisement.

Armours Are the Champions of the South Omaha Teams

After losing three straight, the Armours came back yesterday and defeated the Shamrocks at Fort Omaha, 7 to 5. For the Armours in the first innings Collins, Pike, Corcoran and Graves singled, scoring two runs. Three hits, a base on balls and an error allowed them four more in the eighth, and Collins' hit, his steal of second and Pike's hit scored another in the ninth. Gurness held the Shamrocks to one hit until the eighth, when three hits and an error allowed them three runs. In the ninth two hits and an error gave them two more. Both sides fielded brilliantly, notwithstanding the errors, particularly noteworthy being the work of M. Collins, Clark, Corcoran, Pike, W. Ryan, Al Graves, Tuttle and Hiatt.

This game gave the Armours the championship of South Omaha. They are also Saturday champions, having defeated the [illegible] Kansas City August 2, 10 to 6, with Quigley pitching. Score:

ARMOURS.	AB.	H.	O.	A.	E.	SHAMROCKS.	AB.	H.	O.	A.	E.
J. Collins, lf	3	1	0	0	0	Clark, rf	5	2	1	0	0
Pike, ss	5	3	0	4	1	W. Collins, 3b	4	1	0	4	0
Corcoran, 3b	5	1	1	4	0	Ryan, 1b	3	0	10	0	0
Al Gr'ves, cf	4	1	2	0	0	Lytle, 2b	4	0	2	2	0
Hiatt, rf	4	1	2	0	0	Yost, c	4	0	8	0	0
Ryan, 1b	3	0	12	0	0	Sullivan, cf	4	1	0	0	0
Tuttle, 2b	4	0	2	2	2	Fletcher, p	4	1	0	2	0
Gurness, p	4	0	1	1	0	Swift, lf	4	1	2	0	0
Lismond, c	4	1	7	1	1						
Totals	36	8	27	12	4	Totals	37	6	27	14	3

Armours	2	0	0	0	0	0	0	4	1	—7
Shamrocks	0	0	0	0	0	0	3	2	—5	

Earned runs: Armours, 2; Shamrocks, 1. Two-base hit: Fletcher. Struck out: By Gurness, 7; by Fletcher, 6. Bases on balls: Off Fletcher, 2. Hit by pitched ball: By Gurness, 1; by Fletcher, 1. Stolen bases: J. Collins, M. Collins. Time: 1:35. Umpire: White.

COMMISSION CONSIDERS REVISING DRAFTING RULES

CINCINNATI, O., Sept. 15.—Major and minor league magnates and others interested in drafting of players by major clubs from minor leagues were present when the National Base Ball commission began its annual meeting here today. The members of the commission are: August Herrmann, chairman; President Thomas Lynch of the National league and President B. B. Johnson of the American league.

When the members of the commission went into session more drafts had been entered than in any year since the national agreement went into effect.

It was reported that the commission would discuss a new plan for drafting players, which would give the advantage to the second division teams in the major leagues and help them to build up. At present all ball clubs in the two big leagues have an equal advantage. The first division clubs may put in as many drafts as the second division teams and they have an equal chance to draw the players desired.

Tonight the directors of the National league will meet to review the protest of the New York club of the National league with regard to the New York-Philadelphia game of August 30, which was forfeited to New York by Umpire Brennan and later awarded to Philadelphia by President Lynch.

President Lynch announced that he had fined both Manager Tinker of the Cincinnati club and Shortstop Maranville of the Boston team $50 and First Baseman Myers, also of the Boston team, $100 for fighting on the field during the first game of the double-header here last Saturday. Tinker was also suspended three days for using abusive language to Umpire O'Day.

Townsends Win From Workmen in First Inning

The Townsends gave the A. O. U. W. team a bad drubbing at Luxus park Sunday afternoon, the final score being 12 to 3. McCreary, pitching for the lodge men, proved easy for the gunners, and was hammered for thirteen hits, six of them for extra bases. McGuire, pitching for the Townsends, was found for ten hits, but was steady in the pinches. McCreary struck out nine and McGuire eight.

Sherrer, who has been playing outfield for Decatur in the Three-I league, played a good game at center for the Workmen, and connected for three hits. Kennedy of the same team hit three doubles.

During the game, doubles were made by Coady, Pass, Kreigler, Russum and Kennedy. McGowan hit through a gate in center for three bases and Penny, shortstop for the Townsends, hit one over left field fence for a home run. Score:

TOWNSENDS.	AB.	H.	O.	A.	E.	A. O. U. W.	AB.	H.	O.	A.	E.
Coady, 2b	3	1	1	2	0	Welch, 2b	3	0	1	0	0
Saup, 3b	5	2	1	2	2	M'Andr's, 3b	3	2	0	1	0
Russum, c	4	1	7	0	0	Do'herty, 1b	4	1	10	0	1
Kreigler, lb	4	2	12	0	0	Sherrer, cf	4	3	4	0	0
Penny, ss	5	2	2	3	0	Prefka, c	4	0	6	2	1
Pass, rf	4	2	0	0	0	Hall, lf	4	1	1	0	0
Bohan, cf	3	0	2	0	0	Kennedy, rf	4	2	0	0	0
McGowan, lf	4	2	0	0	0	Stevens, ss	4	0	0	0	1
McGuire, p	4	1	0	1	0	McCreary, p	4	1	2	3	0
Totals	36	12	27	8	1	Totals	34	10	24	6	3

Two-base hits: Coady, Pass, Kreigler, Russum, Kennedy (3). Three-base hit: McGowan. Home run: Penny. Double play: Penny to Coady. Struck out: By McGuire, 8; by McCreary, 9. Bases on balls: Off McGuire, 1; off McCreary, 4. Umpire: McAndrews.

Assistant Coach at M. U.

MINNEAPOLIS, Sept. 15.—E. W. McDevitt, former linesman on the Yale foot ball team, will be assistant coach at the University of Minnesota, according to an announcement today.

S. S. Harris, it was said, will continue as first assistant to Dr. L. H. Williams while McDevitt will have charge of the freshmen. McDevitt played guard on the Yale team in 1910 and 1911.

Matched for Ten Rounds.

CHICAGO, Sept. 15.—"Wild Cat" Fern of Kansas City and Billy Walters, a former sailor, were matched tonight to box ten rounds at Kenosha, Wis., September 26. The winner, it is announced will meet Mike Gibbons of St. Paul in a contest two weeks hence, which, the promoters say, will be for the welterweight championship. The weight will be 145 pounds at 3 o'clock.

Wins New York State Flag.

UTICA, N. Y., Sept. 15.—The seventeenth season of the New York State league closed today with Binghamton the pennant winner and Wilkesbarre in second place. Utica, which held the lead for a large part of the season, ended in fourth place and only retained its position in the first division from Albany's attack by winning today's double-header with Syracuse.

INDIANAPOLIS LEADS IN FEDERAL LEAGUE RACE

INDIANAPOLIS, Ind., Sept. 15.—The Federal league, said to be the first independent base ball organization to complete its full schedule, closed its first season today, with the Indianapolis club far in the lead for the pennant.

The club owners will meet in Indianapolis September 20, officially to award the pennant and elect officers for next year. It is reported a new president will be named to succeed John T. Powers of Chicago, the organizer of the league, who some time ago was given an extended leave of absence. The question of making the league an eight club circuit also probably will be decided.

The Indianapolis team finished eleven games ahead of its nearest opponent, Cleveland. The other clubs finished in order. St. Louis, Chicago, Kansas City and Pittsburgh.

Slays Ex-Judge He Believed Influenced Wife to Get Divorce

ASTORIA, Ore., Sept. 15.—Former Circuit Judge Frank J. Taylor was shot dead here today when about to take a train for his summer home. C. C. Hansel, who believed Mr. Taylor had influenced Mrs. Hansel to get a divorce, was arrested.

No words accompanied the murder. Hansel approached the former jurist as he stood in the railway station and began shooting. When his revolver was empty he threw it into the Columbia river. He did not try to get away.

Taylor was well known in Oregon and was a former member of the legislature. He is survived by a wife and two daughters.

HOUSE THIS WEEK TO TAKE UP MONEY BILL IN DETAIL

WASHINGTON, Sept. 15.—With the tariff bill being completed and the administration currency bill under way in the house, the coming week in congress promises marked progress toward the inscribing on the statute books the legislation pressed by President Wilson.

The senate and house conferees, settling points in the tariff bill in disagreement between the two houses, have made much progress.

The house this week will take up the currency bill in detail. With the grist of argument out of the way, the measure now will be taken up for amendment.

The senate banking committee will resume hearing bankers, financial experts and merchants Tuesday, when the first of seventeen witnesses will appear.

The house lobby committee after tomorrow will suspend hearings temporarily and prepare a report. Former Representatives Ralph D. Cole of Ohio and C. E. Littlefield of Maine are expected to testify before the inquiry is concluded.

BARBARY COAST IN DANGER

'Frisco's Famed Underworld Now Facing Extinction.

CITY'S CLERGY ON WARPATH

Score of Them in Their Pulpits Clamor for Its Suppression, and Habitues of Place Uneasy.

SAN FRANCISCO, Cal., Sept. 15.—The Barbary coast faces extinction. A score of clergymen fulminated from their pulpits today and tonight against this world-known assemblage of dance halls, drinking places, lodging houses, and downright dives, first known to deep sea sailors and later exploited in many a novel and south sea story. Of late years, to accommodate eastern tourists, who wished to see the famed place, a whole new set of dance halls have been developed, regardless of expense.

The coast, usually oblivious to criticism, except that of the officer on the beat, manifestly was uneasy tonight, because behind the threats of the clergymen its habitues see economic pressure, woman's suffrage, and a new state law providing that any place may be summarily closed upon substantiated complaint of any citizen that it is by common report of bad reputation. This law is held in abeyance just now because of a referendum petition filed against it, but small hope is entertained that it can be upset at any election where the women vote, and for its provisions denizens of the coast, in their own vernacular do not "know the answer."

Arguments raised against the existence of the coast by clergymen today were, that it is immoral, that it has come to be directly in the path traveled by the large and industrious Italian colony on its way down town, and that its presence will hurt the Panama-Pacific exposition in 1915.

Persistent Advertising is the Road to Big Returns.

Do You Know Anything About Whiskey?

¶ Almost any whiskey can be guaranteed under the Pure Food Laws. Certain essentials well known to the trade can be overlooked and avoided and the guarantee still hold good—but—

RED TOP RYE

is the result of distillation from choice grain with perfect food value guaranteed by distillers to be blended of whiskies of such age and purity as to make the result PURE.

Anyone who is well posted will understand the merit of this argument.

FERDINAND WESTHEIMER & SONS, Distiller
ST. JOSEPH CINCINNATI LOUISVILLE