

All Together, All the Time, for Everything Electrical.

People's Electrical Page

Brilliant Illumination Makes a City Safer, Cleaner and Better.



LIGHTING FOR EYE'S GOOD

Electricity Most Versatile Illumination and Therefore Best.

REQUIREMENTS OF EACH ROOM

Color of Walls and Furniture Decides Which is Proper Way to Place Lights and Number Needed.

"I won't wear glasses, ever," is a bold declaration which too often comes to grief because the eyes are expected to do entirely too much in keeping the statement true.

The eyes have to a limited extent the power of self-protection against misuse. The pupil of the eye will partly contract or expand to shut out or take in light. But it cannot entirely shut out a large or glaring light or take in light when there is none to take in, or it may become exhausted by either operation.

Each room has its individual requirements for artificial lighting—the use of the room and the color of the walls and furniture deciding the proper placing of lights and quantity needed. A living room evidently needing light for sewing or reading and for general illumination as well, a kitchen merely for general illumination. A room with dark furniture (dark articles absorb light), needs a greater quantity of light than a room with light colored furniture or walls.

Electric light is the most versatile light and most easily meets all of these requirements. It can be placed anywhere, on the ceiling, on the walls, on a table, it can be shaded in every way. It can even be carried around the room. And all this with perfect safety.

Each person should be able to tell whether or not he is able to see with comfort by means of the light he is using. A large, brilliant light may seem to say "enough light," while in reality it says "too much," and, on the other hand, you may not realize how dim and unsatisfactory your present light really is until you try a more powerful one.

In all cases, whatsoever, the light should be soft and white, the nearer the approach to daylight the nearer the approach to the perfect light.

Influence of an Inventor.

There is scarcely a period of electrical development, starting with the early days when Edison was but a stripling, that has not felt his influence. Follow his progress through the patent records of the world. In the telegraph business the telephone business or the electric light and power business, it will be found that in each one he has greatly distinguished himself, and has probably effected at least three-quarters of the electric development of our time by the product of his mind.

Aiding in Lighting Home for a Special Festival Occasion

How many birthdays and special days are celebrated in your family in a year?

If you are in the habit of celebrating in a large way each individual's birthday, St. Valentine's day, etc., do not forget that there are as many ways to arrange the miniature electric lighting outfit which has but just come out on your Christmas as there are days.

If you are not in the habit of noting even in some small way, the happy times when each adds a year to his age, remember that there is nothing so easily made as a pretty table or a pretty room, providing you have not put away too well those small glistening lights which made the season's cheer on the evergreen tree.

This set of small lamps will do for you just about all the celebrating which is necessary.

Loud Telephone at Ball Games.

Loud speaking telephones are promised as first aids to the base ball fan in certain cities next year. These telephones will be placed in various parts of the grandstand, the transmitting system being in the press box. The telephone will announce each batter as he steps to the plate. They will also serve to call doctors and other spectators to the public telephone to receive messages. This base ball adjunct will be of real benefit, if it is not abused. It could easily be abused by a continual dinning into the ears of the fans for promoters, politicians and other modest self-advertisers.

Prices Lowered, Better Goods.

In New York in 1882 it cost the public one and one-tenth cents to burn a sixteen-candle power carbon incandescent lamp for one hour. It now costs a maximum of only two-tenths of a cent or less than one-fifth of the original cost to obtain an equivalent illumination of even better quality; or, if the current be purchased in large quantities, one-twentieth of the original price.

STORING ELECTRIC FANS

How to Keep Coolers During Cold Winter Months.

PAPER BAG USED AS COVERING

Certain Parts, Too, Must Be Unscrewed and Then Whittler Will Be Kept Well Until Needed in the Summer.

The electric fan may be used to very good advantage the year round, yet in some instances it is desired that it be stored away during cold weather. In such cases it is well to preserve the lasting qualities and efficiency of the fan by observing certain things in getting it ready to be placed on the shelf.

After having unscrewed the connecting plug at the end of the flexible cord which conducts current to the fan from the lighting socket, place the fan on a table and wipe it thoroughly with a dry cloth or dry cotton waste. Go over the whole fan carefully removing all dust. Next unscrew the caps of the oil cups which are at each end of the armature shaft and fill them with good lubricating oil. Replace the caps and wind the flexible cord around the base of the fan.

To cover the fan place a large, heavy paper bag over it, tying the neck of the bag tightly around the base of the fan, and it is ready to be set away.

When the fan is removed the next season the fan will be in good condition and ready to run. An electric fan thus protected during the winter and oiled two or three times during the summer should give satisfactory service for many years.

Electricity for Baths.

For heating various kinds of baths, electricity is invaluable. By means of a portable electric hot air cabinet the luxury of a Turkish bath can be enjoyed readily and cheaply. The sand bath and ordinary water bath are heated by means of coils electrically heated and immersed in water or sand.

Electric flash signs for advertising purposes have been installed on the sides of electric trucks.

Electric Page Habit Good One to Acquire During All the Year

It is a habit of your daily paper which is one week devoted to electrical matters of enough interest to you so that you make a point of reading it each week?

The publishing of an electrical page in the daily papers has proved of great interest to the public at large. At the beginning of 1912 there were ten newspapers weekly publishing one page of electrical news. The idea of thus informing people on the greatest subject of the times proved to be such a good one that thirty papers are now giving their readers this weekly feature. This number included one Mexican paper.

Stairway Looks Solid, but Moves.

If you do not wish to wait for an elevator, just look around; maybe the moving stairway is close at hand.

Many people find the escalator the quickest and most agreeable way of getting from one floor to another in a crowded department store or place of general rush. It is always there and always moving.

We do not think when we step onto one of these slowly but steadily moving stairways that we are only one of perhaps 12,000 people who have traveled exactly the same road in an hour. In a woolen mill in New England escalators are used to do the entire carrying of 12,000 employees, morning noon and night.

A stairway even though intended to be moved by electricity and to take the place of an ever ready elevator, may be designed exactly in accord with the other stairways of a building and with them be one of the chief attractions in architecture.

"Three-Way Switches."

That's what they call the switches that operate the hall lights from either upstairs or down. A great convenience and protection.

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. 2178. 213 South 13th St.

DECORATIONS BIG FACTOR

When Arranging Lighting Hangings Must Be Considered.

WHITE DRAPERIES FAVORABLE

This Kind Absorbs Only Fifty Per Cent of Light Falling Upon Them and Radiate Half Back.

The color of paper hangings and tapestries is far from being a minor factor in the degree of light that prevails in a room, and is very closely related to the economic use of artificial illumination also.

Recent investigations reveal the fact that the absorption of light depends, in the first instance, on the color of the hangings, and therefore on the same color when the walls are painted with it, too. Naturally the most favorable effect of color in this regard is afforded by the white hangings and paints, but even these absorb 50 per cent of the light falling upon them, while the other 50 per cent radiates back into the room.

Following these in the effect of light come the yellow hangings, which radiate 40 per cent. The next in order are the bright greens, from which 40 per cent of the light striking them is thrown back. Dark green and red hangings exercise precisely the same influence; they radiate 15 per cent.

Necessity Mother of Invention.

A certain large manufacturing plant employs a special corps of designers, architects and draftsmen, while its own school for draftsman and designers turns out a great number of blue prints. Some time ago this concern began figuring on the time consumed in washing and drying these blue prints. The manager who did the investigating found that out of the crew of ten photographers, four were kept busy on this work nearly all the time.

So the designers were put to work and a machine for drying was finally produced. It consists of little more than a series of rollers and pipes. The blue print sheet is fed between the rollers, which are continuous, and as it goes down the line sprinklers develop and wash it thoroughly. The blue print then passes on to other rollers, which squeeze it uniformly and rid it of water, finally passing it on through a heating section and bringing it out dry and ready for use at the other end. The affair works automatically and is run entirely by electricity. It requires almost no time or attention and turns out thousands of blue prints each year perfectly.

More Than Ben Knew.

When Benjamin Franklin wandered into the limelight with a loaf of bread tucked under his arm, he never could have dreamed that the mysterious electricity he was to bring to earth with his little kite would one day be made to mix dough and bake the bread, but that is what has happened.



Polish Women Make Housework a Thing Not to Be Dreaded

In a quarter of Detroit populated almost entirely by factory workers, Polish, most of them, the electric iron has become one of the most popular of household helps. The women in this section have shown a wonderful preference for the iron which they know is a time saver and a labor saver.

During the year 1912 an average of more than one electric iron a day was bought in this part of the city. The electric irons sell from \$2.50 to \$5. The \$5 iron holds the record for winning its way into the households here.

Hot Water is Always Convenient.

"Water, water everywhere, but not a drop of hot," is a pitiful cry when hot water is actually needed about the house. The little electric water heater pictured here is said to have saved the life of a lady on the east side a few nights ago. She was taken suddenly very ill with indigestion. Her daughter turned the switch of the electric water heater and in two minutes the lady had taken enough hot water to free the gases and afford her relief.

For Cooking and Heating Electricity Offers Advantages

Electric cooking and heating represents an ideal. In the cooking and the hot water supply of the household the need is to get rid of the fire risk, to improve the cooking itself, and to reduce the drudgery of housework. Electric devices offer these advantages. In the electric fire, there is no fire risk from the stove kitchen there are no matches to start a fire, there are no gas leaks or explosions. In the quick, but perfectly controlled heat of the electric oven, the juices of a joint of meat are more perfectly conserved, and the meat loses less in weight than in any other heated oven. In the large electric grill of a well known New York club a thick steak, placed vertically between two incandescent walls, may be done to a turn in thirteen minutes, the heat sealing the surface of the meat at once and completing the cooking with no scorching, and with no flame to "catch" the fat, as it drips down into a pan of water below. Since in the individual devices the heat is generated within the utensil itself the elimination of all smoking or scorching of the outside of the utensil lengthens its life and lessens the work of washing up after meals. One may do "light housekeeping" with a toaster and an egg boiler on the breakfast table and a chafing dish on the sideboard.

It is anticipated that Berlin, Germany, will soon be in wireless speaking distance with New York.

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

Omaha Electrical Works Electric Elevator Repairs and Westinghouse Motors 108-18 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 Machinists Day, Doug. 2178. 213 South 13th St.

"The Electric Shop" is the correct answer to the "T. E. S." which appeared in this space last Tuesday. The first correct answer was sent in by Miss Francis J. Shepperd, 3711 Lincoln boulevard. The prize given for this answer was a Westinghouse electric iron. WOLFE ELECTRIC CO. (THE ELECTRIC SHOP) TYLER 1414. 1810 FARNAM ST. "Wire for us and we will wire for you"



You Would Write? It's So Much Better to Telephone To converse with a distant friend over the telephone, is nearly as good as a personal visit, and without a tiresome, expensive railway trip for one or the other of you. A telephone in your home places most of your friends and business associates within almost instant reach, for Bell service reaches nearly everywhere. Your home is the center of the Bell System. NEBRASKA TELEPHONE CO.

The Builder of Bliss and Happiness in the Home THE ANGELUS The Player-Piano Without a Peer Again we present two pictures—each with a meaning; each with a moral for the home that lacks music. ONE PICTURE—After a day of hard, mental-tearing work, Mr. John Slaver reaches home. Despite his eight or ten hours of fatiguing labor, he is happy in his mind—he is ready to be amused—to receive the love of a wife, to be happy and to radiate joy among his family. His dinner finished, he sits down at his reading table, peruses the evening paper and glances at a magazine. His wife, meantime, is busy with the children, putting some to bed, and reading to others. This looks much like true bliss; but there is something lacking. Slaver feels it. He tries to be agreeable, his wife does, too; but there is a missing link in this true happiness, and both know it is not there. The simple, true love of his wife is not enough to keep Slaver home; he longs for a little lively music. He thinks of the theater, and wishes he were there. Every man has some music in his soul; and Slaver has a great deal, because he is a home-lover. Over in the billiard hall, two blocks away, is an electric player-piano. This fact grows on Slaver's mind as the evening moves along, and finally he announces that he is going out for awhile. He enters the billiard hall, hears the music, is filled with enthusiasm, and then mixes with a bunch of friends at a game of cards. He loses a little money, drinks quite a little and then goes home. He is disagreeable to his wife then; says an unkind word or two, and makes the little woman go to bed with tears in her eyes. Slaver gets up the next morning feeling that he has had a bad night. He goes off to work under a cloud, and his wife has an unpleasant day. The destruction of Slaver's home-happiness has begun. THE SECOND PICTURE—James McGuire, friend of John Slaver, finishes his long day's work and rides home on a crowded street car in which he is jostled and buffed around by a 6 o'clock crowd. At home, McGuire meets his wife, greets her with a merry good-evening and a big soul kiss. He picks up the children and loves each one with a big, good natured hug. The whole family sits down to a good dinner, and everyone gets up feeling happy and merry. James McGuire pulls a Morris chair up to the reading table; goes through the evening paper, including the sport page, digesting the editorials, and hastily reading the rest. He also looks over a magazine. He then has done enough reading for the evening. But he has not thought of going down town, or of running over to the billiard hall, just a few doors away. He has something else to do; the greatest and truest pleasure of the evening awaits him. He is going to have some music—and he does not know a single note. Over to the "Angelus" player-piano he goes, and slips in a piece from "Gypsy Love." The whole household is elevated to another world. The very thrills that McGuire feels are sensations which he never had until the "Angelus" came to his home. The children and wife are awfully bewitched by the music, and the McGuire home is one of the happiest in the city. So, through the rest of the evening McGuire keeps the "Angelus" going, playing some of the most popular pieces and cheering the entire atmosphere. Then he and his wife retire, both feeling the true joy of living. They arise early; both are happy, and both start the day with outlook a bright one. All through the day McGuire looks forward to getting home again to his family and his "Angelus."

The Importance of Light in Its Relation to Health The desirability of having an abundance of light and pure air in the home has long been recognized. But the positive value of these agencies in the prevention of disease is just beginning to receive due appreciation and broad endorsement of the medical profession. Electric Light is Endorsed as the Healthful Illuminant Electric light, in its chemical and its physiological effects, is a fair substitute for sunlight. It is a demonstrated fact that it stimulates plant growth and destroys certain dangerous germs exposed to its rays. There is no known reason of science why an electrically lighted room should not be as healthful as one lighted by the sun's rays. Omaha Electric Light & Power Co. Advertise in a medium which has a purchasing class of readers. In Omaha THE BEE is that paper.

This page is read by people who buy electrical conveniences. It is read weekly and is gradually growing.