

The People's Weekly Page of Electrical News



ORKIN'S CLUB ENDS FRIDAY

Special Piano Offer Which Has Benefited Hundreds Nears Close.

MANY JOINING CROWD TODAY
Club Plan Offers Advantages Which No Other Arrangement Has Ever Given and Omahans Realize Opportunity.

Orkin's piano club, the plan which has attracted hundreds of members to the big piano department of this store, is to close Friday night, January 31. During the time between now and then many persons are expected to join the club, since opportunities for getting a piano or player-piano are such as never have been equaled in the city. It is an opportunity of which wise Omahans have already taken advantage. It has been a great success in every way—and particularly in putting instruments in homes that heretofore have been without music.

The players and pianos offered at special prices in this great club plan are some of the best instruments made in this country. They represent the best in tone and durability. They stand as the producers of fine music, and are lauded high by all homes that own them. In the Orkin club are hundreds of Omaha persons, some who realized that they could get such an excellent instrument at such a low price and on such small payments.

The management of the club has arranged all details so that the purchase and payment of the piano are made easy. The value of the club piano is \$350, and Orkin has placed their price for the club members at \$25.50. This same piano which is being sold to club members this week cannot be bought for less than \$350 after Friday night, the date when the club closes. The terms of payment are \$5.00 cash when you join, and then \$1.25 a week for 28 weeks. The piano is delivered as soon as one becomes a member of the club. If you enter the ranks of the members today you will get your instrument today. There is no delay.

With every instrument goes a guarantee, which is assurance that if the instrument is not exactly as high class in every detail as you want, you can get another. If the piano is not satisfactory after thirty days' trial, you may return it. Orkin is trying to impress on the public that they should enter the club before Friday. It is a grand opportunity, and you may visit the store this week and learn in detail all the facts of the plan and see the instruments from which you may choose. Friday is the last day—after that you will have to pay \$350.

Electric Fan is Put to Effective Work During Winter Days

An electric fan standing peacefully in a show window with the winter furs and coats—hard at work, as I live—now, what's the use of that?

"Don't you see that there is no frost on the windows to obstruct your view of the latest styles?"

That's the way this particular shop has of displaying its wares to good advantage even though the night is frosty. You will find your own fan to be of just as much service all winter long as these. If you don't need it for cleaning your windows you can set it by the radiator or grate and fan the warm air into the room. You can heat your house with much less expense by forcing the hot air away from the source of heat in this way. There are many electric fans which never get a vacation, for winter keeps them busy in one way and another.

Nourishing Body of Man by the Use of Electricity Latest

Prof. Bergone of Paris claims discovery of a system for nourishing the human body by means of electricity. It is really an excitation of the nutritive cells of the human body by means of an electric current, but he says the results what they may, it is certain that the press of this and other countries has enjoyed some fine humor, in sarcasms and otherwise, as to the possibility of "living on a diet of currents" in the near future, or absorbing all one's vigor by "imbibing a dose of magnetic fluid."

Increasing Light at No Expense to Any Part of Home Purse

The artificial lighting season is at hand. We have used as little light as possible during the summer time and been out of doors as much as possible. Much light has undoubtedly accumulated on the globes and reflectors, which materially reduces their light-giving efficiency. A little time spent in washing the lamps and reflectors will work wonders in brightening up the home. The same is true of the lighting fixtures in the store or business office.

In this connection it should be noted that in cleaning fixtures using Mazda lamps there is no danger of breaking the lamps if they are lighted while being dusted.

Handling Fire Apparatus

The handling of fire fighting apparatus by horses is already in a decline, power driven vehicles being used instead. There is something thrilling in the sharp clang of the fire station bell, the thunder of hoofs on the oaken floor, the snapping of harness and then the plunging horses racing up the street to the fire. But all this spectacular play is giving way before the power motor vehicle which does not require hitching up and which races to the fire at thirty miles an hour.

Nearly every large city is now installing power driven fire engines and trucks. Where reliability is strictly necessary, speed important and delays fatal, the electric storage battery truck and engine are used. Electricity is always ready and willing. In New York City a large proportion of the old horse drawn apparatus has been converted into electricity driven vehicles. The old fire engines are equipped with an eighty-cell, eleven-plate battery, which will run the heavy engine twenty miles at top speed with a single charge. Battery driven trucks and chemical engines are also used. The saving in feeding and caring for horses is an important item in every large city.

Broken Dishes Are Few

The servant and the broken dish joke is fast disappearing from the newspaper columns, as well as the old-fashioned fine from the servants' list of abuses. A mistress now guards her own precious possessions and relieves her maid of embarrassment—mental and financial—by having her china closet brightly lighted the minute the door is opened. This is accomplished by means of the automatic electric switch which turns the light on and off with the opening and closing of the door.

This little arrangement has saved many a valuable piece of china or glass from destruction by the groping hand in the dark. It is just one of the little wrinkles which is for convenience pure and simple.

ELECTRIC WASHER IS IDEAL

New Machine Sold in Omaha is Very Popular.

COMBINES MANY GOOD FEATURES

Meadows Improved Electric Washer Has Rinsing Tub, Washing Machine and Squeezing Wringer All on One Platform.

One of the newest electric washing machines to be placed on the market in Omaha is the Meadows Electric Power Washer, which is sold by the T. G. Northwall company, 912-14 Jones street. This washer is one of the latest improved machines combining a washer, rinsing tub and squeezing wringer on one platform, as an illustration on this page shows.

One of the points advanced in favor of the Meadows is that it is the washer convenient. It is so constructed that all the work can be done from one side. This makes it possible to place the machine close to the wall, where it will take up but little space. The tub is fastened to a hinged platform, which makes it possible to drain all the water out of the tub without lifting anything but the tub.

The wringer is built to swing back and forth from the washing and rinsing tub. This arrangement creates a double machine, which washes and rinses at the same time.

The households of Omaha are rapidly being supplied with electric washing machines, and the Meadows, which has just come into this city, is meeting with a great demand. Thousands of the gasoline power Meadows have been sold in the territory adjacent to Omaha, but the electric Meadows has just recently been placed on the market, being an improvement that is considered ideal among washers. It does effective work and, like all electric appliances, does away with much inconvenience and drudgery about the household.



"We must have it tomorrow—we can't wait."

Woman Turns Iron Into a Cook Stove Which is Practical

"The people in the flat above us have a novel way of doing light housekeeping," said a young lady from Benson the other day. "They have one of those little stands upon which you turn an electric iron upside down and upon the inverted iron they do all their cooking. They even cooked their Christmas turkey on it by turning it and basting it and turning it." The small stands which can be used for inverting an electric iron cost very little and really afford quite a convenience for auxiliary cooking for anyone who has an electric iron. It costs from 2 to 5 cents to run an electric iron, but a little hot soup can be made or a little frying or toasting done in much less time, so that nobody would find the expense to be in any way equal to the convenience of having a tiny stove ready to work in any room at any time.

Omaha Products Are Sold for Shipment Over to Switzerland

The superiority of products "sold in Omaha" has again been demonstrated by the electric shop, Wolfe Electric company, 1810 Farnam street, who recently sold an elaborate electric library lamp for shipment to Switzerland. The lamp was a beautiful specimen of art glass consisting of a number of distinct and separate colors.

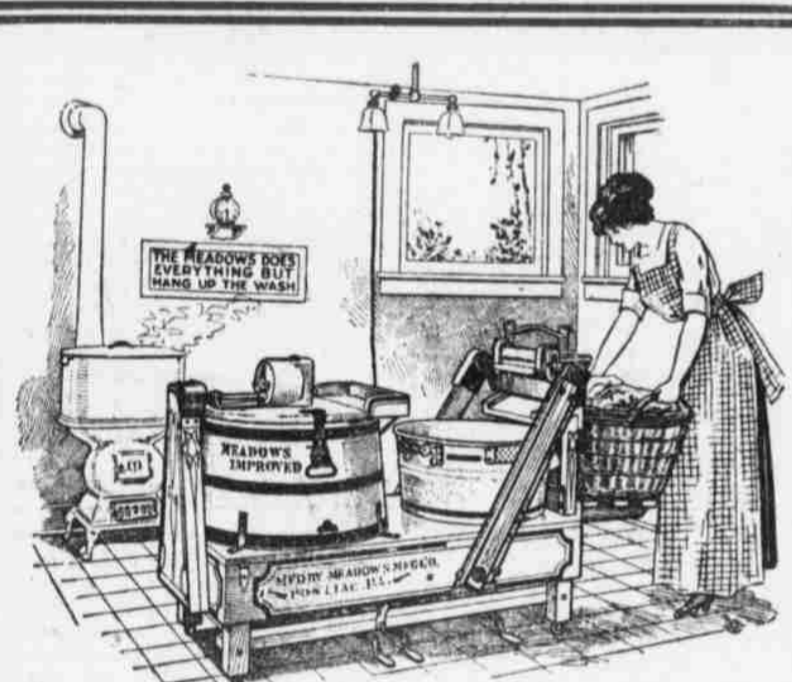
Make wash day a pleasure

The modern housewife has wrenched herself free from the drudgery of washing by old methods—she uses an electric washer and the MAYTAG ELECTRIC WASHER is the one she usually selects. You can join the

Maytag Electric Washer Club here. Our plan of payments enables you to give cash or make specially easy payments—that never become a burden. See the Maytag Demonstration every day.

The Electric Shop

WIRE FOR US AND WE'LL WIRE FOR YOU
Wolfe Electric Co., 1810 Farnam St., Phone: Tyler, 1414.
SPECIAL CLEAR PRICES ON ELECTRIC WASHERS



The Meadows Electric Washer

It not only saves time and money, but it also saves your clothes. Think of what it means to have a washer that relieves your household of all the drudgery of washday. The Meadows Electric is the machine that has won its way into thousands of homes simply because it does better work than can be done by any other method.

THE MEADOWS is an improvement over other machines because the operator can wash and rinse at the same time. The illustration above shows you the arrangement. The washer, tub and wringer are all on one platform. The wringer is built so as to swing back and forth from the washing and rinsing tubs. This ideal arrangement does away with washing day trouble, annoyance and danger to clothes. You can do better and quicker work with

The Meadows Electric Washer
"The Convenient Washer"

See a demonstration of the Meadows before you buy a washer, and then you'll know which is the best machine.

T. G. Northwall Co.
912-14 JONES STREET.
Demonstration Every Day. Phone, D. 1707.

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

Omaha Electrical Works
Electric Elevator Repairs and Westinghouse Motors
108-12 N. 11th St. Phone Doug. 1161.

Motors, Dynamos and General Repairing.
Electrical Machinery and Armature Rewinding a Specialty.
ELECTRIC ELEVATOR REPAIRS
POWER WIRING
Le Bron Electrical Works
Day, Doug. 2176. 313 South 15th St. Electrical and Mechanical Repairs and Rebuilding

ORKIN BROTHERS

Just to remind you that our famous PIANO CLUB Closes Friday, Jan. 31

Just three (3) days left in which to take advantage of this extraordinary plan—a piano buying proposition unequalled anywhere. Think the matter over carefully—talk it over with the family—then come in Wednesday and let us talk it over with you. **A few reasons why you should join the club:**

Features of Orkin Brothers' Piano Club Plan in Detail

- 1—The club is to be composed of 500 members.
- 2—Only a few more members can be accepted.
- 3—The value of the Orkin Brothers' Club Piano is \$350.00.
- 4—The price to Orkin Brothers' club members is \$257.00.
- 5—The terms are \$5.00 cash when you join, then \$1.25 per week for 28 weeks.
- 6—The piano will be delivered when you join, or later as you wish.
- 7—The weekly payments of \$1.25 begins when the piano is delivered.
- 8—Every instrument is guaranteed without reserve for five years in a guarantee as strong as we know how to make it in writing.
- 9—If, after 30 days' trial, the piano is not satisfactory we will give you your money back.
- 10—If the piano is satisfactory after 30 days' use, the club member has eleven more months in which to satisfy himself as to the character of the piano. If it does not then prove to be everything that he expects, he has the privilege of exchanging it without one penny's loss for any other instrument of equal or greater value that we sell—and we sell a dozen different representative makes!
- 11—If a club member dies during the life of his contract we will immediately send a receipt in full to his family for the instrument.
- 12—A beautiful stool and scarf to match the piano are included without extra charge.
- 13—The Piano will be tuned twice without charge.
- 14—There is positively no interest added.

Orkin Brothers—Third Floor.

A Hurried Order? Then You Should Telephone

When there is a break-down in the factory—when goods run short in the store—when anything is needed in a hurry—the telephone is the quickest way to results.

The Bell Telephone brings cities, towns and villages to your desk side, and your personality is always behind the message you send. When you telephone, you are really there in person.

Have the talk without the ride—telephone.

NEBRASKA TELEPHONE CO.

Electric Light in the Home Makes Housework Easier

Take ironing as an instance. Instead of rough and dirty irons you can use a brightly polished Electric Iron that is always smooth, uniformly hot and perfectly clean. No hot stove overheats the room. No tiring steps between ironing board and stove to change irons. Work goes more quickly—with less effort—and is better done than with stove-heated irons.

Have Your House Wired Now

No home is truly modern unless it has this best of all illuminants—Electric Light. When you consider its safety, convenience, cleanliness, and the fact that it saves health and eyesight, it is the most economical light also. Why not talk over the wiring of your home for Electric Light with us today?

Omaha Electric Light & Power Co.

Advertising on this page during 1913 will make this new year a banner one for you.

The modern housewife is not "modern" until she has taken advantage of the opportunities offered by the electrical conveniences which have been invented for use in the household. The electrical toaster, the electrical iron, disc stove, coffee percolator, vacuum cleaner, washer, and many more of these devices have made the life of the modern wife very easy. There is no dirt, no drudgery, attached to keeping house when the wife has at her command all of these helps. She can get more work done—cook better meals, keep the home cleaner, and save more money, than any wife can who does not have these conveniences. Keeping house is a pleasure for the wife who is supplied with these conveniences. You, Mrs. Householder, can get these conveniences in Omaha. Follow this page each week.