

The People's Weekly Page of Electrical News



VACUUM CLEANER CLUBS

Some Neighborhoods Use One Machine to Do Work of Households.

MANAGER IN CHARGE OF WORK

One of Members of Organization Appointed to See that No Single Home Has Monopoly on Machine.

Out in the suburbs two ladies were discussing the subject of borrowed articles. Said Mrs. Brown to Mrs. Fay: "I don't believe in this eternal borrowing that I haven't seen my umbrella within the last two months. If not longer. In fact, it is loaned out so much of the time that the family are getting to call it the 'Neighborhood Umbrella.'"

"Well, I agree with you partly, but not entirely," answered Mrs. Fay. "My husband complains that he never can find the lawn mower when he wants to cut the grass, as it is usually down behind the chopping block in somebody else's cellar. I suppose we should call it the 'Neighborhood Lawn Mower.'"

"What do you mean then by saying that you don't entirely agree with me?"

The Cleaner—its Use.

"Simply this, that there are some things that can very well belong to a neighborhood rather than to any one family. I am thinking of the vacuum cleaner that we had when we lived over on Oak street. Several of us neighbors had been wishing that we owned electric vacuum cleaners as we had seen them illustrated at the Electric Shop, and knew that they saved half of the worry and work of house cleaning day. But none of us thought we could afford to lay out the necessary money to buy one—rather our husbands didn't. So we formed a club. Six families clipped in \$29 a piece and bought a 'Neighborhood Vacuum Cleaner.' We had a manager of the club whose duty it was to see that no one monopolized the cleaner and to try to get the various members of the club to arrange their house cleaning days so as not to interfere with each other.

The expense of running the vacuum cleaner was trivial when you consider the labor that it saved. When we moved away we found no difficulty in selling our share of the cleaner to our next door neighbor, Mrs. Green."

"That sounds to me like a very sensible housekeeping or rather house cleaning arrangement. Let's see if we can't

interest some of our borrowing neighbors in the same plan here."

"Whistling Jim" is Delighting Visitors at Orkins' Store

"Whistling Jim" one of the February Victor records, is making a hit with visitors to Orkin Bros. this week. Played on the Victor Victrola this piece is rendered fully as well as when it was originally sung. It delights all classes.

During the present week Orkin Bros. musical instrument department is having "Victor week" and is giving special concerts each morning and afternoon on the Victor instruments. Hundreds are attending these concerts and hearing some of the most delightful selections played in a perfect manner.

Orkins have a splendid selection of the Victor instruments and are giving special attention to the concerts so that all visitors may learn just what each of these Victrolas will do.

It has surprised many visitors to find out that such eminent singers as Caruso, Melba, Tetrazini and Pavarotti could be heard so well. These great singers really have their best efforts reproduced on the Victor.

BEST ELECTRICAL VALUES

Bargains Not Always Found at Reduced Prices in Stores.

WISDOM OF MANY SHOPPER

Look Into Worth of Goods and Not Pay Special Attention to Those Marked Very Low.

"Suit, \$10, was \$20." "Coat, \$25, was \$40." So the February windows say. In fact, prices in a window seem to say to an American that some unusual bargain is to be had in the article favored with a tag.

Mrs. James came to a window with sundry articles obligingly priced in tags and white letters that she who hurried might read. "Five dollars." "I wonder how much of a bargain I would be getting in that electric iron," she wondered, true to the January spirit. "I'll just see."

"How much was the iron?" she ventured to the shopkeeper.

He did not quite understand. "How much was the iron before your sale began?"

"Those are our regular prices, madam. Just put them out to be in season. Anything you would like to inspect?"

"Not now. I am in a hurry, but I'll be back." For she had already inspected her neighbor's new iron, but with ordinary politeness she had not asked the price, classing such luxuries with carpets and curtains, rather than with pots and pans.

Mrs. James stopped long enough to make a few mental notes of the window as she passed. Electric iron, "guaranteed forever," \$5; heating pad, \$10; one of those little electric table stoves that will cook everything, that wonderful electric range, \$35; vacuum cleaner, \$25.

"I do not think," soliloquized she as she walked away, "that I will ever again hesitate to ask an electrical dealer the price of his wares, even though I do not ask a neighbor the price of her purchase."

Just three times as fast as the meter connected to the Shelby Mazda lamp, and the amount of candle-power is the same.

This demonstration is very successful and a great benefit to all users of electric light, for it gives actual proof with lamps in service. The sale of Shelby Mazda lamps has been so great that it has been necessary for the Electric Shop to enlarge their lamp department to meet the increased demand.



THE ELECTRIC SHOP



Here's your chance. If you failed in The Bee Contest, try drawing a mouth for this girl again. For the best mouth a handsome, popular electric convenience (or practical electric toy if desired) will be given by The Electric Shop (Wolfe Electric Co.), 1810 Farnam street.

Competitor's Name _____
Address _____
All drawings must be sent to the Electric Shop, 1810 Farnam street, before Monday, February 10.

ORKIN BROTHERS

VICTOR TALKING MACHINE WEEK AT ORKIN BROS.

Special demonstration each day this week of the many Victor instruments.

Everything included in the Victor line will be found here in complete assortment.

Victor Victrolas in all the latest models: \$15, \$25, \$40, \$50, \$75, \$100, \$150, \$200 and \$250.

SPECIAL VICTOR PROPOSITION FOR DEMONSTRATION WEEK

As a Special feature for "Victor Week" we will make you the following remarkable offering: Come in and select the machine you prefer and we will place it **In Your Home for 30 Days Free of Charge**

We do this to demonstrate the great pleasure and enjoyment that can be derived from the Victor. If, after 30 days' trial, you decide you do not want it we will send for it and you will be under no obligations whatever; come in and let's talk it over.

VICTOR TALKING MACHINE DEPARTMENT
Third Floor,
ORKIN BROS.—YOUR HOME STORE.

When Time Counts

It Pays to Telephone

By Bell Telephone you may travel near or far with equal ease.

Bell Telephone service permits universal communication—personal messages from town to town and from state to state.

By telephone you may question or be questioned, explain or hear an explanation, saving time and misunderstanding.

Unnecessary trips, waiting, delays, lost time, energy and money may be saved by using the telephone.

BELL SYSTEM

NEBRASKA TELEPHONE COMPANY

201-NY

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.

Mazda Lamps Become the Most Popular of All Electric Lights

Much has been said concerning Mazda lamps and the great saving of current by the burning of these in place of the old style carbon lamps. Millions of homes are now using the Mazda lamp. The result is improved lighting, for it is possible to obtain three times as much light for the same amount of current with Mazda lamps. However, there were many people who did not care to buy Mazda lamps without first getting actual proof of the great saving and increased light afforded by this wonderful lamp.

A convincing demonstration can be seen in the window of the Electric Shop (Wolfe Electric company), 1810 Farnam street, where will be found a thirty-two-candle-power Shelby Mazda lamp and a thirty-two-candle-power old style carbon lamp, each lamp burning on a separate meter. The meters can be readily seen and it will be noticed that the dial of the meter connected to the carbon lamp revolves

Jovianism and Co-operation

By ELBERT HUBBARD.

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In the year 1899 there was organized at Austin, Tex., a society known as "The Jovians." It was simply a local organization of men who were engaged in the business of harnessing electricity.

The particular excuse for founding the society was to entertain a convention of manufacturers and jobbers that was to meet in Austin.

The charter membership was a forty-four. These men were more or less in competition with one another, but they said:

"For the time we will sink our prejudices and fears of one another and get together and take care of our visitors."

And so when the men got together and looked into one another's faces, and

laughed and joked, they really liked one another first-rate, and they discovered that, although men may be in competition with one another, yet if they are working in the same line of business there is something which they have in common that makes for respect and confidence. Especially is it true that after you have played with a man you can not go away and lie about him nor defame him.

And lo! There were other Jovian societies founded in the immediate vicinity. Wherever there was a central power plant it was suggested that there should be an association of Jovians. And so the idea was gradually spread until the Jovians now number in the United States over 8,000 members.

Any man engaged in the business of generating electricity, selling the current, contracting, constructing, or dealing in electric supplies is eligible.

The motto of the Jovians is: "All together, all the time, for everything electrical."

The order of Jovians is purely social, but there is no doubt that every member is inspired to a little better work and in a little bigger and more generous way than ever before. He gets rid of his

whims, his prejudices, his fears and his doubts.

Good fellowship is an asset. It is an education. The Jovians are essentially democratic.

The boys who string wire are eligible. Also all central station men, employees of street railways, heads of departments, office sales, factory forces and members of jobbing concerns. Also most telephone interests march proudly under the Jovian banners.

Thomas A. Edison, George Westinghouse, C. A. Coffin, Dr. Steinmetz, Samuel Insull, Elihu Thomson and other human motors of high voltage belong to the Jovians.

The idea of electricity binding the world together in a body of brotherhood is something we did not look for a few years ago. Electricity occupies the twilight zone between the world of spirit and the world of matter. Electricians are all proud of their business. They should be God is the Great Electrician.

Men are surely getting acquainted and getting together as never before in history. All together, all the time, not only for everything electrical, but everything human—why not?

I am a Jovian.

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

Omaha Electrical Works
Electric Elevator Repairs and Westinghouse Motors
109-12 N. 11th St. Phone Doug. 1181.

Motors, Dynamoes and General Repairing, Electrical Machinery and Armature Winding a Specialty.
ELECTRIC ELEVATOR REPAIRS POWER WIRING
Le Bron Electrical Works
Day, Doug. 2176. 213 South 12th St. Repairs Pumps and Machinery 12426

An Electric Fan Will Keep Your Windows Clear of Frost

The effect of an attractive window display upon a shopper is frequently marred or totally destroyed by frost.

THERE are many ways suggested for keeping your windows clear during winter weather but the most effective of them all is to place an Electric Fan in your window.

By attaching ribbons to the guard of the fan it is a simple matter to make this effective frost-disperser a decorative novelty that will attract the attention of passers-by.

Omaha Electric Light & Power Company

One of the many advantages of advertising on this page for those firms which handle electrical conveniences and supplies is that of reaching, each week, a class of people who are interested in the weekly news of the electrical world. This page has its regular readers, just as the magazine section of The Bee has its daily following. If you leave your ad out one week you will lose the business that will go to your competitor whose ad does appear on this page.

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