

The People's Weekly Page of Electrical News

COST OF ELECTRIC CHEAP

Local Truck Shows Surprising Economy During Winter Month.

TOTAL MILE COST BUT 17 CENTS

No Accidents and Maximum Mileage Per Day is Thirty, Which is Only Sixty Per Cent of Battery Capacity.

Close account was kept of the cost of maintaining the 2,000-pound General Motors' company electric truck, owned by the Omaha Electric Light and Power company during the last month, and the total expense per mile for the running and care of this car was but 17 cents. This is considered as showing the great economy of one of these electric vehicles.

The tabulations which the owners of the car kept show that the machine made 58.5 miles and totaled 20 stops. This was during the severest weather that Omaha has had this winter and no accidents of any kind were experienced. The electric truck reaching a maximum of thirty miles a day, which mileage is only 60 per cent of the capacity of the batteries.

Expense Brought Down.
The total mile cost of 17 cents per day would be greatly reduced if the tabulations were made for a greater period, because certain expenses were not included in the account which would not be increased over a much greater period.

The expenditures with the cost per mile are given in the following tabulation which the company made:

General expenses, supervision, garage, rent, state license, washing, etc.	\$0.07
Operating expenses—fixed charges, tires, interest, depreciation, taxes and insurance	0.02
Tires	0.02
Battery (consumer's rate)	0.01
Electricity (consumer's rate)	0.13

Total per mile, excl. of driver, \$0.17.
This tabulation covered a period of

WHERE CURRENT IS NEEDED

Cannot Be Done Without in Home that is Up-to-Date.

SOLVES SERVANT GIRL PROBLEM

Predicted that It Soon Will Banish Every Other Source of Light and Fuel from the Household.

Electricity, the youngest of the sciences, is just beginning to celebrate the anniversary of achievements which will begin twenty-five or thirty years ago. Electricity today is used in all lines of trade and travel. It lights and furms the wheels of our largest mills. It prints our morning paper and takes us to our business in the morning. By means of this mysterious agency we are enabled to talk to our friends living many miles away, or to send a message to any part of the world. Of late years electricity has been applied to vehicles both pleasure and commercial, with remarkable success. Many large companies are using electric trucks in preference to horses at roadside trucks with great success.

Electricity in the home has come to be necessary in the work of the housewife. Every modern house is equipped with many labor-saving devices by addition to the electric lights. However, there are people who still stick to obsolete methods of lighting and cooking, because they think that electricity costs too much for installation and maintenance. If one of those people could visit a home that is equipped with electric service, not only for lighting but for cooking and laundry use, they would never go back to the old-time methods.

Electricity is truly the solution of the servant problem for a house that is equipped with electric service has nothing to fear from the hasty departure of the "hired girl."

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Problem of Lighting of Panama-Pacific Show to Be Solved

The problem of illuminating the great Panama-Pacific International Exposition which will be held in San Francisco in 1915, is more than the problem of supplying simply the amount of light necessary for seeing purposes. This exposition must be illuminated in a manner that is unique, distinctive and that will leave a strong impression of individuality upon the visitor. The architect demands that the beauties of his colonnades and towers be brought out as well under artificial light as under daylight. The architect is not satisfied with a silhouette at night; his figures must have perspective form-life. The artist, also, would like to see his great mural paintings appear in their true colors. These, and many other problems, have been solved, and it remains only to work out the details before the exposition opens in 1915.

Fortunately, the great advances made in illuminating materials and methods during the last few years enable the illuminating engineer to do things that but a short time ago were impossible. Much new material has been developed, especially for this exposition, and the work of development is still going on.

The Electric Shop

WE SAY—
Electric lighting fixtures must be artistic and practically designed to get greatest light efficiency and best results with the least eye strain—we make them.

BUY anything in the electrical line from us. We have a large stock of electrical specialties. Make your headquarters with us at the "Made-in-Nebraska" Show, Booth 41 and 42. We can show you many new things in the electrical line. Cook Stove, Washing Machine and Vacuum Cleaner demonstration going on every day.

WOLFE ELECTRIC COMPANY
1810 Farnam St. Tyler 1114.

Player Rolls Given Away

Monday, March 3d

In order to introduce into the homes of those who own player pianos, the new "Kimball Moisture Proof Roll," the only roll guaranteed to track under any and all atmospheric conditions, we will give to every owner of a player piano that calls at our store, on the above date, the latest sensational ballad.

WHEN I LOST YOU

This beautiful song is Berlin's latest hit, now being sung throughout the east, and will prove a popular addition to your roll library.

CALL EARLY

before the supply is exhausted. There are no obligations of any kind or descriptions connected with this offer. No rolls given to children.

A. HOSPE CO.

1513-15 Douglas St. Omaha, Neb.

This Page Is Growing Are You?

Lighting of Cellar Well Done in All Cases by Electricity

Why will people living in houses lighted by electricity continue to stumble up and down dark cellar stairs when a small switch, costing but a few cents, can be installed so as to turn on the light in the cellar before venturing down the stairs?

Every cellar should be equipped with electric lights and a small candle power lamp should be placed in the cellar way in such a position that it will effectively light the entire stairway from top to bottom. This lamp can easily be collected with a wall switch located in the kitchen, so it can be snapped on and off before going down stairs. An eight candle-power Mazda lamp will burn for 100 hours for a total cost of but 30 cents, and, as it burns but a few minutes each time, it can be used a year for a dime. The lamp itself costs but a few cents and it can be installed very easily and quickly.

The Clean Way to Clean.

The eyes of the broom and the dust rags for cleaning large office and public utility buildings are numbered. Using a broom on the floor raises the dust to the walls and the furniture, while the dust rag shakes it back to the floor.

The advent of the vacuum cleaner is doing away with this highly unsanitary way of cleaning. It actually removes dirt by drawing it up into a receptacle instead of scattering it elsewhere.

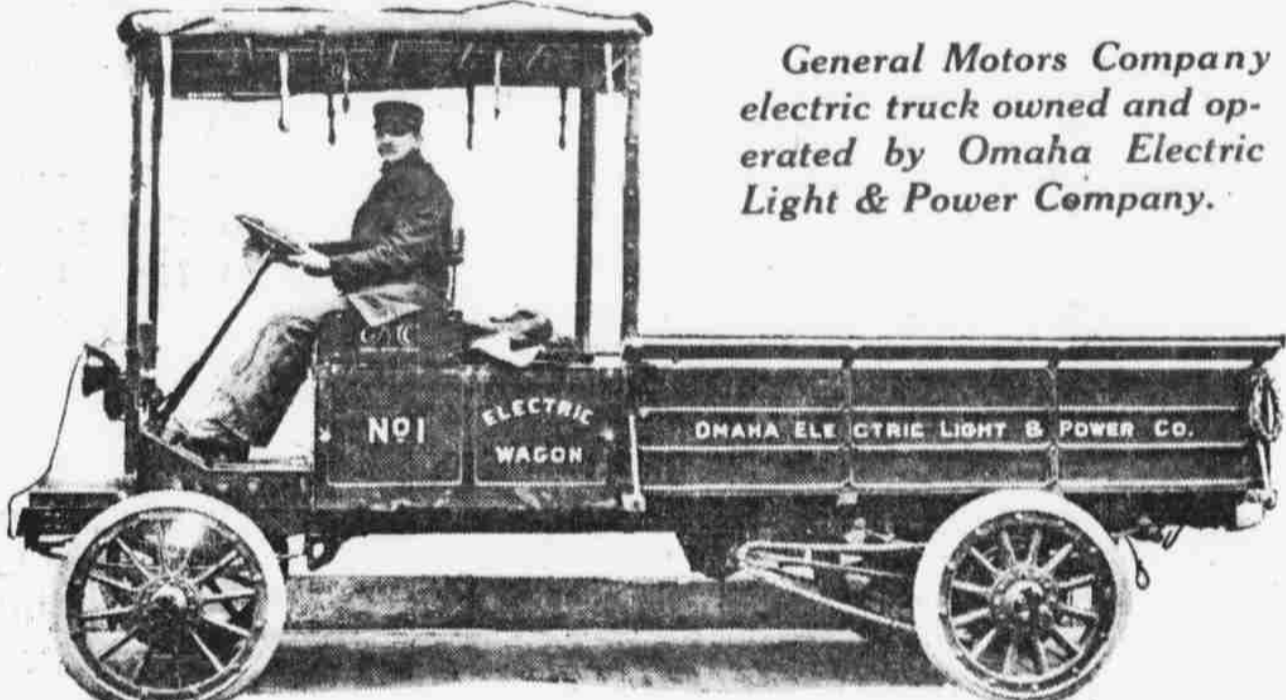
Two types of cleaner are on the market. One is the stationary type, which may be installed in the basement of a building and connected by piping to the various rooms. The other is the portable, which may be wheeled from room to room and is operated by attaching a cord to any electric light fixture.

ELECTRIC IRONS



THE BEST
Values in Electric Irons and all electrical conveniences are here—rightly priced. We have a limited number of Electric Irons at \$2.50—each guaranteed for five years.

Get That Iron Here.
Burgess-Granden Co.
1511 Harney St.



General Motors Company electric truck owned and operated by Omaha Electric Light & Power Company.

An Electric Iron Will Save Your Time, Temper and Money

Your ironing can be done much quicker and better with an Electric Iron. Electricity heats only the face of the iron and keeps it always at a uniform temperature. It does not heat the handle nor you. It saves innumerable steps—no changing of irons, because one iron does all the work—and an Electric Iron is always smooth and clean.

The Electric Iron a Real Economy
An Electric Iron will save its cost in a very short time. You can always iron where it is most convenient—by attaching the plug to the nearest electric lamp socket.

Omaha Electric Light & Power Co.

Electric Irons, as well as all other home electrical specialties, may be chosen to best advantage at a concern that "specializes" along these lines. In Omaha that means The Nebraska Cycle Co. Call or write for special lists.

Corner 15th and Harney, Omaha

NEBRASKA CYCLE CO.

Mickel's Specialty House

334 Broadw'y Council Bluffs

PAIGE 36

The Next Year's Car

THE new Paige "36" is a revelation in motor car building. It's a next year's car. No other manufacturer is building such a car to sell at such a price. Maybe later, but not now.

The Paige "36" is a big car, excellently designed and constructed, and phenomenally equipped. People say the price—\$1275—seems impossible. But that's the price.

116 inch wheel base, 4x5 inch motor, cork insert multiple disc clutch, left-side drive, center control, silent chain-driven motor gears, Gray & Davis electric starting and lighting system, Bosch magneto, 34x3 inch tires.

For those who want a smaller car, the Paige "25" at \$950 offers a value just as extraordinary. Come and see the Paige before you choose any car. Both models are offered in a variety of beautiful body types.

Call or Phone
Paige Company of Nebraska, Distributors
PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICH.

Concentration on this page of your electric advertising will bring better results than diffusion through several mediums. Ask the dealers who use this page and learn how well they are getting along. Results are the proof you want.

Lanktree Electrical Co.
308 S. 18th St. Tyler 1011.
All kinds of electrical contracting. Get our prices.

SEE **BENNETT ELECTRIC CO.** FOR SAFE AND RELIABLE WIRING. It PAYS TO PLEASE. 301 Omaha Nat. Bank Bldg. D 3816.

Omaha Electrical Works
Electric Elevator Repairs and Westinghouse Motors. 100-12 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
Day, Doug. 2178. 213 South 12th St. Electricians and Mechanicals

Plumber
Dressmaker
Baker
Butcher
Friend

AT YOUR CALL

Does your shopping take a forenoon of hurry and rush and wearying tramp through shops and streets, or do you telephone. And can't you think of a chat you could have this minute if you had a telephone?

Have you a Bell Telephone?

NEBRASKA TELEPHONE COMPANY