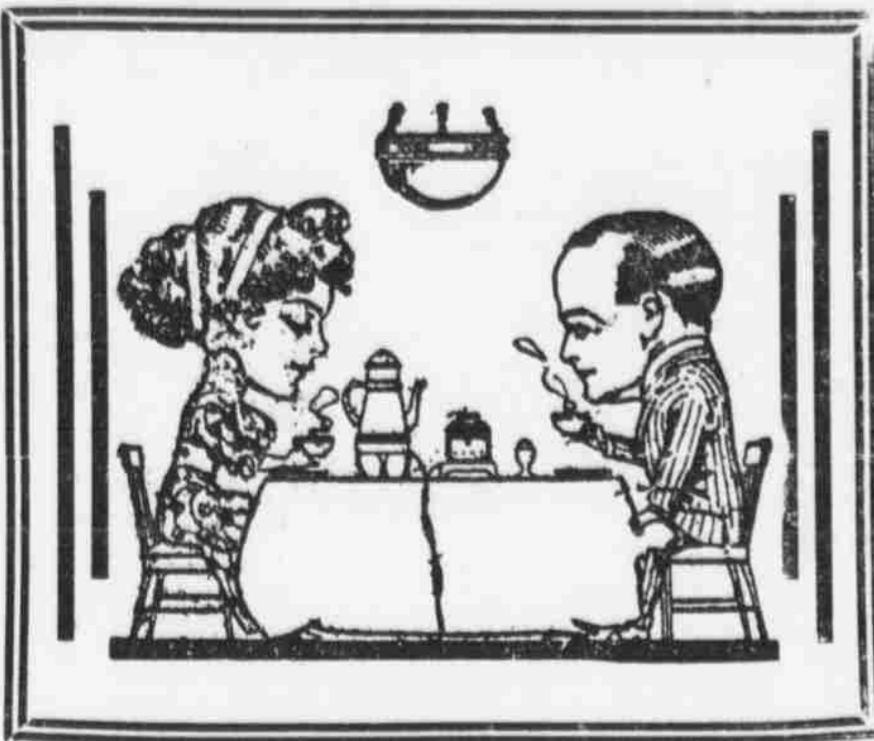


The People's Weekly Page of Electrical News



TEL-ELECTRIC PLAYER GREAT

Most Modern Product Wedded to Chickering at Uni Club.

TONE AND TOUCH EXCELLENT
New Instrument in Playing Masterpieces Brings Out Expression as Well as Sweetness of Tone.

Electricity has been brought to wonderful use in so many ways that it is not at all surprising to the world to see how it is becoming such a potent factor in furnishing the best music to homes where there are no skilled players. One of the best of the electrically operated piano players is the Tel-Electric, which is an instrument that operates the keys and does not play the piano through an interior mechanism. The University club of Omaha has just purchased of Orkin Bros., a Chickering grand piano with a Tel-Electric attachment. Both the Chickering and the player are the best instruments to be bought. The Chickering, which the University club now owns, was the one which was used on the Brandeis stage during the recent engagement of the renowned violinist.

When an electric player is spoken of, the untutored person is very apt to immediately have a vision of one of those tickle-in-the-slot players or one of those which drum out music at motion picture shows. The Tel-Electric is nothing of this kind; it is a product which is attached to the piano by a small electric cord. Through this cord the current goes to the keys of the piano and gives them that certain sparkling touch which makes the finest music.

Fine Touch to It.
It is a touch which is like the well-trained hand. So accurate and fine is the tone of the Tel-Electric that when the attachment is located in another room from the piano and one sits down at the latter, one cannot tell whether the piano is playing or whether the electric instrument is making the music.

It is related that persons have often been fooled by friends who would put on a selection by some master pianist and then sit down to the piano and pretend to play. The friends would be amazed at the wonderful skill of the person at the piano and wonder how he had become such an accomplished pianist. The suddenly the one who was pretending to play would get up and the playing would still go on, but the friends would learn the truth and marvel at an instrument that could produce such wonderful tone and rich quality.

The Accentuating Features.
But even the finger-like touch of the Tel-Electric would seem inoperative were it not for the accentuating features, which are believed to be the most perfect ever incorporated in a piano player. This it is which gives life and animation to the playing. Not only may an individual note be accented, but any note in any chord may be brought out clearly and distinctly; and when the Tel-Electric is playing music written for four hands (twenty fingers)—which it can most effectively do—a chord may be a large proportion. There are two ways of bring-

ing out the accent—one which requires simply the pressing of a lever to produce the entire melody of composition—the second, which is under control of the person playing, by which he accents such notes as he desires.

The music rolls for the Tel-Electric are produced by a pianist who unconsciously introduces into his playing that charm and distinction which marks the best music. A studio is maintained in New York City for the purpose of getting the best pianists in the country to make rolls. These are tested thoroughly before they are placed on the market. All popular and classical pieces are made into the metal rolls which are used on the Tel-Electric.

Perfect Control.
No other piano player has so many or so perfect means of control. The Tel-Electric eliminates all foot work. The electric current does what your feet have to do in all other players. It may be attached to any piano, grand or upright, of any make. It may be placed in any part of the room or house, thus enabling you to secure the most beautiful effects of proper distance. The Tel-Electric uses metal perforated music rolls made of a ribbon of brass, thinner than paper. These music rolls are distinctly an art product.

The Tel-Electric will play itself with the complete musical expression marked by the composer in his score, without direction, if you wish to relinquish personal control for awhile. You cannot play "mechanical" music on the Tel-Electric. It is not affected by atmospheric changes as pneumatic players always are. The keyboard is never obstructed nor for a single moment incapacitated for hand-playing. In fact, music can be played, one part by the Tel-Electric, the other part by hand.

At the Omaha University club the Tel-Electric is kept in operation a large portion of the day. It wonderfully fine playing has made a tremendous hit with the young and old members of the club. The Chickering grand, which was bought by the club, is one of the best grade in the city. So, with the Tel-Electric and the Chickering grand, the two finest instruments of their kind made—the University club is equipped with an excellent musical instrument as any club in the west possesses.

Way Not to Kill Horses in Summer Found in Electric

When we inspect statistics claiming that during two weeks of the hot period last summer 3,000 horses died from work in the heat, entailing a loss of some \$3,000,000 in horse-flesh, not to mention the loss incurred in the crippling of delivery system—then we read that the cold and sleet of winter exacts nearly as large a toll, then it is easy to understand the increasing popularity of electric vehicles.

There is everything to recommend them: Economy, efficiency, quietness, ease of control and cleanliness. Best of all, they are "ever ready to run," and only "eat" when they work.

Use of Iron Run by Electricity is Sure to Cut Bills

The cost of operating electric irons is less than the cost of coal for the laundry stove when used only to heat irons. It has been estimated that each worker with ordinary sadirons loses one minute out of every ten in trying to keep them at the right temperature for use. Electric irons maintain their proper heat steadily.

EDISON HOUSE WIRED EASILY

Model Concrete Building Has Special Plans for Electric.

SPECIALLY BUILT CONDUITS

Wiring Thus Made Simple Matter and Arrangement is One Which Gives Great Satisfaction at All Times.

Concrete has become one of the most popular building materials for dwellings. Since Edison has been agitating the model concrete house for the middle and poorer classes the method of building has been greatly simplified and it is noticeable how easily the electric wiring may be installed.

The walls are constructed by pouring concrete into molds. As the pouring proceeds, specially constructed conduits for electric wires are placed in position and wherever there is to be a wall bracket for an electric lamp a small box-like opening is made, so that the wires may be carried in and out as desired. Thus when the house is finished the conduits are all ready for the electrician.

Wiring the house then becomes a simple matter of pulling the wires through the conduits, which are moisture proof, being simply holes in the solid walls.



Your Door is Locked



To the customer who calls for your telephone number and is told "the line is busy."

"Line is Busy"

May mean that the customer gives his intended order to your competitor.

Have You Enough Telephone Lines?



NEBRASKA TELEPHONE COMPANY

"'Busy' He ought to have more telephone lines." 405-NT

Jack o' Lantern Does Tricks Out of Season and Talks

A life size imitation jack-o'-lantern attracted considerable attention at a recent exhibition. It was mounted in three large glass pillars cemented at either end to brown porcelain insulators.

At specified times during the day the pumpkin would break the silence and answer questions and crack jokes with the mystified spectators who invariably gathered around his enclosure.

The secret of the device lay in an especially designed diaphragm placed inside the hollow head and connected to a distant operator by concealed wires. Fine, tightly drawn conductors passed in vertical lines through tiny holes in the insulators and pillars and connected grooves in the table legs to the floor below.

Idaho Women Make Cooking a Pleasure by Electric Stove

Electric cooking has become so much the fashion in Idaho that it might almost be called a fad were it not for the very substantial mode of expression it has taken, for it stops at nothing less than regular electric kitchen ranges. The Great Shoshone and Twin Falls Water Power company of Twin Falls, Idaho, have been ordering electric ranges by the carload to supply the demand from the housewives in this and closely adjoining states.

Good Taste in Light Fixtures for the Home

is as essential as in dress, speech or personal appearance. It is proof of an artistic sense—possibly of artistic superiority. YOUR HOME IS ONE HOME that should indicate your refined taste. There is nothing so indicative of your good choice as good fixtures. We design electric light fixtures to suit your individual taste and purse.

EXCLUSIVE, DURABLE, AND BEAUTIFUL DESIGNS.
BURGESS-GRANDEN COMPANY
PHONE, DOUGLAS 681. 1511 HOWARD STREET.

The TEL-ELECTRIC PIANO PLAYER

AT THE UNIVERSITY CLUB

The University Club of Omaha Has Just Purchased
A TEL-ELECTRIC PIANO PLAYER
AND
A CHICKERING GRAND PIANO

These instruments are the most wonderful products of their kind. The University club would have only the best, and decided on the Tel-Electric and the Chickering only after thoroughly testing these and all other instruments.

ORKIN BROTHERS

PIANO DEPARTMENT

Before You Pay Your Next Light Bill

Buy Bather Lamps in blue carton containing 5 Shelby Mazda Lamps. They give you three times the light of the old carbon lamp at the same cost of current.

See our window this week or phone us your order. We deliver to all parts of the city. Get acquainted with our motorcycle service.

The Electric Shop
Wolf Electric Co.,
1810 FARNAM ST.
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Wire for us and we will wire for you.

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SAFE AND RELIABLE WIRING
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Omaha Electrical Works
Electric Elevator Repairs
and
Westinghouse Motors
108-12 N. 11th St. Phone Doug. 1181.

ELECTRIC WIRING
That Can Be Depended Upon.
Electric Household Appliances.
LANKTREE ELECTRIC CO.
Tyler 1011. 308 South 18th St.

Summer Time Will Soon Be Here

There is more ironing in a week in summer than in a month in winter. So now is the time to take advantage of the

Special Offer to Our Patrons

Our regular \$4.00 Electric Flat Iron is now on sale for \$2.75.

If you have an old style electric iron that is not in good working order, or if you have any other old iron (it need not be electric) we will allow you 50¢ for it on the purchase price of a new iron up to JULY 1, 1913. This will enable you to secure a \$4.00 iron for \$2.25.

An electric iron is the cleanest, handiest and best and can be used with comfort in any room at a very small cost.

A guarantee with every iron and we keep it in good working order without cost to you.

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Omaha Electric Light & Power Company