

WEEKLY ELECTRICAL PAGE

Published Each Tuesday

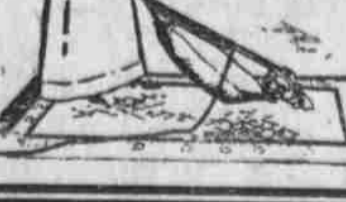
FRANTZ PREMIER

Electric Vacuum Cleaner

Weights only nine pounds. Cleans as well as the heaviest cleaner made. Built for every day use and fully guaranteed.

Ask us to demonstrate it in your home.

John Hussie
Hardware Co.
2407-09 Cuming Street.
Phone D. 1116.



LIGHTING COST LOWERED

Electricity No Longer Priced as High as Few Years Ago.

REASONS GIVEN FOR CHANGE

Central Station Machinery is Better and Incandescent Lamps Greatly Improved Over Those of Other Years.

"Electric light is the only thing I know of that has become any cheaper in the last ten years.—THOMAS A. EDISON."

Mr. Edison's reputation as a student of life, and as the nation's leading inventor, adds authority to a statement which might otherwise seem open to doubt or question.

The increasing cost of living is a recognized universal condition. The price of every commodity which enters into the everyday life of the people appears to have advanced. The one notable exception, now suddenly called to our attention by the great inventor, who is certainly qualified to know, should be fully explained so that everyone may take advantage of it.

The result is especially surprising if we consider that many of the commodities which are chiefly responsible for the increased cost of living enter into the production of electric light also. Coal, labor, and copper form the principal items. From 1902 to 1907 coal increased 6 1/2 per cent; within the same time labor advanced 9 1/2 per cent, while the cost of copper increased approximately 25 per cent. Nevertheless the cost of electric light has gone down more than twice as fast as the cost of living has gone up—a decrease of 50 per cent as compared with an increase of 25 per cent.

Two reasons may be stated for the resulting decrease in the cost of electric light to the consumer: first, betterment of central station machinery and methods, and, second, improvements in the electric incandescent lamp itself.

Eclipse Cleaner is Found Very Reliable Servant in Household

The matter of cleaning and sweeping in the past has been a drudgery, but with the latest model Eclipse Vacuum Cleaner, it is a pleasure. This sanitary cleaner has many remarkable and distinctive features, one of these being oil-less bearings. It is much better to use a machine requiring no attention in this particular, causing no soiled hands and clothing—no conspicuous grease spots on rugs, carpets, floor or walls. Here is a most practical cleaner, a model of convenience, attractive, light, yet strong and durable. A child can carry it anywhere and move it back and forth over any floor surface with commendable grace and ease. It rides easily on two roller wheels, which not only makes the operation tireless, but relieves the rug or carpet of the slightest wear. The Electric Shop, 1810 Farnam street, has distributed a large number of these machines to satisfied customers, and give demonstrations in the home or at their salesrooms.

HEALTH FROM ELECTRICITY

Water is Evaporated and Conditions in Rooms Improved.

HUMIDITY MUST BE INCREASED

Water Heated in Ordinary Chafing Dish Will Serve to Give Just Result that is Required.

Many electrical contracting companies have recently had calls for evaporating water by means of electric heat so as to give increased humidity in residences, on days when the humidity is far too low.

It is often of great importance to health, in avoiding colds, and in keeping the skin in better condition, that the humidity should be increased in residences, schools and other public buildings.

This can be done by evaporating water in an ordinary electric chafing dish in the hall or living room. Or, by a proper electric installation, this can be made absolutely automatic so as to turn on the current and evaporate the water whenever the humidity falls below fifty, and to automatically turn off the current whenever the humidity rises above fifty.

Put on the heating and cooking circuit, thereby getting the advantage of the low rate for current, such a system would cost very little for current to operate it.

Perpetual Motion.

"What a lively baby," said Flaherty. "Have ye had his picture took yet, I dunno?"

"Not yet," said Fogarty, the proud father. "We tried to, but after an hour's lost labor the photographer raved from us to a moving-picture studio."—Lippincott's.

Omaha Electrical Works
Electric Elevator Repairs
and
Westinghouse Motors
109-12 N. 11th St. Phone Doug. 1121.



And more than likely you're busy with callers, or right in the midst of some important task.

Up-stairs or down, an extension telephone will bring the calls to you.

Have You an Extension Telephone?

NEBRASKA TELEPHONE COMPANY

The Modern Home is Wired for Electricity

JUST AS OUR BIG STORAGE HOUSE

Is Equipped with all Electrical Conveniences

Giving us the most modern warehouse for the storage of household and personal effects, works of art, musical instruments, jewelry, documents, automobiles, trunks, etc., in the middle west.

The best moving equipment in the city

MOVING STORAGE PACKING

Omaha Van and Storage Company

PHONE DOUGLAS 4123. 204 SOUTH SIXTEENTH STREET

Continuous use of this page brings a growing market for your goods. By co-operating with The Bee's Electrical page you create a present and future demand.

ELECTRIC WIRING

That Can Be Depended Upon.
Electric Household Appliances.

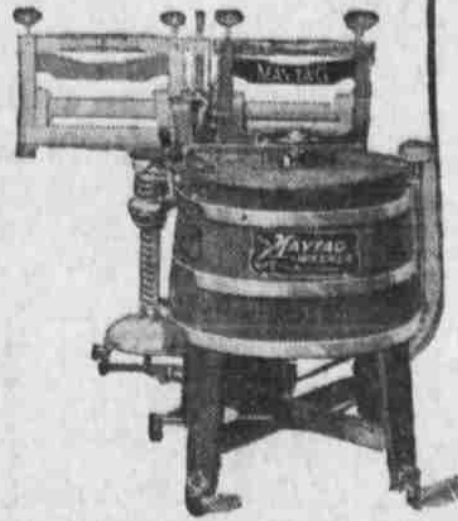
LANKTREE ELECTRIC CO.

Tyler 1011. 308 South 18th St.

Electrical Repairing

AND INSTALLATION WORK neatly, quickly and satisfactorily done with the most modern equipment and best workmanship. Call by telephone.

WOLFE ELECTRIC CO. Tyler 1414	MID-WEST ELECTRICAL CO. D. 458
WEST SIDE ELECTRIC CO. D. 2275	LeBRON ELECTRIC CO. D. 2176
WEST SIDE ELECTRICAL COMPANY Douglas 2275	E. C. BENNETT & CO. D. 3816
M. J. CURRAN & CO. D. 3148	OMAHA ELEC. WORKS D. 1181
THOMAS DURKIN D. 2519	H. J. LANKTREE Tyler 1011
	POTH ELECTRIC CO. D. 5837



The only washer with swinging wringer, one of the many features of The Maytag.

1810 Farnam St.

WOLFE ELECTRIC COMPANY,

Tyler 1414.

"Wire for us and we will wire for you."

An Economical Luxury

THE MAYTAG Electric Washer

A demonstration in your home, or at our salesrooms, will convince you that you can afford none but the best electric washer and that will be The Maytag. Cost to operate, three cents per hour.

The Electric Shop

KEEPING EYES PROTECTED

Dirt in Them Not Most Harmful of Many Menaces.

POOR LIGHT CAUSES TROUBLE

Many a Child Strains its Optics Through Studying and Reading in Room that Has Insufficient Light.

We read the other day of a little fellow, who suffered the loss of an eye—our heartfelt sympathy goes out to him.

We rarely appreciate the value of our eyes until they begin to fail on us, and then off to a specialist we go for a pair of costly, ill-appearing glasses, with a nasty habit of getting broken once a month.

The eyes are so paramount in their relation to the human system that we cannot either physically or financially afford to neglect them. A cinder in the eye on a windy day gives a stab of pain, but not half so severe as other abuses that show no immediate results. Consider the neglectful habit of reading in dim light, the continued strain, sapping energy from the body, where it justly belongs.

Perhaps we do not exactly know what light is, but we at least fully appreciate the evil effects of an insufficiency. By all the beautiful things we see in life let us not neglect our eyes.—Madras News.



The Time To Have Your House Wired is NOW.

Electric service gives you conveniences you cannot have without it. Let the Omaha Electric Light and Power Company give you information regarding their service.

LAMP CUTS DOWN BILLS

New Electric Globes Use Less Current and Give Better Light.

MANY FAMILIES MAKE CHANGE

Experience Proves to Various Homes How Much Cheaper New Methods Are, and People Rapidly Catch On.

The electric bill is often one of the most interesting pieces of "monthly literature," which many families receive and there is a great deal of speculation levelled at it as to what brought it up to here or what kept it down to there. The most potent factors effecting the up or down of the electric bill are seasons and lamps.

A noticeable decrease is always recorded with the coming of spring which dwindle down to a minimum as the longer days of summer advance. The effect which lamps have upon the electric bill is just as noticeable as is that of summer and winter to those who have changed from the old style electric lamps to the newer more economical ones.

Last winter one family which had been using the same size of lamp in the basement and the attic and the closets as they did in the kitchen and parlor rooms made a general survey of the premises, and substituted the smaller size Mazda lamps, wherever they would answer for the light needed.

A 25-watt lamp was found to suffice in the basement and attic and 20-watt lamps in the closets.

Don't "ouss" the lighting company, when your bills seem high—anyway, not until you've looked for the true causes.

Electro-Jokes.

Electric signs gather customers as electric lights gather moths.

BENNETT ELECTRIC CO
FOR
SAFE AND RELIABLE WIRING
It PAYS To PLEASE
201 Omaha Nat. Bank Bldg. D 2512.

Mother Never Had So Great Advantage in Childhood Days

Some persons often wonder what force of nature has caused womankind of all the ages to want to clean houses every spring. Recently an Omaha man said: "If father could find any valid excuse when I was a child for getting out of the job he became noted for his absence, but I, as the older boy, was supposed to be strictly on the job. When I say 'job' I mean what I say, for at that time the present helps were not used. With us it meant getting the carpet outdoors and beating the dust out of it, carrying the rugs out for the same purpose, washing the woodwork and the floors. And then mother had the winter blankets as well as the lace curtains to wash. Oh, well, it is no use telling all that, for every woman knows the job mother had. What a contrast when compared with the same job in the modern home. The rugs are cleaned on the floor, as they lay, blankets and underwear all washed in the trusty "1900" electric washer. It is small wonder that during the first three days of last week that this firm sold fourteen of these washers." Manager Williams says that he is not posing as a missionary, but just the same he feels that he benefits humanity every time he places one of his washers in a home. He wants to make the terms "1900 Washer Co.," "308 South Eighteenth" and "Electric House" synonymous.

Persistent Advertising is the Road to Big Returns.



"Wired for Electric Lights"

This means so much to the prospective tenant. It is one of the most important

features of any house that is advertised for sale or rent.

"I would not have a house that does not have electric lights." This is the way a newcomer to Omaha turned down a landlord last week.

He liked the house, its location, its rooms, its conveniences — but he would not have it because it did not have electric lights. There are hundreds of other similar cases.

Electricity is so economical, so clean, so convenient and so great a time and money-saver that you are injuring your property when you fail to have it wired for electric lights.

Now is the time to put lights in when you are redecorating or building.



Omaha Electric Light and Power Co.

If your house isn't wired, You should worry. Call your shop very quick; Tell Them "Hurry!"

FREE! FREE!

It Means Money to You

Isn't the laundry problem a costly one to you under your present way of having it done? Costly not in money alone, but perhaps health. Not a pleasant thought. Let us show you how it can be done for you at practically no cost, about 2c per washing, by using a



"1900" Electric Washer and Wringer

We will place one of these peerless machines in your home for a

15 Days' Free Trial

We will help you get started right, and gladly aid you at any future time if occasion arises. Washes all kinds of clothing safely and well, and no more trouble than turning on and off the electric current.

Surely you owe it to yourself and family to investigate this offer. Ask any one of the more than 1,000 users in this city.

Sold on easy terms, as well as for cash.

1900 WASHER CO.

THE ELECTRIC HOUSE

Tyler 1011. E. B. Williams, Mgr. 308 So. 18th St.