

You'll Not Find Us at the Electric Show



At 1818 Farnam if you come to see the two best Electric Automobiles made. We are the general agents for the

Rauch & Lang Electric Vehicles and the Pope Waverly Electrics

The two finest and best made Electric Automobiles known. We guarantee the Rauch & Lang machines to run 75 miles on one charge.

DERIGHT AUTOMOBILE COMPANY 1818 Farnam Street

Several second hand Electric Automobiles—all remodeled—in first class condition, from \$250 up.

MAGIC FLUID IN THE HOME

Modern Housekeeping Made Delightful by Electrical Appliances.

TERRORS OF DRUDGERY ARE GONE

Cooking, Dishwashing, Toilet, House Cleaning, Refrigerating, Lighting, Everything is Done by Electricity.

Push buttons as a substitute for servant girls and electric switches in the place of cook ladies and strong-armed laundresses may seem like an approach to the millennium...

Keeping house by electricity is no longer a myth. It is an accomplished fact. All the various duties of the household...

Housekeeping Made Easy.

There is certainly a balm in Gilead when Mrs. Jones can cook breakfast for the whole family by turning two or three little electric switches on her weathered oak electric range...

When they have succeeded housekeeping will resemble a picnic frolic; housewives who do their own work will be known by their youthful and care free faces...

For it is pointed out in favor of the electric motor as a domestic servant that it requires no afternoons out, is always ready and ever cheerful, does not insist on entertaining the suburban policeman in the parlor...

No Limit to its Possibilities.

It is no exaggeration to say that practically every domestic task in an ordinary household can be accomplished by electricity. In fact almost anything around a house can be done by this wonderful motor...

For example, when Mrs. Smith-Jones arises in the morning and goes to the kitchen to get breakfast for Mr. Smith-Jones and the little Smith-Joneses, she no longer, if she is up-to-date, lights a coal range. She merely turns on one of her electric ranges...

Another turn of the wrist and the "juice" is connected with her electric oven, and in a few minutes she has her breakfast biscuits baked a rich brown.

The electric range she uses is very much unlike either a coal or gas range. It is made of wood, and any kind of furniture wood may be used in its construction.

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he gets his electric shaving mug down off the shelf and attaches the plug to the socket in light fixtures and has a mugful of hot water by the time he gets his razor stropped.

In the Laundry.

After the breakfast dishes are "gone," the lady of the house next turns her attention to the laundry. Putting the family wash in the washing machine, she attaches the plug and the current does the rest.

After the family washing is out of the way the lady prepares to make her toilet, and one of the principal articles she uses is an electric curling iron heater.

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Everything Electrical...



We cordially invite everyone living in Omaha as well as visitors to the Electrical Show to visit our booths at the Auditorium also to see us at 1207 Harney Street

Nebraska Electric Co.



MR. BUSINESSMAN:

Don't worry! We can fill that vacancy for that is our business. We furnish thoroughly competent office managers, bookkeepers, stenographers, salesmen and office assistants upon request.

SEE US FIRST

CO-OPERATIVE REFERENCE CO. 675-77 Brandeis Bldg. Telephone: Bell, Douglas 4911; Auto, A-2911.

We Write Letters

actually typewrite them on a multiple typewriter; producing the work at practically the same price as are charged for the ordinary printed imitations. Our process is exactly the same as your letter goes through when written on a typewriter in your own office.

We furnish you with the typewriter ribbons for filling in names, addresses, dates, etc. The match is perfect, not only because the ribbons used on the machine and your typewriter are the same, but because the body of the letter and the filled-in lines are both ACTUALLY TYPED, making the work absolutely the same in every particular.

Many of the firms who will exhibit at the Electrical show next week have used our letters to advertise the fact, and the RESULTS they have attained will cause them to use MORE for future needs. ASK ABOUT THEM.

New business awaits you if you use our letters to get it. USE THEM. GO AFTER IT. We want to show you what we can do and will be glad to send you samples and quote prices.

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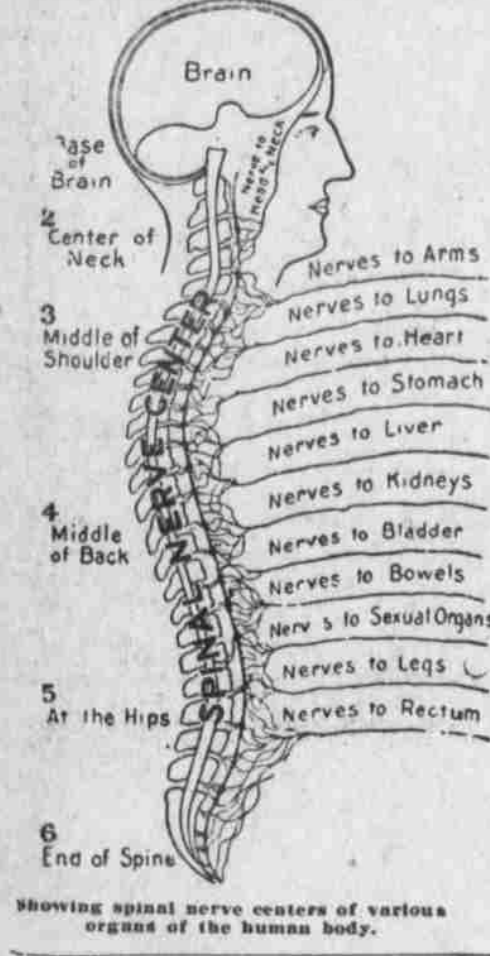
a few minutes each day in your home.

Nature's way; perfect circulation. Call or write for information.

Free massage and demonstration.

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439-441 BRANDEIS BLDG. Red 4269.



Showing spinal nerve centers of various organs of the human body.



NO WONDER YOU ARE TIRED

with a constant strain on your eyes. Eye strain is exceedingly fatiguing to both mind and body. Better prevent it growing into something worse than strain. Come in and have us help you with the glasses, our expert examination of your eyes will determine your need.

H. J. PENFOLD & CO. LEADING OPTICIANS 1408 Farnam St.

ABOUT ADVERTISING—NO. 18.

The Mistake of the Big Steak

By HERBERT KAUFMAN.

Watch out for waste in circulation. Find out where your story is going to be read. Don't pay for planting the seed of publicity in a spot where you are not going to harvest the results.

The manufacturer of a soap who has his goods on sale from Oskaloosa to Timbuctoo doesn't care how widely a newspaper circulation is scattered. Whoever reads about his product is near to some store or other where it is sold—but you have just one store and it is in Omaha.

Buying advertising circulation is very much like ordering a steak—if the waiter brings you a porter-house twice as big as your digestion will take care of, you've paid twice as much as the steak was worth to you, even if it is worth the price to the restaurant man.

It is not the amount of circulation that your advertisement gets, but the amount of circulation that gets people to buy.

If two newspapers offer you their columns and one shows a distribution almost entirely within the city of Omaha and in towns that rely upon Omaha for buying facilities, your business can digest all of its influence. If the other has as much circulation, but only one-third of it is in Omaha territory, the bulk of copies cannot establish its value to you—it's another case of the big steak—you pay for more than you can digest. That part of its influence which is concentrated where men and women can't get your goods after you get their attention is sheer waste.

By dividing the number of copies he prints in his line rate, a publisher may fallaciously demonstrate to you that his space is sold as low as that of his stronger competitors, but if half his circulation is too far away to bring buyers, his real rate is double what it seems. He is like the butcher who weighs in all the bone and sinew and fat and charges you as much for the waste as he does for the meat.

(Copyright, 1908, by Tribune Company, Ch'caeo.)

WATERS AND ELEVATORS

Apartment houses are also using electric dumb waiters and automatic elevators. The former can be operated from the bottom of the shaft and the electric current so manipulated that the water will stop at any desired floor.

In some apartment houses, where it would not pay to keep an elevator conductor, the automatic electric elevator has been installed. The tenant who wants to go to his room on the third floor enters the elevator and closes the door. Then he presses the button for the third floor and the elevator rises to that floor and cannot be moved until he opens the door and steps out.

Another use to which electricity is being put is in electric grates, which are taking the place of the old style coal grate. It consists of three or four unusually large incandescent lights with a low voltage current, which give a maximum of heat with a minimum of light. The back of the grate is brass, giving great reflective efficiency.

There are dozens of minor conveniences around the house to which electricity is applied. For example, the electric heating pad is taking the place of the old style hot water bottle. It can be heated quickly and safely, and with three degrees of heat available, the user can be sure he is not heating the pad too hot. Electric call bells, for the use in calling servants are so common as to need no elaboration. Meat and vegetable grinders, potato mashers, are being run daily by housekeepers.

Greatest Use is Lighting.

The real convenience of electricity is found in its use for lighting purposes. The dozens of conveniences that may be secured by its use can only be referred to. Nervous women, who have to stay at home alone nights find the electric light an excellent burglar alarm. When the nervous woman hears any noise, she cannot explain, she pushes a button at the head of her bed and the house is lighted. She can rest assured, if there are any burglars about the house, they will leave very suddenly if the light is turned on. Buttons in the lower hall can be made to operate the lights in the upper hall and vice versa, doing away with the necessity of groping for matches or lights when coming home late at night or getting up in the night. Ceiling lights can be operated from the kitchen and porch lights from the front hall. Chicken thieves may be frightened away by a light in the chicken house, operated from the bed room. Reading lights may be swung from the head of the bed when wanted there, and attached to the side of the dresser or placed on a pedestal at the side of the bed when wanted there.

Up to the present the incandescent is the only practical electric light for use in a dwelling house. A new light, known as the tungsten lamp, is coming in use, and if it is proven practical and can be utilized on a small scale it is believed it will cause as great a revolution in electric lighting as the Westinghouse did in gas lighting. It produces a clear white light, and uses only about one-third of the current required for the incandescent or the arc light.

CROOKS WORKING OKLAHOMA

Jails Formerly Empty Secure a Few Get-Rich-Quick Boomers.

One of the proud boasts of Oklahoma on dening the robes of statehood was the uselessness of jails, license communities, which had invested in these supposed necessities, found them as useless and worthless as an egg of buttermilk at Canyon Island. That was six months ago. Things are different now. Several tenants have been secured, and many communities have special boxes reserved for crooked visitors who neglected to leave their addresses.

Several grades of very raw swindlers have been operating on the confiding residents of the state. One of the smoothest of the men who devised a plan of adulterating butter and selling it in nice little prints for pure country butter. An agent would go to the country and buy butter from the farmers, paying 20 cents for it. He would then add a mixture of fat which would double the quantity, mold it into pretty pats a little short of a pound, and go to various towns disguised as a country peddler selling the spurious article as pure

VICTIM OF STRANGE ATTACK

Man Becomes Deaf, Blind and Speechless and Stumped the Doctors.

William Houser, of No. 2075 Ridge avenue, Philadelphia, a teacher, was a puzzling case to the entire staff of physicians at the Samaritan hospital. Houser after delivering a load of furniture at Mervine and Cambria streets, suddenly became strangely ill. He was rendered deaf, blind and speechless, his jaws locked and his limbs became rigid and hard as stone.

He was discovered by a Thirtieth district policeman standing upright and apparently dead against a building. The patrol was called and it took five men to lift the body into the patrol. At the hospital all kinds of remedies and appliances were used to restore him to consciousness, but without avail. Houser who did not seem to be in pain, just stared at the doctors with glassy eyes. After over a half hour's work it was decided to pry open his jaws, that were firmly set.

Dr. Russell after using all his strength with a sort of bar of Jimmy, forced open the jaws, which Houser took a deep breath, and became normal in a minute or so, and was able to tell his name and address. He stated that the attack came on without any feeling of illness, but that he knew all that was going on around him. He also stated that he had never been in that condition before, and when he left the hospital felt no ill effects from the attack—Philadelphia Record.

By using the various departments of The Bee Want Ad Pages you get quick returns at a small expense.

Advertisement for Baker Bros. Eng. Co. featuring an illustration of a man with a cane and the text 'DO YOU KNOW what cuts are worth? Not what they cost, but their value as a business getter. Modern methods strongly approve of good illustrations. Cuts and type combine the two great factors—the goods and their description. Invigorate your literature and stationery with a good cut. THE PROFESSOR. BAKER BROS. ENG. CO. Barker Block, Omaha'