PE

Rauch & Lang Electric Vehicles

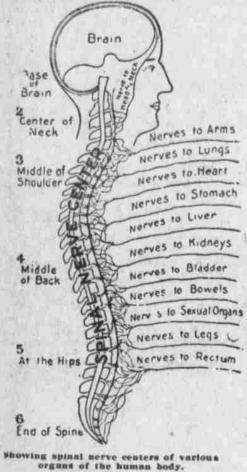
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with a constant strain on your eyes. Eye strain is exceedingly fatiguing to both mind and body. Better prevent it growing into something worse than strain. Come in and have us help you with the glasses, our expert examination of your eyes will determine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

H. J. PENFOLD & CO. LEADING OPTICIANS

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 Timbuetoo 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 there without fear of injuring anything.

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 wihin the city of Omaha and in towns that rely upon Omaha for buying facilities, your business is to wash the dishes. Our herolne, instead can digest all of its influence. If the other has as much circula- of plunging her hands into hot, greasy tion, but only one-third of it is in Omaha territory, the bulk of dishwasher, which consists of a metal copies cannot establish its value to you-it's another case of the basket immersed in hot water. She then 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 into his line rate, dishes are rinsed with hot water and 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 enjoyed a bath in a tub of water heated by and sinew and fat and charges you as much for the waste as he an electric instantaneous heater, which does for the meat.

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MAGIC FLUID IN THE HOME

Modern Housekeeping Made Delightful by Electrical Appliances.

TERRORS OF DRUDGERY ARE GONE

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

Push buttons as a substitute for servant girls and electric switches in the place of ook ladies and strong-armed laundresses may seem like an approach to the millennium, but as a matter of fact the electric push button and the electric switch are faily approaching on the domain hitherto considered sacred to the aforesaid servant girls, cook ladies and laundresses.

Keeping house by electricity is no longer myth. It is an accomplished fact. All various duties that once taxed the careful housewife and made her feel aged before her time may now be accomplished by the electric motor, which sends its current of nergy alone the wires and into the house to be transferred to the various little machines and appliances and converted into power or heat and made to do he work that once no one but muscular ervant girls were supposed to be able to to. The electric motor is fast solving the nuch discussed servant girl problem and lousewives worn out by the worry of managing "help" or the hardships of doing their own work are beginning to look pleas-

Housekeeping Made Ensy. There is certainly a balm in Gilcad when Mrs. Jones can cook breakfast for the whole family by turning two or three little electric switches on her weathered oak electric range, can make her coffee and toast at her elbow while

he meal is in progress, and can then, by oushing another button, have the dishes washed and dried all ready to be placed on the shelf. Setting and cleaning the table still have to be done by the use of oldfashioned elbow grease, but inventive geniuses are still at work and the time may ome in the not very distant future when nadame can also accomplish these little futies by a simple turn of the wrist.

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, some other topic than the vexed servant girl question will be discussed at kensingtons and afternoon teas life will be worth living

For it is pointed out in favor of the elecwhenever work is needed and rests only dinary electric light socket. when there is no work to do. It is cleanly rarely see, could do it, even if she tried as through an ordinary carpet or rug. ard as she could.

No Limit to Its Possibilities.

It is no exaggeration to say that practicis always waiting for something to do.

kitchen to get breakfast for Mr. Smithber of switches ranged along the top of her ctric range, and in a few minutes sh has hot water. Turning another switch she has her bacon and eggs frying merrily in tell it. Still a third connects with her cercal cooker and another to an egg boiler which she can use in case some of the family want their eggs cooked that way. Another turn of the wrist and the "juice"

s connected with her electric oven, and in a few minutes she has her breakfast biscuits baked a rich brown. All of these operations are accomplished without the use of a match or with no resulting ashes, Appearance of the Range. The electric range she uses is very much

made of wood, and any kind of furniture wood may be used in its construction. It looks something like a kitchen cabinet. On the top are the various utensils used in cooking, a broiler, tea kettle, egg boller, frying pan, toaster, coffee percolater, corn popper, and, in fact, any receptacle which may be used for the cooking of food. The the back of a coal range. Along the top and in easy reach are a row of switch buttons. Each switch communicates with one of the utensils. The wire from the switch runs from the feed wire to the utensil and when the current is turned on it runs through resistance coils, which produces heat and raises the utensil to any desired temperature. The oven stands near the range, but is not necessarily connected with it, except by the electric wire that provides it with current. In appearance it resembles the oven of a gas range. The resistance coils are placed between the outside and the lining, and in a very few minutes it can be raised to high temperature. The oven is large enough to hold a twentypound turkey, and, by actual test, four loaves of bread have been baked in one of them in twenty-five minutes at a cost of between 11/2 and 2 cents a loaf.

for breakfast, Mrs. Smith-Jones will prob- there ably have her bread toaster at her side on the dining room table. It can be placed and she can serve the toast piping hot. The coffee percolater will probably occupy an honored position at her side also. In fact, most of the breakfast could be prepared at the breakfast table and served by merely attaching the wires to the sockets in the electric light chandeller. At lunch the same operations can be re peated, and if she chooses she can cook some of her favorite dishes in an electri chaffing dish, or can freeze a dish of lo-

cream in her electric ice cream freezer After Brenkfast is Served. After breakfast the next step, of course water, places the dishes in her electric turns on the current and the basket revolves rapidly, the friction of the water removing all traces of the breakfast. She to the rinsing compartment, where the

oughly dried. While she is doing this her husband is busy getting ready to go down town. Upstairs in the bath room he has already heats the water bath at the rate of one gallon a minute. The bath room is heated

placed in the oven, where they are thor-

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 "dotte," he lady of th 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. A small motor runs the machines and when the clothes are clean she runs them through a wringer which is also operated by the same motor. The change from machine to wringer is easily made. After the clothes are dry they are ironed with electric irons, which are heated as they are used by a wire attached to the electric light socket. These trons are so constructed that the greater heat is in the point. This not only makes ironing easier,

but give a smoother finish to the cloth. 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. If she washes her hair, she will use an electric dryer. This is a useful little instrument, esembling a face massage or vibrator machine. It operates a small fan and a midget heater at the same time, and keeps a current of warm air blowing through the hair constantly, drying it quickly and

These are only a few of the ordinary uses to which electricity can be put in the

modern household. In the Apartment House.

Its advantages in an apartment house are myriad. In addition to the processes already referred to it can be used to distribute cold throughout the house. In other words, each apartment can have a refrigerator kept always at a low degree of temperature from a central plant without the use of ice. This is done by run ning the refrigerator tubes to the various floors and exposing them in the apartment refrigerators. This does away with the trouble, dirt and expense of carrying ic to each apartment. The ventilating system of the house can also be run by electricity. Electric fans take up the air from the outside and force it through the ventilating shafts to the various rooms, giving fresh air in all kinds of weather and unde all circumstances. In cold weather this same system can be used to force the hot air into the various rooms.

Another appliance that is coming into great favor among housekeepers and their husbands is the portable carpet and wall cleaner. The wives like it because it makes house cleaning easy and the husbands be cause it is tending to abolish the old spring and fall house cleaning. It consists of reversed fan, which sucks the air through a tric motor as a domestic servant that it flexible tube with such force that it draws requires no afternoons out, is always ready the dust and dirt out of the carpets and and ever cheerful, does not insist on en- even off the floors under the carpets. I tertaining the suburban policeman in the is placed on a small truck, which can be parlor and has no beaux to help consume wheeled from room to room and used as he left over remnants of dinner. It works desired. The current is taken from an or- to This appliance can also be used to clean

and sanitary in everything it does and walls, curtains and even clothing and beds, an investigation of this case. those who have become familiar with it The force of the air current is so great says it does its work better than ever the it has been distinguished through sixteen model servant girl we read about and layers of felt. It sucks up the dirt easily

Dumb Waiters and Elevators. Apartment houses are also using electric dumb waiters and automatic elevators. The civic improvement organizations of the ally every domestic task in an ordinary former can be operated from the bottom household can be accomplished by elec- of the shaft and the electric current so vant girl cannot eat and it never sleeps. It an elevator conductor, the automatic electrio elevator has been installed. The For example, when Mrs. Smith-Jones tenant who wants to go to his room on arises in the morning and goes to the the third floor enters the elevator and closes the door. Then he presses the but-Jones and the little Smith-Joneses, she no ton for the third floor and the elevator longer, if she is up-to-date, lights a coal rises to that floor and cannot be moved range. She merely turns on one of a num- until he opens the door and steps out. Another use to which electricity is being out is in electric grates, which are taking the place of the old style coal grate. It consists of three or four unusually large frying pan in less time than it takes to incandescent lights with a low voltage current, which give a maximum of heat with a minimum of light. The back of the grate is of brass, giving great reflective effi-

There are dozens of minor conveniences plied. For example, the electric heating ing the pad too hot. Electric call bells, for agent was a faker. unlike either a coal or a gas range. It is the use in calling servants are so common as to need no elaboration. Meat and food rope in Chickasha representing himself as daily by housekeepers.

Greatest Use is Lighting. The real convenience of electricity is dozens of conveniences that may be secured by its use can only be referred to back of the range is high, very much like Nervous women, who have to stay at home alone nights find the electric light an excellent burgiar 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 after 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. Ceilar lights can be operated from the kitchen and porch lights ! n 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 If the Smith-Jones family is fond of toast pedestal at the side of the bed when wante

Up to the present the incandescent is th only practicable 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 Wesbach burner did in gas lighting from the cooking utensits if she so desired. It produces a clear white light, and uses only about one-third of the current required for the incandescent or the arc light.

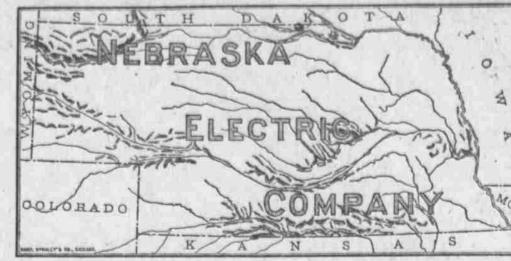
CROOKS WORKING OKLAHOMA

One of the proud boasts of Okiahoma on

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

lonning the robes of statehood was the selessness of jalls, license communities which had invested in these supposed neces saries, found them as useless and lonesome as a can of buttermilk at Coney Island. That was six months ago. Things are different now. Several tenants have een secured, and many communities have special boxes reserved for crooked visitors who neglected to leave their addresses. Several grades of very raw swindlers ave been operating on the confiding resi- and was able to tell his name and address dents of the state. One of the smoothest is He stated that the attack came on without the men who devised a plan of adulterating any feeling of fliness, but that he knew all butter and seiling it in nice little prints that was going on around him. He also for pure country butter. An agent would stated that he had never been in that congo into the country and buy butter from dition before, and when he left the hosthe farmers, paying 20 cents for it. He pital felt no iil effects from the attack .would then add a mixture of fat which Philadelphia Record. would double the quantity, mold it into by a luminous radiator, which will take pretty pats a little short of a pound, and the chill off a small room in a fiffy. go to various towns disquised as a country Bes Want Ad Pages you get quick returns sears his bash ha to ready for a shave. So neddler selling the spurious article as pure at a small expense.

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country butter. By this means he was able make a profit of \$23 upon every \$35 worth of butter he sold. W. S. Irwin, revenue collector for eastern Oklahoma, started

An expert landscape gardener, "doctor" of horticulture, and a man of gentlemanly bearing, gilded into Shawnee and shortly became intensely popular. He immediately evinced a great interest in the laws of the city, and soon stood high with the

He broached the subject that he was the tricity. In fact almost anything around a manipulated that the waiter will stop at inventor of a powder which would do to house can be done by this wonderful motor any desired floor. In some apartment a lawn what hair restorer is supposed to except to eat and sleep. This electric ser- houses, where it would not pay to keep do to bare craniums. The powder soon became also popular, and after several citizens of the town had given up \$20 each and had dug their lawns full of holes in which the powder was to be placed, the "doctor" suddenly disappeared, leaving his victims without either money, powder or grass. Several lawn contests in which valuable prizes had been offered for the most luxuriant grass were called off.

> gazine graft was cleverly worked upon a number of Oklahoma City people recently when an agent struck town and made some very alluring offers. His business was to appoint special agents for eastern magazines, and he required only a \$10 deposit as an evidence of good faith After remaining two or three days h checked out, and soon afterward six differaround the house to which electricity is apent young men called at the hotel inquiring that they had each put up \$10 to secure pad is taking the place of the old style hot the exclusive agency of a magazine, which water bottle. It can be heated quickly and proved to be one and the same publication safely, and with three degrees of heat avail- One of the young men wired to Munsey's able, the user can be sure he is not heat- at New York and was informed that the

> A swindler who came to the end of his grinders, potato mashers, are being run the agent of Dodd, Mead & Co., selling International encyclopedaes. He took orders for the books at the reduced price of \$20 a sat if the purchaser would write a letter found in its use for lighting purposes. The of recommendation. He would then leave a town after taking a bunch of orders and return a few days later, offering a further discount to those who would advance him the cash. When he got the money he would move on, never to return. He was arrested and placed in jail. A mail order detective who claimed to

hall from Wichita came to Chandler and was employed by the county attorney to assist in running down violations of the liquor law. No one knew his business, and he soon became very popular with the boys, securing a large number of drinks of various intoxicating brands. A few days later some of these very "boys" found themselves indicted by the grand jury. Shortly afterward the detective was arrested for carrying concealed weapons, pleaded guilty and was fined \$10 and costs. He then took the first train out of town.

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

VICTIM OF STRANGE ATTACK Man Becomes Deaf, Blind and Speechless and Stumped the Doctors.

William Honser, of No. 2075 Bldge avenue, hiladelphia, a teamster, was a puzzling use to the entire staff of physicians at the Samaritan hospital. Houser after deliver ing a load of furniture at Mervine and Cambria streets, suddenly became strangely ill. He was rendered deaf, blind and speechless, his laws locked and his limbs ecame rigid and hard as stone. He was discovered by a Thirtieth dis-

trict policeman standing upright and apparently dead against a building. pairol was called and it took five men to lift the body into the patrol. At the hospitat all kinds of remedies and appliances were used to restore him to consciousness but without avail. Houser who did not seen 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 a bar or Jimmy, forced open the laws, when Houser took a deep breath and became normal in a minute

By using the various departments of The

ducing the work at practically the same prices 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 use steel typewriter type, taking the impression through a typewriter ribbon upon the paper against a typewriter roller

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 TYPEWRITTEN, 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

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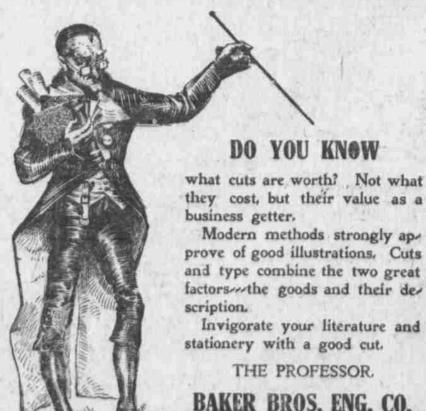
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