

ELECTRICITY—"THE IDEAL SERVANT"

The NEW Federal Electric Washer Is HERE

See It Before You Buy NINE WONDERFUL FEATURES

Such as all machinery enclosed, oilless bearings, vibrationless. Equipped with Porcelain table top if desired. Seven Days Free Trial Only \$1.80 per week. If you decide to buy

"Less than a washerman's wages" CALL NOW! AT 4639 Let us do your washing

TOY WASHER FREE If you are interested in the Federal Electric Washer fill out and mail coupon below.

Federal Electric Co., 421 S. 15th Street.

Please send me a Toy Washer Metal Bank without cost or obligation, as offered in your newspaper announcement.

Name Address I have a washer

Dear Jane: No, indeed, we shall not leave the Farm now that I have 30 efficient servants, even though my accident did leave me a semi-invalid.

Electricity has taken all the dirty, back-breaking drudgery out of farm life. Best of all, it makes possible a real home life, the privacy of which is not sacrificed to hired help.

The electric thermostat has my house cozy and warm at rising time, and tends furnace all day. The percolator, waffle iron and grill cook breakfast right at the table, so I get an extra hour's rest in the morning.

The dishwasher does that most disagreeable of tasks; and the vacuum cleaner has freed me from that "knock-down-and-drag-out" process called housecleaning.

Electricity manufactures clean ice right in the refrigerator, it forces soft water through the house by an automatic pump, and it heats water instantaneously by the mere turn of the faucet.

Its greatest service is in the laundry. Think of washing clothes without even getting one's hands wet! I do. My machine partly dries them, then I run them through the ironer and finish off with the iron.

Baby enjoys his electric comforts, too—the heater to take the chill off the bathroom, the immersion heater to warm his milk, the heating pad at his feet or "tummy," or the fan on hot days. I use the heater for a hair dryer, also, then wave my hair with the electric curler.

In the kitchen, the electric range with oven control saves so much dirt and work. Then the food chopper, bread mixer, cake mixer, egg or cream whipper, buffer, sharpener, churn and separator are all run by motor.

The sewing machine motor is a great money saver. I can use better materials than in ready-made garments, and can utilize "make-overs." The vibrator massages the stiffness from my lame joints; but the 100-watt lamp is our real doctor. A physician used this as a remedy for pleurisy, and it is equally good for any pain or soreness. Rub the place with a penetrating ointment, and then apply the 100-watt lamp. Relief is immediate.

Add to this list of service, the cultural value of good music (our machine has an electric motor for winding) and good reading made possible by electric lamps, and what more could one want?

The only electric appliance I don't "hanker after" is the electric chair. Come to see us, Jane, for company is no hardship in an "electric home."

—Mrs. C. E. Sheffrey, Oxford, Neb.

Out of the hundreds of stories received, the above was selected by the Contest Editors as the best.

Electricity is cheapest in Omaha

FANS AT REDUCED WHOLESALE PRICES

We are closing out our stock of electric fans and are offering all 110-volt 60-cycle A. C. to the public at following prices:

	Reg. Price	Our Price
8-inch Fans	\$17.50	\$11.50
10-inch Fans	18.50	12.00
12-inch Fans	23.00	14.99

These prices good only as long as our present stock lasts.

Wilson Electric Co. 2d Floor, 1307 Farnam Street, Omaha, Neb. Phone AT 1491

Your Washing On the Line Before the Heat of Day



This "EASY" Electric Washer will save you many a weary hour this summer. Let it do all your washing.

A Big Washing Can Be Finished in One or Two Hours' Time!

If you prefer, wash a few pieces each day. It's easy to wash the "EASY" way. The machine does all the work.

A Free Demonstration in Your Home

We welcome the opportunity to demonstrate in your own home with your own laundry, how easy and simple it is to wash with an "EASY" Electric. You'll marvel at the cleanliness of clothes washed in this machine. Call us today. A demonstration costs nothing.

One-fifth (286,403) Washers Sold in 1921 Were Easy Washers

Sold on the Easy Payment Plan **E.B. Williams** Personal Service Better Service

312 South 18th St. Phone AT lantic 1011

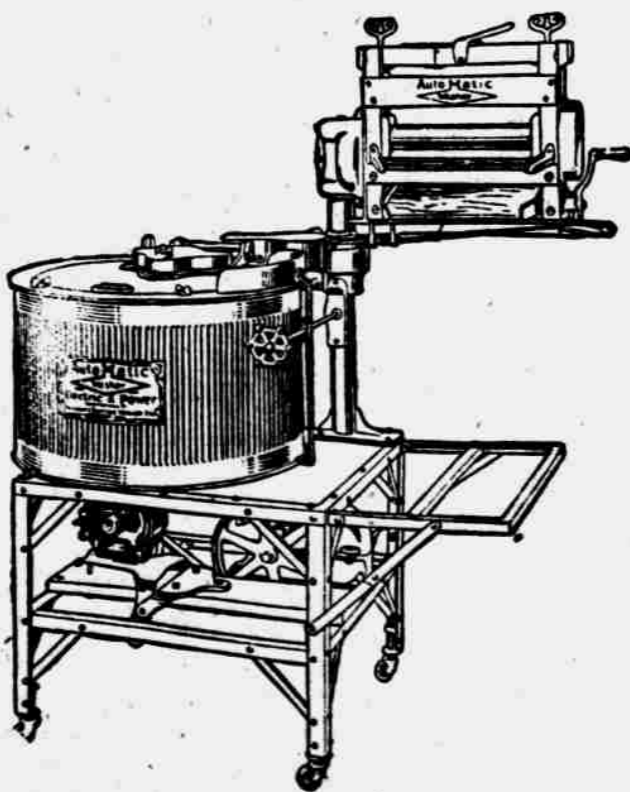


Does Wash-Day Tie You Down?

The new copper tub Automatic electric washer can free your bonds. It is a servant that needs no watching, coaxing, help or advice because it was built to do your washing at the turn of a switch.

Ask to See This Marvel.

Nebraska Power Co.



Electric TOASTER-GRILL FOR ONE CENT

This Toaster-Grill OR An Electric Heating Pad For One Cent If Bought With



This Fully Guaranteed ELECTRIC IRON at

\$6.49



Never before have you had the opportunity to buy two household electrical necessities for the price of one.

Dependable Electrical Merchandise

Granden Electric Co.

1511 Howard Atlantic 0681

A. B. C. Electric Washers

This Electric Washer, with its many superior features, is giving perfect satisfaction wherever used.

WE ARE LIGHTING EXPERTS

Make your home more attractive with our Artistic Lighting Fixtures, Royal Electric Vacuum Cleaners, Electrical Irons, Percolators, Toasters and Electrical Appliances.

Haney Electric Company

Have Us Wire Your Home 4723 South Twenty-fourth Street Phone MA rket 0073

WESTERN ELECTRIC Line of Housekeeping Appliances

A complete line under one name, one policy, one guarantee.

The Western Electric Washer and Wringer

The Western Electric Portable Sewing Machine

The Western Electric Dishwasher and Kitchen Table

The Western Electric Vacuum Cleaner

The Western Electric Ironer

Also a complete line of household irons, toasters, percolators, hot plates and other supplies.

Sold by Our Dealers:

The Good Housekeeping Electric Shop

1916 Farnam Street, Omaha

The Good Housekeeping Electric Shop

607 Fifth Street, Sioux City

Western Electric Company

802 Farnam Street Incorporated Omaha, Neb.

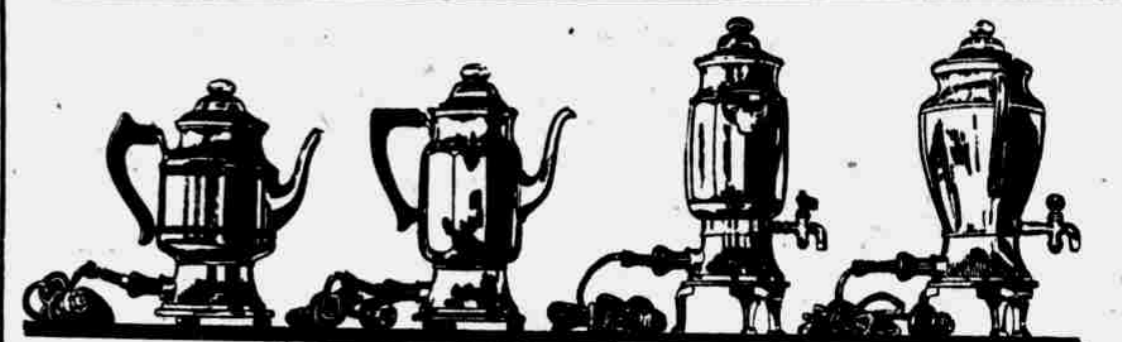
ELECTRIC LIGHT WIRING and POWER CONTRACTOR

Let me figure cost of wiring your old or new home. It's what you save that counts.

Electric Lighting Fixtures and Appliances

Thomas Durkin

2223 Cuming Street Phone JA ckson 2519



6-Cup Westinghouse Percolator

An ideal size for the small family or for the bachelor dweller. Highly polished nickel finish with black ebonized handle.

Complete, \$12.00

7-Cup Westinghouse Percolator

A very popular style. The highly polished nickel finish and handsome panel design make it one of the best sellers.

Complete, \$15.00

8-Cup Westinghouse Percolator

A beautifully paneled Urn which will prove a welcome addition to any table service. Highly polished nickel finish with black ebonized handles.

Complete, \$18.00

9-Cup Westinghouse Percolator

A loving cup design, plain, but of that rich elegance which marks the best. Highly polished nickel finish with black ebonized handles.

Complete, \$19.00



Westinghouse Waffle Iron

Both upper and lower grids are electrically heated, baking the waffles on both sides at the same time. No grease is required on the cast aluminum grids, therefore, no smoke is created. A special feature is the handle which raises and lowers the top griddle and also permits easy carrying.

Complete with Tray, \$20.00



Westinghouse Turnover Toaster

The "turnover" feature consists of a swinging rack of either side which is hinged at the bottom. It is not necessary to touch the bread from the time it is first put on the rack until it is taken off toasted. The rack is lowered and raised by means of ebonized knobs. This simple operation turns the toast.

Complete \$8.00



Westinghouse Cozy-Glow Heater

To take off the chill for baby's bath—or to give just that warmth needed on cool mornings and evenings. Heat reflector and guard of polished copper; all other parts velvet black finish. The soft, mellow glow it produces gave it its name—Cozy-Glow.

Complete \$11.00



Westinghouse Electric Irons

Three sizes of Westinghouse irons for the home are available. The type M Iron weighs 6 1/2 lbs. and has a beveled edge which is a great advantage to the user. The type H Iron weighs 6 lbs. and the Traveler's Iron, which is very convenient for light pressing, weighs 3 lbs.

Complete, \$6.50 to \$7.50



Westinghouse Electric Fans

Come in a variety of styles and sizes to meet every requirement. They are neat in appearance, quiet running, efficient in air movement, very economical to operate and exceptionally long lived. A Westinghouse Fan will last the ordinary household a lifetime. Cost of operation per hour is from 1/4 of a cent for the smaller sizes, to 1 1/2 cents for the larger sizes.

Complete \$10.50 to \$52.00



Thor Laundry Devices

Thor stands for the last word in home laundry equipment. Thor Supremacy is unquestionable.

Washers and Ironers, \$100.00 to \$275.00

Your Electrical Dealer Can Supply You

Irons, Shirts, Dresses Everything in the family ironing



Wholesale Distributors of Electrical Supplies

Omaha Sioux City St. Louis