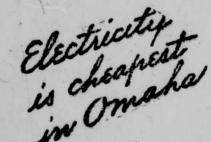
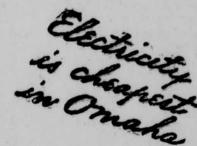


## Omaha of the Future Electrication A Wonder City of Better Homes







MANKIND, down thru the ages, has felt the urge for new, higher planes of "better living". From trees, caves, cliffs, to tents and huts--- and later to cottages and palatial mansions, civilization has evoluted. With each generation has come new progress---new standards of life and home comforts --- an inspiring example to posterity. The greatest advances in this direction have come since the discovery and development of Electricity.

WHEREVER "Better Homes" are found---Electricity lends its benefits. Comfort, Convenience and Happiness in the Home. is largely augmented by it.

BETTER HOME illumination, greater efficiency in housecleaning and in cooking today, is made possible by Electrical power. Thus, quite logically, in any movement in the interests of Better Homes--Electrical Servants demand the efficient Housekeeper's consideration.

Each passing year finds thousands of homes, wherein modern, highly improved ELECTRICAL equipment has superseded inefficient servants.

With the aid of ELECTRICAL devices now obtainable the thrifty housekeeper does her own work without human assistance, yet, with great savings in time and labor and her own nervous force.

HARDLY is there an operation in present day housework that cannot be performed quicker, better, more thoroughly and economically with Electrical devices. Washing, ironing, cleaning and cooking now require only a fraction of the time and effort formerly necessary.

ELECTRIC Servants, aside from adding the "finishing touches" to any home, will do much towards making YOUR present home BETTER. Come in and let us show how you can transform your home to this new era---"better living".

## Note

These Slight Costs for

## Electrical Servants

THE ECONOMY of selecting Electric Servants can no longer be questioned. Their first cost is slightand the cost of operation is the LEAST of any household service you purchase.

## COST IN CENTS PER HOUR

6-lb. Electric Iron . 3 co

Waffle Iron ..... 3.3 cents Radiant Heater ... 3.3 cents Grill ...... 3.3 cents Toaster ...... 2.6 cents Ironing Machine . 1.1 cents Washing Machine . 1.1 cents Immersion Heater 23 cents Vacuum Cleaner 3 of a cent Hair Dryer .... 4 of a cent Sewing Machine Motor ..... 3 of a cent Utility Motor . . . 3 of a cent Curling Iron ... 4 of a cent Portable Lamp (50 Watt) ... 3 of a cent Electric Fan .... 2 of a cent

The above figures represent the cost of using the appliance named for one hour continuously. It should be remembered, however, that the majority of appliances are rarely operated for a whole hour at full capacity.



Nebraska Power C.

