



Omaha of the Future



*Electricity
is cheapest
in Omaha*

A Wonder City of Better Homes

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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 evolved. 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*Each passing year finds thousands of homes, wherein modern, highly improved **ELECTRICAL** equipment has superseded inefficient servants.*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 slight---and the cost of operation is the **LEAST** of any household service you purchase.

COST IN CENTS PER HOUR

6-lb. Electric Iron	3 cents
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	2 $\frac{3}{4}$ cents
Vacuum Cleaner	$\frac{3}{4}$ of a cent
Hair Dryer	$\frac{1}{4}$ of a cent
Sewing Machine Motor	$\frac{1}{3}$ of a cent
Utility Motor	$\frac{1}{3}$ of a cent
Curling Iron	$\frac{1}{4}$ of a cent
Portable Lamp (50 Watt)	$\frac{1}{3}$ of a cent
Electric Fan	$\frac{1}{2}$ 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 Co.

