

"Look Natural" is the Motto of the Photographer

NEW YORK, Aug. 21.—It is now a fancy among women to have their photographs taken in natural surroundings, with the idea of making them and their friends. It is a pretty idea, and has rapidly gained ground this season at the summer resorts. This comes in not strange when the newer cameras are equipped with the older more stereotyped style of portraiture.

It started a couple of years ago, the departure from the fixed method of portraiture, when the craze among women to sit in their pictures with their well-bred dogs began. This fashion really amounted to a craze. Judging from the stories told at the photographic studios it would seem as if about every woman in town who owned a dog, big or little, valuable or otherwise, had sat at least once for a combined portrait of mistress and pet, and in many cases women had photographs taken of themselves and their dogs every time they got a new gown or their pets a new collar.

It then became common for photographers to go into the homes of these pet dogs to take their pictures together with those of their masters. It was in either the humor or drawing room that the cameras were usually set up. In this way Fido or Puddie was saved from becoming ob-



- IN EARLY MORNING PHONE -

COLLECTION OF
PHOTOGRAPHS
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DISPLAYED AS A GIRL OF THE EXPOSURE PERIOD.

famite animal pet at Wortham's this year.

This natural style of portraiture offers infinite possibilities and some very beautiful compositions have been evolved. It is well known that some women regularly make a trip to the photographer's once a month, whenever, in fact, they have a new gown to exhibit. Some of the photographers draw upon the idea of dressing up to sit before the camera. As a rule, they say, a woman is a good never worn before is not only unattractive, but shows it.

The attractiveness of these photographs have been noted. There is a tendency in favor of greater simplicity in grouping for photographic purposes.

Any group showing the long sweeping lines of the empire period is favored. This style is becoming to almost any figure except a woman who inclines to be over-pompous. It lends grace and beauty to grandeur and renders the more majestic lines of the plump woman irresistible.

Historical characters are frequently depicted, and a woman having any special fondness for a particular character in history or fiction dresses the part and then straightway sits before the camera to be taken as Marguerite, Jeanne d'Arc, Queen Elizabeth or whatever the fancy may be which she admires.

A woman's tastes are thus very frequently depicted by the camera. One



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BOTTLED BEER

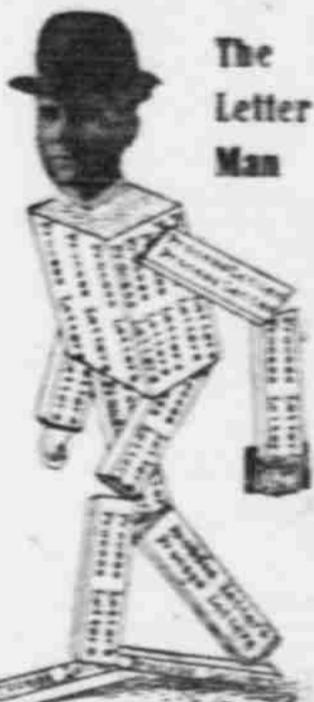
won the highest honors obtainable. At the Trans-Mississippi, Omaha, 1898, it was granted the Highest Award and Gold Medal. At the Lewis & Clark Centennial, Portland, Oregon, 1905, the Highest Award and Gold Medal. Other famous beers were entered in competition, but STORZ BEER was adjudged the best by experts. These facts mean much to you if quality and superiority is what you desire in your beer.

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Progressive Events in the Field of Electricity

City Water and Power.

LOS ANGELES is endeavoring to increase the production of electrical power for commercial uses in the place of securing water from Greater when the city uses. To aid the city in the movement and bring the water to the city requires an investment of some millions of dollars. The cost of the undertaking is estimated at \$15,000,000, and bonds for that amount have been authorized. Development of electrical power in connection with the undertaking is not within the present powers of the water commission, but the body, realizing the possibility and the advantages as a revenue producer, has voted to commence its place that the city may in the near future combine water power with its water plant.

At present the average amount of electric power used in Los Angeles and vicinity is about 40,000 horse power. During the hours of heavy load 15,000 horse power is used, and only a shade more than half of this is derived from water power, the remaining 25,000 to 30,000 horse power being supplied by steam plants. In addition there are small private steam and gas plants supplying about 10,000 horse power, which could be replaced by electric if it were available. The demand for power is now in excess of the supply and an average rate of increase in the demand will be more than double in five years.

Three-fourths of the total available power along the railroad can be developed in San Francisco, output forty miles from the city, where there is a drop of 1500 feet. It is estimated by electrical engineers, with large allowances for losses and variations in flow of water, that the San Francisco drop will deliver in Los Angeles 15,000 horse power twenty-four hours a day every day in the year of 1910 horse power peak load. The increased demand arising from the natural growth of the city will more than offset that additional supply of power, and in five or six years, when the aqueduct is completed, Los Angeles will be receiving more power from other sources and will still be using steam to supplement the water power plants.

The market value of water power under these conditions is determined by the cost of steam power which depends mainly upon the price of fuel oil. With fuel oil at 15 cents a barrel, electrical power developed by steam costs about 10¢ per horse power per hour as commonly used. On that basis it is calculated that the gross yearly earnings of the San Francisco power plant would be close to \$10,000,000. The total cost of operation and maintenance, including interest and depreciation, would be about \$2,000,000, leaving a net profit of \$8,000,000.

The useful light rays only appear when the temperature is fairly high, below which only long heat waves appear. By increasing the temperature the percentage of useful light rays increases.

As long as we only know the way to produce electric light by incandescence we can only increase the efficiency by increasing the working temperature.

Naturally there must be a certain temperature where the percentage of visible radiation reaches the maximum, and this is supposed to be between 400 and 1000 degrees centigrade. But even at the maximum the efficiency only amounts to about 8 per cent., as there is an absolute limit to heating by incandescence.

The familiar electric incandescent lamp consists of a filament of carbon enclosed in a vacuum. The carbon filament consists principally of amorphous graphite and a small amount of the oxide of the pure group.

Great improvements were experienced when the Nernst lamp appeared on the market, but these have not yet reached, for the lamp has the great disadvantage which has

never been overcome, namely, the filament does not conduct and consequently does not light up at ordinary temperatures.

The success with these experiments led scientists to turn their attention to other ways, such as that of the following table used with success. Incandescent tungsten filament and oxygen.

The tungsten lamp has as far as the heat emitted by all metallic filament lamps and incandescents are now in use in the United States. There is no doubt that within a very short time we shall have an even more powerful incandescent lamp which from a practical point of view will exceed the present carbon lamp and have an efficiency of 15 per cent.

This will be a great achievement, but it will not be the lamp of the future. For, as shown in the beginning of this article, we are absolutely limited as long as we cling to incandescents for the light production.

Heat, although capable of making a liquid or solid incandescent, cannot make a gas incandescent, but merely increases its pressure. We can, however, get gas molecules in vibration by chemical reaction or electric stress, such as is done when an electric current is passed through a vacuum tube.

Thermodynamically there is no limit to the efficiency of a incandescent gas. Within the last few years good efficiencies have been obtained with the incandescent vacuum tube filament, and the method of light production has a great future before it. The light of the future will be a gas giving high intensity heat and the probabilities are that this will be either a incandescent gas or vapor.

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