



THE CRANE COMPANY'S EXHIBIT AT THE AUDITORIUM.

ELECTRICITY FOR EVERYONE

Electrical Show Teaches Everyone Its Many Uses.

NECESSITY FOR HOME OR FACTORY

Omaha Keeps Pace with the Rest of the Country in the Use of Magic Power.

If one would know exactly what power costs, use electric power—the power that admits of no uncertainty—the power that moves your machinery without waste or shrinkage.

Dependability and freedom from "break-downs" are two cardinal virtues of electric power. Electric power is free from the annoying features of other power, for in its use, the trouble-producing overhead shafting, pulleys, slipping and energy-wasting belts are almost entirely eliminated. These are mighty important factors, as all well-informed power experts admit.

In a given amount of floor space, for a factory of any sort, the man who installs motor-driven machinery can do one of two things that the other fellow cannot—he can operate more machines in the same space or he can have more room for the comfort and convenience of his help. No valuable space is taken up by boiler and engine rooms, coal bins, overhead shafting and belts. Practically all modern factory buildings are planned for the use of electric power. Old plants now operating with other forms of power can readily be connected up with electric power.

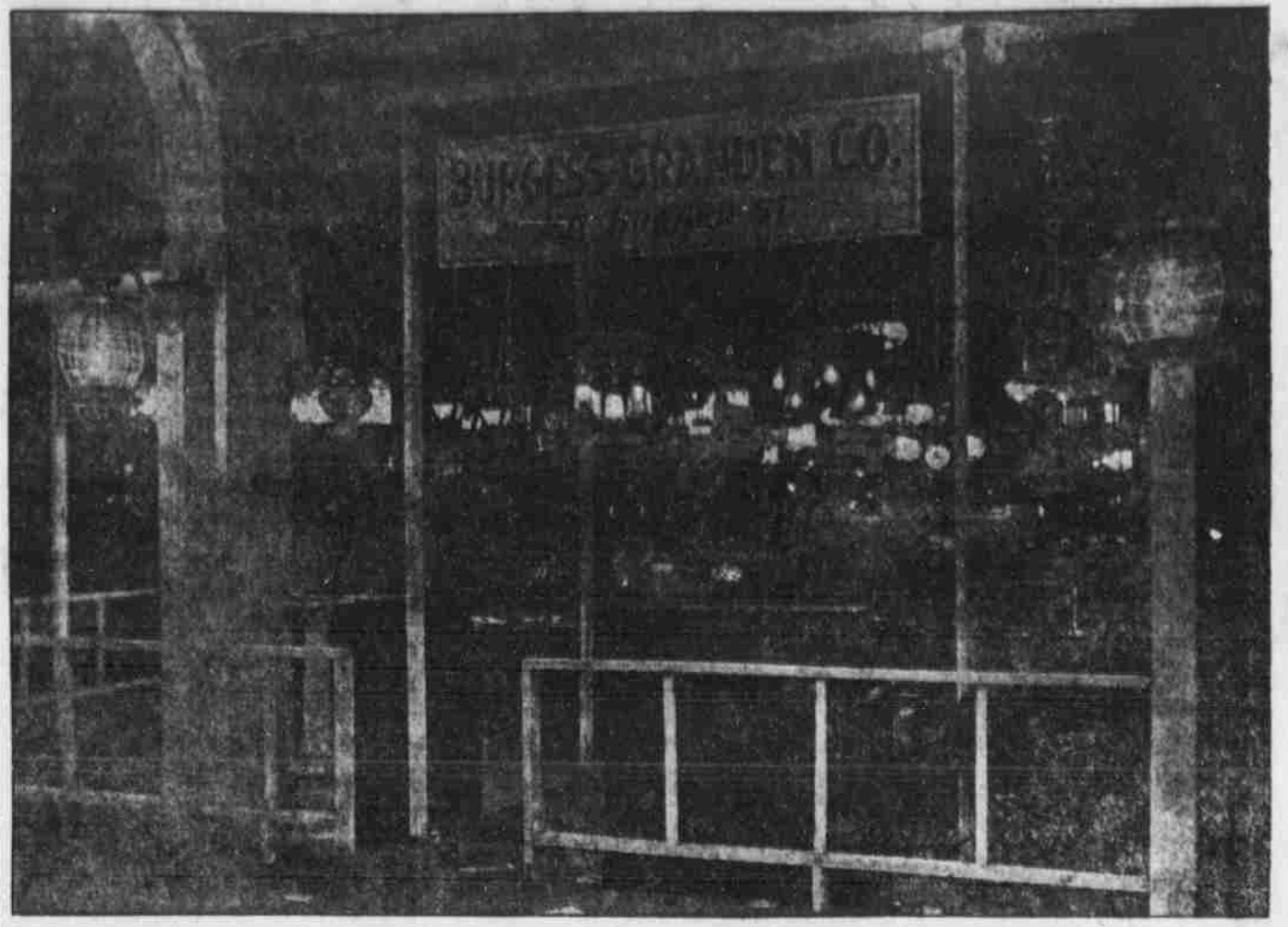
If sanitary conditions alone were the only reasons, they would in themselves be mighty arguments in favor of operating all machinery by electricity. This is especially true in plants where a large number of people are employed as well as where food products are made. In any factory where the purity of the product is of the most importance, the doing away with the things that collect and distribute dust, dirt and grease is accomplished by having all machinery motor-driven.

In these days of keen competition and very narrow margins of profit, many concerns are paying big dividends today out of what was thoughtlessly wasted a few years ago. Under these conditions, there can be absolutely no "leaks" in the system of any manufacturing concern if that concern is to maintain its position in the commercial world. All arguments of economy favor the use of electric power and all its users attest to its superiority in every way.

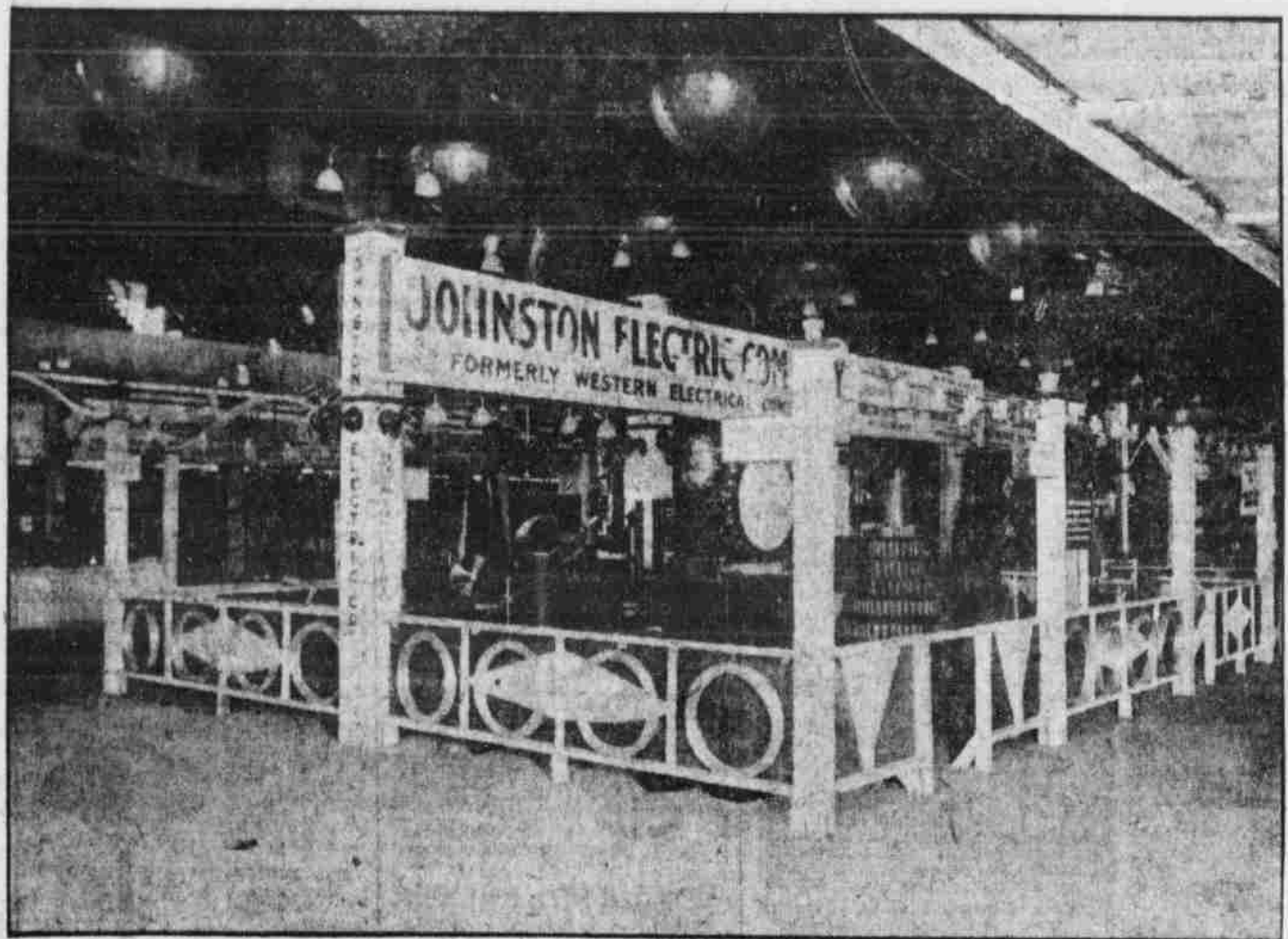
The finest homes in Omaha, the ordinary homes, the inexpensive ones and Omaha's largest and finest buildings bear the stamp of Burgess-Granden company. This concern, through most intelligent, enterprising and aggressive management, has well earned the distinction of leading in their lines. Being in both the wholesale and retail gas and electric fixture business they are in position to carry by far the largest stock in Omaha, and exclusively representing, as they do, the world's largest factories in the east and in foreign countries, no other concern can obtain the artistic and beautiful effects in lighting fixtures which this firm shows. Their business has been built up through competition.

Before purchasing fixtures for a home one usually examines every stock possible.

(Continued on Thirteenth Page.)



BEAUTIFUL EXHIBIT OF BURGESS-GRANDEN COMPANY AT THE ELECTRICAL SHOW.



JOHNSTON ELECTRIC COMPANY'S EXHIBIT AT AUDITORIUM.

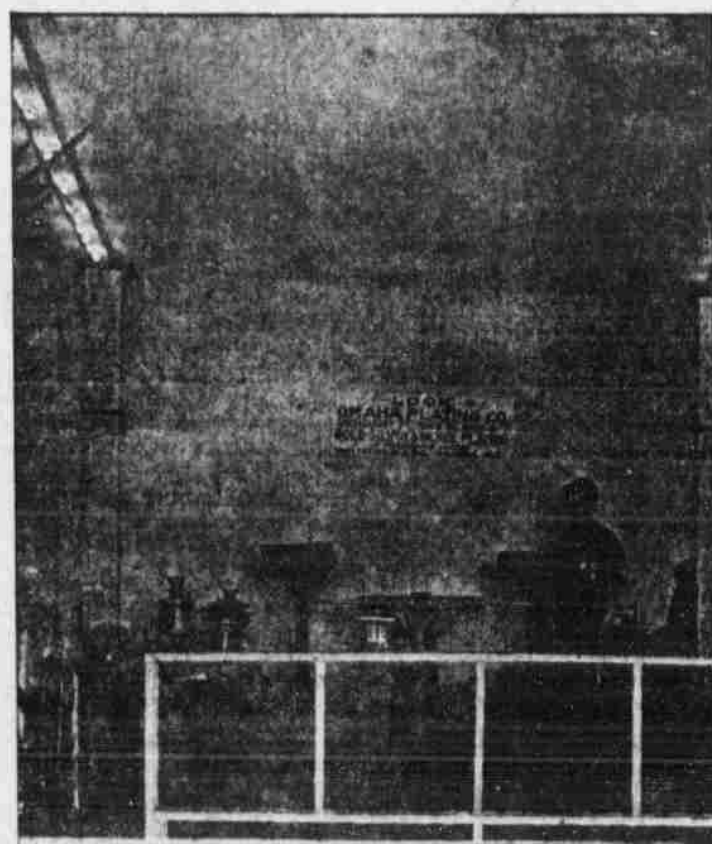


ONE OF THE SHOW'S ATTRACTIONS—EXHIBIT OF OMAHA LIGHTING FIXTURE COMPANY.

Power Exhibit at the Electrical Show



PETER MELCHOIR'S MILLING MACHINE CUTTING GEARS WHILE YOU WAIT.



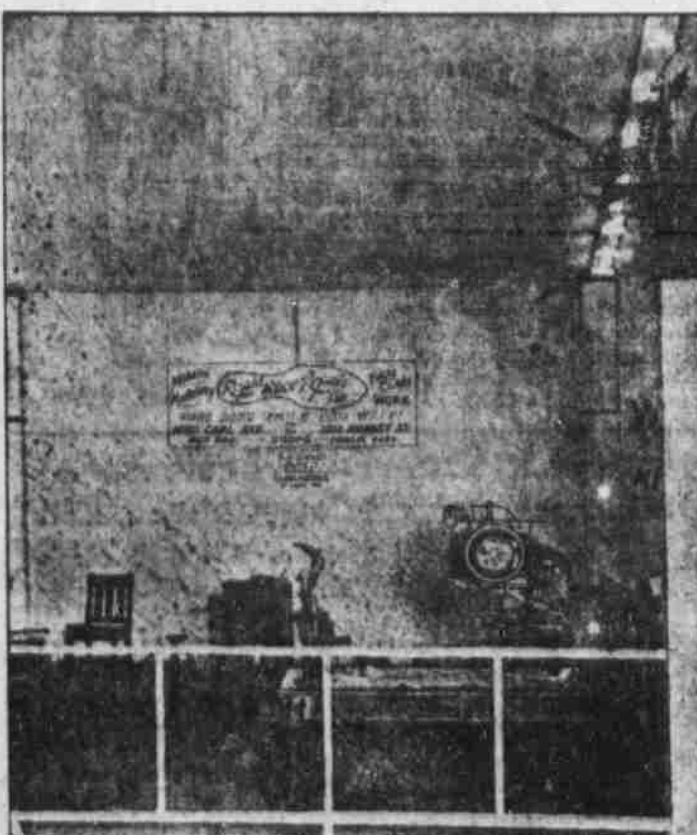
OMAHA PLATING COMPANY'S POLISHING LATHE DRIVEN WITH A FIVE-HORSEPOWER MOTOR.



OMAHA ELECTRICAL WORKS MAKING PARTS FOR THE REPAIRING OF MOTORS.



BYRNE-HAMMER DRY GOODS COMPANY CUTTING 400 LAYERS OF CLOTH AT ONE TIME WITH AN ELECTRIC KNIFE.



RAPID SHOE REPAIR COMPANY'S COMPLETE MOTOR-DRIVEN REPAIR OUTFIT.



WATERLOO CREAMERY MAKING FOUR GALLONS OF ICE CREAM IN EIGHT MINUTES WITH A QUARTER-HORSEPOWER MOTOR.



NEW ENGLAND BAKERY MIXING FOUR BARRELS OF DOUGH AT A TIME.



THE DAILY ELECTRICAL WORLD PRINTING A DAILY PAPER DURING THE ELECTRICAL SHOW ON PRESS DRIVEN BY MOTOR.

You Should See How Electricity is Applied to All Classes of Machinery Placed on Exhibition at the Auditorium