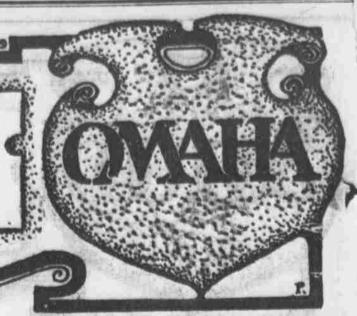


Public Utilities



PUBLIC SERVICE COMPANIES GROW

Business Principles to Their Business.

REVENUES ARE INCREASING

Many Times as Great as They Were Some Years Ago.

COMPANY

Power Plants.

Nearly One Thousand Old House, Equipped with Electricity Last Year-Most New Houses Are So Provided.

There was a time not so very long ago when real public service corporations did business under city franchises, using the a convenience, people's streets, tearing up pavements, stringing their wires up and down the principal thoroughfares and making their presence felt in many ways that were troublesome, and they did give to their patrons for high prices a certain sort of service, but it was different. They did ment as a return for the patronage. not then consider it their duty to serve the public as a public. They were possess- in better feeling between their representa- affords her work is easily done and not ors of franchises and they gave services tives and the public, in greatly increased by any means interminable. only because that was the way to get dividends and in all the benefits that fol-

Their revenues in those days were not large, however. Because they chose to disdained advertising and trade soliciting and power company. As a prominent repthrough periodicals and publications the people who had to buy of them did it marked recently; "It used to be the natural only when it was absolutely necessary.

was this situation and the seeming lack of desire on the part of capitalists to remedy it that led to a great deal of the ill feeling that has been engendered and we make it a point to see that the against organized industry. If the con- most insignificant customer is satisfied."

italist is well aware of his dependence and services of an electric light and power com- are quite impossible without it. fair price for the commodity. But in former times the capitalist seemed to have Recognize the Rule to Apply Strict forgotten his dependency and fit feeling was a perfectly natural sentiment for the

> Times Have Changed. But within the last decade the mos

has led to a change in the situation. Plain business sense, the intuition that of desperadoes, leads those who control large corporate interests to shift their policies with every change in business conditions has been night almost as comfortable as it is by awakened and it has forced the public day. utflity companies to present themselves before their patrons to a very different gains,

that a monopoly can be made more produc-More Lights and Large Signs and tive by the same methods that make any other business pay high profit rates. They have begun to serve the'v customers as if their desire was to satisfy them as thor- ates throughout this city 1,500 miles NECESSITY oughly as possible, and the change of at- wire. On these wires are strung 250,000 advantage of every possible chance of materially increased the material prosperity of all the organized industries. Nowadays a public service corporation

onsiders it quite as much to its advantage to advertise as does any business firm. It is known that by advertising there is brought in, besides the trade that must come to any monopoly, the patronage of those who are attracted to the wares of not exist. There were big companies doing the corporation, not as a necessity, but as

The advertising of a public service company is educational. As a result every man, woman and child in every great city is now made to feel that the corporations have something to sell; that they need all the patronage that they can get and that they are willing to give courtesy and fair treat- comfort for a small expenditures Many They are beginning to reap their reward

low sound business policies. Electric Light Company.

One corporation that has in the last dec resentative of the Omaha company rething for a representative of an electric power company to disdain to talk to a man who wanted so small a favor as a tenhorse-power motor installed, but nowadays we go after every little piece of business,

powerful of all motives, self-preservation dangers of discomfort and delay, but he have learned to take advantage of the big grain elevators, big implement factories was bese; by the more terrifying dangers same opportunities.

But the lights that we get from the electric light companies make traveling by

Even the most modest home can be brilliantly lighted in a city where elec-They have begun to act upon the principle tricity is available. Every possible convenience that lightens the strain on our eyes is afforded by new developments in these two commodities. The Omaha Electric Light and Power company opertitude has been the one force that has so sixteen candle power equivalents in lamps and about 12,000 horse power in motors. When the occasion comes for the celebration of some great event, some annual festival or other special time the downtown streets become flooded with brightness. Thousands of tiny shining points festooned back and forth seross and along the crowded pavements, huge arcs that cast a radiance almost as bright as the beams of Sol nimself, and the recently invented improvements in big lights that eclings even the ares all add to the glow that makes the streets at night so beautiful and so fascinating.

> Light a Necessity. In private homes electricity is a convenience that adds so much to people's a housewife has learned that by the aid

of modern advantages such as electricity

The Omaha Electric Light and Power company was organised in 1893 from the Thomson-Houston company, which had been doing business here for about nine offer their wares with a surly indifference ade changed its whole character in nearly years. When the Thomson-Houston comto the customers' comfort, because they every American city is the electric light pany started out it had a little plant that occupied about 1,550 square feet of floor space and had a capacity of 200

> But in twenty-six years the plant has be capable of producing as much as 20,000 horse-power and occupies in floor space 122,000 square feet. This growth has been caused by the cheapness of electricity, by the recognition by the are reduced to a minimum. company of the value of advertising and There is always pienty of power on hand

pendent upon him and knows that the cap- modern city would be like without the electricity many things are possible that into this territory or for the manufacturers the manner in which electric current costs company owns all of the big signs in

is taking it into consideration, the con- pany. One reads vivid descriptions of the sumer will not feel it a grievance to pay a old days when gallants went forth into the generated by the plant of the Omaha a business rule to be always ready to make darkness carrying blazing flambeaux before company is, of course, used up in lighting any addition in the amount of energy that them and armed with sharpest steel, ex- but nearly as great a quantity is given it dispenses. pecting any moment to be set upon and out in power. Huge factories, that, before robbed by the marauders that found too the general use of electric power, had here and the efforts of the power company, comfortable shelter in every dark corner. to have immense boilers to run their and its assurance that there will never Crime and misery were developed most engines, now have small motors that set be any dearth of "juice" are a part of easily in the dark. In an unlighted street in motion their whole complicated sys- the influence that brings new industries to the traveler was liable not only to the tems of machinery and the householders locate in this section of the country. The

> Many Different Uses. The modern "haus frau" has in her

kitchen an electric stove, she does her ironing with an electric iron and she curs her hair with an electric curling iron. She gives her laundress the pleasure of having the washing machine and the wringer run by the motor that can be moved around from one place to another as it may be needed. She cools her rooms just as a hotel or an office does, with electric fans, large or small, and if she is really well-to-do and able to take comfort, she has her own electrically run refrigerating plant.

The power from the ordinary house lighting wire can be made to run a refrigerating or amonia evaporating plant, and the plant can be installed for a cost of less than \$1,200 for an eight-room house The machine, when complete, will furnish a draught of cold air for any spot that is too hot, and ice cream and such frozen delicacies are prepared in a mo-

The factory is more greatly improved and benefited by the use of electricity than the household. Power from enormous steam engines is very expensive and every individual user has to install a complete plant capable of producing as much power as he may use only on very rare occasions. A large item in his expense under such a system is the wages of his engineer and firemen. Electricity Saves Waste.

waste of energy in a steam power system is enormous. The energy must be carried from the central generating plant to every part of the building. This involves shafts or belts and the friction and distance use up most of the power that the manufacturer pays for.

But with the aid of electricity the factory can be run with greater efficiency and less expense. The energy can be transferred to all parts of the building with compara tively little waste, and only very simple machinery is needed. The engineer is practically dispensed with in a factory run by electricity and the maintaining expenses

New factories are encouraged to come and dozens of other big factories have been installed in Omaha through the efforts and substantial promises of the com-

pany that furnishes them with power. For the small consumer power is about as cheap in Omaha as it is in the average big city, but for the man who uses a great deal it is cheaper. Probably the companies around Buffalo that gather their power from the signatic flow of Niagara Falls are the only concerns in the country that can furnish the big consumer with the power to drive his machinery more cheaply than it can be done right here in this city

Cost of Service. The reason why small consumers are un

sumer feels that the capitalist is de- It would be very hard to realize what a by the recognition by the public that with for the new factories that want to come able to get as much for their money lies in any initial expenditure. ues that it is giving them something to use and not that it is offering something for sale as a commodity. To furnish them with the service that will give them elecgive the service and the other is to deliver the current to the lamps and motors. This readiness costs the company a great deal for machinery and equipment.

> electricity has been put is in lighting the who wanted signs to undertake the initial most of this money has been paid out for cost for them and to allow the merchant labor and materials. to pay for the sign in installments as a part of the rent for the light. This put the the good of the city, works up whole disburden upon the company and the merchants were not required to undergo

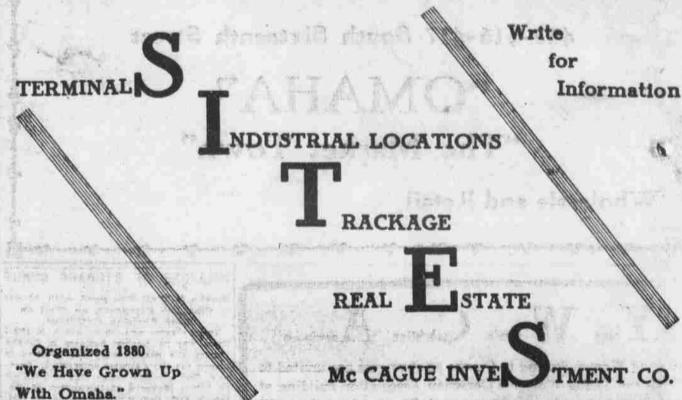
One of the most recent uses to which

who want to change their power systems. are figured. In setting out to render its Omaha except one or two of the larger ones that were put up by corporations, and it consumers a service the company figbrilliant appearance of Omaha streets at night, is not altogether due to the 1,057 are lamps that are put there for that purwith the service that will give them elec-tricity the company must undertake two burdens, one of them is the readiness to weird effects add the finishing touch to the acene.

> The need of all these things that the company can supply to the people and the desire on the part of the company to huge street signs that have become so please everybody has resulted in the numerous. When they were first put in growth of the business to its present prothe merchants were very slow about under- portions. Last year 938 old houses were taking to keep them because the outlay was wired, houses that had formerly had only great and they seemed of doubtful neces- gas, and the city electrician issued persity. The electric light companies in Omaha mits for 2,474 different jobs of wiring. This (and in most cities) saw an opportunity and year the company has already spent \$30,went after it. They offered to merchants 000 for improvements and extensions, and

> > The company, for its own good and for

(Continued on Page Nine.)



MOE & THUMO H. F. CONTAHA.

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Tax Rate For All Purposes of 12 Per Cent. Adequate Supply of Labor.

Nine National Banks, Deposits \$60,000,000. Cheap Industrial Electric Power.

Thirteen Lines of Railway Covering 21,700 Miles.

OMAHA HAS

Area of 24 Square Miles.

Annual Bank Clearings, \$750,000,000.

Annual Grain Receipts, 50,000,000 Bushels.

Annual Live Stock Receipts, 5,000,000 Head.

Annual Packing House Output, \$140,000,000. Annual Factory and Jobbing Output, \$400,000.000. Sixty-one Grade Schools and Two Universities.

The Largest Freight Depot in the World.

The Greatest Butter Factory in the World.

The Second Largest Corn Market.

The Third Largest Packing Center.

A Central Power Station.

That is furnishing cheap electric power to practically all industries doing a flourishing business, and has a reserve capacity of great promise, that is capable of supplying power for any and all purposes to all new comers, at a rate that is right.

Omaha Electric Light and Power Co.