



Public Utilities



Lion Bonding & Surety Co.,
The Home Company
345 Omaha Nat. Bank Building
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Capital \$250,000.00
 ALL INVESTED IN WESTERN SECURITIES
Fidelity, Surety and Judicial Bonds..

B. L. Baldwin & Co.,
General Insurance Agents
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We write all kinds of insurance on every kind of property anywhere. All losses are promptly adjusted and paid without discount or delay. We want your business and will come for it if you will phone us.

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LOGAN & BRYAN

315 South Sixteenth Street.

PHONES—IND. A. 3141; BELL, DOUGLAS 3305. OMAHA, NEB.
 Members—New York and Chicago Stock Exchanges, New York Coffee and Cotton Exchanges, New York Produce Exchange, New Orleans Cotton Exchange, Chicago Board of Trade.

LIGHT COMPANY EXPANDS

More Lights and Large Signs and Power Plants.

ELECTRICITY A NECESSITY

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

One corporation that has in the last decade changed its whole character in nearly every American city is the electric light and power company. As a prominent representative of the Omaha company remarked recently: "It used to be the natural thing for a representative of an electric power company to disdain to talk to a man who wanted so small a favor as a ten-horse-power motor installed, but nowadays we go after every little piece of business, and we make it a point to see that the most insignificant customer is satisfied."

It would be very hard to realize what a modern city would be like without the services of an electric light and power company. One reads vivid descriptions of the old days when gallants went forth into the darkness carrying blazing flambeaux before them and armed with sharpest steel, expecting any moment to be set upon and robbed by the marauders that found too comfortable shelter in every dark corner.

Crime and misery were developed most easily in the dark. In an unlighted street the traveler was liable not only to the dangers of discomfort and delay, but he was beset by the more terrifying dangers of desperadoes.

But the lights that we get from the electric light companies make traveling by night almost as comfortable as it is by day.

Even the most modest home can be brilliantly lighted in a city where electricity 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 operates throughout this city 1,500 miles of wire. On these wires are strung 350,000 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 across and along the crowded pavements, huge arcs that cast a radiance almost as bright as the beams of Sol himself, and the recently invented improvements in big lights that eclipse even the arcs 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 comfort for a small expenditure. Many a housewife has learned that by the aid of modern advantages such as electricity affords her work is easily done and not by any means interminable.

The Omaha Electric Light and Power company was organized in 1893 from the Thomson-Houston company, which had been doing business here for about nine years. When the Thomson-Houston company started out it had a little plant that occupied about 1,550 square feet of floor space and had a capacity of 200 horse-power.

But in twenty-six years the plant has grown to be capable of producing as much as 29,000 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 company of the value of advertising and by the recognition by the public that with electricity many things are possible that are quite impossible without it.

The greater part of the electric force generated by the plant of the Omaha company is, of course, used up in lighting but nearly as great a quantity is given out in power. Huge factories, that, before the general use of electric power, had to have immense boilers to run their engines, now have small motors that set in motion their whole complicated systems of machinery and the householders have learned to take advantage of the same opportunities.

Many Different Uses.

The modern "haus frau" has in her kitchen an electric stove; she does her ironing with an electric iron and she curls 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 advantage of every possible chance of comfort, she has her own electrically run refrigerating plant.

The power from the ordinary household lighting wire can be made to run a refrigerating or ammonia 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 moment.

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.
 The 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 comparatively 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 are reduced to a minimum.

There is always plenty of power on hand for the new factories that want to come into this territory or for the manufacturers who want to change their power systems. The electric light company has made it a business rule to be always ready to make any addition in the amount of energy that it dispenses.

New factories are encouraged to come here and the efforts of the power company, and its assurance that there will never be any dearth of "juice" are a part of the influence that brings new industries to locate in this section of the country. The big grain elevators, big implement factories

and dozens of other big factories have been installed in Omaha through the efforts and substantial promises of the company 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 gigantic 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.

The Byron Reed Company

Will Remove Sept. 1, 1910 to

212 S. 17th Street

GROUND FLOOR

Brandeis Theater Building

German-American Life Insurance Co.

— OMAHA —

We Write the Kind of Life Insurance It Pays to Buy

We have paid a larger percentage of dividends to policy holders based upon Cash Surrender Value of policies, during the history of the company, than any competitor.

We led the world on gross volume of Legal Reserve Life insurance gained in Nebraska in the years 1908 and 1909.

..OMAHA..

Wonderful Industrial Opportunity in the Great Gateway of the West

With its 175,000 Population, Invites New Industries and Offers to all New Comers

Tax Rate For All Purposes of 1½ Per Cent.

Adequate Supply of Labor.

Thirteen Lines of Railway Covering 21,700 Miles.

Nine National Banks, Deposits \$60,000,000.

Cheap Industrial Electric Power.

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.