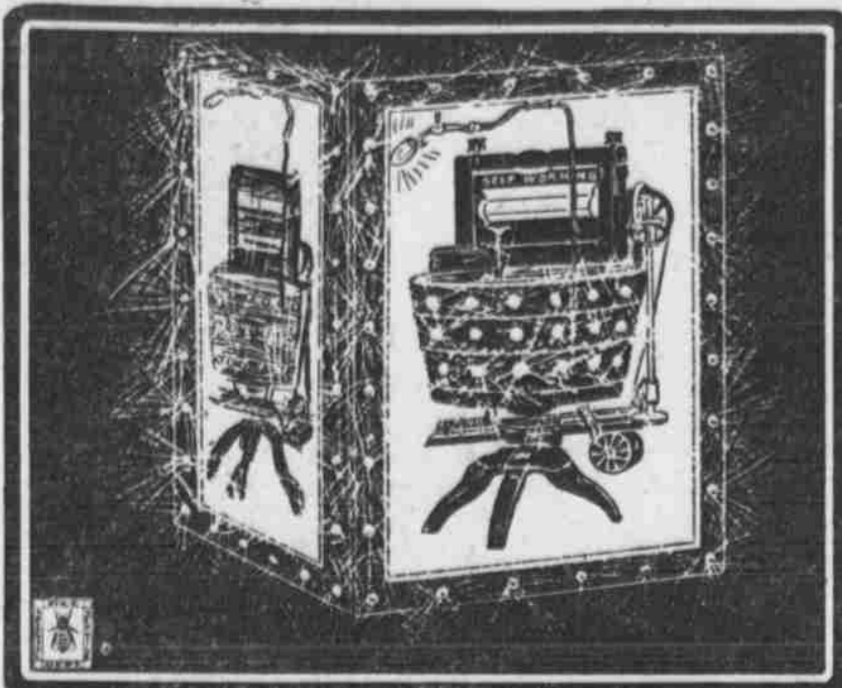


Command Attention in Omaha



The "1900" Washer Company, 305 South Eighteenth street, supports one of the most novel signs in the city. It is known as a "V" shape sign and has two of the "1900" washing machines on it. Both are illuminated and both are "action" devices. The tubs of both the washers are in action and turn part way around and then twist back, showing the exact action of the real washing machines. The border of the sign is fringed with large bulbs which show off the whole device to excellent advantage.

ELECTRIC SIGNS ATTRACTIVE

(Continued from Page Two.)

confined to the business district alone. One naturally expects the downtown streets, which are the main arteries of traffic, to be a "gay white way," but the widespread use of the electric signs for advertising purposes, coupled with co-operative illumination by mercantile associations, has transformed every neighborhood shopping district into a brilliant night scene with store after store illuminating the street with a bewildering display of electric signs, each telling its own simple story.

Sign Necessity Today.

Not very long ago an electric sign was considered a fad; today it is regarded as a business necessity. Life and light start with the same letter. Commercially, as W. C. Jenkins points out in a recent article in the National Magazine, the words are synonymous and the same is true of darkness and business death. The streets of a dark city are usually deserted at night, while a well-lighted thoroughfare attracts thousands who delight in an evening stroll and have money to spend.

The ultimate aim of every advertiser is to burn his name or that of his wares into the minds of pedestrians, presumptive shoppers, once their interest has been caught. It has therefore become one of the fundamental rules of successful publicity that advertising shall appeal to the eye. With this idea in view nothing could succeed in accomplishing this result with greater force than certain electric signs which adorn Omaha's streets.

The enormous increase in the use of electric signs, however, is the best proof that the possibilities of such means of publicity are becoming recognized and that their easy adaptability and flexibility are fulfilling the requirements of the advertisers.

Divided Into Two Classes.

Electric signs may be divided into two classes—the large spectacular display sign, often placed on the roofs of buildings, and the far more numerous small signs generally used on or projected from store fronts. The large signs are used generally by general advertisers, who desire to call attention to their wares in a manner that cannot be overlooked by anyone. These signs are often specially designed and beautifully displayed in colors, frequently with moving lines of light in various combinations controlled by an automatic sign flasher.

The small store electric sign is a characteristically modern feature of city decoration. While much of the display is distinctly advertising in character, yet it contributes in no small measure to make the streets attractive to the people. An electric sign is at once an advertisement and a welcome. The demand for more light is becoming greater each year, and with this increase in the use of light comes naturally greater safety and cheer.

There are approximately 2,000 hours each year of darkness between dusk and midnight. Practically all these hours are available for electric sign advertising, because theaters, social affairs and various amusements keep the people on the street to a great extent during this entire time. In this way the progressive merchant derives the greatest benefit from the effective employment of this striking means of attracting custom to his store. For neighborhood tradespeople the electric sign is undoubtedly superior to any form of advertising. There are a large number of merchants in Omaha whose location forbids the use of other methods of publicity. For these the electric sign is easily within the reach of even the smallest merchant and affords an opportunity for effective and direct advertising.

The Omaha Electric Light & Power company, which supplies the electric current for Omaha's sign display, has marked a decided step forward in the progress of electrical illumination. This company has done much for the increased use of electrical advertising by providing and erecting signs, supplying light and maintenance on a flat weekly or monthly basis. For this maintenance service a corps of experts is employed who do nothing but keep the signs in the highest state of efficiency. Under such conditions the merchant is not only assured of the most modern ideas in sign publicity, but they are obtained at the minimum cost.

Use of Sign One Change.

The use of electric signs, however, is not the only remarkable change in mercantile methods during the last few years. A comparatively young man can remember the time when merchants pulled down their shades when the store was closed for the night and business ceased while the expenses went on without interruption. Nowadays crowds of pedestrians are attracted to the windows during the evening hours by well-lighted displays, and a tempting tradesgetter is silently doing its work, oftentimes while the merchant sleeps.

The exploitation of merchandise by means of effective displays has grown apace in recent years. Every up-to-date merchant now appreciates the pulling power of his window space. It is remarkable how the art of the window trimmer has been heightened by brilliant lighting, which gives colors their original values. The night scene on Farnam and Douglas streets, to say nothing of the displays in the neighborhood shopping districts, puts daylight fairly to blush, and from the merchant's standpoint his window displays are of greater value at night because there is time for passersby to make an unhurried inspection of his merchandise.

But the keen merchant realizes that no matter how compelling his window displays may be, unless the interior of his store is bright and cheerful he cannot secure results. Consequently well lighted windows have come to mean a store interior that makes shopping a pleasure.

New Developments On.

Every year sees new developments in electric illumination and it increased use by enterprising merchants everywhere. When the electric sign was first introduced it consisted of a printed surface illuminated by electric lamps. Gradually individual letters studded with incandescent lamps came into use. Then followed

the talking sign and later the animated sign.

Would Mean Much.

The value of this electric advertising is apparent from the large amount of capital invested in the construction and maintenance of the monster roof signs that are familiar to every Omahian. But the field has by no means been covered. A short trip on any business street will show hundreds of large buildings admirably adapted for this class of display. Buildings of this sort are going up by the score. Nearly all of them overlook the surrounding structures and can be seen for long distances. Most of these factories display at least their name in huge painted signs upon their walls.

An electric sign similarly placed would give tremendous publicity to any business at a time when other signs are dead and unnoticed. Every factory so equipped would acquire an actual tangible identity in the minds of the public which no amount of printed advertising could accomplish alone. Many large concerns realize the advantage of having their name in their newspaper advertising and on their packages of goods. They are known as an Omaha concern by Omaha people who see their electric sign, talk about it and feel a sort of local pride in a progressive business.

It will be the question of only a few years before the main arteries of travel radiating from the heart of Omaha will be as brilliantly illuminated by electric signs as Farnam street is today. Electric signs will make Omaha the "Electric City" of the west and give it a brilliancy that will astound the traveler and at the same time speak in no uncertain language of the advantages of a community of progressive industries.



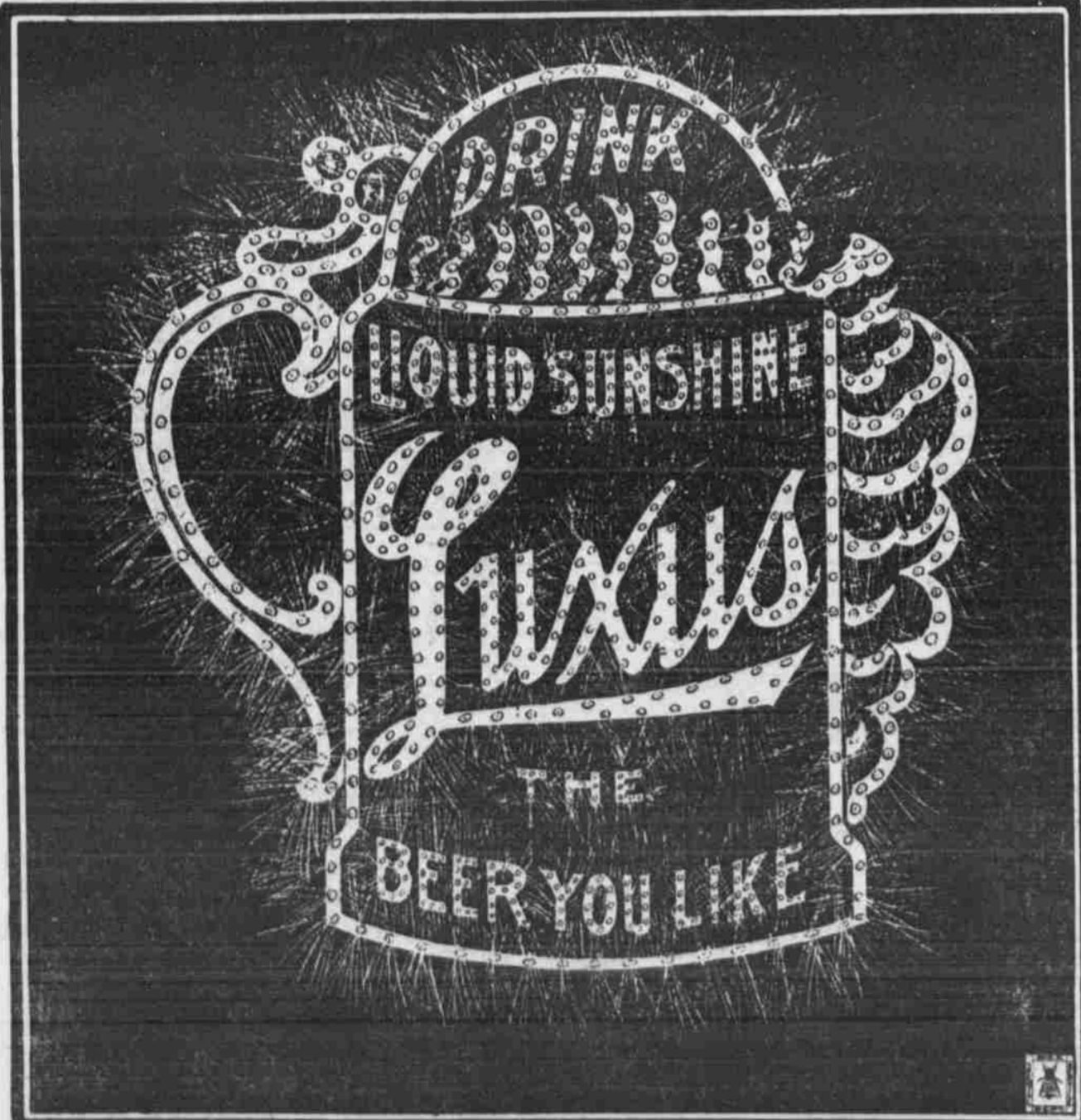
STANDARD SHOE REPAIR CO.

This is one of the effective action signs of the city. A cobbler is exhibited here and through a neat arrangement of the sign he is represented as pecking at the shoe. Not showing in this picture is another arm which comes down to the shoe. When the lights on the arm now visible go out the other bulbs burn, giving action which makes it look as though the man were driving nails into the shoe. There are 135 incandescent lights operated in this illuminated sign, which is located at 1804 Farnam street, attracting much attention every night.



More than 300 brilliant lights are used in illuminating the miniature taxicab which serves excellently as a sign for the Franklin Taxicab Co., whose stand is located in the Merchants Hotel on Farnam Street.

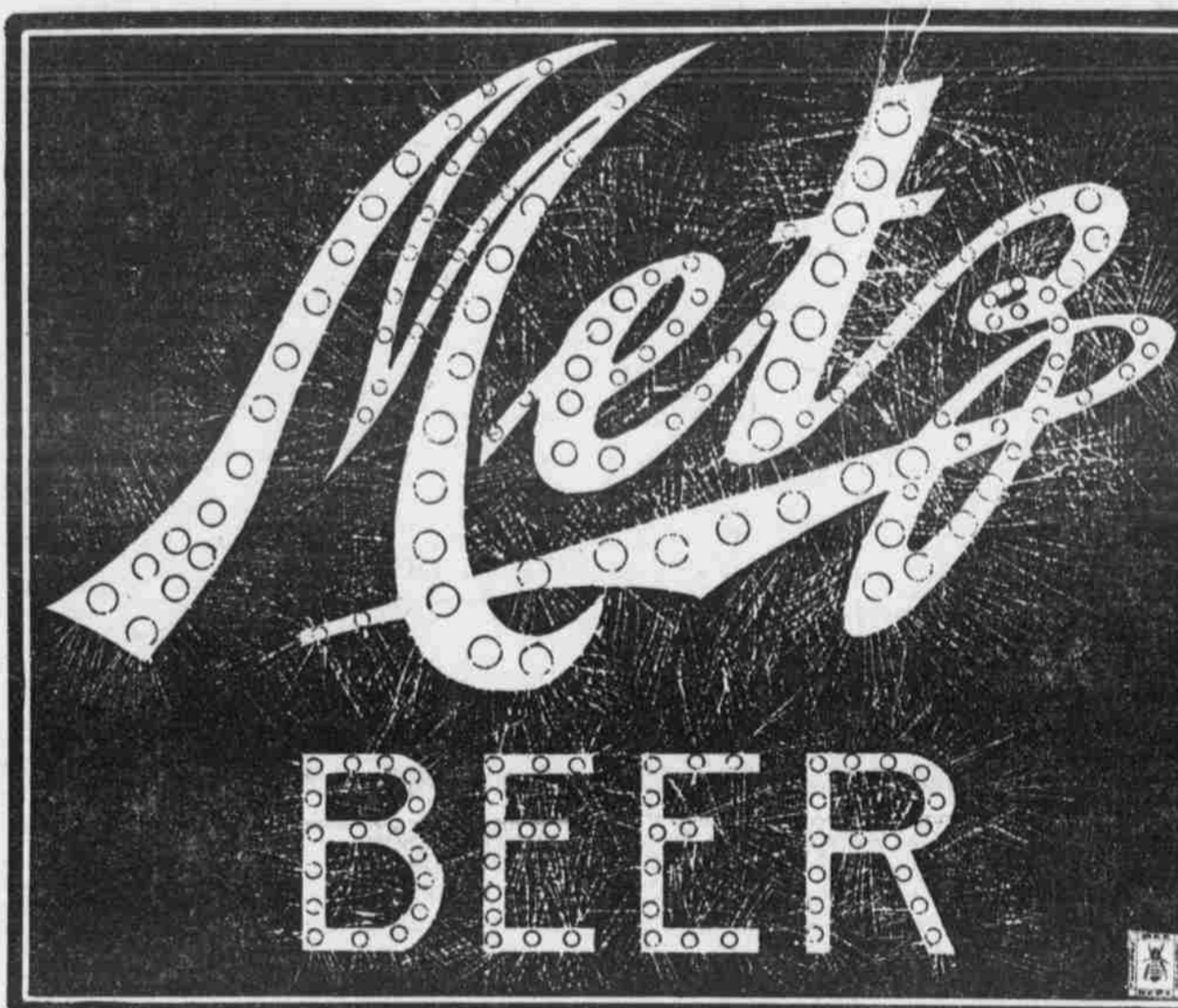
The sign is suspended by means of proper guy ropes and hangs over the entrance of the hotel. All of the lights are stationary but the rapid lighting and extinguishing of the lamps produce the effect of wheels revolving at the rate of 125 revolutions per minute. The flashing performance of the sign is accomplished by means of a motor driven switch which has one wire for each lamp and is automatically controlled.



Omaha's Greatest Electric Sign A Night View from the Paxton Hotel

This monstrous overflowing mug sign is erected on the three-story building located on the northeast corner of Fourteenth and Farnam streets. It is built of channel iron frame work and is provided with concave letters. It is 34 feet high, 80 feet wide, 4 feet 6 inches elevation from roof of building, single face and contains 971 sockets. Drink Liquid Sunshine comes on first, then Luxus, then The Beer You Like. As soon as the wording is all on, the foam starts to rising over the top and fall down the sides of the glass in a very realistic manner.

It is regarded by competent critics as one of the finest electric signs in the country.
FRED KRUG BREWING COMPANY—Founded 1859.



People who stand at the Union Station or who look east from either the Tenth or Sixteenth street viaduct have their gaze met by a brilliant electric sign that rests on top of the Metz brewery, Sixth and Leavenworth streets. The letters of this big display read "Metz Beer." There are 500 hundred powerful lights in this sign. The fact that the brewery is located in a part of the city that has few high buildings gives this sign a wide range and makes it draw attention for many blocks. This advertisement aids much in giving Omaha the appearance of a city. It impresses visitors with the spirit of merchants who are willing to light up their buildings with the best possible means of display. Some visitors have been heard to ask why other firms in this river district do not have big electric signs. Local people have replied that these other firms are progressive, and that they soon will also be telling of their business with great displays.

THOMAS CUSACK COMPANY

20th and Harney Sts.

OUTDOOR ADVERTISING COMMERCIAL AND

Electric Signs

Largest Manufacturers of Electric Signs in the World.

THE FOLLOWING ARE SOME OF THE ELECTRIC SIGNS WE HAVE ERECTED IN OMAHA

- Old Dutch Cleanser
 - Holeproof Hosiery
 - Hotel Loyol
 - Hotel Rome
 - Metz Bros. Brewing Co.
 - Brandeis Theater
 - Hotel Plaza
- And dozens of smaller signs.