

Mammoth Jetter Beer Sign Flashed First Last Night

The Jetter Brewing Co.

Made by Thomas Cusack Co.

Current from Omaha Electric Light & Power Co.

THE mammoth Jetter sign illustrated on this page occupies space on the roof of the Hugo Bilz building at Fourteenth and Douglas streets. It advertises the famous beer which this brewing company began making last spring, Old Age. This beer is one of the most popular brands that is sold in Nebraska. The sales during this summer have been tremendous. This beverage is made under the direction of a brew-master who, for years, was engaged in making beer in Germany. He understands the business in every detail. Only the purest grains and other materials are used in producing Old Age. The barley is selected from the finest field in the country.

Old Age is placed in Amber bottles, which protect it from the piercing rays of the sun, and keep it pure and wholesome all the time. Beer in light bottles, scientists have proven, does not retain its good qualities after the light rays have worked on it for a short time. In order for bottled beer to be kept pure it must be placed in dark bottles.

Omahans have found one of their finest drinks in Old Age, and the sales of this beverage are growing fast, requiring the uninterrupted work of the Jetter staff to produce enough beer to supply the great demand.

MORE than 1,500 large electric bulbs will be used in this sign to flash forth the words of the advertisements and to give life to the beer as it flows into the large glass, which is fifteen feet high. The electric lights are so arranged and will have such cut-offs that the effect produced will be that of beer running into the bottle and foaming over. The huge bottle, ten feet wide and forty feet long, is lined with powerful lights. The letters in the word "Jetter's" are five feet high. Those in "Old Age" are practically as high as those in Jetter's, as also are those of the word "Beer." The letters in "Amber Bottle" and in "Old German Style" are slightly lower than those in the other words. The second glass, which rests in the left lower hand corner is the same size as the one into which the electric beer is poured, namely fifteen feet.

The whole sign is one of the largest ever erected in the west. It is forty feet high and thirty-eight feet wide, being nearly square. It was erected by the Thomas Cusack Company, which placed one of their experts in charge of the work. This man took a pride in his task and produced an excellent specimen of what the Cusack Company can do.

Sign experts who have inspected the new Jetter flash have declared it to be one of the best of its kind in the country. They regard the general plan of flashing as just as good as can be produced. They also declare that the sign will attract much attention from visitors to Omaha.

THE style of this sign was originated in the office of the contracting agent of the Omaha Electric Light & Power Company, and it was built by the Cusack Company after plans and specifications furnished by the contracting department of the Omaha Electric Light & Power Company. The immensity of this sign can be estimated when it is understood that it requires 10 horse-power to operate its mechanism and lights.

The electric current for this mammoth Jetter beer sign is supplied by the Omaha Electric Light & Power Company, whose representatives had charge of the special wiring of the display.

This company furnishes the electricity for most of the signs in the city, and has been one of the companies of the middle west that has encouraged the use of the large electric displays. In Omaha there are more display electric signs than are shown in most towns of this city's size.

Omaha merchants who own these displays realize the value of illumination in making a city appear in a favorable way to the outsider. The man who visits Omaha at night and beholds the electric displays on Farnam and Douglas is impressed with the metropolitan appearance of this big city.

In New York the Great White Way is famous, not only because of the amusements and the cafes that are located there, but also because it is almost as light by night as it is by day. Electric signs and perfect street illumination make it so.

The new Jetter sign adds another impressive point to the city's appearance and aids in giving a favorable first thought to the man who comes here from the east, south, west or north with a critical eye.

