

All Together, All the Time, for Every-thing Electrical.

# People's Electrical Page

Brilliant Illumination Makes a City Safer, Cleaner and Better.



**TRY a 25 watt Mazda Lamp** in place of the 16 candle power lamp you are now using. It will give you more and better light for less than **half** the cost. Try one.



**TRY a 40 watt Mazda Lamp** in place of the old 16 candle power lamp you are now using. It will give you 3 times as much light for the same cost. Try one.



## Omaha Electric Light & Power Company

### Many Useful Gifts in Electrical Way Now Offered Here

Only a little while ago electrical giftware was practically limited to toyland. Germany started the making of electrical toys and America bought them. At present, it is estimated that we spend not less than \$3,000,000 per year for playthings. It is only recently, however, that practical and convenient electrical devices for household use came to be included in the category of electrical gift-ware. Yet, today, they represent a class of gifts which in addition to all other virtues possesses that of up-to-dateness to an unequalled degree. Their great popularity is due not only to their compactness, neatness and attractive design, but also to the fact that they are of general benefit to all members of a family. The heating devices such as the luminous radiators are made of handsome polished nickel or of burnished copper, and are very ornamental as well as useful. The electric flatiron is just about the right size and costs just enough to make it an ideal gift. This is also true in the case of the disk stove, the coffee percolator, the toaster and in fact all the devices now available for this purpose. The radiant electric grill is probably the most magical of the electric cooking devices carried in Santa Claus' pack. Unlike some of the other devices, it is not of limited use. One can do several kinds of cooking with it, and any two kinds at the same time—broiling and toasting, or boiling and frying, or broiling and stewing, or broiling while baking griddle cakes. Keep a six pound electric flatiron hot for fifteen minutes.

### ILLUMINATED ICEBOX NEW HOME ATTRACTION

Every user of an ice box will be interested in a refrigerator that not only embodies cold storage wisdom, but electric illumination. In the new electric lighted ice box an electric push button on the outside instantly illuminates the interior of the box. This has the advantage of lighting up dark corners and revealing at once the whereabouts of the butter, meat or other food. While it was formerly necessary to illuminate the entire kitchen or pantry in order to see into the refrigerator, with this improved ice box it is only necessary to press a button and, behold, a good deal of illumination just where it is wanted. This refrigerator is provided with an air flue at each end of the ice chamber, affording a special system of circulation that prevents a pocket of foul air at top of provision chamber and gives a dry, cold atmosphere in every part of the storage compartment. This system of sanitation provides a hot water flushing device in connection with a syphon floor trap. Electric lamps inside the ice box connected with the push button switch provides the much needed illumination.—Popular Electricity.

**What a Penny Will Do.**  
 Raise 250 gallons of water 100 feet.  
 Bring to a boil two quarts of water.  
 Run the electric broiler for six minutes.  
 Operate a twelve-inch fan for two hours.  
 Operate an electric griddle for eight minutes.  
 Operate a sewing machine motor for one-hour.  
 Operate a seven-inch frying pan for twelve minutes.  
 Keep a four-inch disk stove hot for fifteen minutes.

### FACTS AND FUN.

In Bombay, India, the new dwellings and offices are nearly all fitted with electric light and electric fans, and some also with electric lifts. Hardly less important than lighting is the demand in the bungalows for electric fans. Where electric power is available there is in every room an electric fan attached to the ceiling, and generally there are also small portable lamps. There is also a large demand for electric machinery for power plants. Not the least important part of this demand is for the textile factories in Bombay, and it may be anticipated that in a few years most, if not all, of the largest spinning and weaving mills at least will be run by electric power.

Mr. T. Thorne Baker, the electrical expert connected with the Daily Mirror, London, who recently made some experiments in raising chickens under the influence of electric current, now proposes to do the same thing with babies.

"No kind of food seems to do weakly babies any good," says Mr. Baker. "As recently stated in the Daily Mirror, I propose to use an electrically charged cot in which the baby is put to sleep for about twenty minutes at a time."

"The physician is at present experimenting on little animals, such as guinea pigs, and in a few days we shall begin with the babies."

Mr. Baker's intended experiment is to place babies near high frequency currents which would be switched on while the child sleeps in a little bed, placed inside a special coil.

"The result," he said, "will be that while the treatment is in progress the electro-magnetic vibrations will pass back and forth through their bodies."

### SAVING TIME, LABOR AND MONEY IN THE HOME

The high cost of living necessitates greater economy in the home. Labor, light and fuel are the three most expensive things in modern housekeeping and anything that will give better light for less money, save the cost of hired help and lessen the monthly bills for fuel, is a friend in need.

Illuminating engines have shown that the common oil lamp and the gas jet are far more costly than electric lights. The oil and gas lights destroy the paint, smoke up the wall paper and not infrequently set fire to the house. Aside from the matches used, the new chimneys, lamps, gloves, wicks, the purchase of oil fuel and the care of the oil lamps, the item of paper and paint makes these oil lamps by far the most expensive. Electricity does not require even a match once it is installed. It gives off no dangerous gases to run up needless doctor bills, does not harm the furniture and household furnishings, and saves all the time formerly spent in cleaning and filling the old oil lamps. The illuminating engineers have made a practical study of their work and by the use of the right tints for paper and paint can install electricity so it will give a perfect light for a very little cost. Exaggerate more than half the light was absorbed by dark wall paper and the smoky ceilings.

"How did your husband keep occupied during his vacation?"  
 "Oh, he was chauffeur of an electric fan."

Make a Welsh rarebit in an electric chafing dish.

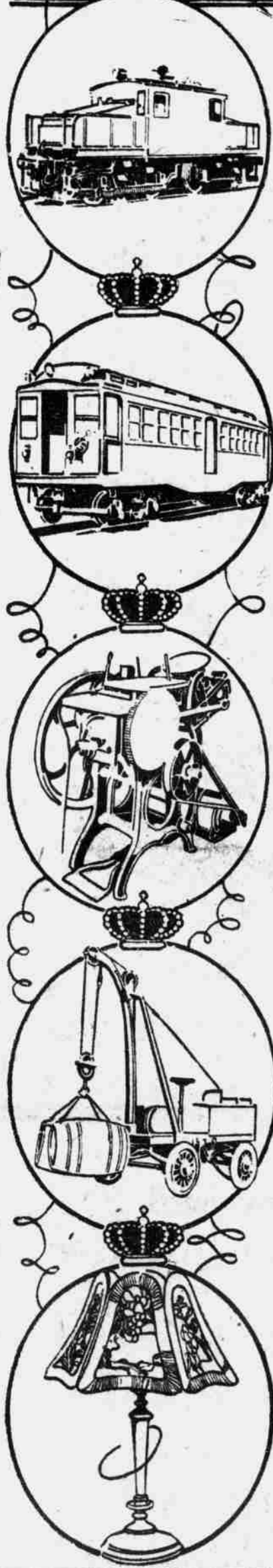
Keep the foot-warmer hot for a quarter of an hour.

### Getting Best Result from Your Electric Light Illumination

One of the most popular misconceptions of good lighting is that which mistakes a large blaze of light for good illumination. A room may have an abundance of light and still be poorly lighted and again it may have a relatively small amount of light and have very good illumination. Good illumination does not require so much that there be a great amount of light as it does that be thrown where it is needed.

We must remember that objects are visible by means of the light they reflect to our eyes and not because of the light that comes to us directly from the lamp. There are therefore two fundamental rules to follow when installing a lighting unit. First, to throw the light upon the objects to be illuminated; second, to prevent the light of the lamp falling directly upon the eye. Both of these results are brought about by the use of suitable shades or reflectors.

If one is reading, for example, and a bare, unshaded, electric light is suspended somewhere between the eye and the printed page, the light coming from the lamp will be so much more intense than that which is reflected from the page that the latter will appear indistinct, to say nothing of the eye strain caused by the direct rays of the lamp. If, however, the light source is shaded so that its direct rays do not fall upon the eyes of the reader, but are directed upon the reading matter, the reading will be made much easier and excessive eye strain eliminated.



## BRONZE STATUARY

We have just received direct from France a large consignment of Bronze Figures for Electric Light. These figures are the best modeled and the best finished ever brought to Omaha. Work of this kind belongs to the jewelry class. Prices—  
**\$12.50 to \$50.00**  
 For anything high class in the Lighting line see us.

**Burgess-Granden Co.**  
 1511 Howard St.

**Omaha Electrical Works**  
 Electric Elevator Repairs  
 and  
**Westinghouse Motors**  
 108-12 N. 11th St. Phone Doug. 1181.

Three times the  
**Light**  
 for the  
**Same**  
**Money.**

**Mazda Lamps**  
 Stand the  
**Bumps**  
**Wolfe**  
**Electric**  
**Co.**

1810 Farnam St. Tyler 1414  
 "Wire for us and we'll wire for you."

Motors, Dynamos and General Repairing,  
 Electrical Machinery and Armature  
 Winding a Specialty.

**ELECTRIC ELEVATOR REPAIRS**  
**POWER WIRING**

**Le Bron Electrical Works**  
 Expert Electricians and Machinists  
 Day, Doug. 2178. 213 South 12th St.

**Electric Supplies**

And  
**Electric Wiring**  
**Bennett Electric Co.**  
 301 Omaha National Bank Bldg.

**C**LEAN any rug or piece of upholstery as thoroughly as you can by the broom or brush method. Go over it again with any other vacuum cleaner. You will get out more dirt this second time over than you can by the most thorough, old fashioned methods. Finally go over it a third time with a Duntley Pneumatic Cleaner. The results will surprise you. For the first time you will get the real dirt—the old, ground-in, dangerous, germ-laden dirt that neither sweeping nor any other method ever gets.

We want you personally to make this test or see it made. We want you to see not only the results, but how quickly and easily they are obtained—to know from experience how much more economical Duntley methods are.

**Duntley Pneumatic Cleaner**  
 Universal Motor—Alternating or Direct Current.  
 FOR RENT AND FOR SALE BY  
**MILLER, STEWART & BEATON**  
 415-17 South Sixteenth St.

### "There Goes That Telephone Bell!"

What happens when the telephone rings in your office? Does someone shout across the office or down the hall that Jones or Smith or Brown is wanted? You don't get along with one electric light—why with one telephone?

Let us tell you about our Private Branch Exchange or our Extension Station service. It places another telephone where it is needed, and cuts out the confusion, lost time and useless steps, besides increasing your general efficiency.



**NEBRASKA TELEPHONE COMPANY**

### The Cost of Living and Electric Light

One costs more daily—the other costs less.  
 In these days of soaring prices it is a relief to find one "necessity" whose cost is decreasing instead of increasing.  
 For the past thirty years the cost of electric lighting has been steadily growing less. A few years ago, ten cents' worth of current would light a 16 candle-power lamp for twenty hours. Now, ten cents' worth of current will light a 25 candle-power lamp for 25 hours.

**YOU** are cordially invited to attend a Fall exhibition of the newest and most distinctive designs in

Beautiful Electric Lamps

Here you will find lamps for every purpose at prices generally lower than elsewhere. There is no gift more appreciated than an Electric Lamp and our showing of exquisite exclusive designs is the largest in the west.

**Miller, Stewart & Beaton Co.**  
 415-17 South Sixteenth St.

### Move Into a Wired House

When looking for a house with all modern improvements, see that it's wired for electric light, and let us move you. Our service is just as clean as electric service, and we maintain a fireproof storage—electric lighted, dirt-proof and damage-proof. We are swift and careful.

**Omaha Van & Storage Co.**

MAIN OFFICE—306 S. Sixteenth St., Phone Doug. 4163.  
 BRANCHES—300 South Seventeenth and 1120 North Nineteenth Street.

☞ You can boost your business and the general electric business of Omaha by co-operating to make this Peoples' Electrical Page a true representative of the electric trade of this city.

☞ Those who do not advertise remind one of the boastful young man who soon after his arrival in one of the large cities of the east, met a Jew at whose race he sneered.

☞ "I live in a village in Ohio where there are no Jews," boastfully he informed the Jew."

☞ "Yes," said the Jew, with a taut face, "that's the reason it's a village."

☞ If you have a small trade and don't advertise, that's the reason it's small—you don't advertise.

☞ Think it over!

### DAILY..

A quarter of a million Bell telephone calls are  
**"MADE IN OMAHA"**