

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 three times as much light for the same cost. Try one.

Omaha Electric Light & Power Co.



Apollo Electric

THE MASTER PIANO PLAYER OF ALL THE WORLD.

"Thanks to its marvelous means of expression, it can give the complicated pieces more life and soul than any other instrument of its kind is able to give.

Operated by electricity, it is one of the marvels of this great musical age. Through its electric operation it combines perfect tone with splendid expression, and pours out beautifully the master pieces of music, giving your home the best music of the world's greatest composers.

Have an Apollo play for you at this store.

A. HOSPE CO.,
1513 DOUGLAS

Economy in Home By Lighting with Electric Currents

The economy of electric lighting is very near to the hearts, and pocketbooks, of all users of electricity for lighting purposes. It is a broad statement, and one that will surely cause some surprise, when the electrician tells us that electricity is the most economical light for the home, if used right. "If used right," that is the secret and yet how few of us understand enough about the mysterious current to use it at its best advantage.

It is not vaulting over the borders of truth to say that in nearly every home now using electric light the regular monthly bills could be cut down fully 20 per cent with a little care and attention and a little more knowledge about electricity and electric lights.

In nearly every house there are places where eight candle-power or even four or two candle-power lamps could be substituted for the sixteen candle-power lamps, thereby effecting a great saving. These small candle-power lamps give light enough for closets, stairways, cellars, hallways, pantries and woodsheds or store rooms. Small candle-power lamps have the double advantage of saving the customer money when in use and not costing him so much when accidentally left burning. It is well enough to use the new high power lamps for reading or where a well-lighted room is desired, but it is safer for the eyes and better for the pocketbook to use less brilliant lamps in rooms where a great amount of light is not necessary.

Hall lamps or porch lamps which are kept burning should be of not more than two or four candle-power. These lamps give ample light for so small a space and really cost less than kerosene.

An Electric "Ferry" the Newest.
An electric "ferry," capable of carrying 60 passengers and six vehicles, is operated on the new transporter bridge at Middlebrough, England. This bridge spans the River Tees at a height of 137 feet. The car is shunted to and fro on a sort of trolley.

Twelve Million Telephones in Use.
Sixty-seven per cent of the world's telephones, of which it was estimated there were 12,463,000 on January 1 this year, are in the United States. The investment represented by this number was placed at \$1,729,000,000. All together, it was calculated, 29,565,000 miles of wire were in use.

The growth of the telephone's popularity and utility in this country owes a good deal to their adoption by railroads in dispatching trains. Since the telephone was first introduced for that purpose more than 300 railroads in the United States have installed them along their lines, so that they have supplanted the telegraph on upwards of 50,000 miles of railways.

Electric Sparks.
The quarter-in-the-slot electric meter has made its appearance.

A cent's worth of electricity will drive a twelve-inch fan for ninety minutes.

An electric light of 4,000,000,000 candle power would be necessary to signal to Mars.

Thomas A. Edison's royalties for moving picture patents total nearly \$7,000 a week.

Eight thousand passenger elevators in New York carry more than 5,000,000 passengers a day.

The average number of passengers carried daily on the elevated railways of Chicago is 419,867.

Television is the latest. You talk with a friend 100 miles away and you see him as plainly as though you were in the same room.

Officers of the new battleship South Dakota, which is equipped with Curtis turbine engines, say there is absolutely no vibration of the fire control masts, a difficulty always found in the reciprocating engine-driven vessels.

ODD USES OF ELECTRICITY.

About 15,000 steam locomotives in the United States have electric headlights.

An electrically driven machine that weighs less than fifty pounds has been invented to scrub floors.

An electric vehicle is on trial in Sweden for collecting garbage, and if it proves successful horses will be entirely supplanted for this purpose.

Only since the introduction of high-speed electric machinery into the industry has it been possible to cut a diamond across the grain.

An electric elevator in a New York office building that travels to a height of 585 feet on each trip is believed to hold the world's record.

Throughout the northern country during the last severe winter electricity was extensively employed to thaw out frozen water pipes. In New York City 400 such cases were handled in one week.

With the aid of electricity the pipes can be thawed without digging up the frozen ground.



Sewing with Electricity.

The woman who sits before her modern sewing machine, and with a gentle pressure of the foot starts up the electric motor which does all the hard work, forgets that it was but a few years ago that all the sewing in this world had to be done by hand.

One motor-driven sewing machine in twelve hours will sew a hundred times more than the best hand seamstress in the world could do in a working day.

Even after the foot-power sewing machine was perfected it was not until the device could be operated by a small electric motor that the maximum speed of the machine could be utilized.

It costs only about 4 cents for the electricity required to operate a modern sewing machine for a whole working day and this trifling sum will drive the machine faster, and keep it under better control, than it possible in any other way.

Man from an Electrical Standpoint.
Some inventive genius has discovered that the average man dissipates about twenty-five kilowatt hours of energy a day in motion, muscular action, mental exertion and heat radiation. This is equivalent, it is said, to a continuous expenditure at a rate of about 100 watts or the rating of a one-eighth horsepower motor.

In spite of his high temperature—98.6 degrees Fahrenheit—and large radiating surface, man's heat losses are surprisingly small—about fifty watt-hours an hour, or about one-half of the total energy expenditure. As a heating device the average man is thus about equal to a sixteen candlepower carbon filament lamp.

It is anticipated that Berlin, Germany, will soon be in wireless speaking distance with New York. No doubt this is pleasing to that omnivorous reader of the world's events, hoch der kaiser. He will then be able to order his neckties and American beer with the greatest dispatch.

A Chicago man has invented an electrical device for polishing shoes. Now, watch out for an uprising among the Greeks.

Not Difficult to Put Electricity in the Home and Not Mar

People owning fine old homes did not want them torn up and disfigured by a gang of electricians in an effort to install electric light. For this reason they used oil and gas for many years, although they realized that electricity was better and safer.

Unfortunately electricity has been with us but a few years, at most, and by far the greater number of homes in this country were erected before the advent of electric light. It is quite an easy matter to install electricity in a new building in course of construction. In this case the wiring is all done before the plaster, floors and the moulding are put in place.

When an attempt was made to put in a network of concealed wiring in an old house the result was anything but pleasing.

But now all this is changed and it is possible to wire the largest homes without breaking the plaster, and still have the wiring completely concealed.

It can readily be imagined that when circuits can be laid across the floor by raising a single board and can be run in the other direction at right angles to this simply by removing and afterwards replacing a part of the baseboard, the flooring need be disturbed very little.

As for the outlets for brackets and switches, baseboard outlets, etc., they are secured by "fishing" the wires up or down between the joist and the lathing which forms the wall on either side, the wires being brought out readily at any point previously selected after a test of the space shows it to be free of obstructions.

Plans for a \$14,000,000 tunnel between the North and South stations of the New Haven railroad in Boston are about to be approved.

The Copeman Automatic Electric Cook Stove

"The Silent Servant"

Through automatic clock arrangement the Copeman Stove begins cooking at any hour—wife does not need to be present. The clock may be set for 4 a. m.; it starts—electrically—the heating, and the food is cooked when the family arises. The food cannot burn, all is automatically controlled.

Economical, labor-saving, time-saving.

Special demonstration of this wonderful stove here now.

Wolfe Electric Co.
1810 Farnam St.
Tyler 1414.
"Wire for us and we will wire for you."

Fireproof Storage

Your household goods, valuables, private papers, etc., are not safe unless in a fireproof storage. Our private vaults are fully protected against fire—they are electrically fire wired; there is nothing to burn, and you can have goods placed here—at a small monthly charge, assured that they will be intact when you want them.

Our storage is centrally located, so you can get into the private storage rooms conveniently.

Our moving van service is the largest and most efficient in the city. When you move into an electrically wired house this winter be sure that we do the work.

Storage, packing and moving.

Omaha Van & Storage Co.

Main Office:
806 South 16th Street.

Branches:
South 17th St. and
1120 North 19th St.
Phone: Douglas 4163.

A Delightful Transformation

The Visitor: "Oh, how beautiful your home is since you had it fixed up!—And the electric lighting!—That's the best improvement of all."

The Hostess: "We certainly think so. It's so convenient. By pressing this button I have light instantly in every corner of the room. It costs so little too for all its comfort and cleanliness. I wish it had been put in before."

Have your house wired now and don't lose time in enjoying the many comforts electric service affords.

Omaha Electric Light & Power Co.

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

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

Le Bron Electrical Works
Expert Electricians and Machinists
Day, Doug. 2176. 213 South 12th St.

Electric Supplies
and
Electric Wiring
Bennett Electric Co.
301 Omaha National Bank Bldg.

Our New LINE OF HOLIDAY LAMPS

will not be here until November 15th. Until then we will make very low prices on all lamps we have on hand so as to make room for the new stock.

Burgess-Granden Co.
1511 Howard Street

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.

The Telephone Doorway of Business

The architect who plans a building must first of all provide sufficient doorways—facilities for entrance and egress. Consider the absurdity of a modern suite of office rooms with but one doorway.

That applies to your telephone facilities. The telephone now-a-days is your most important doorway—and this door must be wide enough to let everybody in. "Busy" can't kill business and eat up profits.

Nebraska Telephone Co.

Housewife...

you don't know freedom from household drudgery until you have used a **Duntley Pneumatic Cleaner** in your home. It cleans—without labor—carpets, rugs, draperies, portieres, etc. Try it once, and you will know how easy it makes housekeeping.

For rent and sale.

Miller, Stewart & Beaton
415-17 South 16th Street.

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 32 candle-power lamp for 25 hours.

DAILY--

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

An advertiser on this page today, whose ad also appeared here last week, said yesterday: "My advertisement on the People's Electrical Page brought immense results—I sold many of the specific articles that I announced as being in my store. I know this page is a distinct benefit to Omaha electrical dealers and to Omaha home owners—to the latter because it is teaching them to use electricity and electrical conveniences."