

All Together, All the Time,
for Everything Electrical.

People's Electrical Page

Brilliant Illumination Makes a
City Safer, Cleaner and Better.



"A well-lighted store is a human bee-hive"

This expression comes from a cigar store.

Read what a successful firm has to say:

"What effect do we think a well-lighted store, properly illuminated windows and electric signs have upon the up-building of a progressive merchant's business?"

"We can say that there cannot be too much light used. A well-lighted store with properly illuminated windows is a human bee-hive. It commands attention.

"As to electric signs, a live wire merchant can't be without one. An electric sign pertaining to his particular line of merchandise will increase his sales and prove to the public that he is up-to-date."

Let our Contract Department assist you.

Omaha Electric Light & Power Company.



No Long Waits for Election Reports in the Present Age

We cannot very well imagine our first staid, dignified and unconcerned presidents in the throes of a present day presidential campaign. When presidents waited for the call of their country, they waited, likewise, for news from the front, for there was no particular way of hurrying a galloping horse excepting by the spur of the ribs.

The red tape complained of so much in reality merely the strings which the old time kept tied to the present time. Washington and Adams waited in the quiet of their homes while a horseman consumed days in lessening space enough to deliver his message of nomination or election.

Today the committee which waits upon the "lucky men" is merely a machine for courtesy. The "news" which they deliver has been the knowledge of the recipient ever since it happened. It has traveled every telegraph line or telephone wire, and every nook and corner of the globe knows the glad (sad) tidings practically simultaneously.

Election time is the time when long distance is busy. It is the time when every envious minded man wants a telephone; especially in this time of the living in wide-awake cities such as Cleveland, where the large telephone companies make arrangements for the election returns to be in the possession of the operators at the earliest possible moment, so that each girl may serve as an information bureau to anyone taking down the receiver and asking for information about the election.

Telephones in Jerusalem.
The latest bit of enterprise in the Holy Land is the beginning of a telephone system over the city of Jerusalem. For the first time in all its long history, the Holy City hears the tinkles of the telephone bell. The new court house at Jerusalem has been connected with the old serai, and the system is to be extended until first all official points, and then business houses and residences are supplied with telephones.

Prices Cut Low — ON —

Electric Irons

\$4.50 and \$5.00 Western Electric Irons—the irons that stay hot while you keep cool—for

\$3.00

This Week—All Guaranteed

Full stock of electric appliances—tosters, washers, heaters, curling irons, etc. Modest prices on all.

Put in the electric conveniences now. The electric light company furnishes a separate meter and charges only a 6 cent rate for electric heating conveniences. See us now for electric bargains.

WOLFE ELECTRIC CO.

1808 FARNAM ST.
TYLER 1414.
"Wire for us and we will wire for you."

**This Page
is Growing,
Are You!**

Niagara Falls Soon To Be Illuminated By Electric Power

It is confidently expected that within another year the falls of Niagara will be illuminated with electricity and that the power of its illumination will be the greatest of any illuminating project in the world. Once, for a few weeks in 1907, the falls were illuminated, and it was a sight that will never be forgotten by those who gazed with wonder on the mighty waters. Plans now under consideration provide for an illumination four times as great as this temporary illumination.

The plan which has in view the permanent illumination of the falls of Niagara contemplates two large and powerful batteries of projectors, one to be known as the "Gorge" battery and the other as the "Hill" battery. The Gorge battery will be composed of twenty thirty-inch projectors, together with suitable apparatus for transforming and distributing the electric current. This battery is to be placed in a niche in the face of the cliff opposite the foot of Goat Island, where its rays of light can play on the face of the American and Canadian waterfalls as well as upon the "bridal veil" that pours over the precipice between Luna and Goat Island. This battery will also be able to bathe the gorge below the falls in a flood of light. The niche in which lights will be placed will be ten feet high, twelve feet long and twelve feet deep. It will be protected by a set of roller doors to protect the machines and the operators from spray, the lights operating through glass panels when necessary.

The Hill battery will be composed of twelve sixty-inch projectors located on the elevation west of the Queen Victoria Niagara Falls park and near the transformer house of the Ontario Power company. These lights will play upon the upper rapids and the upper stretches of the river and at the same time be converged with the rays from the Gorge battery, intensifying the effect upon the falls and gorge scenery. W. F. A. Ryan, the illuminating engineer whose plans for the illuminating have been practically adopted, declared recently that he had every reason to believe that the project will be carried through during the coming year, and that the falls will be illuminated by the first of July, next year.

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, porcelains, 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.

DAILY..

A quarter of a
million Bell
telephone
calls are

**"MADE IN
OMAHA"**

Electric Thermometers.

The measurement of temperature by electric means is called Electric Pyrometry. Such perfection in this respect has been attained that, it is claimed, such measurement is applicable from near the absolute zero—some 490 degrees Fahrenheit below the ordinary zero—to a temperature of melting platinum, more than 3,000 degrees Fahrenheit above zero.

Among the methods of measuring temperature by electrical means may be mentioned that which depends on the increase of electric resistance of a pure metal with increase of temperature. Another method depends on the production of an electro-motive force in a circuit of two metals when one junction is kept at a constant temperature and the other is heated to the temperature which it is desired to measure. Many electric pyrometers give a continuous record of the temperature on a revolving drum.

Illuminating the Thermometer.

In winter months porchlights are seldom used for any purpose other than for illuminating the steps leading therefrom and a very practical use for it is for the illumination of the thermometer on the porch.

It is a decided luxury in the dark midwinter mornings to turn on the light from inside and read the outside temperature, without going out into the cold.

Two farmers of Kansas were discussing a recent cyclone. "Was your barn damaged?" asked St. "Wal, I dunno; I ain't found that barn yet."

ELECTRIC CHAFING DISH PLEASES WOMEN GREATLY

The electric chafing dish is daily gaining a firmer hold in every modern home. Not only does its cleanliness and convenience appeal to the housewife, but there is a distinctively appetizing relish to food prepared in an electric chafing dish that is not to be had in any other way. To the girl away at school or to the more sedate matron in the home an electric chafing dish is a most highly prized possession. There is no bother or annoyance in getting it ready; no sputtering, sooty flame; no danger. By simply attaching a cord to any convenient electric light socket the electric chafing dish becomes ready for instant use.

Among tasty tid-bits that may be prepared on an electric chafing dish the following from the Boston Cooking School Cook Book, copyright by Fannie Merritt Farmer is particularly tempting.

"Do you think telephone operation can be classed as a profession?"
"Well, it certainly is a calling."



JEANETTE COOKED WHILE YOU EAT

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

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.
ELECTRIC ELEVATOR REPAIRS
POWER WIRING

Le Bron Electrical Works
Expert Electricians and Machinists
Day, Doug. 2176. 212 South 12th St.

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

Why Clean House?

Buy a Tuec Stationary Vacuum Cleaner and avoid drudgery. Thirteen sizes and 284 different styles. Twice as many Tuecs made and sold as all other stationary cleaners combined. Can be installed in any building large or small, old or new.

Tuec Cleaners installed in W. O. W., Court House and Keelie buildings. Come and see a demonstration.

Willard Parker, Dist. Mgr.
1902 Farnam Street

Busy Men are Doing Marvelous Things With Their Voices

Are you wasting time and energy by making trips to other towns and cities when the telephone will do just as well?

Most social and business matters can be transacted by telephone.

Talk out of town and save those tiresome and unnecessary trips. A long distance call always commands attention at once—it means that your business is important. It demands consideration and brings results.

Nebraska Telephone Co.

An Electric Iron Free

At the Country Store of the

KRUG THEATER

FRIDAY NIGHT NOV. 8

The Wolfe Electric Co., 1808 Farnam street, has donated an electric iron to the popular Krug Country Store. It is guaranteed. Western Electric Iron taken from the large Wolfe stock of electric appliances.

You will stand a chance of getting it free if you witness the performance of "The Rosebuds" at the Krug Friday night. Fifty other valuable prizes, too.

EXTRA TUESDAY NIGHT BIG DOUBLE BILL
7 p. m. to 2 a. m. Continuous show and full election returns over special western union wire.

Come Early—Stay as Long as You Like.

See a good show and get a good electric iron; in other words be up-to-the-minute at home and in amusement.



Our New LINE OF HOLI- DAY 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