All Together, All the Time, for Everything Electrical.

# People's Electrical Page

Hand Cobbler Fast

Giving Ground for

When the great shoe factories demor

Shoes better and cheaper than the best

hand cobbiers these knights of the awl

and last were relegated to the past-or

they managed to eke out a meager liv-

And now comes the electric cobble-

have the shoe fitted to the last.

Electric Timing at Games

At the Olympic games at Stockholm

there was used a movel electric method

races, so as to get the exact time made

crossed the line first, even when the

difference was very small. The starter

gave the signal by firing a pistol and

this was connected by electric wires with

two stop watches and these commenced

to run for taking time. The start and

finish were at the same point and across

the track a light string was stretched be-

tween poles and the string was also con-

nected with the stop watches for stor

ping them. The first comer broke the

string when crossing the line so that the

watched were stopped and the exact time

between the start and finish could be

seen. Breaking the string also served to

work an electric device for the shutter

ish line and above the judges' stand, so

the winner when crossing the finish line

This method is very useful in settling all

"If you boys don't take aunty's canary

"Gee, birdies don't mind electricity.

to tell."

winner, and also to decide who

Electric Shoeman

Brilliant Illumination Makes a City Safer, Cleaner and Better.



RADIATOR WHICH CHEERS AS WELL AS HEATS

chill breakers.

to bath room or bed room and back again if they did have. and thence to the nursery. It does its duty in every room where a little more family, the members of which are conroom warmth or a little more cheerful-

throughout its allotted territory.

Moving

EARLY CHRISTMAS SHOPPING Chickens Gather in

Thoughtful Buyers Now Gathering Useful and Durable Gifts.

LITTLE TRINKETS NOT WELCOME

Electric Conveniences Prove Very Acceptable and Are Taking Forefront Place Among the Presents of This Year.

o direct sly remarks at the custom centered about the twenty-fifth of December when we would not have it abolished for anything. The "thick plot of give and take" is finally appreciated as being fully worth the time and trouble when it reaches its culprination and everybody is happy because the Christmas spirit is in the air.

Just how happy depends upon your different things. But there are not many people whose happiness is not enhanced if they have shopped and been shopped for well and wisely. We have to acknowledge that it is almost natural for people to wish not to be deluged with little bits of nothing just because the Christmas spirit is abroad. We know one of winter's gloom dispellers, as well those to whom we give; we most probably know what they have and have not, It travels most cheerfully from parlor and what they would make good use of

For example, do you know of any tinually subjecting their clothes to winter's slop and slush because they do not The electric radiator is a most attrac- like a raincoat or umbrella? Do you tive object in any room. Its steady glow- know of any group of individuals who ing makes it seem a persistent little elf are scurrying around at the last minute determined to scatter its own good will before "going out" to press a waist, a

Shipping

Average time for oper-

Average time in which

Calls correctly handled,

subscribers answer the tel-

ephone, 20.5 seconds.

ator to answer calling sub-

scriber, 4 seconds.

Afteryou have selected a house

that is wired for electricity .....

have us move your household goods into it.

OMAHA VAN @ STORAGE CO.

MAIN OFFICE-16TH AND LEAVENWORTH STREETS.

PHONE DOUGLAS 4163-IND. A-1335.

Speed and Accuracy the

Essentials in Telephone

Operating!

The Omaha public de- | as shown by recent tests:

Packing

We move You better.

Storage

Light of Big Arc and Wont Go to Roots

he creation of brightly lighted lanes for the use of humans. It probably, therefore, was but natural that such conditions would be extended for the pleasure of other inhabitants on this sphere.

We are now advised of the riotous living of the chickens in Oklahoma made possible through the medium of a brilliantly lighted thoroughfare. It seems that every night the fowls, in a particular location in Oklahoma City, leave their premises and congregate under one of the big electric lights. Also drawn to the vicinity of the electric lamp are innumerable grasshoppers, the chickens feasting with considerable glee upon their less large but toothsome companions.

The attraction proves so alluring to the chickens that their owner experiences considerable difficulty in driving them back to roost.-Good Lighting.

What is Electroity?

years ago, says Mr. John S Bleecher, in the Public Service Journal, when I was instructing motormen in the art of operating street cars. I thought it would be a good plan to prepare a set of questions as a sort of examination for them to pass before approving of their instruction as complete, and at the top of the list I put a test question, believing that the kind of an answer I got to this question would indicate the kind of a man I was dealing with.

The question, which even scientists cannot answer, was "What is electricity?" I received many and different answers, dislaying originality and inventive genius metimes a man would be frightened by he proper material for facing emergeneles which arose on the front end of a street car. Other men would become disouraged because they did not know Just would give very interesting an Illuminting answers.

One said that "electricity was a kilowatt, and that a kilowat was a little green bug." Another, "electricity is hot stuff." There is one answer that I did not get, but which I believe is the best answer of all, and that is "electricity is

Cut Out Marconi's Eye. William Marconi's right eye was reoved October 17, 1912, by Dr. Rayard), a noted Turin surgeon.

jured September 25 in an automobile ac- sort or other is a very great aid for com- that the photographer had an image of The wireless inventor was seriously incident near Borghetto. Severe contusions and swelling around the injured But whatever else it has, a cony corner eye prevented a thorough examination intil recently, when it was found that the optic nerve had been affected.

A consultation of physicians was held Tuesday, when it was decided to operate, the removal of the eye being deemed necessary to preserve the sight of the other. Since October 10 Marconi's condition had not been satisfactory

Westinghouse Motors

108-12 M. 11th St. Phone Dong. 1181.

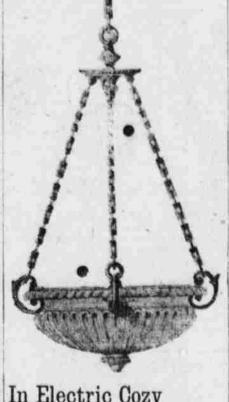
with and without silk or bead fringe.

Framers' Craft Shop

Omaha Electrical Works Electric Elevator Repairs

Motors, Dynamos and General Repairing. Electric Supplies

Electric Wiring Bennett Electric Co.



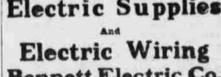
### In Electric Cozy Corner Comfort Now is Found by Many

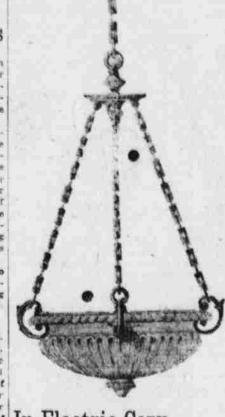
the best place of case or of business about the house, and you may just as well transform some barren corner into a place for which everybody will scramble. A shelf of books, an easy chair and w to answer the question and some a good light are all that have been necessary to keep one corner very much occupied for the last two years.

> A large chair with one of the portable electric reading lamps on a high stand, the light being capable of adjustment to any position, is something which is worth augmenting by something else. An electric radiator makes it even better yet, or a small table which may be drawn up within easy reach and is large enough to hold the electric tea urn or chafing of a camera was mounted just on the findish and a little table service of some fort and pleasure.

> is never so coxy as when it has the light | disputes. which makes reading like reading in daylight or fancy work just as easy. Electric light may be easily installed most anywhere and any kind of a nook built out of that electric corn popper I'm going

ELECTRIC ELEVATOR REPAIRS





A window seat with a light placed for reading, writing or sewing makes a wonderfully popular place.

Advertising on this page brighten up Didn't you ever see 'em sittin'





mands the most efficient

telephone service that can-

be rendered. That it re-

ceives such service from

this Company is indicated

by the following statistics,

showing the average time

Nebraska Telephone Company

# Housewife...



# **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 or sale.

Miller, Stewart & Beaton 415-417 South Sixteenth Street

#### FREE! FREE! FREE! IT MEANS MONEY TO YOU

"If You Don't Get 'Framers' Craft Shop' Frames For Your Pictures, You Are Not Getting the Best."

Beautiful Electric Lamps at very reasonable prices

Particularly fine showing of lamps and shades that will make excellent Christmas Gifts

No gift is more appreciated than an electric lamp and showing is exquisite.

Unusual novelty shades, boudoir lamps, made of velvet, crystal beads, paper and China silk, both

Isn't the laundry problem a costly one to you under your present way of having it done? Costly not in money alone, but perhaps health? Not a pleasant thought. Let us show you how it can be done for you at practically no cost-about 2c per washing-by using a

"1990" ELECTRIC WASHER AND WE

We will place one of these peerless machines in your home for a 15 DAYS' FREE TRIAL

We will help you get started right, and gladly aid you at any future time if occasion arises. Washes ALL kinds of clothing safely and well, and no more trouble than turning on and off the electric current. Surely, you owe it to yourself and family to investigate this offer. Ask anyone of the more than 1,000 users in this city. Sold on easy terms, as well as for cash.

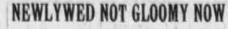
1900 WASHER CO.

TYLER 1011.

E. B. WILLIAMS, MGR

308 S. 18TH ST.

HERE'S ONE THING TO REMEMBER: YOUR business can grow only when YOU boost it, and there is no more effective way of boosting than advertising. That's the reason growing firms use this page-IT BOOSTS BUSINESS.



No Longer Worries About What the Cook is Doing to Meals.

ELECTRICITY SOLVES PROBLEM

strated that they could make boots and Husband Can Tell When Tonat to Browned and When Coffee is Properly Prepared in Electric Percolator.

Mr. Newlywed in a different man ing by repairing worn out boots and these mornings. He used to be very much troubled with the had manage and the days of the hand cobbler and ment of an experienced cook who let the his bench are numbered. The electric coffee get cold while she made toast or cobbler, such as can be found in most large cities, consists of one long machine, burned toast while she carefully watched which is, in reality, a number of ma- the coffee that it did not boll too hard chines connected on the same shaft. This or too fast. But now when their friends shaft is turned by an electric motor. The have treated them right or they have electric cobbler fixes shoes while you wait. It will sew on a sole, put on a managed their own affairs properly he patch, fix the heels or reline a shoe in can see exactly what is going on in the a very few minutes, as all the work is way of breakfast getting, while he sits ione by machinery at a high rate of at the table and watches the process go speed. And it is not to be denied that ing on right there. the finished product is fully as good as

He can certainly see when the electric though the best cobbler had spent a half touster has a piece done to his liking day on a job. If the shoe needs resoling and even if the genius presiding at the the attendant picks up and places a piece coffee percolator is absorbed in pushing of leather of the right size and the ma- the button to turn off the current so chine stitches it fast to the supper. At that the coffee won't boil anymore he the next machine an emery wheel cuts can help himself to what he sees there. down the edge of the sole and trims it There is surely no objection to him helpto the right shape. The next machine ing with the cooking to such a small finishes and polishes the edges. From extent as to take his own toast when it the stitching machine to the polisher is is ready for him.

but a step and the work is done long be-Or if he is a man of unusual perception fore the old fashioned shoemaker could and sees before Mrs. Newlywed does that the coffee has boiled quite enough for him he can even suggest that she turn off the current. It is not going so very far to help as much as this,



NEW ELECTRICS HAVE ALL COMFORTS OF A PULLMAN

The latest thing in parlor mousine gilding through the streets. calling, shopping, taking the air. Could more comfortable at home than you could in the cushioned seats shown in this one? The sides and ceilings are perhaps more prettily decorated than your walls at home. There is an electric celling light, also a reading light in the corner, which enables the occupants to read as easily as if they were riding in a Pollman, no matter how dark the night. A more "comfy" place could not be found, winter or summer

### The Electric Shop

All kinds of Electrical Devices for convenience and utility. Save your time. Save your steps. Save your patience,

Combination Electric Curling Irons and Combs, Combination Electric Stoves, Toasters and Broilers, Coffee Percolators, Chafing Dishes, Guaranteed Irons from \$2.50 up, High Grade Vibrators at \$10.00, Electric Warming Pads at \$3.00 to \$6.50; far superior to the hot water bottle.

WIRE FOR US AND WE WILL WIRE FOR YOU.

WOLFE ELECTRIC CO.

1810 Farnam Street.

Tyler 1414.



## When Guests Come to Spend the Evening

HEN friends come to call, have you often wished you could serve a tasty little supper easily and quickly? An Electric Chafing Dish will allow you to prepare any one of a number of tid-bits without bother and without the risks attendant upon the use of alcohol fuel. Artistically wrought, simple and safe to operate—the combined beauty and ultility make an Electric Chafing Dish an ideal acces sory to your table.

### **Electrical Appliances** Convenient and Economical

There are any number of electrical devices that you find decidedly useful and attractive. The same electricity that you use to light your house will operate time- and- labor-saving devices that cost little to own and less to operate.

Foot Warmers Flat Irons Heating Pads Curling Irons Coffee Percolators Tea Kettles

Bread Toasters Grills Chafing Dishes Egg Boilers Cereal Cookers Waffle Irons

Excellent for Christmas Gifts.

Omaha Electric Light and Power Co.