

All Together, All the Time,  
for Everything Electrical.

## People's Electrical Page

Brilliant Illumination Makes a  
City Safer, Cleaner and Better.

## MOTION PICTURES AT HOME

Thomas Edison Has Perfected Small  
Machine for Private Use.

## POPULAR CHRISTMAS PRESENT

Throws Clear, Sharp Views on  
Screen and Gives Entertainment  
that Delights All  
Members of Family.

Christmas shoppers this year find more practical toys than they have ever seen before, and the reason is found in the electrical advances that have been made during the last few months. One of the most interesting of the new inventions is the Edison motion picture machine for the home. It combines a motion picture projecting machine and a stereopticon. It took Mr. Edison a long time to find a suitable machine for private homes, but when he perfected this little "movie," he perfected a good one, and today hundreds of homes have flickering pictures of their own.

The Edison home kinetoscope is neither a toy nor a delicate and complicated mechanism, but a machine that combines simplicity, safety and effectiveness. It is simple, because Mr. Edison, when designing it, realized that it would be operated by people who are not scientifically and mechanically trained; safe, because the source of light is carefully protected, and effective, because it compares favorably in design, material, workmanship and finish with the professional type of Edison projecting kinetoscopes that are used in theaters and other public places.

## A Perfect Machine.

It would have been easy for Mr. Edison to have produced a machine long ago had he been satisfied with moderately good results on the screen, but when he announced that these small pictures must measure up to the highest standards of sharpness, clearness and gradation of tone values it seemed to his laboratory staff that he was undertaking the impossible. Under his master hand, however, the impossibilities turned into the possibilities and at last into a splendid reality.

The little machine is operated with all the great satisfaction of the larger ones. It is moderately priced and is finding favor in every home. The films can be exchanged for others of the same class and the exchanges can be kept up indefinitely.

These home motion picture machines are being sold to the Christmas trade at Hayden Bros. The Edison company also is making a display of them and the Christmas trade is making a big demand on the supply.

**Electric Ventilating Motors.**  
Since it has become generally recognized that proper ventilation is essential in connection with the proper heating of buildings many modern hotels, office buildings and apartment houses are heated by a system of supplying warm, fresh air, which at the same time permits efficient ventilation. Advantage is also taken of the ventilation system to supply cool air in the summer. This system is exemplified in the Ritz-Carlton hotel, New York City.

In this system the air is drawn in by a fan. It passes first over a tempering coil, which warms it above the freezing point of water, and it then passes through a washer, which purifies it; it is then heated to the proper temperature while passing through a reheater; then it is sent through the ducts, by which it is distributed as required. The tempering coils and reheater consist of radiator sections heated by steam in which the temperature is always maintained at the proper point.

**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. 213 South 12th St.

Electric Lights  
on Christmas Trees  
Safest of Devices

The electric lighting outfits which are made especially for Christmas tree decorations give the finishing touches to the tree. Small different lights, lights in the center of Christmas balls, lighted balls—everything to delight the small person so eager for Christmas fun—may be had on a silken cord ready to decorate any tree.

POINTS TO REMEMBER  
IN PLANNING THE HOME

When building a new home, or when planning a new system of illumination for the old home, the following important rules should be most carefully considered:

1. Always use a shade or reflector with a lamp; that is, a bare lamp, which produces a glare, especially when near the level of the eye, should never be employed without a protecting device.

2. When possible mount the lamps high so as to be out of the ordinary line of the eye.

3. If the ceiling of your room is low use two or three small lamps rather than one large lamp; if the ceiling is high larger lamps may be used. Metal filament lamps are made in a large variety of sizes, suiting them to practically all conditions in the home.

4. Reflectors are designed for given sizes of lamps. If you use a 40-watt lamp, secure a 40-watt size reflector. Always use the reflector holder which is designed for the particular lamp in question.

5. Do not forget that too much light may be as harmful as too little. If your eyes become tired and hurt toward the end of the evening they may either be blinded by too much light or strained by an insufficiency of light.

6. Keep the lamps and reflectors clean, because much larger losses of light due to dust and dirt occur than you would imagine.

## Short Circuits.

Mobile is to have a "great white way." The first cable was laid at Birmingham, England, in 1837.

More than half a million people visited the recent Boston electric show.

Wireless communication between airplanes has been successfully tried in Germany.

Perry, Kan., a town of but 300 population, has a twenty-four-hour electrical service.

An electric automobile was recently run from Detroit to New Orleans, a distance of 1,500 miles.

## CONCERTS FOR SHOPPERS

Electrical Instruments at Hospe  
Store Furnish Fine Music.

## PLAYER PIANO RICH IN TONE

An Electrical Violin Which Has  
Piano Accompaniment is One of  
Many Features of a Giant  
Christmas Display.

Christmas shoppers are being entertained at the Hospe store by the electrical musical instruments which are among the best produced in the country. Mr. Hospe makes a specialty of three fine instruments—the Welte-Mignon Autograph piano, the Violano-Virtuoso and the famous Apollo electrical player piano. Visitors to the big store are being entertained by these instruments and are being delighted by the wonderful playing that is done.

The Welte-Mignon is considered the finest instrument of its kind in the world. It reproduces the best work of the master musicians, and reproduces them so that the composers can hardly tell them from their own playing.

The shade, the accentuation, expression, all the nuances, even the most subtle; all the charm of personality and force of mentally are faithfully and literally reproduced. The method of communication to the audience is a simple one.

**Noiseless Electric Motor.**  
The machinery of the Welte-Mignon is driven by a noiseless electric motor which is hidden from view. A flexible cord connecting the machinery with the nearest electric fixture will set it in motion. The manipulation is equally simple. It is so constructed that it gives a perfect reproduction of any pianist's performance.

The Violano-Virtuoso is an electrically operated instrument which plays the violin with piano accompaniment, the two instruments, in one case, sounding in perfect harmony and with the human expression one hears only from talented concert artists. The Violano-Virtuoso takes the place of an orchestra, because it is an orchestra in itself. It has four bows and can play as many as four strings simultaneously, while it commands sixty fingers to the pianist's ten. These instruments have been installed in the Millard hotel cafe and in the Myer-Dillon drug store.

The Melville Clarke electric player-piano is one of the musical triumphs of the age. It is recognized as an achievement. It may be operated in four different ways and brings out the sweetest, purest and truest of tones, playing wonderfully the most difficult of pieces. It is played daily at the Hospe store for visitors, who are welcomed and invited to hear the various electric instruments.

## Producing Electricity.

Electricity is produced by chemical action, or by the action of acids, etc., on metal plates. This current is called galvanic electricity and is the kind generally used for operating telegraph lines, telephones and door bells. There are a great many forms of galvanic batteries, from the "wet" battery of the telegraph lines, consisting of copper and zinc plates immersed in an acid solution, to the "dry" batteries such as are used on door bells and for ignition purposes in gasoline engine.

Frictional electricity, or static electricity, can be produced by rubbing glass and other substances with silk cloth. Lightning is static electricity and usually the quantity of static electricity is small, but the pressure, or voltage, enormous. This explains why it snaps and crackles when it is generated by rubbing the cat's fur.

Over and Above the  
Shopping Crowds

YOUR message wings through the storm-swept streets to the crowded, bustling shops. Before any of these tired, bedraggled shoppers have had time to get home on the crowded cars, your purchases are on the way.

Through the telephone's ready aid, experience the pleasure of a day well spent—complete in satisfaction and accomplishment.

Throw your shopping burdens on the Bell.



## The ELECTRIC SHOP

LET IT BE AN ELECTRICAL CHRISTMAS, AND DO YOUR SHOPPING NOW. WE HAVE

**Christmas Tree Outfits.**  
8 sockets with nine lamps, different colors ..... \$3.50  
16 sockets with eighteen lamps, different colors now at ..... \$5.00  
24 sockets with twenty-eight lamps, different colors, now at ..... \$6.50  
32 sockets with forty lamps, different colors, now at ..... \$9.00  
You can get fancy lights, such as birds, flowers, fruits, Santa Claus, clown, dog, etc., at 5c, 10c and 50c each extra.  
**Electric Irons**—\$2.50, \$3.00, \$4.00 and \$5.00, all are strictly guaranteed.  
**Percolators**—Highly nickel plated ..... \$ 5.00 and up  
**Chafing Dishes** ..... \$10.00 and up  
**Tea Urns** ..... \$12.75 and up  
**Blenders, Frying Pans, Stoves, Combination Toaster-Stoves** complete with tray, \$6.50 and up. Curling irons with attachment for drying hair.  
**Luminous electrical radiators** ..... \$10.00 and up  
**Flash Lights** ..... \$ 1.00 and up  
**Toy Motors and Trains**, to work with batteries and transformers.  
**Toy Transformers** ..... \$3.00 and up  
More safe to use than others with controller switch.  
**Reading Lamps** of various designs from ..... \$2.50 to \$10.00  
**Floor Lamps** from ..... \$5.00 to \$14.00  
**Vacuum Cleaners** ..... \$25.00 and up  
Call us by Bell Phone for any information. We are always ready to demonstrate.

## Wolfe Electric Company

Tyler 1414 Wire for us and we will wire for you. 1810 Farnam St.

## Ideal Christmas Gifts

For clear, sparkling coffee; also for an electric coffee pot that will harmonize with the design of the better class of tableware the

## New G-E Coffee Pot

is the last word in electric coffee makers—it means satisfaction and economy.

If you are looking for an up-to-date as well as a useful Christmas gift, don't fail to look at this offering.

Omaha Electric Light  
& Power Company

Sell your Electric Christmas  
Presents by using this page

## Electrical Musical Christmas Gifts

## The Wonder Players of the Age

The Apollo Player  
Welte-Mogron Autograph Piano  
The Violano-Virtuoso

These grand self-playing instruments are shown in the display rooms of this store. We invite you to hear them play. We are glad to explain the details of their mechanism and to show you what electrical wonders they really are.

Each instrument stands supreme among its type; each instrument is a grand instrument. They make ideal Christmas presents, and take the best music of the world into your home, playing it for you without any labor on your part.

Visit our concert hall and hear these players.

**A. Hospe Co.** 1513-1515  
Douglas Street

LET IT BE AN  
ELECTRICAL XMAS

**Christmas Tree Lighting Outfits.**  
8 lights, one circuit ..... \$2.50  
16 lights, two circuit ..... \$3.00  
24 lights, three circuit ..... \$3.50  
32 lights, four circuit ..... \$4.00  
We will only have a limited stock of these. Better order now!  
**Pelouze Electric Curling Iron** \$3.50  
**Pelouze Electric Curling Iron** with hair drying comb ..... \$4.50  
Every woman should have one of these.  
**Chafing Dishes** ..... \$12.50 to \$16.00  
**Coffee Percolators** ..... \$8.00  
**Electric Toasters** ..... \$2.50 and \$3.00  
**Pocket Flash Lights** ..... \$1.00 to \$2.00  
**Burgess-Graden Co.**  
1611 Howard St., OMAHA

## A Christmas Gift that's Instructive

At last Mr. Edison has perfected a Real Moving Picture Machine for  
THE HOME.

It's just like what the big theaters use, only smaller. Same design, material, workmanship and finish.

It is the essence of simplicity. Perfectly safe; any boy or girl can operate it.

The pictures are perfect in sharpness, clearness and gradation of tone value. You will be amazed and pleased.

The 80-foot film used in the Home Kinetoscope contains as many pictures as the 1,000 feet of film used in theaters, and gives as long a performance—about 16 minutes.

Cost of machine is moderate. The film you buy can be exchanged for other pictures of same class and the exchange kept up indefinitely.

**HAYDEN BROS. Piano Dept.**

NEBRASKA  
CYCLE  
CO.

15th and Harney Sts.  
334 Broadway, Council Bluffs

## The Best Christmas Gifts are Electrical Gifts

This store bubbles over with Christmas gift suggestions, offering many unique ideas. Among these are the electrical conveniences—the best gifts for Christmas. This Yuletide hundreds of Omaha housewives will be made happy through

the receipt of some handsome electrical present.

We show beautiful and substantial G-E electrical irons (They do away with drudgery), toasters, disk stoves, coffee percolators, etc.

See our electric tree lighting outfit. It is

the only safe way to light the Christmas tree.

It dazzles the children by its instant lighting of many colored little lamps.

Come early in the day.

NEBRASKA  
CYCLE  
CO.

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