

The People's Weekly Page of Electrical News

"Electrical Specialties"

OUR NEWEST department, but one of our liveliest and swiftest growing

If in need of the "used-about-home" sort of electrical specialties we have every possible advantage to offer you. We've EVERY electrical specialty you'll need, and buying here is pleasanter, because you've been in the habit of purchasing so many other "home specialties" of us. Make an early inspection of our electrical goods department, or, write for special lists if you live out of town. We are POSITIVE specialists along these lines, and you'll grow to regard us as such if you will but look into the complete stock carried here.

JUST an Idea of the Articles Which are Featured in Our Electric Specialty Department

- Pocket Flash Lights, \$1.25 to \$2.75.
- Sewing Machine Motors (guaranteed), \$25.
- Newest Electrical Vacuum Cleaners, \$45.
- Electric Coffee Percolators. Electric Sad Irons.
- Handiest of Electrical Toasters.
- Electric Fans That Carry Our Own Guarantee.
- Electric Bicycle Bells. Spark Plugs in All Makes.
- Storage Battery Cells and Scores of Other Specialties

Nebraska Cycle Co.

"Mickel's Specialty House"

Cor. 16th and Harney, Omaha. 334 Broadway, Council Bluffs

DOES WORK FOR EVERY MAN.

Electrical Inventions Now Come Into Their Own on All Hands.

EDISON TALKING MACHINE FIRST

After Work of Day Electrical Phonographs Serve to Furnish Entertainment for Members of Family and Friends.

Electricity has long since come out of the stage in which it was chiefly used for experimentation. Today this greatest modernizer serves to give the business man both rapid service to the transaction of his business and pleasure in his home after the tedious work of the day is done.

In his office the modern business man no longer simply dictates his correspondence to a typist; instead he sits at his desk, unassisted by anyone and talks into the Edison business phonograph. In this manner he saves the time of himself and of his stenographer. He increases the efficiency of his force and concentrates his actions. It is no longer disputed that the business phonograph saves the time of the stenographer.

The time saved to the dictator is an indirect process and is not so easily ascertainable in the case of the typist. That the executive is benefited, however, is not open to serious question. In the first instance the executive may avoid interruptions to dictate correspondence, orders to assistants, etc. The experience of one of the high executive officers of a large railroad company was that the phonograph proved a great time saver in his office.

Saves Time for All.
The Edison business phonograph is sold by the Nebraska Cycle company, Fifteenth and Harney streets. It has been recognized as the leader in the business world, and is used by thousands of large firms all over the country.

The Nebraska Cycle company also carries in stock many of the finest electrical conveniences and musical instruments made. The famous Wurlitzer line of automatic musical instruments is sold at this store. The prices on the Wurlitzer electrical players range from \$50 to \$100.00. They represent the greatest manufacturing house in the world. Included in the Nebraska Cycle stock are many of the Wurlitzer nickel-in-the-slot attachments, which make the Wurlitzer instruments suitable for public places, where the owners may derive an income from the patronage of the public.

The Wurlitzer stock includes a piano, which is an electric piano with a mandolin attachment; the automatic harp, the violin piano, the mandoline quartet, several varieties of the electric piano, the Rijn orchestra and all of the other finest and best electrical musical instruments made.

The Nebraska Cycle company carries a large line of electrical conveniences, coffee percolator, electrical iron, toasters, curling irons, etc. Here also is an electric motor for sewing machines. This invention takes away a great deal of the burden of sewing. The Regina vacuum cleaner is another of the Nebraska company's products.

Home-Made Warmer that Pleases All

Though practically any device for convenience or comfort can be purchased at any up-to-date supply shop, it is possible, with the aid of a little mechanical ingenuity, to convert to practical use some of the common electrical devices which were intended for other purposes. For instance, an incandescent lamp is often found to encase a source of moderate heat instead of light, and this application was made by the man who hit upon the idea of constructing his own foot warmer.

The materials used were: Two tubular lamps, a tin or sheet iron tube, such as a piece of water spout, three inches in diameter and about eighteen inches long, two lamp sockets, sufficient sheet asbestos to encase the tube after it is covered with asbestos, two wooden plugs to fasten the sockets at the ends of the tube and the necessary lamp cord to connect to a lamp socket in the room in which the device is to be used. Having obtained the materials, the construction of a very efficient foot warmer is simple.

Simply place the wooden plugs with the lamp sockets and the lamps attached to the ends of the metal tube with the lamp extending into the tubes. Connect the sockets in series with the lamp cord which is to lead to the current outlet in the room. Cover the tube first with a layer of sheet asbestos and finally with the cotton flannel, make the connection at the outlet and in a moment the device will be comfortably warm.

This apparatus can be placed under the covers of the bed without danger of burning the bed clothing.

By mounting a switch at the head of the bed this very comfortable foot warmer may be turned on and off without leaving the bed.

IN THE HOME THIS DOES MUCH FOR ALL

The application of a steady heat is well known to be the easiest and surest way of scattering aches and pains and of affording peace and comfort where there was none. People have accepted for ages this truth in the form of clothes wrung out of water—hot one minute and cold the next—hot water bottles with the same peculiarities of changing temperature, hot salt bags and what not.

A neighbor of mine has been contending with aches and pains in this manner almost all winter, and it has come to me wondering how many people know that the heat generated in the soft solderdown covering of an electric heating pad is the easiest way to shorten the stay of toothache or neuralgia, or the "growing pains" of the children.

Aggravating a case of "unhappiness" by an undue cooling off of temperature is impossible with the heating pad, for it does not cool off until one is quite ready for it to be detached from the heating socket or the baseboard plug.

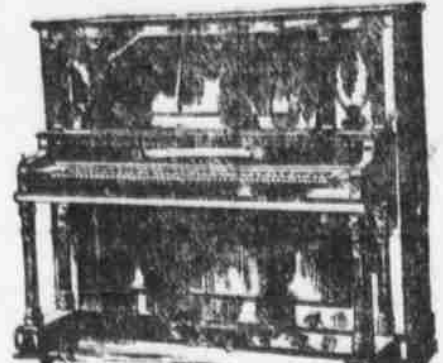
The electric heating pad may be had in different sizes and different prices, but they are all the same for keeping a uniform, dry heat as long as it is needed.

The worth of anything depends to some extent upon how easily it is needed or desired to some extent upon its own intrinsic value. A heating pad costs from 45 to 50.

ORKIN BROTHERS

Only a few days left in which to take advantage of our Piano Club plan

Club Closes for Membership January 31



Act Quick-- Your Interest Demands It

Features of Orkin Brothers Piano Club Plan in Detail

- 1—The club is to be composed of 500 members.
- 2—Only a few more members can be accepted.
- 3—The value of the Orkin Brothers Club Piano is \$250.00.
- 4—The price to Orkin Brothers Club members is \$257.50.
- 5—The club fee is \$2.00 each when you join, then \$1.25 per week for 302 weeks.
- 6—The piano will be delivered when you join, or later as you wish.
- 7—The weekly payments of \$1.25 begin when the piano is delivered.
- 8—Every instrument is guaranteed without reserve for five years as strong as we know how to make it in writing.
- 9—If, after 30 days' trial, the piano is not satisfactory we will give you your money back.
- 10—If the piano is satisfactory after 30 days' use the club members have eleven more months in which to satisfy himself as to the character of the piano. If it does not then prove to be everything that he expects, he has the privilege of exchanging it without one penny's loss for any other instrument of equal or greater value that we sell—and we sell a dozen different representative makes.
- 11—If a club member dies during the life of his contract we will immediately send a receipt in full to his family for the instrument.
- 12—A beautiful stool and scarf to match the piano are included without extra cost.
- 13—The Piano will be tuned twice without charge.
- 14—There is positively no interest added.

Orkin Bros.—Third Floor.

PIANO PLAYERS POPULAR

Many Join Orkin Bros. Club During Last Few Days.

SOON TO BE BROUGHT TO END

Last of Month Will See Close of Plan that Has Given Many Homes Music to Their All the Family.

Among the instruments that give great pleasure in the home is the player-piano, which has seen its latest development in the Segerstrom and other makes now sold by Orkin Bros. piano department. During the last few weeks this store has placed several hundred players and pianos in the homes of Omaha and Nebraska under their piano club plan, which is pronounced one of the most successful ever conducted in this part of the country. Because of the lowness of the prices given under the club plan, and also by reason of the easy payments which are offered to the members of this Orkin organization, the club is larger than any one expected.

The anxiety of some persons to get into the club before it closes was brought forth prominently last Saturday, when a young woman, who has been married only a short time, rushed into the piano department of the Orkin store, and, almost out of breath, said she wanted to learn the details of the Orkin piano club plan, for she wished to get a Segerstrom player-piano. She said she was under the impression that the club closed Saturday night and she wished to get into it before the offer was withdrawn. She was informed she had until the last day of January in which to join, but she enrolled as a member at once, for the idea impressed her as a fine one and the payments as very reasonable.

During the last few days the number of persons who have entered the club has surprised the management of the piano section. It was known that there would be many to come in at the last hour, but it was not thought that so many would enter nearly two weeks before the club closed. The management looks for very many to join the club each day from now on to the end of the month.

The Tel-Electric, which may be attached to any piano, is a player which is attracting great attention. One of them is now in service at the Millard hotel.

Work and Heat Induced by Light. In a large public building recently opened in Cleveland it is noticeable that in the rooms where an especially soft light is desired for reading or rest the indirect lighting is used.

"What a fine light for reading," said a lady picking up a book in one of these rooms, "or for just resting," she continued, laying aside the book and looking into the really, truly fireplace. Indirect lighting has become deservedly popular in the last few years for many places where comfortable vision is of prime importance and where it is desired to have the illumination very diffuse and uniform and so arranged that no direct rays from any lamp can strike the eye.

These very apparent good qualities of indirect lighting are just as desirable at home as they are in clubs or assembly rooms, the slightly increased cost of current for lighting in this manner being perhaps one of the chief reasons why it is not used at home a great deal more than it is.

Many Electrical Things.

In this modern age nearly every day brings to notice some new electrical operated household device which is calculated to add to physical comfort or to lighten the burden of the housewife.

First came the application of the electric motor for driving that bugbear of the household, the washing machine. Rapid developments followed until at the present time there are electric irons, electric curlers, electric toasters and chafing dishes, electric devices for the laundry, the kitchen, the dining table, the bath and the boudoir. There are electric warming pads to displace the uncertain hot water bottle and it is even possible to obtain electrically heated blankets to keep out the chill during cold nights.

For Your Chafing Dish.

Can you think of anything more enjoyable for use any time—summer and winter—than a chafing dish? The electric chafing dish is beautifully polished and compact and allows of almost any kind of cooking, with no bother whatever in the way of fire or noise of any kind.

The Best Known Washer in Omaha



When you are buying something that does not go out of style, it pays you to get the best. It means economy for you in the cost of operation, up-keep and length of service. That is why there are about 1,100 users of

The "1900" Electric Washer

in Omaha.

READ OUR OFFER:

We will place our Self-Working Washer in your home on a Fifteen Days free trial without any expense to you. We ask no cash in advance nor any security whatever. Whether you keep the washer or return it, there will be no charge for the use of it during the trial period. Take the outfit—do two big washings with it. If it won't do all we say it will, notify us and we will call and get the machine without a cent of risk or expense to you. We will even help you get started right and also aid you in the future if occasion arises. Order one now and be convinced.

"1900" WASHER CO.

Tyler 1011. 308 South 18th. E. B. Williams, Mgr.

Omaha Electrical Works
Electric Elevator Repairs
and
Westinghouse Motors
106-12 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 Electricians
Day, Doug. 2176. 218 South 18th St.

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

Use this page each week to reach the household.

Make wash day a pleasure

The modern housewife has wrenched herself free from the drudgery of washing by old methods—she uses an electric washer and the MAYTAG ELECTRIC WASHER is the one she usually selects. You can join the

Maytag Electric Washer Club here. Our plan of payments enables you to give cash or make specially easy payments—that never become a burden. See the Maytag Demonstration every day.

The Electric Shop

WIRE FOR US AND WE'LL WIRE FOR YOU
Wolfe Electric Co., 1810 Farnam St., Phone: Tyler, 1414.
SPECIAL CLUB PRICES ON ELECTRIC WASHERS



Keep Your Home Clean and Dainty at ALL Times

The Electric Vacuum Cleaner has made housecleaning a task easy to do and soon finished. The wise housewife finds it the best solution of keeping her home dainty and free from dirt at all times. Those who have investigated carefully prefer an Electric Vacuum Cleaner because it is the ONE vacuum cleaner that gives perfect satisfaction.

The Electric Vacuum Cleaner

You have only to see the Electric Vacuum Cleaner in action to recognize its evident superiority. It draws all the dirt and dust from the deepest recesses of rugs, carpets, upholstery, draperies—without the slightest injury to even the most delicate fabrics. The Electric Vacuum Cleaner is the most durable cleaner and, everything considered, the most economical. And it is merely one of many similar electrical devices for comfort and convenience which electricity in the home affords you.

For Sale by all Electric Dealers and Department Stores

OMAHA ELECTRIC LIGHT & POWER CO.

This page is read by people who buy electrical conveniences. It is read weekly and is gradually growing.