

The People's Weekly Page of Electrical News



FRANTZ PREMIER Electric Vacuum Cleaner
 Weighs only nine pounds. Cleans as well as the heaviest cleaner made. Built for every day use and fully guaranteed. Ask us to demonstrate it in your home.

John Hussie Hardware Co.
 2407-09 CUMING STREET.
 Tel. Douglas 1116.

BENNETT ELECTRIC CO.
 FOR SAFE AND RELIABLE WIRING
It PAYS TO PLEASE
 301 Omaha Nat. Bank Bldg. D 3216.

Omaha Electrical Works
 Electric Elevator Repairs
 and
 Westinghouse Motors
 108-12 N. 14th St. Phone Doug. 1161.

ELECTRIC WIRING
 That Can Be Depended Upon.
 Electric Household Appliances.
LANKTREE ELECTRIC CO.
 Tyler 1011. 308 South 18th St.

HOW HOUSES ARE WIRED
 Convenient Arrangement Makes Job No Difficult One.
KIND OF BUILDING NO OBSTACLE
 Modern Knowledge of Workers Enables Everything to Be Done Well and Neatly at a Small Cost.

The manner in which the house that Jack built so many years ago may now be turned into a modern home, one worthy of his descendant's occupancy, is so simple and easy that few people realize, until they have experienced it, that they suffer no inconvenience whatever by having their houses wired. It is planned, whenever possible, to wire rooms used for the same general purpose in the same circuit, so that the workman will not be engaged in these rooms for more than a single day. The bedrooms in an averaged sized home, for example, are all connected to the same circuit on which work is begun in the morning and finished before night, in order that there may be no inconvenience to the family. In a similar manner the dining room, kitchen and pantry are wired to another circuit so that this set of rooms is done in one day. A house of nine rooms, with attic, bath, porch and basement, can be wired with the ordinary number of outlets in three or four days, while it is possible sometimes to plan the circuits so that this number of rooms can be completed in two days. Every piece of closet flooring is nailed back as soon as the wires are in place; every little hole in the wall or ceiling is covered by a fixture canopy or switch plate. The little sawdust on the floor is swept up and the little chunks of plaster, having been caught as they fell, are disposed of. So you see, through the modern tricks of the trade it is not such a job after all, to wire your already-built house—that is, to the man who knows how.

Home Laundry Now Draws Attention of All Neighbors Here

The laundry which has been placed in the basement of many homes is an exact miniature of one of which any public laundry would be proud. Many women have gone to call an acquaintance who has a complete electric laundry. The proud hostess has been obliged to work her laundry considerably overtime simply for the satisfaction of the sightseers. She has, of course, an electric washer and one of those electric dryers, which she uses when the sun is not bright enough outside to do good work for her. The miniature "watering tank" is one of the chief attractions. A can (about the size of a tomato can) is perched above a board and at the turn of a switch a small shower descends upon the clothes which have been placed upon the board. It is a very well regulated shower and insures the clothes of just the proper degree of dampness. The next turn is done by the electric iron and mangle, which stand together very neatly and what flat flat pieces the mangle does not do, it sanily passes over to the iron. It is really a very business like sort of a place and the only fault the neighbors have to find with it is that it is stationary.

House Fast Made Over for Spring by Efficient Workers

Last month two families on the west side of the city and on the same street had their houses wired for electricity, the work in the houses beginning at the same time Monday morning. Neither family knew what was going on when on Wednesday afternoon Mrs. May called up Mrs. Gard and invited her to come over and see her new house. Mrs. Gard said that she also was living in a new house and would be glad to receive callers. "I did not expect to be able to ask you over before Sunday, with the cleaning and all I expected to do, but it seems as though everything goes before the wireman," and Sunday began the minute the workmen left the house. "The surprise which comes to most people at the speed and cleanliness of the work just about equals the delight. When the workmen leave they leave the same house in every respect except the lights."

PLAN FOR COAST EXPOSITION Illumination of the Panama-Pacific Show to Be Magnificent.

DIRECT AND INDIRECT LIGHTING
Marvelous Color Scheme Has Been Devised by Which There Will Be No Dead White Upon the Grounds.
 The illumination of the Panama-Pacific exposition will be one of its most beautiful features and will harmonize with the color plan. The illumination at San Francisco will, it is promised, mark an epoch in the new and fascinating science of illumination. In the exposition there will not be a single article of lighting equipment that was ever used before. More than \$50,000 has been expended in the development of cut glass reflectors, to be known as "jewels," for use at the exposition. Both direct and indirect, or reflected lighting, will be employed at the exposition. Most expositions appear too bright and often the sightseer goes away with tired eyes. A marvelous color scheme has been conceived through which there will be no dead white upon the exposition grounds. There will be no glare and no dark places or black shadows at night. Great mural paintings upon the walls behind the colonnades of the courts will appear in their true color values as if in daylight, but enhanced and intensified. Perfect reflections of whole buildings with all the details of their facades and statuary will be reproduced in the lagoons, instead of mere patches of light. **Magnificent by Night.** By night the exposition in all its details will be a magnificent picture. The facades of the buildings will be illuminated with diffused light. The towers, domes and minarets will be played upon by searchlights mounted upon pontoons on San Francisco bay, stray light from the searchlights being so far as possible eliminated. Great mural paintings within the arcades of the towers will be illuminated by a reflected lighting in a way to bring out vividly their relative color values.

Frantz Premier One of the Best Electric Vacuum Cleaners

No modern housewife is content to do her cleaning in the siring without the aid of a vacuum cleaner. Nearly all the heavy and dreaded work of house-cleaning is done away with when the wife is assisted by a vacuum cleaner—one of the electrically operated machines. These simple machines do all work that formerly had to be done by hand—they clean rugs, ceilings, walls, draperies, upholstery, etc., and they do the work better than it ever has been done before. In many homes where the vacuum cleaner is in use house-cleaning at spring time is done away with, for the reason that the regular use of the cleaner makes it unnecessary to take up the rugs and go over the house with regard to every room every season. The vacuum cleaner keeps the house so well shaped that the wife and her servants are relieved of all drudgery. With the Frantz Premier, sold by the John Hussie Hardware company, 2407-09 Cuming street, the home can be kept in a clean and sanitary condition at all times. This machine is operated by electricity. It weighs only nine pounds and cleans as well as the heaviest vacuum machine made. It is priced at \$30. Through its use many Omaha homes are being kept in admirable shape now, and the prospects are that hundreds more will have the Frantz Premier this summer.

Electric Washer is in Use in Homes of Many Omaha People

The electric washer, with the many advantages that it brings to the home, is the ideal helper for the housewife who is forced to do her own washing or who has some one go to her home and do the work. With the assistance of a machine like the "1900" washer she is enabled to get the work done in much less time and without nearly so much work or bother, as is the case when the work is done by hand. The electric washer is employed in thousands of Omaha homes, and the demand for it is growing rapidly.

ONE WOMAN READY FOR HEAT
 West Side Housewife Has Fitted Up Washing Place.

PLANS FOR USE OF ELECTRICITY
 Ironing by Electric Mangle, Washing by Electric Machine Enable Her to Do the Work in a Single Day.
 A woman residing in the west side of the city takes pride in what she considers to be the best provision she has ever had for the summer weather. She has simply fitted up in the basement an idea place for washing and ironing. This, in her estimation, is going to be the greatest triumph she has ever gained over summer. The idea is that she will save at least two whole days out of every week by making washing and ironing easy, simple operations, instead of the tiresome tasks they have always been. She has made provisions for both washing and ironing by electricity. The washer and wringer are both run by the same motor. They are installed close to the stationary tubs so that rinsing, starching and all are very closely connected operations. In another corner of the room she has made her provisions for ironing—a mangle, run by electricity, which irons all flat pieces, and an electric iron for other things. She has a friend on the north side who, with the help of a maid, often completes both washing and ironing in one day—in a laundry just like this. **First Electric Railways.** An early as 1825 electric locomotives were the subject of experiments, and at that period crude electric engines were tried at Bradon, Vt., and Aberdeen, Scotland. The first real trolley line was built in Berlin in 1879. The first city traction system to be electrified was that of Richmond, Va., in February, 1888. This was speedily followed by overhead trolley system in Baltimore, Kansas City,



Modern Homes Demand THE "1900" ELECTRIC WASHER
 The washing machine that has relieved hundreds of Omaha homes of the drudgery and dread of wash day. It possesses all the latest patents, and is so well designed and equipped that its superior points make it the washer for you to use. Investigate it before buying a washer. **Fifteen Days' Free Trial.** For fifteen days you may keep the "1900" washer in your home, using it and testing it thoroughly. It costs you nothing unless you wish to keep it, and then you may pay cash or take it on easy payments. Get detailed information now. **"1900" WASHER CO.,**
 Tyler 1011, 308 S. 18th St.
 E. B. Williams, Mgr.

Your Electricity Campaign Should Be Conducted In This Paper
 Be sure your advertising is here each Tuesday. It means—this regular advertising—an ever growing business. This advertising tells your story to present and future customers, thus continuously increasing the market for your service and your electrical goods. Through it, all are working together for the bigger, broader demand for more electric service and the larger sale of electrical appliances of all kinds. **By thus working together—you wholesalers and retailers—will both reap the benefits from this continuously growing demand for more electricity.**

Machine That Will Open Many Pieces of Mail an Hour
 A letter opener has been invented which does business at the rate of 300 letters opened in a minute. In one manufacturing house one of these machines takes care of the entire mail, opening from 30,000 to 40,000 pieces of mail a day. The letter opener is a very small machine in comparison to the work it does—the secret of its speed being in the small electric motor which drives it wheels at lightning speed. One of the advantages of electricity, which seems to have been overlooked, is that you can't commit suicide by inhaling it.

Machine That Will Open Many Pieces of Mail an Hour
 A recent report from Boston tells of a form of electricity employed to procure fresh air in a tobacco factory, because of certain local conditions, an ordinary ventilating outfit did not produce the desired effect. Undiscouraged, the firm persisted and installed a number of ozone machines as an experiment. Somewhat to the surprise of all the uninitiated, these machines have greatly improved the ventilation of these workrooms. **Take Warning.** Don't let stomach, liver nor kidney trouble down you, when you can quickly down them with Electric Bitters, 50c. For sale by Beaton Drug Co.—Advertisement.

OZONE MACHINES IN FACTORIES IMPROVE AIR
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Firms which are prepared to dispatch electrical repairing and installation work of all kinds; call by telephone.
 TYLER 1414
 WOLFE ELECTRIC COMPANY
 WEST SIDE ELECTRICAL COMPANY... Douglas 2275
 AMERICAN ELECTRIC COMPANY... Douglas 1481
 M. J. CURRAN & COMPANY... Douglas 3148
 THOMAS DURKIN... Douglas 2519
 MID-WEST ELECTRICAL COMPANY... Douglas 456
 LEBRON ELECTRIC COMPANY... Douglas 2176
 E. C. BENNETT & COMPANY... Douglas 3861
 OMAHA ELECTRIC WORKS... Douglas 1181
 H. J. LANKTREE... Tyler 1011
 POTH ELECTRIC COMPANY... Douglas 5837

Call Tyler 1414
 Ask us to demonstrate the Invincible Vacuum Cleaner. Also the famous Maytag Electric Washer, the only washer with swinging wringer.
THE ELECTRIC SHOP.
 (Wolf Electric Company).
 1810 Farnam. Phone Tyler 1414.
 Wire For Us and We Will Wire For You.

Now is the Time

to arrange for electric light and all the many advantages it brings with it

The summer vacation enables you to have the house electrically equipped without the slightest inconvenience

Electricity in your home will prove a blessing to every member of the family every day in the year. It multiplies life's enjoyments and minimizes its labors

May we give you further information regarding our service?

Omaha Electric Light & Power Co.

Call Tyler 1414
 and let us wire your house and furnish your lighting fixtures and you can be sure it is done right and according to requirements. Get acquainted with our motorcycle service.
THE ELECTRIC SHOP.
 (Wolfe Electric Company).
 1810 Farnam. Phone Tyler 1414.
 Wire For Us and We Will Wire For You.

Advantages of living in a house wired for electricity are numerous
 and if you are not living in one now

It is time that you moved
 And when you move, you should remember that we can move you better—safer, and more satisfactorily.

Our service is unchallenged
 We have all the equipment—fine, large, safe moving vans; most competent help, and one of the largest fireproof storages in the entire country. The Omaha Van & Storage company stands for the best in its line in the west.
 Remember, we will do better for you than anyone else, because we are better prepared to do so.

Storage Packing Moving
Omaha Van & Storage Co.
 804 South Sixteenth Street. Phone Douglas 4163.

He Has No Extension

Do you have to do this, also, when the telephone bell rings after you have "turned in" for the night?

Or do you answer the call from an extension set in your bedroom?

NEBRASKA TELEPHONE COMPANY

406-NT

Continuous use of this page is sure to make your electric business a growing one, with greater and better results. It is the persistent advertising that counts.