

The People's Weekly Page of Electrical News



POINTS FOR HOME BUILDER

Six Considerations to Remember When Fixing Up House.

WANT ADVANTAGES DERIVED

"Practical Advice is What Most Makers of Homes Lack and New York Magazine Aims to Effect Change."

In a recent issue, a New York magazine presented six fundamental advantages of electricity. Safety, economy, control, adaptability, purity and health, and commented on them as follows:

"So many accidents happen due to the use of old-time illuminants that the public have become quite accustomed to these announcements, and seldom apply the danger to themselves.

"Health is the next feature. The illuminant that carries the light into your home without destroying the oxygen of the air, which is of vital importance, naturally has a decided advantage.

"Electricity cannot be adulterated. The meter measures the energy exactly. Should you fail to get good light, full voltage, the meter will not charge you for this lack of light.

"In architecture, in adaptability, there is no comparison of electricity with other forms of illumination. It will meet any situation, anywhere, at any time.

"Heating by electricity is more expensive than by gas or by coal, when mere energy is measured. But the heat can be applied at any given degree wherever and whenever it is wanted. And then the expense can be instantly stopped. The control of electricity is left for the button or the knob.

"The economy of electricity is of decided importance. Electricity can be turned on or off, and waste avoided instantly. Electric energy in the form of light, heat and power can be more definitely utilized.

"No other form of service can equal electricity. Hence, no other plan of heat, light and power can be conscientiously compared in price with that of electricity."

Over the Gas Route.
There was a man in our town, (Today they buried him)
He gained himself a hard and crown
By blowing out the glim.
No need a moral here to write—
'Tis easily inferred:
If he had used Electric Light
It wouldn't have occurred.

No Snitching Time When the Modern Lock is Employed

The electric time recording lock gives to the proprietor or manager of any store, shop or establishment a printed record of the exact times any door to which it is attached is unlocked or locked, and who unlocks or locks it. The device consists of a lock and a recorder. With the lock are six keys, numbered from one to six. The recorder is a small automatic printing machine connected with the lock by electric wire. The recorder may be kept in the desk of the proprietor or the manager, or placed anywhere in the building. Whenever the lock is turned by anyone entering or leaving the shop, the recorder prints automatically the number of the key, whether "in" or "out," and the time. For example, if the employe carrying key No. 5 opens the store in the morning, the record will show K 5 in Oct. 5, 7:30 A. M., 1912. A watchman's key may be used if desired that will make a record each time it is inserted, but will not turn the lock, recording W. Oct. 5, 2:50 A. M., 1912. The record is printed on paper ribbon three inches wide, automatically carried forward as needed.

VACUUM CLEANING SYSTEM

Health and Sanitary Cleanliness Are Found with Modern Plans.

SALES LARGER THAN EVER NOW

Types of Machines Made Today Are Suited to Work of Any Home and Meet Outlet of All Purses.

Vacuum cleaning is one of the methods by which the modern housewife gets around a great amount of work during the spring housecleaning days. The vacuum cleaner does better work than can be done by any other method. It does away with all drudgery of the cleaning task.

Some of the cleaners that have become household dependencies are those displayed at the Nebraska Cycle company at special prices just now. The "Regina" electric cleaner is one of the best. "Mickel's" cleaners also are another make which gives great satisfaction. Sales have been tremendous at this store, however, this year on the "Domestic" cleaner, a type that is very low priced and that gives high efficiency in all work. It is adapted to the work of any home, and fits the outlet of the modest purse. The Nebraska Cycle company has had great sales on these cleaners this spring.

Does Not Need Mat.
For removing dust around the buttons in tufted upholstery there is no other method so rapid and thorough. Health and sanitary cleanliness demand that upholstery and bedding should have this kind of treatment at least once a week. There are always places where dust and germs lodge and places which the maid neglects to clean with a duster because of the inconvenience, but with the different tools that are part of the electric vacuum cleaner, it becomes a simple and easy matter to clean thoroughly over the tops of doors, plate rails and the tops of picture frames.

"I really do not mind doing my own cleaning nowadays," said a young housekeeper, "since I have an electric vacuum cleaner. I go over the house with it and there is no dust stirred up. All dirt and germs are drawn into a bag. I can clean curtains and pictures without removing them and no fabrics are injured. I would not part with my electric vacuum cleaner, because it does away with 90 per cent of the dusting in the old way."

Hotpoint Iron Day Announced for Next Saturday at Wolfe's

The Hotpoint Electric company have arranged a special day, which is Saturday of this week, for giving a low price on the combination Hotpoint toaster and electric stove. The regular price is \$4, and Saturday only the device will sell for \$2. The Saturday Evening Post this week will carry a double page advertisement of the special day. The Hotpoint iron, one of the best known in the country, will be sold in Omaha by the Wolfe Electric company, 1810 Farnam street, Saturday at \$2.

This stove is a neat, practical arrangement for use on the table, where it will toast bread or cook food, frying or boiling it. The convenience is one of the best of electric devices, and the low price for Saturday only is made in order to introduce the stove.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.



Pathe Weekly Pictures Taken in All Parts of World

The Pathe Weekly pictures, which are displayed in Omaha now exclusively at the Empress theater, are gathered by the "movie" man in all parts of the world. This company never fails to have a man ready to catch all the important happenings of the globe, whether it be a tornado or flood in the middle west or a parade of working men in Paris. If the King of England goes to some festival in which he is a prominent figure, the Pathe man is there with his machine, taking views of the ceremony and ever ready to catch any accident that may occur. If there is some particularly fine parade in Japan, the Pathe man is sure to get it. No matter what goes on in the world that is of interest to the other sections of the globe, the Pathe films will show it.

This wonderful organization has trained picture men in all countries. They are kept posted on all events. They never fail to get the leading happenings. The high class work that is done by the Pathe company was shown in the pictures taken of the inauguration of Woodrow Wilson as president of the United States. These views were the best made, and all because the Pathe management insisted on having a place of greatest prominence so that their operators could obtain the best views. It cost the Pathe company more money—as it always does—to get the best views, but they want superior pictures and are willing to pay for getting them.

Any electric appliance is the most direct method of getting something accomplished. What could be more direct than turning a switch and having a vacuum cleaner do the work.

Empress

Pathe Weekly
With FIVE REELS OF NEW PICTURES and FOUR BIG ACTS OF VAUDEVILLE
Any Seat 10 Cents Any Time.
We Always Show Pictures That You Have Never Seen Before
NO SECOND RUNS.

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

Omaha Electrical Works
Electric Elevator Repairs
and Westinghouse Motors
109-12 N. 11th St. Phone Doug. 1181.

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

The ECLIPSE ELECTRIC CLEANER
Leads in Efficiency and Durability
No More Backache on Cleaning Day
Oilless Bearings

The Electric Shop
(Wolfe Electric Co.)
1810 FARNAM ST.
Phone Tyler 1414.

"WIRE FOR US, AND WE WILL WIRE FOR YOU."

House Cleaning is Done Now With No Damage to Goods

The vacuum cleaner is experiencing its busiest season just now, when rugs, moldings, cushions, beds and all must be made to measure up to the standard of the "clean house."
"I wish that I had a vacuum cleaner to use on those rugs," sighs the lady who realizes that her spring task is not an easy one. "Now I will have to both beat and scrub, and that biggest rug upstairs has suffered considerably from the winter's wear; it is really a very good subject for a prize fighter to work on."
Those who have substituted the vacuum cleaner for all this manual labor have gained in not only saving their own strength, but much of the fabric of household furnishings comes out better preserved by the gentle action of suction than it does by the dust scattering process of beating.
The Frantz Premier, sold by the John Hussie Hardware company, 2407-09 Cuming street, is a machine that meets the demands of many homes because of its low price and light weight.

American Expects Too Much from Telephone Service

"Well, well, what's the matter with the telephone service this morning?" exclaims the busy man who has waited a full half minute for connections.
From his tone he has no further use for such a slow working article, but you see him cling to it for dear life and remember that the reason he expects so much from the telephone is because he generally gets it.

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.

VACUUM CLEANERS AT HALF

"REGINA" CLEANERS
Similar to the accompanying cut; perfect working, new models, that sell for \$10.50 the country over, will go at..... **\$5.**

"MICKEL'S" OWN CLEANERS
That are sold day in and day out at \$10 each, will be included in this sale starting tomorrow, selling at..... **\$5**

NEBRASKA CYCLE COMPANY,
Mickel's Specialty House,
Corner 15th and Harney Streets,
OMAHA, NEB.

Firms which are prepared to dispatch electrical repairing and installation work of all kinds: call by telephone.

WOLFE ELECTRIC COMPANY	Tyler 1414
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

Regular Price \$4, **SATURDAY \$2**

Saturday is Hotpoint Day

The combination toaster and stove illustrated above will be specially priced at \$4, this one day only. It will be cut to \$2.50. See ad in Saturday Evening Post this week.

THE ELECTRIC SHOP
(WOLFE ELECTRIC COMPANY)
Phone, Tyler 1414. 1810 Farnam Street.
"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 UN-CHALLENGED.

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.

STORAGE. PACKING. MOVING.

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

FRANTZ PREMIER Electric Vacuum Cleaner
Weights 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.

Is He Calling You When He Says—

"'Busy' for the third time this morning. I can't wait a moment longer on that fellow. Let me see—what is Smith's number?"

"If Jones won't provide sufficient telephone facilities for his customers, he can't blame me for dealing elsewhere."

Have You Enough Telephone Lines?

NEBRASKA TELEPHONE COMPANY

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.