

THE PEOPLES' WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday



Busy—But Cool And Comfortable

No need to put off house cleaning until cool weather—an electric fan will make "cool weather" for you at anytime.

Go right ahead and do your cleaning during the summer-time when it's more comfortable to stay in the electrically cooled house than to roam around outside in the blazing sunlight. Then you can rest and really enjoy the mellow Autumn days, when the very thought of work is unbearable.

Nobody knows the real comfort of a G-E Electric Fan until they use one. We have all sizes and styles of these summertime pets—come in and select yours.

Nebraska Cycle Co.
Harney and 15th Sts.

THE WAY SOME MEN FLY OFF THE HANDLE

Henry, I want an **ELECTRIC**

O! You DO! Do you?

I've been expecting this every day now since—

—Mrs. Smith took you out riding in hers; Aint I poor enough!

Wotta YOU care! You'd grind me down to nothin' just to be ridin' 'roun in 'an

want-an **ELECTRIC FLAT IRON,** Henry.

"Sleeping So Sweetly"

"What a blessing this electric fan is to the baby!—Just like the touch of a cool, gentle hand."

"I wonder if everybody knows how much real comfort they can obtain at the trifling cost of only three or four cents a day."

We handle all sizes and styles of G-E Electric Fans—The Leaders of the Market.

Mid-West Electric Co.
1207 Harney
Phone D. 456



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, upkeep and length of service. That is why there are more than

1,200 USERS OF

The "1900" Electric Washer in Omaha.

READ OUR OFFER

We 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.

(Either Cash or Easy Payments.)
1900 WASHER COMPANY
Tyler 1011. 308 South 18th. E. B. Williams, Mgr.

ALSO WATER OR HAND POWER.

COOLING HOME IN SUMMER

Fan Hints for Keeping Rooms Comfortable on Any Day.

HOW TO OPERATE ELECTRIC FAN

Device of Great Value as Ventilator and Can Be Placed Near Window and Used to Blow Smoke from Room.

The electric fan was more of a curiosity than anything else until a very few years ago. Only in the higher priced hotels and in the private offices of the wealthy were electric fans to be found to any extent. Now they are common enough everywhere and we enjoy their gentle breeze in railroad and subway trains, in dining rooms, reception rooms, offices, shops and stores and in the home.

The electric fan needs no care other than an occasional oiling. This oiling should not be too generous, just a drop or two now and then will be sufficient. Too much oil will leak out and run down the fan pedestal or will be whirled out on the blades and spattered over everything within range. The location of the fan where it will do the most good, and the least harm, is all important. It is not good policy to place the fan so it blows directly on a person. The steady breeze will cool the body too quickly and is apt to lead to colds and lameness. If a breeze is desired the fan should be so placed that the air is "reflected" from the walls and thus thoroughly scattered to all parts of the room. Turn the fan towards the wall, at a sharp angle, and in this way it will move all the air in the room. The fan can also be placed on a high mantle so it will keep the upper air, which is always the warmest, in continuous motion.

Often enough the temperature outdoors will drop very quickly. Generally the change follows the going down of the sun, or a thunder shower. This will leave the house full of hot air. If there is no wind blowing it would take a long time to cool

off the interior of each room without the aid of a fan. In this case place the fan on the window ledge so it can pump out the hot air. By opening another window opposite the fan the cool outdoors will rush in to replace the expelled air. By placing a good fan in a window upstairs, the entire house can be quickly cooled in this way. Generally the nights are cool following the hottest day. The thermometer will show that it is the house which is hot, not the air outdoors. By replacing the heated air of the house interior with the cool air outdoors the rooms can be quickly cooled and made comfortable for sleeping purposes.

The electric fan is also of great value as a ventilator. By arranging a bracket in the kitchen near the top of a window the fan can be used to blow the smoke, odors and heat of cooking outdoors and the kitchen can be made more tenable. The odors of cooking, steam, fumes, etc., gather in the upper air near the ceiling. By placing the fan near the ceiling these fumes can all be blown outside. This will keep the kitchen cooler and prevent the odors from permeating the entire house.

The electric fan is also of value in keeping flies out of the house. Flies do not like the electric fan. They will not remain where the fan is buzzing.

It is rather difficult to operate a fan in the average bedroom. It cannot be safely placed on a chair, as it will "creep" and fall off. If placed on the dresser it will make too much noise, owing to the sounding board effect of hollow furniture. The best way is to fasten it to the window ledge with two small screws. Every fan is provided with holes for screwing it fast as desired. These thumb screws can be easily and quickly adjusted, making the fan secure and in no danger of falling off the window in the night. The cord and switch can be located near the head of the bed, within easy reach of the sleeper, so that the fan can be turned on and off at will. If placed on the first speed the fan will make practically no noise and can safely be operated all night. It is immaterial whether the fan pumps fresh air into the room or sucks the "used" air out, the effect being the same.

The first cost of an electric fan is not great. The small eight-inch is large enough for a small home and the twelve-inch fan is large enough for any size house. They can be easily attached to the electric light socket and consume no more current than a small electric lamp. In fact, the eight-inch fan can be used for a quarter of a cent an hour, and the twelve-inch fan for half a cent an hour.

MODERN GIFTS FOR BRIDES

Practical Presents Are the Things that Count These Days.

JOY IN CHAFING DISH FOR ALL

Donors Are Advised Not to Be Old-Fashioned, but to Select Wisely and Get the Best for Their Money.

We can't help, even if we want to, thinking of those two high-headed, impetuous creatures who this month will line up before us. The attractive qualities of the June bride and the graduate seem to pull from every direction.

These two people, let us hope, are preparing to be very practical from now on and forever, and will appreciate any "substantial" suggestions from best wishers.

The times are most propitious for practical gifts to anybody. Where the bride or the graduate of a few years ago must be pleased with a plain frying pan or chafing dish these very articles have been turned into things of beauty as well as service. The frying pan has assumed many different disguises and now stands on the dining table polished and smiling back at those who smile at it.

The graduate who now receives a chafing dish is not necessarily hampered forever after with smelly bottles and "don't burn down the house." She gets a silk cord right with it which supplies it with all the eat and drink it needs, that is if there is an electric light socket or handboard receptacle to draw upon.

The wide field of such very modern gifts as these insure pleasure to any one who receives a modern gift. Do not be old-fashioned merely because you wish to be practical. For instance, who wouldn't like a curling iron which is always ready and can't burn or smoke.

There's a Hot Time Coming.

Special Table Fans. A new design. Give a gentle breeze in all directions. Fans from \$10.50 up.

THE ELECTRIC SHOP.
Wolfe Electric Co.,
1810 Farnam Street. Tyler 1414.



Count Your Employees—Then Count Your Telephones

Adequate Telephone Equipment Is Necessary

To give a clear track to all calls for you from the outside.

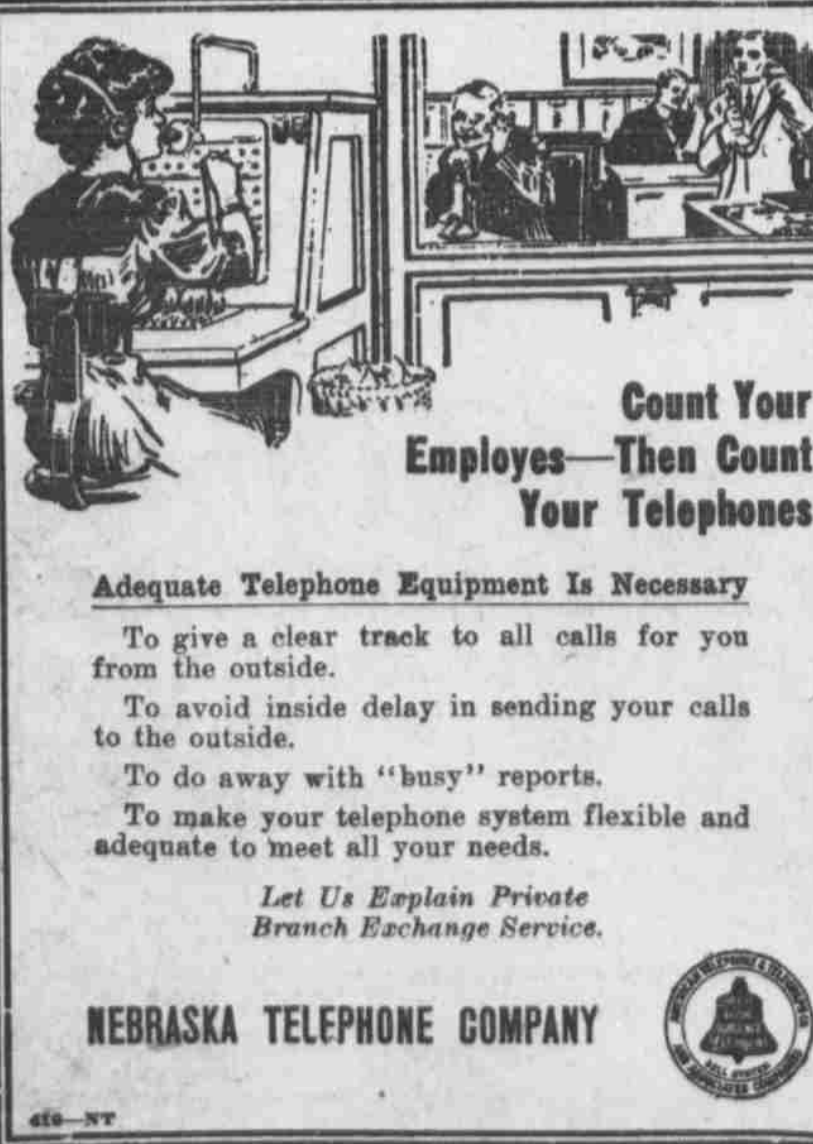
To avoid inside delay in sending your calls to the outside.

To do away with "busy" reports.

To make your telephone system flexible and adequate to meet all your needs.

Let Us Explain Private Branch Exchange Service.

NEBRASKA TELEPHONE COMPANY



Any Player Roll for Any Player Piano.

The Hospe collection of player piano rolls is unexcelled in the west for choice of pieces.

You can get any piano selection that you want, from the familiar pieces of olden days to the popular song and cabaret numbers of the present day.

ANY ROLL YOU WANT—WHEN YOU WANT IT.

A. Hospe Co.
DOUGLAS STREET.

BENNETT ELECTRIC CO.

SAFE AND RELIABLE WIRING

It **PAYS TO PLEASE**

321 Omaha Nat. Bank Bldg. D 3214

Omaha Electrical Works

Electric Elevator Repairs and Westinghouse Motors

108-12 N. 11th St. Phone Doug. 1181.

The greatest success in this world has been attained by the persistent chap. He who is on the job day after day and who follows up a day's work with a second, a third and an infinite number.

So it is with advertising. He who succeeds is he who follows up one good advertisement with a second, and many more.

This page has lined up business for many merchants.

"I think it one of the best pages of its kind ever published," commented an Omaha advertiser last week.

If you are selling electrical goods, do consistent advertising on this page. Be represented here each Tuesday.

The house wired for electricity is the one that gives the tenant entire satisfaction

If your house does not have electricity let us move you at once into one that does. We give complete satisfaction in our moving, and dispatch work with care to every article and without damage to the most fragile piece of furniture.

Moving, Storing and Packing Modern Equipment

Store your goods with us this summer in Fireproof, Ratproof and Dirtproof Vaults

The Best Storage in the West.

Omaha Van & Storage Company