

# THE PEOPLE'S WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday

## Small Things that Count for Much

By MRS. MARY MORTIMER.  
 "Just a minute—there now," exclaimed an east side hostess as her guest was about to descend the dark stairway.  
 "Oh, how lovely it is to have switches," in turn exclaimed the guest, who had seen the part of the stairway above the landing illuminated by the button which lighted the lamp in the hall and the turning below the landing illuminated by the button which lighted the lamp in the reception hall. "Our house is one of the old 'straight up and down' wired kind which does not allow of such luxuries as turning on the light downstairs when you are up."  
 The hostess explained that she had considered her switches luxuries when having them included in the wiring, but that they were now to her economies as well. "You see, using yourself for an example, I have every means of preventing you from falling downstairs and breaking your neck or of getting lost in a dark corner while still I do not have to keep the lights burning all over the house all evening for your benefit."  
 When they had descended the stairs

## Silence and Grace Attract Attention in Floral Parade

Near the shores of the sun-kissed Pacific, in the city of sunshine and the land of flowers, this rose decked electric was the cynosure of all eyes in the big Los Angeles floral parade.  
 The simplicity of the color scheme, the beauty of the body lines, the silence of the motor, gave the electric an air of refinement and an artistic atmosphere lacking in the more gaudily decorated cars.  
 The Bennett Electrical company has just secured the contract for the complete electrical installation on the new building to be erected by the Omaha Cold Storage company at 124th and Farnam streets. The building is to be wired for lighting and power purposes and is to have its cold storage machinery operated by individual electric motors. The Bennett company has done the electrical contracting for many of Omaha's large buildings, its most recent one being that of the new Omaha Van and Storage company's building.

## Trainman Flourishes Bright New Lantern

Trainmen's lanterns equipped with electric incandescent lamps were among the new devices shown at the National Electric Light association convention recently held in Chicago. The lantern is similar to those used by conductors and brakemen, with the exception that light is furnished by a 25-volt, 1.5 candle-power incandescent lamp instead of by an oil lamp. The base of the lantern, which ordinarily serves as a reservoir for oil, contains a small three-cell battery. Instead of manipulating a switch or button to turn on the light, all that is required is to put the handle in an upright position (which is the natural position when carried by a trainman). To extinguish the light the handle is dropped to one side. Connections between the battery, electric lamp and handle-operated contact are concealed in the wire guard surrounding the globe of the lantern. The outfit complete weighs only 2.25 pounds and it is asserted that the battery will give fourteen hours' continuous service or twenty-eight hours' intermittent service.



## Reduced Prices for Mazda Lamps To Users of Our Service

Size of Lamps	Old Prices Per Lamp	New Prices Per Lamp	Percent Reduction in New Prices	Old Lamps Must Be Returned to Obtain These Prices
25 Watt	\$ .35	\$.25	28	
40 "	.35	.25	28	
60 "	.50	.35	30	
100 "	.75	.65	13	
150 "	1.20	.90	25	
250 "	1.75	1.45	17	
400 "	3.00	2.50	17	
500 "	3.25	2.50	23	



**METER READING REQUIRES NO COLLEGE COURSE**  
 To figure the cost of your electric lighting is not difficult. The amount of electricity taken by an electric lamp is expressed in watts. Most electric lamps now manufactured have the number of watts which they are rated to consume printed on a label on the bulb.  
 To determine the cost of operating an electric lamp, divide the number of watts it consumes by 1,000 to reduce to kilowatts, and multiply the number of hours the lamp is to be operated by the kilowatts to obtain the kilowatt hours of electrical energy. The kilowatt hours multiplied by the rate per kilowatt hour which is charged gives the cost of operation for the stated time.  
**Economy Always Pays.**  
 Economizing on one thing in order to add more to something else is an old story. The family who started to invest their savings on electric light bills in electric household appliances have found out to their own satisfaction that economy pays. When they installed Mazda lamps in every socket in their house they concluded to make it a sort of a "saving and investment" scheme. They found the monthly average of the bills for the previous year and placed the difference between this bill and every bill thereafter in a "family treasury."  
 From this fund they have since complete possession of three electrical appliances—an iron, a heating pad and a toaster.

## The New Reduced Lighting Rate and Lower Prices for Mazda Lamps Makes Electricity the Most Economical Light

With Mazda 20 C. P.	For Cost of	With Carbon 8 C. P.
32 "	" " "	13 "
50 "	" " "	19 "
80 "	" " "	32 "
150 "	" " "	48 "
250 "	" " "	80 "
400 "	" " "	128 "
500 "	" " "	160 "

## Omaha Electric Light & Power Co.

### BRIEF CITY NEWS

**Barophagus.** Burgess-Granden Co. Lighting Fixtures. Burgess-Granden Co. Have Root First in Now Deacon Press. Fidelity Storage & Van Co.—Dodge, 1514. Thorson Visits in Omaha—A. R. Thorson of Chicago, formerly assistant to L. A. Welch, weather forecaster, is in Omaha renewing old acquaintances.  
**Weddings Show Loss.**—One hundred and seventy-five wedding licenses were granted by the license bureau in July, fourteen less than during the same month last year.  
**Bandits Makes Report.**—Six hundred and forty-one deeds and 77 mortgages were recorded in the office of Frank Randle, register of deeds, during July. The receipts were \$1,904.66 and expenditures \$1,145.22.  
**Slot Machine Cases Monday.**—James Cunningham and A. L. Burtch, arrested in South Omaha by the sheriff on a charge of keeping slot machines, were arraigned in county court. They waived preliminary hearing and their cases were continued until Monday.  
**Ice Cream Social.**—The young people of the North Presbyterian church will give an ice cream social Tuesday evening on the lawn of R. A. McEachron, Twentieth and Wirt streets. A good musical program has been arranged and an evening of good fellowship is anticipated.  
**Indian Assaults Wife.**—Edward Blackish, the Wisconsin Indian, who assaulted his wife Saturday on government land, was taken charge of by the government officials and will be given a preliminary hearing before United States Commissioner Herbert Daniel Thursday.  
**Many Ice Wagons Licensed.**—Assistant License Inspector John Mathieson reports the issuance of 17 licenses last month, the receipts from the same being \$1,625. The greatest number of licenses issued to any one business was for ice wagons, thirty-three being licensed during the month.  
**Wants to Borrow Police Suit.**—Richard Ray of the Grey Stock company, playing at the Alhambra in Winfield, Kan., evidently is of the opinion that the Omaha police department runs a costing department. In a letter addressed "to the smallest constable on the force," which is Officer Joe Vanderford, he begs to borrow that gentleman's uniform for use in next week's drama. Ray offered to pay Vanderford well, but neglected to make any provision for the officer's attire while the uniform is being used by him.  
**SMALL DOG BITES LUMBAG IN THE CALF OF THE LEG**  
 V. Lumbag, 513 Jones street, was bitten by a cocker spaniel while crossing Sixteenth and Jackson streets. Lumbag was given no warning from the animal, which was trotting slightly ahead of him, and suddenly whirled, sinking his teeth into the calf of his right leg. He notified an officer, who searched for the animal with no avail. Later Lumbag came to the station and had the wound dressed by Dr. Poltz. He was taken home in the police emergency auto.  
**HOWARD TELLS OF LAND TO BE THROWN OPEN TO PUBLIC**  
 S. B. Howard of the Burlington's home-seekers' bureau has just returned from a trip through the new forest reserve that is to be opened October 1. The reserve is twenty-five miles south of Ashby and consists of some 34,000 acres. According to Mr. Howard, the soil is excellent and weather conditions are ideal. Lack of rain is unheard of in the reserve, and cattle occupy the fertile valleys until late fall

### CORN CROP REPORT IS BAD

**Railroads Find the Dry Weather Has Been Great Setback.**  
**EASTERN NEBRASKA IS FINE**  
**Fall Plowing in Southern Part of the State is Kept Back by the Very Dry Condition of the Soil.**  
 The railroads report that the evaporation from the soil during the last week has largely exceeded the rainfall and as a result the soil is not in satisfactory condition. According to the Burlington's report a short corn crop in Nebraska and the greater part of Kansas is inevitable, while the Northwestern report states that corn south of the Platte has been damaged from 40 to 60 per cent. The corn north of the Platte is still in good condition, but if the present dry spell continues it will be sure to be damaged.  
 On the Burlington the corn has suffered least on the Omaha division. The corn along the Omaha division is but 9 per cent below average crop, while along the Wymore division corn is 40 per cent below average and along the McCook division 56 per cent below average.  
 With plenty of rain during the next sixty days and no frost until October, many parts of Nebraska would yield a fair crop, but without rain damaged crops are inevitable and even with rain a perfect crop is impossible.  
 There was little rain over the state during the last week and there are no indications of heavy precipitation this week. Central City reported the heaviest rainfall. The total amount of precipitation for the week was 1.25 inches, but the benefit was derived because the rain was distributed over the entire period

### YOUTH GETS IN BAD OVER REFUSAL TO PAY FOR SHINE

Howard Morison entered a shoe shining establishment at 1218 Douglas street and, after securing a shine, refused to pay for it. Morison walked out, saying he was a Burlingtonian and all that Greeks were good for was to shine his shoes. John Ogrus and Peter Dominicus grabbed and held him until Officer Wright appeared and escorted him to the station. Morison, who is 17 years old, was turned over to the juvenile authorities.  
**An American King**  
 is the great king of cures. Dr. King's New Discovery, the quick, safe, sure cough and cold remedy. 50c and \$1. For sale by Beaton Drug Co.—Advertisement.  
**Persistent Advertising is the Road to Big Returns.**

### Father Williams' Case to Be Decided Today by English

Judge English of the district court will render his decision in the injunction case brought by Father Williams to compel Election Commissioner Moorhead to accept his registration, though his naturalization papers have been lost, at 1 o'clock this morning.  
 The case involves the right of the election commissioner to change the interpretation of a twenty-five-year-old law so that oral testimony is not accepted in the proving of citizenship for registration.

### BOOSTER BOWLING LEAGUE WILL MEET FRIDAY NIGHT

The Booster Bowling league will hold a meeting at the Association alleys Friday night for the purpose of organizing for the coming season, which is expected to start about the middle of September.

### Efficient Business Demands Adequate Telephone Service

With adequate telephone facilities, the maximum of efficiency is secured from every unit of the organization.  
**The Bell Telephone Private Branch Exchange** provides an "always open" door, distributes call to particular persons wanted, facilitates business and makes every move count.  
 Let us send a representative to explain Private Branch Exchange Service in detail.  
**NEBRASKA TELEPHONE COMPANY**