

"DO IT ELECTRICALLY"

GIFT SUGGESTIONS



Say Mr. Spug!

If you are a member of the "Society for the Prevention of Useless Giving" let us suggest you take a look into our window.



Our goods are always acceptable—always used and never wear out.

Genuine Imported Japanese Lamps—No two alike... \$10.00 to \$25.00
Imported Lamps With Silk Shades—No two alike... \$12.50 to \$35.00

We are overstocked. These were ordered previous to our fire and we are making prices to move them before Christmas, not after.

EVERYTHING NEW

BURGESS-GRANDEN CO.
1511 Howard Street

WOMEN LEARN TO LIKE THEM

Electrical Devices for Household Use Gaining in Popularity.

FLATIRON HEADS WHOLE LIST

It is becoming more and more a necessity and its aid to the housewife is certainly remarkable.

Of the many electrical heating devices, three are especially popular among Omaha housewives—the electric iron, the toaster and the coffee percolator. By far the most popular of these three is the electric flat iron.

The electric flat iron will, in a few years, be a necessity in the home. Of all the electric devices, it is undoubtedly the most convenient. Connected to an ordinary socket, becoming hot within a few minutes after the current is turned on, clean and cool, necessitating no change of irons, it is one of the greatest aids to wash day.

The electric toaster will make toast on the dining room table. With the turn of a switch, the coils of wire become red-hot in an instant. The slices of bread are then placed on each side of these red hot wires and in a "jiffy" the toast is ready to serve, piping hot. The toasters are very inexpensive, both as to price and the cost of operation.

Similar to the toaster, the coffee percolator may be used on the dining room table. Within thirty-five seconds after the current is turned on the percolation process commences. The coffee is always hot and ready to serve.

The popular opinion is that many of these electrical devices will not give satisfaction—that they will soon burn out. This is a mistaken idea. To show their confidence in electrical heating devices many of the manufacturers are guaranteeing their products, and are willing to replace any of the articles which do not give complete satisfaction.

electrical kitchen on the top floor. To meet the demand for clean and wholesome cooking, at the greatest economy, the kitchen has been electrically equipped for baking, roasting, broiling, grilling, frying and all other purposes, except for the warming of ovens.

The kitchen range contains three large electric ovens, three electric frying kettles, a two-section broiler, a set of griddles and eight disk heaters. Each oven and utensil is controlled by a snap switch, which gives any desired degree of heat.

Soliloquy of the Kitchen Stove as it is in Basement

"As a kitchen stove I have always had a feeling of being useful. As a basement decoration I have a feeling of being useless."

"I have always been proud of the effort people have made to keep me bright and shining, but my pride went before my fall early this spring when I was replaced by a cool and collected individual, who shines of his own accord and keeps all his heat under his lids."

"I have just heard that the new stove has been the success of the summer. If mere cooking is success then I give up. It has always been in the summer-time that I have felt myself most prominent. But no one has known that he was around," excepting by the delicious dinners that he has cooked."

"I do not know exactly what they mean by an electric stove, but if they are all like this one I do not see why I am in the basement and my rival upstairs. I make both heat and light in a room. He makes heat for the cooking only. I give people plenty of healthy exercise to clean and shine me. As he does not make or have any other bad habits he gets no attention from anybody."

"I cannot believe that I am doomed to the scrap heap. If I ever get out of this corner I shall cry vengeance upon any quick-heating, no-dirt stove that ever tries to displace me."

Imperator Has the Most Complete of All Wireless Apparatus

On the Hamburg-American company's new liner Imperator, which was in New York on its maiden trip last month, is to be found the most complete wireless telegraphic equipment yet devised. Not only the ship proper, but its motor-driven lifeboats also are fitted with apparatus for communicating with the shore and other vessels.

The motorboats have equipments with a working range of 200 miles, while that on the main vessel is capable of receiving and sending messages through a distance of 1,200 miles—half way across the Atlantic. It is doubtful, therefore, whether this vessel, if its wireless apparatus is in order, will ever be beyond the ken of its owners.

Two reverse antennas and two receiving instruments for long and short waves suitable for transmitting and "catching" news and performing service in the event of disaster to the Imperator, or some other ship, are included in the equipment. The station on board the Imperator is in charge of three operators, one of whom is always at the key.

The other electrical equipment of this magnificent leviathan is in keeping with its wireless facilities. Energy is developed by five turbo-generators and one generator driven by oil engines. This plant is situated well above the water line on the deck to provide for emergency lighting.

Special Illumination to Help Policemen

An Indiana city has recently utilized a special street lighting system that has been installed for ornamental illumination to assist the police in case of an alarm after the lights have been turned off at night. A controlling switch in the office of the chief of police enables the lights to be flashed on while officers are scouring the streets.

See Want Ads Produce Results.

Who wired the Omaha National Bank Bldg?
Johnston Electric Co.

Who wired the City National Bank Bldg?
Johnston Electric Co.

Who wires most of the Large Buildings in Omaha?
Johnston Electric Co.

We wire small ones as well. Our prices are right—Our material and labor the highest grade. Let us figure with you.

Johnston Electric Co.
1207 Harney—Doug. 456.

A FEW SUGGESTIONS FOR XMAS

- Electric Iron in Holly Box
- Sewing Machine Motor
- Electric Toaster
- Chafing Dish
- Coffee Percolator
- Xmas Tree Lighting Outfits
- Vibrators
- Toy Motors

Our Stock is Complete. Send Us Your Orders.

Mid-West Electric Co.
1207 Harney Street, Omaha, Neb.



This is the

Frantz Premier

The Cleaner you will use Every Day

A CHILD can use it without fatigue. You can carry it anywhere. Costs a cent an hour for current and gets all the dirt. Always ready. Takes less space than a carpet sweeper. Your house always fresh and sanitary—no need of house-cleaning.

Good enough for the largest home—priced for the smallest **\$30.00**

For sale by

Alamo Engine & Supply Co.
1122-24 Farnam St. Doug. 1082.

ENGINEERS' CLUB HAS ELECTRICAL KITCHEN

The Engineers' club of Boston has an

MAKE YOUR CHRISTMAS AN UP-TO-DATE CHRISTMAS "DO IT ELECTRICALLY" AT THE "OMAHA LIGHT HOUSE" ON THE LINCOLN HIGHWAY NEW STORE—NEW STOCK—NEW IDEAS WORTH CLIMBING THE HILL TO INSPECT

Doug. 2448.

HARWOOD-POPE COMPANY
LIGHTING FIXTURES.

1907 Farnam Street.

DO IT ELECTRICALLY BUT FIRST Call BENNETT and Get His Best Judgment in Regard to the SAFEST and BEST Method. **Bennett Electric Co.** Omaha National Bank Bldg. Douglas 3816. It PAYS to PLEASE.

CALL... **HANFORD** TO WIRE D. 1615

"DO IT ELECTRICALLY" ELECTRIC HOUSEHOLD APPLIANCES **ISRAEL LOVETT & COMPANY** COUNCIL BLUFFS, IOWA. Telephone—Council Bluffs 64; Webster 2956.

EDW. F. SCHURIG ELECTRICAL CONTRACTOR—Electric Light and Power Phone Harney 2946

ALL ELECTRICAL HOUSEHOLD APPLIANCES Christmas Tree Lighting Outfits, Dustless Portable Vacuum Cleaners, Washing Machines, Irons, Toaster Stoves, Coffee Percolators, Disc Stoves, Heating Pads, Chafing Dishes, Milk Warmers, Sewing Machine Motors—ALL ELECTRICAL. **OMAHA ELECTRICAL WORKS,** 1214 Harney St. Phone Doug. 1181

Electric Motors and Dynamo Repairs ARMATURE, FIELDS and STATOR REWINDING. COMMUTATOR REFILED; MOTORS FOR RENT. **LeBRON ELECTRICAL WORKS** Douglas 2176. 213-15 South 12th St.

See **DURKIN** for Lighting Fixtures **Thos. Durkin** Electrical Construction 2419 Cuming Street.

JAMES CORR ELECTRIC CO. RELIABLE WIRING SEE US FOR ANYTHING ELECTRICAL SPECIAL IRON, \$2.50 Douglas 1311. 208 S. 19th St.

Minneapolis Heat Regulator

Saves Fuel Keeps Temperature Right Day and Night 60-Day Trial Let Me Tell You More About It

B.E. ATHERTON 2306 Laird St. Phone Web. 4800. Regulation Specialist.

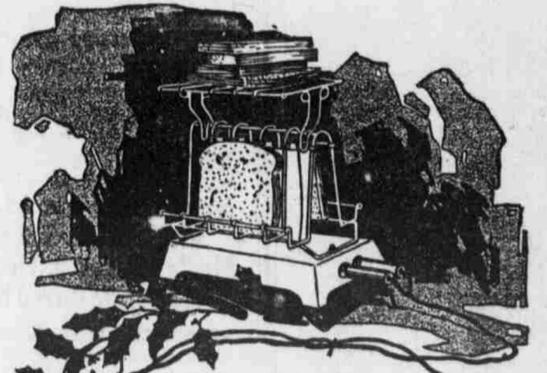
SUPRISE YOUR FRIENDS

On Christmas Day

"DO IT ELECTRICALLY"

Select your gifts from our stock of everything electrical

THE ELECTRIC SHOP on the Lincoln Highway. 1810 FARNAM ST. TYLER 1414. "Wire for Us and We Will Wire for You."



The Gift of Magic

There is magic in the Electric Toaster. It turns a piece of ordinary bread into a glorious, golden piece of toast right before your eyes, without fuss or effort, and sets free other little fragrant spirits that take hold of jaded and faded, tired and sick tastes till they say: "Um-m—how good it smells. I will have a slice of that."

- Other Magical Electrical Gifts
- Chafing Dishes
 - Coffee Percolators
 - Egg Boilers
 - Cigar Lighters
 - Curling Irons
 - Vacuum Cleaners
 - Library Lamps
 - Piano Lamps
 - Shaving Mirrors
 - Flat Irons
 - Radiators
 - Tree Lighting Outfits

Omaha Electric Light & Power Co.

BUY A WESTINGHOUSE ELECTRIC IRON

JOSEPH R. LEHMER CO., DISTRIBUTORS

For sale by Thos. Durkin, A. G. Jaeger Co., H. J. Lanktree Electrical Co., Omaha Electrical Works, Orchard & Wilhelm, Orkin Bros., West Side Electric Co. Le Bron Electric Co., W. W. Sherwood, Wolfe Electric Co., James G. Bradley, Council Bluffs