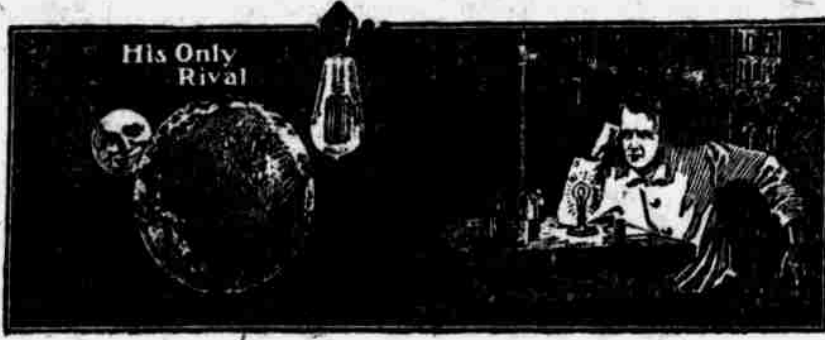


# EDISON WEEK—OCTOBER 21 TO 27

Edison  
Week  
October  
21 to 27



Edison  
Week  
October  
21 to 27

## EDISON MAZDA LAMPS

(The Lamp to Swear By--- Not At)

Every Genuine Lamp Bears the Name

### EDISON

INSIST ON THE NAME. THEY COST NO MORE AND ARE SUPERIOR TO ALL

For Sale by the Following Leading Stores in Omaha:

- |  |   |  |
|--|---|--|
| Adams-Haight Drug Company,<br>24th and Lake Sts. | Rosenblum-Lewis,<br>805 N. 16th St.                   | Tuchman Bros.,<br>25th and Davenport Sts.                      |
| Adams-Haight Drug Company,<br>24th and Fort Sts. | Saratoga Drug Company,<br>24th and Ames Ave.          | Tuchman Bros.,<br>25th and Harney Sts.                         |
| Beaton Drug Company,<br>15th and Farnam Sts.     | Sherman & McConnell Drug Co.,<br>16th and Dodge Sts.  | Tuchman Bros.,<br>24th and Lake Sts.                           |
| James Corr Electric Co.,<br>207 S. 19th St.      | Sherman & McConnell Drug Co.,<br>16th and Farnam Sts. | Tuchman Bros.,<br>324 N. 18th St.                              |
| Knaudson Grocery Co.,<br>5909 Main St.           | Sherman & McConnell Drug Co.,<br>24th and Farnam Sts. | U. S. Automobile Supply Co.,<br>606-S-10-12 S. 14th St.        |
| Powell Supply Company,<br>2119 Farnam St.        | Sherman & McConnell Drug Co.,<br>19th and Farnam Sts. | Western Auto Supply Co.,<br>1918 Farnam St.                    |
|  | Sherman & McConnell Drug Co.,<br>49th and Dodge Sts.  | Jas. G. Bradley Elec. Co.,<br>331 W. Broadway, Council Bluffs. |

## MID-WEST ELECTRIC CO.

1207 HARNEY ST., OMAHA

## Hold Your Business Up to Grade

Let people know where you are doing Business by using our Electrical Signs. Light as day. We have them, all kinds, designs and prices.

## Multiplex Sign Co.

1108 Farnam St. Phone Doug. 3665.  
Out-of-Town—Please Write for Circular.



If every husband could be made to do the family washing JUST ONCE, his wife would have one of our

### Electric Washing and Wringing Machines

before the following wash day.

If you buy it here, it is SURE to be good.

### Our Service

goes with every machine. That is why we have more than

2,000 ELECTRIC WASHERS and 600 VACUUM CLEANERS IN OMAHA. Cash or Easy Payments. ALSO CLEANERS TO RENT—Bargains in Demonstration Cleaners.

308 South 18th Street. **E.B. Williams** HOUSEHOLD APPLIANCES. PHONE Tyler 1011.

## EDISON STORAGE BATTERIES

Due to nine long years of untiring effort in which time more than fifty thousand experiments were performed and over two million dollars in money spent, Mr. Edison's

### Non-Acid Storage Battery for Farm Lighting Plants

is today considered the standard of the world. It is superior to all others because—

- |  |   |  |
|--|---|--|
| <b>FIRST</b> —It does not require expert attention to obtain the best results.   | <b>SEVENTH</b> —It is shipped to you completely assembled and charged, ready for use.   | <b>TENTH</b> —The Edison battery is made in but one grade and has a guaranteed life of ten years. Comparison in price are often made between the Edison and acid types of batteries. The latter are made in two grades, the Faure (or pasted plate) which usually come to you in sealed jars, charged, ready for use and which have an average life of perhaps three years, and the Plante or open jar type, which never comes charged ready for use, but which will undoubtedly give several years' longer service than the less expensive one. In making your comparisons do not confuse these two grades. |
| <b>SECOND</b> —No glass or rubber jars to break. All cells are assembled in steel cans.  | <b>EIGHTH</b> —The Edison battery contains no lead or acids of any kind and will, therefore, not sulphate or otherwise deteriorate if left standing idle indefinitely. In this respect it is entirely different from every other storage battery.               |  |
| <b>THIRD</b> —No amount of overcharging will injure an Edison battery.   | <b>NINTH</b> —There is no accumulation of sediment in Edison cells, which means no internal cleaning ever required. The active material is held in place inside of perforated steel tubes and pockets where it is impossible for it to fall out and thus reduce |  |
| <b>FOURTH</b> —An Edison battery may be discharged to complete exhaustion without any injury whatever.   |   |  |
| <b>FIFTH</b> —An Edison battery may be charged at five times its normal charging rate without injury, thus cutting down the charging time.             |   |  |
| <b>SIXTH</b> —No injurious, foul smelling or corrosive fumes are given off by the Edison battery. It is in keeping with your other modern improvements |   |  |

Edison batteries are used by ONE HUNDRED RAILROADS IN THE UNITED STATES in their train-lighting or signal service, or both. Edison batteries drive more than one-third of all the commercial electric trucks in America. Let us show you why it will be profitable for you to use the EDISON storage battery. Let us replace your worn out battery with an Edison.

Call and see our SWARTZ EDISON UNIT FARM LIGHT PLANT. Like the Edison battery it has many exclusive features which you cannot afford to miss.

**HOLLIE H. THEW, Distributor, 1511 Howard St., Omaha, Neb.**

MADZA LAMPS  
EDISON'S  
Of Course  
Saratoga Drug Co.  
24th and Ames.

WE SELL EDISON  
MADZA LAMPS  
Two Stores  
Adams & Haight  
24th and Lake—24th and Fort



## Announcing the First Electrical Safety Razor

With the new Electric Safety Razor the blade vibrates 7,200 times a minute and actually cuts the hair instead of pulling; and there is no need of the necessary side stroke that must be used in the common safety razor. The Electric Razor has the effect of both a shave and massage, leaving the face with the most pleasant feeling that is not possible without the vibrating electric razor.

**Our Five-Year Guarantee**  
The LEK-TRO-SHAV is guaranteed against mechanical and electrical defects. Should any show in five years, return the LEK-TRO-SHAV to your dealer and it will be repaired and returned to you free of charge, providing the guarantee slip which is packed with each razor is returned with the defective razor.

To shave with the Lek-Tro-Shav is the same process as shaving with any razor, except that you connect the cord with a light socket and turn on the switch when beard is lathered. The Lek-Tro-Shav runs with alternating current.

**PRICE \$15.00**  
Complete With Case-Drop Cord and Six Blades

**Where to Buy the Lek-Tro-Shav**  
We aim to have every electrical store, drug store, jewelry or hardware store carry the Lek-Tro-Shav. In towns of 12,000 or smaller, look for the Lek-Tro-Shav agency, or write to us for the nearest agency.

**BLADES**  
The blades are made of the best grade of steel, ground by experts, scientifically hardened and tempered by expert workmen that will guarantee many shaves from each blade (by stropping).

Remember, there is no smarting or burning the face after shaving with the Lek-Tro-Shav.

Manufactured by  
**Vibrating Electric Razor Company**  
236-238 Brandeis Theater Building  
OMAHA, NEBRASKA

## The Genuine EDISON Dictating Machine

In 40 years of use and perfection, is now used by 95% of world's large railroad and insurance companies and thousands of other large corporations and other business interests and by individuals. It costs less to voice-write correspondence than any other way. Write or call for demonstration or literature.

### DICTATING MACHINE COMPANY

215 Brandeis Theater Building  
Omaha, Neb.

Especially Selected by Edison to Distribute the Genuine

**EDISON Dictating Machine**  
Tel. Douglas 2510.



## A Partial View of The World's Greatest Laboratories

Thomas A. Edison employs over 7,000 people in the greatest manufacturing laboratories in the world

### The NEW EDISON

"The Phonograph With a Soul"

is not a talking machine and it is not manufactured in a talking machine factory. It is a laboratory product, made in the world's greatest laboratories.

This wonderful new instrument is something more than a mere mechanism. The New York Globe refers to it as "The Phonograph with a Soul." The New York Tribune says of it "Edison has snared the soul of music."

Music's Re-Creation is a new art, distinguished at every point from the mere mechanical and only approximate reproduction of musical sounds which is characteristic of ordinary talking machines.

### VISIT OUR STORE

We want you to hear the instrument of which the St. Louis Republic has said: "The problem of music in the home is solved when the singing of the greatest artists is made possible by an instrument that does not betray itself in the actual presence of the artists themselves." You will not be urged to buy; we are content to have you come and look.

**Schultz Bros.' Edison Shop**

313-15 South 15th St.

**Rouse Phonograph Parlors**

Cor. 20th and Farnam

NOTICE—Please do not ask us to sell you Edison Re-Creations if you intend to attempt to play them on any other instrument than the New Edison. No other instrument can bring out the true musical quality of Edison Re-Creations. Furthermore, injury to the records is likely to result if you attempt to play them on an ordinary phonograph or talking machine.