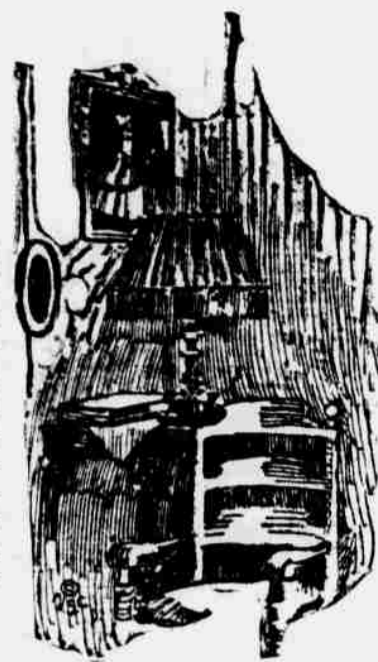


# WHAT WILL ELECTRICITY DO AS A SERVANT IN YOUR HOME?

## The Finishing Touch



A Table Lamp such as you will find in our extra large stock gives that desired finishing touch that makes a home really homelike. Soon it will be the time of year that you will spend your evenings indoors. The soft glow of a table lamp gives enchantment to its surroundings. We have every style and every model—you will surely find one here that will match your color scheme. Prices commensurate with quality.

**AUBURN ELECTRIC COMPANY**  
2423 Leavenworth St. Tel. Douglas 4407.

To the woman writing the best 250-word story, "What Electricity Will Do in Your Home As a Servant," will be given a

## NINE-CUP PERCOLATOR

This offer is made by the Omaha Electrical Industry Association, and as practically everyone knows what electricity will do in the home, the story will be an easy one to write. The judges will be the advertising managers of the three Omaha daily newspapers. Send or mail your story to **I. Lovett, Secretary Omaha Electrical Industry Association, 2104 Lothrop Street.**

Employees of Electrical Firms not eligible to enter contest.  
Contest starts Sunday, August 29th, and ends September 16th. Best story with winner's name published Sunday, September 19th, 1920.

**WHEN YOU MOVE—**  
In looking for a new home, be sure it is wired for Electric Service. The home without Electricity lacks one of the most essential of modern conveniences. In fact, the family living in an unwired home is being deprived of a present-day necessity.

**NO TROUBLE TO WIRE**  
No muss—no fuss. Skilled workmen now do the work quickly and neatly. Phone us for cost estimate.

**HANEY ELECTRIC CO.**  
Opposite South Side Postoffice  
4723 South Twenty-fourth St. Phone South 73

**James Corr Electric Co.**  
Everything in the Electric line for the Home and Factory.  
A B C Washing Machines  
Premier Vacuum Cleaners  
Simplex Ironers  
New Location  
1413 Dodge St.  
The Union Pacific Bldg. 1s Across From Us.

**Artistic Electric Fixtures**  
MAKE YOUR HOME MORE ATTRACTIVE  
We Are Lighting Experts Consult Us  
**The Nelson Company**  
Artistic Lighting Fixtures and Electric Appliances  
406 South 15th Street. Doug. 7649.

The safest, surest and most economical way to do your housework is with the use of  
**Electrical Household Appliances**  
Cook—Bake—Sweep—Dust—Wash and Iron  
Electrically, and it will be done in less time and better.  
See our display of Electrical Fixtures.  
**Modern Electric Co.**  
2924 Leavenworth

**THOS. DURKIN**  
Electric Light and Power Contractor  
2223 Cuming Street  
Let Me Figure Cost of Wiring the Old Home and the New.  
It's What You Save That Counts.  
Experienced Workmen Employed.  
Plans Submitted Cost Estimated  
Phone Douglas 2519

**What Kind of a Home Do You Live in?**  
Is it modern—is it equipped electrically? If not, let us figure the cost of modernizing it. The added comfort of living in an "electrical" home is well worth the small cost of the wiring.  
Call or phone  
**Thos. C. Mustain**  
315 Neville Block, 16th and Harney.

**The Most Welcome Servant**  
in any home anywhere is a  
**Thor Electric Washing Machine**  
It immediately modernizes that part of the home, by relieving the housewife of worry, work and trouble.  
With the Thor Electric Washing Machine you can do the largest family wash in a very short time and at trifling expense; in fact, five cents' worth of electricity and five cents' worth of soap is practically your expense in doing the largest wash.  
See them on display at the Electric Shop, or 'phone Tyler 3100, or South 3, and a salesman will call at your home.  
**Nebraska Power Co.**  
Furnam at Fifteenth. YOUR ELECTRIC SERVICE COMPANY. 2314 N. St. So Side

**Yoo-Hoo! SKINNAY!**  
"Tell your ma she better tell those 'lectric fellers how she uses electricity in her home."  
"My ma says she's goin' to. She says it's easy—and besides, she wants that percolator they're givin' for a prize."  
**McGrath**  
Distributors of Quality Electrical Merchandise and Supplies  
Buy From Your Local Dealer.  
We do not sell at retail.

Headquarters For The  
**Simplex Ironer**  
The greatest innovation for housewife that has been produced for years. Will iron the finest pieces as well as the heaviest in the entire washing. The Simplex will iron as much in an hour as you can iron by hand in a whole day. No more standing over a hot iron all day—let electricity do your work. The Simplex is very economical to run, costs about 2c an hour to operate.  
The Simplex can be connected with most electric washers—this saves you about \$33.00 on the cost of the ironer.  
Buy One on Our Painless Payment Plan  
**E.B. Williams**  
HOUSEHOLD APPLIANCES  
312 South 18th St.  
Phone Tyler 1011—"A Salesman Will Call."

**States Electric Service Co.**  
Tyler 4488 1011 Farnam Street OMAHA  
Motors, Generators, Transformers, Controllers and Power Plant Repairs  
To facilitate and furnish quick service we have installed complete equipment of the latest designed labor-saving winding machinery.  
We have a large force of skilled winders and repair men employed the year round. Our stock is large and complete of the best insulating materials to select from. Adherence to the highest standards and competent engineers in charge of the works are factors directly responsible for our already large list of satisfied customers.  
**We Solicit Your Inquiries**

You Buy  
**MILK**  
From the Milkman; Not the Plumber!!  
Then Why Not Buy Electrical Things From the **REAL** Electrical Dealers?  
*They understand their business better!  
They can serve you more intelligently!  
Their heart is in their work alone!  
It is their bread and butter, their life!*  
BUY FROM THE REAL ELECTRICAL DEALERS  
Distributors Jobbers **Mid-West** Omaha Des Moines  
1207 Harney Street

**Lalley-Wilson Electric Co.**  
Jobbers of Electrical Supplies  
Distributors of Lalley Light  
1307 Farnam Street

**Western Electric**  
Quality Products  
Western Electric Products have stood the test of time. Fifty years of success in the electrical industry have proved their worth. Ask your dealer to show you The Complete Line.  
**Western Electric Company**  
INCORPORATED