

NOVEMBER
21-27

"American Beauty" IRON WEEK

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Electricity Is Your Best Servant

Electricity has come to be one of the most important factors in our daily life, therefore it is interesting to know that the cost has constantly declined.

Since 1890 the cost of living has increased 140 per cent, that is: What then cost us \$1 now costs us \$2.40, whereas 10 cents buys the electricity which cost us \$1 in 1890.

It is, therefore, a grave mistake to omit convenient receptacles for attaching irons, vacuum cleaners and other household helps.

An electric flat-iron should be considered primarily as a working tool. Any tool is of value only if it does the work for which it is intended, either easier, quicker or better than the article it replaces. In other words, the intending purchaser of an electric flat-iron should consider not so much the iron itself, as the work it will do and its serviceability.

Care of electrically headed appliances is a most important item in the efficiency of an electric iron. Electrically heated appliances suffer most from frequently being left with current on when actually not in use. This must be avoided for at least three very good reasons: First, it wastes current; second, the excessive heat impairs the finish; and third, it is apt to injure the heating element which will reach a much higher temperature than the regular working temperature and damage is done.

The best way to make sure that the current is off is to pull out the switch-plug at the appliance.

Never turn off the current at the lamp socket unless the switch-plug is out.

Electric heating devices are always ready for instant use.

No wasted heat.

Cool, clean.

Safe, convenient.

Sanitary—no odor.

No soot—no ashes.

No flame to endanger life and property.

Toaster a Great Convenience.

Electric heat is ideal for making toast. No disagreeable odors or gases of any kind to permeate the toast and effect its flavor.

An effective grill is a mighty handy thing for the coming winter mornings. One can boil, broil, toast, fry, or in fact perform any cooking operation in the most satisfying manner.

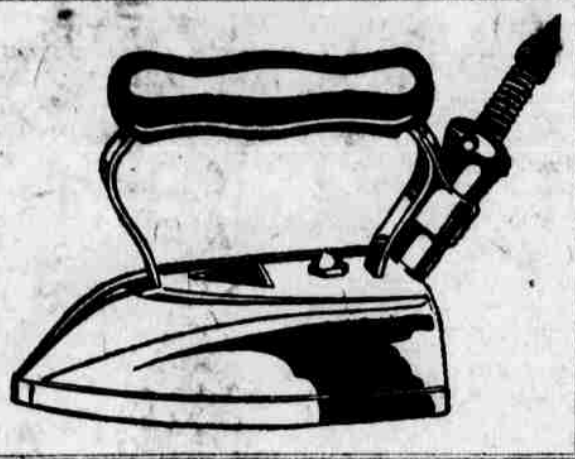
An electric warming pad takes the place of the old-fashioned, troublesome and cumbersome hot water bottle. It is one of the most useful articles.

There are so many times when a little extra heat is needed. It is necessary to have in almost every home and business place a device that will supply such heat conveniently and quickly, and it is to supply just that need that an electric heater is made.

Its use in the early fall and spring to take off the chill, rather than having the furnace fire in commission when not absolutely necessary, means saving of coal by lessening the time when coal is being used. An electric heater is fine for that cozy corner—keeps the baby warm while bathing—removes the chill while dressing—warms up the garage, etc.

An electric curling iron heater heats irons quickly and does away entirely with danger from alcohol or other flame and is entirely free from fire, dirt or odor.

When buying an electrical heated device always specify the voltage desired. A device will operate only when used on a circuit of proper voltage. All devices are made for specific voltage ranges and when used on circuits of a lower voltage, will not heat properly, or when used on circuits of a higher voltage, will overheat.



Ironing With An
"American Beauty"
Electric Iron
is ironing in comfort, in less
time and better

The "American Beauty" Electric Iron has an extra large ironing surface.

It has a large, comfortable, always cool wood handle that fits any hand.

It has an unusually flexible cord that outwears ordinary cord.

It is balanced to the fraction of an ounce.

It has a cutaway nose making it easier to iron tucks, flounces, etc.

It has an indestructible, patented, sheathed heating element—fool proof, and many other points that recommends itself to you. Select one today at the Electric Shop.

Nebraska Power Co.
Farnam at Fifteenth. 2314 M. St. So. Side

THE FREE-WESTINGHOUSE ELECTRIC SEWING MACHINE

is easily converted into a beautiful writing desk—a piece of furniture you will be glad to display to your friends.

It Is a Sewing Machine When Open; a Writing Desk When Closed

Even if it didn't have the beauty, grace and style that it has, you would want it as your sewing machine, because:

It is a sewing machine requiring no pushing of pedal or treadle. A little control device operated by a slight pressure of your knee regulates the speed, while electricity does the hard work.

It is a machine combining the advantages of both the rotary and vibrating types of machines, which is accomplished by the patented Free Rotoscillo movement.

See this attractive desk-machine on display at the Electric Shop. A first payment of Six Dollars places one in your home, and you are given a full year's time in which to pay the balance.



Nebraska Power Co.
Farnam at Fifteenth. 2314 M. St. So. Side



It's a
Woodrow
Electric Washer

Like the American Beauty Iron you are safe in buying the best. We have various types of Washers and appliances that will suit the most skeptical.

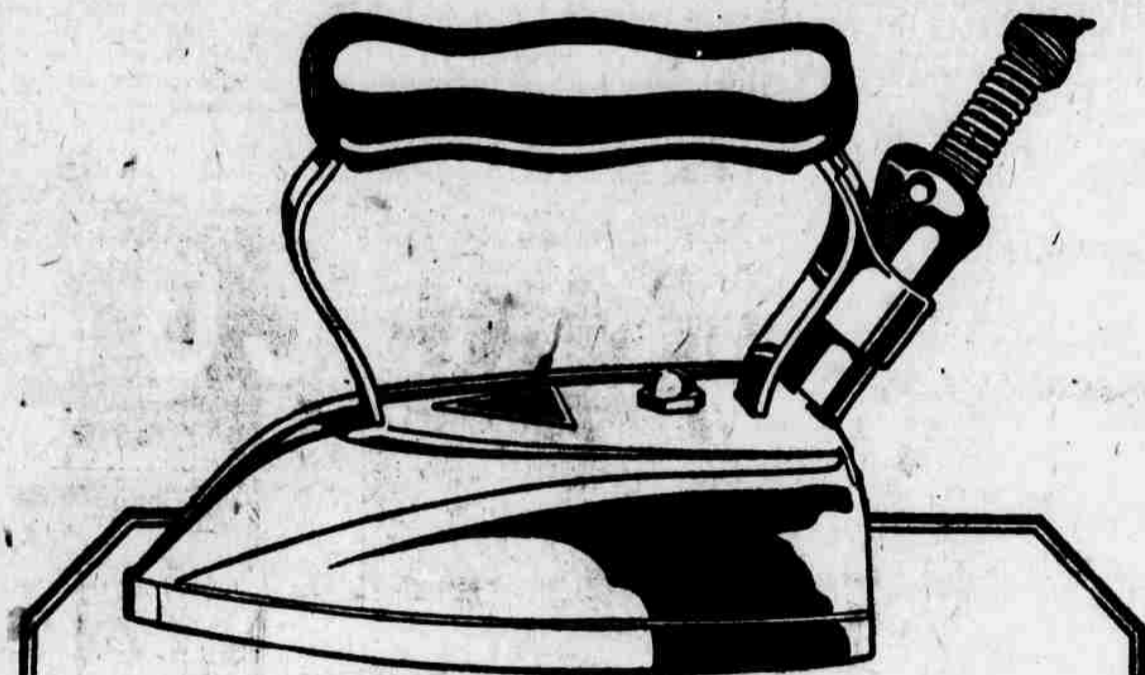
HODGE ELECTRIC CO.
24th and Lake Sts.
Webster 0582

American Beauty Electric Iron



An Ideal Xmas Gift for HER

The Best Iron Made



"American Beauty"
ELECTRIC IRON
The Best Iron Made

Buy this iron for what it will do. Of course its first cost is a little more than ordinary electric irons but its sturdy reliability makes it cheaper in the long run.

Sold by Electrical, Hardware, and Department Stores, and Electrical Companies

Manufactured by

American Electrical Heater Company, Detroit.
Makers of a Complete Line of Electric Heating Devices.

Holiday Suggestions for the Housewife

We have a complete new stock of American Beauty and Western Electric appliances; the kind you will admire.



Away from high rent district where prices are reasonable.



Electrical Contracting and Repairing...Supplies Fixtures and Wiring

Remember—If It's Electrical—WE DO IT

Houck Electric Company

W. W. Houck, Proprietor.
1620 Cuming St. Douglas 4610.

American Beauty Iron

We wire your home and furnish your electric washer, vacuum cleaner and all other electric appliances.

Special Assortment of Table and Floor Lamps

EVERYTHING ELECTRICAL

Modern Electric Co.

2924 Leavenworth. Harney 1255.



An Electrical Christmas

It's not too early to plan for that big event and now is decidedly the best time to buy, for our stocks are wonderfully complete with everything electrical.

Why not inspect our assortments this week?

The Nelson Co.

Artistic Lighting Fixtures and Electrical Household Appliances.

406 South 15th Street. Next Door to Orpheum.

American Electric Co.
"The Fixture House"
518 South 16th Street.

We have in stock a large assortment of "Electrical Gifts," Floor Lamps, Table Lamps, Toasters, Irons, Percolators, Grills, Curling Irons, Xmas Tree Outfits and—
EVERYTHING ELECTRICAL

SEE US FOR American Beauty Electrical Appliances

South Omaha's Best Electrical Store—Satisfaction Guaranteed.

JOOS ELECTRIC CO.
4833 So. 24th St. South 0345.

WE ARE DISTRIBUTORS FOR AMERICAN BEAUTY

Irons and other high-grade Electrical Appliances.

Dealers Can Get Prompt Service by Sending Their Orders to Us.

WRIGHT & WILHELMY CO.
Wholesale Hardware. Tenth and Jackson Sts.

AMERICAN ELECTRIC CO., 520 South 16th St., Omaha.

AUBURN ELECTRIC CO., 2423 Leavenworth St., Omaha.

BLUE BIRD ELECTRIC SHOP, 1905 Farnam St., Omaha.

JAS. M. BURNS ELECTRICAL CO., 4832 South 24th St., Omaha.

JAS. CORR ELECTRIC CO., 1413 Dodge St., Omaha.

THOS. DURKIN ELECTRIC CO., 2223 Cuming St., Omaha.

HANEY ELECTRIC WORKS, 4723 South 24th St., Omaha.

HODGE ELECTRIC CO., 2516 North 24th St., Omaha.

HOUCK ELECTRIC CO., 1620 Cuming St., Omaha.

E. A. JOOS ELECTRIC CO., 4833 South 24th St., Omaha.

Thanksgiving Greetings
To Our Dealers



Western Electric Company
INCORPORATED
WHOLESALE ONLY

MODERN ELECTRIC CO., 2924 Leavenworth St., Omaha.

NEBRASKA POWER CO., 15th at Farnam St., Omaha.

NELSON CO., 406 South 15th St., Omaha.

J. I. PURCUPILE, 1908 Harney St., Omaha.

E. B. WILLIAMS, 312 South 18th St., Omaha.

WOLFE ELECTRIC CO., 313 South 17th St., Omaha.

JAS. G. BRADLEY ELECTRIC CO., 331 West Broadway, Council Bluffs.

CITIZENS GAS & ELECTRIC CO., 26 Pearl Street, Council Bluffs.

CLATTERBUCK ELECTRIC CO., 14 North Main Street, Council Bluffs.

CONTINENTAL FURNITURE & CARPET CO., 28 Main Street, Council Bluffs.

DAMON ELECTRIC CO., 345 West Broadway, Council Bluffs.