

THE PEOPLE'S WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday

ELECTRIC REPAIRING

AND INSTALLATION WORK neatly, quickly and satisfactorily done with the most modern equipment and best workmanship. Call by telephone:

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The duck lays an egg without making any noise.

The hen makes a lot of racket about the little task.

You may admire the duck for its quiet ways, but you buy the eggs the hen lays, for you know that the hen lays eggs—the noisy fowl keeps you aware of the fact all the time, and you naturally ask for the goods that you hear of often.

So, you see, it pays to advertise, even if you be a hen.

The house wired for electricity is the one that gives the tenant entire satisfaction

If your house does not have electricity let us move you at once into one that does. We give complete satisfaction in our moving, and dispatch work with care to every article and without damage to the most fragile piece of furniture.

Moving, Storing and Packing Modern Equipment

Store your goods with us this summer in Fireproof, Ratproof and Dirtproof Vaults

The Best Storage in the West.

Omaha Van & Storage Company

ELECTRIC LIGHT CHEAPER

Edison Says it is "Only Thing" that Has Been Reduced.

IMPROVEMENT IN LAMPS REASON

Greater Efficiency of Mazda Light Makes It Superior to All Others, While Costing Less to Use.

Electric light is the only thing I know of that has become any cheaper in the last ten years.—Thomas A. Edison.

Mr. Edison's reputation as a student of life, and as the nation's leading inventor, adds authority to a statement which might otherwise seem open to doubt or question.

The increasing cost of living is a recognized universal condition. The price of every commodity which enters into the every day life of the people appears to have advanced. The one notable exception, now suddenly called to our attention by the great inventor, who is certainly qualified to know, should be fully explained so that everyone may take advantage of it.

Cost of Light Down. The result is especially surprising if we consider that many of the commodities which are chiefly responsible for the increased cost of living enter into the production of electric light also.

Two reasons may be stated for the resulting decrease in the cost of electric light to the consumer: first, betterment of central station machinery and methods, and second, improvements in the electric incandescent lamp itself.

It is especially noteworthy that patrons of the lighting companies have always benefited by any improvement in operating methods whereby the cost of service could be reduced. An official of one of the largest lighting companies in America recently said: "We have always striven to give our customers the benefit of any increase in efficiency within our company. As a result our rates have been repeatedly reduced, and I am safe in saying that there will be further reductions as improvements in operating and distributing methods enable us to do so."

Improvement in Lamps. The second cause for the phenomenal reduction in the cost of electric light to the consumer, has been the improvements in the electric lamps themselves.

From 1906 to 1908 was due to the increased efficiency of the new types of lamps then being developed, the Gem, Tantalum and finally the Mazda. The final decrease from 1908 to 1912 may be ascribed to reduction in the cost of the Mazda lamp and to the greater efficiency of its latest and most perfect type of illuminant.

In taking advantage, however, of the economy afforded by electric light the purchaser must bear in mind that only the Mazda lamps are the most economical.

New Lamps Not Always Used. Many people are still using the carbon or Gem, because they are not yet aware of the advantages of the newest lamp. The Edison Mazda lamp consumes for an equal quantity of illumination only one-third as much current as the old style lamp—for example, the operating cost of a 40-watt Edison Mazda lamp at the prevailing rate for electricity amounts to but 4-10 of a cent per hour, and fur-

nishes 21.2 candle-power of light as contrasted with only 16.3 candle-power from a 55-watt carbon lamp costing 9-10 of a cent per hour. The difference may be expressed more conclusively: for each candle-power of light from a carbon lamp 3.1 watts of electricity are required, while for each candle-power of light from an Edison Mazda lamp but 1.00 to 1.10 watts of electricity are required. The slightly greater cost for renewals of the Mazda lamp will not be found to affect these figures materially.

The Edison Mazda lamp therefore gives three times the amount of light for the same expenditure of current and money as the old style carbon lamp.

Movies Puzzled Her So Much She Rushed Toward View Screen

If your imagination is good you may be able to picture the sight that was witnessed by several hundred persons in a San Francisco theater a few years ago when Geraldine Tawmsen, now a member of Tawmsen's Hawaiian singers, who



was appearing as a stellar attraction at the Gayety theater, saw moving pictures for the first time and rose up in her seat and yelled in astonishment.

This young Hawaiian, for she was young then and is not more than 23 now, had just come to this country from the land of her birth, where Queen Lydia Lillokalanani was bothering the life out of American officials with her many claims. This young girl had never heard of the great Edison invention, and she was mystified beyond description when she saw the persons moving across the white sheet and she could not contain herself. She rose in her seat and started toward the screen with the idea of seeing just what the film persons were made of. She was drawn back, however, by her companion, who explained to her the best he could just what the movies were.

Since that time in the California city Geraldine Tawmsen has been a steady patron of the movie houses, and now, while she is appearing at the Gayety in special cabaret numbers, she watches the films each day. She is delighted with the good views which are shown at this house and is a great admirer of the electric wizard, Thomas Edison, a person whom she met when she was appearing in a cabaret on Broadway a short time ago.

To Remove Tarnish. Obtain a plate of pure zinc about four inches in diameter. With a hot soldering iron place several beads of solder around the circumference. Lay the zinc plate in an aluminum pan resting upon the beads of solder. Fill the pan with a quart of water in which dissolve 1 tablespoonful of baking soda and three table-spoons of salt. Bring to a boil and lay silverware in bottom of pan. Five minutes will be sufficient to remove the worst tarnish.—Mrs. Underwood.

A New Style Babe. Modern Mamma—is dear little Murtilla sleeping? Modern Nursemaid—I started his electric cradle, gave him his high pressure milk bottle and automatic baby rattle.

Modern Mamma—Then go to bed, Marie; if he needs anything else let him send a wireless.

KITCHEN FREED OF FLIES

Electric Fan Does Work in Brilliant Fashion.

COOLS WORKERS EFFECTIVELY

On Warm Days Test Has Found Electric Device to Be All that Dealers Have Declared It to Be.

Do not confine the electric fan entirely to the parlor or to the bedroom or to the summer porch. It will do just as good service in the kitchen and perhaps you can find even more uses for it here than you can any place else in the house.

A great many women use the electric fan to keep flies away from the kitchen door. If you know that the kitchen door is going to be used very much during a certain period, bring out the electric fan, or if you know that the cooking is going to be of such a nature as to attract flies to the kitchen door, bring your electric fan to the kitchen and direct its breeze towards the door. Even if the door is



opened the flies cannot enter against such a strong breeze.

If you do not wish the odors of the cooking to spread to any other part of the house, place the electric fan in the doorway leading from the kitchen to the other parts of the house, with the breeze directed from the other parts of the house. Cooking odors will not penetrate to the other rooms of the house.

If it is a warm day and you are working in the kitchen, bring out the electric fan and let it keep you cool. It will do as much for you in the kitchen as it will any place else.

Light Housekeeping Now Done in Lunch Rooms and Cafes

The afternoon tea rooms and evening lunch rooms in some cities have a new attraction in the form of electric tea pots and coffee percolators placed right on the table, where the guests may superintend the making of their own hot drinks.

A catering shop in Denver, where the electric percolator has been placed on the various tables, has found itself to be a busy host, especially after the theater. The pleasure of having the coffee prepared before their very eyes is much appreciated by the guests. The novelty of the preparation, the anticipatory pleasure in watching the bubbling, listening to the cheerful sputtering and in sniffing the fragrant aroma, together with the all around satisfaction of praisedly so closely over the entire operation seems to satisfy more than hunger.

Small Wireless Cooker. In the electric wireless cooker—the greatest contribution yet made to household economy—there is accomplished not only a saving of fuel, but also a conservation of the food, which, if it be meats, for instance, is an important consideration. A roast prepared in an electric wireless cooker is practically of the same weight when thoroughly cooked as when placed in the oven. More than that, its flavor is delicate and all its juices are retained.

Have a Heart!

Get her a MAYTAG ELECTRIC WASHER, or a VACUUM CLEANER, or an ELECTRIC IRON, or an ELECTRIC FAN. Make her labors lighter.

The Electric Shop WOLFE ELECTRIC CO. 1810 FARNAM STREET. TYLER 1414

Electric Fans For You

The fan that you want—the kind that will serve you longest and give you every degree of satisfaction—is here. Prices range to suit your purse.

ALL ELECTRIC APPLIANCES. Nebraska Cycle Co.

Cor. 15th and Harney Sts., Omaha. 334 Broadway, Council Bluffs.



Why You Should Have a Private Branch Exchange

To give a quick and constantly clear track to all telephone calls from the outside to any part of your establishment. To avoid delay and extra steps in sending out telephone calls from any part of your place of business. To make your telephone service flexible and adequate to meet all your needs.

Let Us Explain the Service and Rates. NEBRASKA TELEPHONE COMPANY

Omaha Electrical Works Electric Elevator Repairs and Westinghouse Motors 108-12 N. 11th St. Phone Doug. 1181.

BENNETT ELECTRIC CO. SAFE AND RELIABLE WIRING IT PAYS TO PLEASE 201 Omaha Nat. Bank Bldg. D 2614.

Electric Iron Saves Summer Home at Rate of Nine Cents

The fire in the furnace has died out and the big coal cookstove, which stands beside the gas range, has not had a fire for a week. On Tuesday morning Mrs. Prugal finished her ironing earlier than usual. It was the first time since last October she had used her electric iron. With a nice big coal stove, sizzling hot, it had always seemed a perfectly natural thing to set her old flat iron right on and let them "heat up."

Man Arrested for Low Bills Gives Good True Reason

A man was brought into court in an Illinois town, the other day, charged with tampering with his electric light meter. He was the owner of a small factory and it had been noticed that his electric light bill had suddenly dropped and had remained low for several months.



IT'S FAN TIME

IT'S HOT

There's Nothing Like a Fan To Bring Comfort on Sizzling Hot Days

But if you have an electric fan in your office, you aren't worrying about the heat. You are cool. GET A FAN TODAY. For sale by Nebraska Cycle Company and all other dealers.

Baltimore Purifies Its Water Supply by Electric Means

Baltimore is one of the first cities in the United States to adopt the electrical method of sterilizing the city water supply.

Purifying water by means of ozone gas has been found to be a quick and efficient way and for large quantities, such as a city supply, the saving of space occupied by the plant and the easy installation are in its favor.

Ozone is a powerful deodorizer and purifier of either air or water. It quickly unites with any dangerous organic substance and reduces it to harmless water or ash.

Table for Use of Telephone in Home in Highest Favor

The telephone has become so much an article of the home equipment that furniture manufacturers make specially designed tables for it. These are built to harmonize with the different types of furniture. In the illustration the swinging wooden bracket leaves the surface of the table for writing purposes and also lessens the chance of injury to the telephone by its being accidentally knocked off.