

# CHRISTMAS SUGGESTIONS

## DO IT ELECTRICALLY



### Our Fire of August 17th

Put us out of business until December 1. Our Fall Stock of Lighting Fixtures, Imported Lamps, Marble Bowls and Electric Appliances had all been ordered previous to our fire, and we have been unable to market them until now.



WE MUST DO NEARLY FOUR MONTHS' BUSINESS BEFORE CHRISTMAS. OUR PRICES WILL MAKE THIS POSSIBLE. We have some Lighting Fixtures which were slightly damaged by smoke and water, which have been made over as good as new. We are ready to make some very attractive prices on Lighting Fixtures.

IN OUR SAME OLD LOCATION

### BURGESS-GRANDEN CO.

1511 Howard St. Next Door to Gas Office

### Electric Flatiron is Now Reliable and a Joy to the Home

Five years ago, when electric flatirons were first placed on the market an Omaha housewife purchased one of them for which she paid a goodly price.

The iron was a failure. Every little while it was necessary to stop ironing and allow it to heat sufficiently to do the work. This lasted for about three weeks; then the iron died a natural death—wouldn't heat at all.

This same housewife went into one of the Omaha electrical stores about a year ago. She wanted to buy a flashlight, and after making the sale the clerk endeavored to interest her in an electric flatiron.

She had not forgotten her experience of four years previous, however, and told the clerk that she would never try another. She had had enough experience with them and felt certain they would neither do the work properly nor last any length of time.

Evidently the salesman won the argument. The flatiron has now been in use for nearly a year and is doing excellent work.

There is a vast difference between flatirons on the market today and those which sold five or six years ago. There is sufficient heat so that the iron may be used continuously. This heat is evenly distributed over the working surface of the iron, in this manner insuring the best results.

Manufacturers have so much confidence in the present day type of iron that they are willing to furnish a guarantee that their product will give entire satisfaction to the purchaser. In some cases this guarantee covers a period of one, two or five years, while one manufacturer guarantees his iron for life.

These irons are wonderful time-savers.

They are continually hot and there is no necessity of running to and from the stove. This fact, together with cleanliness, have caused many clothing manufacturers to adopt them in their shops, claiming that the increase in the amount of work accomplished by their operatives have more than paid the initial cost of the iron.

### Washerwoman Has Scheme for Washing Foot Ball Sweaters

Washing foot ball sweaters is not supposed to be the easiest task which a washerwoman can have handed to her.

Last year a woman in a small college town, who had repeatedly been the fortunate recipient of after-game sweaters, received four with instructions that they were to be thoroughly cleaned and dried before the "9 o'clock train left."

In desperation she decided upon an experiment. She bundled them up and went to the nearest electric shop and asked for a demonstration of an electric washing machine.

The four sweaters were tumbled into the machine and churned around for four minutes. They were taken out, critically surveyed and pronounced perfectly washed.

Out of sympathy for the task she had before her, the demonstrator hung the sweaters up and turned some electric fans on them, and the drying was completed before the "9 o'clock train left."

The same lady is ready this year at the beginning of the foot ball season for anything which comes her way. Her electric washing machine has been paid for between seasons.

### New-Fangled Broom Sweeps Everything

No other method of removing dust from around the buttons of upholstered furniture is so effective as the application of a vacuum cleaner. This same treatment of mattresses and other bedding is as sanitary as it is simple. The depressions around the buttons in chairs and couches give lodgment to germs as well as dust.

It is not an easy matter to clean these places without loosening the buttons, even when care is exercised. With the different tools supplied with an electric vacuum cleaner, however, the work can be done in an instant, efficiently and without injury to the leather or other fabric. Walls, picture frames, mouldings and plate rails may be cleaned just as conveniently.

### To Make Less Risk With Christmas Tree

"Why not make this a safe and sane Xmas?" asks E. B. Ferrigo, manager of the J. R. Lehmer company. "It is as essential that we protect the home and safety of life and limb from the hazards of fire caused by the ordinary candle on the Christmas tree, as it is to safeguard them from firework danger on the Fourth," continued Mr. Ferrigo. "The use of electric lights will do away with all this unnecessary risk and afford a more beautiful and satisfactory illumination than the old style."

This matter will be given serious attention by the authorities in Omaha this year and less trouble is looked for through Christmas fires than heretofore.

**Big Plans for Future.**  
The Society for Electrical Development in this country is planning to spend a vast sum of money in advertising the great usefulness and economy of things electrical.

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.



### A Christmas Investment in Hospitality

All you men and women who love a "jolly, hearty, informal party," find someone among your acquaintances to whom you can give an Electric Chafing Dish for Christmas. You will gain the reward of the deserving when the beautiful mystery dish simmers and steams and emits its savory smells. Whether SHE be wife, daughter, sweetheart, mother or just a friend, get her an Electric Chafing Dish.

### Other Electrical Gift Suggestions

- Percolators
- Coffee Pots
- Toasters
- Toys
- Cigar Lighters
- Curling Irons
- Shaving Mirrors
- Study Lamps
- Boudoir Lamps
- Library Lamps
- Massage Vibrators
- Hair Dryers

Omaha Electric Light & Power Co.

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  
HARWOOD-POPE COMPANY  
Doug. 2448. 1907 Farnam Street.

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<sup>00</sup>

For sale by  
**Alamo Engine & Supply Co.**  
1122-24 Farnam St. Doug. 1082.

"DO IT ELECTRICALLY"  
Give an Electrical Gift

Select a Percolator, Chafing Electric Irons, Fireless Cooker, Mazda Lamps, Wireless Outfits, Toy Motor and many other useful gifts.

You can find suitable gifts for Father, Mother, Sister, Brother and Sweetheart at

**THE ELECTRIC SHOP**  
**WOLFE ELECTRIC CO.,**  
1810 FARNAM ST.  
TYLER 1414.  
"Wire for Us and We Will Wire for You."

The Best Gift You Can Make Wife or Mother—a "1900" Electric Washer

Isn't the laundry problem a costly one to you under your present way of having it done? Costly not in money alone, but perhaps health. Not a pleasant thought. Let us show you how it can be done for you at practically no cost—about 2c per washing—by using a

"1900" Electric Washer and Wringer

We will place one of these peerless machines in your home for a

**15 Days' Free Trial**

We will help you get started right, and gladly add you at any future time if occasion arises. Washes ALL kinds of clothing safely and well, and no more trouble than turning on and off the electric current.

Surely, you owe it to yourself and family to investigate this offer. Ask any one of the more than 1,200 users in this city. Sold on easy terms, as well as for cash.

**1900 Washer Co.**  
Tyler 1011. E. B. Williams, Mgr. 208 S. 18th St.

Electrical Construction **W. W. Sherwood** Douglass 7633

Electric Motors and Dynamo Repairs  
ARMATURE, FIELDS and STATOR REWINDING  
COMMUTATOR REFILED; MOTORS FOR BEST.  
**LeBRON ELECTRICAL WORKS**  
Douglas 2176. 313-15 South 12th St.

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

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

**Lanktree Electric Co.**  
Electrical Contractor  
LIGHTING FIXTURES  
ELECTRIC APPLIANCES  
208 S. 18th St. Tyler 1011

THE **Apartment House** OWNER  
can give his tenants a MERRY XMAS by installing a push button elevator.  
**KIMBALL BROTHERS CO.**  
COUNCIL BLUFFS, IOWA.  
Elevator Builders to Uncle Sam and other discriminating buyers.

**JAMES CORR ELECTRIC CO.**  
RELIABLE WIRING  
SEE US FOR ANYTHING ELECTRICAL  
SPECIAL IRON, \$2.50  
Douglas 1811. 208 S. 10th St.

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.

Special Sale of **Electric Toaster Stoves**  
**\$1 Each**  
**Thos. Durkin**  
Electrical Construction  
2619 Cuming Street.

Tel. Douglas 1015. Wiring and Repairing  
**Hanford Electric Co.**  
ELECTRICAL CONTRACTORS  
204 South Twelfth Street  
S. K. Hanford, Mgr. OMAHA, Neb.

"DO IT ELECTRICALLY"  
Electric Household Appliances  
**ISRAEL LOVETT & COMPANY**  
Telephone—Council Bluffs 64; Webster 2998, Council Bluffs, Iowa.

BUY A... **WESTINGHOUSE TOASTER STOVE**  
**JOSEPH R. LEHMER CO., DISTRIBUTORS**  
For sale by Thos. Durkin, A. G. Jaeger Co., H. J. Lanktree Electrical Co., Nebraska Cycle 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