

INCREASING FARM EFFICIENCY or DELCO FARM LIGHTING

Showing installations and service of WM. LOWMAN & SON, INC. SILVER CREEK, NEBR.

Produced by Chenoweth Film Co. Lincoln, Neb.

Photographed by H.F. Chenoweth.

Title designing by C.G. Lawrence.

View of the Delco generator (or "light plant").

"MR. WM. LOWMAN, who in a short time built up an organization that led the world in the sale of Delco light plants for the year 1918."

"This company incorporated under and governed by laws of Nebraska."

The documents of incorporation are pictured.

"MRS. WM. LOWMAN President and Cashier WM. LOWMAN & SON, INC."

View of Mrs. Lowman speaking on the telephone at her desk.

"Mr. and Mrs. Lowman." The couple is seen coming out of their home and getting into their car.

"Jitney power plant used to generate electricity for the special lights used in photographing interior scenes shown in these pictures."

"Comfortable home of JOHN MOHLMAN where the first Delco light plant was installed in Platte County by WM. LOWMAN." View of the substantial home and farm property of Mr. Mohlman.

"A stranger in Silver Creek any Monday morning would be surprised to see over a dozen service cars leave the private garage of Wm. Lowman & Son, Inc. all bearing the same name and painted the same color." View of the cars entering a muddy street.

"The cars are then driven in front of the storeroom where the employees load them for the days work."

"STARTING TO WORK. In a couple of hours these cars will be scattered over five counties, the territory of Wm. Lowman & Son, Inc."

"Stock room where plants, fixtures and accessories are kept." Two men are seen examining the contents of the stock room.

"TROUBLE LIGHT." A mechanic is seen working on a car while holding a light in his hand.

"TOWN OF HAVENS NEB. Streets, movie show, general store, residences and garage lighted by a Delco 3 K.W. light plant."

"DUNCAN NEB. LINCOLN HIGHWAY GARAGE lighted by a 3 K.W. plant which furnishes light for business houses and streets."

"The Mayor of Duncan, Neb., looking over the 3 K.W. Delco light plant which furnishes light for the town."

"Barber shop & amusement center at DUNCAN. Delco-Light furnishes water and light for this place."

"AN ACROBATIC SERVICE MAN."

"ROSEBURG CHURCH Rural Parsonage, gymnasium, both lighted by a $\frac{3}{4}$ K.W. plant." Views of the house, the church, and other buildings.

"SALEM CHURCH Rural Grounds, parsonage and band hall, lighted by a 3 K.W. 110 volt plant."

"St. Michael's Church and School TARNOV NEBR. Lighted by a 3 K.W. 110 volt plant."

"Altar of ST. MICHAEL'S CHURCH."

"Xmas scene in the church."

"A great factor in Delco Light service is to keep the service cars in good running condition. A Lowman service car entering Kasperek's garage at David City for repairs."

Views of the exterior and interior of the garage, including the elevator which lifts the Lowman service car to the upper level for repair work.

"Occasionally to save time entirely new motor blocks are placed in the cars while the old ones are being repaired." One of the service cars is pictured leaving the garage.

"A few of the Delco lighted farm residences where plants were installed by WM LOWMAN & SON, Inc."

"Farm home of FLOYD MARQUIS near David City."

"Residence of NICK MOREBACH near Octavia."

"Some residences in Octavia Nebr., light by Delco. Showing homes of R. Black, Ben Keller and Geo. Dodendorf."

"Mike Cassin's fine residence near Columbus, Delco-Lighted. You will note the absence of aerial wires. This is underground construction."

"Mr. Cassin at home."

"Mr. Wille pumping water with a $\frac{1}{4}$ H.P. power stand from an 80 foot well."

“Operating a fanning mill. Same motor.”

“Mr. Wille has an ax to grind.”

“Water pumped and warmed by Delco service.”

“The following scenes show what LOWMAN SERVICE does for the Delco owner. Location: Farm residence of W. Loseke.”

“CAST OF CHARACTERS: Mr. Jones, owner of the farm. Walter Loseke. Mrs. Jones, wife of Jones . . . Mrs. Loseke. Baby Jones, their daughter”

“Mrs. Jones operates her washing machine by means of her electric power stand.”

“Baby Jones thinks that the Delco-Light plant is a new plaything.”

“Ironing day has come. Mrs. Jones does her ironing by electricity.”

“Mrs. Jones finds that a disabled generator is the cause for her iron becoming cold.”

“Father Jones is called on for aid. Now father Jones is one of those kind of husbands that wives like to have handy because they start things when they balk and fix them when they break.”

“. . . but Jones cannot fix the generator.” Mr. Jones goes to the telephone to call for help.

“Hello Mr. Lowman. Can you send a man to fix my generator?”

“Yes, -- I’ll get a service man on the job at once.”

“Back to the coal oil age.” Mr. Jones is seen reading by the light of an oil lamp.

“The stockroom man is told to get out certain accessories for service man.”

“Hello, is this the stenographer? Alright. Find the foreman and tell him I want to see him at once.”

“The foreman hurries to the manager’s office for instructions.” The foreman is seen walking down the sidewalk and entering the manager’s office.

“Manager’s Office, WM. LOWMAN & SON, Inc.”

“The foreman is instructed to send a man to repair Jones’ plant.”

“The foreman orders the service man out to Jones’.”

“Service Car No. 1 hurries away to the home of Jones.”

“Crossing the Platte River at Silver Creek on the way to Jones’.”

“Arrival at the Jones home.” The house and farm buildings are pictured in a snowy landscape. The repairman is seen working on the generator inside the Jones home.

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“Plant repaired and all is well.”

“All are happy on a Delco lighted farm.”

“A pleasant evening at home.”

“A Delco lighted Christmas tree.”

“DELCO LIGHT AND LOWMAN SERVICE Increase Farm Efficiency THE END”

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