

America's Electrical Week

Dec. 2 to Dec. 9 The Firms Who Will Show You How to Do It Electrically Dec. 2 to Dec. 9

A SOUVENIR given to each purchaser during this week.



If you love a hot cup of coffee on a crisp morning—come and see the electric coffee percolator. It gives you the best in the coffee—with no fuss or trouble. No lamp to bother with. No matches. No fire risk. Always ready. Price \$5.00. Try it with your own two hands at

Why are most chafing dishes never used? It's too much trouble to fuss with the alcohol lamp. A Buchanan electric chafing dish brings all the cozy comforts the idea suggests. It's always ready and cooks as you want it to. \$11.00.

ELECTRIC BUCHANAN STORE

J. F. Buchanan & Co. 1719 Chestnut Street



The Ludwig Trio-Electric

Electricity's Latest Triumph

This marvelous instrument marks a new era in musical achievement, for it enables you to play the world's best music as it should be played.

The Ludwig Trio-Electric Art Expression Player ensures, without physical effort on your part, a degree of tone perfection, rhythm and beauty that only the great masters themselves are able to produce.

During America's Electrical Week, we have arranged special concerts, using this instrument exclusively, which will be a revelation to even the most critical music lovers. We invite you to hear them.

Your Present Piano as Part Payment
Moderate Terms on the Balance
Ludwig Piano Co.
1103 Chestnut Street, Philadelphia, Pa.
EDISON DIAMOND DISC

Big Little Things

America is a big country, breeding a race of big men who think and do big things in a big way. "Pike's Peak or bust" is the national slogan—and we generally arrive. This breadth of vision and broad gauge mental habit, this concentration on the big idea, often causes us to lose sight of the less spectacular accomplishments, the by-products of success.

Take the case of electricity. The wireless telegraph and telephone, the mammoth power plants that supply current to vast communities, the electrification of entire railway systems and the miracles the chemist performs with the aid of electricity are never-ceasing sources of wonder. But we take for granted the artificial sunlight, the man-made breezes that temper the heat of summer and the scores of other devices that contribute to our comfort and convenience. In fact, many of us do not even know all the tasks this willing servant is anxious to perform.

It is to demonstrate just how a more generous use of current will benefit YOU in the home, store, office or factory that Electrical Week is being observed throughout the country. Even if you believe that electricity has no message for you don't fail to visit at least one of the exhibits arranged by progressive dealers in every section of the city. You will be interested in inspecting the many new appliances and will be amazed to learn of the giant strides made by electrical science in the last few years. Above all, you will add to your fund of knowledge and will come away convinced that "If it isn't electrical it isn't modern."

DO IT ELECTRICALLY



This Is America's Electrical Week!

IN acknowledgment of, and as a tribute to, the service Electricity is rendering humanity, the great industries of the country decided to dedicate the week of December 2 to 9, 1916, to a national celebration known as America's Electrical Week.

Join the nation in this celebration of electrical progress. Light your city, your home, your business place with Electricity. Learn more about Electricity, and its usefulness in factory, office, store, home. Give electrical Christmas gifts—Be An Electrical American. Celebrate with us! We will hold "Open House" at the Electric Shop and the following District Offices throughout the Week—from 8:30 A. M. to 10 P. M.

9 South 40th Street 4522 Frankford Avenue
3100 Kensington Avenue 7 and 9 West Chelton Avenue
18th Street and Columbia Avenue

This is your invitation to stop in at the office most convenient to you and look around. Our housekeeping friends, particularly, are invited to come and see what Electricity can contribute to their happiness and comfort. Also, you will find the Week an especially opportune time to do your electrical Christmas shopping. The stocks are complete and fresh—the salespeople bright and alert to help you make your selections. We urge you to come in and see our display—remembering that you are always welcome and that a visit entails no obligation to purchase.

For the retail storekeeper, we have a proposition whereby he can save 15 per cent to 20 per cent on the cost of wiring his store for Electricity. Details may be had upon application to the Lighting Service Department, Tenth and Chestnut Streets. Remember, this offer is good only until December 9th!



STEWART'S ELECTRICAL EXPOSITION

This is Electrical Week throughout the country and you are specially invited to visit our electrical display and see the tremendous strides made in the use of electricity as a means of brightening the world and lightening its tasks. Come and see the newest appliances for cooking, lighting and heating. See the devices that add to the luxury of motoring. Watch our wireless telegraphic apparatus at work. Inspect our vast array of electrical toys and other substantial electrical goods for Xmas. Get our new profusely illustrated 1000 page catalog of electrical supplies. The store is open from 8 to 5:30.

FRANK H. STEWART
ELECTRIC COMPANY
37 and 39 North Seventh
OLD MINT BUILDING

Clean your Home The Frantz Way



FREE TRIAL

Frantz Premier Electric Cleaner

We will deliver one of our cleaners to you without any charge whatsoever—not the slightest obligation to buy—use it yourself on your own rugs. We want you to see for yourself how it picks up threads, lint and ravelings and every speck of dust and dirt.

And Then You Need Pay ONLY \$5.00 DOWN

If You Decide to Buy and the balance in easy monthly payments—30 days between each payment.

PHONE MARKET 415 TODAY

Phone Market 415 at once and a Frantz Premier will be delivered without delay.
FRANTZ PREMIER DISTRIBUTING COMPANY
PHONE MARKET 415 730 Market St. THIRD FLOOR

\$7, and just the thing



A Westinghouse coffee percolator is one of the most acceptable of Christmas presents. And, oh, what delicious coffee it makes!

See this one and many others among our very large and complete stock of electrical household devices and toys.

H.C. ROBERTS
Electric Supply Co.
905 ARCH ST.

ELECTRICITY'S LATEST

THE

Western Electric PORTABLE SEWING MACHINE



makes sewing a pleasure. No more tiresome back breaking treadle pushing.

Use the machine anywhere—in any room where there is an electric light socket.

It's no bigger than a typewriter—easy to carry—easy to put away in a closet.



See how perfectly it sews—how easily the speed can be regulated—at the display rooms of the

PHILADELPHIA ELECTRIC COMPANY
10th and Chestnut Streets and Branch Office

CLOSING OUT
Wireless Supplies
AT REDUCED PRICES
The Quaker Light Supply Company
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HARVEY A. STROUD
Electrical Engineer and Contractor
2103 N. ELEVENTH STREET
Specializes on EYE COMFORT SYSTEMS of Lighting in Old or New Installation. Any Make Wire Electrical. Call DR. THE JOLLY, and Write, Call or Telephone DIAMOND 125.

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131 S. 11th Street
We are equipped to execute your order, no matter what the size may be.

THE LEDGERS
THE NEWSPAPERS THAT SERVE PHILADELPHIA