

America's Electrical Week

The Firms Who Will Show You How to Do It Electrically

Dec. 2 to Dec. 9

Dec. 2 to Dec. 9

A SOUVENIR given to each purchaser during this week.

The Electric Store Is The Place To Buy Electrical Goods



Our Expert Knowledge Is At Your Command

Ever since Adam and Eve made themselves clothes of fig leaves, the world has had to face the problem of keeping clothes clean. Wash day has no terrors for the woman who owns an Electric Laundry Machine.

Cost of operation is about five cents per week. Placed in your home on free trial to convince you the Electric Washing and Wringing Machines is the greatest labor saver invented. It solves the servant problem. Come and see them in our showroom. \$70.00. Easy terms.

ELECTRIC BUCHANAN STORE

J. F. Buchanan & Co. 1719 Chestnut Street



The **Ludwig** Trio-Electric

The Piano With a Soul

This unique instrument is not a mere player-piano; it is the reincarnation of the artist's spirit. Unseen fingers play across the keys and the Ludwig responds with a flood of melody that only a master's touch can call forth.

The Ludwig Trio-Electric Art Expression Player humanizes music, makes it a warm personal affair that reflects your varying moods. It is the piano with the human touch—the Wonder Piano that gives voice to the music in your heart.

During America's Electrical week we have arranged special concerts, using this instrument exclusively, which will be a revelation to even the most critical musicians. 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



The Live Wire House

Whether it's a home commodity, the dealer's needs, or the contractor's material, if it is "ELECTRICAL"—we have it.

The smallest order receives the same careful attention as the largest—our service makes a complaint department unnecessary.

SCHIMMEL ELECTRIC SUPPLY CO.
318 MARKET STREET, PHILA.

CLOSING OUT
Wireless Supplies
AT REDUCED PRICES
The Quaker Light Supply Company
728 ARCH ST., PHILA.
Exchange Phone, Main 3824
Bell Phone, Walnut 3652.

ESTABLISHED 1904
HARVEY A. STROUD
Electrical Engineer and Contractor
2103 N. ELEVENTH STREET
Specialties in WYE COMPANY SYSTEM of lighting in old or new installation. Any time you require, I AM ON THE JOB. Just Write, Call or Telephone DIAMOND 132.

Erected by the
PHILADELPHIA SIGN CO.
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

So Much to Do
So Little Done

These dying words of Cecil Rhoades, the empire builder of South Africa, also are typical of the spirit of American enterprise, the unrest and dissatisfaction with prevailing conditions which are the seeds of all progress.

It is this cold determination to surmount all obstacles, coupled with the fiery enthusiasm which cannot rest as long as there is work unfinished, that has made possible the growth of the electrical industry from nothing to something more than eight billion dollars in a generation.

Public necessity and dauntless enterprise prompted this phenomenal growth. At first only a few far-sighted dreamers dared venture out on the uncharted sea of electrical research. Now an army of 5,000,000 persons derive their living, directly or indirectly, from the electrical industry. And each one of these 5,000,000 workers has but a single aim—to serve YOU efficiently and economically.

When you wire your home, store, office or factory you enlist the services of this entire army of electrical experts. Day and night they are seeking new ways of lightening your burdens, perfecting new refinements of service—in short, giving you the benefit of their united efforts.

It is the enterprise of these workers, actuated by a sincere desire to serve, that has made them the modern Aladdins, rubbing with untiring zeal their laps to bring forth the genie Electricity, with its "thousand unseen hands," which ever are at the instant command of the world's millions.



Make Customers
Of Passers-by

Equipping your store for electric service means increasing its profit-gathering capacity. If you're skeptical, look up your most prosperous and successful competitor. You will find his store and show windows electrically lighted—and you will find they are making customers of the passers-by for him. Then consider that:

With the new low rates, Electric Light actually costs less in dollars and cents than any other illuminant. And that 75 per cent of all Philadelphia stores are using electricity.

Why handicap your business by not using electric light and electric time and labor savers?

Our "Reduced-cost store-wiring" plan will save you 15% or 20% of the cost of equipping your store for electric service.

This offer will be good only until December 9th. Let us show you the money you can save by this offer. Don't fail to drop a postal today—or better phone—

Walnut 4700

Main 100

Until
Dec. 9th
Only

THE PHILADELPHIA ELECTRIC COMPANY

Be Sure to Visit
STEWART'S ELECTRICAL EXPOSITION

Wonderfully rapid strides have been made in the uses of electricity in late years, and we are demonstrating them here this week. See the new "wrinkles" for cooking, heating, lighting. See the new "kinks" that add to the joy of motoring. Watch our wireless working. Look at the splendid electrical toys for the kiddie's Xmas gifts. Get a copy of our new profusely illustrated 100-page catalog. Store is open from 8 to 5:30.

Frank H. Stewart Electric Co.
37 and 39 North Seventh Street
(SITE OF FIRST UNITED STATES MINT)

ORIGINAL OLD MINT BUILDINGS

FREE TRIAL

Frantz Premier Electric Cleaner

We will deliver one of our cleaners to you without any charge whatever—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 \$3.00 Down

AND THEN YOU NEED PAY and the balance in small easy monthly payments—30 days between each payment.

This offer closes Saturday, Dec. 23rd, promptly at 6 o'clock.

PHONE MARKET 416 TODAY

There is no time to waste. Phone Market 416 at once and a Frantz Premier will be delivered without delay. Immediate action will insure Christmas delivery.

FRANTZ PREMIER DISTRIBUTING COMPANY
PHONE MARKET 416 730 Market Street THIRD FLOOR
Open Evenings

This Westinghouse toaster stove may not fit easily into a feminine Christmas stocking, but it will radiate a whole lot of good cheer from the Christmas breakfast table of the lucky woman who receives it for a present.

and
Only
\$6.

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

CLEANER THAN A NEW BROOM AND EASIER.

THE
Western Electric VACUUM CLEANER

will clean your floor, draperies, furniture and clothing quickly and effectively—no dusting necessary. Attach it to any electric lamp socket. It's the clean way to clean.

Ask for a demonstration

PHILADELPHIA Elec. Co. 10th and Chestnut Sts.
ALBERT GENTLE 1508 Columbia Ave.
E. A. WIGGOLD 2704 Germantown Ave.
JACOB ZAYN, 3d 2487 Germantown Ave.
WRIGHT AND WRIGHT 2115 N. Broad St.
F. H. GREEN 200 S. 6th St.
WHALEN-CROSBY 140 N. 11th St.
MODERN ELECTRIC CO. 4714 N. Broad St.
CHARLES D. BROWN 6425 Franklin Ave.