America's Electrical Week

The Firms Who Will Show You How, to Do It Electricalls

IR given to each purchaser during this week.

The Electric Store Is The Place To Buy Electrical Goods



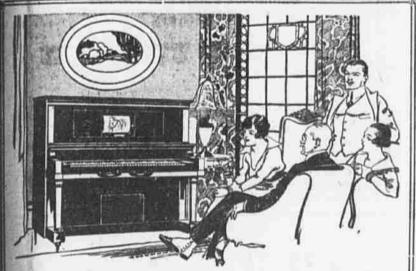
Our Expert Knowledge Is At Your

Command

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

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

F. Buchanan & Co. 1719 Chestnut Street



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 ter's touch can call

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 revela-tion to even the most critical musicians. We invite you to hear



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 rest—our service makes a complaint department unnecessary.

SCHIMMEL ELECTRIC SUPPLY CO. 318 MARKET STREET, PHILA.

Wireless Supplies te Quaker Light Supply Company
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1881 Phone, Walnut 5682.

HARVEY A. STROUD Electrical Engineer and Contractor 2103 N. ELEVENTH STREET Specialize on EYE COMPORT SYSTEM of Lighting in Old or New Installation. Artificial Components of the Component of the Compon



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 ary 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 genii 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 profitgathering 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 35 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

Until Dec. 9th

Main 100







ers 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.

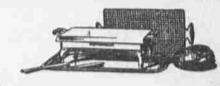
AND THEN YOU NEER PAY

AND THEN YOU NEED PAY and the balance in small easy monthly payments-30 days between

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

FRANTZ PREMIER DISTRIBUTING COMPANY THONE, MARKET 416 730 Market Street THIRD FLOOR



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

and Only \$6.

H.C.ROBERTS

Electric Supply Co. 905 ARCH ST. .

CLEANER THAN A NEW BROOM AND EASIER.

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

WHALES-CHORSY 140 N. 11th St.