

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



There is no toy like something "real"—where it doesn't have to be all "make-believe." We have trains, street cars, autos, with all the tunnels and stations to make a real railroad. It's the thing for that boy. Come and see. Price \$7.50.



Light your Christmas tree without danger of fire. We sell the little electric tree-light sets for \$3—little dogs, cats, birds, men. No Christmas fires—no extra dripping wax. And you'll use them for parties afterwards. Come see them at

ELECTRIC BUCHANAN STORE

J. F. Buchanan & Co. 1719 Chestnut Street

The Romance of Figures

Statistics generally are the most uninteresting facts that ever soil white paper. But occasionally a group of figures are as full of romance as a fairy tale, painting a word picture more vivid than the most impassioned language. Such is the story told by the following statistics showing the stupendous size and importance of the electrical industry:

Seventy per cent of the people of this country use electricity in some form every day of their lives.

Five per cent of the population—5,000,000 persons—derive their living, directly or indirectly, from the electrical industry.

Nearly \$8,000,000,000 is invested in electrical industry, including railways, telephone and telegraph.

More than \$2,000,000,000 is invested in privately owned central station electric light and power plants.

The business of the entire electrical industry totals \$6,369,041 a day.

One thousand and seventy-five per cent more electric light now can be obtained for 10 cents than for a like sum 20 years ago.

One hundred and ten million incandescent lamps are sold every year.

The average wattage in 1907 was 53; in 1914, with higher candle-power, it was only 48, and in 1916, 47.36. This shows more light is given with consumption of less energy.

There are 20,500,000 homes in the United States, of which 5,500,000, or 27.2 per cent, are lighted by electricity.

Truly the electrical industry is the backbone of the nation.



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! 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 toys and other substantial electrical goods for Xmas. Get our new profusely illustrated 100-page catalog. The store is open from 8 to 5:30.

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



The Ludwig Trio-Electric

The Wonder Piano

Not mere mechanical supremacy alone stamps the Trio-Electric as the unique musical instrument of all time. The spirits of a thousand masters dwell within its case—their unseen fingers play across the keys, calling forth a flood of rich melody that strikes a responsive chord in your heart.

In construction, design and finish, all Ludwig Pianos are as good as human skill can make them. Our enviable reputation, of which we are justly proud, stands behind every instrument bearing our name.

So you, Mr. and Mrs. Homemaker, rightly expect much of your Ludwig. But in the Trio-Electric you will find your most sanguine expectations exceeded, for it makes all your dreams of the Home Musical come true. We invite you to attend our daily concerts.



Your Present Piano as Part Payment
Moderate Terms on the Balance

Ludwig Piano Co.

1103 Chestnut Street, Philadelphia, Pa.
EDISON DIAMOND DISC



Tomorrow is the last day of our money-saving store-wiring offer!

You must act immediately if you wish to take advantage of our money-saving store-wiring proposition, because tomorrow, Saturday, is the last day!

The cost of material and labor is increasing steadily—you may never be able to equip your store for Electric Service with as little expense as at present.

You save 15% to 20% of the cost at present prices by taking advantage of our offer now. Then consider these facts:

75% of all Philadelphia stores are using Electricity.
With the new low rates, Electric Light costs less in dollars and cents than any other illuminant.

Think of it! You are voluntarily handicapping yourself in the business race by not using electric light and electric money- and labor-saving devices. Your electrically equipped competitor is using his show windows to shine forth a welcome which makes customers of passers-by. It is a sound investment and good business insurance to take advantage of this offer.

Remember! It costs nothing to investigate this money-saving offer. Phone now!

Walnut 4700.

Main 100

The PHILADELPHIA ELECTRIC COMPANY

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

IF YOU DECIDE TO BUY

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



\$4

THE BEST IRON

Any woman will be glad to receive a Westinghouse iron. And there is a store full of other electrical household devices and toys here awaiting your inspection. Bring the children with you when you come.

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



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
218 ARCH ST., PHILA.
Estimate Free. Mail Order. Bell Phone, Walnut 8882.

ESTABLISHED 1904
HARVEY A. STROUD
Electrical Engineer and Contractor
2103 N. ELEVENTH STREET
Specialize on EYE COMFORT SYSTEM of lighting in old or new installations. Also Fire Electrical, I. A. M. or F. R. E. E. 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

MAKE YOURS A HOME ELECTRICAL

(with)

Western Electric
QUALITY PRODUCTS

and you will go a long way toward solving the vexing servant problem



Junior Range

Portable Sewing Machine

Iron

Let electricity do your hard work—it will do it cheerfully and for very little cost.

See these household helps demonstrated at your electric light company's office—at your department store—or your electrical dealer's.