

"My Electrical Home"

Electricity should be *your* servant.

Few women realize the uses to which electricity can be put in their own homes, as a means of simplifying housework. The same wires that now serve you so well with light are ready to bring you new comfort, convenience and enjoyment.

Next to the easy availability of electricity in most homes is its low cost. You all know of the small cost of burning one electric lamp. For operating most of these devices the current consumption is no greater than that of an ordinary Mazda lamp.

There are the electric toaster and the many other heating devices for the easy preparation of food, and the little step-saving inter-phone for communication from room to room.

And then there are those wonderful labor savers, the vacuum cleaner and the dish washer; and the electric iron and washing machine for the laundry.

All these devices are sold and guaranteed by the Western Electric Company, the manufacturers of all the Bell telephones.

Write us for our literature and the name of our nearest agent in your locality. Ask for booklet No. 162-D, "The Electrical Way."

Have you heard of the new, fascinating game, called "Going to Market"? Everybody is playing it. We will be glad to send you one for 10c in stamps.



Home Inter-phone



Mazda Lamp



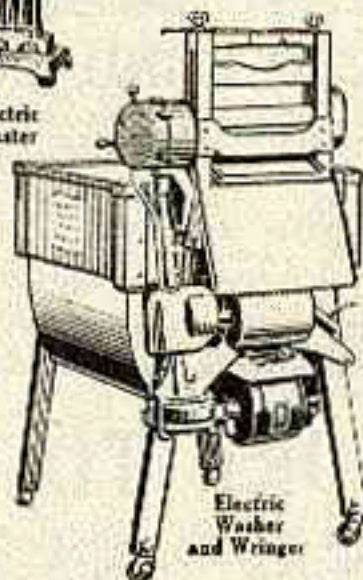
Electric Lantern



Electric Toaster



Electric Iron



Electric Washer and Wringer



No. 11 Vacuum Cleaner
"The Cleaner NOT Built Like a Broom"



Large Electric Vacuum Cleaner

Western Electric

WESTERN ELECTRIC COMPANY

New York
Buffalo
Newark
Philadelphia
Boston

Atlanta
Richmond
Savannah
New Orleans

Pittsburgh
Cleveland
Cincinnati
Detroit St. Paul

Chicago
Milwaukee
Indianapolis
Minneapolis

Kansas City
St. Louis
Dallas
Houston

Denver
Salt Lake City
Omaha
Oklahoma City

San Francisco
Oakland
Los Angeles
Seattle
Portland

EQUIPMENT FOR EVERY ELECTRICAL NEED