

At Our ELECTRICAL EVEN MORE

You should be practical this year with your gift
cal gifts now that our rates are so low and these
**TODAY UNDER OUR NEW RATES ELECTRICITY COSTS
LESS THAN IT WILL ON THE AVERAGE RATE
SCHEDULE IN THE UNITED STATES !**

For a few cents a day you can have the perfect
whether you are in the house or not... light
... sewing... protecting your foods... making
SOMETHING ELECTRICAL!

Here Are a Few Scale You Pay

THE ELECTRIC PERCOLATOR

New Residential Rate 1 1-3 Cents Per Hour
Old Lighting Rate 2 1-2 Cents Per Hour

It now costs only .0036 to
make 6 cups of coffee.

This Universal Percolator
will make a most useful gift.
Colonial Highboy design,
nickel finish. Six-cup capacity.
A gift that will serve the
year round.



\$1.95

THE ELECTRIC HOT PLATE

New Residential Rate 2 1-17 Cents Per Hour
Old Lighting Rate 3 4-5 Cents Per Hour



A convenient
Plate
right of
design,
and so

ELECTRIC SWEEP

5 Cents
Cents