

**ELEC-
TRICITY**
The
Modern
Aladdin's
Lamp
of
To-day's
Housewife

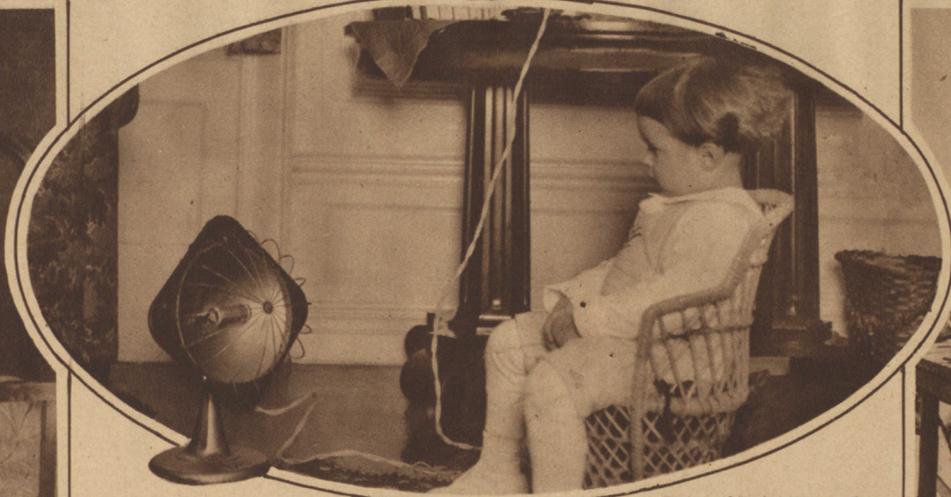


Left — A modern kitchen where electricity does all the work and the maid only supervises. The electric fan is busy drying fruits and vegetables; the electric stove is cooking without dirt or odor or soot. In the work-table an electric dish-washing machine is neatly concealed, and the refrigerator is busy generating its own ice.

Photos Courtesy New York Edison Company and Tucker Agency, 303 Fifth Avenue, New York City



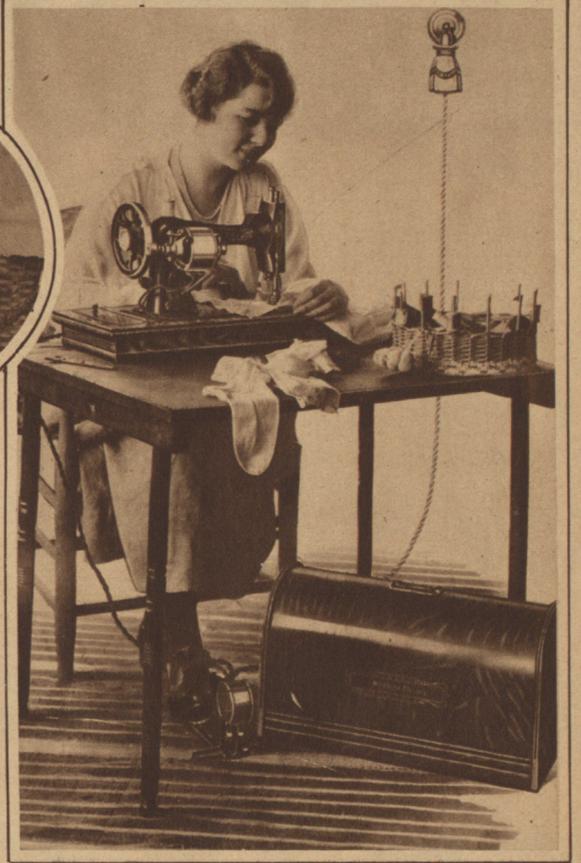
No wonder the kiddie stares. A five-pound electric heater that glows like a headlight and can be carried about and set down in the coldest corner of the house would have made his grandfather stare seventy-five years ago.



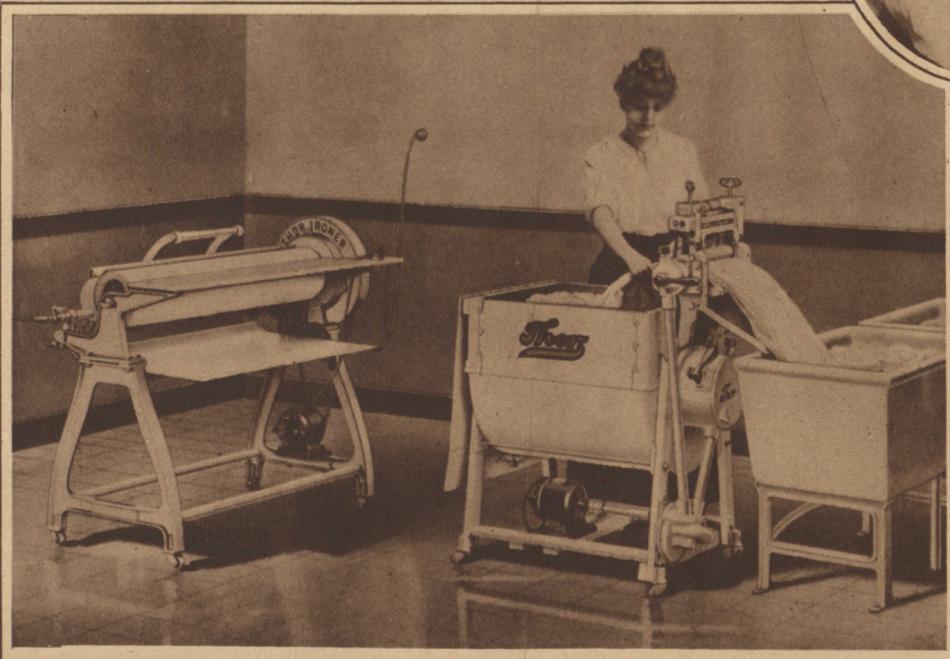
Left—Why raise a dust or strain and pull and tug cleaning mattresses when a vacuum cleaner will do it more thoroughly by merely pressing a button? This is only one of the stunts that a vacuum cleaner will do; fine mouldings, out-of-the-way corners, stair carpets, deeply tufted furniture, all yield up the dirt to the suction cleaner.



Right—Most housework is healthful exercise, whether we like to believe it or not, but running a sewing machine is frowned on by the medical profession. Sewing like lightning by harnessing the lightning's power to a foot-controlled motor, calling for no labor, is an idea to make every woman look as happy as this one.



Left—This electric pad has a warm heart, soft, fuzzy outside and is guaranteed never to drip hot water down anybody's neck. She'll smile presently.



The maid is present only by courtesy. One able-bodied woman, let alone two, could get breakfast with toaster, three-storied grill and percolator, all operated by electricity, without leaving the table.

Monday and Tuesday are one day now, minus their former stress and toil. Even an eight-hour household assistant could not object to turning on the electricity, directing the clothes through the wringer and steering them through this ironing machine. Such a washing and ironing day would not raise the temperature of a daughter of Erin.