



This



—instead of this

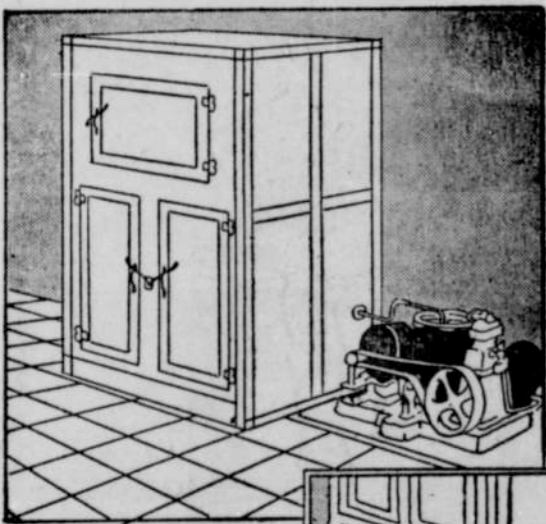


This



—instead of this

What do you receive — for the money you pay your Electric Company?



This



—instead of this

Your Electric Company charges you only for the exact amount of current consumed — *but, it is not the current you pay for.*

You pay for the comfort, convenience, safety, and satisfaction of perfect illumination — of clothes washed and ironed without wear or tear, or injury — without labor or the sacrifice of health, vigor and vitality — for carpets swept in an easy, sanitary and perfect way — for health-giving automatic ventilation — for truly efficient refrigeration — for the quick and easy accomplishment of dozens of other household tasks. And the amount you pay is insignificant — is almost nothing in comparison to either what you get, or to what you pay for not taking advantage of electricity.

Are You Practicing Shrewd Economy?

Are you taking fullest advantage of the money-saving, time-saving, health-building service made available to you by your Electric Company? Are you having seven days to yourself or five? Is house-keeping drudgery or are you letting the button on the wall do the work?

There is an electrical device designed to utilize electrical energy instead of your energy in the solution of nearly every housekeeping problem. The electrical energy required to operate these devices costs much less than your energy — your health — your time — and the actual savings in dollars and cents that these devices effect in comparison to other methods, make their purchase a dividend paying investment rather than an expenditure.

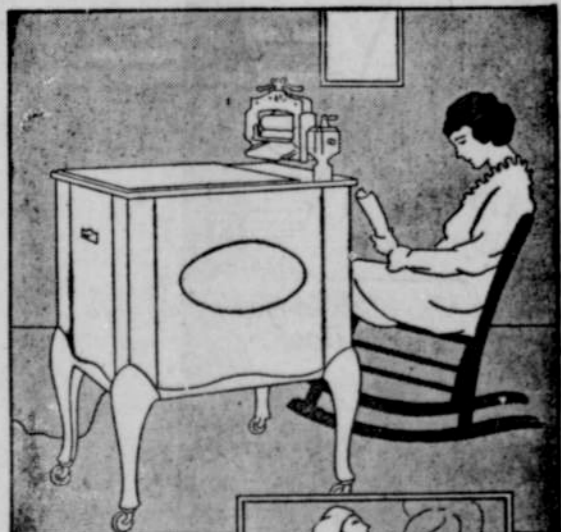
Let one of our electrical housekeeping experts place the facts before you. Let him show you the actual figures on the great savings to be made through the employment of electrical energy.



This



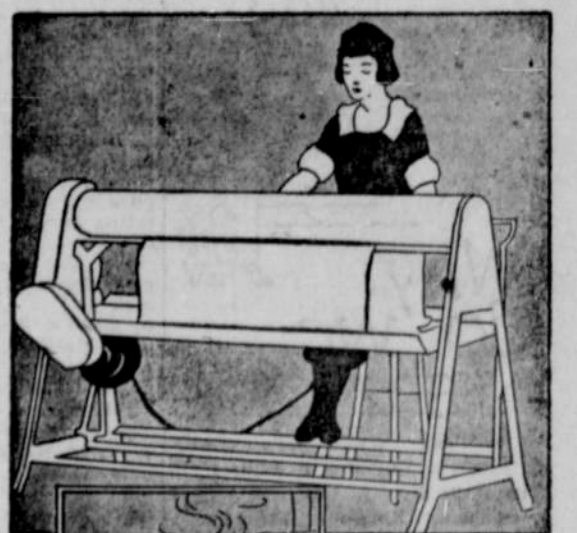
—instead of this



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—instead of this



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—instead of this

Mountain States Power Co.



Ours is the hand
that points the way
to Better Living