

Large
Crowds

The Electrical Exposition and Motor Show of 1916

Attending
Exposition

Here's a special page that merits your serious consideration

Look up these worth-while exhibits and products at the show



What do you know about Silk?

You should see the wonderful exhibit of silk manufacture, among the many interesting things at

The Electrical Exposition and Motor Show of 1916

Grand Central Palace October 11th to 21st
Lexington Avenue and 45th Street Open at 11:15 on excepting Sunday

The HOOVER Suction Sweeper



"It's Surest to Please"—because

through its combination of cleaning principles—sweeping, shaking and Suction, it **sucks up** all the clinging hair, thread, lint, etc.—it **LOOSENS UP** and **SHAKES** to the surface, the heavy, destructive, imbedded dirt, left in the floor covering by other methods to cut the nap and dim the colors. It raises the nap to a proper position and leaves your rugs and carpets not only clean, but with a restored newness and freshness that is a constant delight to the particular housewife.

It's found only in the Hoover Suction Sweeper—it's a patented feature and combined with the powerful suction, enabled the Hoover to establish the unequalled record of testing 98.5% efficient

The Hoover Special—the ideal sweeper for the home—see it at your first opportunity

Hoover Users are all enthusiastic;—Mrs. Frank Pattison, Chairman, House-keeping Experiment Station of the New Jersey State Federation of Women's Clubs, says—"We find the Hoover solves the house-cleaning problem"

Display space No. 92, Main Floor

THE HOOVER SUCTION SWEEPER CO

W. LOUIS JOHNSON
Eastern Sales Manager

47 WEST 34th STREET, NEW YORK CITY

THE WORLD FAMOUS Detroit Electric



**All 1917 Models on Exhibition at
The Electric Show Oct. 11th to 21st**

You are cordially invited to visit our Exhibit at
Booths 54 and 56, Main Floor, Grand Central Palace.

There you will see an electric car that has power, speed and wide travel range—a car that is so easy and safe to handle that your wife and daughter can use it on shopping errands or for driving through the parks while you are at your office.

A car that will travel seven to ten thousand miles on a single set of tires.

A car that can be garaged, charged, washed, oiled, polished and delivered at your door each morning and returned to the Garage each night at a total expense of \$45.00 per month.

Come in and request a demonstration—ride in a DETROIT ELECTRIC.

A car that is readily adjustable to sudden weather changes the year 'round.

Prices range from \$1775 for a four passenger coupe to \$2375 for a five passenger Duplex Drive De Luxe Brougham.

Anderson Electric Car Company

20 Central Park West

Telephone Columbus 3725

The above advertisement refers to the Exhibit of Model Manufacture showing the interesting evolution of

MALLINSON'S Silks de Luxe

Lovers of fashion will do well to witness this evidence of American enterprise by visiting the Electrical Exposition. Mallinson's Trade Marked Silks are found at the Fine Stores and in the Fine Garments.

"Pussy Willow," "Khaki-Kool," "Indestructible Voile,"
"Will o' the Wisp," "The New Silks First."

H. R. MALLINSON & COMPANY—New York—London—Paris

The NEW ELECTRIC IRON



While hubby works downtown to-night
I'll do a little pressing.
I'll hitch this cord into the light—
But, heavens! how distressing!
I need the light!
I need the heat—
Whatever shall I do?
"I'm yours for Double Duty"

92 — BENJAMIN — 96



Plug Cluster

If you have a single socket and want an extra one for attaching a fan, flat-iron, vacuum cleaner, motor-run machine, perforator, chaffing dish, toaster, portable lamp, etc., you can secure the necessary additional outlet by just screwing in a Plug Cluster of your own size. Provides two electric connections from one socket. For sale everywhere.



Current Tap

BENJAMIN ELECTRIC MFG. CO.

NEW YORK CITY

The Electric Automobile



The electric has no equal as a town car, and your wife or daughter can drive one as easily and safely as you can. Storage, cleaning, current and lubrication, \$40 per month. And you can have the car delivered at your address and called for every day for \$1.50 per week.

The Electric Garage

Central Park West and 62d Street
Columbus 9870

Six big reasons why
you should bake in

PYREX

TRANSPARENT

OVEN WARE



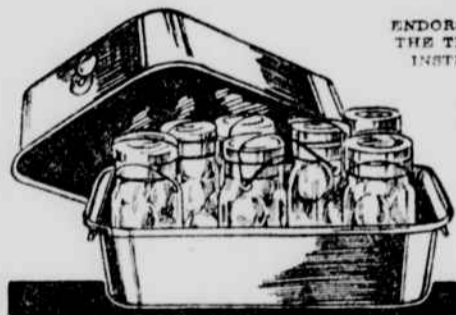
- 1 Pyrex is transparent. You can see the baking right through the dish, the bottom as well as the top.
- 2 Pyrex is spotlessly clean and easy to keep clean.
- 3 You both bake and serve in Pyrex—it is an added attraction to any table.
- 4 Foods bake quickly in Pyrex—an economy of fuel and time.
- 5 Pyrex retains the heat—food cooked and served in Pyrex is piping hot.
- 6 Crusts are uniformly browned. No burning, but as you want them.

Pyrex withstands the heat of the hottest oven and gives quicker, more thorough and uniform baking. Pyrex will not crack, crack, dent, discolor or absorb odors. Food does not cling to the hard polished surface of Pyrex. Pyrex dishes are economical—they save time, work, fuel, party space.

Mrs. Ware and many other leading cookery experts use and endorse Pyrex. Leading hotels, clubs and hospitals use Pyrex. Housewares dealers everywhere sell Pyrex. Indorsed by Tribune Institute and demonstrated at Tribune Institute booth, Electrical Exposition, Monday and Tuesday of this week.

Manufactured by
CORNING GLASS WORKS, CORNING, N. Y.

"Wear-Ever" ALUMINUM ROASTER



It Will Help You to Save Money

Every day in the year you can use the "Wear-Ever" Roaster—on top of the stove over one burner, or in the oven.

The "Wear-Ever" Roaster serves so many purposes that it saves the cost of other utensils—and it will outlast several ordinary roasters. It saves fuel because it absorbs heat so readily and retains it so long.

See them at The Tribune Institute Booth.

THE ALUMINUM COOKING UTENSIL CO.
NEW KENSINGTON, PA.

A Helpful Household Device That Every
Housewife Should Have



Price 35c.
LO-VIS COMPANY, KALAMAZOO, MICHIGAN

Make BUTTER

without a churn

See the
TAYLOR FRESH
BUTTER PAN

at the
TRIBUNE
INSTITUTE
Booth

**Weldon Roberts Metal
Polisher No. 88.**

Endorsed by
The Tribune Institute.

A necessity to all housekeepers,
mechanics, manufacturing jewelers
and sportsmen.

For Sale at

Department, Hardware, Stationery
and Cutlery Stores. If your dealer
cannot supply you, advise us.

Weldon Roberts Rubber Co.,
117 Mechanic St. Newark, N. J.

If not Electrical—How?



The Electrical Exposition and Motor Show of 1916

**GRAND CENTRAL PALACE
OCT 11-21**