

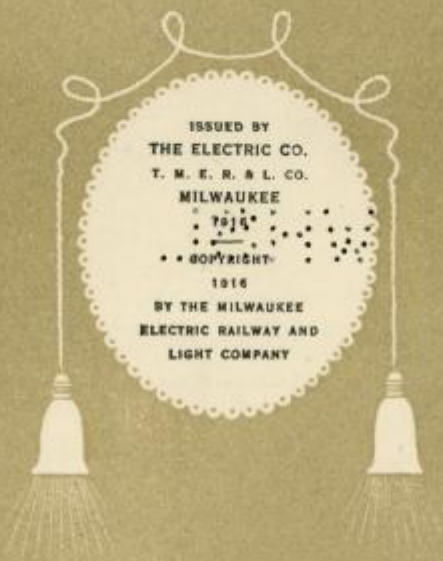
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The
ELECTRICAL HOUSE
that JACK BUILT

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THE ELECTRIC CO.
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MILWAUKEE

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1916

BY THE MILWAUKEE
ELECTRIC RAILWAY AND
LIGHT COMPANY



This is the porch where in the breeze
My lady irons at her ease
When summer makes the kitchen hot—
The Iron stays warm, the ironer not.
Fatigue's to her a stranger quite,
She does her work and finds it light—
In the Electrical House that Jack Built.





This is the kitchen, bright and clean;
It's spotless walls are clearly seen—
You quickly note what brought the change,
The labor-saving, 'lectric Range:
That flameless, odorless affair
That never taints the kitchen air,
For perfect sanitation's here;
Its virtues in all things appear
In the Electrical House that Jack Built.





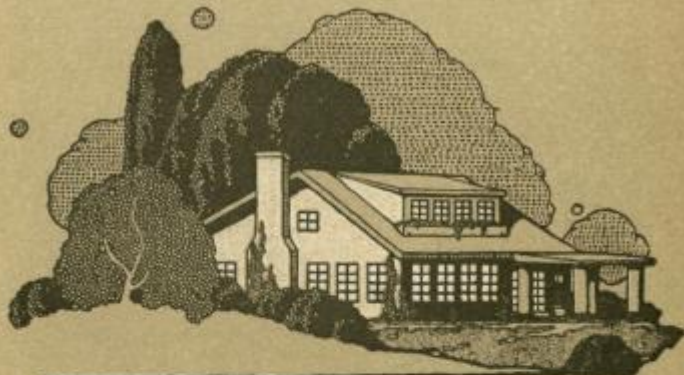
This is the dinner, cooked just right,
It helps to make the whole house bright.
In fact it is a joy to change
And cook on an Electric Range.
Its odorless and flameless heat
Cooks with a saving, bread and meat.
And then whenever mother wills
A steak she at the table grills
In the Electrical House that Jack Built.





This is the dining-room. You see
The Toaster glowing. Rapidly
The toast takes on a golden hue
That tempts the taste of me or you.
No flame its dainty crispness burns
Nor into char its brownness turns—
In the Electrical House that Jack Built.





This is the house with comfort warm
In summer heat or winter storm,
Where work is light and Light is Right
And peace is queen by day or night—
In the Electrical House that Jack Built.





These are the slender service wires,
That bring the aide that never tires,
But works and works
And never shirks
In the Electrical House that Jack Built.





This is the porch. The Light that's Right
In darksome eventide is bright
And radiates a welcome glow
The pathway to the house to show—
In the Electrical House that Jack Built.





This is the living-room, aglow
With lights that no hard shadows throw
Nor strain the eyes. The Light that's Right
Is restful, without glare, and bright,
Nor does it vitiate the air,—
Its healthful qualities impair
In the Electrical House that Jack Built.





This is the simple, light machine
That keeps the whole house neat and clean.
So easy 'tis to use, you know,
That any child can make it go
And sanitation is the rule
Where runs this simple, germless tool
In the Electrical House that Jack Built,





This is the laundry. Monday's blue
Are now 'unknown. The washing's through
In little time. The neat machine
Does all the work. Note how serene
Is madam. Only sunshine glows
In face of her who really knows
The aide that comes along the wires
And works and works and never tires
In the Electrical House that Jack Built.





This is the coffee, rich and brown,
That tempting breakfast washes down.
'Tis quickly at the table made
By use of that same tireless aide.
Its appetizing fragrance quite
Convinces one it's made just right
In the Electrical House that Jack Built.





This is the bed-room—pleasant place
Where madam may her tresses grace
With curling iron, electric, too,
And if perchance she's chilled quite through
Or cold or pain has made her sad,
A comfort's there—the heating pad,
In the Electrical House that Jack Built.





This is the nursery, nice and warm,
The radiator is a charm,
And when his kingship banquet would
This warmer quickly warms his food.
Thus healthfulness and comfort play
Their part in keeping harm away
In the Electrical House that Jack Built.





This is the sewing-room where "she"
Her sewing does in luxury,
The motor with its softened whirr
Does all the pedaling for her,
Saves her many an ache and pain,
Many a tiring, hurtful strain,
In the Electrical House that Jack Built.





These are the children—perfect health
Is this Electric Family's wealth.

Air that is always sweet and pure
Is Nature's greatest aid and cure—

Electric Service keeps it sweet

And makes a healthful home complete.

In the Electrical House that Jack Built.





Thus Jack and all his house enjoy
The Service that does not destroy
The healthful oxygen that gives
The air the force on which he lives—
Nor scatters through the atmosphere
Dust, odors or the germs we fear,
But does its work by night and day
In healthful and most cleanly way
In the Electrical House that Jack Built.



[illegible]

Average Rate 2.3¢ per K.W.H.

W. Jack Houshmitt
City

Mr. Jack Hirschman
City

This is the bill our Jack did pay
For keeping house this healthful way.
The total? See how very low.
No wonder all his home's aglow
With comfort, brightness, cleanliness,
And health and peace and happiness,
In the Electrical House that Jack Built.





This is the House that Jack Built.
These are the things that made the house
The Comfortable House that Jack Built.
They are the things that will do for you
What they did for Jack, so the story's true
If you but engage the service wires
That bring the aide that never tires
But works and works
And never shirks
In the Electrical House that Jack Built.





ELECTRICITY IS CHEAP IN MILWAUKEE

The low rates for Electric Service make it possible for every family to enjoy all the comfort, convenience, healthfulness and perfect sanitation of Complete Electric Service—to make use of the many household labor savers at as small a cost as shown in Jack's bill.

You are invited to visit the Electric Range Demonstration Room, ground floor, Public Service Building, Third and Sycamore streets, and see the ranges and other appliances fully demonstrated.

THE ELECTRIC COMPANY

