

TOAST YOUR TOAST

UNIVERSAL
Home Needs
ELECTRIC

TOAST Your TOAST

Don't ROAST Your TOAST

Some roast toast in the gas oven.
Some scorch toast over the coals.
But to toast toast use the

UNIVERSAL
Toaster
Electric

and it will be golden and crisp—never too light—never too brown. It makes toast right at the table, just as it is used.

The UNIVERSAL Toaster is simple and ornamental—there is nothing to get out of order—just connect the cord to any electric lamp socket, and turn the switch.

The Electric Coils are heated immediately and are so wound that the heat is absolutely even from bottom to top. So economical of current are these coils that sufficient toast for a family of six can be made for one cent. The price of the Toaster is \$4.00.

Look for the name "UNIVERSAL." It means the highest degree of efficiency and economy of current. The heating element is guaranteed for five years.

Every housewife having electricity in her home should write for the free booklet, describing fully all the UNIVERSAL Home Needs, Electric: Percolators, Tea Ball Teapots and Samovars, Chafing Dishes, Toaster, Sad Irons and Stoves.

LANDERS, FRARY & CLARK
565 Commercial Street, New Britain, Conn.

"Toast Your Toast". McCall's Magazine, March, 1913.

Accessed at: <http://Toast2Go.tripod.com/photo-gallery>

Accessed: 12/2/2013