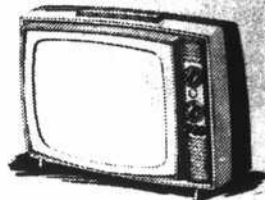
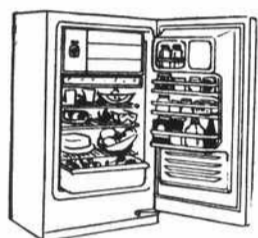


# If You'd Give The Incomparable!

# ELECTRICAL



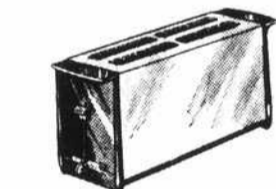
Forget every past standard of excellence in gifts that please her! Give her the gift that pampers her with convenience . . . with push-button ease . . . with luxury that's an arm's length away — give her an electrical gift!



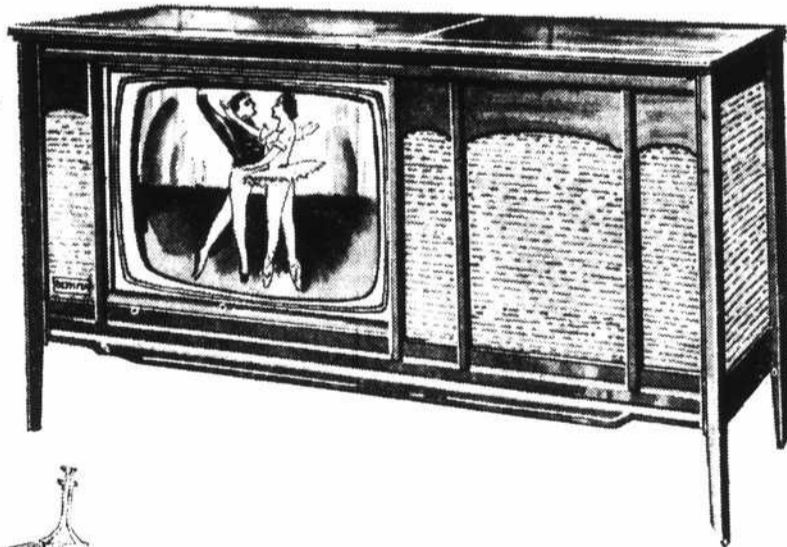
# Gifts



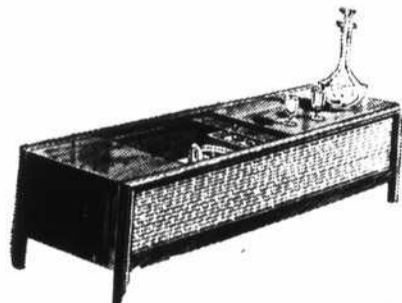
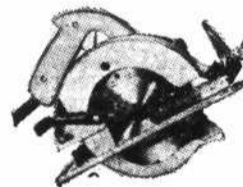
Pamper his vanity with gifts that will never know if he has two left hands! Give him modern electrical power devices that turn the do-it-yourselfer into a craftsman!



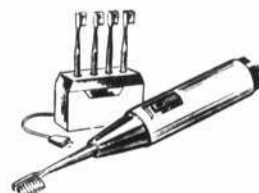
She'll bless you from dawn 'til long after dark every housekeeping day of her life. Don't miss your chance this Christmas. . . You're just a push-button away from making dreams come true!



So much family enjoyment . . . So much real togetherness for everyone in your home. Here is truly thoughtful giving in the sounds and sights of modern home entertainment.



Most dealers will gladly help arrange terms convenient to your budget. They'll even help you arrange a secret delivery as close to Santa Time as possible.



## NEW RIVER

Light & Power Company

Boone, N. C.

## BLUE RIDGE

Electric Membership Corporation

Boone, N. C.