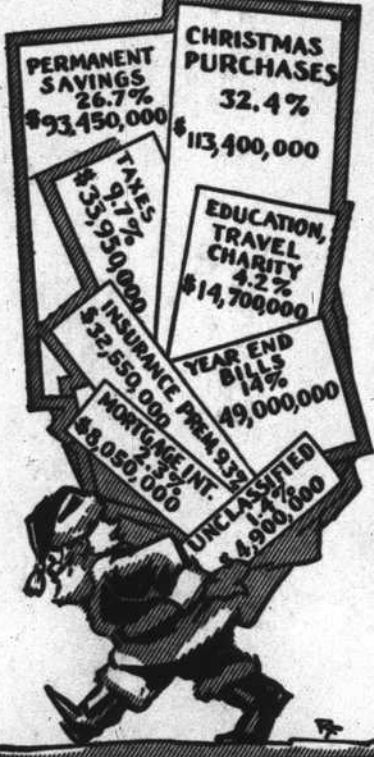


**Santa Pays Off**

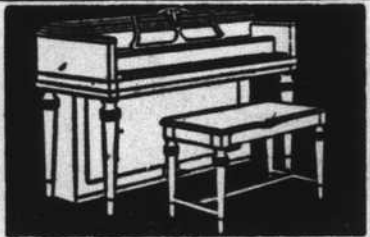


On December 2 the Christmas clubs of the nation will distribute probably more than \$350,000,000 among about 7,000,000 members. The 1939 average was \$48.50 per member.

**Mexican President**



Gen. Manuel Avila Camacho will be inaugurated president of Mexico Nov. 30 to succeed Lazary Cardenas. Gen. Juan Almazan, unsuccessful candidate, protests the election.



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. . . for your favorite friends and family will cap the climax of a successful Christmas for you! For don't we all love to see our gifts enthusiastically received! Select the particular item that will be suitable for each name on your list, and you'll have solved your Christmas buying with the least effort and expense and with the greatest assurance of success. May we suggest just a few from the scores of grand electrical gifts:

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- Reflector and Radiant Heaters
- Pin-Up Lamps
- Indirect Floor or Table Lamps
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