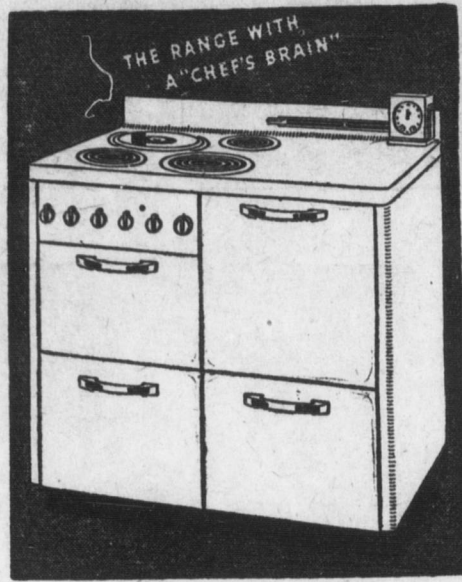


Electric HEATING PAD

Make some elderly person on your list happy. Relieves pain by increasing circulation. Fine foot warmer. Absolutely safe.

\$3.50



It's old but it is still true. . . . Mother wants a

Hotpoint Electric Range

And what mother wouldn't want this modern servant? It means better cooked foods for you, too. It means more leisure for mother. Decide this Christmas to let mother know the joys of automatic electric cookery.

\$5 Cash \$10 FOR YOUR OLD STOVE

24 Easy Monthly Payments



OLD SANTA Says

THERE'S AN

Electrical Gift for Everyone

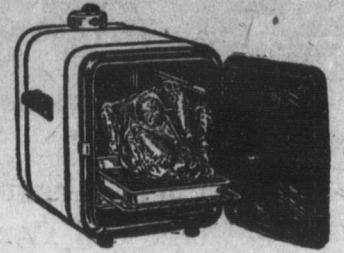
Give gifts that will give constant aid; gifts that can be used repeatedly and that will give the double joy of modern efficiency and usefulness. Give electrical gifts, because they are the gifts that can be used, and re-used, year after year, renewing pleasure many Christmases after you give them.

A Grand Gift for the Home

Electric Oven

A new and different oven. Made like an electric range oven. Just as efficient. Ideal for small apartments or homes not yet equipped with modern stoves.

\$29.95 \$2.95 Cash Balance Monthly



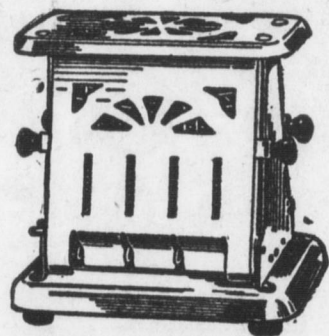
Give a Kelvinator

A gift the whole family will enjoy.

What a joyous Christmas Kelvinator can make. But that is only the beginning for Kelvinator will bring health and savings too 365 days in the year. Make your gift a Kelvinator and begin living.

Our 1938 Special Offer

As Low As **\$10 Cash 24 Months to Pay Balance**



2-Slice TOASTER

Two-slice Universal toaster, serves hot, crispy toast right at the table. Saves time and steps. Its economical to use too.

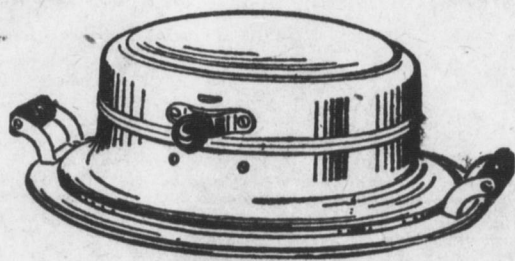
\$2.95



Electric Kettle

Give this Electric Kettle to Mother and then watch the rest of the family use it. Heats three quarts of water in ten minutes. Ideal for dishes, shaving water and baby's bath.

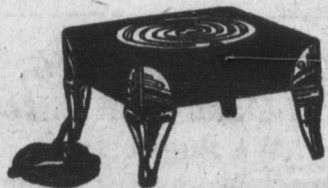
\$8.50



WAFFLE IRON

How good waffles would taste these cold mornings made the electric way. Here's a gift that the whole family could enjoy—and good waffles served crisp and hot right at the table make light of "breakfast rushes." Beautiful design, chromium finish, with heat indicator.

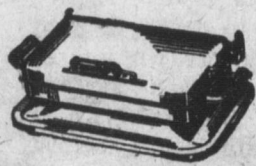
\$4.95



HOT PLATE

The electric Hotplate is indispensable in the modern home. So handy for heating water, warming bottles, etc. Can be attached at any plug in any room in the home without switch.

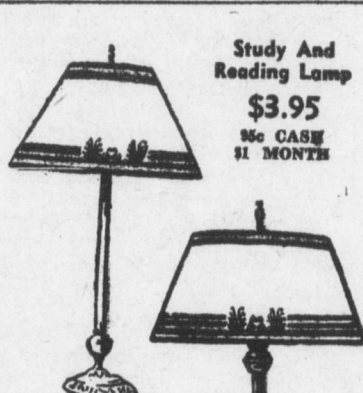
\$2.95



Sandwich Toaster

Toast two large or three small sandwiches of varying thickness, including "three-deckers." Fries bacon and eggs, meat and fish cakes, etc. Chromium plated.

\$6.95



Study And Reading Lamp

\$3.95 No CASH \$1 MONTH

(Right) Floor Lamp 3 levels of illumination — parchment shade. **\$7.85** No CASH — \$1 MONTH



Pin-Up Lamp \$1.95 to \$2.95 No CASH \$20 MONTHLY

Give a Gift of

Better Light

These I. E. S. Lamps are the greatest boon to good eyesight. What more useful gift could you give than better light which assures better sight. Look at the models above, surely there is someone who would welcome such a gift.

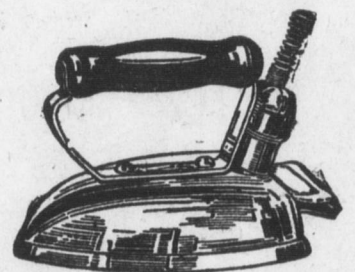


Electric PERCOLATOR

Here's an electric percolator you would be proud to have right on the table, and coffee made the electric way is truly delicious. A fast "perker" and it's easy to clean. Take a look at your present percolator and then include this in your shopping list. Chromium finish, six cups.

\$5.50

Only 95c Down



Electric Iron

Sure, she wants an iron—but wouldn't she appreciate this scientifically built, easy to use, Universal? It's chromium finished, guaranteed and balanced to take a minimum amount of energy.

\$2.95

American Beauty Automatic \$8.95



THE MIXMASTER

An Ideal Gift for Mother and a year-round servant for the family. Mixes, whips, extracts juice and performs many tiresome jobs around the kitchen. A new model this year that's more powerful than ever before. Convenient Terms

\$23.75 Plus Tax

UNIVERSAL VACUUM CLEANER

Complete With Attachments Why pay more when this electric cleaner will make mother's rugs as clean as a pin. A Gift any housewife will appreciate. And a complete set of attachments come with it—\$3.75 Cash, \$2.80 Per Month

\$37.50

Duke POWER COMPANY