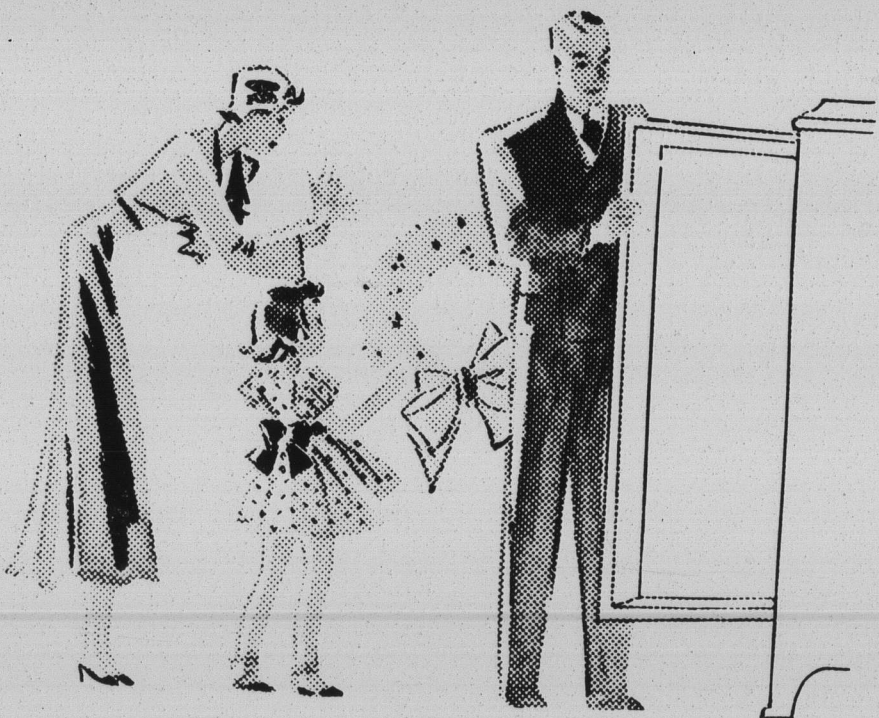




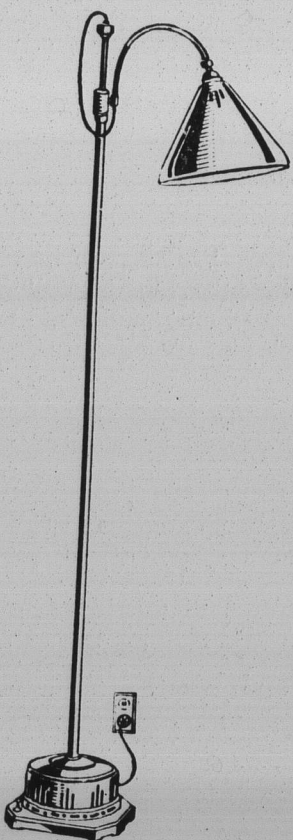
# SHOP AT PUBLIC SERVICE FOR USEFUL GIFTS THAT LAST ★

*Gifts that bring happiness each day for  
every member of the family*



## ELECTRIC REFRIGERATORS

What greater joy can you give any housewife than the utter luxury of automatic refrigeration? The savings in food it makes possible, the frozen desserts you can make, the convenience of ice cubes and the many other advantages. If you want to make your wife or mother happy give her an electric refrigerator. We will gladly show you our complete line of General Electrics and Frigidaires. All models can be purchased for a small down payment. Balance monthly "Little by little."

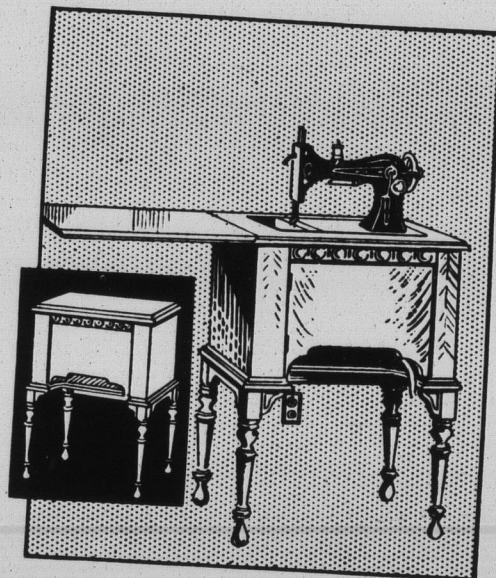


## SUN LAMPS

Make up for the lack of outdoor sunlight with a portable sunlamp. They promote the growth of strong, healthy bones and teeth. Every member of the family will enjoy frequent exposures to this indoor sunlight. See this Benjamin approved Portable Sunlamp.

**NOW ONLY \$27<sup>50</sup>**

*Only \$2.75 down*



## ELECTRIC SEWING MACHINE

If she likes to sew, she'll get a lot of pleasure from this Graybar Electric Sewing Machine. It folds up into a good-looking desk table. Walnut finish. Complete with built-in spotlight and attachments, only **\$49<sup>50</sup>**

*Only \$4.95 down*

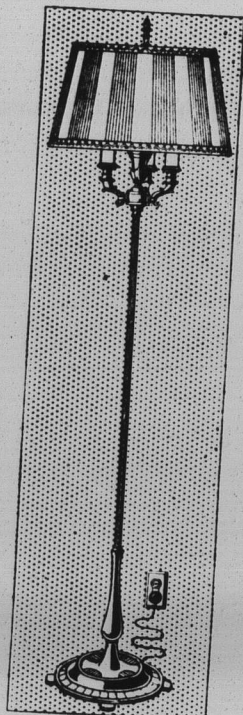
## ELECTRIC IRONERS

For the woman who does her own washing and ironing, an electric ironer is an ideal gift. Or if she sends the clothes to the wet wash and does the ironing herself. What a great time and energy saver! You sit down while you iron and it takes only half the time. See our display of ironers—the Thor at \$49.50 and up and the Conlon at \$69.50 and up. Any ironer on display can be purchased for \$2.50 down and the balance in small monthly payments.



## INDIRECT FLOOR LAMPS

Better light means better sight. Indirect floor lamps give bright shadowless light for general illumination. Inspect our many attractive models. Lamp illustrated has pleated silk shade with bronze base. Now only **\$9<sup>95</sup>**



## ★ ELECTRICITY THRIFTY ITEM

As you cast up your accounts for 1933, with an eye on holiday shopping and with some regard for the budget for the New Year, you probably are reminded that living costs are again rising.

But the cost of electricity, so important to your household, is unchanged.

In good times or bad, over a score of years, the trend of electric rates has been downward. But living costs have rocketed upward, slid down, and are now rising again. So that now your general cost of living is 28% higher than the pre-war level, while your electricity costs you 47.33% LESS than it did in 1911.

With living costs still mounting, the price of electricity remains at the same old level, still the most reasonable item in your household budget.



*We pay the Illinois tax on the sale of this merchandise*  
**PUBLIC SERVICE COMPANY  
OF NORTHERN ILLINOIS**



OTHER LOCAL DEALERS ARE ALSO FEATURING USEFUL CHRISTMAS GIFTS