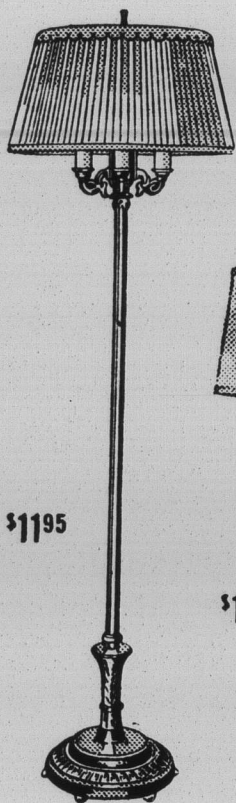
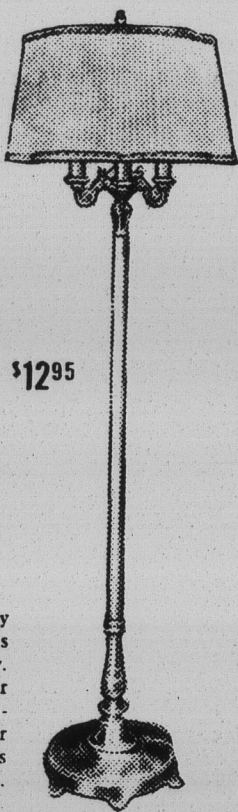


Spread Christmas Cheer
Throughout the Year—

GIVE ELECTRIC GIFTS



\$11.95



\$12.95

Just two of the many lovely lamp bargains you'll find on display. The attractive I.E.S. pair shown here are obtainable with bronze or silver and gold finished bases—multi-way lighting. Choice of pleated shades.

FOR THAT SPECIAL PERSON —AN EXTRA SPECIAL GIFT!

Modern Ranges, Water Heaters, Washers, Ironers, Refrigerators—time and labor-saving conveniences that will be appreciated for years to come. All latest designs and styles with features galore. Choice of models and sizes in a wide variety of prices. See them—make your choice!



(A) ELECTRIC ROASTER. Cooks an entire meal for eight, to juicy, tempting perfection. Portable, easy to clean. Automatic temperature control. Heavy insulation. Ideal for everyday or auxiliary cooking. Model illustrated. . . \$17.95 (Pan set extra)

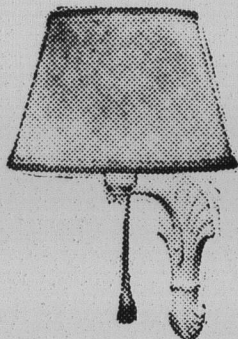
(B) SUNBEAM MIXMASTER. Beats, whips, mashes, mixes, juices. Has new Mix-Finder dial which automatically maintains 10 separate mixing speeds. With two glass bowls \$23.75

(D) DELUXE TOASTMASTER TRAY SET. Set includes famous Toastmaster 2-slice pop-up toaster, toast cutting board, large serving and 4 smaller lap trays. Three sparkling relish dishes. . . \$23.95

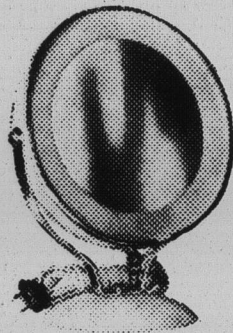
(E) SUNBEAM COFFEEMASTER. Unbreakable!...unbeatable! Lustrous chromeplate. Completely automatic—set it, forget it; it shuts itself off, then resets to keep coffee hot. Brews one cup as perfectly as eight! \$16

(F) HANDYHOT TOASTER-GRILL. A bound-to-please gift, smartly designed in gleaming chromium. Ideal for making tasty snacks in a jiffy. Fries, grills, toasts two full-sized sandwiches at once. \$35.00

(G) HOTPOINT WAFFLER. Makes waffles that melt in your mouth! Graceful design with wide tray base . . . finished in gleaming chrome-plate. Heat indicator, expanding hinge, long-lived G. E. heating element. Popular at \$5.95



PIN-IT-UP LAMP. Ivory finished bracket, convenient switch pull-cord, parchmentized paper shade. \$2.15



GREGG MAKE-UP MIRROR. Bound to please both ladies and men-folk. Ideal for make-up or shaving. Complete with convenience outlet in base. \$1.75

Hundreds of attractive, useful electric appliances to choose from—priced for every budget, suitable for every need.

Sensible gifts for sentimental giving—combining lasting, practical, pleasure-giving qualities with the true spirit of Christmas giving.

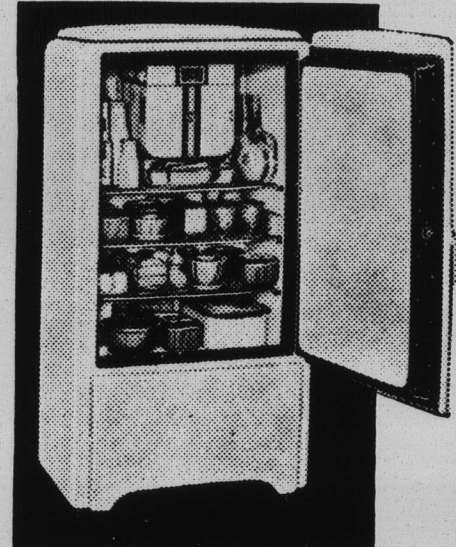
Liberal terms! All appliances selling for \$5 and up may be purchased for a small down payment . . . balance, plus small carrying charge, on your monthly service bill.

We urge you to make your selections early

... AND ELECTRICITY IS CHEAP!

Other dealers are also offering choice selections of electric gifts for Christmas giving.

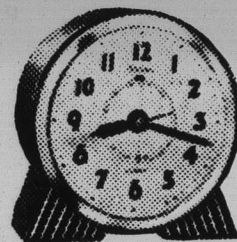
PUBLIC SERVICE STORE



General Electric's famous Christmas Special. 6 cubic foot model, full of extra features . . . \$159.95



UNIVERSAL HEATING PAD. Four thermostats positively maintain any one of 3 heats. Nine-foot cord, tie-on tapes, washable muslin slip and waterproof case. \$4.95



TELECHRON ELECTRIC ALARM CLOCK. A handsome gift in mottled brown plastic case. With self-starting, sealed-in-oil motor. Only \$2.95