WHAT TO DO?

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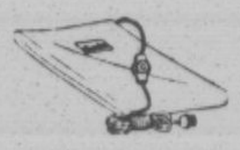
Such a difficult Christmas list —and a limited Christmas budget

Don't give up. Wander through the gift display sections of your Public Service Store and you'll probably take a new lease on life. Here you'll find gifts for the most difficult names on your list—gifts that are in step with your budget, too. You can pay for them all over a convenient period of time, if you wish, the "Little by Little" way.

There are electric waffle irons to give new deliciousness to breakfasts and suppers electric clocks to bring split-second preciseness electric cigarette lighters for matchless smokers electric food mixers to beat up anything in the kitchen  electric heat pads for zero nights automatic electric toasters to toast one or two slices of bread dainty lamps to compliment any home

(If you want to blow yourself, there are exciting super-gifts priced all the way to $250.)

But we can't begin to mention everything. You'll have to come in and see for yourself. And come in right away while stocks are complete and aisles are uncrowded. Remember, anything you select can be purchased with a small down payment and the balance "Little by Little" over a convenient period of time.

PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS

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When you come in, be sure to get your copy of "Good Things to Make for Christmas"—a new book full of delicious recipes from our Home Service Kitchen.

FOR YOUR CONVENIENCE, your Public Service Store will be open until 9 P. M. until Christmas.