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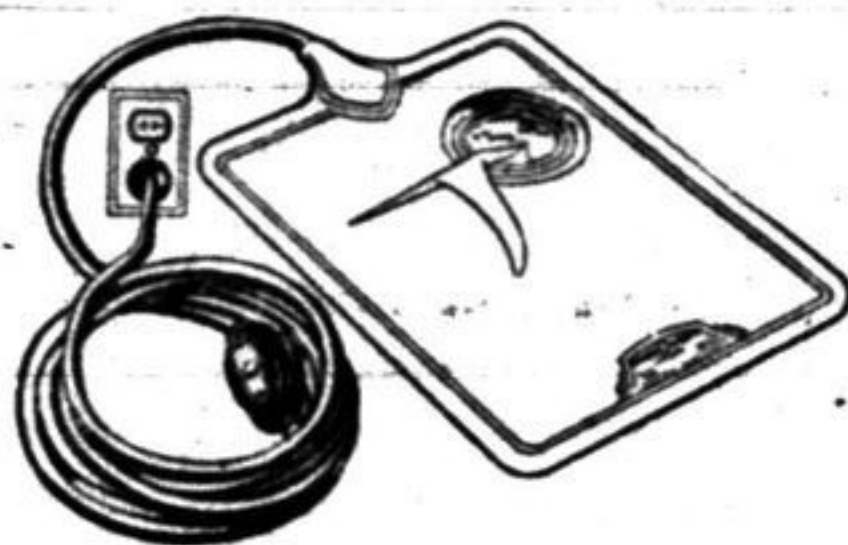
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# Here we go... on a CHRISTMAS-GIFT HUNT!



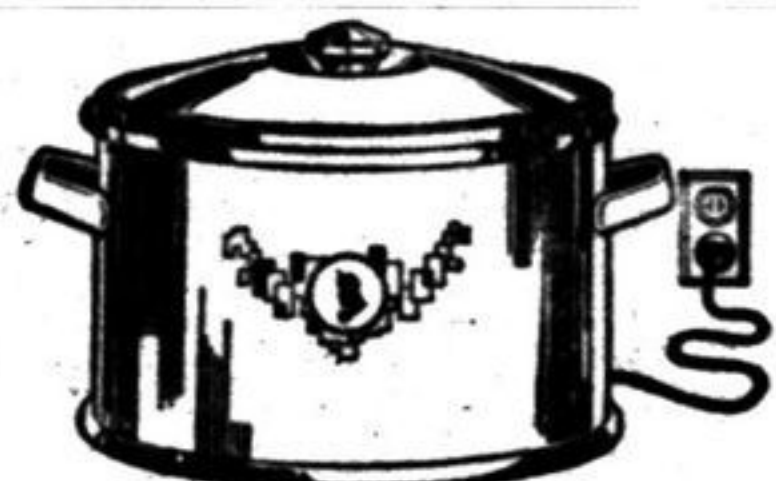
It is a problem, isn't it, finding Christmas gifts that will be just a little bit different for all the names on your list. Have you tried the Public Service Store for ideas? If not, we suggest you hurry right over. You'll find some mighty thrifty solutions for your "what-to-give" worries. For instance:



And have you seen Hotpoint's new all-rubber heat pad? Because it is absolutely waterproof it can be used either for wet or dry packs whenever heat applications are needed. It's easy to sterilize, too. With long rubber cord, only \$5.95.



These electric corn poppers are great conveniences because they can be used wherever the family happens to be gathered. Finished in chromeplate, the quart-size is only \$1.70. In blue steel (less cord), 98c.



Here's a new electric casserole that cooks everything from pot roast to baked potatoes—from vegetables to brown bread! It holds two quarts and has both a high-speed and low-speed heating element. Finished in ivory and green porcelain enamel and decorated with an attractive colonial design, it will compliment any dining room table. And priced at only \$4.95 it's a real buy.



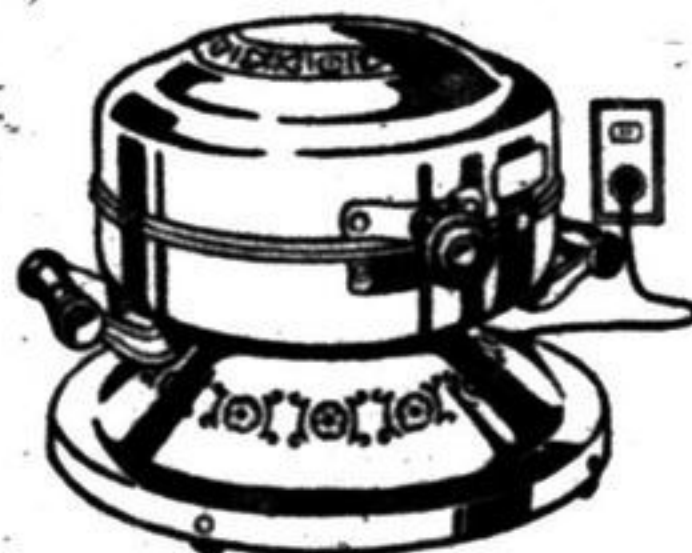
Almost any one will appreciate a bedside clock like this. It never has to be wound because it runs electrically. Its polite alarm will see that every day is started on time. A tiny light inside illuminates the dial at night. In a trim walnut case, the "Firefly" is \$4.75.



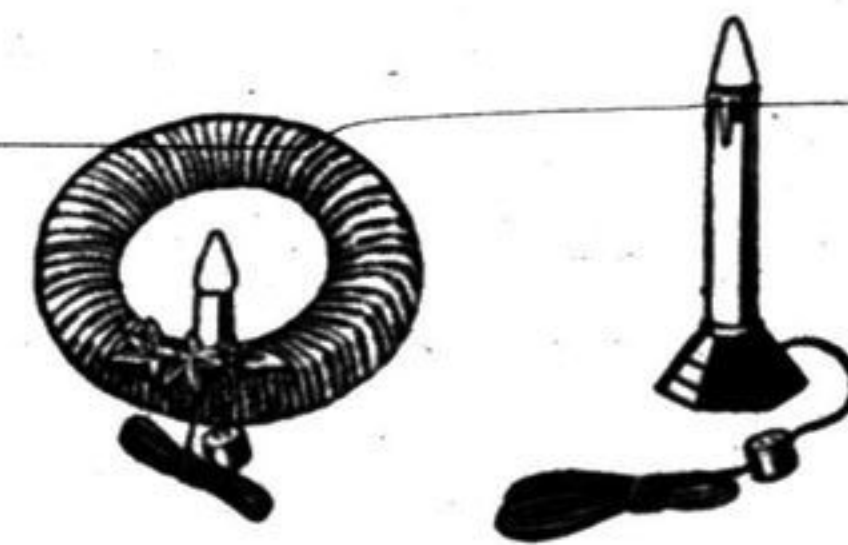
Do you know a man who likes to tinker with his car? Then a garage light will surely make a hit. This one has a handle for carrying, a hook for hanging up, a cage to protect the lamp bulb, and a bright reflector. With cord, only \$1.59.



This coffee-maker by Hotpoint is another brand new suggestion. It brews delicious clear coffee the way the best restaurants do. Glass parts are Pyrex—metal parts are chromeplated. Complete, \$7.95.



Why not give some one an electric waffle iron? This one has an automatic signal to tell when its aluminum grids are ready for the batter. And it is beautifully finished in non-tarnishing chromeplate. An attractive and useful gift—and only \$3.45.



While doing your shopping, don't forget Christmas decorations for your home. This good-looking window wreath, wrapped in red silk, with an electric candle set into it, is only 95 cents. The electric candle (right) standing 11 inches high and finished in red and silver, is 95 cents.



A lamp always makes an individual gift—and this one with large pottery base is an unusual value. It comes in green, pumpkin, black, oxblood or yellow, with decorated parchment shade to match. Only \$2.55.

There isn't room to mention all the other useful Christmas gifts your Public Service Store is now featuring on its special gift tables. We urge you to come over as soon as you can and see for yourself.

Other local electrical dealers also have special gift displays

## PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

Several outstanding facts about this Company probably are not as well understood as I think they should be. (1) It is purely an operating company and is not owned or controlled by any other company. (2) The majority of its stockholders live right here—it is "home owned". (3) All of its officers and employees live here. (4) Its future is irrevocably dependent upon the growth and prosperity of northern Illinois.

*Frank Simpson*  
CHAIRMAN