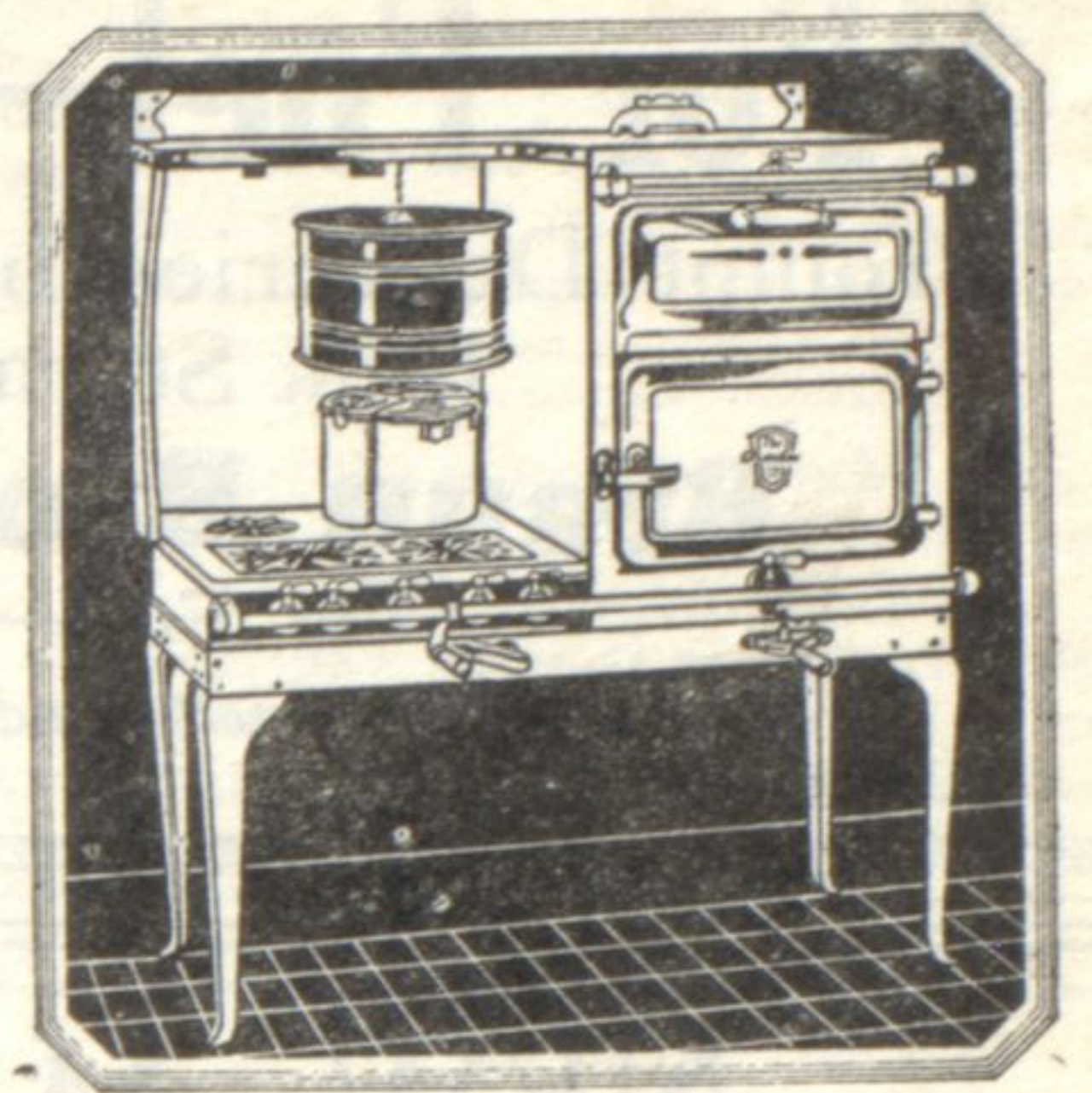


Our repair department is equipped to repair everything electrical.



"for ease in the home"

Household equipment may be purchased on time payments.



### Chambers FIRELESS Gas Range

COOKS with the GAS TURNED OFF!

Cuts your gas bill in half. Entire meals can be completed without care or attention. Food cooks with natural juices and flavor; loss through shrinkage is diminished; kitchen kept cool and pleasant; hours of time and labor saved.

## New Hoosier Kitchen Cabinet

The greatest value ever offered in a kitchen cabinet. Has double doors; new type flour bin; greater shelf storage space; sliding cutting board; white porcelain top; flour sifter; glassware set; silverware drawer, etc. **\$39.75** Unusual at ..... freight extra

## New Hoover

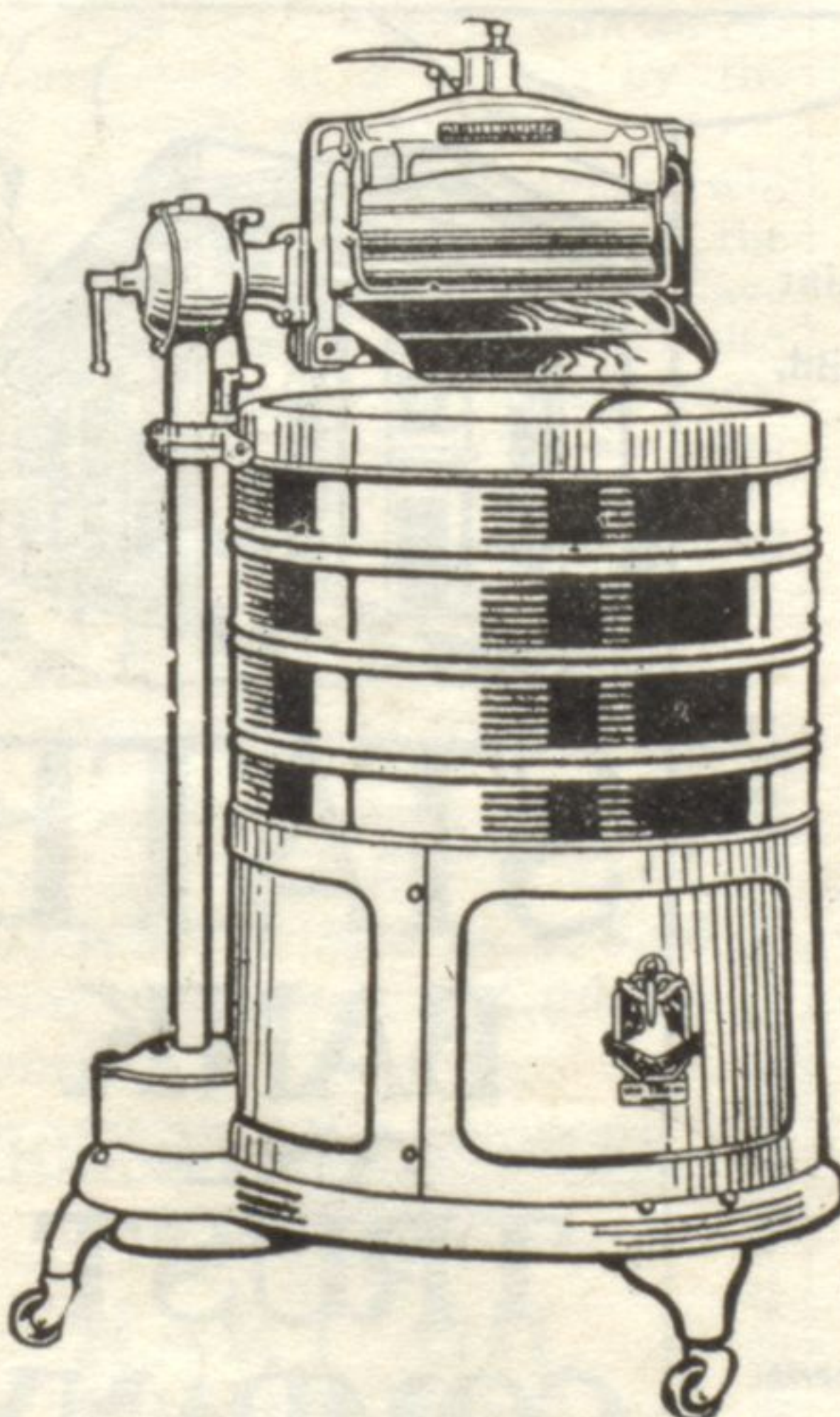
It BEATS—as it sweeps as it cleans. It beats rugs gently; sweeps as no broom can; thoroughly air-cleans—electrically! Its handy new air-cleaning tools dust, dustlessly. Keeps the home immaculate; saves time, strength, health; makes rugs wear years longer. The Hoover is the complete home-cleaning servant.

THE IMPORTANT ANNOUNCEMENT we make today is the culmination of months of planning to bring to the North Shore a shop to fulfill every housekeeping need in electrical labor-saving devices that make "for ease in the home." With ten times the scope of the Oil Burner and Refrigerating Company, now expanding on broader lines, and re-named Good Housekeeping Shop, Inc., this becomes an institution of immense importance to every maker of better homes. Appliances tested and approved by the Good Housekeeping Institute of Good Housekeeping Magazine will be displayed and sold here.

## A Greater HARDINGE OIL BURNER

A newer, still better Hardinge Oil Burner for the home, with all the tried principles that have made Hardinge so outstandingly successful. A special pre-announcement price now available to those who purchase before official data is public.

## The "1900" WHIRLPOOL Washer



- Only in the WHIRLPOOL can you get all these advantages
1. Beauty.
  2. Safety.
  3. Speed; capacity.
  4. Simplicity.
  5. Wringer with soft rubber rolls.
  6. Occupies little space.
  7. Burnished copper tub.
  8. Dirt filter.
  9. Single profit manufacture.

### Opening Week Specials

- American Beauty Electric Iron; regular value, now ..... **\$6.25**
- Sunbeam Electric Iron in fireproof case; regular value, now ..... **\$7.35**
- Simplex Electric Iron; regular value, now ..... **\$3.95**
- White Cross Electric Iron; regular value, now ..... **\$3.25**
- Electric waffle Iron; regular value, now ... **\$10.50**
- Electric Curling Iron; regular value, now ..... **\$2.25**
- Marion Electric Toaster; a special value now at **\$3.75**
- Special six-cup Electric Percolator; regular value, now ... **\$2.85**
- White Cross Electric Heating Pads. Hold heat 8 to 10 hours; heating elements guaranteed; regular value, now ..... **\$5.50**
- Others up to **\$10.00**
- Every ready Flashlights — a complete line.
- The New Mazda Lamps — the frosted kind are frosted inside.

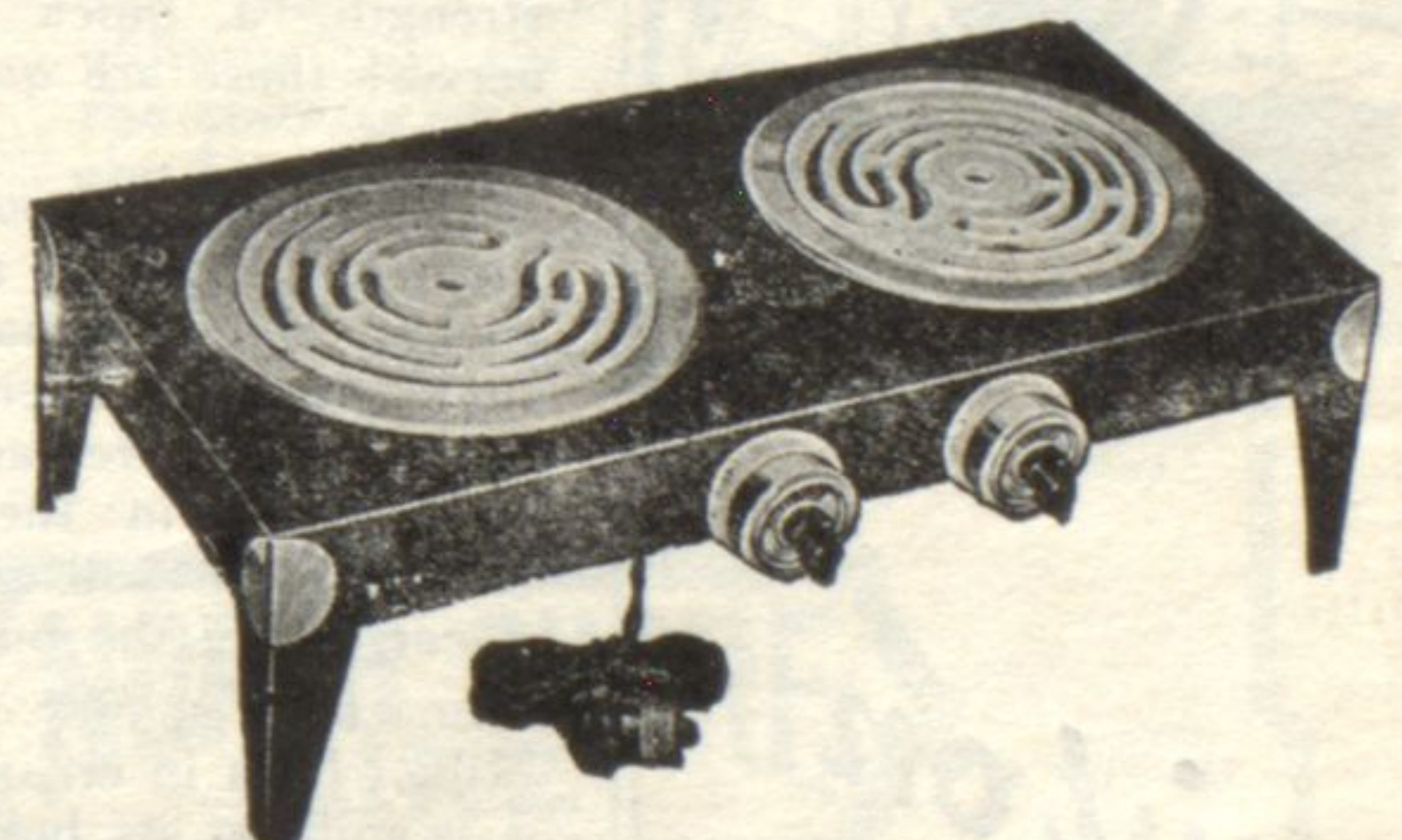


Fits Any Refrigerator

Kelvination is refrigeration that requires no attention. Day and night — month after month — it keeps the refrigerator thoroughly chilled with dry, frost cold — with none of the care demanded by ice.

## New Super SIMPLEX IRONER

Besides its actual saving in money, the new Simplex spares you long hours of tiresome standing and the exhausting labor of lifting a heavy iron hundreds of times. Small and portable as a sewing machine — yet efficient to do your complete ironing when and where you like to do it — that's the Simplex.



WHITE CROSS ELECTRIC STOVE — Toasts, fries, cooks, boils. Black enamel finish, nickel trimmed. Two-burner, as illustrated, \$6.00 value, special at \$4.95; One-burner, \$1.90 value, special **\$1.35**

J. F. Kennedy, Pres.

Harry R. Kay, Sec. & Treas.

# GOOD HOUSEKEEPING SHOP, Inc

508 Davis St., Evanston

"for ease in the home"

Telephone University 2132

FORMERLY OIL BURNER AND REFRIGERATING COMPANY