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Fortunate, indeed, is the housewife who receives practical ELECTRICAL GIFTS for Christmas. And fortunate, indeed, is he who thinks of these labor savers as the very acceptable gifts. "MAKE THIS AN ELECTRICAL CHRISTMAS." Below are a few of the many beautiful, serviceable articles we are featuring as the best Yuletide gifts.

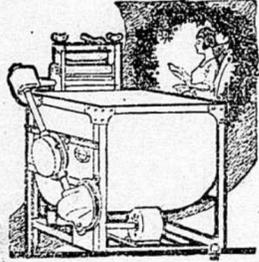
Why Not a
VACUUM CLEANER
For Christmas?



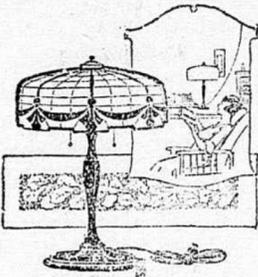
The vacuum cleaner is the arch enemy of dust, grime and dirt. It detests soot and filth. It is the champion of cleanliness. It does housework efficiently, economically and dependably. Come in and see them now.

AN ELECTRIC WASHING
MACHINE

Knows no "Blue Mondays." It labors without a vacation, it needs no rest, it always is willing, ready when needed, and does its duty well.



AN ELECTRIC
TABLE LAMP

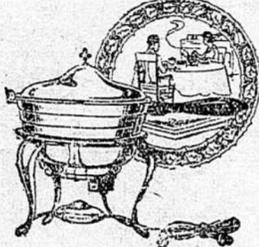


IS A THING OF BEAUTY

Handsome art shades and beautifully made stands, make this showing of lamps a pleasure. And any woman will be thoroughly pleased with such a Xmas gift.

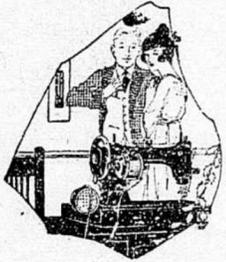
Reduce Your
COOKING TO A MINIMUM

Place this handsomely finished Grill on your dining table and see how quickly and well you can cook your meals. From the daintiest of viands to the most commonplace cooking this electric stove will satisfy you in every particular.



Delight Her
With An
ELECTRIC SEWING MACHINE

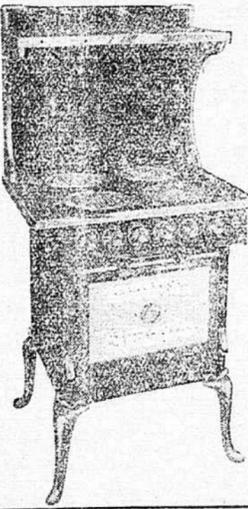
Every woman would be proud to be the possessor of an electric sewing machine and be able to do her sewing at home,— without labor or expense. Let us show you how easy they are to operate. Call today.



COOK ELECTRICALLY NEXT YEAR

Buy her an electric range this year and see the great satisfaction such a means of preparing the meals will bring.

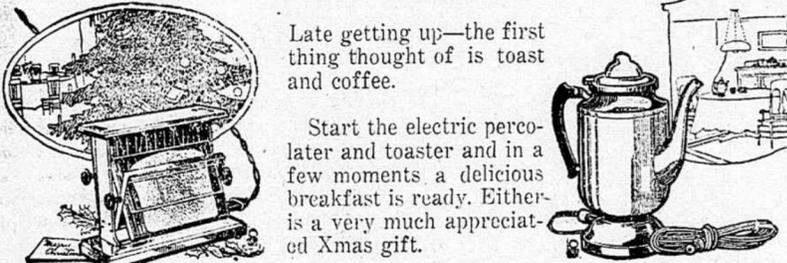
Come in today and see the different styles of **Rutenber** electric ranges we are showing for the holiday season.



Breakfast and a Cold Winter Morning

Late getting up—the first thing thought of is toast and coffee.

Start the electric percolator and toaster and in a few moments a delicious breakfast is ready. Either is a very much appreciated Xmas gift.



EASE HER HOUSEWORK

One of the greatest of electrical labor savers is an **Electric Iron**. It saves time, energy and makes ironing day a pleasure instead of a drudge.



Other Gift Suggestions To Be Found Here

- ELECTRIC CURLING IRONS
- ELECTRIC WATER HEATERS
- ELECTRIC WARMING PADS
- ELECTRIC COMBS

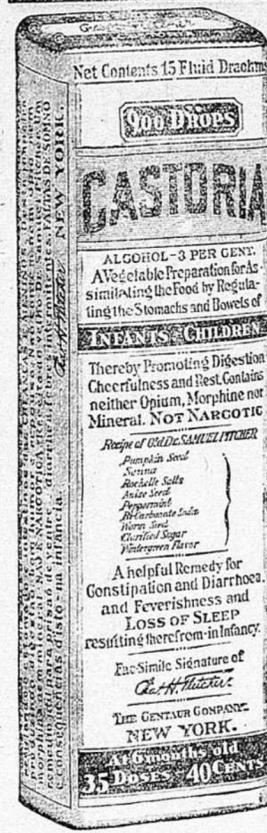
- ELECTRIC FLOOR LAMPS
- ELECTRIC CANDLESTICKS
- ELECTRIC HEATERS
- ELECTRIC CIGAR LIGHTERS

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