



# MAKE IT A WHITE CHRISTMAS... GIVE HER A MAJOR APPLIANCE



You may think there's lots of time till Christmas. But the great day's coming as fast as Santa's reindeer can run, leap and fly! Now's the time to make it a white Christmas -- the most memorable Christmas of all -- with a major gas or

electric appliance! Think of the hours of leisure you give; the freedom from tiresome jobs. And, more important, when you give a range, or freezer, or dishwasher, you're bringing nearer her dream of an ultra-modern kitchen. That's really the way to live better.

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