

MEN!

If you're like most men, you like to have the fun of giving Christmas gifts - - but you feel lost when it comes to selecting them. That's natural, and get somebody else to do your Christmas shopping whenever it's possible. But you can hardly ask your wife or mother or sweetheart to select their own present! Here's what we suggest: Look over the various electrical gifts enumerated here - - drop into our showroom at your convenience and make your selections without being rushed or pushed. We wrap and deliver just when and where you say!

Don't Buy Gifts Unless You Have Fun In Giving Them!

PEOPLE talk a good deal about a "commercialized Christmas" but we still think that the Christmas Spirit does exist and is the most important thing about the Holiday.

Every gift should be given in that Spirit—if you can't get fun and pleasure out of gift giving, throw your Christmas list away! To give something because you "owe" it, or because you feel it a duty is not giving in the true spirit of the day.

What gifts are the most fun to give? Gifts that are the most fun to receive, of course! And that means those things you most want—but haven't yet been able to buy for yourself. Just think of these electrical gifts—everyone of them will qualify for someone on your list!

What's More Fun Than A Big Surprise Gift For Mother?



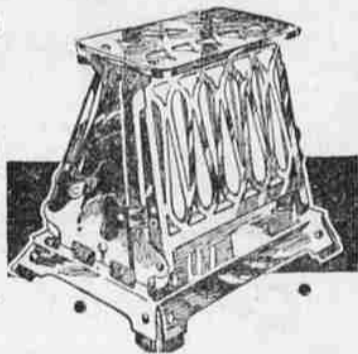
Just suppose, for example, that she has been wanting and wishing for a Westinghouse Electric range. Just suppose you found out how small a first payment was necessary, made the arrangements, and had it delivered Christmas Eve!

Can you imagine any more fun than planning a big Christmas surprise like that for Mother? Can you imagine giving anyone, or any group of people, a gift that counts even half as much as hers? We've lots of wonderful suggestions for Mother's gift—gifts that mean joy to the giver as well as the recipient, because they show thought and mean long usefulness.

New "1929 Models" In Our Gift Stock!

Newer, better, more convenient electrical things come thick and fast! Turnover Toaster, the newest automatic Toast-Master — a dozen happy solutions for your gift problem!

Drop in the first convenient day and see what's new. You can always count on the NEW creation being especially pleasing.



THE WHOLE HOUSE SMILES WHEN YOU GIVE A LAMP!



A pretty lamp rejuvenates a dull room—and Miller lamps are the last word in smartness!

They're made not only to sell but to really decorate and light a home — to give the lasting service of good furniture.

Stand lamps, floor lamps—parchment and novelty glass shades, the best of materials always. A Miller lamp is a perfect gift!



YOU deserve not only a gift that gives you pleasure in the giving, but a convenient means of buying that kind of gift. We are therefore glad to have you use your credit and pay for your electrical gifts gradually, no matter how small the purchase.

The prices are consistently low—and the quality of every bit of merchandise you find here is guaranteed. Come in Monday!

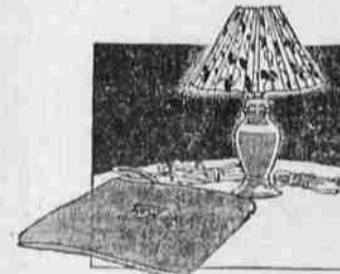
IS SHE A PARTICULAR HOSTESS?



If there's one woman buying a particular gift for another woman, we've a particular suggestion. Especially if the one you wish to remember is a particular hostess.

A new electric waffle iron that works to perfection is a real temptation to entertain at breakfast—or a new automatic percolator. Will you come in to see them?

YOUR GIFT NEEDN'T BE EXPENSIVE TO BE NICE!



What a gift costs is of small account—but how good it is of its kind—the quality it represents—and the thoughtfulness you've shown. That counts most.

An electric pad, a pretty curling iron, a small grill—there are many inexpensive gifts. Just be sure that they bear a name upon which you can depend!

WE'VE A HOST OF SUGGESTIONS!--

From gifts that the entire family may join in giving to small gifts to be chosen by the individual—there's always an electrical gift.

Here are brief suggestions:

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| Electric Washer | Electric Irons | |
| Electric Range | Ironing Machines | |
| Coffee Sets | Waffle Irons | Electric Motors |
| Curling-Irons | Electric Heaters | Frigidaire |
| New Percolators | Electric Mixers | Lighting Units |
| Toasters, Grills | Electric Cleaners | Floor Polisher |

You need make only a small payment down on any gift. It will be delivered at once or on Christmas Eve—and you pay the balance next year.

Use Lots of Light---The New Holiday Season Is Here!
Light is the Symbol of CHRISTMAS

Eastern Oregon Light & Power Company

"Electrical Gifts for the Fastidious, for the Practical, for the Lovers of Fine and Beautiful Things!"