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## The foundation of comfort!

Why put windows in a house and then not be able to sit in comfort close enough to them to work, or read, or enjoy the scene? Why pay $\$ 4000$ for a house or $\$ 400$ rent and then be cramped into the use of a few rooms due to inefficiency of old fashioned heating? Founded on lasting success is that building and its owner where the basic plan and thought hold fast and true to the principles of sanitary warmth, and a fuel economy that quickly converts an expenditure into a paying-investment, through

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Have you ever heard of anyone going back to other forms of heating once they tried IDEAL SMOKELESS
 Boilers and AMERICAN Radiators?
purchaser of these outfits not getting back the full price paid for them when offering his property for sale, or not obtaining 10 percent to 15 percent larger rental? Ever heard of a banker who would not promptly extend larger loan on property thus modernized?


Ever heard of anyone of the million or more users of IDEAL SMOKELESS Boilers und AMERICAN Radiators who will not enthusiastically testify that
they save heavily in coal and cleaning, in time and temper, without rusting or repairs, and do away with the excessive bills and the ills of old fashioned heating?
IDEAL SMOKELESS Boiters and AMERICAN Radiators are the efficient, clean, healthful, than any other r natering or article you put into your homet They reduce the cost of living
and better the ivingt Extensive manufacturing in seven greatest countries of the world enables us to put into our
outfits the best ideas and practices of their scientific and skilled men. Nowhere elve, in any



A genvine, practical, buill-in Vacuum Cleaner-at $\$ 150$

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Over seventy years of supremacy in insur-
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New England Mutual LifoInsurance Co. has demonstrated its worthiness to
provide your widows protection.

Horace Mecklem. Agent
Northwestern Bank Bldg.

