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## 23



## $\xrightarrow[902-04-06 \text { Chestnut St. }]{1010}$

XMAS GIFTS
For his home convenience
Hoskins Sectional Book.Cases
This Stack
New Bandless Standard Quartered
Oak or Imitation Mahogany $\$ 19.20$
Genuine Mahogany $\$ 25.65$

N the interest of better store lighting and to encourage the universal use of of our celebration of America's Elec trical Week, we are offering a premium to all retail storekeepers who will equip their stores and shop windows for electric light -amounting, in round figures, to 15 per cent or 20 per cent of the cost of the nec-
essary wiring. The offer is good only beessary wiring. The offer is good only be-
tween November 1st and December 9 th, tween November
and those who take advantage of it must agree to use electric service on or before December 31, 1916.
This unusual offer applies to any already-built retail store located along our existing lines and requiring no other than the ordinary service con-nection-and is subject to a few necessary quali. fying conditions, which may be learned upon application to the Lighting Service Department.
Or we will be glad to send a representative who will give you full information and furnish you specification sheets free of charge


Fhe PHILADELPHIA ( ELECTRICOMPANY


## o celebrate <br> America's Electrical Week

## The Passing

 of The Great RaceBy Madison Grant



 "Mr. Crant', book teaches a profound leson resting upon a
well-establinhed foundation of anthropological fact." "The Pauing of The Great Race' is lakely to excite wide spread interest. Madion Crast, work is a profoud dudy of world
hittory from the ethnological standpoint."-New York Heald.


Fifth Ave. New Yerk

