

Considering 1939 the base year, the dollar bought only forty cents worth of labor last year, forty-three cents worth of construction, or thirty cents worth of raw materials—but it bought \$1.12 cents worth of industrial electric power. In your home, that dollar bought only forty-four cents worth of food, forty-nine cents worth of clothing or seventy-four cents worth of rent—but it bought \$1.05 worth of electricity. The figures are national averages released by the National Industrial Conference Board. They show that the one great exception to the upswing in prices is your electric service. In Edison territory, electric service is an even greater bargain than the national averages indicate.

"Edison electricity is your best buy-you can depend on it!"

SOUTHERN CALIFORNIA EDISON COMPANY Codo

LINCOLN AVINGS AND LOAN ASSOCIATION 5 50- Spring Street, Los Angeler, TRiniy 2643 Roy F, Crocker + President Charles T. Bippy + Vice-President

Normal Installation Price....\$135.00 Vith Dishmaster Dishwasher \$190.00 Torrance Plumbing Co.

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brac. Or you may choose for your bathroom's decor a strictly modern theme. For this, a smart idea would be solid color towels of sculptured or textured designs in colors to match or contrast sharply with wall colors. Bright cakes of soap in modern wire bowl would be an attractive accessory. All you really need to make your bathroom match your mode is a variety of towels in lively colors, a few charming accessories—plus lots and lots of imagination.

Savings Earn Quarterly Interest at LINCOLN Lincoln invites you to open your savings account where it will be insured up to \$10,000...and will earn interest quar-terly at our current rate of 3% per year.

C Reddy Kilowatt -