

Don't let housework be a burden to you—

In doing so, you are buying the greatest help  
and comfort the household ever had.

You are buying freedom for all time from the  
drudgery and physical work of  
house-cleaning.

### THE HOOVER

is a lifetime help and servants to those who  
houseclean. Thousands of people are using  
them and wouldn't be without them.

### THE HOOVER IS DOWN TO THE LOW PRICE LEVEL NOW

You can buy it for \$60.00.

See it demonstrated in the Carpet Section, 4th floor

You may buy it on easy terms if desired.

IF YOUR

IS IN

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MONTHLY

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2nd—IS THE INCOME RETURN HIGH—  
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WE WOULD BE PLEASED TO EXPLAIN  
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Magazine Interest Should "Begin at Home!" — Pass on the Good Word with the B. C. M.