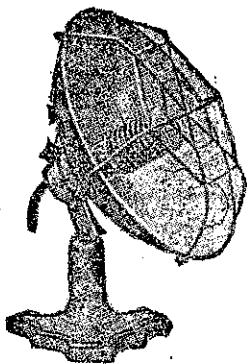


LAUGH AT OLD "J.F."

Jack Frost holds no fears for the family that has one of these Quality ELECTRIC FIRES! He just doesn't stand a chance against their cosy warmth, which is obtained quickly and economically. An Electric Fire also means more leisure for the housewife. No soot—no dust and no ash to cause extra work. All British.

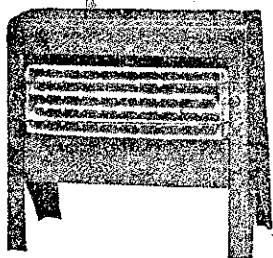
AND LAMPHOUSE VALUES MAKE OWNERSHIP EASY!



BRITISH BOWL FIRE!

The challenger fire. 10in. solid copper bowl, hammered finish, mounted by means of adjustable support on cast iron base. Back of bowl finished in Florentine bronze. Base and support black enamel. Supplied complete with standard plug-in type element, wire guard and two yards of flexible cord. Cat. No. WE 301. **14/-** ea. POSTAGE 1/- EXTRA.

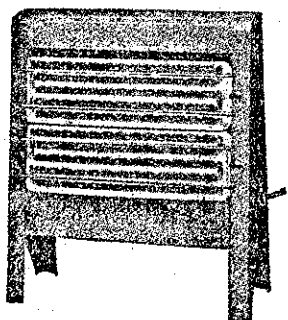
BRITISH-NATIONAL FIRES



"STOCKWELL" ---- 1000 WATT

Light in weight, for use in moving from room to room. Very reliable. Fire-bars similar to more expensive models. A special feature is a trivet effect over the fire-bars which, in combination with the carrying handle, allows the fire to be laid back for boiling a kettle, toasting, etc. Consumption, one unit per hour.

Cat. No. WE 304. **19/6** ea. POSTAGE 6d. EXTRA.



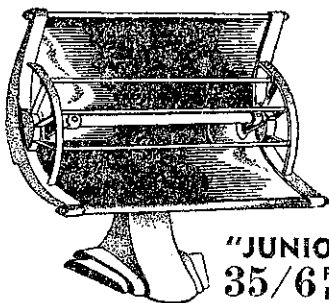
"STOCKWELL"—2000 Watt

Precisely as above, but with two standard Fire Bars, having a full-on consumption of two units per hour, reducible by the switch to one unit per hour.

Cat. No. WE 305. **35/-** ea. POST FREE.

MORPHY-RICHARDS SAFETY ELECTRIC FIRES

... have proved exceedingly popular in England by reason of their utility, attractive appearance, and ease of portability. The reflector is unfinishable chromium designed to give constant and efficient heat radiation with low current consumption.

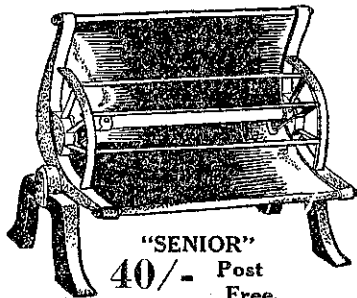


"JUNIOR" **35/6** Post Free.

Ideal for living-room, bedroom, or dining-room. Ingenious fitting allows it to be fixed on the wall if desired.

CHROME REFLECTOR.

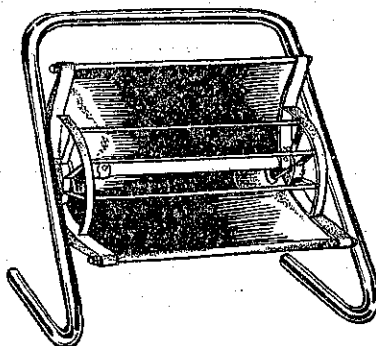
Height, 11in.; width, 13½in.; depth, 5½in. Supplied complete with 6ft. of 3-core flex. Cat. No. WE 307. **750 Watt.**



"SENIOR" **40/-** Post Free.

Scientifically designed, beautiful range of colours. CHROME REFLECTOR.

Height, 10in.; width, 17½in.; depth, 7in. Cat. No. WE 309. **1000 Watts.**



"TUBULAR" **61/-**

Designed on the "distributed heat-beam" principle, are supplied with a switch, enabling one or both of the heating elements to be used at will. Six feet of best quality 3-core flex is supplied with each fire.

Cat. No. WE 311. **1000 Watt.** POST FREE.

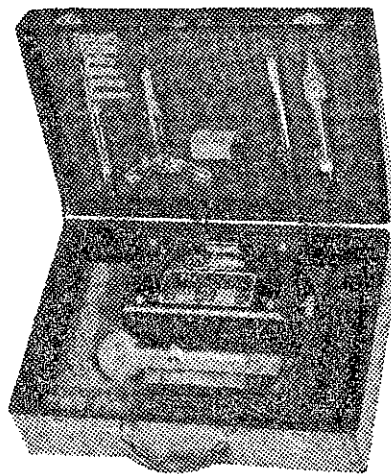
Your HAPPINESS Depends Upon Your HEALTH!

Are you ill, suffering, nervous? Are you tortured by rheumatism, gout or asthma? Do you feel worn-out, fagged, anaemic? Are you troubled by corpulency or signs of old age? If so you can get HEALTH and KEEP IT THROUGH—

HIGH FREQUENCY!

High frequency in its many uses is incomparable for generally strengthening the nerves and mental functions. It builds up and nourishes the muscles and blood, destroys all unhealthy foreign and infectious matter, and is a physiological stimulus for the whole body system.

THE HELIOS VIOLET RAY MACHINE



This machine is absolutely safe. It can be handled as easily as a toy and can be attached by anyone, however inexperienced, to any electric-light installation that may be handy. The working is as simple as possible, and the amount of current used extremely small! In addition, every Helios Violet Ray Machine is unconditionally guaranteed for 12 MONTHS!

Complete as illustrated. Cat. No. RE 128.

£4/19/6

Also 9 electrode model. Cat. No. RE 129.

£6

TRY IT AT OUR RISK!

Send for one NOW! Try it out in your own home for 7 days, and if at the end of that time you can honestly say you have not benefited, return the machine, in the same condition as received, and we will refund your money in full, including return postage! That's what WE think of Helios Violet Ray!

THE ELECTRIC

LAMPHOUSE

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