

Shop Early

s Merit
come

new fashion details
difficult not to meet
amongst them. They
are is prettily designed
pe-de-Chine are very

uses, convertible col-
square necks and col-
ades, also white or
..... \$5.00

square necks, round
..... \$3.50

Hose

Niagara Maid, in black
in one pair in pretty
..... \$2.00

r Caps

of Georgette, Crepe,
Lace and Ribbon
range of styles. The
..... 29c

nnings Dept.

ment we are showing
ts for the home, such
g Rugs for the Bath
bers, Vacuum Sweep-
ns. Pillows, Etc. All

ath Robes

made of eiderdown
Comes in elegant
ned with girdle. The
\$5.00, \$5.50

Sacques

ques, made of Silk
n, Habutai Silk, in
y, pink, maize, etc.
a ribbon and lace.
e from. \$3.50
\$5.00 to

Co.



a bowl of soup and
United States loans
Poor little mites,
a ration of building
r Consumption and
ken land.

YOU can help to
little sufferer. You
day to do it. Send
Belgian Children".

Contributions to

Fund

(Act) 114

LOAD
hauling a milly wagon in
st Tuesday a horse drop-
holding up street car traf-
an hour.

**GIVE
SOMETHING
ELECTRICAL
THIS
CHRISTMAS**

GIVE SOMETHING ELECTRICAL THIS CHRISTMAS

What'll I Give? --- What Am I Going to Get?

Will it be the same old answer this year? Are you going to give what you don't want to get—the same old hackneyed gifts that "everybody gives and gets?"

Gifts this year *must* be practical. They must echo the greater efficiency of our nation—of the home. What's the sense of conserving food and then undoing your good work by giving useless or inappropriate presents. This year's token must be given for utility.

Electrical gifts are most practical. They gain 100 cents worth of appreciation for every dollar. They save time, trouble and labor. They ornament any home. And, surely, such gifts convey the true Christmas spirit. Your *Electrical* gift will still be appreciated, and the giver gratefully remembered for many a Christmas to come. Be practical—Give something *Electrical* this Christmas.

→ Here's Our Suggestions ←

If you purchase your gifts from the Six Dealers whose names appear below, you are assured the most practical, economical and dependable Electrical Goods in the city. Our Expert Electrical Staffs are always at your disposal for service.



You do not get the most of your coffee unless it is made with an Electric Percolator. A useful as well as ornamental gift.
Priced at **\$10.00 UP**



A gift to shorten her work hours — a Vacuum Cleaner does not just move the dust and dirt—it removes it. Simple to operate and works from any lamp socket. Priced at only **\$32.50 UP**



As a labor saving device for the home, an Electric Washer is the chief. "Makes Child's Play of Wash Day." See our display. They make a real gift. The prices range **\$85.00 UP**

A new way to spell "Practical Gift"

"Electric Gift"

A Gift which is going to give years of appreciation to the recipient.

IT WILL BE TO YOUR ADVANTAGE TO CONSULT THE ELECTRICAL DEALERS WHOSE NAMES ARE AT THE FOOT OF THIS ADV. REGARDING YOUR CHRISTMAS BUYING. WE WILL BE PLEASED TO SHOW YOU OUR STOCKS, WHICH CONTAIN SOME VERY USEFUL AND PRACTICAL ITEMS. WE ARE IN A POSITION TO GIVE YOU EXPERT ADVICE IN REGARD TO OPERATION, AND NOT BEING PRODUCERS OR DISTRIBUTORS OF POWER, CAN ADVISE YOU OF THE MOST ECONOMICAL APPLIANCES FOR YOUR GIFTS.

BUY ELECTRIC GIFTS, BUT BUY THEM FROM RELIABLE DEALERS.

WE GUARANTEE ALL APPLIANCES SOLD BY US TO WORK EQUALLY WELL ON EITHER POWER.

Telephone City Electric Club:

T. J. Minnes & Co.
9 King Street.

Webster Electric Co.
211 Colborne Street.

A. C. McLean
Opera House Block

Lyons Electric Co.
72 Colborne Street.

Cowans
81 Colborne Street.

H. E. White
250 Colborne Street.

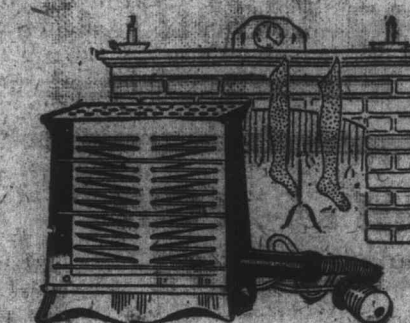
Wire That Home for Xmas!

For the convenience of the Buying Public we are going to remain open during the evenings from December 16 until Christmas.

—But make your selections early, as this year will show a greater demand than ever for Electrical Gifts.



Make the Housewife's Gift an Electric Iron. Only the very best standard makes carried. Takes the place of 6 sad irons. Saves time, labor and expense. Makes ironing a real pleasure. Priced at \$4.50, \$6.00 and **\$7.00**



Do you like toast? So do they. One of the most common articles of the food on the breakfast table. You never had real toast if it was not made with an electric toaster. Prices, \$3.75, \$5.00 and **\$6.00**



How About that Kiddie? He would like Electric Toys — Railways, Electrical Sets. All prices —