



WE'LL HELP YOU DECIDE!

Will it be the Same Old Problem This Year?

Are you going to give what you don't want to get?--the same old Hackneyed Gifts that "everybody gives and gets."

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

Gifts this year must be practical. What's the sense of conserving food and then unloading your good work by giving useless or inappropriate presents. This year's tokens 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. Surely such gifts convey the true Christmas spirit. Your *Electrical Gift* will be appreciated and the giver gratefully remembered for many a Christmas to come. There are about 4000 homes in Brantford using electricity-- you need have no fear that your *Electrical Gift* will not be acceptable. Therefore give *Electrical Gifts* to **FATHER, MOTHER, SISTER, BROTHER, AUNT, UNCLE, EVERYBODY.**

These Six Stores are Ready

THEIR STOCKS OF ELECTRICAL APPLIANCES ARE TASTEFULLY DECORATED. THEIR CLERKS WILL BE DELIGHTED TO HELP YOU DECIDE WHAT TO GIVE THIS CHRISTMAS.

Look For These Gift Shops

ELECTRICAL GIFTS

Give Something Electrical this Christmas

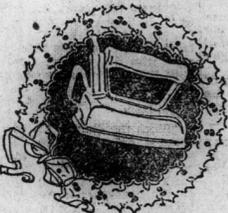
Cowans
Webster Electric Co.
Lyons Electric Co.
T. J. Minnes & Co.
H. E. White
A. C. McLean
 Open Every Evening Until Christmas

Make It An Electric Gift

\$100 VICTORY BOND FREE!

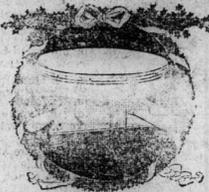
with every \$5.00 cash purchase of electrical goods between Dec. 1 and Dec. 25, 1917, you will receive a numbered ticket entitling you to a chance on a \$100.00 Victory Bond given by the Telephone City Electrical Club.

HERE ARE SOME SUGGESTIONS:



ELECTRIC IRON

If she hasn't an Electric Iron it's simply a matter of choosing which of these six dealers you will patronize.



ELECTRIC GRILL

For toasting, boiling, frying, broiling-- the stove of 1000 uses.



ELECTRIC WASHING MACHINE

Takes the Rub out of Washday. A real gift for Mother.



ELECTRIC VACUUM CLEANER

A gift to shorten her work. She really needs this great help.



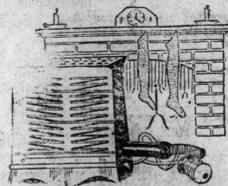
ELECTRIC PORTABLE LAMP

For any or every member of the family--Prices from \$3.25 up.



ELECTRIC PERCOLATOR

Makes Coffee that is Coffee. Always ready. The taste lingers



ELECTRIC TOASTER

There's only one way to make toast and that's the electric way.



WARNING!

Tickets for Victory Bond can only be secured from the six Electrical dealers mentioned here

LOOK FOR THIS SIGN

Make It An Electric Gift

Let These Firms Serve You

They Are REAL "Live Wire" Electrical Dealers

T. J. Minnes & Co.

9 King Street.

Cowans

81 Colborne Street
The Blue Front Store.

H. E. White

250 Colborne St.

Lyons Electric Co.

70 Colborne St.

A. C. McLean

22 Wells Ave.

Webster Electric Co.

211 Colborne St.

ASTORIA

infants and Children.

Parents Know That
genuine Castoria

ways
is the
nature
of

In
Use

For Over
Thirty Years

ASTORIA

WATERBURY COMPANY, NEW YORK CITY.