



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 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. 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

WARNING!

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

LOOK FOR THIS SIGN

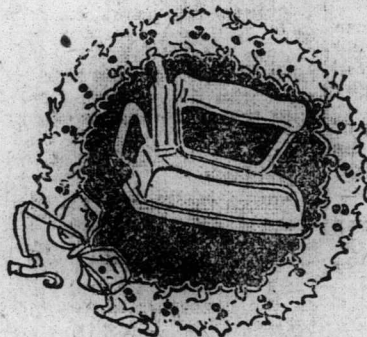
Make It An Electric Gift

Make It An Electric Gift

\$100 VICTORY BOND FREE!

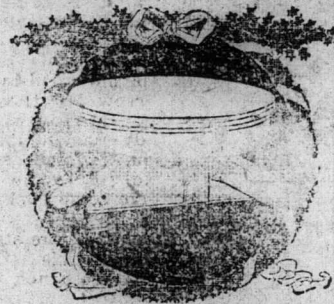
with every \$5.00 cash purchase of electrical goods between Dec. 1 and Dec. 25, 1917, you will receive a numbered ticket entitling you to a chance on a \$100.00 Victory Bond given by the Telephone City Electrical Club.

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.



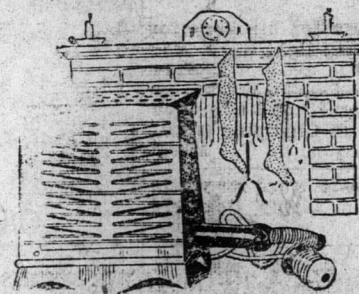
ELECTRIC PORTABLE LAMP

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.



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.

Secured
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PHONE 1892.

W WINNIPEG TRAINS

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made is always heavy in win-
the, particularly during De-
with its holiday season. To
requirements of the public,
a special daily service be-
Toronto, Winnipeg and Ed-
is announced by the Canad'an
Railway; Westbound, Dec.
Jan. 2nd, 1918 only; East-
Dec. 1st to Jan. 5, 1918 on-
Thereafter regular tri-weekly
between Toronto and Winni-
be resumed. Service be-
Edmonton and Vancouver re-
tri-weekly as at present.
connections being made by
Toronto Monday's, Wednes-
and Friday's. For further par-
see Time Table Folders, or
John S. Dowling & Son.

ASTORIA

infants and Children.

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guine Castoria

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In
Use

For Over

Thirty Years

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FAIR COMPANY, NEW YORK CITY.