



## President Wilson has said:

*"Now is the time for America to correct her unpardonable fault of wastefulness and extravagance."*

**H**EEED his message in this year's gift giving. These are serious times; give only serious—sensible—worthwhile presents.

Buy wisely; give wisely; give *useful* gifts—*practical presents*—which will *endure*—will *last*—will *serve*.

Consider how the gift you give *this year* will be looked upon *a year hence*. How will it prove in the test of time—of daily usage?

You won't have to apologize *later* if you make *this* an *Electrical Christmas*. Your friends will commend your good judgment.

*Scan this list:* Here are serviceable selections to make it more pleasant for mother—for dad—for friend and relative—old and young; comfort-bringing, pleasure-giving gifts for every purse, person and purpose.

# "Give Something Electrical This Christmas"

### Electrical Gift-Hints for "Him"

Auto Foot-Warmer  
Auto Heated-Grips  
Auto Horn  
Auto Search Light  
Auto Trouble Lamp  
Battery Lantern  
Bed Lamp  
Cigar Lighter  
Desk Lamp  
Drink Mixer  
Engine and Carburetor Heater  
Fan  
Flash Light Cane  
Flash Light Umbrella  
Hand Lamp  
Heating Blanket (for outdoor sleeping)  
Illuminated Mirror  
Immersion Heater  
Luminous Radiator  
Phonograph Motor  
Portable Floor Lamp  
Reading Lamp  
Shaving Mirror  
Shaving Mug

### Hints for Home Helps

Decorative Lamps  
Disc Stove  
Fireless Cooker  
Flat Iron  
Christmas Tree Lighting Outfit  
Kitchen Utility Motor  
Modern Fixtures  
Portable Radiators  
Vacuum Cleaner  
Washing Machine



### Electrical Gift-Hints for "Her"

Boudoir Lamp  
Chafing Dish  
Coffee Urn  
Comb and Curling Iron  
Egg Boiler  
Electrolier  
Flat Iron  
Floor Lamp  
Foot Warmer  
Grate  
Grill Stove  
Hair Dryer  
Heating Blanket  
Home Wired  
Massage Vibrator  
Percolator  
Portable Sewing Machine  
Range  
Samovar  
Sewing Machine Motor  
Saute Pan  
Toaster  
Tea Pot  
Writing Desk Lamp



Missoula Light and Water Company