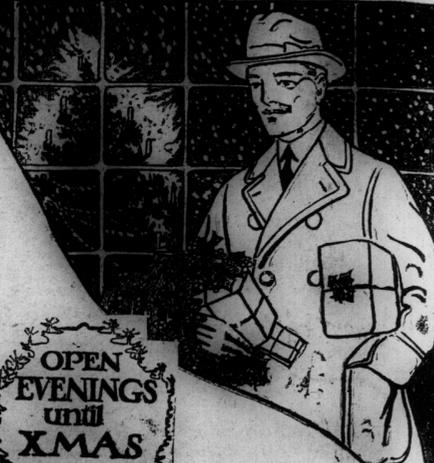




What Shall I Give?

We have Gifts in every Department. Let us solve your Christmas Gift problem. You have given so many things in the past to your friends and relatives that you are sort of puzzled as to what to give this year. Let us help you out of your difficulty. Come in and look over the large stocks of new Christmas goods which we have here.



OPEN EVENINGS until XMAS

The Opportunity of Buying a WINTER COAT

NOW THAT THE REAL WINTER DAYS ARE HERE, DON'T LET CHRISTMAS INTERFERE WITH SECURING A NEW COAT

\$16.95

Formerly \$22.00

It is doubtful if you will ever again be able to choose from such a selected stock of coats at prices which are usually current with the late season sales, but we realize that the holiday season will soon occupy your whole attention so we bring these lines to your attention to-morrow. Smooth finished coats in navy, Burgundy, brown and green; made with the newest collar, pockets and belts. These are sample coats just arrived.



\$12.50

Formerly \$15.50

Exceptional selling of these coats at the bare cost of materials. Women's and Misses' Coats, in correct style, with large self collars, pockets and belts; actually \$18.50 and \$20.00 coats. Materials, Cheviot, Chinchilla and Blanket Cloths.

Unusually attractive coats of New York designs, at \$24.50, regular \$35.00; \$29.75, regular \$45.00.

BLOUSES

The Always Acceptable Gift

In the blouse shop we are featuring a special display of these Christmas styles. Heavy quality pure crepe de chine Blouses, made with the large or medium convertible collars, with embroidered or tucked fronts; long sleeves and cuffs; in shades of white, flesh, coral, maize, primrose or peach. A complete stock of New York and Canadian made models, priced at \$15, \$6, \$5, \$4.25 and **\$3.50**

The Daintiest of Silk Camisoles

Make a gift that will be an agreeable surprise to the recipient. These are of silk in pink or white some have dainty lace yoke, with sleeve; others without sleeves and lustre waist band; priced **\$1.50**

Corset Covers

Corset Covers for Christmas Gifts, in dainty lace, and embroidery trimmings, fine Nainsook or silk mull. Priced at 35c 50c, 60c, 75c to **\$1.69**

Silk Comforters To-morrow at \$7.50



As a useful serviceable gift it's hard to beat a Down Comforter, as to-morrow we are featuring a lot of comforters, with good Down proof sixteen coverings, stitched and perforated centres **\$7.50**

Beautiful Satin Comforters, \$10.50, \$15.00 to **\$25.00**

Warm Blankets

A small lot of wool nap Blankets, in fancy plaid colorings; beautiful soft shadings, only, a pair **\$4.50**

A Gift For Dad Motor Rugs \$2.95-\$9.75

Just what would please him. A good imported all wool English motor rug. Yes, they are very scarce but we have a limited stock at old prices, and it will pay you to secure one of these at once.

SKATING SETS Are Popular Now

Perhaps you need one for yourself these winter days or perhaps you have decided on one as a gift for sister or friend. You should choose now as future stock is hard to secure. Tam and Scarf Angora Wool Sets, Special Christmas price, at \$1.75 to **\$3.50**



TEA APRONS

A Useful, Dainty Gift

Aprons of figured Muslin with pockets and trimmed with lace and insertion; some trimmed with ribbons; priced 35c to **\$1.25**

Women's Fancy Vests

Women's Silk and Fancy Cotton Underwear; very dainty; nicely boxed for Christmas Gifts; prices range from 50c to **\$1.75**

FURS! The Gift OF FURS!

APPROPRIATE, ACCEPTABLE AND SENSIBLE

Make it your business to come here to-morrow and select just what you want from a splendidly assorted stock at reasonable prices.



Russian Pony Set \$23.50
Black Russian Pony Sets, with the new large cape collar, pillow muff to match; special **\$23.50**

Grey Badger Set \$13.95
Grey Badger Set with large stole head and tail, trimmed muff to match; the set, special **\$13.95**

Red Fox Set \$53.50
Red Fox Set, large animal stole with muff to match, fine silk fur; Regular price \$65; Special **\$49.00**

EXTRA SPECIAL
Children's White Thibet Sets, several different styles; from \$6.00 to **\$13.50**

Why Not a Gift of LINENS? They're Appreciated

Every housewife, or prospective housewife, delights in fine linens, and these will specially delight her.

Maderia Linens

Lower than usual. Just arrived from "Maderia" and, of course, are of the finest linen, hand embroidered in the daintiest of designs. Here are a few of the pieces.

- 22 in. Embroidered and scalloped centres, doilies to match and assortment of patterns for **\$3.25**
- Embroidered Centres, 17 in. scalloped, with doilies to match; specially priced at **\$2.25**
- Muffin Cases, very daintily embroidered; priced at **\$2.00**



Linen Sets for the Holiday

Good pure linens are rare, and very very hard to get, so a table set of a beautiful linen Damask Cloth and one dozen Napkins to match, will be a source of much delight: Cloths, 2x2 1-2 yds., **\$9.50**
Napkins to match **\$7.95**
Cloths, 2x2 1-2 yds., **\$8.95**
Napkins to match **\$9.50**
Cluny Centres, beautiful Lace edges, each \$6.95, \$4.95 and **\$1.95**
(All Linens nicely boxed)

Your Gift Will be Worthy of You, if it will be Sterling Silver---Saturday at HALF PRICES

These are odd pieces and small sets. Of some patterns there are enough to make a set, and we offer these Saturday at about half they usually sell for. This is a sale of high grade ware, and should not be missed by those desiring to give gifts of sterling silver:

- Sterling Silver Berry Servers, regular \$4.00 value; each **\$1.95**
- Sterling Silver Cold Meat Fork, regular \$3.50 value; each **\$1.50**
- Sterling Silver Salad Forks, regular \$4.50 value; each **\$1.95**
- Sterling Silver Sugar Shells, regular \$2.00 value; each **95c**
- Sterling Silver Cheese Scoop; regular \$2.00 value; each **95c**
- Sterling Silver Cream Ladle; regular \$2.00 value; each **95c**
- Sterling Silver Fruit Knives, half dozen; regular \$6.50 value; at **\$3.75**
- Sterling Silver Bread and Butter Knives; regular \$7.00 value; at **\$3.75**
- Sterling Silver, beautiful Carving Sets, regular \$10.00 value; per set **\$6.75**
(Best Sheffield Steel Knives)

THE WISE PARENT WILL SELECT TOYS NOW

- Children's Story Books 10c 15c, 25c to **50c**
- Teddy Bears, 45c, 95c, \$1.25, \$1.50 to **\$3.95**
- Wash Tubs, board and wringer, 75c and **\$1.50**
- Dolls, ranging from 15c up to **\$7.75**
- Boxes of Puzzles, 40c, 75c, to **\$1.50**
- Omp Boards \$1.25 and **\$1.50**
- Ring Toss, 25c and **50c**
- Games of all kinds, ranging from 15c to **\$1.00**
- Building Blocks, 15c, 20c, 25c, to **65c**
- Crokinole Boards **\$1.65**
- Miniature Railways, \$1.95, \$2.75 to **\$5.95**
- Metal Soldiers, 15c, 25c, 39c and, per box, 50c **\$4.95**
- Pianos, 39c, 69c, 95c, \$1.25 up to **\$4.95**
- Balls, 15c, 25c, 35c, 50c and **69c**
- Drums, 10c, 15c, 25c, 35c, 49c, \$1.25 to **\$4.95**
- Floor Chimes, 25c, 35c, 50c, 75c and **85c**
- Nine Pins, 69c, up to **\$1.75**
- Horns, 15c, 25c and **35c**
- Baby Rattles, 5c, 10c, 15c, and **25c**
- Pop Guns, 35c to **75c**
- Boxes Paints, 39c, 95c, up to **\$2.25**
- Stuffed Animals, 15c and **25c**
- Kiddie Horses, \$1.50, \$2.00 and **\$2.50**



Our Shop EARLY SPECIALS

Look down this list of specials. You will doubtless find the gift you are seeking.

Damask Table Cloths \$2.25

25 Table Cloths, 2 1-2 yds. long, pretty floral designs; border all round; a bargain **\$2.25**
at **\$3.50**

15 Table Cloths, all pure linen; good patterns; reg. \$4.75; Saturday price **\$3.50**

Linen Napkins \$2.95 a Doz.

10 dozen Linen Napkins, size 22x22, hemmed; regular \$3.50, for **\$2.95**

Linen Guest Towels

15 dozen Linen Guest Towels, in plain hemstitched and scalloped ends, place for initial; a nice Christmas gift at 75c, 95c, **\$1.50**
and, a pair **\$1.50**

10 dozen Fancy All Linen Towels, hemstitched fancy border; at \$1.75, \$1.85, \$1.95, \$2.00, and a pair **\$2.25**

Velvet Hats

A table Sale of Velvet Hats, black and colors; smart made winter models; values up to \$6.00 and \$8.00; all on Sale Saturday **\$2.95**

\$6.00 Blanket Kimonas \$4.75

Long Blanket Kimonas, in many pretty patterns, and colors to choose from, trimmed with pockets and satin bindings with cord.

28c Flannelette at 22c

5 pieces White Flannelette, 32 in. wide; nice, soft quality, on sale at **22c**

China Tea Sets \$3.49

21 piece Set of Fine English China, rose pattern, pretty shaped cups; priced very reasonable at, per set **\$3.49**

Serving Trays \$1.69

Serving Trays, well made and strong; in Mahogany and Mission; nothing nicer for a gift; on Sale \$8.00 to **\$1.69**

Hosiery

Women's Fine Cashmere Hose, seamless, all sizes; extra special price, at 55c and **50c**

Children's Fine English Rib Cashmere Hosiery; seamless, double heel and toes; 1-1 rib, at 40c, 40c, 35c and **25c**

Boys' Heavy Rib Hose, large size, good strong quality; per pair 85c and **75c**

Gift Handkerchiefs



In daintier styles than were ever before seen. When you see the dainty, tasteful bits of fine, soft linen—the wonderful new ways they are embroidered.

- The fine hemstitching, you will know why handkerchiefs are such popular gifts this season. Thousands to select from.
- Fine quality lace-edged, linen embroidered corner, special **75c**
- Hand embroidered, all pure linen, handkerchiefs, very special at **50c**
- Pure Linen Fancy Embroidered corners, hemstitched at **35c**
- Lace Edge and Embroidered Linen Handkerchiefs, at **25c**
- Dainty Linen Handkerchiefs, 3 in a box; special at, 75c and **60c**

What to Give "Him"

A visit to our men's section will quickly and easily settle this perplexing question. Here are practical suggestions in ready to give gifts, sure to please:

Men's Pure Linen Handkerchiefs, hemstitched border, at 40c, 25c and each **20c**

Gift Neckwear for men, one of the largest displays in the city in the newest patterns and colors, open ends; Special \$1.00, 75c and **50c**

Men's Silk Mufflers, pretty shades, choice patterns; at \$1.50 to **\$3.50**

Men's Silk and Wool Covered Umbrellas, finest quality; newest handles; price \$5.00, \$3.00, \$2.00 **\$1.50**



OGILVIE, LOCHEAD & CO.

INDUSTRIAL

That Brantford's prosperity, which has been phasised in the column Courier are not ephemeral vital living facts in series of statistics that proceed, dealing with years back. In cold financial and commercial returns are demonstrated. Returns supplied by Postmaster-General for period from 1914 to the are faithful thermometer.

AMOUNT OF MONEY

1910	\$52,778
1911	\$57,743
1912	\$63,290
1913	\$69,233
1914	\$74,275
1915	\$74,231
1916	\$101,942

The totals of the postal revenue, paid out through the office greatly exceeded those here, and indicate people of this community.

AMOUNT OF BUSINESS

1910	\$114,678
1911	\$170,458
1912	\$191,591
1913	\$218,272
1914	\$262,028
1915	\$141,278
1916	\$131,181

The postal revenue, of the sale of stamps.

BRANTFORD

1910	\$296,209
1911	\$299,591
1912	\$299,371
1913	\$333,901
1914	\$342,221
1915	\$360,091
1916	\$369,111

Another true gauge of commercial development may be ascertained by customs returns. These a steady increase with the of the two first

CUSTOMS RETURNS

1910-11	\$496
1911-12	\$528
1912-13	\$678
1913-14	\$647
1914-15	\$395
1915-16	\$520
1916-17	\$860
1917-18 (8 mo)	

Perhaps the truest index of the city to be found in the building progress and lowing figures from the covering the past few the building progress may be accurately as its ever-increasing per cent. No. of Y Year. permits. 1900 123 1901 168

WOMEN'S INST

The Cainsville Women met on Monday afternoon at Mrs. Alex. Young opened by singing "Me." The president, Missed. After reading notes and transacting business on "The Joy of wall given by Miss Miss Brooks gave a of the Women's Institution held in Toronto proved very interesting five and was enjoyed institute will send a forters, etc., to the ers. Our annual ball last week in the Grand proved a decided success. The booths were pretty fancy work, home-made nuts and popcorn, a looking Christmas. If you were asked to a ber of raisins contain The number proved