

### SHEDIAC

NEWCASTLE

## HAMPTON

# THE PRACTICAL GIFT MOVEMENT

There is a movement all over this continent among the large stores to make this a "practical" Christmas, carrying out the idea of giving only useful and practical gifts, or in other words, Santa Claus is to appear this year in the role of a "practical" St. Nicholas. We are heartily in accord with this movement, and we believe the majority of the people of St. John will agree with this idea.

We have made great preparations to have a splendid display of all sorts of interesting and practical dry goods. There will be hundreds, we might say thousands, of dainty and useful things to choose from, and even now our store has take n on a

Remember that practical gifts take more thought and consideration than the ordinary Christmas remembrance, so that it is none too early to begin your buying. Christmas is only a month away, and a month ahead is not too long for the average person to work out his or her problem of "practical" giving, so begin now.

Yours truly,

F. W. DANIEL & CO., LTD.

"London House," Head of King Street



MAGIC BAKING POWDER

THE ONLY WELL-KNOWN MEDIUM-THE ONLY WELL-KNOWN MEDIUM-THE ONLY WELL-KNOWN MEDIUM-THE ONLY WELL-KNOWN MEDIUM-THE ONLY WELL-KNOWN MEDIUM-CANADA THAT DOES NOT CONTAIN ALUM. AND WHICH HAS ALL ITS INGREDIENTS PLAINLY STATED ON THE LABEL.

Have you seen our great values? Do you know why our business is up to last year's - notwithstanding present conditions.

The public today know values and know that we have them. Will you let us show you what we are offering.

## H. Mont. Jones

St. John's Only Exclusive Furrier 54 King Street

COATS Hudson Seal, from . . Persian Lamb, from . .

MUFFS STOLES Black Fox, \$ 35 to \$ 55 Black Fox, \$35 to \$ 55 . \$100-to \$200 Black Lynx, 25 to 70 Black Lynx, 35 to 75 Black Wolf, 12 to 45 Black Wolf, 16 to 45 . . . \$125 to \$375 Mink, . 23 to 165 Mink, Muskrat, from \$55 to \$165 Raccoon, . 10 to 45 Raccoon, . Marmot, Poney and Raccoon Hudson Seal, 12 to 35 Hudson Seal, 20 to 30

And various other Furs at equally low prices

### DORCHESTER



POWDE

E. W. GILLETT COMPANY LIMITED WINNIPEG TORONTO, ONT. MONTREAL