

GIVING REGULAR PRICES THE GO-BY

And Tabbing SALE PRICES to all XMAS GOODS

FRIDAY, SATURDAY and MONDAY at

SANTA CLAUS' HEADQUARTERS

The Holiday Spirit permeates every section of this Popular Store and is glaringly reflected in its innumerable Suggestions to aid you in your gift buying.

All we ask is that you come in and wander fancy-free anytime during the next few days and see Our Generous Display of Christmas Wares.

Practical Gifts from the Showroom

- CHILDREN'S JERSEY DRESSES**—Kilted Jersey Dresses very warm for house wear; roll collar; shades of Brown, Saxe, Navy and White; assorted sizes. Reg. \$2.75. **Friday, Saturday and Monday \$2.39**
- DRESSING GOWNS**—Children's and Misses' sizes in soft warm Eider; cord and tassel at waist and neck; roll collar, pocket; shades of Saxe, Navy, Cardinal and Grey; to fit 6 to 14 years. Reg. \$5.50. **Friday, Saturday and Monday \$4.48**
- WOOL SETS**—Children's Wool Sets—Cap and Scarf with Wool Tassel; shades of Saxe, Rose, Crimson, Emerald and Tourquoise. Reg. \$2.50. **Friday, Saturday and Monday \$2.25**
- HANDKERCHIEFS**—Super-Aero Kerchiefs, extra fine; white with colored border and plain and colored center; hemstitched. Reg. 35c. **Friday, Saturday and Monday 25c.**
- ELEGANT PERFUMES**—Beautifully boxed, assorted odours; Caprice, Apple Blossom, Cashmere Bouquet, Lily of the Valley, etc. Reg. 69c. **Friday, Saturday and Monday 55c.**
- LADIES' WOOL SETS**—High neck, long sleeves; superior quality; natural shades; assorted sizes. Reg. \$2.20. **Friday, Saturday and Monday \$1.87**
- LADIES' NIGHTGOWNS**—White Flannelette Nightgowns, with or without collar; galon trimmed and button hole edges. Reg. \$3.50. **Friday, Saturday and Monday \$2.97**
- CHILDREN'S MUSLIN DRESSES**—To fit up to 2 years; pretty little Dresses with embroidery yoke and tucked founce. Reg. \$2.00. **Friday, Saturday and Monday \$1.59**
- LAWN APRONS**—Fine White Lawn Aprons, with or without body; embroidery and insertion trimmed and tucked. Reg. \$1.50. **Friday, Saturday and Monday \$1.39**
- SILK BIBS**—Lace trimmed and embroidered, double fronted; each in Xmas Gift Box. Reg. 45c. **Friday, Saturday and Monday 38c.**



The Joy that Transcends All Else on Xmas Morn for the Little Ones-- The Big BULGING, Dangling STOCKING

Without which it is not Christmas. Already you are picturing the eager, joyful faces of radiant children, full of expectancy the glorious morn. The crinkly crammed stocking is their first thought, and then the generously laden Christmas Tree laden with the entire World, for the Tree is the Child's World this day. Satisfy their longings. Visit our

TOY SECTION

- Crammed to overflowing with everything to satisfy the longings of your little girls and little boys.
- ROCKING HORSES, TWO-WHEEL CARTS, TWO-WHEEL DRAYS, HORSES, TRAMS, MOTOR CARS, ENGINES, DRUMS, PISTOLS, REINS, RUBBER BALLS, BALLOONS, PAINTS, TOOL SETS, SPINNING TOPS, DRAWING SLATES, HORNS, BUGLES, DOLLS' SETS, SCALES, CANOES, BOATS, RATTLES, SKIPPING ROPES, BUILDING OUTFITS, BLOCKS, SAND PAILS, SOLDIERS, CAVALRY, QUOITS.**

DOLLS in Wondrous Profusion

And such Dolls. Character Dolls in their simple Gingham gowns, with life-like smiling faces and wondrous eyes; Dolls that are screedless waiting for some little mother to dress them; Kewpies, cute looking and appealing, and the real baby Dolls in their long flowing robes as well as smaller dolls in flesh coloured Celluloid and Rubber Dolls for the Doll of the House--Baby. Prices here to suit every purse.



SHOP EARLY

PRIZED GIFTS FOR HIM



- WATCH POBS**—Black Clrd Ribbon with permanent Gilt mountings with Caribou and Horse Pendant, strong for boys' wear. Special Friday, Saturday and Monday **30c.**
- MEN'S WOOL MITTLERS**—Just what a man wants and this line is particularly good; assorted shades, full length; \$4.00 value. **Friday, Saturday & Monday \$3.50**
- BOYS' LINED KID GLOVES**—Assorted sizes in best of wearing mixed Tan Kid Gloves, warmly lined, one dome wrist. Reg. \$3.00. **Friday, Saturday and Monday \$2.65**
- CREPE DE CHENE NECKWEAR**—Plain shades Ties that tie up well; full length; \$1.50 value. **Friday, Sat'y. & Mon. \$1.35**
- STOCK TIES**—Plain and Fancy make up knots, in a fine silk make, patent clip fastening. Special Friday, Saturday and Monday **39c.**
- MILITARY BRUSHES**—Ebony backed, stiff bristle Brushes, set in aluminum, last for years. The pair Friday, Saturday and Monday **\$1.45**
- PRESIDENT BRACES**—Shirley President Braces in Gift packages; the always acceptable Gift for a man. **Friday, Saturday and Monday 95c.**
- CIGARETTE CASES**—Plain and Fancy Plated Cigarette Cases; curved to fit the pocket. A young man's gift. Special Friday, Saturday and Monday **\$1.25**

HELPFUL SUGGESTIONS

- SIDEBOARD CLOTHS**—The most serviceable kind in Linen Crash, prettily embroidered and hemstitched; gifty looking Cloths. Reg. \$1.50. **Friday, Saturday and Monday \$1.29**
- NIGHT DRESS CASES**—Very dainty things showing Torchon Lace and Insertion trimmings, to adorn your Boudoir. Reg. \$1.30. **Friday, Sat'y. and Mon. \$1.15**
- BATTENBURG SIDEBOARD CLOTHS**—A Cloth the good housewife would prize as a gift this Christmas. Reg. \$1.70. **Friday, Saturday and Monday \$1.49**
- DOOR CURTAIN ROD**—Another Special in heavy brass finish, very strong, fits neatly and looks well, each to attach. Reg. \$1.20. **Friday, Saturday and Monday 98c.**
- DRESSING GOWNS**—Another very acceptable Gift to Daddy, would be a nice Dressing Gown. We offer several Patterns in this line in warm plain cloths, striped; others with brocade fronting. Reg. \$24.00. Fri. Sat. & Mon. \$20.40. Reg. \$28.00. Fri. Sat. & Mon. \$22.10. Reg. \$30.00. Fri. Sat. & Mon. \$25.50. Reg. \$40.00. Fri. Sat. & Mon. \$33.00.
- CRASH TEA CLOTHS**—Dark Linen Crash Tea Cloths, durable-lasting Gifts, uncommon looking too. Regular \$2.50. **Friday, Saturday and Monday \$2.25**
- TABLE CENTRES**—Large size Battenburg Table Centres, always acceptable. The Gift worth giving. Reg. \$1.75. **Friday, Saturday and Monday \$1.58**
- DAMASK TRAY CLOTHS**—Best English quality Damask, in a variety of patterns; 70c. value. **Friday, Saturday & Mon. 38c.**
- CURVED END CURTAIN RODS**—Suitable for hanging an over curtain to your window sash; the curved end swings it clear. **Special, complete 54c.**
- SMOKING JACKETS**—A few select Smoking Jackets, some in heavy Grey Cloths, with silk and edging; others in Brocade Silk. Daddy would be delighted with any one of these. Reg. \$16.00. Fri. Sat. & Mon. \$13.20. Reg. \$18.00. Fri. Sat. & Mon. \$14.80. Reg. \$22.00. Fri. Sat. & Mon. \$18.70. Reg. \$25.00. Fri. Sat. & Mon. \$21.25.

Handsome Silk Waists

- HANDSOME WAISTS**—In Georgette and Crepe de Chine; round, square or V neck; embroidered and beaded in very handsome shades. Maize, Peach, Saxe, Fawn, Brown and White. What a beautiful gift! **Reg. \$9.00. Friday, Saturday and Monday \$7.80**
- HOLLY RIBBONS**—Fancy Christmas Ribbons, put up in 5 yard pieces; decorative, dainty and colorful. **Friday, Saturday and Monday 25c.**

Disregarding Regular Prices for the Convenience of SANTA at BAIRD'S



- FESTOONING**—Fireproof Crepe Tissue for streamers and general decorations; assorted shades; 60 feet rolls. **Special 15c.**
- HOLLY LEAF FESTOONING**—A pretty Green; looks very effective for ceilings. **Special 22c.**
- MORE FESTOONING**—Bright Green, fancy cut with Santa Claus Banners attached. **Special 25c.**
- FANCY TISSUE HANGERS**—In various mixed shades; very neat for your rooms. **Special 25c.**
- CHRISTMAS BELLS**—Large Crimson Crimped Cell Christmas Bells. You need one or two for Christmas. **Special 20c.**
- LUSTRE BALLS, ETC.**—for tree ornamentation or room embellishment; bright sparkling shades; assorted. **Special 10, 20, 25c.**
- CRIMPED FESTOONINGS**—A nice assortment in plain and fancy mixtures; a few pieces would look well. **Special, each 10c.**
- DENNISON'S CREPE PAPERS**—Best grade, extra fine texture, in all the most wanted shades, and Santa Claus Himself. **Special, per piece 20c.**
- TISSUE STARS**—Shaped on wire to hang; Red, White and Blue combination, each **20c.**

SASH RODS WINDOW BLINDS

- SASH RODS—A SPECIAL**—A solid rod, very strong; extends to 40 inch; new clip fastening. Reg. 30c. **Friday, Saturday & Monday 19c.**
- WINDOW BLINDS**—36 inch Window Blinds in plain Buff or Green. **Special Friday, Saturday and Monday (complete), each 94c.**

UMBRELLAS

Ladies' Gent's

A Lady's Silk Umbrella would be highly prized as a gift. See our display of new ones for Xmas; long handles, straight best, and some with wrist rings; best quality silk coverings and rigid frames. **Special Prices for Xmas Sale.**

A man needs an umbrella and it is something he is not expecting. Surprise him with a real good serviceable one now. The values here are exceptionally good; straight or curved handles, quality coverings. **Prices range from \$4.25 up to \$9.50.**



Let's Further HELP YOU With Your GIFT Problems!

- BOYS' NECKWEAR**—A very nice assortment of fancy Neckwear for boys; values to 70c. **Friday, Saturday and Monday 30c.**
- SILK HANKY SCHEIFS**—White Silk Handkerchiefs with hemstitched edge; others with fancy coloured border. Either 90c. quality. **Friday, Saturday and Monday 79c.**

FELT FOOTWEAR Would be an Ideal Gift. SEE WHAT WE OFFER.

- MOTOR GLOVES**—Finest grade Kid, in Black or Tan, with wide gauntlet wrist, dome fastened, strap over wrist. Reg. \$6.50. **Friday, Saturday and Monday \$5.85**
- LADIES' FELT JULIET SLIPPERS**—See this immense display of dainty home footwear, every wanted shade, fur tops, solid leather sole and heel; all sizes. Reg. \$4.00. **Friday, Saturday and Monday \$3.48**
- MISSES' FELT JULIETS**—Crimson Felt Juliet Slippers with black fur tops; sizes 11 to 2. Reg. \$1.20 value. **Friday, Saturday and Monday 99c.**
- LADIES' FELT SPATS**—12 button height, warm and perfect form; shades of Fawn, Brown, Grey and Black. **Special Friday, Saturday and Monday \$2.35**
- MISSES' GAITERS**—Buttoned Gaiters, sizes 11 to 2, neat fitting, fast Black; a needed Gift perhaps. Reg. \$3.25. **Friday, Saturday and Monday \$2.94**
- MEN'S WOOL GLOVES**—Genuine Scotch Wool Knit Gloves, in assorted Heathers; leather lined wrist, dome fasteners. Regular \$1.80. **Friday, Saturday and Monday \$1.55**
- CASED PIPES**—A Briar Pipe, the very thing; bent, half bent, and bulldog shapes, best quality black stems, silver mounted. Reg. \$4.70. **Friday, Saturday and Monday \$4.20**
- CHILDREN'S FELT SLIPPERS**—Crimson Felt Slippers, with leather sole and heel, warmly lined; sizes 8 1/2 to 11. Reg. \$1.60. **Friday, Saturday & Mon. \$1.39**
- WOMEN'S GAITERS**—Shapely, Black Waterproof Gaiters, a very sensible GIFT to any lady. Regular \$4.00. **Friday, Saturday and Monday \$3.49**
- CHILDREN'S GAITERS**—Buttoned, fast Black, full length; size 6 to 10. Sure to be appreciated. Reg. \$3.00. **Friday, Saturday and Monday \$2.64**

SURE! Give HOSIERY. It's Always Needed

- GIRLS' HOSIERY**—All sizes in fine ribbed, fast black, trusty Hosiery. Reg. to 70c. **Friday, Saturday and Monday 59c.**
- BOYS' HOSIERY**—Heavy Ribbed Black Wool Hosiery for winter wear; extra strong. **Special Friday, Saturday and Monday 99c.**
- WOMEN'S CASHMERE HOSE**—Plain, fast black. You should see this particular line. \$1.40 quality. **Friday, Saturday & Monday \$1.15**
- WOMEN'S HEATHER HOSE**—Heather Cashmere Hosiery, plain finish, medium weight. Reg. \$1.80. **Friday, Saturday & Monday \$1.59**
- LITTLE BOOTIES**—Pink and White, Blue and White, in assorted knits. Baby needs a pair. Ref. 65c. **Friday, Saturday & Monday 55c.**