The Festive Season!

In presenting this, our first, December ad. we wish to call your attention to the magnificent stock we are showing for the Festive Season. Buy to your advantage at BAIRD'S. You will find here many things to interest you. Our selection is complete; our prices inviting.

James Baird LIMITED

Remember!

That this page does not contain all our specials for **Friday and Saturday,** the space would be entirely inadequate for that. Nevertheless, you will find on our counters and tables a full display of seasonable goods, marked at our usual low cut prices—prices defying competition.

Presents For Her.

Showroom Specials.

BEAUTY PINS.

Here is a nice assortment of Beauty Pins, neatly boxed, 5 and 6 pins in each box; a pretty gift for Christmas. **Friday and Saturday, per box** .. **12c**

HAND BAGS.

4½ doz. of Black Leather Hand Bags, some with shoulder cord, others with hand strap; a pleasing gift. Reg. $1.10. **Friday and Saturday**.. **96c**

MUFFLERS.

10 doz. of Ladies' Knitted Mufflers, mercerised finish, in colors of Navy, Saxe, Grey, Green, Brown, Mole and Black. Reg. 22c. **Friday and Saturday** .. **19c**

HIGH-CLASS NECKWEAR.

10 doz. of Ladies' "Robespierre" Collars, in White Muslins, White Corded Silk, and White Linen, all with Net Jabot attached. These would make most acceptable gifts. Reg. 75c. **Friday and Saturday, each** .. **66c**

UNDERSKIRTS.

2½ doz. of Ladies' Black and Colored Sateen Underskirts, also a few Paisley Sateen, all finished with accordeon pleated frill; full sizes. Reg. $1.30. **Friday and Saturday** .. **1.15**

SILK BLOUSES, $3.00.

Clearing Line. Big Reductions.

Here is your opportunity to secure at a great saving a Blouse of superior quality, Silk, handsomely trimmed; every Blouse worth considerably more than the price quoted for **Friday and Saturday.** These Blouses are in a variety of makes, some with yokes of Irish lace, others trimmed with Valenciennes lace and insertion and worked with French knots; also a few with kimona sleeve Prices up to $4.50. **Friday and Saturday** .. **3.00**

LADIES' FINE NAVY SERGE KNICKERS.

Here is something seasonable, very comfortable fitting, not heavy in make yet gives the necessary warmth; shaped at waist, felled seams and banded at knee; full sizes. Reg. $1.70. **Friday and Saturday** .. **1.55**

WOOL RINKING CAPS.

The popular Cap to-day, in colors of Navy, Crimson and White. These are warm and comfortable, each Cap finished with buttons at the side. Reg. 40c. **Friday and Saturday** .. **35c**

TEA APRONS.

An appropriate gift for Christmas. See this line! Some trimmed with fine lace and insertion, others with embroidery and insertion; all made of extra fine muslin and with pocket; a very dainty line. Reg. 35c. **Friday and Saturday** .. **29c**

CHILDREN'S NAVY KILTED SKIRTS.

Only 18 in this lot, made of heavy Navy Serge, the kind of Serge that wears well and gives entire satisfaction; lined throughout with sateen bodice; fitting children from 3 to 6 years. Reg. 75c. **Friday and Saturday** .. **66c**

HOUSEMAIDS' CAPS.

6 doz. of these in assorted makes, very neat and dressy, made of finest lawn embroidery. Reg. 15c. **Friday and Saturday** .. **13c**

LADIES' VESTS & PANTS.

40 doz. of this line in all sizes, good Jersey ribbed, well fleeced, long sleeved vests; a splendid weight and specially priced. Reg. 55c. **Friday and Saturday** .. **48c**

A SNAP!

TABLE NAPKINS.

We offer two lines for this week. Lot 1 contains 8 doz. of Table Napkins, size 20 x 20; hemmed ready for use. Reg. 10c. **Friday and Saturday** .. **8c**

Lot No. 2 contains 7 doz. of assorted patterns, size 20 x 20; larger and a better grade Damask; hemmed ready for use. Reg. 20c. **Friday and Saturday** .. **16c**

WHITE DAMASK TABLE CLOTHS.

18 only in this lot, but 18 beauties they are; full sizes, hemmed ready for use, handsome designs and extra good quality Damask. This lot we have grouped together, some values running up to $3.50. **Special for Friday and Saturday** .. **$2.85**

A SUGGESTION.

Sometimes you are in doubt what to give the boy. Here is the very thing for him, not expensive yet worth a mint to him. A reliable Gun Metal Watch; he'll be tickled to death with it. Every boy wants a watch. Why, 'tis his ardent wish and young ambition to own a watch. Give him one this Christmas, and let it be one of ours: This line Gun Metal—Reg. $2.00. **Friday and Saturday** .. **$1.55**

A Thoughtful Christmas Present For the Little Boys.

JERSEYS.

Now showing and at a special price for this week's sales, a new line of little Boys' Jerseys, in Navy with fancy stripes; size from 20 to 28 inches. Values to 60c. **Friday and Saturday** .. **48c**

BOYS' JERSEYS.

4½ doz. of these in Myrtle only. Probably for value this is the best bargain ever shown in this line; a nice warm comfortable fitting Jersey for that boy of yours, and specially marked for this week's sale. While they last. **Friday and Saturday** .. **38c**

Hosiery Specials this Week.

CHILDREN'S.

12 doz. of assorted sizes in Children's Worsted Ribbed Hose, fitting from 2 to 10 years; the correct weight for present wear; all sizes. Prices to 25c. .. **Friday and Saturday, per pair** .. **19c**

WOMEN'S.

14 doz. of Women's Hose, in Black Cashmere and Llama; all plain close finish. Reg. 40c. .. .. **Friday and Saturday, Special Value** .. **33c**

MEN'S.

22 doz. of assorted sizes in Men's Black Worsted Half Hose; exceptional value in this line. Reg. 35c. **Friday and Saturday** .. **31c**

CHILDREN'S WHITE GAITERS OR LONG SPATS.

This line contains about 4 doz. of assorted sizes, made of superior quality fine knit Viyella. Reg. 30c. **Friday and Saturday** .. **26c**

MEN'S SHIRTS.

A line of Shirts appealing in quality as they are amazing in price for such a Shirt as this. Come if you want a choice article at a little price; soft bosom with double turn-over French cuff. Reg. 95c. .. **Friday and Saturday** .. **82c**

MEN'S WASHABLE UNDERWEAR. New Line.

Just to hand a brand new line of this popular make in Woollen Underwear for men, all sizes; the warmest garment for winter wear. Have a suit or two at this tempting price. **Friday and Saturday, per garment** .. **95c**

'Tis always a problem what to give at Christmas. Below we offer a few suggestions, and remember these suggestions should commend themselves to you, being so temptingly priced. READ!

TEA COSIES.

We offer two very fine lines of Tea Cosies this week.

18 only of Tapestry Cosies, finished with corded edge; also in this line a few in colored Satin, trimmed with Plush. Reg. 80c. **Friday and Saturday** .. **68c**

TEA COSIES.

26 only in assorted colors, made of superior quality Tapestry, finished with satin trimmings and corded handle. Reg. $1.00. **Friday and Saturday** .. **85c**

ARTISTIC CUSHION COVERS.

12 only in this line, Silk finished Tapestry, in elegant designs, beautiful rendering of colors, finished with twisted silk cord; size 19 x 19. Reg. $1.20. **Friday and Saturday** .. **1.00**

WHITE GOODS!

Special for Christmas Season.

This lot contains about 90 pieces, including Tea Cloths, Sideboard Cloths, etc., all hemstitched; some beautifully embroidered, others with handsome openwork effect; some of these run up in price to 80c. We specialize this lot for **Friday and Saturday** Your choice, each .. **49c**

RARE ASSORTMENT

Of Real Irish Linen Sideboard Cloths, Table Centres and 5 o'clock Tea Sets.

This line contains a choice assortment of high-class Irish Linen Napery, all picked from that department and specially priced for Christmas season. Reg. prices up to $1.60. **Friday and Saturday** .. **98c**

BRACES.

What more acceptable for a present for **HIM** at Christmas than a pair of neatly boxed Braces of superior quality. In these we can offer you exceptional values for the festive season.

Reg. 60c. **Friday and Saturday** .. **52c**

Reg. 80c. **Friday and Saturday** .. **72c**

Reg. $1.30. **Friday and Saturday** .. **1.12**

Remember, all specials for Christmas.

GLOVES.

Now, for **HIM** what shall I get? Why, the most appreciated thing would be a pair of **BAIRD'S** perfect-fitting Gloves. We have just opened a new line of Men's Kid Gloves, lined in Tan and Browns, all sizes quality to be depended on. Reg. $1.40. **Friday and Saturday** .. **1.26**

KID GLOVES.

What more acceptable for **HER** than a pair of Kid Gloves bought from **BAIRD'S,** where quality in Gloves is always to be relied on.

Just to hand a choice assortment of Ladies' Kid Gloves, from which we selected this line for **Friday and Saturday.** 10 doz. of high grade Gloves in colors of Tan, Brown, Black and White, perfect finish, dependable stitching all sizes. Reg. $1.20. **Friday and Saturday** .. **1.00**

A SUGGESTION.

A pleasing gift for **HER** would be one of these neat little Watches, finished in high-class Enamel and Gold, suspended from Brooch Clamp. These are in colors of Blue, Crimson and Myrtle, each Watch in Plush Case, satin lined. Only a limited stock of these. Come and see these little beauties, and note the littleness of the price and the rare opportunity for purchasing. Regular $3.50. .. **Friday and Saturday** .. **$2.95**

HANDKERCHIEFS.

When in doubt what to give, give Handkerchiefs. Big varieties to choose from at **BAIRD'S.**

A Christmas stock of these just to hand, full size, hemstitched Silk Handkerchiefs in neat Holly boxes; a pleasing gift always. This line specailly marked for Christmas season. **Friday & Saturday, each** .. **79c**

LADIES' HANDKERCHIEFS.

Here is the finest display of Ladies' Handkerchiefs we have ever shown, containing the daintiest makes. The New "Lissue," in White and faint colored borders. This line is to-day eagerly sought after on account of its fine make, from which it derives the name "Lissue." Look for this mark when you visit our Showroom; others of different makes in hemstitched, embroidered and fancy lace edge corners. Your choice **Friday and Saturday, each** .. **15c**

SEE.—CHRISTMAS CARDS.—SEE.

We are bountifully supplied in Christmas Cards of all kinds. Single Cards neatly boxed; packets and boxes of assorted Cards, containing from 12 to 18 Cards in each.

Single Boxed Cards—					
Regular	10c.	14c.	20c.	30c.	40c.
Friday & Saturday	**8c.**	**12c.**	**17c.**	**27c.**	**36c.**
Boxed and Packets of assorted Cards—					
Regular	15c.		20c.		30c.
Friday & Saturday	**12c.**		**17c.**		**26c.**

CHRISTAMAS NOVELTIES.

A Full and Complete Line of "Dennison's" Christmas Novelties.

Containing Christmas Tags, Cards, Seals, Stamps and Pasters. These little items add attractively to your Christmas gift, being neatly gotten up emblematic of the Festive Season. Don't be without hem. Buy now while the stock is complete. **Friday and aturday,**

5c. and **10c.** package.

PASTIME FOR YOUNG AND OLD: GAMES! GAMES!

We offer a big range of interesting Games, all entirely new and fascinating; as interesting to old as well as the younger folks. These Games range in price from

6c. to **45c.** each.

CHRISTMAS STATIONERY.

A grand selection of this in neat Holly boxes, high-class Paper and Envelopes. This display contains a big variety of makes. Prices range from 15c. to $1.10 per box, but **Friday and Saturday will reveal a slashing cut on this line.** Come and see for yourself these reductions for **Friday and Saturday.**

Toys For Boys and Girls.

Horses, Horse and Carts,
Motor Cars, Drums, Horns,
Boats, Mechanical Toys,
Jack in the Boxes, Trains,
Whips, Squeakers, Balls,
Nine Pins, Engines, etc., etc.
Dolls, Suites of Furniture,
Dolls' Beds, Animals,
Enamel Sets, Games of all kinds,

'Tis to your advantage to buy Hearth Rugs and Door Mats at BAIRD'S. Special reductions for Christmas.

Presents For Him.

SILVERWARE & GLASSWARE.

We always kept a choice lot of Silverware and Glassware for Christmas trade, and this year our trade demands a bigger stock; hence the reason for us announcing that we have now opened a magnificent display of this class of goods. We mention a few articles:

Cheese Scoops, Cake Knives,
Manicure Sets, Sugar Basins,
Preserve Jars, Salad Bowls,
Card Receivers,
Napkin Rings,
Sugar Spoons, Berry Spoons, Jam Spoons,
Silver Back Hair Brushes, etc., etc.
Cabinets of Fish Knives and Forks, with Pearl Handles, in Walnut Case.

ALUMINUM WARE.

We have just opened a choice selection of this popular ware, containing Photo Frames, Pin Boxes, Cigar Cases, Cigarette Cases, Drinking Cups, Trays, assorted sizes, etc. This make of goods so attractively got up for Christmas, makes an ideal gift, containing as it does such a complete range of useful articles. Special prices on this line during our **Friday and Saturday Sales.**

BRIGHTEN UP!

CURTAIN NETS.

336 yards of White Curtain Net, 60 inches wide; overlock edge; all new patterns. Reg. 24c. .. **Friday and Saturday** .. **20c**

394 yards of White, and a piece or two of Cream in this lot, 60 inches wide; the very newest designs in Curtain Net. Reg 30c. **Friday and Saturday** .. **26c**

Presents For Him.