

GIVING REGULAR PRICES THE GO-BY

And Tabbing SALE PRICES to all XMAS GOODS

FRIDAY, SATURDAY and MONDAY at

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.

SANTA CLAUS' HEADQUARTERS

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, Sage, Navy and White; assorted sizes. Reg. \$2.75. **Friday, Satur- \$2.39** day and Monday.

DRESSING GOWNS—Children's and Misses' sizes in soft warm Eider; cord and tassel at waist and neck; roll collar; pocket; shades of Sage, Navy, Cardinal and Grey; to fit 6 to 14 years. Reg. \$5.50. **Friday, Saturday and Mon- \$4.48** day.

WOOL SETTS—Children's Wool Setts—Cap and Scarf with Wool Tassel; shades of Sage, Rose, Crimson. Emerald and Tourquoise. Reg. \$2.50. **Friday, Sat. & Monday.. \$2.25**

HANDKERCHIEFS—Super-Aero Kerchiefs, extra fine; white with colored border and plain and colored centre; hemstitched. Reg. 33c. each. **Friday, Saturday and Monday.. 25c.**

ELEGANT PERFUMES—Beautifully boxed, assorted odours: Caprice, Apple Blossom, Cashmere Bouquet, Lily of the Valley, etc. Reg. 55c. each. **Friday, Saturday & Monday 69c.**

LADIES' WOOL SETS—High neck, long sleeves; superior quality; natural shade; assorted sizes. Reg. \$2.20. **Friday, Saturday & Mon- \$1.87** day.

LADIES' NIGHTGOWNS—White Flannelette Nightgowns, with or without collar; galeon trimmed and lutton hole edge. Reg. \$3.50. **Friday, Saturday and Monday.. \$2.97**

CHILDREN'S MUSLIN DRESSES—To fit up to 2 years; pretty little Dresses with embroidery edge and tucked bonnet. Reg. \$2.50. **Friday, Saturday and Monday.. \$2.08**

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 RIBBONS—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.



HELPFUL SUGGESTIONS

SIDEBORD CLOTHS—The most serviceable kind in Linen Crash, prettily embroidered and hemstitched; gift looking Cloths. Reg. \$1.80. **Friday, Satur- \$1.29** day and Mon.



CRASH TEA CLOTHS—Dark Linen Crash Tea Cloths, durable-lasting Gifts, uncommon looking too. Regular \$2.50. **Friday, Satur- \$2.25** day and Mon.

NIGHT DRESS CASES—Very dainty things, showing Torchon Lace and Insertion trimmings, to adorn your Boudoir. Reg. \$1.90. **Friday, Sat'y. and Mon. \$1.15**

BATTENBURG SIDEBORD CLOTHS—A Cloth the good housewife would prize as a gift this Christmas. Reg. \$1.70. **Friday, Sat- \$1.49** urday and Monday.

DOOR CURTAIN ROD—Another Special in heavy brass, with strong, wide mouth 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 Specials in this line in warm plain cloths, girdled; others with brocade fronting. Reg. \$24.00. **Frl. Sat. & Mon. \$20.40** Reg. \$26.00. **Frl. Sat. & Mon. \$22.10** Reg. \$30.00. **Frl. Sat. & Mon. \$25.50** Reg. \$40.00. **Frl. Sat. & Mon. \$33.90**

TABLE CENTRES—Large size Battenburg Table Centres, always acceptable. The Gift worth giving. Reg. \$1.75. **Friday, Sat- \$1.58** urday and Monday.

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.**

SMOKERS' JACKETS—A few select Smoking Jacks, 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. **Frl. Sat. & Mon. \$13.50** Reg. \$18.00. **Frl. Sat. & Mon. \$15.50** Reg. \$22.00. **Frl. Sat. & Mon. \$18.70** Reg. \$25.00. **Frl. Sat. & Mon. \$21.25**

Handsome Silk Waists

HANDSOME WAISTS—In Georgette and Crepe de Chenes, round, square or V neck; embroidered and beaded in very handsome shades: Maize, Flesh, Peach, Sage, Fawn, Brown and White. What a beautiful gift! **\$7.80** Reg. \$8.00. **Friday, Saturday and Monday .. 25c.**

HOLLY RIBBONS—Fancy Christmas Ribbons, put up in 6 yard pieces; decorative, dainty and colorful. **Friday, Saturday and Monday, the 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 in 10, 20, 25c. 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—A SPECIAL—A solid rod, very strong; extends to 40 inch; new clip fastening. Reg. 30c. **Frl. 19c.** day, Saturday & Monday.

WINDOW BLINDS—36 inch Window Blinds in plain Buff or Green. **Special Friday, Saturday and 94c.** Monday (complete), each.

James Baird LIMITED

SHOP EARLY

PRIZED GIFTS FOR HIM



WATCH FOBBS—Black Cird Ribbon with permanent Gilt mountings with Caribou and Horse Pendant, strong for boys' wear. **Special Friday, Saturday and Monday 30c.**

MEN'S WOOL MUFFLERS—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 Mon- 39c.** day

MILITARY BRUSHES—Ebony backed, stiff bristle Brushes, set in aluminum, last for years. The pair **Friday, Saturday and Mon- \$1.45** day

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**

Let's Further HELP YOU With Your GIFT Problems!

BOYS' NECKWEAR—A very nice assortment of fancy Neckwear for boys; values to 70c. **Friday, Satur- 30c.** day and Monday



SILK HANDKERCHIEFS—White Silk Handkerchiefs with hemstitched edge; others with fancy coloured border. Either 90c. quality. **Friday, Saturday and 79c.** Monday

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 Mon. \$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 155c.** Monday

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 42.20** Monday

CHILDREN'S FELT SLIPPERS—Crimson Felt Slippers, with leather sole and heel, warmly lined; sizes 8 1/2 to 11. Reg. \$1.60. **Friday, Sat'y. & Mon. \$1.39**

WOMEN'S GAITERS—Shapely, Black Waterproof Gaiters, a very sensible Gift to any lady. Regular \$4.00. **Friday, Saturday and 34.49** Monday

CHILDREN'S GAITERS—Buttoned, fast Black, full length; size 6 to 10. Sure to be appreciated. Reg. \$3.00. **Friday, Saturday and 26.64** Monday

UMBRELLAS

Ladies

Gent's

A Lady's Silk Umbrella would be highly prized as a gift. See our display of new or a for Xmas; long handles, straight, bent and some with wrist ring; 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 handle, quality coverings. Prices range from \$4.25 up to \$9.50.

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 BOOTEES—Pink and White, Blue and White, in assorted knits. Baby needs a pair. Ref. 65c. **Friday, Saturday & Monday 55c.**