

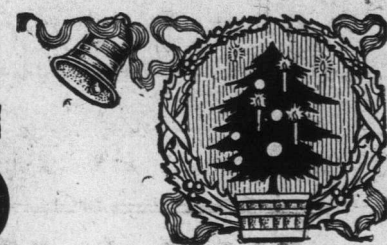


# SENSATIONAL ALL-WEEK Christmas ECONOMY SALES

at the People's Popular Store.

Small Profit-Prices on Everything You Need. Count Your Needs and Then Count Your Savings. Unusual Values for Everyone. All Departments take a Hand and Contribute Liberally.

Public Interest Aroused by Our Advertising. And Now We Pay them for Their Interest by Offering Values Hitherto Unapproached in Needed Merchandise. Need We Say More? Come!



## NICKEL TRAYS, Etc.

An assorted lot in round and square shape, the latter having rounded corners and heavy rolled rim, rather nice designs, imitation of old fashioned engraving. Xmas Sale Price ..... 29c

## BOYS' WOOL GLOVES.

Nice warm Gloves for small boys and big boys; shades of Brown, Green and pretty Heather mixtures; value for 40c. pair. Christmas Sale Price ..... 34c

## DUCHESSE SETS.

A worthy gift for "HER." Dainty little 4-piece Sets, showing White Linen with Torchon Medallion and insertion in centre and wide border of Torchon Lace. Reg. 75c. Christmas Sale Price ..... 58c

## Table Needs Specially Priced

### WHITE TABLE CLOTHS.

Stirring values in all White Damask Table Cloths; knowing the demand for new cloths we are offering our regular \$2.50 line in 8-4 size. Christmas Sale Price ..... \$2.30

### TABLE NAPKINS.

20 dozen of Irish Linen Damask Table Napkins, rather pretty designs, showing wide borders, hemmed ready for use; size 21x21; good values for 25c. Christmas Sale Price ..... 22c

### HIGH GRADE NAPKINS.

A small lot of 8 dozen in beautiful soft finish White Linen Damask; size 23x23, hemmed ready for use. Reg. 50c. Christmas Sale Price ..... 40c



## Curtain Nets.

CURTAIN NETS. All pure white, 52 inches wide, new patterns in very lace effects. If you are renewing your curtains for Christmas give us a call; sizes, containing good quality paper and envelopes. Reg. 25c. Christmas Sale Price ..... 21c

## Boxed Stationery.

PRETTY BOXED STATIONERY. A large assortment of boxed stationery in special boxes English Twined Suits. 3 pieces of high grade English Twined Suits, suggestive of Xmas' assorted nice mixed effects, 54 inches wide, suitable for Coats or best value here. Reg. 25c. Christmas Sale Price ..... 25c

## Tweed Suitings.

TWEED SUITINGS FOR LADIES. 3 pieces of high grade English Twined Suits, suggestive of Xmas' assorted nice mixed effects, 54 inches wide, suitable for Coats or best value here. Reg. 25c. Christmas Sale Price ..... \$1.18

## Practical Gifts From the Showroom.

### APRONS.

One of the first items always on the gift list. These come in fine Lawn, with or without bib, embroidery trimmed, narrow pin tucks and embroidery over shoulder. They are very dainty. Regular 75c. Christmas Sale Price ..... 68c

### TEA APRONS.

Ever so dainty Tea Aprons, made of fine White Lawn, trimmings of fine wide Lace and insertion, long waist strings. Regular 40c. Christmas Sale Price ..... 34c

### BRASSIERES.

You simply can't have one too many of these dainty and serviceable garments; they are boned throughout, lace and embroidery trimmed; sizes from 34 to 44 inch bust. Reg. 35c. Christmas Sale Price ..... 29c

### SILK SCARVES.

Really high grade goods in finely knitted silk, all the leading shades represented; finished with long silk fringed ends. Reg. \$1.10. Christmas Sale Price ..... 92c

### BLACK SILK BLOUSES.

Ample sizes in beautiful fine silk, high or low neck, long sleeves, buttons, lace and medallion trimmings, buttoned at front or back. Regular values at \$7.00. Christmas Sale Price ..... 3.00

## If you are giving Handkerchiefs, be sure they're "LISSUE."

Recognized the finest make on the continent to-day, as fine as the spider web; we have them in all white; others with faint colored narrow border, hemstitched. Regular 15c. Christmas Sale Price ..... 25c



## CHILDREN'S WHITE DRESSES.

Just in time for Christmas comes this magnificent offer of pretty French style Dresses in White Muslin, for girls from 6 to 14 years; these dresses are handsomely embroidered and otherwise trimmed; low neck, 3/4 sleeves. Reg. up to \$2.20. Christmas Sale Price ..... 1.89

## INFANTS' DRESSING GOWNS.

Made of good grade flannelette, cord and tassel at waist and neck; they come in pretty mixed shades, Hello and White, Sky and White, Pink and White, etc. perfectly made, good value at 40c. Christmas Sale Price ..... 34c

## 5-in. Ribbons, 14 cts.

42 pieces of brilliant Silk Taffeta Ribbons, 5 inches wide. Knowing the demand for these during Xmas we make a special reduction on our regular 20c. line; shades of Pink, Sky, Crimson, Navy, Royal, Green, Lavender and White, etc. Special for Christmas Sale Price, per 14c yard ..... 14c

## Children's, Misses and Ladies' House Slippers.

### CHILDREN'S & MISSES' BEDROOM SLIPPERS.

Comfortable footwear in fine crimson felt, with heavy wool inner sole; we regret that all sizes are not so available, 6, 7, 12, 1 and 2 being the only sizes left. Reg. up to 35c. Christmas Sale Price ..... 75c

### PILLOW CASES.

6 dozen of White Cotton Pillow Cases with pretty embroidered end and deep hem at open end also; these would make a most serviceable gift; full size. Reg. 35c. Xmas. 32c Sale Price ..... 32c

### LADIES' "JULIET" SLIPPERS.

These are favorites as gifts, pretty shades of colored felts such as Old Rose, Pink, Blue and Grey, etc.; outer sole of Chamois Leather, inner sole of thick lamb's wool; sizes 3 to 7. Reg. \$1.50. Christmas Sale Price ..... 1.33

### CUSHION TOS.

Handsome Tapestry Cushion Tops, size 21 x 21, in Crimson and Gold, and Green and Gold mixtures; others in lighter shades, unusually pretty patterns. Value for 35c. Xmas. 28c Sale Price ..... 28c

## Gloves as Gifts for Ladies.

### LADIES' KID GLOVES.

Rare value to-day in Gloves, mostly putty shade, with black stitched backs, "Dent's" make, 2 dome fasteners; value for \$1.30. Christmas Sale Price, ..... 95c.



### LINED KID GLOVES.

These have a very fine finish; you would hardly imagine they were lined in fact. Shades of Grey, Tan Brown & Black, 2 dome fasteners; the nearest Glove for present wear. Reg. 90c. Christmas Sale Price ..... 78c

## A Timely Offering PARLOR DOOR MATS.

A TIMELY OFFERING. Clearing lines of nice Tapestry Door Mats. These just came in time for Xmas, brightening up a touch here and there. A new mat or two gives the place an improved look. 3 Special Prices: Reg. 70c. .... 59c Reg. 80c. .... 68c Reg. 90c. .... 78c

## Christmas Cards.

ALL OUR CHRISTMAS CARDS, POST CARDS and TAGS FURTHER REDUCED.

Our Card selection is certainly up to the mark in prettiness. Single or double boxed Cards are to be found here surprisingly cheap. Boxes of assorted Cards, with envelopes to suit, all marked at the lowest for Christmas week.

### PERFUMES.

Nearly boxed, some with Handkerchiefs. Dainty gifts for ladies. Prices from 22c. up to \$1.40.

### TEA COSIES.

A clean-up line of Art Covered Tea Cosies, nice bright patterns, edged with silk cord, satin lined; plump size. Reg. up to 90c. Christmas Sale Price ..... 65c

### SOUVENIRS (in the Showroom).

In Brooch form, beautiful designs in Gift and Colored Enamels; ideal for gifts to send abroad. A great variety to pick from. Special prices from 25c. up to \$1.10.

## Half-Price TOYS! Gift Goods

Following our usual procedure we make drastic cuts on our Toys and Novelty Goods, as it is not our policy to carry over any such stock after Christmas.

PUZZLES. GAMES. WHIPS. GUNS. CANNONS. SOLDIER SETS. MERRY-GO-ROUNDS. XMAS STOCKINGS. NURSERY BALLS. XMAS BELLS, ETC., ETC.

### ALSO GIFT GOODS FOR GROWN-UPS.

This special section displays a huge card with the words HALF PRICE clearly defined. Look out for that card, around it centres many a worth while gift at a saving price.

CIGAR CASES. ASH TRAYS. CUFF BOXES. DRINKING CUPS. SHAVING MIRRORS. VASES. SACHETS. PIN BOXES. TOILET BAGS—Waterproof BRIDGE SETS. PASSE PARTOUT FRAMES. NEEDLE CASES and a host of other useful gifts.

### GLOVE HOLDERS and HANDKERCHIEF HOLDERS, 5c. each.

In attractive Christmas get-ups; little items like these improve the tone of your Christmas Gifts. Christmas Sale Price ..... 5c

### Boys' Angora Suits.

Nice for the little fellow, real warm make, all wool, in Navy or Grey. Coat, Pants, Mitts and Cap to match. Get Black; others in heavy corded mohair suit for Xmas Day. Reg. \$2.60. Christmas Sale Price ..... 2.38

## Gift Goods

### MOREEN UNDERSKIRTS.

A handsome assortment showing Navy or Grey, Coat, Pants, shades of Emerald, Brown, Grey and Black; others in heavy corded mohair suit for Xmas Day. Reg. \$1.90. Christmas Sale Price ..... 1.59

## Gloves are Popular Gifts.

### MEN'S GLOVES.

A washing Glove in Chamois fabric, Canary shade; these are much worn to-day, snug fitting, 1 pearl dome fastener; sizes from 7 1/2 to 8 1/2. Christmas Sale Price ..... 42c

### MEN'S GLOVES AGAIN

Two very popular makes, one in real buck, nice Tan shade, with 1 dome fastener, much worn to-day; others in Brown Suede, lined and with fur wrist inside. Our \$1.90 leaders. Xmas. Sale Price ..... 1.65

### "EXCELDA" HANDKERCHIEFS.

The kind HE prefers because they have a nice soft silky finish, hemstitched, initial in the corner. Reg. 20c. Christmas Sale Price ..... 17c

### NEW CAPS.

A nice line of fashionable Caps in light and medium Tweed mixtures; correct shapes, all silk linings. Our regular 75c. line. Christmas Sale Price ..... 65c

### MEN'S SWEATER COATS.

Where is the man who would not appreciate a sensible gift like this? They come in sober shade of nice Dark Grey all over, others suitable for hockey-ists in Maroon and Grey, with deep collar. Reg. \$2.30. Christmas Sale Price ..... 1.98

### BRUSH and COMB SETS.

In neat little boxes, suitable for lady or gent's room, mostly Ebony back brushes and strong black combs; a practical gift. Reg. 35c. Christmas Sale Price ..... 30c

### STAINLESS KNIVES.

What a suitable gift mother, a half dozen of Stainless Steel Dinner Dessert Knives; a limited stock to hand. Special — Dessert size, each ..... 55c Special — Table size, each ..... 65c

### LADIES' "JULIETS."

The most comfortable house shoe for winter wear; ideal for wearing in gaiters; low heel. Reg. \$1.70. Christmas Sale Price ..... \$1.54

### HANDKERCHIEF SACHETS.

In pale shades of Silk, hand painted floral effects, edged with twisted silk cord; ample size, highly perfumed. Regular 65c. Christmas Sale Price ..... 39c

### CARD RECEIVERS.

In nicely embossed designs, round shape; others a deeper tone, very suitable for Pin Trays, Antimony ware. Special ..... 42c

## Boxed NECKWEAR for Men .. 33c



Pleasing patterns in fashionable Neckwear, flowing end style, polka dots, stripe effects and plain. Neckwear is always an acceptable gift; these are prettily boxed. Reg. to 40c. Xmas Sale Price ..... 33c