

## Back of every successful baking— the inevitable can of Royal Baking Powder

Foods baked with Royal are distinguished by their lightness, even texture and delicious taste.

You will note the absence of any bitter taste. You know Royal contains NO alum!



Made in Canada

Bake it with ROYAL and be sure!

F. M. O'LEARY

Distributor

### The Wisdom of "Foolish" Xmas Giving

Do the wise thing at Christmas by giving "foolishly"—"foolishly" as it may appear to you if you regard gifts as an "exchange," or if you stop to reckon your gift in the cold terms of charity. For there is another sort of charity, a charity of the spirit, which is better expressed in a tin than in a ton of coal, which gives for the pure joy of giving and for the joy the gift will bring, which renders unto the child the things which are the child's, which reminds a friend as a friend, which thinks of the poor and needy not in terms of rubber overboots and flannel "undies" but in terms of human cheer. The gift which is merely useful often lacks the sentiment behind the gift of remembrance which is cheap at any price. That is the kind of sentiment which Edgar A. Guest likes to put into his Christmas, and which he recommends to others if they would get as much happiness as he gets out of the year's most blessed season. Mr. Guest, who writes for the plain people and sings them songs of friendship and happiness, likes Christmas, and he surfeits himself with the joy of it. He believes, he writes in The American Magazine, in the Christmas gift which the wise outsider considers foolish and useless. For, he says, "Happiness is born of sentiment. Reason is cold and sometimes cruel, but sentiment is always gentle. Sentiment may be foolish and extravagant, but it believes in Christmas, and it believes in making them happy. It knows that a child will get more joy out of a toy than a pair of rubbers,

that an eighteen-year-old girl will rejoice more over a bracelet than a flannel petticoat; that in the breasts of all of us there is the love for pretty baubles and trinkets.

"The woman who poured the cruse of precious ointment upon the head of Jesus was prompted by sentiment. Even the disciples criticized her extravagance. The ointment, wasted, as they thought, in one demonstration of love, could have been sold for a large sum and the money given to the poor. But the Master rebuked them for their wisdom.

"So, always to do the wise thing at Christmas is not always to make others happy. Christmas is a day for love and peace and happiness, and if toys will make the child happy, and rings and wrist watches and baubles will bring smiles to the faces of others, foolishness such gifts may seem. I believe in that sort of folly.

"There are three hundred and sixty-four other days for wisdom, head away. It can send the ton of coal to the needy when the last lump in the bin has been put upon the fire. It can buy the rubber the child ought to have, and the warm mittens and the needed overcoat, before Christmas or after Christmas, and there is no occasion for it to wait for the one day in the year dedicated to love and sentiment.

"At any rate, I would rather show my heart at Christmas than my cool and calculating mind."

Mr. Guest has often wondered, he writes, whether Christmas Day and all that it means would have been lost if Jesus had not been born. It was Christ who gave us Christmas Day, Mr. Guest emphasizes, and

"He taught us the meaning of brotherhood and service for others; He gave us faith to look beyond the grave; but could mankind have existed through all the ages without glimpsing at some time the beauty of unselfishness? Should we have had a Christmas Day by another name and for a less holy purpose? Would men have gone on year after year without finding some excuse for symbolizing love and friendship and good cheer? Before Christ, did men never wish their neighbors well or pay tribute to a friend? Was the human heart so bleak and cold that it never warmed to giving? Did no one find delight in surprising with little gift a neighbor's child?"

"These questions often come to me at Christmas time, especially when I hear some weary, surfeited person deplore the day.

"It is only for children," says the growler. "It has lost all its significance. It has become a gift-giving contest. It spreads more sadness than happiness. Poverty is magnified and wealth goes to ridiculous extremes. The giver expects to receive, and the receiver is disappointed in the gift."

"It is true that the happiness of one sometimes accentuates the misery of another. It is true that men and women do at Christmas time things which are foolish; but when did cold wisdom ever make a person happy? I should not like to live in a world inhabited only by very wise people. I hope never to see a Christmas Day come when it can truly be said that no one has spent more than he could afford, or given anything that is trivial or needless or foolish. A truly sane Christmas would be a most miserable one."

"I like Christmas from beginning to end. I like the planning for it, and the looking forward to it. I like everything about it, even the sadness of it. I like the job of 'bootlegging' the toys into our house for there are now two pairs of very eager, watchful eyes upon me. I like the laughter and the shrieking of it. I like the Christmas-cards and the Christmas decorations and the Christmas-tree. I like the Christmas cakes and candies and pies and pudding and the Christmas turkey. "This old heart of mine has some rights in this world. The brain is not everything. Wisdom is not everything. If I must be foolish now and then to be happy, then let me be foolish now and then. To be the wisest

man in the world, I would not give up all the pleasure of the world."

Summed up in epigram, "The true spirit of Christmas is not to be wise, but to be kind. It is of love rather than of wisdom," and the people's poet gives us this piece of him when the great day has dawned:

"I am myself a different man on Christmas morning. I wake with a smile, and I am laughing through the day. I shout a greeting to all who pass my door. I speak to people I do not know. The newboy, the mailman, the milkman, the drivers of wagons, chauffeurs, and all with whom I come in contact receive both courtesy and good-nature from me. I wish them a Merry Christmas and a Happy New Year. And there's no reason for it. Throughout the year I don't wish the plumber and the baker and the grocer a merry Tuesday and a happy Wednesday! I seldom inquire about their people or their health. But the difference is simple to explain. Throughout the year I am trying to do wise and correct; on Christmas Day I am making the effort to be friendly."

"I like the spirit of Christmas. I like the foolishness of it, and the wisdom of it. I like the memories it awakens and the tenderness it creates. I like it because I know at Christmas time the wayward son is forgiven and the petty malices of the year are forgotten. Families forget their differences and are reunited, if only for the day. For those happy twenty-four hours we are given a glimpse of what this world might be if we all lived to our best. If but for a year the spirit of the day could be continued, hatred and envy and bitterness might be conquered."

### British Trade Improvement

There is no shadow of doubt that since the present Government came into power, giving confidence to industry, the labor situation has improved. It was to be expected that during the past two or three months, which are usually slack, the number of unemployed would show a seasonal increase. The tendency has fortunately been in the other direction, and week by week fewer men and women have been registered, even though those no longer entitled to benefit under the Unemployment Insurance Act, are encouraged to keep their names on the roll. There are unquestionably signs that the black clouds which have hung for so long over our great staple industries are beginning to break. Their disappearance will come all the more quickly if the Opposition, who profess so much concern over the unemployment problem, will co-operate by encouraging a spirit of goodwill in mine, factory and workshop.—London Daily Telegraph.

The nutritious value of bread is greater when milk is used in the making.



## The best of the Beef is in this bottle

The stimulating, strengthening powers of beef are concentrated in each handy little Bovril bottle.

Just add hot water to a spoonful of Bovril and you have a nourishing drink in a moment.

# BOVRIL

"Bovril keeps you going"

# YEAR-END SALE!

## A Sure and Certain Shopping Guide for You for Real Economies

### It's a Dollar-Saving Sale--Aval of it!

IMBUED with as much concern and enthusiasm as if it were the outset of a new season, we present our final Sale for 1925, and coming as it does on the eve of inventory time, numerous good values can be combed from the following columns. Keep in touch with the doings of this Store during the next few weeks. Some splendid opportunities for savings will be featured in every department.

### WE THANK YOU

For your very generous patronage during the year just closing and trust that it has given you as much pleasure to shop here as it has afforded us to serve you.

Our aim is to satisfy to the very best of our ability each and every customer entering our Store.

We venture to hope that the friendly relationship established between our customers and ourselves will be maintained throughout the coming year.

And we promise that we will do all within our power to serve you promptly, efficiently and with entire satisfaction.

And now to Patrons, and Patrons to be, we extend our best wishes for a Happy New Year.

James Baird

## Men's Top Coats Special Clearing Line

Great huge snug-looking Overcoats, choice of full or half-belted models. Cuffed, patch pockets and deep collars. Coats you would be proud to own. In Medium and Dark Heather Mixtures; made from great wear resisting blanket cloths. All sizes. Just for this Year-End Sale we offer them at this extremely low price.

# 18.75

## ODDS and ENDS

SHOES—Men and Women's Bedroom Shoes. This is an odd line of Peltis that we don't want to carry over, and we offer them to clear at a Special Price . . . . . 98c. the pair.

GLOVES—Ladies' all wool Gauntlets, in shades of Grey, Fawn, Brown and Black. To Clear, the Pair . . . . . \$1.14

RUGS—Only a dozen or so left. A very nice Rug for bedroom, beautifully colored, with fringed edge. To Clear . . . . . \$1.98

REMAINTS—A special sale of Linoleum Remnants. These are ends left over after the Xmas Rush, and are marked down to the lowest possible figure.

GILLOTIN RUVERS—Suitable for table or sideboard, in plain and fancy colours. Spec. . . . . 33c. each.

BOYS' PANTS—English Tweed Pants for Boys, assorted patterns (lined). Sizes to fit from 3 to 7 years. Sizes to fit from 3 to 7 years. To Clear, the Pair . . . . . \$1.29

### LADIES! We offer our Ready-to-Wear & Millinery Hats at Half Price

## SHOWROOM OFFERS for Our Year-End Sale

WOOL SCARVES—Misses' snug looking comfort Scarves, in shades of Mauve, Lemon, Pink, Sky and Nile. Large full sizes. Special . . . . . \$1.10

WOOL JUMPERS—Ladies' best quality All Wool Jumpers, with Peter Pan Collar and 3/4 Sleeve, shades of Nigger, Sand and White. These are a snap. Regular \$2.80. Special . . . . . \$2.19

## Stanfield's Underwear

Ladies' snug fitting Wool Winter Undergarments. Vests with low neck and half sleeves, pants knee length. Assorted sizes, 38 to 42. Special the Garment . . . . . \$1.32

PERFUMERY—Mary Garden's Perfumes, always high grade, neatly bottled and boxed for presentation, assorted odours. Regular \$4.80. Clearing . . . . . \$2.98

WOOL SETS—Children's Wool Sets, consisting of Coat, Cap and Pants, in Saxe and Champagne shades, assorted sizes. Away under reg. price . . . . . \$2.69

SHANTUNG DRESSES—Infants' sizes. Splendidly finished, embroidered yoke, long sleeves. A snap at . . . . . \$2.25

APRONS—Maid's Dressy White Lawn Aprons, with bib and embroidery trim, tuckings, etc. Regular \$1.40. Special . . . . . \$1.19

WHITE CAPS—Dressy White Caps, "Sister Lora" style, with roll front, hemstitched and embroidered. 45c. elastic fitting. Special . . . . . 34c.

FEEDERS—Fancy Oil Cloth Feeders, with Nursery designs and stitched edge. Special . . . . . 34c.

CAPS—Ladies' Blanket Cloth Caps, roll brim style, laced at side, gored crowns and lined. Clearing . . . . . \$2.15

## Girls' Spats Neat fitting kind

GIRLS' SPATS—Just what they want, 8 and 10 button height, in Fawns and Greys. Neat fitting spats. Special . . . . . 1.45



James Baird

## CURTAININGS, etc. Repriced for Clearance

MADRAS MUSLINS—White and Cream, 36 inches wide, nice well-covered all-over patterns, plain edge. Regular 60c. Special . . . . . 54c.

CURTAIN LACES—48 inch White Nottingham Laces, the prettiest line we have shown for years. Strong, graceful patterns, wave edge and broad borders. Special . . . . . 54c.

LACE CURTAINS—A snap in good looking white lace Curtains, 2 1/2 yards long, and extra wide and full. Were \$2.30 pair. Special . . . . . \$1.98

TEA COSIES—A pretty art Satinette and fancy Silks. Several shapes, an unexpected gift. Special . . . . . \$1.80 \$2.50, \$2.75 up

COSY PADS—In bright, coloured Sateen Coverings, round top shape, a wanted thing. Special 90c.

GLASS TOWELS—Cross-hatched linen crash Glass Towels, hemmed ready for use. A little item but a necessary. Each . . . . . 32c.

TOWELS—White Turkish Towels; these are just the right size and weight that one likes; all . . . . . 69c.

PUSH TABLE COVERS—Combine and give mother a good serviceable Cloth one that will last for years. Dark green shade, cut and plain fringed and unfringed . . . . . \$12.00, \$14.00, \$18.00, \$24.00

## MEN'S & BOYS' SECTION Offering Really Good Values

BOYS' CAPS—Real Winter Caps, with ear protection folded inside, and a large peak to protect their eyes from sleet and wind, in good warm cloths. Special . . . . . \$1.65

LITTLE BOYS' CAPS—Another splendid range of Caps for smaller boys, in Teddy Bear Cloth, roll brim and front, vision. Just the cap for them. Spec. . . . . \$2.10

SLIPPERS—Men's Romeo Slippers, in Black and Tan, with leather soles and heels. This is a good line. Worth \$3.20 pair. Special . . . . . \$2.48

WOOL MUFFLERS—Men's All Wool Mufflers, in plain shades of Camel, Grey, Brown, etc. fringed and coloured edge. Wanted Mufflers. Special . . . . . \$1.45

PULL-OVERS—A much wanted affair during the next few months—One of those snug-fitting, V neck, sleeveless Pull-overs, nice for night wear, shades of Camel and Grey. Our Spec. . . . . \$2.65

WINTER CAPS—Great range of these one piece crowns, bandied backs, in fold ear protection. Neat looking, warm and becoming, assorted shades. Clearing . . . . . \$1.90

TOP SHIRTS—His choice, one of our good looking Broad Cloth Shirts, plain White or Cream, with detachable collar for either. A favourite line. Special . . . . . \$3.65

VELOUR HATS—A real snappy line of these aristocratic looking Velour Hats, in shades of Navy, Fawn, Grey and Beaver. Still lined. Our special 600 Hats. Clearing . . . . . \$5.90

SPATS—Neat looking and neat fitting, 4 button Spats, in shades of Fawn and Grey. Just what a man needs to complete his New Year's Day ensemble. Special . . . . . \$2.65

MEN'S SOCKS—All Wool Cashmere Socks, plain and ribbed, in Fawns, Greys, Browns and Fancies. Regular \$1.00 pair. Special . . . . . 90c.

## Year-End Specials!

MEN'S HOUSE SLIPPERS—This is the most comfortable House Slipper of the day, and only a few pairs left. In fact Tan is the only colour now in stock. We are offering them now at a Special Price . . . . . \$3.18

BOYS' GAITERS—The Storm King style, the only style for boys; strong and durable. Sizes 1 to 5. Special . . . . . \$4.28

NAVY SERGE—Only two pieces in stock; 38 inches wide, mixture of cotton and wool, can't beat it for wear. Special to Clear . . . . . 94c. per yard

SAXE BLUE SERGE—A very heavy Serge suitable for children's school dresses, 46 inches wide. Special per yard . . . . . \$1.08

SWEATERS—Children's All Wool Sweaters. A regular line at a clearing figure. Shades in Saxe, Rose, Fawn, Navy and White. Special . . . . . \$2.79

COMBS—Ladies' Spanish Combs, adorned with brilliants and fancy stones. Special . . . . . 98c.

"Prescott" Blankets—Are good Blankets, showing a heavy twill finish, barred and invisible plaid effects, nice warm tones, the mere look of them infuses warmth; 86 x 50 size. Pair . . . . . \$5.25

Year End Sale Price, Pair . . . . . \$5.25

DRESSES—Ladies' All Wool Dresses, in various colours, with and without collars. This line must go before stock taking, and we offer them at a Special Price . . . . . \$5.98

BUNGALOW NET—Heavy coarse mesh Curtaining, in shades of Brown, Rose and Biscuit. Special the yard . . . . . 63c.

MEN'S SUITS—Men's all worsted Tweed Suits, a Dressy Suit, well made and the best of trimmings. Come and see them and be convinced. Special . . . . . \$16.75

PIJAMAS—The very thing, those lines particularly so. In strong English Striped Flannelettes; assorted sizes. Special . . . . . \$3.30

NIGHT SHIRTS—Men's splendid quality striped flannelette Night Gowns, deep collar, full sleeves, full body. Special . . . . . \$2.70

MEN'S PANTS—Men's working pants, strong and durable cuffed bottoms and belt straps. Special . . . . . \$2.75

Wadded Quilts—Great huge heavily wadded quilts, covered in the best quality art satens, pinks, blue and fawns; if you want something comfortable, we suggest this line. Reg. \$9.98. \$11.00. Special . . . . . \$9.98

## Men's 4-buckle GAITERS

Waterproof, neat fitting, high-grade Do-minion Gaiters. Something every man needs. A long season of usefulness ahead for these men. Special . . . . . 4.70