

SANTA CLAUS' HEADQUARTERS

This Store Fully Alive to The Requirements of the CHRISTMAS SHOPPER

Is to-day jamming more and more satisfaction into Christmas Shopping for gift-buyers than any other store along the street. It is truly the Home of Santa Claus and the real supply source for Xmas Gifts of every kind.

LOW-RATE pricing with bountiful and beautiful Xmas Stocks to select from brings us thousands of happy satisfied purchasers from far and near, and with the following specially selected items we await you

FRIDAY, SATURDAY and MONDAY.

GLOVES Top the "List" as Giveable Gifts.

LADIES' FABRIC SUEDÉ GLOVES—Sensible Gloves. Sensible Gifts. Warmer than kid gloves. Just as neat fitting; shades of Grey Duck, Brown and White; dome fastened, strap over wrist. Just like Suede. Reg. \$2.50. **Friday, Saturday and Monday \$2.32**

MEN'S KID GLOVES—In pretty Tan shade, warm wool lined, 1 dome wrist. He needs a pair perhaps. Get his size first. Reg. \$4.50. **Friday, Saturday and Monday \$4.30**

MISSES' KID GLOVES—A few dozen pairs of Misses' Tan Kid Gloves, and some others for little fellows for Sunday wear; limited stock, old value. Reg. \$1.80. **Friday, Saturday and Monday \$1.15**

LADIES' SUEDÉ LISLE GLOVES—Very excellent Gloves, and at a very non-extravagant price, in shade of Grey, White or Black; 2 dome wrist. Our Special \$1.50 line. **Friday, Saturday and Monday \$1.38**

BOYS' SCOTCH GLOVES—Aberdeen knit, the best wearing and warmest glove for any boy. Dark Heather mixtures; assorted sizes. Reg. \$1.00. **Friday, Saturday and Monday 90c.**

LADIES' WHITE WOOL GLOVES—Long wristed, all White Wool Gloves for stormy days and real cold days; Misses sizes also. Good value for \$1.30. **Friday, Saturday & Mon. \$1.10**

MORE SILK HOSE—Another line of colored Silken Hosiery in Grey, Sky, Champagne and White. Sells steady at \$1.00 pair. **Friday, Saturday, Sunday and Monday 89c.**

LADIES' BLACK SILK HOSE—These have a fine Cashmere top, fast black silk leg and foot. You know some one who would welcome a pair. Reg. \$1.50. **Friday, Saturday and Monday \$1.38**

LADIES' SILK HOSE—Navy and Dark Tan Silk Hose, the kind a lady likes. Just jot down Silk Hose on your gift list, then come in and look at these. Reg. \$1.40. **Friday, Saturday and Monday \$1.18**

DARK SCRIMS—Some very uncommon looking, darkly patterned Scrims that would make pretty winter time curtains for your rooms; several distinct patterns and a plain V Rose. Reg. \$1.00. **Friday, Saturday and Monday 74c.**

DRAPERY NETS—Something new, very neat and fine; 46 inches wide; nice for brightening up Xmas time. Reg. \$1.30. **Friday, Saturday and Monday \$1.18**

36-INCH NETS—These have a coarse mesh finish, very strong, washes well, sparsely patterned, nice for bedroom windows or vestibule. Reg. 70c. **Friday, Saturday and Monday 65c.**

Aids to Santa Claus

PAINTS—In handy Japanned boxes, full of colours, and lasting. **Friday, Saturday and Monday 72c.**

GAMES—Big assortment of New Games to amuse and interest little folks. These are boxed and conveniently put up for tree trimmings. **Special Friday, Saturday and Monday 20c.**

BUILDERS' OUTFITS—Solid wood building outfit boxed; makes many designs; encourage his talent perhaps. **Friday, Saturday and Monday 85c.**

TOY BLOCKS—Solid cubes, printed and lettered; little blocks for little folks. **Friday, Saturday and Monday 17c.**

MAXIM MACHINE GUNS—Quick firing, automatic gun; a delightful toy for the boys. **Friday, Saturday and Monday 85c.**

PASSENGER TRAINS—3-piece Engine and two passenger cars; easy running and strong; jot it down for your boy. **Friday, Saturday and Monday 85c.**

ALUMINUM KITCHEN SETS—A nicely gotten up set for youngsters; 8 pieces to the set; any little girl would just love a set. **Friday, Saturday and Monday 55c.**

SILK DRESSED DOLLS—With golden curly hair and laughing faces; dressed in silk, no less. **Special 98c.**

HOSIERY of Distinction at BAIRD'S PRICES.

MORE SILK HOSE—Another line of colored Silken Hosiery in Grey, Sky, Champagne and White. Sells steady at \$1.00 pair. **Friday, Saturday, Sunday and Monday 89c.**

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APPRECIATIVE GIFTS.

BATTENBURG TEA CLOTHS—Who would not welcome one of these distinctive cloths Xmas time? These are all new; just out of their papers in fact; extra large size; all lace. Reg. \$3.00. **Friday, Saturday and Monday \$2.79**

NIGHTDRESS HOLDERS—A pretty piece of fancy linen with embroidered corner pieces, open-work and hemstitchings. Gifts, and Oh, so neat! Reg. \$1.25. **Friday, Saturday and Monday \$1.10**

LINEN TEA CLOTHS—Rare Cloths with permanently stamped, outlined and worked patterns in contrasty shades; extra heavy make, wide hemstitch border. Reg. \$4.00. **Friday, Saturday and Monday \$5.50**

GORGEOUS CUSHION COVERS—In Silk Poplin with rich toned embroiderings, lavishly displayed. We have just a few of these. Reg. \$6.50. **Friday, Saturday & Mon. \$6.00**

BRUSH and COMB BAGS—Another very dainty thing to match the nightdress bag; together they would make a charming gift, or the Brush and Comb Bag separate, as you wish. Reg. 80c. **Friday, Saturday and Monday 69c.**

PENCIL BOXES—Complete School set for girl or boy; the best outfit yet; 6 pencils, eraser, sharpener, pen and holder and nib box, etc, neatly boxed. Reg. 85c. **Friday, Saturday and Monday 72c.**

MEN'S CASHMERE SOCKS—Plain finish, fast black, a real winter weight sock that a man would appreciate. These are real good value. Reg. \$1.20. **Friday, Saturday and Monday \$1.05**

CUPID PICTURES—Framed in imitation walnut. A delightful picture for your room. Cupid asleep or awake in large oval frames. Special each. **Friday, Saturday and Monday \$1.69**

Gifts Looking Felt Footwear.



CHILDREN'S FELT JULIETS—For the long evenings at home; a pair of these warm felt-Julietts would be just the thing. Grey or Black Felt, with leather sole and heel. These are good value at their regular price of \$3.00. **Friday, Saturday and Monday \$1.89**

MEN'S FELT SLIPPERS—Low cut Grey Felt Slippers with soft Chamoy sole, decorated front, padded insole. You know some body to whom a pair would be the gift of gifts. Reg. \$2.50. **Friday, Saturday and Monday \$2.38**

CHILDREN'S and MISSES' CRIMSON FELT SLIPPERS—Coccy looking and real warm, in splendid quality Crimson Felt, leather sole and heel and fancy braided edge; strong, too. **Friday, Saturday and Monday \$1.45**

MISSES'—Friday, Saturday and Monday Special \$1.55

MEN'S FELT ROMEOS—When Daddy is at home these evenings he would gladly welcome a pair of slippers like these. Romeo shape in warm Brown Felt, warm inner sole. We have his size here. Reg. \$2.50. **Friday, Saturday and Monday \$2.25**

BOYS' HOUSE SHOES—In warm Grey Felt, hard chamoy sole and heel. Here is just the shoe for indoor wear at evenings. Sizes 2 1/2 to 5 1/2 for the bigger boys. Reg. to \$2.10. **Friday, Saturday and Monday \$1.95**

And Mothers Kindly Smile Broaden

with the gift of a pair of comfortable Felt Julietts or Low Cut Slippers. Take the hint, boys and girls, and get a pair right away; a little surprise gift, you know, for mother. We show them at \$1.30, \$1.50, \$1.80 to \$3.00.

The SHOWROOM has tempting offers for Gift Buyers.

SPECIAL INFANTS' WOOL CAPS—Infants' White Wool Caps, roll brim, trimmed with ribbon rosettes and strings. Good values for 80c. **Friday, Saturday and Monday 68c.**

STERLING SILVER TOP PINS—Hat Pins with Sterling Silver Tops and strong spear point steel stems. Reg. 35c. each. **Friday, Saturday and Monday 28c.**

LONG RACE COMBS—Of the very best quality, in amber and shell, with fancy back and brilliant settings; extra firm teeth. Reg. \$1.80. **Friday, Saturday and Monday \$1.19**

NEW COLLARS FOR CHRISTMAS—New collars in White lace, Georgette, Net, Voile and embroidered; round, sailor and fascià—hemstitched and lace trimmings. Reg. \$1.50. **Friday, Saturday and Monday \$1.39**

BOXED HANDKERCHIEFS—Boxed Handkerchiefs selected for this week; 6 fine lawn kerchiefs in 1/2" each box, narrow colored borders, embroidered in corner. Reg. \$1.40 box of 6 Hkts. **Friday, Saturday and Monday \$1.29**

INFANTS' PINAFORES—Pretty little White Muslin Pinafores, trimmings of Swiss insertion, pin tucks and Galon lace edging at neck. Reg. to 80c. **Friday, Saturday and Monday 69c.**

CREAM WINKY CHEMISE—A few dozen of these on sale this week; V neck shape, trimmed with flannelette embroidery and insertion; hemstitched; full sizes. Reg. \$2.40. **Friday, Saturday and Monday \$1.98**

GET "HIS" GIFT RIGHT HERE, RIGHT NOW.

HOGSKIN PURSES—A man's purse, real hogskin in light Tan or Black, leather strap, not bulky, last for years. **Special Friday, Saturday 55c. and Monday 50c.**

CASED PIPES—We have selected one, because it is the very kind a man would crave for; half bent stem style; not too large. See these. Reg. \$4.50. **Friday, Saturday and Monday \$4.30**

DRESSING JACKETS—Another gift that that "Daddy" would certainly be charmed with, especially one of these; not too gay, but just nice, quiet patterns, roll collar, waist girdle and bound with cord. Reg. \$14.00. **Friday, Saturday \$13.50 and Monday 13.00**

POCKET WALLET—Note Case, Stamp Case, Ticket Case, all combined in good Black Russian Leather; very neat, not bulky, fits the pocket—Gifty—I should say so. Reg. \$4.50. **Friday, Saturday and Monday \$4.30**

SILK NECKWEAR—Our best long flowing end Silk Scarves, ideal as the Christmas Gift. He will like these particular Scarves; full of color style and effect. Reg. \$3.50. **Friday, Saturday \$3.25 and Monday 3.00**

MEN'S SILK SHIRTS—All Silk Shirts. What a splendid gift for a man. You would be surprised at their wearing quality; pretty stripes; soft collar to match. Reg. \$7.15. **Friday, Saturday and Monday \$7.00**

SHAVING MIRRORS—Adjustable circular Shaving Mirrors on tall nickel stands; very neat finish. Reg. \$1.70. **Friday, Saturday and Monday \$1.55**

TOBACCO POUCHES—Chamois covered rubber pouches, crescent shape; a lasting gift for any man. Reg. \$2.40. **Friday, Saturday \$2.15 and Monday 2.00**

SMOKING JACKETS—Just the gift for father. My! but wouldn't he just love one. These are select in fancy brocade with frog fastenings, warmly lined. Reg. \$18.00. **Friday, Saturday and Monday \$17.40**

BOYS' JERSEY SUITS—For little fellows form 2 to 7 years, warm wool Jersey Suits; buttoned at shoulder; shades of Brown, Navy, Saxe, Emerald and Rose. Reg. to \$6.00 suit. **Friday, Saturday and Monday \$4.60**

WATCH FOBBS—These would suggest a change from the ordinary gift. We have some real good looking Fobs with black silk ribbon and untarnishable gift fittings. Reg. \$3.00. **Friday, Saturday and Monday \$2.85**

SOFT FELT HATS—A brand new one for that day of all days—Xmas Day. Stylish Soft Felts in the very latest shades. Regular \$7.50. **Friday, Saturday and Monday \$7.10**

Christmas Cards.

Elegantly phrased, to accompany your gifts or to send your friends at the Festive Season. These with their beautiful expressions cement the bond of affection between friend and friend from far and near.

Single Cards (Leaflet) 5c. 5c. up
Single Cards (Booklet) 10c. 10c. 15c. up to 55c.

Boxed Cards with envelopes, 6 in box 35c.
Boxed Cards with envelopes, 6 in box 35c.
Boxed Cards with envelopes, 6 in box 35c.
Xmas Post Cards (Beautiful), 3 for 5c.
Xmas Post Cards, special each 5c.



SHOP EARLY

If Daddy Drives a Motor

Give him a nice heavy Plush Motor Rug. We have some beauties; reversible, extra heavy, plain and fancy, rich color combinations. One would last a lifetime. Special Prices for Christmas Sales.

\$18.00, \$20.00, \$22.00, \$25.00, \$27.00.



g Event
TIONS
oats, Hats,
Sweaters.
alf Off.

r Coat or Hat, your
ATS!
YLES IN CLOTH
VELVET.
Now only \$11.00
Now only \$11.75
Now only \$13.50
Now only \$14.00
Now only \$14.50
Now only \$12.50
Now only \$15.00
Now only \$17.00
Now only \$23.50
Now only \$30.50

n's Coats.
loth, to fit from 4 to
ular \$6.50 to \$12.50.
\$.45 to \$10.80.

Children's Hats.
Selling now for \$1.50
Selling now for \$1.95
Selling now for \$2.70
Selling now for \$2.45

hers.
\$7.00
\$8.50
\$14.00
\$16.00
\$17.00
\$23.00
\$34.00

Shipping Notes.
Potatoes that are not perfect or
low should be pared before boiling
the finest ones can be boiled in
skins.
Put a cross-stitch in red on the
children's garments to indicate the
side front, and they will have
trouble in dressing.

In a Nutshell.
Like the sun, the modern gas
rims solid objects—such as the
mixture of wood or its occupant
without appreciably raising the
temperature of the intervening
the same time the products of
abundant in their passage up the
money fire keep the atmosphere
ably motion.
That is gas fire—science and gas
shine in a nutshell.
Further information from
ST. JOHN'S GAS LIGHT CO.
Oke Building.