

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 SUED E GLOVES—Sensible Gifts. Warmer than kid gloves. Just as neat fitting; shades of Grey Buck, 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 some 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. \$1.30. Friday, Saturday and Monday **\$1.15**

LADIES' SUEDE LISLE GLOVES—Very excellent Gloves, and fit 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**

LADIES' WOOL GLOVES—In Mixed Greys and Heathers; good wearing gloves that would make very appreciative gifts. Reg. \$1.30. Friday, Saturday and Monday **\$1.10**

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**

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 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 curtainings for your rooms; several distinct patterns and a plain V Rose. Reg. 80c. 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.**

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, openwork and hemstitchings. Gifts, Reg. \$1.25. Friday, Saturday and Monday **\$1.10**

LINEN TEA CLOTHS—Rare Cloths with permanently stamped, outlined and worked patterns in contrast shades; extra heavy make, wide hemstitched border. Reg. \$6.00. Friday, Saturday and Monday **\$5.50**

GORGEOUS CUSHION COVERS—In Silk Poplin with rich, toned silk 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—In neat metal frames resembling dark walnut; oval shape; sold in pairs or singly. Friday, Saturday and Monday, each **48c.**

Aids to Santa Claus

PAINTS—In handy Japanned boxes, full of colours, and lasting. Friday, Saturday and Monday **45c.**

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 to 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; 3 pieces to encourage his 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.**

Gifts Looking Felt Footwear.

CHILDREN'S and MISSES' CRIMSON FELT SLIPPERS—Cosy looking and real warm, in splendid quality Crimson Felt, leather sole and heel and fancy braided edges; strong, too. Special **\$1.45**

MISSES—Friday, Saturday and Monday **\$1.55**

WOMEN'S FELT JULIETS—For the long evenings at home; a pair of these warm felt Juliets would be just the thing. Grey or Black Felt, with leather sole and heel. These are good value and their regular price of \$2.00. Friday, Saturday and Monday **\$1.89**

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 chamois sole and heel. Here is just the shoe for indoor wear at evenings. Sizes 2 1/2 to 6 1/2 for the bigger boys. Reg. to \$2.10. Friday, Saturday and Monday **\$1.95**

MEN'S FELT SLIPPERS—Low cut Grey Felt Slippers with soft Chamois 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**

And Mothers Kindly Smile Broaden
with the gift of a pair of comfortable Felt Juliets 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 roses and strings. Good values for 80c. Friday, Saturday and Monday **68c.**

STERLING SILVER TOP PINS—Hat Pins with Sterling Silver Tops and strong spring point steel stems. Reg. 85c. each. Friday, Saturday and Monday **28c.**

CHILDREN'S WHITE DRESSES—Long French body White Muslin Dresses, to fit 2 to 4 years; wide embroidery flounce; others all-over embroidery with insertion at waist. Christmas Day Dresses. Reg. \$2.50. Friday, Saturday and Monday **\$2.25**

TAN TRAILER FLOWING VEILS—Here is an item for your gift list, long flowing Van Raalte veils, select, distinctive and becoming. Navy, Taupe, Brown, Purple, White and Black. Reg. \$1.20. Friday, Saturday and Monday **98c.**

EMBROIDERED BIBS—The baby comes to the table Xmas Day; give it a new bib, one of these for choice. We have plain and embroidered, our regular 40c. line. Friday, Saturday and Monday **32c.**

SILK CAMISOLES—Dainty Silk and Crepe-de-Chene Camisoles; fitted lace tops and embroidered-ribbon straps; flesh shade and black. Reg. \$2.60. Friday, Saturday and Monday **\$2.38**

BACK COMBS—Of the very best quality, in amber and shell, with fancy back and brilliant settings; extra firm teeth. Reg. \$1.60. Friday, Saturday and Monday **\$1.19**

NEW COLLARS FOR CHRISTMAS—New collars in Fillet lace, Georgette, Net, Voile and embroidered; round, sailor and fuschu; hemstitched and lace trimmings. Reg. \$1.60. Friday, Saturday **\$1.39** and Monday **\$1.29**

BOXED HANDKERCHIEFS—Boxed Handkerchiefs selected for this week; 6 fine lawn kerchiefs in each box, narrow colored borders, embroidered in corner. Reg. \$1.40 box of 6. 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 WINCEY CREMISE—A few dozen of these on sale this week; V-neck shape, trimmed with flannel 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 **55c.**

CASED PIPES—We have selected one, because it is the very kind a man should 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 girde and bound with cord. Reg. \$14.00. Friday, Saturday **\$13.50** and Monday **\$13.50**

POCKET WALLET—Note Case, Stamp Case, Ticket Case, all combined in good Black Russian Leather; very neat, not bulky, fits the pocket—Gitty—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 **\$3.25**

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. \$7.50. Friday, Saturday and Monday **\$7.15**

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 and Monday **\$2.15**

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 \$5.00 suit. Friday, Saturday and Monday **\$4.60**

WATCH FOB—These would suggest a change from the ordinary gift. We have some real good looking fobs with black silk ribbon and untarnishable gilt 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. Those 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. up.

Boxed Cards with envelopes, 6 in. pkgs. 39c.
Boxed Cards with envelopes, 6 in. box 59c.
Boxed Cards with envelopes, 6 in. box 59c.
Xmas Post Cards (Beauties) 5c.
Xmas Post Cards, special each 5c.



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.

SHOP EARLY

iefs
ld Plated
ired!
the Bell
" First

h's.
Wholesalers
& Shopkeepers.
up a very

ards
riving we are
me very
values,
-taking.

BORN.
At Bishop's Cove, on the 9th inst. a son to Mr. and Mrs. Isaac Clarke.
At Bishop's Cove, on the 10th inst. a son to Mr. and Mrs. Hector Barrett.
On December 6, a son to D. J. Mrs. Stamp.

DIED.
At Fox Harbor, Placentia Bay, after a long illness, fortified by the rites of Holy Church, Richard Healy, aged 79 years.—R.I.P.
Passed peacefully away this (Monday) morning, James Foley, his late residence, 56 Pleasant Street, wife, 2 daughters, 2 sons; also 3 grand children and a large circle of friends and acquaintances please attend without further notice.