

Your CHRISTMAS Store is Ready

Better prepared than ever to serve you faithfully and well

Select Early--Select Thoughtfully--Make your Merry Christmas last the whole year through. For the spirit of Yuletide is Ignited and Christmas shopping has begun in earnest--at BAIRD'S.



SHOP EARLY

THE Store's preparedness stands out like a beacon light--bright in the promise of being of most service to all shoppers, in the fulfillment of their many Christmas needs. We are at our best now with generously stocked Departments, capable and willing hands to serve you and you in the choice of your many requirements. Bring the children to TOYLAND.

STORE-WIDE the spirit of Yuletide manifests itself. All Departments are rich in suggestions forcefully appealing to shoppers from the viewpoint of practicability and value. Indications point to early Xmas Shopping, and that is best inasmuch as it is easier for all concerned, and eliminates the hustle and bustle of the last few shopping days preceding Christmas Day. Morning hours are best.



Gifty looking--Cosy looking FOOTWEAR to give to one another

- SUEDE SLIPPERS--Coloured Suede Bedroom Slippers, Saxe and Old Rose shades, Chamolais soles; Pinked turn-over tops. **\$2.49**
- They're Special at **\$2.29**
- MEN'S SHOES--All Leather House Shoes in Tan, Taupe, Navy, Black, and Grey; solid Leather sole and heel; a trusty gift. Special **\$2.29**
- GIRLS' BEDROOM SLIPPERS--Mixed sizes for Children and Misses. The quality is excellent; shades of Navy, Saxe and **\$1.19**
- CRIMSON. Xmas Special
- MISSIE'S FELT SLIPPERS--Sizes 7 to 12, in good cosy looking coloured Felts, Navy, Saxe and Cardinal shades, soft Chamolais soles **\$1.39**
- with fancy painted uppers. Xmas Special
- WOOL SETS--Infants' Wool Sets--Coat, Bonnet and Booties to match; all White trimmed Pink and Blue. Regular **\$3.00**; **\$2.69**
- Xmas Sale Price
- EMBROIDERED DRESSES--Infants' Embroidered White Muslin Dresses, long sleeves, trimmed with fine lace edging. Regular **\$1.00**; Xmas Sale Price **85c.**

KID GLOVES

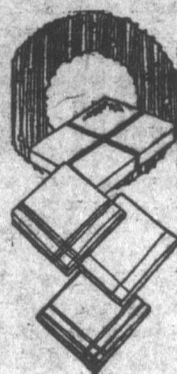
- LINED GLOVES--Finger Kid Gloves, in pretty Tan shade; dome fastened strap wrist; sizes 7, 8, 9, 10, 11 only. Regular **\$4.50** for **\$4.25**
- LINED GLOVES--Ladies' Brown Kid Gloves, lined and showing fur trimmed wrist. Gifty-like. **\$2.79**
- Regular \$3.00 for
- CAPE KID GAUNTLETS--Ladies' unlined Cape Kid Gloves, showing fringed wrist; decidedly gifty. **\$3.98**
- Regular \$5.00. Special
- KID GLOVES--Ladies' French Kid Gloves, in Tan, Beaver, Grey, White and Black; 2 dome wrist. **\$1.30**
- Xmas Special
- KID GAUNTLETS--Ladies' Chamolais Kid Gauntlet Gloves in Natural and White; fringed wrist. **\$2.15**
- Regular \$2.50 for

Gloves Always GIFTY

- SUEDE GLOVES--Ladies' Brown and Grey Suede Gauntlets, with dome fastened strap **\$3.29**
- UNDRESSED KID GLOVES--A new line in pretty shades of Tan, Beaver and Grey; 2 dome wrist. Our Special at **\$1.25**
- SUEDE GLOVES--Double weight Suede Gloves in a natty Brown shade; 2 dome wrist. **\$2.25**
- Special
- LINED GLOVES--Best grade Tan Kid Gloves, warmly lined and finely finished. **\$3.85**
- Most desirable gifts. Special

Boxed Handkerchiefs

We show some daintily gotten up Boxes of Handkerchiefs for Milady's inspection. White and coloured embroidered corners. Gifty-looking; 8 kerchiefs in each box. Special **69c.**



Stamped Aprons, Half Price

"Royal Society" Bungalow Aprons, in heavy unbleached American Calico, with linen facings and applique; others in all Blue Linen in assorted designs. Now is the time to buy **\$1.79** them at Half Price

STRIPED SILKS

- 2.00 Regulars for 1.25
- 36 inch Fancy Striped Silks in mixed shades: Navy and Cerise, Saxe and Green and Saxe and Brown; very suitable for Coat Linings, Jumpers or Under-dresses. Regular **\$2.00** yard. Xmas Sale Price **\$1.25**
- BEAD NECKLACES--Fancy Bead Necklaces, in Amber, Jade, coral White and mixed Green and Black and shades of Black. Regular **\$1.40** each. Xmas **98c.**
- Sale Price
- WASH COYS--Ladies' White Flannellette Night Gowns, long sleeves, embroidered yokes; full size. Reg. **\$2.00**. Xmas Sale Price **\$1.75**
- JERSEY BLOOMERS--Ladies' Pleeced Jersey Bloomers, elastic at waist and knee, medium and heavyweights; shades of Navy, Pink, Brown, Grey, Natural and Black. Special the pair **\$1.19**
- GIRLS' JERSEYS--Wool Slip-on Jerseys with Sailor collar, V-neck, with tassel, long sleeves, pretty shades of Rose and Camel. They fit 8 to 10 years. **\$1.25**
- Special
- WOOL SCARVES--Knitted all Wool Scarves. What more serviceable for gift-giving time? Extra long, fringed, pretty mixed shades; brand new. Special **\$3.25**
- KNITTED DRESSES--Children's dresses with round neck, long sleeves and girldie; shades of Rose and Grey; fitting 4 to 8 years. Regular **\$1.80** for **\$1.39**

Brocaded Ribbons

- 3 inch heavy brocaded Ribbons, for Hand Bags, trimmings and millinery, etc. in mixed shades of Jade and Gold, Silver and Navy, Silver and Brown, Navy and Gold, Black and Gold, etc. Special the yard **\$1.27**
- SILK AND CREPE DE CHENE JUMPERS--Ladies Black Merse Silk and Crepe de Chene Jumpers, V. and round neck, with and without collar, short and long-sleeve, long waist effect, scalloped ends, embroidered and lace and braid trimmings. Reg. **\$6.50**. Xmas Sale Price **\$5.98**
- GIRLS' COATS--Heavy Blanket Cloth Coats for girls from 3 to 9 years, new long waist effect, patch pockets, shades of Navy, Saxe, Brown and Fawn, values to **\$6.00**. Xmas Sale Price **\$4.98**

The Classy Gift for Him NECKWEAR from PARIS.

- We have it
- Parisian Neckwear, exhibiting a newness and a freshness that is delightful, charming patterns, gorgeous colourings, full length Scarves. Gladden him with a beauty for Christmas morn. **\$1.45**
- Special

HALF PRICE.

Ladies' \$45 Costumes reduced to **\$22.50**

- Only 9 of them and they are beautiful in warm winter weight cloths, shades of Brown, Mole, Fawn and Blue, fur collars, sizes 16 to 40 inch. **TOWEL SETS**--Pretty White Turkish Towel Sets, 3 piece, Bath Towel, Hand Towel and Face Cloth, White with Pink, Gold and Cornflower blue trim. The Set **\$2.25**
- WINDOW BLINDS--A brand new assortment of Opaque Window Shades, Green and Buff shades, some with lace trim, others fringed and inspection, **\$1.20** values. Special **98c.**
- GUEST TOWELS--Black and fancy Fleur-de-Lis patterned White Huck, excellent quality. The **22c.**
- BOYDOLIN' CLOCKS--New round shape on swing pivots, and circular nickel stand, aluminum **\$1.45**
- PLUSH MATS--Rich looking Plush Mats in shades of Crimson, Green and Black whipped fringed ends extra thick. Each **\$2.38**

GIFTS of White Iverqid are appreciated

- Decidedly dainty for Christmas time, quite a variety--Soap Boxes, Hair Receivers, Puff Boxes, Perfume Bottles, Pipes, Cuticers, Button Hooks, Baby Sets, Manicure Sets and Silk Vanity Bags. Any piece **82c.** or set you like
- POUNNETTE CURTAINS--23 inch Pounnettes--Silk like, but stronger, very handsome shades, Pink, Cornflower Blue, Ecru and White. **62c.**
- WADDED QUILTS--Dainty looking Quilts in two tone effects, Pink and White and Sky and White and fancy floral centre. Silcrete cov. **\$7.95**
- Storable **\$8.50** for
- DOOR MATS--Cropped Coconut centre and wool edges, most serviceable front door mats. **\$1.65**
- Storable **\$1.80** for
- PLUSH RUGS--Rich looking Hearth Rugs, pretty plain Crimson and Green shades, durable Rugs. Reg. **\$10.00**. Friday, Satur. **\$9.35**
- FOUNTAIN PENS--Self fillers, simple and practical and a nice little gift for girl or boy for little school. Each **19c**

TOYLAND IS OPEN

It's the interest enkindling centre of our Main Store, and may be aptly termed as--

The Medium for Santa Claus TOYS! TOYS! TOYS! BOOKS! NEW GAMES! NOVELTIES! DOLLS! DOLLS MORE DOLLS!

It would not be Christmas without TOYS. And this store would not be the Great Big Christmas Store if it, without Toys. A large section is devoted exclusively to Toys which in its completeness will take care of every age and inclination. Santa Claus will find this a trusty store to resort for Stocking-filling night.

Dolls, Bugles, Horns, Mouth Organs, Whistles, Trumpets, Music Boxes, Chimes, Accordions, Tambourines, Motor Cars, Trains, Aeroplanes, Boats, Wheelbarrows, Doll Carriages, Spinning Tops, Tool Sets, Guns, Parrots, Roosters, Monkeys, Bears, Horse and Carts, Holy-Foys, Rubber Balls, Globes, Blocks.

DOLLS. Undressed, semi-dressed and fully dressed Dolls from every clime, in every size and they are very reasonable this year, so that no little girl may be left dollless this Christmas. Prices range from 17c. up to **\$4.80**.

GAMES. Amusing, instructive and fascinating Indoor Games for young or old: Meeple Chase, Halma, Solitaire, Fish Pond, Blow Football, Nine Pins, Table Croquet, Ludo, Hoko, Fainting Sets, etc.

BOOKS. Excellent assortment of Books, Picture Books and Story Books. Special Series for girls and for the boys. The Trail Makers' Annual, Adventure Yarns, etc.



The Man's Gift Shop



- Offers a solution to perplexed gift seekers in the way of practical things which all men like to receive. He shops here--we know his likes and dislikes.
- SILK KERCHIEFS. Sarah Silk Handkerchiefs with colored hemstitched border. **\$1.30**
 - 14 1/2 inch value for
 - SILK KERCHIEFS. Japanese White Silk Handkerchiefs with wide hemstitched border. **85c.**
 - TOP SHIRTS. Beautiful quality fancy Striped Banding shirts, double cuffs, choice patterns. Get his size and surprise him Christmas morning. **\$3.15**
 - Special
 - SPARTAN GARTERS. The new Garter with extra wide elastic, its a classy thing and for a small gift--special--see his size ways needs a pair. Special **40c.**
 - SILK KNUITTED. Finest Knitted Silk Mufflers, with fringed ends, some very handsome designs beautifully blended. A man's gift--special. **\$1.60**
 - MILITARY BRUSHES. Ebony backed Brushes with real stiff bristles, in all sizes. **\$1.45**
 - TIP-TOP CAPS. shades of Nap Cloths, pleated back, silk-lined, banded back and unbreakable peak. Xmas Sale **\$3.00**
 - Price
 - COAT JERSEYS. Finest quality Wool Coat Jerseys, V. neck, 2 pockets, shades of Camel, Brown, Grey and Heather **\$4.75**
 - mixtures. Special at
 - CASHMERE SOCKS. All Wool Cashmere Socks, with fancy embroidered ankles, neat shades, Champagne, Green, Saxe, Navy and Brown. Our Special **\$1.20**
 - LINED GLOVES. Our best grade is none too good for him. Heavy Cape Kid quality, fur-lined and strap-over wrist, in Grey shades. Special **\$5.60**
 - BOYS' OVERCOATS. Smart little style, full skirted and waist seam, vent in back, fitting 3 to 7 years. Reg. **\$7.00** value. **\$6.15**
 - Special
 - JERSEY SUITS. Boys' Wool Jersey Suits with cap to match, pants ankle length, in assorted shades, to fit 8 and 4 years. **\$3.65**
 - Special

Smart, Nobby, Gifty--Velour Hats

- The height of style for him--A Snappy Velour Hat from Hatiers. See the newest in Seal, Cuba **\$6.25**
- Beige, Grey and Navy. Special
- MIDDY SUITS. Boys' Brown Wool Middy Style Suits, Sailor collar, head trimmings; to fit 3 to 7 years. Regular **\$6.45**
- Special



Fancy Linens Many of your friends would appreciate

- BUREAU CLOTHS--Embroidered and hemstitched White Linen Bureau Cloths; very dainty. **95c.**
- Regular **1.50**. Special
- CUSHION COVERS--Filled, hemstitched and embroidered White Muslin Cushion Covers. **89c.**
- Regular **1.00**. Special
- BOYDOLIN' SETS. Piece Sets, beautifully embellished with Torchon Lace and Insertion and strong White Linen. Regular **\$1.70** **\$1.49**
- Set. Special
- TEA CLOTHS--An assortment showing fine lace trimmed Cloths and others in endless blue-linen embroidered in all colors and very serviceable. **\$2.95**
- Xmas Sale Price
- TEA CLOTHS--Double hemstitched White Linen Tea Cloths, rather daintily embroidered, distinctive looking gifts. Reg. **\$2.50** **\$2.15**
- Xmas Sale Price
- TRAY CLOTHS--Blue Linen Embroidered White Linen Tray Cloths, service-giving and good looking. **\$1.45**
- ART PILLOW CASES--These are beauties, hemstitched and handsome embroidered, full size and very strong cloth. **\$1.50** value. Xmas Sale Price each **\$1.29**
- BUFFET RUNNERS--Embroidered, hemstitched and openwork cloths, for sideboard or buffet. **\$1.15**
- Reg. **\$1.30** Xmas Sale Price
- TABLE RUNNERS--In English Tapestry, rich in colouring and very serviceable, a sensible gift. Crimson and Green mixtures, size 20 x 35. **\$4.90** value Xmas Sale **\$2.55**
- Price
- CUSHION COVERS--Unbleached linen Cushion Covers, looped corners and embroidered and braided, last for years. Reg. **\$1.30** Xmas Sale **\$1.15**
- FANCY CENTERS--Dark Linen Centerpieces showing cut-out flower and leaf border, braided outline, very Gifty looking. Special **49c.**
- TEA COSIES--Fancy Art Covered Tea Cosies, plump oval and oblong shapes, cord edge and loop handles. **1.60, 1.80, 3.30, 4.40**
- SILK CUSHIONS--Beautiful oval and circular Cushions, all Silk Coverings, puffed effects in beautiful short silks, many shades to pick from. Special **4.40, 5.75, 8.50, 12.00**
- BOLSTERS AND PILLOW CASES--In the best of Irish White Linen, full size, and each piece double hemstitched, something any housewife would be charmed with. Reg. **\$4.40** for **\$4.10**
- for **\$4.98**
- Reg. **\$6.00** for **\$5.48**
- RUNNERS--Dark Linen Cloths with cut-out floral design and pretty eye-letted border, most uncommon looking. Reg. **\$1.30** Xmas Sale **\$1.18**
- Price

FLOOR COVERINGS

- FELTOL--The new patterns are splendid, clean, snappy-looking and clearly defined; 6 feet wide, suitable patterns for Bedroom, Dining-room, Hallway or Kitchen. The yard **\$1.10**
- FLOOR CANVAS--Another new shipment of these just to hand in floral, tile and conventional designs, painted back 6 feet wide. Special **\$1.25**
- LINOLEUM--Double width Floor Linoleums, best English manufacture, personally selected patterns; many of them new, something to suit every room in the house. Special the yard **\$2.15**