



GIFTS FOR LITTLE PEOPLE.

WHAT a flutter of excitement always attends the arrival of the "new baby." Can you wonder? Such little bundles of daintiness, so sweetly appealing, and what pretty and useful items one can give them at Xmas or any other time! Hand-made garments are decidedly best; these in great variety and good reliable shapes are obtainable at Matthews & Andrews, 147 Symonds St., Auckland.

SANTA CLAUS' CAVE.

Again this year Santa Claus has filled a cave full of toys for the children in the basement of Short's Building, 156 Queen Street. Right from floor to ceiling, the cave is a wonderland of toys. If you want to gladden the heart of some happy kiddy this Xmas, don't fail to visit Santa Claus' Cave, where you find the latest toy novelties almost given way. Large assortment of toys for Dips and Christmas Trees. 10% given for bazaars.

XMAS SWEET NOVELTIES.

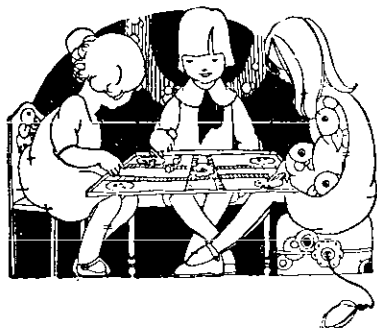
When you take the children shopping for Xmas, do not miss paying a visit to Mrs. J. W. Makin, Inverness Buildings, Karangahape Road (below Tivoli Theatre), Auckland. They will find it hard to choose between animals and boats and real scout outfits—all in the most delicious chocolate-filled cradles and baby prams. Mrs. Makin also has a special line of Xmas Bonbons at the reasonable price of 1/6 per dozen.

GOOD-TIME FROCKS FOR CHILDREN.

Xmas parties, and holiday time!—and Mother lets her three little maids enjoy themselves to their fullest capacity, knowing that their pretty art silk frocks—cream for Betty (aged 3), coral for June (aged 4), and saxe for Babs (aged 6), will not harm by being tumbled; and when soiled will launder well. She has wisely purchased them at Snedden's, corner of Khyber Pass and Symonds Street, Auckland, where they are reasonably priced from 19/11 to 25/-, in sizes ranging from 18in. to 24in.

JAZZ FROCKS FOR WEE GIRLS.

Ashley's Ltd., the A.B.C. Stores, are showing dainty styles in holiday frocks for juveniles, comprising plain, striped, and check gingham and zephyrs. All sizes, 8/6, 10/6, 12/9 to 14/6. Also a charmingly attractive style in Jazz frocks for the wee girls, all priced at 6/11. Sponge cloth frocks, too, to fit all ages, are most popular this season; they are most serviceable and at the same time dainty. Prices from 22/6 to 26/11.



RACE GOWNS.

SUMMER skies, sunshine, velvet lawns, and a lovely frock—and what more could feminine heart desire? The frock is really the most important, for even blue skies appear clouded when one's gown does not please.

To eliminate any such possibility, just step into "The Boudoir," Karangahape Road, Auckland, and see the exclusive gowns that are being shown there for the coming racing events.

Exquisite materials, designs, and colourings are used in originating gowns to suit every feminine type, so that each one gains that personal touch which is the secret of true style.

The quality is the best—the workmanship is excellent, and the prices are moderate.

SOMETHING NEW IN POTTERY WARE.

Auckland has long been in need of a place where shoppers may go and buy comparatively inexpensive yet beautiful things that are specially adapted for the purpose of Christmas, wedding and presentation gifts—both useful and ornamental—such as pieces of bronze or china, sets of crockery, tea or dinner sets, of the types that are apart from the general idea of these things. And at last, with the opening of Mennie's Buildings, in Symonds Street, there has come into being a business, aptly termed "The Potteries," which is specialising in these artistic goods. In this newly-opened shop will be found art pottery by Minton and Hollins, the celebrated Astra ware, Cloisonne and Satsuma ornaments, Royal Devon ware, and a multitude of other things that range in price from the most exquisite pieces, beautifully inlaid with filigree work, right down to comparatively inexpensive ornaments.



"When you take Baby by the hand, you take Mother by the heart." Similarly, a gift to Baby is a gift to Mother also. Then let your Xmas gift be of double value. A wider choice of baby clothes and nursery requisites would be hard to find outside Rendells Ltd. Baby's 101 needs present a wide choice for dainty and useful Xmas gifts, and are easily selected from such a stock as Rendells, who are Suppliers By Appointment to "His Majesty the Baby."

ITEMS OF INTEREST AT XMAS TIME

WHERE TO SHOP FOR XMAS.

EVERY thrifty shopper, who wants the best value for her outlay, will be well advised to visit Meikle's Valu House, on the corner of Queen and Wellesley Streets, Auckland.

"From small beginnings grow big endings"—and Mr. Meikle's business has grown in twelve years from a small fancy and millinery business to a modern and well-equipped shopping centre, where almost everything needed for the garbing of your family may be found.

DRESS MATERIALS.

Mr. Meikle's choice is not bewildering—it is just what you have been looking for—dainty and well-chosen textures and designs in all the modern summer materials—Plain, Striped, and Checked Sponge Cloth, moderately priced at from 3/6 per yard.

Foulards, Fuji Silk, Tricolet, and a wide range of attractive cotton materials for beach and holiday wear, are just a few of the well-stocked lines.

LINGERIE AND CORSETS.

And when you have chosen your frock, just take a peep at the lingerie section. If you pass by crêpe de chine and silk, you certainly will stop when you see the prettily fashioned garments of cotton crêpe—just the things to take for a camping holiday and to wear with a comfy sports corset.

MILLINERY.

And as Meikle's Valu House is celebrating its twelfth birthday, you are offered millinery for all occasions at special prices, and some very charming straw shapes. "Such a bother to trim!" "Why, no, here are all the flowers of summer to wreath them with."

FROCKS AND JUMPERS.

If there is no time to have your frocks made, you will be certain to find just what suits you among the many charming and stylish models in the Frock Department. Summer weight woollens are found in smart costumes for travelling needs, priced from £4/15/6, and stylish frocks for all occasions—from races to picnics—are in all the newest materials, not forgetting that indispensable garment, the jumper, and useful slip-on dust-coats, in silk and crash for motoring.

FANCY GOODS.

One could really go on indefinitely—but just a last mention of gloves, hosiery, veilings, ribbons and a great variety of fancy articles suitable for Xmas gifts.

The Meikle slogan is, "You get it cheaper at Meikle's," but that is not quite all—you also find quality.

