

2nd. Week

OUR
VALUE - GIVING



**TWO BIG
HEARTFUL RUG
VALUES**

For this week we have selected two Special Lines of Heartful Rugs—extra large ones, and a generous assortment of patterns to select from; plain and fringed, they are beautiful and now offered to you away under regular price.

Regular \$12.50. Special \$10.98
Regular \$16.00. Special \$ 8.98

CHINTZ SPECIAL.

This line brings some of the hand-somest looking patterns we have seen—beautiful colours, delicate designs, top of the material—the finest.

Regular to 90c. yard. 75c.

TUSCANY CHINTZ.

In beautiful, dark shades, very handsome for Fall and Winter time. Regular 70c. 58c.

ELDER CLOTHS.

27 inch Reversible Elder Cloths, in mixed shades; Plain like and conventional patterns for Wraps, Dressing Jackets, Bath Robes, etc. Each like. Special the yard 75c.

MADRAS MUSLINS.

In convenient lengths; popular shades, mostly two-tone effects; 36 inches wide. They make exquisite drapes and window hangings. The yard 39c.

THEY CAME! THEY SAW! THEY WONDERED!

They marvelled at the throngs, gathered within the four walls of this Popular Store. Never was a sale so signally successful.

YOU must first realize that all the goods involved in this Sale are of the best quality. That the Season for their use has yet many months to run. That primarily this Sale benefits you at every turn, and to make it a Banner Month here we purpose to make it worth while for people to buy. The magical result of a Dollar spent, now—is truly wonderful at BAIRD'S.

WHILE you can get some idea from the following items, as to how low prices have been re-marked yet, only a visit to the Store, can adequately convince you of the many good buying advantages prevailing. Look for the "Red Mark Signs"—they're pointers to sensational price concessions for cash shoppers. Everything exactly as represented—Everything New—Everything wanted.

Don't Miss It

"RED MARK SALE"

Use it to your
own advantage

OVERCOATS

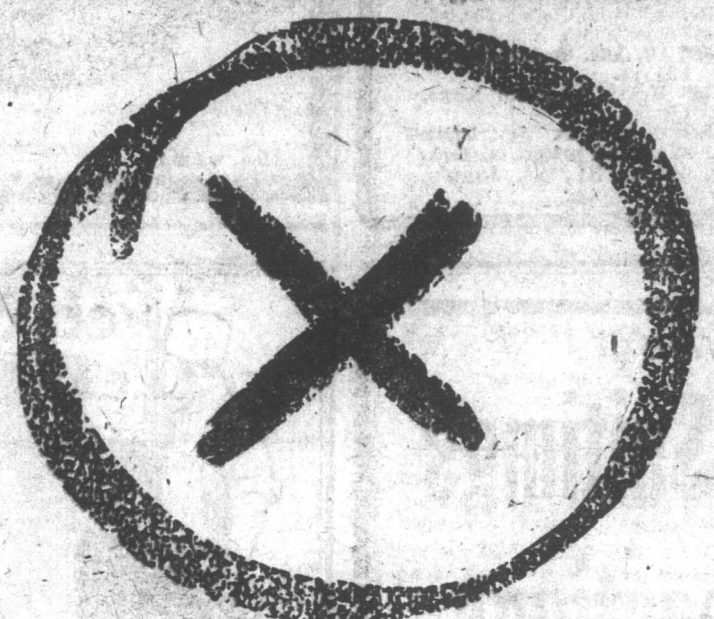
for
BOYS

A Rack full of them, and they fit chaps from 12 to 15 years. Some in Grey; others Navy Cloth, with snug storm collars, belted and pleated back. Snappy models, much less than their regular value. Special.

8.45



LOOK FOR THE TICKETS
with the "RED MARK" Sign
They Mean Value Extraordinary!



SNAPPY SUIT VALUE



What strikes you at once in these Suits are their marked style, their distinctive value and particularly pleasing patterns, words can but vaguely express their goodness—their quality and tailoring niceties. See them today—they're just inside the door and making their exit—quickly, Special.

16.75

OVERCOATS for Men, \$17.75

SEE OUR FEATURE OVERCOAT THIS SEASON!

"It's a Hummer!" You would hardly believe it possible to find such a Coat at such a ridiculously low figure, unequalled in price; comes in plain shades and dark plaid effects; storm collar, full belt and box pleat. Our Feature \$17.75

BOYS' SLIP-ONS.

All the boys are wearing them now. These come in nifty Heather mixtures; sizes 24 to 32; sleeveless; on and off in a jiffy. Special \$9c.

PULLMAN CAPS.

One-piece Caps, in plain Navy and Striped Saxony Cloth; the cap for front, storm or else \$1.50 line for \$1.00

PULL-OVER SWEATERS.

Ladies' or Gentlemen's all White Wool Sweaters; collared style; full sizes; last for years. Special \$4.35

TICKINGS.

32 inch stout Twilled Bed Tickings, Navy and White striped. Unusually good value at 49c.

APPRECIATION

The phenomenal success of last week's sale, the instant response to our announcement, and the hearty co-operation of the thousands who attended it, call for a sincere gratitude on our part, and we tender it freely and cordially, accompanied by a promise of even greater achievements in the very near future. The past week's sale has made many new friends for us and we hope to make many more with the following distinctively good values for this week.

We Thank You

The "RED MARK" CONTROLS in Milady's Section

INFANTS' BONNETS.

Velvet ones, in Brown, Burgundy, Navy, Saxe, Rose and Black; cord and ribbon trimmings. Dollar Bonnets for 49c

SILK SCARVES.

Knitted; beautiful for fall wear, in striped and plain shades of Sky, Pink and Burgundy; silk fringed. \$1.50 value. Special \$1.25

GIRLS' FELT HATS.

Children's and Misses' Black Felt Hats, with band and streamers; others in rolled brim and tailored bow at side; either style \$2.20. Special \$1.49

ORIENTAL FRILLINGS.

Suitable for round neck jumpers and dresses, in all the newer shades; 2 inches wide. Reg. 65c. yard for 47c.

CHILDREN'S PYJAMAS.

Cream Winsey Pyjama Suits, roll collar, buttoned front, long sleeves and pocket; to fit 3 to 4 years. Special, the suit \$1.39

GREY UNDERSKIRTS.

Heavily seamed, shaped waistband and scalloped edge; full sizes. Regular \$3.00. Special \$1.98

CHILDREN'S BLOOMERS.

Jersey Bloomers, elastic at waist and knee; shades of Brown, Navy and Grey; to fit 4 to 12 years. Dollar value. Special 87c.

Ladies' Coats

40.00 Reg. for 33.75

Today's approved styles in Velour, Bolivia and Curl Cloth, fur trimmings, straight line effects, with side fastenings; others Russian back, belted, embroidered and braided. Special \$33.75

CORSET COVERS.

Fine ribbed Jersey Corset Covers, long sleeves, buttoned front; 36 to 44 sizes. Reg. \$9.00. Special 59c.

UNDERWEAR SPECIAL.

Special quality White Jersey Vests, high neck, long and short sleeves; Pants to match ankle length, open; assorted sizes. Reg. \$1.00 garment 82c.

GIRLS' WOOL SETTS.

Knitted Wool Setts—Coat, Cap and Leggings to match; shades of Saxe, Navy, Rose, Jade, Green and Putty; to fit 8 to 10 years. Regular \$4.00. Special \$2.98

FLANNELETTE WAISTS.

Pretty styles, showing roll collar, Hydro collar and long sleeves, in fancy checks and plaids; sizes 36 to 42. Reg. \$1.69 for \$1.35

KNITTED WOOL DRESSES.

For girls; round neck, long sleeves, girlish at waist, fancy stitched; shades of Saxe, Grey and White; to fit 8 to 10 years. Values to \$15.50. Special \$2.98

FANCY RIBBONS.

6 inch Dresden Ribbons, Moire and Brocaded; especially suitable for fancy bags, bonnet caps, handkerchief sachets and hair ribbons, etc. Reg. 90c. yard. Special 69c.

Girl's Winter Coats

Children's Blanket Cloth Winter Coats, a special assortment set apart for this sale; shades of Saxe, Fawn and Nigger Brown; large roll collar, belt and pocket; to fit 8 to 10 years. Our new \$4.50 line for \$3.79

OUTSTANDING HOSIERY VALUES

DARN YOUR HOSE!

Carded Wools, extremely fine to match up with almost any shades of Hosiery; also Siles in plain and fancy shades.

The Wools 2 for 5c.
The Siles 5c. each

CHILDREN'S HOSE.

Girls' and Boys' Black and Tan Wool Cashmere Hosiery, in assorted ribbed patterns; up to 60c. Special \$69c.

SILK AND WOOL HOSE.

In Ladies' sizes; shades of Champagne, Beaver, Greys and Blues; all fancy ribbed; 85c. value. 69c.

BOOTEES AND INFANTEES.

An assortment of each in mixed shades; others in White. Re-priced to 25c.



TURKISH CHINTZ Slightly Damaged

26 pieces, wide variety in Pink colour blendings, reversible and therefore doubly serviceable for Curtains and Hangings of all kinds. 90c. value. Special the yard 57c.

Job Line

FELT SHOES

Ladies', Misses' and Children's Coloured Felt Shoes, quite an assortment of them; some very pretty makes. Special \$1.23

WOMEN'S BOOTS.

Soft Black and Tan Ladies' Boots, pointed toe, Cuban heel, perforated outline. Very heavy; all sizes. Special \$5.19

MEN'S BOOTS.

In good style, Dingo. A man's boot through that thrush, rubber heels; sizes 6 to 9. Special \$4.38

BORDERED CASEMENTS

Plain Cream Casements with extra wide coloured floral border. Nice to tone up with. Reg. 40c. yard 35c.

SLIPPER SOLES.

With heavy Lambwool topping on leather sole; the best you can buy. Ladies' and Gentlemen's 34c.

JULET SHOES.

Women's soft Dengola Julietts, medium shape, rubber heel. All sizes \$2.74

Pound Towels

Hampers of service-giving family Towels are on sale this week—a whole case full of factory "throw-outs" rejections from high-grade standards, good, all of them in value and serviceability. Prices range from 16c. to 85c. each

KITCHEN TOWELS.

White Linen Crash Towels, hemmed, ready for use. Just as large as you want them. Each 18c.

Select GLOVE Values

LADIES' KID GLOVES.

French Kid Gloves of exquisite fineness and shapeliness, 2 come wrist; shades of Tan, Beaver, Grey and Black; assorted sizes. \$1.50 value. Special \$1.28

SUEDE GLOVES.

French Suede Gloves, refined looking and dressy; sizes 6 to 7 1/2, in shades of Beaver, Tan and Grey. Our Special \$1.19

GAUNTLET GLOVES.

Fabric Gauntlet Gloves, showing strap over wrist; chic looking, in Fawn, Chamois and White. Special 98c.

WOOL GLOVES.

You will be needing Gloves like these any day now; a very fine line in all Wool, showing shades of Mole, Lovat, Coating and Beaver. Now at 78c.

21c

Bedroom Requirements

COTTON BLANKETS.

A real good Blanket value—a full-in from the factory to complete our order and underpriced to meet our requirements; 64 x 78 size; coloured border and worked ends. The pair \$3.15

CRIB BLANKETS.

Blankets with a heavy duty Napping, in warm tones. Large block patterns, most inviting value. Reg. 75c. Special 57c.

WHITE SHEETINGS.

64 inch Plain English Sheetings, stability in every thread of them. Regular \$1.30 yard. Special \$1.18

CIRCULAR PILLOWINGS.

40 inch Circular Pillow Cottons, close, strong, undressed cloth. Snow White. Special 58c.

New Coatings

Are simply beautiful and for your approval we present the following shades, Saxe, Navy, Faded Green, Crimson, Brown, Fawn Grey, 66 inches wide, warm without excessive weight, blanket cloth, they're new. Regular \$2.60 yard for \$2.29



WADDLED QUILTS.

Extra large ones, two-tone finish, fancy art borders and plain centre; assorted shades, well quilted and filled. Our Special \$5.25

New Silk Curtainings

26 inch—beautiful materials with a metallic-like glitzer, shades of Electric Gold, Bronze, Navy, V-Rose, Fawn, Brown, Cream and White, reversible. Handsome hangings to beautify the Home. Dollar value for 84c.

Velveteens

Several boxes of Velveteens go on sale, they have a nice sheen, value for a Dollar a yard, shades of Bordeaux, Admiral, Dark Navy, Matter Blue, Coral. Special the yard 79c.

James Baird LIMITED