

## BAIRD'S for Glassy HOSEIERY



**THIS WEEK**  
All of them--NEW

**SPORT HOSEIERY**—This introduces a new line of very attractive looking broad ribbed Hosiery in assorted light shades. Reg. \$1.30. **\$1.19** Friday, Saturday & Monday

**SPORT HOSEIERY**—Broad ribbed Cashmere Hosiery, ideal fall weight and such pretty shades: Mouse, Spongy, Brown. Reg. \$1.75. Friday, Saturday and Monday... **\$1.59**

**LADIES' HOSE**—Finest grade Silk and Wool Seamless Fall Hosiery, Heather mixtures. Leaders in Class. Regular \$2.50. Friday, Saturday and Monday... **\$2.30**

**SILK & WOOL HOSE**—High grade Hosiery, beautifully fine with Lisle top, toe and heel. In Shoe Grey and White and Suede and White Heather mixtures. Special... **\$1.10**

**STEEL GREY HOSE**—Knitted Silk and Wool Hosiery, plain finish, very popular. Reg. \$1.75. Special... **\$1.59**

# The BARRIERS of RESISTANCE

to buying, crumble before such

## Insistently Good Values

EVERY Department stands out strikingly with genuinely good offerings set to the standard of easily affordable prices. Broadcasting a message of real Economy throughout the length and breadth of the land.

## THE BAIRD PAGE

NEWSY FORCEFUL HELPFUL. WORTH READING

### Friday, Saturday & Monday

**\$15.00**  
**Serge and Gabardine** 9.98  
**DRESSES**

Ladies! See these sensible, serviceable, good looking Dresses for present wear. Braided, Embroidered and Button trimmings, long waist effect. Dresses with and without collar, long and short sleeves. Sizes from Misses' 16 to 42 inch bust. Special...

**\$5.50**  
**Coloured Tricolette** 2.79  
**JUMPERS**

Very newest styles, and many of them to select from, with and without collar, banded side, tie effect; others with girde; shades include Sand, Peach, Corise, Navy, Saxe. \$2.79 Brown, Jade, Gold, Hello, Henna, etc. Special...

Beautiful  
Fur  
Pieces  
go on  
Sale

## CHOKERS

26.00 Regular for 19.98

The finishing touch to your Fall Suit—one of our pretty Kit Fox Chokers. They're smart and decidedly attractive. In Brown, Grey, Golden Fox and Blue Fox. Reg. \$26.00. Friday, Saturday & Monday... **\$19.98**

## FALL ATTIRE

## DRESS TWEEDS

Ratines, Moirettes & Linings.

**DRESS TWEEDS**—Double width plain and fancy Dress Tweeds that stand out strikingly as examples of good value in reasonable weight dress materials; assorted mixtures. Reg. 90c. yard. Friday, Saturday and Monday... **79c.**



**COAT LININGS**—Pretty Art Linings for coat or costume; 38 and 40 inch width; medium and light blendings, high class mercerized finish. Reg. to 55c. yard for... 47c. Reg. 75c. yard for... 49c.

**MOIRETTES**—38 inch beautiful limp finish Moirettes for underskirts or good wearing linings; shades of Navy, Saxe and Myrtle. \$1.50 value Special... **85c.**

**FANCY RATINES**—Several pieces of these good looking cloths for fall and winter wear; shades of Brown, Saxe and Navy, with silk cluster stripes. Reg. \$1.25. Friday, Saturday & Monday... **\$1.10**

**ART SERGES**—50 inch Wool Curtain Serges, plain shades of Green and Cardinal; makes nice, cosy looking winter curtains. Friday, Saturday & Monday... **\$1.19**

**CUSHION COVERS**—Art Embroidered Cushion Slip-overs, in dark linen; hummited; most serviceable. Reg. \$1.00. Friday, Saturday & Monday, each... **87c.**

## Profitable Showroom Shopping.

INTEREST HEIGHTENED BY THE NEWNESS AND FRESHNESS OF THE MERCHANDISE INVOLVED



**HAND BAGS**—Real Leather Hand Bags, with strong nickel top and clasps; some with mirror, others pocket book style, assorted shades Crimson, Blue, Fawn, Brown, Grey and Black. Reg. \$2.00 value. Friday, Saturday & Monday... **\$1.59**

**CORSET COVERS**—Ladies' fine Jersey Corset Covers, high neck, long sleeve, buttoned, front; 36 to 44 sizes. Reg. 90c. Friday, Saturday & Monday... **59c.**

**WOOL JUMPERS**—All Wool Knitted Jumpers, with roll collar, round neck, long sleeves, and girde with tassel; shades of Sand, Jade, Coral, Saxe and Henna. Reg. \$3.50. Friday, Saturday & Monday... **\$3.10**

**HAND CRAFT EDGINGS**—In all the new shades; also White and Coloured Ric-Rac Braids for trimming Waists, Aprons, Dresses, etc; three yards on each card. Special... **27c.**

**"PHOENIX" KNITWEARS**—In finest Wool and Cotton mixtures, sleeveless, low neck, shoulder straps, all Crochet edge; assorted sizes. Reg. \$2.26. Friday, Saturday and Monday... **\$1.85**

**CHILDREN'S COMBINATIONS**—Warm wool and cotton mixture, beautiful texture; high neck, long sleeves, ankle length; to fit 8 to 12 years. Reg. \$2.20 suit. Friday, Saturday & Monday... **\$1.69**

**GIRLS' BLOOMERS**—Eshapely Cream Jersey Bloomers, elastic at waist and knee; to fit 8 to 12 years; a long season ahead for these. Regular 65c. Friday, Saturday and Monday... **49c.**

**GIRLS' DRESSES**—Dresses and Gowns in Serge and Plaid, trimmings of buttons and coloured piping. Peter Pan collar, belt, long sleeves; assorted colourings; to fit 8 to 10 years. Special Friday, Saturday & Monday... **79c.**

**RIBBON VELVETS**—Satin back Ribbon Velvets, Navy, Nile, Purple, Black and White. Regular 40c. yard. Friday, Saturday and Monday... **25c.**

**CORSET VELVET BONNETS**—HALF PRICE—Children's Cord Velvet Bonnets, Silk Ribbon, Rosettes and Flower trimmings, in shades of Navy, Saxe, Rose and Crimson. Reg. \$1.50. Friday, Saturday and Monday... **75c.**

## Reversible ENGLISH TAPESTRY

52 inches wide

4.00 Values for 2.98

One piece only, a specially good pattern, showing bird, fruit and large floral designs; strong as ships' canvas; a dandy for re-upholstering chesterfield, lounge or full suite. Reg. \$4.00 value. Friday, Saturday and Monday, yard... **\$2.98**

**65c. Curtainings, 49c.**

**Very Special.**

36 inch Reversible Curtainings in plain shades Champagne, Salmon, Saxe, Navy, Bronze, Tan and Blue Grey; similar to "Sunset" Curtainings yet without their extreme lustre; most serviceable and really needed. Reg. 65c. yard. Friday, Sat. & Monday... **49c.**

## Every Wanted Material

to make the Home Cozy and for the least little outlay

**LACE CURTAINS**—3 yard White Lace Curtains, 53 inches wide, all over patterns. These are new and bring good value. Reg. \$3.50 pair. Friday, Saturday & Monday... **\$3.27**

**COTTON BLANKETS**—Heavy Fleece Cotton Blankets, in Pink, Blue and Grey shades; striped borders, nice go-between Blankets. Size 59 x 76; \$3.50 value. Friday, Saturday and Monday, the pair... **\$3.19**

**PLAIN CASEMENTS**—Pretty shades to tone up your living rooms, for cold weather time, shades of Navy, Tan, Brown, V'Rose and several pieces of Striped Cream; values to 60c. yard. Friday, Saturday and Monday... **42c.**

**WHITE QUILTS**—Essex Quilts, showing nice looking patterns, roomy sizes, plain hemmed edge, easy to wash and most serviceable. Special... **\$3.69** Friday, Saty. & Monday

**CHINTZ TAPESTRY**—A very handsome pattern, in a reversible make, medium ground, showing large floral pattern. A good thing. Regular \$1.25. Friday, Saturday and Monday... **\$1.10**

**MORE QUILT COTTONS**—Block and Fancy conventional patterns, in Crimson and White. Regular values to 60c. yard. Friday, Saturday, and Monday... **43c.**

**CASEMENT CLOTHS**—In Cream shade, with band of Cream Lace Insertion at each side and Silk stitched wave edge. Regular 86c. yard. Friday, Saturday and Monday... **78c.**

**TWILL SHEETINGS**—36 yards only of Pure White English Twilled Sheetings; 50 inches wide. Dollar value. Friday, Saturday and Monday... **89c.**

**WHITE SCREMS**—Pretty Salt-Striped all-White Scrims, broad barred pattern. The yard, Friday, Saturday and Monday... **45c.**

**"CHERIE" BLANKETS**—Excellent little Blankets, 20 x 40 size, for baby's cot, soft, warm, heavy fleecing. Pink and Blue striped borders. The Pair, Friday, Saturday and Monday... **\$1.38**



## Sale of LADIES' COATS.



Unusual Value for **11.75.**

Extraordinary values in worthy coats; some in cloths, others in good wearing English Tweeds; patch pockets, belted, and inverted back pleat, and large collar; snug looking coats, all of them; lined and half lined; not one in the lot worth less than \$15.00. Friday, Saturday & Monday... **\$11.75**

See These.

You will find this Section most helpful this week



## In the Men's & Boys Dept

**NIGHT CLOTHES**—Pretty Striped Flannel Pyjama Suits for men, low collar, pocket; assorted sizes. \$3.50 value. Friday, Saturday & Monday... **\$2.49**

**STEDE GLOVES**—Moccasin shade, very neatly finished with brown points; distinctly fall gloves. Reg. \$3.00. Special... **\$2.75**

**NAVY RAGLANS**—New ones just to hand; plaid lined, belted, full collar, double breasted; good looking. Our Special... **\$21.50**

**WOOL LININGS**—Chill proof detachable all Wool Linings for Men's Raglans; on and off in a jiffy; sleeveless, full length. Special... **\$6.75**

**THE NEW CAPS**—Cool Pad English Tweed Caps; smart, stylish looking Caps that men like. They're Special at... **95c.**

**BOYS' UNDERWEAR**—Stanfield's Unshrinkable Undergarments for boys; Shirts and Pants, in assorted sizes. Size 24, 26 & 28. Special... \$1.28 Size 30, 32 & 34. Special... \$1.48

**ENGLISH SPATS**—Low cut Spats for men, in shades of Fawn and Grey; perfect fitting Spats. Special... **\$2.20**

**TOP SHIRTS**—Perfect fitting Shirts with collars attached; neat appearing stripe patterns, and many of them. Your size... **\$1.45**

**LITTLE BOYS' FEET HATS**—Just the Hat for fall wear, mushroom shape with silk band and bow; assorted Browns, Greys, Greens, Navy, etc. Dollar Hat. Friday, Saturday & Monday... **78c.**

**CEYLON SHIRTS**—Pretty Striped Ceylon Flannel Shirts in assorted patterns; not coat style; full fitting sizes. Regular \$2.50 value. Friday, Saturday & Monday... **\$3.15**

**COMBINATIONS**—Men's long sleeve, ankle length Fleece Jersey Combination Suits, fall weight, in Cream **\$2.35** shade. The Suit **\$2.35**

**PARIS NECKWEAR**—Chick looking Parisian Neckwear, the long flowing end style; an assortment easy to pick from. Special... **\$1.45**

**Men's Brogues.** English leather through and through; most sensible shape with broad extended welts; all perforated outline. Black. Special... \$7.20 Dark Tan. Special... \$8.50

**Men's Romeos.** Home is more home-like with a pair of these ready to put on for the long evenings indoors; in Dark Tan shade or Black; soft and roomy. Reg. \$3.00. Friday, Saturday & Monday... **\$2.65**

## Children's Boots

Snappy Line

Of English manufacture, in Black and Dark Tan Calf; sturdy Boots; sizes 6, 7 and 8 only; laced and buttoned styles. Reg. \$2.00 value. Special... **\$1.68**

## Double Width LINOLEUMS

and some new and pretty ART LINENS

**LINOLEUMS**—Double width Linoleums, and many new and very pretty patterns to select from; suitable for any room in the house; others for hallways; a magnificent display at one price. Special Friday, Saturday... **\$2.15** and Monday, the yard... **\$1.19**

**BUFFET RUNNERS**—These are the newest in dark linen and cut out art corners; pretty coloured and fancy stitching; uncommon looking. Reg. \$1.30. Special... **\$1.19**

**TEA CLOTHS**—Girly looking Cloths, particularly so because they bring you something unusually pretty in dark linen; embroidered and cut out art corners and centre; prettily coloured. Regular \$2.20. Special... **\$1.98**

**CUSHION COVERS**—Artistic Cushion Slip-overs in every conceivable colour mixture; nice to brighten up the room; all reversible and cord edge. Reg. \$1.10. Friday, Saturday and Monday... **98c.**

## SINGLE BLANKETS

**SINGLE BLANKETS**—Great coarse heavy Dark Brown Blankets for go-between blankets or for roughing it out; does make a comfortable rug for carriage use. Friday, Saturday and Monday, each... **\$1.39**