



## SPECIAL!

Fashionable  
VELOUR SERGES  
Reg. 80c. for 72c.

This handsome Dress material has become very popular. We have 12 pieces showing shades of Green, Brown, Cerise, V-Rose, Cardinal, Navy, Sage and Black, etc. Reg. 80c. Friday, Saturday and Monday 72c

### BEST HEARTH RUG VALUE IN THE CITY.

22 of heavy Wool Hearth Rugs, fringed ends; the colouring and patterns are worth seeing. Light and dark effects brighten up this collection. Good value at \$3.50. Friday, Saturday & Monday 3.12

### DOOR MATS, 75c.

2 dozen of handsome Axminster Door Mats, suitable for Parlor or Dining-room; full size, fringed all round. Special for Friday, Sat. & Monday 75c

### LINOLEUM MATS.

These are a very heavy make, plain shades of Terra Cotta, Green and Blue, round corners and painted double striped border; very neat. Special for Friday, Sat. & Monday 33c

### JOB LINE

#### CUSHION TOPS, 7c. ea.

These measure 21 x 21, each with picture in very pretty colorings of ladies' head and bust on tinted ground. Special for Friday, Sat. & Monday 7c

### TEA COSIES.

Only 18 of these made of fancy cretonne in Crimson and Green shades, finished with frill and loop. Special for Friday, Saturday and Monday 23c

### KITCHEN CLOTHS, 22c.

Made of heavy linen Crash; size 24 x 32. Hemmed ends; the kind of cloth to stand rough wear. Reg. 35c. Friday, Saturday and Monday 22c

### Boy's Waterproof coats, \$3.50.

(12 only).

These will stand the test. They come in the fashionable fawn shade, strongly finished, perfect fitting collar. Sizes to fit boys from 10 years to 16 years. Good value for \$4.00. Friday, Saturday and Monday 3.50

### NO HOME SHOULD BE WITHOUT ONE.

#### HOT WATER BOTTLES

One should be in every house; for Neuralgia, pains in the region of the stomach, or cold feet, this bottle fills the bill; made from best Congo rubber. Special for Friday, Saturday and Monday 75c

#### FOUNTAIN

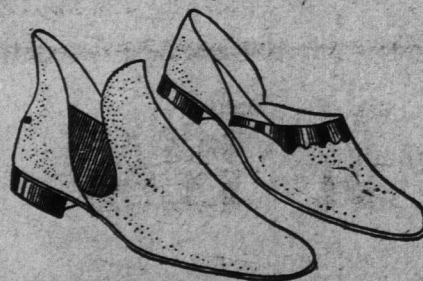
#### SYRINGE, 88c.

Made of best Black Rubber, with 3 separate vulcanite connections. Can be hung up on wall and used anywhere. A family necessity. Special for Friday, Saturday & Monday 88c

### SOUVENIR BROOCHES.

Made for the Occasion.

The "Union Jack" in all its prettiness and colouring, nice enamel finish; also the Union Jack with the French and Belgian flags inset in centre. These Brooches are strongly made and made to wear. Special for Friday, Saturday & Monday 23c.



### JOB LINE of Ladies' House Slippers

Yes! a big British purchase of Superior House Slippers, such makes as Jaeger Wool, Felt, Velvet and Poplin, etc. Come with leather soles, others with felt soles; warmly lined; others again fur trimmed. Values up to \$1.00. Friday, Saturday and Monday 69c

### THE "MARITIME" CAP FOR ANY TIME WEAR, 68c.

We have these in Tweed patterns, light and dark shades; others in plain cloth, ear protector turned inside and thoroughly flared; full range of sizes. Our regular 75c. line. Friday, Sat. & Monday 68c

### ART SERGES, 48c.

For Winter Curtains, Drapes or Portieres. This is favored; we show Marone, Myrtle and Sage Green shades, usual width. Reg. 65c. per yard. Friday, Saturday and Monday 48c

### TOWELS.

Extra heavy unbleached Turkish. Size 24 x 48; would make a fine bath towel. Reg. 35c. each. Friday, Saturday and Monday 30c

### LADIES' FLEECE SOLES, 19c. pair.

Equal to the "Queen" Sole for wear, and much less in price. With a slip or two of wool and a little time you can make a most comfortable bedroom slipper from these comfortable soles. Assorted sizes. Special Friday, Saturday and Monday 19c

### TAPESTRY CUSHION COVERS, 66c.

These are very pretty in design and cooling, twisted cord edge and sateen back. Good value at 80c. Friday, Saturday and Monday 66c

### CUSHION COVERS.

Large size art sateen, with plain shade of sateen frilled border. Reg. 40c. Friday, Saturday and Monday 33c

# BAIRD'S Make the Prices And the Prices Make the Sales.

Honest Advertising, Attractive and Interesting, and featuring "Every-day-wants" at PRICES

PLEASING TO PAY.



### Cretonnes, 25c. per yd.

5 pieces of pretty Cretonnes, 36 inches wide; Crimson and Green grounds, some plain centre with border, others with neat floral designs. Reg. 30c. Friday, Saturday and Monday, per yard 25c

### 2 UNDERWEAR Specials.

#### MEN'S UNDERWEAR, 44c.

2 cases of heavy Fleece Lined Underwear for Men, a bit heavier than we have previously handled; sizes from 34 to 44. Special, Friday, Saturday & Monday, garment 44c

#### BOYS' UNDERWEAR, 29c.

All sizes represented in this grade; good quality, heavy fleece lined. Quite a run on this line this last couple of weeks. Special, Friday, Saturday & Monday, garment 29c

### Snap Values in Gloves. LADIES.

#### LADIES' TAN GLOVES.

This is the ideal Fall weight, in heavier than Kid make, pretty shade of Dark Red Tan; pronounced a beauty by those who have worn them. Special, Friday, Saturday and Monday 1.23

#### Ladies' Gloves.

In Black, Brown and Grey shades, closely woven Cashmere, with high shade lining; a close fitting Glove with 2 dome fasteners. Reg. 50c. Friday, Sat. & Monday 45c

#### Boy's Sweater Coats

Can hardly do without one at this price. Plain shades of Grey and Cardinal, V. neck, with self facings. We have 20 only for this sale and would urge upon you to come early as they are excellent value. Special Friday, Sat. & Monday 46c

#### LADIES' SILK BELTS.

These are the very latest styles, made on wide elastic, shirring at top with flounce, 4 1/2 inches wide. Others in narrow style, with bow at ends; shades of Royal, Navy, Tango, Emerald, Sky, etc. Reg. 70c. Friday, Saturday & Monday 59c

### JOB BLANKETS. EXTRA VALUE.

We have 40 Single Blankets going this week at special prices. Many are looking for Single Blankets, and this lot should appeal to them. They are good quality heavy Wool, full sizes. Worth \$2.00 to \$3.50 each. Friday, Saturday & Monday,

\$1.53 to \$2.78.

### LEADERS IN HOSIERY.

#### LADIES' FALL HOSIERY.

Closely woven Plain Black Cashmere, and a variety of Ribbed Cashmere also; assorted sizes. Reg. 45c. Friday, Saturday & Monday 39c

#### GENT'S HALF HOSE.

8 doz. pairs of Heavy Black Worsted Socks; full length. Really worth 30c. pair. Friday, Saturday & Monday 22c

#### LADIES' WORSTED HOSE.

A heavier make for those requiring it in fast black, ribbed worsted. The kind you usually pay 35c. for. Friday, Saturday & Monday 30c

#### CHILDREN'S WORSTED HOSE.

Only 8 dozen pairs of these left. They come in medium weight, fast black, ribbed worsted; assorted sizes. Friday, Saturday & Monday 17c

#### LADIES' SWEATER COATS, \$1.49.

Just inside the door as you come in you will see a whole table of these, in White, Grey, Brown and mixed shades of Black and Crimson; some with roll collar, storm collar; others with V. neck. Not one in the lot worth less than \$2.00. Friday, Saturday & Monday 1.49

#### MEN'S TWEED PANTS.

\$2.50 Value for \$1.98.

50 pairs of assorted patterns. These are made from good American Tweed, showing a lot of pretty pin stripes, tailor made, perfectly cut, 2 side straps, 2 hip and 2 side pockets, straps also for those wearing a belt. The best Pants value in the city today. Special, Friday, Saturday & Monday 1.98

#### MEN'S PYJAMAS.

18 suits of "Owl" brand Pyjamas, Cream shade, erect collar, silk braided button holes and pearl buttons; well shaped, full sizes. Reg. \$1.80 per suit. Friday, Saturday & Monday 1.62

#### MEN'S SILK FRONT SHIRTS.

These are made of English Longcloth, with fancy silk soft front and cuffs of same, laundered. Reg. \$1.10. Friday, Saturday & Monday 98c

### REMNANTS TEMPTINGLY LOW.

Bigger shoppers crowd this section daily, picking up snaps in all kinds of Dry Goods; length and price marked in plain figures on every remnant. Come in and go through the pile and pick out your requirements.

Patty Pans, in sixes  
Aluminum Strainers  
Meat Choppers  
Boats' Kettles  
Preserve Dishes  
Kitchen Wall Brackets

10c. ECIALS.  
Dust Pans  
Coal Shovels, Galvanized  
Towel Racks, Nickel  
Clothes Brushes  
Shingling Hatchets  
Enamel Soap Dishes

5c. SPECIALS.  
Buster Brown Belts  
Hair Pins, 8 packs for  
Boot Laces, 2 doz. for  
Muglure, per bottle  
Tea Sponges, 3 for  
Bead Neckties

NICKELS and DIMES reach their Purchasing Power Limit when spent here.  
8 oz. Nursing Bottles  
Strong Bone Hair Combs  
Pearl Buttons, 3 doz. for  
Machine Oil  
India Tape, per bundle  
Coloured Silks, 3 reels for

### ALL OUR ENAMEL FORCES to the Front.



Saucepans to hold 4 quarts 15c.  
Saucepans to hold 5 quarts 18c.  
Skillets to hold 7 quarts 28c.  
Skillets to hold 8 quarts 33c.  
Water Jugs to hold 7 pints 22c.  
Berlin Saucepans to hold 8 quarts 55c.  
Boatkettles to hold 4 quarts 23c.  
Water Kettles to hold 10 pints 59c.  
Water Buckets to hold 14 pints 39c.  
Berlin Saucepan to hold 8 pints 39c.  
Teapots Large size 29c.  
Coffee Pots, Extra Large 29c.  
Milk Pans 15c.  
Cupsidors 15c.  
Funnels 15c.

Milking Pans, Extra Large 39c.  
Mugs 10c.  
Soap Dishes 10c.  
Stew Pans, Special 2 for 25c.

### England and Airship Raids.

Some Facts About the Zeppelins—Their Weakness.

A correspondent of the Times in an article on Zeppelin raids says that the troops in the field laugh at airships, knowing that the damage they can do is not worth considering, compared with rifle and gun fire.

The German stories about "75 Zeppelins to invade London" are very wide of the possible truth.

It is quite likely that besides Zeppelins other types will be employed. The Zeppelin airship is a thing apart. Its long, rigid body makes it impossible to transport by road and inflate at a base near our coast. Hence it must either make the full journey from, say, Cologne (Dusseldorf being broken up for the time being), or it must camp out in the open in daylight somewhere in Belgium, where it will be at the mercy of any of our aeroplanes which happen along. Also temporary sheds in Belgium are handy targets. Camping out is not a job that the skipper of a Zeppelin appreciates, for in the event of the wind rising to even half a gale it is practically impossible to prevent the machine from being destroyed. Therefore, if Zeppelins are to be used, they must make the journey at one trip or take very big risks.

"Further, in really heavy weather a Zeppelin is absolutely unmanageable anywhere near the ground, where it is likely to encounter severe gusts, or up-and-down currents, as was proved by the destruction of Germany's best naval Zeppelin in the North Sea not very long ago, and by the destruction of another in the Teutoburger Wald last year. Therefore any raid is only likely to be made during a spell of really calm weather. And there is always a sporting chance that though the weather may be beautiful along the Rhine valley it may be blowing a gale over the Channel.

"However, given calm weather, a Zeppelin or two may come over to make itself distinctly unpleasant, for a matter of two or three tons of explosives deposited over London would make quite a noise and do considerable architectural damage, but the deleterious effect on the national morale would be slight, and, as Mr. Runciman said, it would stimulate recruiting, and the actual financial damage could not be of any importance."

A Zeppelin, the correspondent goes on to say, cannot be built in pieces and put together in a hurry, "but by accelerating construction, as one can accelerate the construction of a warship, it may be possible to build one in perhaps four months from start to finish."

When the war broke out Germany can scarcely have had more than a dozen Zeppelins; it seems likely that at least three have been destroyed since, so that she cannot have more than nine or ten actually available now. There are, the correspondent believes, two or three others approaching completion." So "there may be a dozen in for use in another six weeks or two months."

"Some of the airships, as, for example, those at Posen or Graudenz, are not likely to be spared from the Russian war area.

Besides the number of Zeppelins the Germans have a number of Parseval non-rigid airships. In addition, she has a Schutte-Lanz or two-rigid ships, but inefficient compared with the Zeppelins.

"In a few months Germany may be able to spare a whole dozen Zeppelins for our benefit alone, and perhaps another dozen Parsevals, but one may rest assured that our high angle guns and fast aeroplanes will increase in proportion much more rapidly. Therefore the longer the delay the bigger the smash up of the German aerial Armada."

People who find it hard to drink milk will find it much easier to take the milk through a straw.



### FIGURE UP THE LOSS

that a disastrous fire is liable to subject you to, and then reason sensibly with yourself as to whether it pays to neglect securing sufficient

### FIRE INSURANCE

to protect you. You will decide it does not. They why don't you take immediate steps to secure one of our policies? The cost will be little, but the protection will be absolute and guaranteed.

PERCIE JOHNSON,  
Insurance Agent.