

BAIRD'S PROFIT-TELLING PARAGRAPHS

Ever of Special Meaning for Thrifty Shopper

Voicing the doings of this vast Store—proclaiming its values—emphasizing its importance from an economical standpoint, and now, on the threshold of a long and glorious season—direct your attention to the following lines of spic-span new merchandise—offering premier values for

FRIDAY, SATURDAY & MONDAY

The Versatile Fabric.
Beautiful
"Indian Head"
LINENS
In all the Newest Shades

INDIAN HEAD
On every yard of the CLOTH



Woven for Service as well as for beauty, adaptable for every so many purposes. The new shades are delightful: Peach, Pumpkin, Leather, Copenhagen, Silver, Rose, Coral, Jade, Navy, Moss, Lilac and White, and every available shade to suit the individual taste of the wearer. The yard 68c.

SKIRT PLAIDS—A piece of good looking Plaid, just what you need for sport wear, 40 inches wide, pretty mixtures in Grey, Navy, Brown and Blue, inexpensive. Friday, Saturday and Monday, the yard 79c.

Little Folks
Royal Society
ROMPERS
Half Price

Beautiful models in Saxe, Lavender and Pink Linens, stamped patterns, ready to embroider and finish with your own dear hands. Dresses to treasure and fondle; collar, belt and pocket; sizes to fit 3 to 4 years. Reg. \$2.60. Special

\$1.30 each

JUMPERS—Ladies' Knitted Wool Jumpers in shades of Saxe, Sand, Nile Green, Marve, Jade, Grey, etc.; round neck, long sleeves, girlish with tassel ends. Reg. \$2.00. Fri. Sat. & Mon. **\$1.59**

Rare Values in Misses
Rare and Beautiful
DRESSES

MISSSES' DRESSES—Pretty models, in tow tone effects, that is the waist and skirt are different, one emphasizing the loveliness of the other, shades of: Sand, Rose, Saxe, Green and Grey, pleated skirt, roll collar and the belted and short sleeves; to fit 15 to 20 years. Reg. \$10.00. Friday, Saturday and Monday . . . **\$8.75**

Girls' Wash
DRESSES

Pretty Wash Dresses, in good looking American Gingham, to fit 7 to 14 years, round neck style, short sleeves, girlish and pocket. Reg. \$1.50. Special **\$1.25**
PILLOW CASES—Beauties in English White Linen, hemstitched and beautifully embroidered; like to show you these Regular \$1.60. Friday, Saturday & Monday **\$1.48**
NIGHTDRESS CASES—Hemstitched and Embroidered White Linen holders, 15 x 18 size; last for years; very dainty. Regular \$1.00. Friday, Saturday and Monday **89c.**

Some very Handsome
CANTON
CREPES
in all the Newest Shades
Just Arrived

To an already comprehensive stock we have just added some beautiful new shades, Brocade and Satin finish; shades include Cocoa, Powder Blue, Navy, Sand, Black and White. Just the loveliest materials for Summer Dresses, Jumpers, Waists or Skirts.

RIBBONS for June

5/8 inch Silk Taffeta Ribbons, in Cardinal shade, suitable for June Hair Bows, Sashes and Hat Bands. Regular 65c. yard. Special **39c.**



Mail
Your
Orders

THE SHOWROOM

Ever an Attractive Source Calls
Your Attention to the following:

APRONS—Strong, sensible House Aprons in Blue and White Stripes and Checks. Special value at 45c.

BLOOMERS—Ladies' fine Jersey Bloomers in Flesh and White; 36 to 46 sizes; elastic knee and waist. Friday, Saturday and Monday 69c.

BLOOMERS—Girls' finest Jersey Bloomers in White, Black and Flesh shade; to fit 6 to 10 years, elastic at waist and knee. Reg. 35c. Special 27c.

NIGHT GOWNS—Ladies' Cotton Crepe Night Gowns in Pink and White, short sleeves, round neck, fancy stitching; dollar value. Friday, Sat., and Monday **84c.**

COMBED HAIR COMBS—Little Put Combs, midjet size; the latest for those with bobbed hair. Regular 10c. Special **5c.**

HENSEL BRIDES—Trimming Brades in Silver, Bronze and Cardinal, quarter to 1 inch wide; values to 45c. yard. Friday, Saturday and Monday 9c.

MORE JUMPERS—Ladies' Summer-time Jumpers—Sporty Jazz patterns, in fancy Mercerized Muslins and Shantungs; a remarkable collection; short sleeves, belted, others tie effect; 35 to 46 sizes. Regular \$2.50. Special **\$1.98**

LIBERTY CORSETS—Children's Grey Coutil Liberty Corsets, 21 to 26 inch sizes, button front, laced back, strong and easy-fitting. Regular 60c. Special 49c.



Do You Need Any
CUSHIONS
or
Cushion COVERS?

CUSHIONS—Plump Circular Chintz-covered Cushions, nice for lounge, chair, or den, gathered to centre button. Regular \$1.98. Special **\$1.30.**

CUSHION COVERS—Pretty and useful—Chintz Cushion Covers, 27 x 27 size; light colours in Rose and Blue. Reg. \$1.00. Friday, Saturday and Monday **89c.**

CUSHIONS—Finished Cushions 18 x 18 size, in pretty Art patterned Silketto, nice cushions for any room. Dollar Value. Special **69c.**

STRAW RUGS—Nice for Summer use; generous in size 36 x 72, all bound edge, nice looking patterns in Black, Blue and Brown on natural straw ground. Regular \$2.25 value. Special **\$1.49**

Lighter Weight UNDERWEAR

and other accessories from the Men's Department



FLANNEL PANTS.
In medium Grey shade, real Summer weight, will go with any kind of Jacket, shapely, well tailored—cut both ways. All sizes. Special **\$4.55**

COMBINATIONS.
Check Nainsook Combination Under Suits, knee length, short sleeves, in Cream shades; 34 to 42 sizes. The Suit **\$1.65**
PORUS-KNIT UNDERWEAR.
In the weight and the kind a man likes for Summer time, short sleeved, knee or ankle length pants, white; 34 to 42 sizes. The Garment **\$1.75c.**

VELOUR HATS
A Special line for this week in Steel and Beige shades; Silk lined Black band; nobby and becoming. Special **\$5.90**

BRACES—English Silk-Covered Elastic Braces, of the finest make, with real leather straps, sensible. You'll like them. **85c.**

TABLE COVERS—Fancy Tapestry Table Covers, 64 x 64 size; plain centre and pretty fancy borders; plain edge; nice shades of Green and Blue. Regular \$4.50. Friday, Saturday and Monday **\$4.29**

FLUSH TABLE COVERS—The rich looking cloth you could buy for your dining room; Crimson and Green shades, fringed, crushed centre and self border. Reg. **\$19.35** 33.00. Friday, Sat. & Monday

SIDEBOARD CLOTHS—Embroidered White Linen Sideboard Cloths, with hemstitched border; 14 x 52 size. Reg. \$1.50. Friday, Saturday and Monday **\$1.32**

Our GLOVE Values-Excel

Just Glimpse These Specials

SUEDE GLOVES—Another shipment of those fringed and wrist Suede Fabric Gloves, in a pretty Grey shade, an ideal glove for this season. Special **79c.**

SILK GLOVES—Wrist length Silk Gloves, in Brown, Beaver, Grey, Navy and Black, 3 Dome fasteners. They bring special value at **\$1.10**

SILK ELBOW GLOVES—16 button length in the finest of Silk, Black and White; sizes 6 to 7 1/2. Special **\$1.69**

BOYS' WASH SUITS
These come in striped galathea, Sailor and Russian styles, to fit 3 to 8 years, good in material, neat in appearance and extra good in value. Special **2.45**

SAILOR BLOUSES
In the finest of White Drill, showing Navy Blue Collar and Cuffs, always a good looking blouse for a boy from 8 to 8 years. Special **1.39**

FLORE LAINES—One and a quarter TEA CLOTHS—Serviceable Linen and one and a half yards wide, Craah Tea Cloth, embroidered in shades of Blue, Red and Yellow; and flowered effects. The yard 85c. Reg. \$1.00. Friday, Sat. & Monday **\$1.62**

Running Shoes
Cases of them just unpacked, strong, sturdy Shoes in Brown, Black and White Canvas, with rubber soles and heels. Children's (6 to 10) **57c.**
Ladies' and Boys (11 to 13) **64c.**
Ladies' and Boys (8 to 9) **75c.**
Men's **95c.**

STAIN DRUGGET—Four nice patterns in 18 inch width, flowered and striped; wears well; low in price; the yard **28c.**

Try BAIRD'S First

Friday, Saturday & Monday at our Dress Goods Counter

PERCALES.
36 inch American Percales, good, clean looking stripe and check patterns, wear well and wash well; 30c. value. Friday, Saturday, Sunday and Monday **26c.**

SILK POPLINS.
36 inch, fast Black Poplin, Silk and Wool mixture, a very good looking material made up; \$3.00 value. Friday, Saturday and Monday **\$2.65**

MORE POPLINS.
36 inch fast Black Dress or Skirt Poplins, just a piece of it, offering a very special value at **\$1.79**

SCOTCH PLAIDS.
36 inch Union Plaids, nice for Girls' wear; a range of patterns and shadings to hand. Friday, Saturday and Monday, the yard **45c.**

PRINTS.
80 yards of American Cotton Prints, striped and flowered patterns. Friday, Saturday and Monday **16c.**

GINGHAMS.
Pretty Wash Gingham in assorted checks; nice materials for children's rompers, dresses, overalls. Friday, Saturday and Monday **21c.**

SILK, LISLE AND CASHMERE HOSIERY

From the Home of Good Hosiery Values

HOSIERY VALUES—Plain Cotton Hose, in Black Cordovan and White. Special **19c.**

HEATHER HOSE—An assortment of good looking Cashmere Hosiery, in assorted sizes. Special **28c.**

CASHMERE HOSE—Ladies' fast Black Cashmere Hose, plain and ribbed; assorted sizes, quality through and through; dollar line. Special **85c.**

SILK HOSIERY—Beautiful quality fast Black Silk Hosiery, 9, 9 1/2 and 10 inch seamless; \$1.50 value. Special **\$1.32**

CASEMENT CLOTH—4 pieces of hemstitched Cream Casement Cloth, used extensively instead of blinds nowadays. Friday, Saturday and Monday, the yard **42c.**

TOWELINGS—Plain and Striped Cup Towelings go on sale Friday, Saturday and Monday, the yard **14c.**

From the Boot Dept.
Rare Values in Ladies, Girls and Men's Boots

GIRLS' BOOTS—Children's and Misses' Laced Boots, in a nice light weight calf; sizes 3 1/2 to 3; Black or Tan. **\$2.18** fitted with rubber heels. Special

WOMEN'S BOOTS—Special line in strong light weight calf; sizes 4, 4 1/2, 5, 5 1/2 only. Sturdy Boots. **\$2.18** Special

MEN'S BOOTS—Natty Footwear in Mahogany Calf, light weight perforated outsole, semi-pointed toe and rubber heel; ideal in every way. Special **\$6.48**



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