

You Save the difference buying it at Baird's **SHOPPING OPPORTUNITIES** You Save the difference buying it at Baird's

COME! COMPARE! CONSIDER!

The Savings Outlined for the Week-End at BAIRD'S
For here are values that must irresistibly appeal to your sense of saving.
They're Sound, Sane and Practical.

ENGLISH LONG CLOTHS
See this beautifully fine even soft texture long cloth, highly recommended for summer under things, childrens dresses, undershirts and home linens, unusually strong, 35c value. Friday, Saturday and Monday **29c**

From the Men's Section



- BOYS' OVERCOATS**—Much underpriced to clean up the assortment of odd sizes; shades of Light and Dark Grey (as many as you could wish them) to fit 9 to 15 years. Special **\$11.35**
- BOYS' NIGHT SHIRTS**—Striped Flannelite Night Shirts for boys from 8 to 16 years, well made, collar and pockets; \$1.50 value. To Clear **98c.**
- BOYS' UNDERWEAR**—Stanfield's Wool Underwear for Boys' Shirts and Pants **\$1.18**
Sizes 36 to 38. Special **\$1.35**
- KID MITTS**—Children's Soft Kid Mittens, fur tops; sizes 4 to 7; superior. Special **\$1.25**
- CIGARETTE CASES**—\$4.00 value, silver plated, neat form for the pocket, assorted makes. We are clearing the line, each **\$1.00**
- NAVY RAGLANS**—Smart looking English Navy Belted Raglans, showerproof and well suited for any season; popular line. Special **\$24.50**
- SOFT FELTS**—A special line—Inexpensive, yet nobly, silk hand, up-to-date; shades of Slate, Fawn and Grey. Special Friday, Saturday & Monday **\$3.35**
- SILK COLLARS**—Soft Collars of pure White Silk; latest shape, very neat looking, peak front. Friday, Saturday and Monday **70c.**
- MEN'S GLOVES**—Men's Astrachan Back Gloves, Kid palm and fingers; Brown shade. Special **\$1.30**

FRIDAY. SATURDAY & MONDAY



A CORSET SALE!

Bringing Extraordinary Values. 2.49 Up to 6.50 a pair for

Share in the wonderful opportunity afforded here—high grade, perfect form-re-shaping Corsets are presented in an assortment of sizes and models, easy to select, from high and medium busts, lace and embroidery trimmed, values up to \$6.50 pair. Friday, Saturday and Monday **\$2.49**

TRICOLETTE and GEORGETTE WAISTS

- Gorgeous Waists, sure to captivate lovers of rich looking, rare and refined styles in Tricolette and Georgette. Many popular jumpers enter into this sale as well; shades of Henna, Brown, Fawn, Canary, Navy and White. Not one in the assortment value for less than \$4.00. Special Friday, Saturday and Monday **\$2.19**
- COAT ORNAMENTS**—Black Silk LADIES' SWEATERS—Brand New Stock, in Black and White, showing Tuxedo front, belt and pockets, sizes 38 to 46 inch. Reg. \$8.50. Friday, Saturday and Monday **\$5.95**
- WOLL SCARVES**—Snugg Wool Scarves for girls, in shades of Grey, Fawn, Rose, Brown and Coralette. Reg. \$1.00 value. Friday, Saturday and Monday **87c.**
- WINDSOR TIES**—Quality for Mid-day Blouses or shirt waists, they come in Silk and Crepe-de-Chene, in various shades as well as plaids and stripes, etc. Reg. 40c. Friday, Saturday and Monday **35c.**
- NIGHTGOWNS**—Women's striped flannelite Nightgowns, round neck, short sleeves, striped at waist. Reg. \$1.40. Friday, Saturday and Monday **\$1.08**
- DUST CAPS**—An assortment in white muslin and coloured cottons, you need them every day. Friday, Saturday and Monday **17c.**
- ANGORA**—Misses Angora Wool Tams are popular, the shades including Crimson, Rose, Turquoise and Saxe. Reg. \$1.10. Friday, Saturday and Monday **85c.**
- "CORDONNET" CROCHET COTTON**—The choice of neat workers, strong, serviceable and convenient, specially twisted and finished, comes in pretty shades as well as white; large balls. Special 2 for **25c.**

Children's Coats

\$7.00 values for \$2.95

In pretty shades, Taupe, Brown, Saxe, Navy, Turn over collar, double cuff, belted and lined throughout, to fit from 2 to 6 years. Reg. \$7.00. Friday, Saturday and Monday **\$2.95**

Yard Goods You Need, Savingly Priced

- FAWN COATING**—54 inch, a Beauty for spring Coats, hand-cut, n g a. O. J. m. Q. none light fawn shade of value. Reg. \$8.50. Friday, Saturday and Monday **\$5.49**
- CREAM CASEMENTS**—36 inch fancy floral patterned Case-ments, bordered, uncommon looking. Reg. 50c. yard. Friday, Saturday and Monday **43c.**
- MOREY SHIRTINGS**—The most serviceable you can buy for undershirts, shades of Royal Saxe, Green and Black, 36 inches wide. Reg. \$1.10. Friday, Saturday and Monday **89c.**
- HOSPITAL GAUZE**—36 inch pure white Hospital Gauze, absolutely pure, each piece wrapped and free from dust or impurities. The yard **11c.**
- CHINTZ**—Pretty Chintz patterns extra strong texture, suitable for covers of every kind, light and dark patterns, 36 inches wide, value for 75c. yard. Friday, Saturday and Monday **59c.**
- QUILT COTTONS**—Small floral patterns on striped grounds, make unusually pretty Quilt Cottons. Special Friday, Saturday and Monday **22c.**
- FLANNELLES**—Pretty striped and checked American Flannelles for every purpose—nightdresses, underwear, rompers, etc. Friday, Saturday and Monday **24c.**
- SERVICE GINGHAMS**—In fine checks and stripes as well as plain fawn and blue, good wearing Gingham for Rompers, overalls, aprons, etc. Special Friday, Saturday and Monday **25c.**
- NAVY SERGES**—42 inch Navy Wool Dress Serges, fast fade-less Dye, nice for girls, one piece Dresses Midlids. Reg. \$1.10. The yard Friday, Saturday and Monday **95c.**
- ART CASEMENTS**—36 inch all over Art Casements, dark grounds, showing pretty floral patterns, cozy looking. Reg. 70c. yard. Friday, Saturday and Monday **59c.**

Rubber Footwear

- STORM RUBBERS**—Women's high cut Storm Rubbers, first quality live rubber. Reg. \$1.30. Friday, Saturday **\$1.18** and Monday **\$1.18**
- MEN'S RUBBERS**—High cut Storm Rubbers, assured long wear in every pair; sizes 6 to 10. Reg. \$1.75. Friday, Saturday and Monday **\$1.58**
- GIRLS RUBBERS**—Children's and Misses' Storm Rubbers, reputable make, new stock. Sizes 4 to 10. Special **87c.**
- Sizes 11 to 2. Special **97c.**

Ladies' and Gentlemen's HOUSE FOOTWEAR

Quite an assortment of Ladies' and Gentlemen's warm Felt and Cloth Slippers, Julietts and Romeos, soft soles and others, stitched leather soles; mixed sizes, values up to \$3.00 pair. Friday, Saturday and Monday, all one price **\$1.79**

Our Best HOSIERY VALUES

- FLEECE HOSIERY**—Plain Black with heavy ribbed knees, tops, closely knitted. 39c. Assorted sizes. Special **39c.**
- HEATHER HOSE**—In three distinct pretty Heather mixtures, fancy ribbed finish. 32c. Special **32c.**
- CASHMERE HOSIERY**—Plain Black Wool Cashmere in Winter weight; values to \$1.25. \$1.50. Friday, Saturday and Monday **\$1.25**
- CASHMERE HOSIERY**—Heavy ribbed Wool Cashmere Hosiery, assorted ribs, fast Black. Regular \$1.20. Friday, Saturday and Monday **95c.**

Decide on one of these SERVICEABLE QUILTS



- COLOURED QUILTS**—Extra full size Coloured Quilts, offering values away above any we have offered for years; the assortment brings Cardinal and White, Blue and White and Gold and White, fringed. Reg. \$8.00. Friday, Saturday and Monday **\$4.89**
- LARGE COTTON BLANKETS**—This line brings you one of our best sellers in White fleeced Blankets, a goodly size, Blue or Pink striped borders, well fleeced. Special the pair Friday, Saturday and Monday **\$3.35**
- GO-BETWEEN BLANKETS**—Large size, heavy weight Blankets, suitable for any bed, medium Grey shade, sold singly. Friday, Saturday and Monday **\$1.89**
- LACE CURTAINS**—white, 9 yards long, lacey all-over patterns; were \$2.00 pair. Friday, Saturday and Monday **\$1.35**
- CREAM CURTAINS**—Lace edged Cream Scrim Curtains, decidedly neat looking, two and a half yard size; were \$3.50 pair. Friday, Saturday & Mon. **\$2.45**

Pickings from the SMALLWARE SECTION

- Caticura Talcum Powder, large tin 39c.
- Caticura Toilet Soap; the cake 35c.
- Armour's Shaving Sticks, each 30c.
- Men's Tooth Paste, in tubes 25c.
- Glycerine, in handy size bottles, each 10c.
- Face Cloths, in soft White Terry, each 8c.
- Absorbent Cotton, sterilized; ounce packs 5c.
- Absorbent Cotton, large rolls 29c.
- Taylor's Shaving Cream, large tubes 29c.
- Mentholatum, a household necessity; pots 29c.
- Sulani Hand Cleaner; always needed 14c.
- Sink Brushes and Nail Brushes 7c. & 8c.
- Tail Boot Laces; the dozen 15c.
- Mending Wool, Black, White and Coloured 8c.
- Pepper and Salt Shakers, glass; each 10c.
- 2 in 1 Boot Polish; the tin 15c.
- Hair Curlers, spring handle 17c.
- Spectacles, gilt rims, assorted 45c.
- Castoria; They look for it; bottle 35c.
- Dish Mops, wood handle 10c.
- Dress Girdles, assorted shades 15c.
- Patent Leather Belt; assorted shades 10c.
- Pearl Neckties; assorted 7c.
- Prayer Beads, White 15c.
- Chair Bottoms, shaped, 2 for 25c.
- Hearth Brooms, long handle, each 35c.
- Whisks, wire bound, plush tipped, each 35c.
- Galvanized Cold Showels, each 15c.
- Sink Strainers, enamelled 15c.
- Watch Fobs, extra good, each 25c.
- Mendets—mends everything; the box 12c.
- Aluminum Egg Cups, each 7c.
- Sink Brushes, handled 15c.
- Kitchen Mirrors, each 15c. & 20c.
- Apple Corers, quick workers 15c.
- Brooches, quite a variety, each 15c.
- Machine Oil; the bottle 35c.



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Closely Pared Prices on GLOVES, etc.

- LADIES' GLOVES**—Inexpensive good wearing Fabric Gloves, 2 dome wrist, in Black, Grey and White. A special value. Friday, Saturday and Monday **29c.**
- KID GLOVES**—Ladies' fine Kid Gloves, in assorted Tans, Grey and Black, 2 dome wrist; a real good value. Friday, Saturday and Monday **\$1.39**
- SUEDE FABRIC GLOVES**—A popular Glove for this season, close, warm and neatly made, pretty shades of Greys and Browns, 2 dome wrist. Regular \$4.49. Friday, Saturday and Monday **76c.**
- INFANTS' BOOTS**—Soft soled Boots in Black and two-tone effects; buttoned style; sizes 1 to 4. 78c. Regular \$5.20 value. Friday, Saturday and Monday **\$4.49**
- MEN'S BOOTS**—In heavy Gunmetal Leather, Bal shape, neat and comfortable, solidly made; sizes 6 to 11. Regular \$5.20 value. Friday, Saturday and Monday **\$4.49**
- WOMEN'S BOOTS**—Soft Dongola Kid Boots, high laced, pointed toe, military heel, rubber tipped; value for \$5.00. Friday, Saturday and Monday **\$4.48**
- STRONG TOWELS**—Unbleached, Striped Turkish Hand Towels, 40 inch size; soft finish. Friday, Saturday and Monday, each **59c.**

WATERPROOF COLLARS

Three for a Quarter
Best grade Celluloid Collars, all sizes from 11 1/2 to 17, but we wish to state that they are mostly boys' sizes, assorted shapes and styles, all in perfect condition, values up to 30c. each. Out they go at 10c. each, or **3 for 25c**

by the convention, which, it is anticipated, will pledge itself to active co-operation with the Department of Health and police officials in seeking the suppression of this traffic. The Social Service of Canada, with which twenty-two organized bodies are federated, including the Church of England, Methodist Church, Presbyterian Church, Baptist Church, Congregational Church and the Roman Catholic Church, is comprised of the Social Service Councils of Prince Edward Island, New Brunswick, Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia. Rev. Dr. John G. Shearer, Toronto, is the General Secretary.

Do You Slight the Little Things.

"Man is no bigger than his ability to do little things well."
Do you use slip-shod methods in the way you carry out small duties?
If it is your lot to do small and unimportant things, do you slight them because they seem so trivial?
Have you thought that it may be because you have no little interest in doing little things in an expert manner that you are so seldom called upon to do bigger things?
If you had a man working for you and you could not trust him to do a little job well, would you yourself trust him with a larger job? Of course not.
It shows up differently when you put yourself in the place of the man higher up, does it not?
Then why do you not analyze yourself often from the standpoint of the man from whom you must get your promotion?
Too many of us blame everyone but ourselves for failure.
If we were willing to get right down to the real cause and make things right, whether they were to your liking or not, we would not stay down in a cheap side job because there would be someone who would talk about us—it being out of the usual to find a man who does little things well—J. J. Mundy in the Morris Standard.

Horrors!

A great sensation was created the other day at a certain station just previous to the starting of the morning express for London. The guard was about to start the train when a fussy and fat old gentleman trotted up to him and said—
"Wait a minute, will you, please, while I—"
"Impossible, sir!" said the guard, putting the whistle to his lips.
"But you must wait!" cried the old gentleman excitedly. "There's a man's leg under the wheel."
"Good gracious! Where is he?" inquired the horror-stricken guard. "Hold on there!"
He hurried after the old gentleman, while a couple of porters jumped down on to the line amid great excitement. After a short search one of the porters handed up a rush basket containing a large leg of mutton.
"Thank you," said the old gentleman.
"What do you mean, sir?" roared the guard. "You said—"
"I said a man's leg was under the wheel, and so it was. I paid for this leg, and if it isn't mine I should like to know to whom it belongs!"
Then the train moved on.

THE LONDON DIRECTORY

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BUSINESS ESTABLISHED 103 YEARS.

DENTIST.

F. A. JAMES, L.D.S., D.D.S.
307 WATER STREET.
HOURS: 9.30 a.m. to 12.30 p.m. 2.30 p.m. to 6.30 p.m. Evenings by appointment. PHONE 2109. Jan 6, 1923