

TWO WEEKS

SUPREME VALUE-GIVING EVENT

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SUBSTANTIAL SAVINGS From All Over This Mighty Storehouse of Values

There are various ways of practising thrift. The most important is to seize upon opportunities that provide substantial savings on necessities for person or home—such an occasion presents itself now. Grasp it at once.

An occasion that offers values that you may not find again for months, and this list contains but a portion of the many items involved. Visit the store and see for yourself, here and there displayed the choicest values of the season.

SALE

FEBRUARY CLEANUP

SALE

ONCE A YEAR : : : EVERY YEAR

A succession of successes in the past and bids fair this year to outrival even our best efforts of

them all. Greater in variety, greater in value and chock-full of substantial savings FOR YOU



Supreme Values

COSTUME TWEEDS

COSTUME TWEEDS—In pretty Grey shades, double width, soft wool quality, wears well; value for \$3.00 yard. February Sale Price **\$1.39**
FIN TWEEDS—Nice weight and shade for Men's or Boys' Spring Suits, mottled Grey, favoring the darker shade; double width. The yard. February Sale Price **\$1.79**
GREY TWEEDS—Double width Tweed Suits Dark Grey shade. This is a splendid material and an excellent value. The yard. February Sale Price **\$1.49**

The Limit in HOSIERY VALUE

Just in, magnificent range of Sample Hosiery for Ladies', Misses' and Children; all shades and sizes; in Lisle, Lisle and Silk and finely mercerized Hosiery; values to 80c. Special **39c.**

Sale of COSTUMES

in JERSEY, CLOTH & TWEED. Extraordinary Value.

Misses' and small Ladies' sizes only. The styles are very neat, Tuxedo and Tailored, Collars, belt and pockets; others trimmed with military braids; nice assortment of shades. If your form is petite, here is a wonderful value for your money. To Clear **\$4.98**

Boys' Rugby SUITS

Here is real value in good wearing English Tweed Suits, 3 piece style, lined pants; sizes to fit 8 years only; pretty Tweed mixtures. Regular \$18.00. February Sale Price **\$5.85**

GLOVES

Tabbed for Clearance

GAUNTLET GLOVES—Ladies' Wool Gloves with heavy gauntlet wrist, popular shades—Beaver, Coating and Brown. Dollar value. February Sale Price **83c.**
WOOL GLOVES—Another line of Wool Gloves, in fancy mixed shades, fine knit, gauntlet wrist also. Reg. \$1.40. February Sale Price **\$1.15**
GAUNTLET GLOVES—A very special lot of All Wool Gloves, in fancy mixed shades, gauntlet wrist; up to \$1.75 pair. February Sale Price **\$1.39**
GINGHAMS—Pretty Plaid Gingham, the kind you will be using in the near future; assorted mixtures. Reg. 30c. yard. February Sale Price **26c.**
ROSEDALE GINGHAMS—Renowned for their texture and pretty finish, in stripes and checks, 31 inch width. Reg. 50c. yard. February Sale Price **42c.**

FURS! FURS! HALF PRICE

Do not overlook this splendid offer, for here you will find many pretty Fur pieces to select from—Chokers, Collars and Mitts, any one of which would accentuate your loveliness and set off your winter suit to perfection. Avail of this opportunity during our February Sale.

WOOL SCARVES—Comfort Wool Scarves and Clouds for girls of every age; shades of Navy, Turquoise and Rose. Now is the time to wear and now is the moment to secure one at just half price. Reg. \$1.20. To Clear **59c.**
WOOL SETTS—For little folks 1 to 4 years; Wool Setts consisting of Cap, Jersey and Leggings to match; shades of Navy and Saxe and White. Reg. \$3.30. Feb. Sale **\$1.98**
NEW KNIT VESTS—Winter weight Cream Undervests, round neck and short sleeves sizes 36 to 40. Reg. \$3.75. Feb. Sale Price **\$2.75**
UNDERVESTS—To match, ankle length; open and closed. Regular \$3.75. Feb. Sale Price **\$2.75**
PATENT BELTS—Patent Leather Belts in Crimson and White with self buckle. To Clear at **13c.**
FEEDERS—The service-giving kind, in Pink and White, Blue and White and Lavender and White Turkish Cloth. Special, each **22c.**
SLEEPING SUITS—Children's Grey Fleece Jersey Sleeping Suits, long sleeves, round neck, and pocket; assorted sizes. \$1.50 value. February Sale Price **89c.**
CROCHET BELLS—Suitable for trimming dresses, bags and such like; in plain shades of Pink, Grey and all White. The dozen **59c.**
UNDERSKIRTS—Ladies' Grey Fleece Underskirts, banded waist, very snug and warm; assorted sizes. Reg. \$3.00. February Sale **\$1.89**
VELVET BONNETS—Children's Cord Velvet Bonnets, trimmed with rose buds and rosettes; shades of Navy, Rose and Crimson. Reg. 49c. \$1.50. Feb. Sale Price **49c.**

Sale of Waists

Most serviceable Waists, some in cluster stripe Tricotine, others in fancy striped Flannelette; long sleeves, banded cuffs, pearl button trimmings and Hilo collars; 36 to 44 sizes. Regular \$3.30. February Sale Price **\$1.98**

GIRLS' and BOYS' JERSEY SUITS

Girls' and Boys' Jersey Suits of the better grade; Cap, Mittens, Pantalette and Jersey to match; assorted sizes; shades of Turquoise, Saxe, Camel and Brown. February Sale Price **\$4.25**



VELVETEENS

An assortment of Dress Velveteens in shades of Coral, Pale Blue, Myrtle and Garnet. Values up to \$1.00 yard. February Sale Price **79c.**
CREPE GINGHAMS—Soft finish Gingham, easy to do up again, mostly striped patterns. Regular 85c. yard. February Sale Price **29c.**
BLAZER GABARDINES—Always fashionable for Girls or Dresses. They make striking quilt coverings; large broad colored stripes on White; 60c. February Sale Price **29c.**

Royal Society Dresses

To mothers who have to provide Dresses for their girls—We say—Here is a most unusual opportunity to pick up charming styles in Sky and Pink Yell, and others in Saxe and Pink Linens—each dress is packaged, with sufficient silk to finish and embellish every model; Sizes to fit 2 to 12 years.
 Regular \$1.50 for **75c.**
 Regular \$2.00 for **\$1.00**
 Regular \$2.50 for **\$1.25**

Rare, Rich Looking, Beautiful Silk Hangings

Exquisite hangings with a rich metallic like glister; shades of Rose and Saxe, 36 inches wide; they impart a richness wherever displayed. Regular \$1.30. February Sale Price **\$1.10**

Home Linens, etc.

LAUNDRY BAGS—White and unbleached Laundry Bags, good serviceable size. Regular \$1.00 each. **88c.**
CUSHION COVERS—Pretty Covers that will give you years of wear, Tapestry make, showing rustic scenes, etc. Regular \$1.50. February Sale Price **85c.**
SERVETTES—36 x 20 size in a nice looking White Damask, hemmed ready for use. February 6 for **\$1.00**
WHITE SHEETS—Plain White Bed Sheets, hemstitched finish, 72 x 90 size; value for \$4.50 pair. Sold singly now for **\$1.95**
PILLOW CASES—Something particularly good in Pillow Cases, with hemstitched frill; value for \$1.30. **98c.**
BOLSTER CASES—19 x 54 size, strong, durable Bolsters, cheaper than you can make them. February **\$1.15** Sale Price, each



BUY THEM NOW

MADRAS MUSLINS—36 inch Cream Madras Muslins, with pretty colored spots. These are favoured today and they wash beautifully. February Sale Price **52c.**
FACE CLOTHS—Full size White Turkish Towels, with coloured borders. Special. **3 for 25c.**
GUEST TOWELS—In White Huck; in individual size; last for years, and they're distinct. **2 for 25c.**
TOWELS—16 dozen of family Towels enter this Sale; half bleach Turkish Towels, remarkable for their wearing quality. February Sale Price, each **49c.**
WHITE TOWELS—10 dozen of pure White Turkish Towels, 22 x 40 size; extra weight, hemstitched ends. Good value at 70c. each. February Sale Price **63c.**
TOWELING—16 inch White Turkish Toweling. A most unusual 23c. value at **23c.**
SCRIMS—Pretty Cross-hatched Scrims, all White, fine texture. You'll not buy better value this spring. **32c.** Our Special at **25c.**
TABLE RUNNERS—Pretty Tapestry Runners, 30 x 65 inch size; the colorings are particularly striking. \$3.00 value. Feb. Sale **\$2.45** Price **\$2.45**
TABLE DAMASKS—Our special 66 inch Snow White Table Damasks, in many designs; best value along the street. Special. **74c.**

Aluminum-ware

THE PRIDE OF THE KITCHEN.
 Aluminum Mixing Pans; special \$1.50, \$1.20
 Aluminum Blending Pans; special **81c.**
 Aluminum Rollers, with cover **81c.**
 Aluminum Coffee Percolators **81c.**
 Aluminum Flasks, hot or cold **65c.**
 Aluminum Kettles, ever cool handles **62c.**
 Aluminum Skillets, 4 sizes **50c.**
 Aluminum Pie Pans; each **34c.**
 Aluminum Padding Pans **39c.** 40c. 50c.

Great Shopping Opportunities in the Men's Dept.

Exit the Old to Make Way for the New Things

SOCKS—Men's classy Socks in Cashmere weight; Grey and Black, clocked, for use on wear particularly. Regular 30c. **65c.** February Sale Price **65c.**
MEN'S PANTS—A peerless line of well made English Tweed Pants, cuff bot; toms; all sizes. Just for this Sale **\$2.65**
WORK SHIRTS—Real strong ones in light and dark mixtures, collar and pocket; a line destined to find favour with every workman. Special **\$1.45**
BOYS' PULLOVERS—In dark mixtures, V shaped at neck; sleeveless; nice for everyday wear; feel the good of one. Out they go at **34c.**
SWEATERS—Close make in dark Maroon shade; wool finish; large comfortable collar. Reg. \$3.75. To Clear **\$2.65**
DRESS SHIRTS—A small assortment of fine Full Dress Shirts, plain and striped fronts; a snap in this line. February Sale **\$1.75** Price **\$1.75**
COAT SWEATERS—Do not be without one of these, they cling close and warm to the body; high collar. \$2.75 value. **\$1.98** February Sale Price **\$1.98**
WOOL HIPPERS—A special lot of snug looking Hippers, specially repined because of the lateness of the season; shades of Camel, Brown and Grey. To Clear **89c.**
SOCK SPECIAL—Just to hand, our first shipment of English Wool Cashmere Socks, in Black and Coloured; extraordinary value. Special **49c.**

Ladies' Boots

LADIES' BOOTS—Very special line of high grade Black Kid Boots, 9 inch height; mixed sizes. Values to \$10.00 pair. February Sale Price **\$3.88**
MEN'S BOOTS—Good wearing Black Calf Boots; Blucher style; especially adapted for spring wear, try a pair. They're Special at **\$4.59**

James Baird LIMITED

Two Snaps I

SKUFFER OXFORDS—100 pairs of them in Dark Tan, solid leather make; repined for clearance; mixed sizes for Children & Misses. Feb. Sale Price **\$1.48**
SKUFFER BOOTS—Little Girls' and little Boys' Dark Tan Skuffer Boots, broad fitting shape; they like them that way; sizes 15, 16 1/2 and 17 only. Repined for **\$2.24** February Sale **\$2.24**

Real Savings

BENGAL COUNTERS—35 pairs of them in strong White Lace, 2 1/2 yds. long. To Clear **59c.**
RUNNER CARPETS—27 inch Stair or Passageway Carpets in rich looking patterns and colorings; the quality is excellent. Reg. \$3.25 yd. Feb. Sale Price **\$2.95**
COT QUILTS—Very handsome, very useful cot size Wadded Quilts; fancy nursery patterned coverings, with plain borders of Blue and Pink, 50 x 45 size. \$3.50 value. **\$2.95** February Sale Price **\$2.95**
STRAW MATS—17 x 38 inch size, good wearing Little Mats, 29c. for any room. Special **29c.**
SHEETINGS—72 inch unbleached Twilled Sheetings, with a nice soft finish. Reg. 80c. yard. **54c.** February Sale Price **54c.**
WINDOW BLINDS—36 inch Opague Blinds in Cream shade with fringed ends, complete with fittings. **84c.**
TABLE CLOTHS—The housewife's pride—White Satin finish Damask Table Cloths; these are hemstitched, 62 x 62 size. \$2.50 **\$2.95** value. Feb. Sale Price **\$2.95**
QUILT COTTONS—Diamond blocks in Crimson and White Quilt Cottons, 29 inches wide. Reg. **39c.** 45c. yard. Feb. Sale Price **39c.**
BALL FRINGES—All the wanted shades in neat appearing Ball Fringes; several pieces in mixed shades as well. The yard **11c.**

Enamelware

White Enamel Basins; each **35c.** & 50c.
 White Enamel Basins; medium **40c.** & 45c.
 White Enamel Basins; larger **45c.** & 50c.
 White Enamel Sink Strainers **35c.**
 Grey Enamel Pudding Bowls **35c.**
 Grey Enamel Funnels; handy **44c.**
 Grey Enamel Saucepans with handles **43c.**
 Grey Enamel Buckets; special **30c.**
 Grey Enamel Chambers; each **48c.**
 Grey Enamel Tea and Coffee Pots **48c.**
 Grey Enamel Milk Kettles; each **65c.**
 Grey Enamel Skillets; 4 sizes **50c.** 55c. 60c. 65c.