

Fluffy Girls Again

We have become so used to the short-haired tailored boyish girl that it takes just a little courage to put forward the suggestion that the masculine boy is about to disappear to make way for an essentially feminine type of girl. Yet such is my firm conviction.

The truth is that for some time men have been a little wearied by the modern craze for emulating male attire. They have, it is true, said little enough in criticism. They have accepted the bizarre effects achieved by the girl with the Eton crop, horn-rimmed glasses and mannish short skirt and stiff collar. And now, it seems pretty evident, the girls themselves are wearying of the farce and are shanking—as they were bound to do sooner or later—for all those rot, alluring dress adjuncts which make women mysterious, desirable and flower-like.

Some weeks ago a famous man dress designer predicted this change. We were in his salon. There was a mannequin parade in progress. I exclaimed at the "mannishness" of his creations. He said: "This will be the last of these lines. I have deliberately over-stepped the mark—to induce the reaction for which I and every other dress designer long."

Recently I strolled about the paddock at Ascot. The shining sun made these shaven lawns brilliant emerald green. A fitting background for the multi-colored frocks of the lovely women who strolled about with their grey-top-hatted menfolk between races.

Ladies' Day at Ascot is by way of being the fashion barometer, indicating the trend of future fashion events. And what did I see? I saw no cloche hats, no plain, unadorned frocks, no boyish girls, no mannish women.

Everywhere one looked one saw visions of girl-and-womanhood, in the sheer frothy, feminine gowns of yesterday. Yes, the truth is that the fluffy girl is coming back into her own. Soft shadys hats were the rule at Ascot, soft chiffons and georgettes, hand-painted sunshades and little frothy bouffants.

It would have been very interesting to have taken a census of masculine opinion on that gorgeous display of fashion. Were they admiring the return to femininity? Or were they secretly sighing for the fading boyish girls of a few weeks ago?

For my own part, I have little doubt that Adam welcomed Eve's return to her old enchantments. I feel sure that for him those dainty parasols, those large, almost Gainsborough-like hats, those filmy gowns and brilliant shoes were sheerest joy.

It was good fun for a while to watch Eve emulating Adam. But it has now passed. Even Eve is tired of the farce. And it is, surely, without one sigh that she returns to the joys of her erstwhile fluffiness.

How Powerful an Engine is an Athlete.

Exact studies of the physical exertion put forth by the members of the famous Yale crew of 1924 made by Dr. Vandell Henderson and Dr. Howard W. Haggard, of the Department of Applied Physiology at Yale University, show that each man developed during the period of a boat race, about one-half horsepower.

Determinations of the energy expended were obtained in various ways. In one test the men were exercised individually on rowing machines with power meters attached. In another, the rate of the amount of oxygen taken in to the amount of carbon dioxide given off in breathing was determined. In a third the racing shell which they used was towed by a power boat with a spring scale in the towline.

The data from these three methods were in general in fair agreement," says Dr. Henderson. "They indicate that the maximal power exerted is from 45 to 55 horsepower per man, or, expressed in the heat equivalents, 4.8 to 5.9 calories per minute, with a total energy expenditure of 20 to 25 calories per minute, or 12 to 20 times the basal rate."

It was noted that, however great their exertion, these athletes did not put and blow noticeably. This is in marked contrast with the distress of untrained or half-trained men. The amount of oxygen which the rowers took in through their lungs reached about the limit of the carrying power of heart and blood, yet it was not sufficient to replace the amount burned up during the race.

As Dr. Henderson expresses it, "the athlete draws heavily on his credit and incurs oxygen deficits. These deficits are repaid by the high rate of oxygen absorption for a time after the work is ended."

"My word!" remarked an old gentleman as he stopped a boy with a fine catch of trout. "You've had a successful day, young man. Where did you catch all these fish?"

"Just walk down that path marked 'Private' and keep right on till you come to a notice. Trespassers will be prosecuted." A few yards farther on there's a fine pool marked 'No fishing allowed,' and there you are, sir!"



Ladies' Knitted Wool Dresses

New line of straight line models with jazz girdle and pocket; shades of Saxe, Sand, Jade, Nigger, Beaver, Rust and Henna. Dresses for which there is a long season of usefulness ahead. Reg. \$7.00. Friday, Sat'y. & Mon. **\$6.54**

Silk Linings. New Brocade Silk Coat Linings, 36 inches wide, in shades of Peacock, Saxe, Taupe and Purple, especially suited for Fur Coat Linings. Reg. \$2.75. Friday, Saturday and Mon. **\$2.54**

Lingerie Nainsook. Beautifully fine—40 inches wide, in Pale Blue, Pink and Peach. Friday, Saturday and **57c.**

Nainsook. 40 inch pure White Nainsook one of the finest we have ever handled. Friday, Saturday and Monday **52c.**

Dining Cloths. Dainty Damask Table Cloths, showing cross-barred stripes, in Blue, Gold and Crimson: Serviettes to match; nice for small dining tables. The Cloths **\$2.20**

The Serviettes, each **33c.**

Table Runners. These are 18 x 54 size in rich looking Tapestry patterns: Grey, Fawn, Wine and Rose mixtures, nice for centre tables or piano top. Reg. \$3.25. Friday, Saturday and Monday **\$2.95**

Cushion Covers. Uncommon looking Black Satcen Cushion Covers, embroidered in shades of Rose, Orange and Cardinal, cord edge and loop corners. Reg. \$2.00 each. Friday, Saturday and Mon. **\$1.79**

New Ratines, Crepes, etc.

New Ratines. Very fine lines just to hand, double width of course, in pretty mottled Greys, showing neat plaid and striped patterns, excellent for Fall dresses or skirts. Friday, Saturday and Monday **89c.**

Suitings. 56 inch Tweed Suitings in pretty shadow plaids, looking particularly good in mixed Grey and Fawn. great wearing quality. Friday, Saturday and Monday **\$1.69**

New Crepes. Double width fine Silk Striped Crepes just to hand; shades of Hello, Peach, Pink and Light Apricot. Friday, Saturday and Monday, the yard **38c.**

Vivella Flannels. New arrivals in blazer stripes and assorted colour stripes, plain White as well; extremely beautiful for underwear, waists and slumber garments. Friday, Saturday and Monday, the yard **\$1.39**

Wool Flannels. Fancy Striped Wool Flannels in assorted patterns, suitable for men's warmer top shirts; all new patterns. Friday, Saturday and Monday, the yard **95c.**

Blind Lace. Several new patterns just to hand in Cream shade; assorted widths. Friday, Saturday and Monday, the yard **33c.**

Curtain Rods. In Brush Brass finish, untarnishable, fluted and extending from 28 to 50 inches; complete with fittings. Friday, Saturday and Monday **33c.**

New Stair Oil Cloths

We have ready for your inspection many new pieces of Figured Stair Oil Cloths, all at reasonably low prices Friday, Saturday and Monday.

15 inch **25c, 28c, 49c.**

18 inch **31c, 38c, 55c.**

Fall Time GLOVES

Fabric Gloves. Ladies' Suede Fabric Gloves in becoming shades of Coasting, Grey, Beaver and Brown, fleece lining, 2 dozen wrists, fall weight. Just for Friday, Saturday & Monday **85c.**

Fabric Gloves. Another new line in silk lined Suede Fabric; shades of Grey and Cocoa, with fancy cuff and points. Friday, Saturday and Monday **\$1.10**

BAIRD'S LINIMENT FOR SPRAINS

EACH RECURRING WEEK

Confirms the position of this store as
The Economy Centre
and the fountain head of sound, sensible shopping opportunities during
FRIDAY, SATURDAY and MONDAY

THERE are many things on this Month's Calendar that call for immediate attention. The most important is placing the home in readiness for the long indoor days of fall and winter. This Store's readiness to meet your requirements will be found intensely helpful. With values so really good the amount you save depends upon the gross amount of your expenditure. Every department is rich in saving opportunities now. Specials that measure up to our high standard are numerous. Be sure to come as early and as often as possible, for selling will be extraordinary, and you may as well make your selections from full assortments.

BAIRD'S BETTER VALUES!

Showroom Attractions

Underwear.

Ladies' Cream Wool Vests and Underpants, round neck, long or short sleeved vests, knee and ankle length underpants, superior quality. Reg. \$1.80 garment. Friday, Saturday and Monday **\$1.10**

Silk Scarves. Fashionable long Silk Scarves with deep ringed ends, in jazz patterns and fancy stripes, in all the latest blendings; up to \$2.50. Friday, Saturday and Monday **\$1.98**

Silk Girdles. Rich looking Silk Girdles, 2 1/2 yards long, with tassel ends, shades of Rose, Maize, Lavender, Emerald, Brown and Cardinal, for dressing gowns or cushions. Reg. \$1.55. Friday, Saturday and Monday **\$1.12**

Children's Dresses. Pretty little models in coloured Serges, with Peter Pan collar, long sleeves and pleated skirt, pocket and girdle; to fit 7 to 14 years. Reg. \$4.20. Friday, Saturday and Monday **\$3.89**

Nightgowns. Fine Winocoyette and damocette Nightgowns, in Cream and coloured stripes, button-holed in coloured silk stitching, assorted sizes. Reg. \$2.20. Friday, Saturday and Monday **\$1.85**

"Little Mother's" Art Embroidery Outfits. Just the cutest little outfit for little folks, instructive and attractive designs in cross stitching, each set contains several pieces of stamped linens, Dolls Clothes, etc., also embroidery hoops, silks and needles. Box **38c.**

Chokers.

Have one of these smart trim looking Brown or Black Coney Chokers, to finish off your street outfit. This lot comes away under its regular price \$4.50. Friday, Saturday and Monday **\$3.98**

Ladies' Hats. This Season's Snappy Models in Velvet, and in the most popular shades, trimmed with fancy ornaments and corded ribbon. Pecky Little Hats. Reg. \$4.00. Friday, Saturday and Monday **\$3.39**

Sleeping Suits. Children's Natural Jersey Sleeping Suits, with round neck and long sleeve, fastened behind; to fit 1 to 4 years. Special **95c.**

Wrappers. Infants' fine Silk and Wool next-to-body Wraps, long sleeves, super-fine quality, assorted sizes. Reg. \$1.10. Friday, Saturday and Monday **94c.**

Belts. Ladies' Patent Leather Belts, hip size, for straight line model dresses, in Black, Tan and Black and White. Special, each **36c.**

Shirt Waists. New—smart looking Striped Cotton Shirt Waists with Eton collar and long sleeves, button trimmed, in Navy and White, Black and White, Purple and White and Brown and White. Reg. \$1.25. Friday, Saturday and Monday **\$1.05**

Children's Wool Sets. Assorted sizes in knitted Wool Sets, Sweater, Cap and Pants to match, in shades of Saxe, Maize, Sand and Brown, up to \$3.20 set. Friday, Saturday and Monday **\$2.75**

The Home of the Finest Hosiery Values

Here is Proof of it!

Girls' "Sport" Hose.

Fall weight Wool "Sport" Hose to fit up to 16 years, in Fawns, Greys, Browns and Coasting, showing fancy ribs; very newest. Special **98c.**

Misses' "Sport" Hose.

Fine Ribbed Hosiery, double woven and very close, in shades of Cordovan, Buck, Buff, Grey and Black. Friday, Saturday and Monday **43c.**

Silk and Wool Hose.

Ladies' fancy shot effect Silk and Wool Hosiery in ribbed finish; others in Cashmere of a delightful fall weight. Values to \$1.00. Friday, Saturday & Monday **79c.**

Ladies' Hose.

See this exquisite line, showing all the smartest shades, in Cashmere, Silk and Wool, plain and fancy ribbed; impossible to specify the innumerable kinds here. Replied Friday, Sat. & Mon. **\$1.18**

Darn Your Hose

With our latest Mending Wools, put up in Jarge Slips. Every wanted shade represented. Everybody is buying them on sight.

The Slip **6c.** or **60c.** Dozen.



The Most Satisfactory MAIL ORDER HOUSE

James Baird LIMITED

Bedroom Slippers.

300 pairs of them in coloured felts, sizes 5 to 10, Golosh shape, cosy foot-wear for after tea wear at home, were 75c. and 80c. pair. Friday, Saturday and Monday **59c.**

Boys' Boots.

Value extraordinary in Boys' Fall Boots, in various makes, Black and Tan, high laced as well as low laced, you have not had better boot value for years, sizes 1 to 6. Clearing at **\$2.88**

Ladies' Shoes.

In lightweight Dark Tan Calf, a pretty laced style, particularly suited for Fall wear, all sizes represented; values to \$5.50 pair. Friday, Saturday and Monday **\$4.78**

See Our New Jumpers

Beauties in Crepe-de-Chene, Silk Jersey and Paisley Silks, showing roll collar, with the long and 3/4 sleeves; banded hips, particularly pleasing shades: Strawberry, Saxe, Sand, Navy and Blacuit. Regular \$3.75. Friday, Saturday and Monday **\$3.39**

New Skirts. Strikingly new Sport Skirts, in a nice assortment of Striped Tweeds, plaid style. They have just the right cut and hand for Fall and Winter wear. They're Special **\$2.89**

New Overcoatings. Handsome New Winter Overcoatings for men or boys, rich looking heather mixtures, warmth without weight quality, all wool. They're Special **\$4.89 & \$5.89**

Pillow Cases. Serviceable Plain White Cotton Pillow Cases with hemstitched finish. Very Special at **53c.**

Pillow Cases. 6 dozen of hemstitched and embroidered White Cotton Pillow Cases, 24 x 34 size. Value for 80c. Friday, Saturday and Monday **69c.**

Runners. Embroidered and hemstitched White Linen Sideboard Runners, 15 x 54 size. Reg. 90c. each. Friday, Saturday and Monday **79c.**

Cushion Covers. Something new, closely resembling Suede, wear overlastingly. 22 x 22 size, in Dark Brown shade, with hand painted fruit design. Friday, Saturday and Monday **\$1.79**

Tea Cloths. 30 x 30 size in hemstitched and embroidered finish, on fine White Linen. Reg. 80c. Friday, Saturday and Monday **69c.**

Befitting Things in Men's Wear

BOYS' OVERCOATS. Snug manly little Nap Overcoats with storm collar, Fall belted models, and fully lined, in Greys and Browns, to fit 8 to 12 years. Our Special Prices **\$6.90 to \$8.65**

KNITTED VESTS. Sleeveless Knitted Wool Vests, with four pockets and buttoned front, warm, useful, comfortable, plain Camel as well as Camel trimmed brown; your size as well as every wanted size. **\$4.40**

NAVY JERSEYS. These are Special in make and in value, plain all over with erect collar, not too heavy, just right weight for every outdoor purpose. Our Special **\$3.30**

TOP SHIRTS. Men's Union Flannel Top Shirts with shapely collar, a great line of comfortable fitting Shirts in Medium Grey; pocket. Our Special **\$2.40**

BOYS' KNITTED SHIRTS. Brown and Navy shades in fleecy back knitted Jersey; warm, durable and extremely good in value at **\$1.45**

WORKING SHIRTS. Khaki Flannelette Top Shirts, with collar and pocket; double stitched seams; a presentable shirt and comfortably warm for present season. Special **\$1.45**

PULL-OVERS. The most comfortable Pull-over you could desire, in knitted wool; Camel and Grey shade; sleeveless; its under or over vest, just as you want it. Our Special **\$3.90**

BOYS' SUITS. 2 piece Fall Tweed Suits for boys from 10 to 15 years, plaid back style, patch pockets, pants lined throughout, in dark Greys and Browns, unmatched values. Special **\$5.45 to \$6.90**

JAZZ PULL-OVERS. The very latest in Jazz Pull-overs, v. neck, long sleeves and 2 pockets, some very pretty effects among these. Just to hand. Special **\$5.35**



Children's Coats

Snug little Coats in Wool Plaids, Cloths and Tweeds. Some with fur collar; shades of Fawn, Brown, Navy and Grey; to fit 4 to 6 years. Regular \$5.00. Friday, Saturday and Monday **\$4.59**

Indian Head Linens

The Universal Cloth, 36 inches wide, and which we are now showing in all their glorious shades—Ciel, Pink, Coral, Canoe, Rose, Pumpkin, Hello, Silver, Natural, Linen, Cadet, Blue, Navy, Copen, Jade, Green, Emerald, Peach, Mimosa, all fast fadeless shades, and used for every purpose today. Special, the yard **59c.**

White "Indian Head" Linen. 32 inches wide, great wherever a good wearing white linen is wanted. Our price **39c.**

