

The BIG SHOPPING EVENT

The Important Occasion we promised you--we planned for--prepared for.

OPENS MONDAY--7 STARTLING SALE DAYS!

7 days that will offer Lowest Prices for the Season. Consolidating the status of this Store and at the same time reaffirming its

PRIDE OF PLACE for VALUE

WHILE this event has been planned with the idea of gaining one thousand new customers, meeting them face to face during Fair Week Sale, its advantages are equally available to our numerous patrons in town. It is a 7 Day Sale, prepared along such broad lines that it cannot fail to achieve its purpose. Each day New Specials will be offered. Merchandise at prices that will prove the beginning of a long, pleasant and profitable acquaintance.

Some of the ADVANTAGES of Shopping at this Store Fair Week

DRESS TWEEDS.

Selected 4 pieces of 42 inch Dress Tweeds in Grey, Blue and Fawn mixtures; were 75c. yard. 65c. Special

DRESS MELTONS.

56 inch Meltons, this season's import, in shades of Navy, Brown, Grey, Crimson, Maroon, Myrtle and Fawn. Just for Fair Week. 1.10

COATINGS.

54 inch Wool Coatings, warmth without weight materials; shades of Green, Heather and Plain Fawn. Underpriced from \$3.00 to 2.55

COATINGS.

Up to 56 inches wide, 4 pieces--Purple Check, Grey Check, Plain Saxe and Plain Navy. We have re-priced these from \$2.00 the yard to 2.25

PILLOW CASES.

Plain strong White Cotton Pillow Cases, with deep hemmed end; 22 x 32 sizes; 3 dozen of them 42c. Special

LONG CLOTHS.

35 inch English Long Cloths, of pure soft firm even texture, nice for underthings. Just for Fair Week. The yard 26c.

PUSH RUGS.

A limited quantity of pretty plain coloured Push Rugs in Crimson and Green, Silk fringed. Regular 9.95 11.00. Special

WOOL GLOVES.

Ladies' all Wool wrist length Gloves; shades of Beaver, Putty, Grey, Navy and Black. Special Fair Week 85c.

GAUNTLET GLOVES.

All Wool line, snug-looking, seasonable and desirable; shades of Beaver, Putty, Pastel, Chamale, Grey, and Brown. Special 85c.

LINED GLOVES.

Heavy lined Fabric Gloves, with gauntlet wrist and fur tops; shades of Beaver, Nigger and Grey. Special 1.59



Dresses, Jumpers and Shirt Waists

Specially Repriced for the Occasion

Serge & Gaberdine DRESSES

Meet all the favoured models of the Season in this display, choice of long and short sleeves, graceful straight line dresses, in shades of Navy, Fawn and Brown. The following cut prices mean snap values.

Reg. \$ 6.50 for 5.98
Reg. \$ 9.00 for 8.25
Reg. \$12.00 for 11.98
Reg. \$15.00 for 14.98
Reg. \$22.00 for 21.98
Reg. \$25.00 for 24.98
Reg. \$32.00 for 31.98

COAT SWEATERS--Covering all lines of Slip-ons, Jaquettes and Cardigans, etc. Pretty shades show them off at their best. The following special prices apply to all of this Season's imports.

Reg. \$2.50. Special 2.25
Reg. \$3.25. Special 2.98
Reg. \$5.50. Special 5.25
Reg. \$6.50. Special 6.25
Reg. \$7.00. Special 6.75
Reg. \$8.50. Special 8.25

JUMPERS--We cannot attempt to list the many styles of these becoming, new this season. See them for yourself. Decide from Crepe de Chine, Canton Crepe and Silk Jersey, and note these special prices for Fair Week Sale.

Reg. \$5.00 for 4.75
Reg. \$5.50 for 5.25
Reg. \$7.00 for 6.75
Reg. \$8.50 for 8.25

TWEED DRESSES.

Everyday Dresses, in good wearing check Tweeds, straight line models with Peter Pan collar. Reg. \$3.00. Special 2.75

FLANNEL DRESSES--One of the Season's smartest, made up in attractive plaids, with accordion pleated skirt. Reg. \$18.00. Special 16.98

JUMPER DRESSES--Another pretty style--Middy models, in mixed Tweeds. The weight and warmth of this line will be appreciated. Reg. \$18.00. Special 16.98

JAP SILK SHIRTWAISTS--Rare examples of Snow White Jap Silk Shirtwaists we feature this week, every one of them new to us.

Reg. \$6.00 for 5.75
Reg. \$7.50 for 7.25
Reg. \$9.00 for 8.75

BLACK POPLIN BLOUSES

with high necks, long sleeves and button trimmings, fast Black! Full sizes.

Reg. \$2.00 for 1.89
Reg. \$2.50 for 2.49
Reg. \$3.00 for 2.98

Knitted Wool and Jersey Dresses

Just out of their boxes. Straight line models, as well as jumper style, in two-piece charming Fall Dresses for every occasion.

\$5.98, \$8.48, \$10.98, \$12.98, \$15.98, \$17.98, \$19.98

Special! 1760 yards Flannelettes

Flannelettes for every purpose, pure White, and others in stripes; this line was specially reserved for Fair Week Sale. THE YARD,

24c

HANDSOME CURTAINS.

42 pairs of them, in coarse Green Scrim, plain with deep Nottingham Lace and fringe ends; very uncommon looking; 2 1/2 yards long. 2.39

CASEMENT CLOTHS.

38 inch Cream Caseament Cloth, showing neat hemstitched edge, makes very dressy window trim. The yard 43c.

CURTAIN LACE.

4 pieces of 44 inch White Curtain Laces. These are all well covered patterns. Regular 45c. 40c. Special

SCRIMS.

Dainty White Scrims. Check patterns with striped border. Fair Week Sale 37c.



Come and see how acceptably we can Outfit you in

FALL HOSIERY

LADIES' HOSE.

Beautiful Silk and Wool mixture, showing fancy rib; shades of Fawn, White, Cordovan, Beaver and Black. Regular 60c. for 69c.

SPORT HOSE.

Best English Wool Cashmere Hose, showing fancy checks. The quality is particularly good, shades of Fawn, Beaver, Grey and Black, worked in Silk. The newest. Regular \$2.40 2.19

BLACK HOSE.

Very special value in Ladies' Silk and Cotton mixture, fast Black ribbed Hosiery. 48c. Regular 60c. Special

CASHMERE HOSE.

Plain and ribbed in very pretty Heather mixtures, new line just to hand and going to be popular. Our Special at 95c.

LADIES' HOSE.

In Plain, Fancy and Sport ribs, fashionable shades, Grey, Fawn, Cordovan, Tan, Camel, clocked and plain ankles. Regular 49c. 60c. Special

MISSIES' HOSE.

Fast Black ribbed English Cashmere Hose, both warm and durable. The season calls for such quality: to it from 9 to 13 years. 87c. Regular \$1.00. Special

Plush Table Covers

The first time we have offered them at reduced prices. They come in Crimson and Green, in plain shades with fancy cut borders.

14.00 for 13.48 17.00 for 16.25
18.00 for 17.15

Smallwares

Little items at little prices, wanted daily

BOXED STATIONERY.

100 Sheets Paper, 100 Envel. 38c.

NOTE BOOKS.

Small cover, mirror insert. 4c.

SERVETTES.

White, 50 in. sanitary pack. 19c.

COTTON WOOL.

2-c. Package Absorbent Cotton. 15c.

LIGHT SHADES.

Fluted Linen Shades, Chrome. 19c.

REPAIRS.

Mends everything in the kitchen. 10c.

PIN CABINETS.

Containing 3 sizes in sheet. 15c.

SPRINKLES.

Assorted with Gilt frame. 35c.

DISH MOPS.

Long handled ones 10c.

PUFFS.

Velour Puffs, in seal pack. 15c.

JAYNES' FLUID.

Keep a bottle in the home. 19c.

NECKLETS.

All the new beaded effects. 35c.

SUNLIGHT SOAP.

Absolutely pure, gerat lather. 5c.

VANITY CASES.

In Gilt, with mirror inset. 39c.

GARTER ELASTICS.

all colours, fancy striped. 29c.

COUGH SYRUP.

White Pine Tar and Wild Cherry. Bottle 29c.

HATS and CAPS at the very peak of Popularity

VELOUR HATS.

English Wool Velour Hats--ideal Fall-time Hats, becoming shape with rolled edge, in new Fawn and Beige shades. A new value in Hats of quality. Special 3.90

MEN'S CAPS.

Caps out of the ordinary, in shapes, shades and styles that are very popular with men today, pleated and banded laces, silk lined, up to \$3.00 each. Special 1.69

WINTER CAPS.

Men's and Boys' medium and Dark Cloth Caps, with fur collar protection. It's years since such caps were so low in price. Special 95c.

WOOL SLIP-ONS.

These are sporty, but comfortable as well, in plain shades of Fawn, Grey and White, sleeveless; they're popular. Fair Week Sale 3.75

WOOL MUFFLERS.

Now, if there is one thing a man wants at this season, it is a good soft Wool Muffler for comfort. We have them in Camel, Grey and Brown. Special 1.45

WOOL GLOVES.

Slip-on closed wrist. Camel Hair Wool Gloves, in Beaver and Fawn shades. All sizes. Special 1.10

"STANFIELD'S" UNDERWEAR.

Green Laeli unshrinkable Wool Underwear, complete range of sizes in Shirts and Pants, up to 44 inch. Our Special, the garment 1.69

Men's Overcoats

Absolutely the finest group of Overcoats you are going to see at such a low price, fashioned from warm Blanket Cloths, fully lined, full belt, storm collar and neat cuff, shades of Grey, Brown and pretty Heather mixtures. OUR PRICE,

\$16.75

Give thought to these Wool Blanket VALUES

Blanket manufacturers advised us of an advance in their lines months ago, and as a consequence we took hold right away and stocked before that advance took place--result is we can offer the very best of imported English Wool Blankets--sizeable Blankets--and durable Blankets at prices that make it worth while to buy.

135 Pairs in this Special Offer--

55 x 69 Size. The Pair 5.55

62 x 82 Size. The Pair 7.75

66 x 84 Size. The Pair 12.95

72 x 90 Size. The Pair 13.65

See This Line of Men's Suits

Suits of high degree in appearance, finish and trim; 2 and 3 button front effects and cuffed sleeves. They come in new Tweed patterns worthy of your inspection, because we had them fashioned to our own ideas of what is wanted at this season. They're Special at

\$14.75

Lace Curtains

Some new and beautiful Lace Curtains have just arrived to us, from which we have chosen the following: 5 yards long, in Ivory shaded all new patterns. Reg. \$7.00. Fair Week Sale 3.55

CUSHION COVERS.

Gorgeous Fawn Poplin Cushion Covers, with hand-painted tops, hand-somely done silk cord edge and corners. Special 1.48

WADDLED QUILTS.

Large enough for any bed, they are heavily wadded and covered all over with a patterned material. Fair Week Sale 4.55

James Baird LIMITED

Make it Your Shopping Headquarters