



# VALUES BRINGING DIRECT SAVINGS

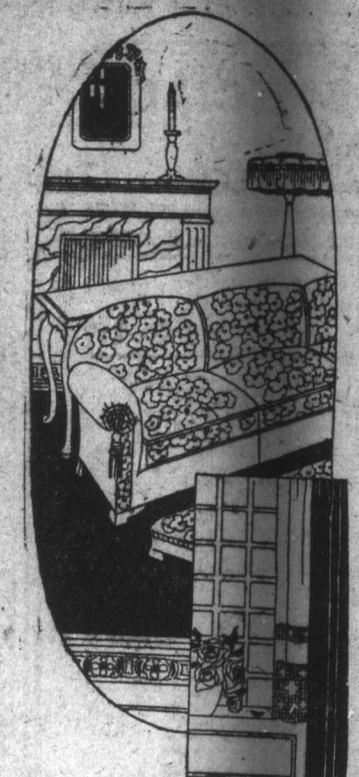
for Hustling Housewives and Those Seeking the Newest Apparel for the New Season

Here is Our Weekly Specimen Page, and it's really a good one, full of useful information for the guidance of shrewd, careful shoppers. It tells of substantial savings in every department. It tells of the new things for Spring wear, their location and the advisability of buying them right away. When the limitations of your purse are somewhat meagre, and the calls on that purse many, try "Baird's"—There the Dollar seems to go further than elsewhere, and it's a very popular Store with the Buying Public.

## GLOVES

of Purest Silk

Ladies' double tipped pure Silk Gloves, elbow length; shades to match up with your spring suit; Navy, Pongee, Champagne, White and Black. \$2.00 value. \$1.69 Friday, Saturday and Monday



## FRIDAY, SATURDAY & MONDAY

**Girls' \$5.00 Spring Coats for \$2.95**

Delightful Spring Coats for your little girls from 4 to 12 years. Pretty shades of Sage, Fawn and Grey, round collar, belted and pockets. Not one in the assortment worth less than \$5.00. Friday, Saturday and Monday, Special \$2.95

**OUR MEN'S SUITS at \$12.75 are the talk of the town**

MEN'S SUITS—A new selection of those much talked of Suits from "BAIRD'S" in good wearing Tweeds pretty Heather mixtures, neat lapel and perfectly finished in every way, unequalled in every way for value. Our Special Price \$12.75

### NEEDS PERTAINING TO THE HOME

**HEARTH RUGS**—New line of neat-looking Hearth Rugs, unusually low in price, fringed. Special Friday, Saturday and Monday. \$2.39

**RUNNER DAMASKS**—19 inch pure White Damask for Sideboard Runners, very excellent quality, beautifully patterned. The yard Friday, Saturday and Monday \$29c.

**CASEMENT CLOTH**—New Cream CaseMENT Cloth, lace edged and showing a very pretty wide stitched hem in lace insertion, uncommon looking. Reg. \$1.70c. Friday, Saturday and Monday \$64c.

**GUEST TOWELS**—Serviceable White Huck Guest Towels, individual size. 20c. value. 14c. Friday, Saturday and Monday.

**MADRAS SASH MUSLINS**—Several widths and several patterns, looped and headed of Cream Madras Sash Muslins, up to 50c. yard. Friday, Saturday and Monday \$29c.

**OIL CLOTHS**—47 inch Table Oil Cloths in nice neat natty patterns, suit walls as well. The yard Friday, Saturday and Monday \$39c.

**PYJAMA CLOTH**—Full 34 inches wide, reversible and extremely strong. Your choice of neat stripe patterns. Value \$50c. yard. Friday, Saturday and Monday \$37c.

**CURTAIN LACE**—48 inch White Nottingham Curtain Laces, exquisite wide lace border and fine net centre; excellent value. Reg. 70c. Friday, Saturday and Monday \$59c.

**BARRED SCRIMS**—Imitation lace effects in self barred Scrims, most uncommon looking. In White only. Reg. 60c. Friday, Saturday and Monday \$49c.

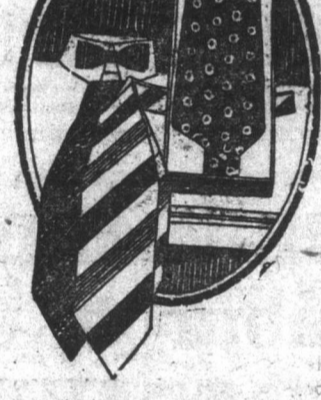
**TOWELING**—Extra wide striped Crash Kitchen Toweling, Crimson striped, 22 inches wide. Special value Friday, Saturday and Monday, the yard \$25c.

**STAIR CLOTHS**—English White back Stair Cloth. Full range of new patterns. 15 inches wide. Special value. Reg. 29c. Friday, Saturday and Monday \$26c.

**LINOLEUMS**—Inch bordered and unbordered, brand new range of patterns, suitable for hallways and passage ways. Regular \$1.70 yard. Friday, Saturday and Monday \$98c.

**STAIR CANVAS**—18 inch bordered Stair Canvas, painted back, good looking patterns in tile and floral. Special the yard. 42c. Friday, Saturday and Monday.

### Every day we are getting nearer and nearer to the finer weather. ARE YOU OUTFITTED YET?



**BOYS' PYJAMAS**—38 Suits of Boys' English union fannel Pyjamas, to fit 5 to 10 years, values to \$3.50 suit. Special \$1.50

**BRACES**—Sensible Braces with double strength elastics and all kid strappings. Special \$95c.

**WALKING CANES**—Ladies' or Gentlemen's light and dark shade Canes, with curved handles, sporty. Special \$1.25

**NECKWEAR**—"Welch Margretson's" Classy English Neckwear, in rich looking silk patterns; numerous designs to select from. Special \$95c.

**DANCING SHOES**—Laced Patent Leather Dancing Shoes, Laced Patent English make. Special \$2.45

**WAIST BELTS**—Men's Leather Waist Belts with patent nickel buckle; neat \$70c. appearing Belts. Special \$70c.

**BOYS' TOP SHIRTS**—Collared Shirts in neat looking striped patterns; sizes from 12 to 14. Special \$89c.

**MEN'S SOCKS**—Coloured Cashmere Socks, plain knit; shades of Tan, Fawn, Coating, Champagne, Green, Slate \$75c. and Black \$75c.

**MEN'S TOP SHIRTS**—New line of Cluster Stripes Shirts with collar attached; a shirt the season calls for. Special \$1.75

**TOP SHIRTS**—New line of Cluster Stripes Shirts in many shades; double soft cuffs, mercerized finish; all sizes. \$2.50 regular. Special \$2.45

### Unmatchable HOSIERY VALUES

Ladies' beautiful fine texture all Lisle Summer Hosiery, double tops, spliced heel and toe; glorious Summer shades: Puffy, Mole, Grey, Coating and Navy. Baird's Special \$65c.

50 dozen of the most beautiful quality Summer Hosiery ever offered, at such a ridiculously low price, plain and fancy ribbed shades: Beaver, Nigger, Champagne, Greys and pretty Heathers, in all needed sizes. Baird's Special Price \$39c.

### May-days bring irrepressible longings for new things THE SHOWROOM fulfills the desire admirably

**GIRLS' STRAWS.** Children's and Misses' Straw Hats in pretty Sailor shapes; shades of Navy, Brown and Black, silk corded band. Reg. \$2.00. Friday, Saturday and Monday \$1.79

**DRESSING JACKETS.** A special line of Cotton Dressing Jackets in Black and White mixtures with three-quarter sleeves, collar and grids; sizes to 44 inch. Reg. \$1.00. Friday, Saturday and Monday \$96c.

**PINK BRASSIERES.** snug-fitting Pink Cotton Brassieres lace trimmed and elastic band; sizes 34 to 44. Special Friday, Saturday and Monday \$79c.

**SUSPENDERS.** Children's and Misses' Suspenders in Black and White elastics. Special Friday, Saturday and Monday \$16c.

**GIRLS' MIDDIES.** Children's and Misses' White Jean Middies, long sleeved, sailor collar and Black bow; sizes 6 to 14 years. Regular \$2.20. Friday, Saturday and Monday \$1.89

**NIGHTGOWNS.** Ladies' well made White Lawn Nightgowns, round and square neck, lace and embroidery trimmed; short sleeves. Reg. \$1.50. Friday, Saturday and Monday \$1.59

**GIRLS' BLOOMERS.** Black Satteen Bloomers with elastic waist and knee; assorted sizes. Reg. 50c. Friday, Saturday and Monday \$42c.

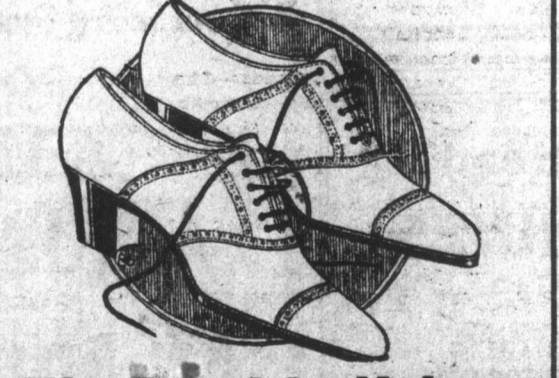
**INFANTS' DRESSES.** Pretty White Lawn Dresses with long sleeves and round neck, embroidery and lace trimmings; assorted sizes. Reg. \$1.20. Friday, Saturday and Monday \$98c.

**FLOWING VEILS.** The newest to hand in Veils and pretty shades to pick from: Fawn, Taupe, Sand, Henna, Lavender, Grey, Navy and Black. Reg. 60c. Friday, Saturday and Monday \$36c.

**MIDDY SCARVES.** Girls' Middy Scarves in a nice silk make; shades of Navy, Cardinal and Black. Special Friday, Saturday and Monday \$82c.

**LADIES' OVERALLS.** Full fitting Check Gingham Overalls, nice to have for house cleaning time; V-neck, short sleeve, assorted collars, Blue and White, Pink and White, Green and White and Brown and White. Reg. \$1.50. Friday, Saturday and Monday \$1.39

**SILK SWEATERS.** Peach, Navy, Fawn, Brown and Black. Regular \$10.00. \$3.89 Special to clear



### We Excel in Values In FOOTWEAR

**LACED OXFORDS**—In Dark Tan shade, light weight calf, decidedly good looking, Cuban heel, pointed toe. Reg. \$3.50. Friday, Saturday and Monday \$3.15

**LADIES' BOOTS**—Dark Tan Laced Boots, 5 inch height, pointed toe, Cuban heel. Reg. \$5.00. Friday, Saturday and Monday \$3.48

**LADIES' BROGUES**—Dark Tan English Brogue Shoes, showing overhanging flap, comfortable fitting. A very stylish shoe. Reg. \$7.50. Friday, Saturday and Monday \$6.88

### Running Shoes UNDERPRICED

In Brown, Black and White Canvas, with rubber sole and heel; a good grade right through.

MEN'S—Special \$1.44  
 BOYS'—Special \$1.29  
 YOUTHS' and MISSSES'—Special \$1.19  
 CHILDREN'S—Special \$1.09

### Wraps & Capes--the Vogue

Here is a Special Value!

These are extremely smart and very fashionable, and from a practical viewpoint unequalled for their suitability for our particular climate; they come in pretty Fawn and Blue Plaids, showing large collars and silk embroidery trimmings. Reg. \$15.00. Friday, Saturday & Monday \$15.39

### DRESS MATERIALS Bring Important Savings

**DRESS SERGES**—54 inch fast Navy Dress Serges, all wool make; a very special value in extra wide Serges. \$1.69 Friday, Saturday and Monday, the yard

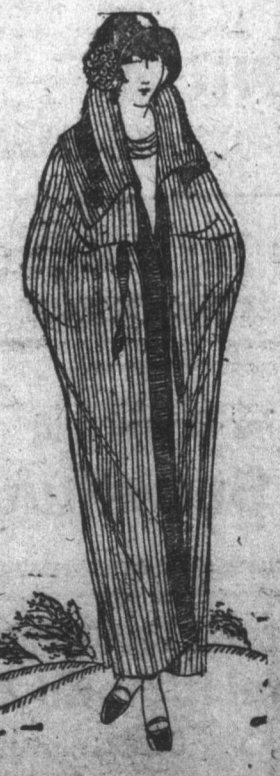
**FIGURED CREPPES**—In dainty shades, showing Blue Bird, Butterfly, Japanese and Rose patterns; nifty goods for Kimono's, Nightgowns and Pyjamas, etc. Reg. 50c. yard. Friday, Saturday and Monday \$43c.

**EMPERESS ZEPHYRS**—32 inch Blue and Pink Zephyrs; ideally suited for Dresses, Overalls or Rompers. Friday, Saturday and Monday, the yard \$47c.

**ART LININGS**—Beautiful linings for spring suits and spring coats, etc.; high grade mercerized finish; double width of course. Special Friday, Saturday and Monday \$59c.

**CHELSEA GINGHAMS**—Large Check Wash Gingham: Tan and White, Blue and White, Pink and White, Green and White, and some very pretty plaid effects. Friday, Saturday and Monday \$23c.

**FADELESS GINGHAMS**—38 inch Gingham of high degree; splendid patterns and colour blendings for all summer togs; they wash beautifully and will give you excellent service. Reg. 55c. value. Friday, Sat. & Monday \$54c.



### Sport Skirtings

Away under their Regular Price

All Wool Skirtings with the fineness of Cashmere, beautiful plaid mixtures, distinctive Skirtings; one or two lengths in a piece.

Regular value \$4.50 yard. Friday, Saturday \$3.49 and Monday \$3.49

Regular \$2.50 yard. Friday, Saturday and Monday \$2.49

### Yard Goods

**SAXONY FLANNEL**—30 inch Baby Flannel, beautifully soft to the feel; new arrival. Reg. \$1.00 yard. \$89c. Friday, Saturday and Monday

**DOWLAS**—48 inch Apron Dowlas; pure white; wonderfully strong. Reg. \$1.00. Friday, Saturday and Monday \$89c.

**BROWN HOLLAND**—36 inch half bleached English Holland; useful for many household purposes. Special \$53c. Friday, Saturday and Monday

**WHITE SHEETINGS**—72 inch pure White American Cotton Sheetings; ideal for warm weather sheets. \$77c. Friday, Saturday and Monday, the yard

**CHAMOIS SKINS**—25 inch soft Chamolis Skins for the garage or for the home; selected pieces. Reg. \$2.10 \$2.50. Friday, Saturday and Monday \$2.10

**SCRIBBLERS**—100 page ruled. Special \$12c. 50 page ruled. Special \$7c.

**WRITING TABLETS**—100 page, 8 x 10 size. Special \$18c. 100 page, 8 x 10 size. Special \$19c. 130 page, note size, ruled \$15c.

**BOXED STATIONERY**—150 boxes of assorted makes, plain and ruled, containing 18 envelopes and writing to match. Special, each \$14c.

### No Icebergs in Winter.

THEY BREAK AWAY FROM THE ICE FIELDS IN THE SPRING.

The greatest dread in a sailor's life is fog, but in many waters even thick weather is run very close by the fear of icebergs, not only for their own danger but because they generally bring fog with them.

This year there is every indication that ice will be much more troublesome in the North Atlantic passenger route than it has been for a long time past. Contrary to general belief, the ice season in the Atlantic is not in the winter, but in the spring and summer, when the big bergs break away from the fields formed during the winter and drift down into the trade lanes.

Up to now the ice this year has been confined to drifts through which a big ship can push her way without very much difficulty, but against which several small steamers have been disabled through the blades of their propellers snapping off.

### How the Damage is Done.

A well built model vessel can ram an iceberg and on a still come home to tell the tale. The great danger is when the ship does not hit the ice squarely but scrapes along its side. This happened in the case of the Titanic when it was estimated that the hole made by the collision was never more than an inch or so wide, but so long that it sank what was the biggest ship then afloat.

So great is the ice danger that all the maritime nations subscribe to the up-keep of an ice patrol by the United States coastguard cutters which are now fitting out in the Atlantic ports, not only to warn all passing shipping of the presence of icebergs by wireless, but to destroy the bergs with gun-fire and dynamite charges.

### Making Matters Worse

This work has to be done very carefully indeed, for there is always a great danger that the shock of the explosion will merely capsize the berg so that instead of a glistering white peak which can be seen for a long distance the only thing showing above the water is a dirty grey flat surface which cannot be observed until the ship is right into it.

In clear weather icebergs can themselves be seen a very long way off, and often give warning of their presence for miles by the "iceblink" or lightening on the horizon both by day and night.

### Bergs Hidden In Fog

Unfortunately they are all too often surrounded by fog, in which case it is very difficult indeed to detect their presence. The old theory that bergs can be detected by the cooling of the air and water is now entirely exploded.

A ship's officer on the look-out for icebergs, usually listens intently for an echo from his foghorn and for a sound of the sea breaking against the ice or of small pieces of ice beginning to melt. Another good sign is the presence of seals and certain birds at an unusual distance from land, but all these indications are uncertain. Ice makes it difficult to break Atlantic speed records in the summer when the conditions appear most favorable, for as a matter of precaution all the passenger companies send their steamers very much farther south than in the winter months in order to be clear of its presence.

### RACING.

As I went chooing up the road, James Whiskers tried to pass; his silver seemed to feel the goad when he stepped on the gas, and through its ancient joints there flowed all sorts of frowny and sassy. "Now by my halldom," I cried "I'll show this James some speed; the road is long, the road is wide, I'll have a race, indeed; just watch my good old tumbrel slide like some gersaloon freed." There was no reason for the burst of speed that started thus, but I was full of wiewer-wurst and proud of my old bus; in every race I would be first, I'd beat the other cuss. There was no reason why this James should try to pass my boat; to higher, nobler ends and aims his life he should devote, and he should shun all giddy games that rob man of his goat. We both were chumps, I see it now; James Whiskers sees it, too; I have a poitice on my brow, and he has one or two we did not see the vagrant cow till 'twas too late to slow. And so we struck her, fore and aft, while hitting fifty miles; and how the High Pookiller launched, how sandy were his smiles! And now chirsurgens ply their graft with crescent saws and files. "Now, by St. Bride," I say with sighs, "that race will be my last; in days to come I'll be more wise than I've been in the past" and while I weep and moralize I'm in a plaster cast.

### When mixing cakes try adding boiling water to the eggs instead of milk. The eggs must be well beaten before the water is added.