



James Baird LIMITED

OUR SPECIAL MID-SUMMER WHITE SALE

Embraces all kinds of Household Goods, Ladies' and Childrens' Summer Apparel, etc.

We sell for Less.

Friday, Saturday and Monday.

In conjunction with our Regular Weekly Sales we will for the next few weeks feature all kinds of WHITE GOODS at lower than our former prices. We do this in response to the many requests that reach us every day. Ladies' and Childrens' Light Summer Apparel, all kinds of Household Goods, etc., will see vigorous price slashing for the next few weeks. You shop prudently, economically and well at the PEOPLE'S STORE.

ART MUSLINS.

We have bought a whole case lot of pretty Art Muslins, mostly 36 inches wide, showing a variety of dainty floral patterns and fine stripings. All on Cream grounds. There is going to be a run on these. Get to them early and have first pick.

Reg. 14c. This week 11c.
Reg. 17c. This week 13c.
Reg. 20c. This week 16c.

LADIES' NIGHTDRESSES.

All the newest in English and American makes; best quality materials used in making; every garment fully up to our standard of quality. All summer styles in square necks, 3/4 sleeves and high neck and long sleeves from the cheaper makes up to the better grades. Every line marked to its lowest figure. Let us prove it.

Reg. 75c. Now 67c.
Reg. \$1.00 Now 92c.
Reg. \$1.20 Now \$1.02
Reg. \$1.50 Now \$1.25
Reg. \$1.80 Now \$1.50

CHILDREN'S WHITE DRESSES.

A rare assortment of all-over Embroidery Dresses, to fit children from 2 to 14 years; captivating styles brought within range of the humblest purses by means of this Special Sale. See all the care and attention given to these little Dresses, the pretty trimmings of lace, embroidery and insertion; high and low necks.

Regular 80c. Now 69c.
Regular \$1.40. Now \$1.22
Regular \$1.80. Now \$1.55
Regular \$2.20. Now \$1.92
Regular \$4.20. Now \$3.79

LADIES' UNDERSKIRTS.

An impressive array of Snow White Underskirts, with wide flounce of Swiss Embroidery and "Tango" opening others with wider flouncing and dust frill. All made from fine Cambric and Superfine long sleeves.

Reg. \$1.90 Now \$1.72
Reg. \$1.40. Now \$1.12
Reg. \$3.30 Now \$2.98

Towels.

Extra good quality. Size 22 x 46; Blue and White striped. If you want a towel to give satisfactory wear don't pass these. Reg. 35c. each. Friday, Saturday and Monday 29c

Bath Towels.

Best quality White Turkish; Size 30 x 58; hemstitched ends. Take one to the seaside with you by and by. Reg. \$1.00. Fri., Sat. & Mon. 88c

Curtain Nets.

Our well chosen stock of Curtain Nets is available at prices lower than ever. White and Cream in a range of pretty patterns; sure to please you. We quote a few prices below:—

Reg. 15c. per yard for . . . 12c.
Reg. 20c. per yard for . . . 16c.
Reg. 25c. per yard for . . . 21c.
Reg. 30c. per yard for . . . 24c.
Reg. 40c. per yard for . . . 35c.

AMERICAN SCRIM.

3 pieces of Pure White Scrim. 40 inches wide. Surprising what pretty Curtains and Drapes this makes. Washes perfectly and wears longer than the ordinary nets. Regular 25c. yard. Friday, Saturday and Monday 21c

BOYS' SERGE "TAMS."

Showing Cream and White, with detachable crown for washing. A dressy Cap for Sunday or holiday wear. Reg. 40c. Friday, Saturday and Monday 34c

Ladies' Knickers.

Made of dependable English long Cloth; open and closed styles; embroidery and insertion trimmed, and a lot of others with full lace and insertion trimmings; finished with wide legs.

Reg. 45c. Now 38c.
Reg. 65c. Now 58c.
Reg. 80c. Now 69c.
Reg. \$1.00 Now 88c.

Mail Orders for these should be sent at once

Ladies' Camisoles.

Made from fine quality Cambric; dainty trimmings of lace and insertion; others of all over lace and many pretty embroidery trimmings; Low neck and short; 3/4 and wing sleeves.

Reg. 25c. Now 21c.
Reg. 50c. Now 42c.
Reg. 60c. Now 52c.
Reg. 80c. Now 69c.
Reg. \$1.00 Now 88c.

LADIES' CHEMS.

A limited quantity showing pretty trimmings of fine lace and insertion. Garment made of strong quality long cloths.

Reg. 70c. Now 59c.
Reg. 80c. Now 72c.
Reg. \$1.00 Now 88c.

Shirtings.

1,600 yards of pure White Shirtings. These are from one of the best English makers; Extra good quality with finely finished surface. For all round wear you will find this an ideal Shirting. Regular 11c. Friday, Saturday and Monday 11c

Whilst paying particular attention to White Goods we do not forget the importance of our regular weekly Sale.



Hosiery

Ask for "Saxony" Brand LADIES' HOSIERY.

The "Saxony" brand Hosiery has become very popular, a sure tribute to its worth. This line in plain Black Cashmere, is worth seeing. Seamless feet, fast in color, durable in wear. Special Fri., Sat. & Mon. 36c

LINEN CARRIAGE WRAPS.

18 only of Superior English Carriage Wraps; full size; fringed ends; prettily striped. Our regular lines up to \$1.20. Friday, Saturday and Monday 96c

WHITE SHEETING

176 yards of pure White English Twilled-Sheeting, 90 inches wide; one of the lines we are so popular for. You can't beat this line elsewhere for anything near the price. Good value at 60c. Friday, Saturday and Monday 49c

The "Emerson" Boot for Men.

Comes in all Patent Leather, Blucher cut, Military Heel and High Toe; 1/2 sizes to pick from. Regular \$5.50. Friday, Saturday and Monday \$5.12

MEN'S "EMERSON" STREET SHOES.

The lightest on the street to-day. Made of fine Black Vici Kid; Blucher cut. Reg. \$5.00. Friday, Saturday and Monday \$4.73

London Straws FOR MEN.

6 Dozen of Men's fashionable Straw Hats, right from the Metropolis of Fashion; straight rim; medium crown. Black band; inner felt sweat band. Made to conform to the shape of the head without any undue pressure. Try one. 'Tis near Mid-Summer; being a bit late in arriving accounts for the low price to-day. Reg. 80c. Fri. Sat. and Monday 64c

PILLOW COTTONS.

2 pieces of 40 inch plain White Pillow Cotton; very soft finish. Reg. 35c. Friday 31c Saturday and Monday

BOLSTER CASES.

Well made. English Bolster Cases; size 20 x 60. Made of best quality plain finish Cotton; deep hem at end; good value for 60c. Friday, Saturday and Monday 53c

Ladies' Black Canvas Shoes.

Strongly made of fine Black Canvas, with Black Leather reinforcements; leather Sole. Leather Heel and Toe Cap. Sizes 3 to 7. Special 58c Friday, Saturday and Monday

STAIR CARPETS 59c.

2 Rolls of Tapestry Stair Carpet; 2 widths 18 and 23 inch. These are new arrivals, showing excellent quality and value. Reg. 70c. Friday, Saturday and Monday 59c

American PILLOW CASES.

Strong White Cotton, very finely finished with embroidered ends and scalloped edge; size 21 x 38. These are beauties and offer one of the best values we have for this week. Reg. 55c. Special Friday, Saturday & Monday 45c

Boys' SAILOR SUITS, \$1.44

It gives us pleasure to present these Suits; marvels of value, made of Devonshire Navy Serge, open knee pants and Sailor Blouse with deep Sailor Collar. Sizes range from 00 to 3. \$1.44 Reg. \$1.70 suit. Friday, Sat. & Mon. \$1.44

LUNCH BAGS, 82c.

Japanese Straw covered, metal protected edges, strong handle, clasp and spring lock; two sizes 12 and 14 inch. See these respectable little Lunch Bags. Friday, Saturday and Monday 82c

Showroom Attractions are many this week.



Children's American Muslin Dress 80c. value for 59c.

A rare display of winsome Dresses in American style, some in low neck and 3/4 sleeves, embroidery and insertion trimmed; others with fancy trimmed fronts and fine tucks, and a lot of other styles showing in large boxpleats, belt around hips, high neck and long sleeves; in fact Dresses are here to please every individual taste. Values 59c Friday, Saturday and Monday

Ribbon Hair Bands.

Made of good Black Velvet, fastened at ends, with fancy buckles and pins to fasten in hair. Very stylish. Reg. 10c. Friday, Saturday and Monday 8c

Hand Bags

Extraordinary Values. Reg. up to \$1.60 for 59c.

Just another example of what we do when we cut prices. See all the pretty styles in Cream and White Silk, and Silk Overlay; prettily fringed and otherwise finished with rings, cord and draw strings. All the leading styles will be found here. Fri. Sat. & Mon. your choice 59c

Tucked Nets.

These come in shades of Paris, Back and White. Made of very fine net, showing wide and narrow tucks. Values to 65c. Friday, Saturday and Monday per yard 42c

Ladies' Skirt Knickers.

Made from finest Egyptian Cotton, buttoned up back, banded at knees; guaranteed fast colors, in Blues, V-Rose and pretty Stripes; hipper band full size. Reg. \$1.20. Friday, Saturday and Monday 84c

Ladies' Sweater Coats.

Showing pretty shades of Dark Green, Greys and Black. Full length style, turn-over Collar, double breasted; beautifully made to conform to the shape of the wearer. Reg. \$3.50. Friday, Saturday and Monday 24c

Children's Underwear.

A new shipment of fine ribbed Jersey Underwear for the children of from 6 to 12 years. Vests with low neck and short sleeves, pants to match, wide legs, lace trimmed and others in plain; ankle lengths. Reg. up to 30c. Friday, Saturday & Monday per garment 3.08

AMERICAN LAWN & VOILE BLOUSES.

Reg. \$1.80 for \$1.08. Rare Styles in High and Low Necks; Long and 3/4 Sleeves; pretty Lace and Insertion Fronts. Others daintily embroidered; some with Robespierre Collar and fine Swiss Embroidery Front. Every piece in this lot has been specially marked for this important clearing sale. Reg. up to \$1.80. Friday, Saturday and Monday \$1.08



JOB LINE. LADIES' COMBINATIONS.

showing fine ribbed finish, in nice fine weight; low neck and wing sleeves; some with fancy Crochet Yoke and Crochet Neck; faultless fitting; perfect in make. Regular values up to 60c. Special Friday, Saturday and Monday 33c

RIBBON VELVETS.

Showing shades of Royal, Cerise, Saxe, Navy, Grey, Emerald, Brown, Purple, Bronze and Black and White Striped. All 4 inches wide and made of good rich Velvet. Reg. 33c. Friday, Saturday & Monday per yd. 26c