

OUTSTANDING VALUES --- Prices Sure Do Get a Wallop Here!

COME! SEE! SHARE!

in the innumerable Economies Outlined for this remarkable Underselling Event.

ACKNOWLEDGED--GOOD from Every Angle

What ever your immediate wants may be,—you are certain to fulfill them in this Sale,—and save a goodly sum while doing so. It's a clearance sale you can only appreciate through attending. No matter what department you may visit,—you will find it rich in opportunities. Make an immediate inventory—list all those things you require for home or personal use, bring your list here and let us show you the splendid economies you can make during the process of our especially good—

During Our February Sale, We offer our regular line of **Men's \$27.00 Overcoats** for **\$21.75**

You know this line—you have seen them, admired them. This season's most popular style in light and medium shades, with full 3-piece belt, convertible collar, raglan sleeves and bogey lined, Comfort Coats, at a very great saving in price.



ANOTHER SNAP! Men's Combinations

Clearing line of Men's Natural Wool Combinations, the larger sizes principally, nice medium weight. Worth \$3.50 suit. Special **\$1.95**
SOFT FELTS—Men's Coloured Soft Felts in assorted Browns and Greys; a clearing line. February Special **\$2.95**
SILK SCARVES—Smart college stripes in knitted silks, fringed ends; a man's Scarf. Special **\$2.85**
KNITTED NECKWEAR—Plain and fancy Knitted Neckwear in a wide range of colourings. Were 45c. each. Special **29c.**
MEN'S GLOVES—Neat fitting Fabric Gloves in Grey and Chambray shades; just the season for them. February Special **90c.**

FEBRUARY CLEAN-UP SALE!

GLOVES

are moving quickly these days at our Sale Prices.

LADIES' GLOVES—A special line of Dress- ed Kid Gloves, in shades of Beaver, Grey, Tan, Black and White; sizes 7 1/2 to 7 3/4. Regular \$1.75. February Sale **\$1.48**
FABRIC SUEDE GLOVES—In Beaver, Grey and Black; sizes 6 3/4 to 7 1/4; 2 dome fastener; great snap in Suede Fabric Gloves. February Sale Price **79c.**
KID GLOVES—Dressed Kid Gloves in shades of Beaver, Tan, Grey, Navy and Black; 2 dome wrist. Reg. 2.40. February Sale Price **\$1.98**

DRESS SERGES

A clearing line of beautiful quality Eng- lish Wool Dress pretty Brown Hea- ther mixtures. Reg. \$3.70 yard. February Sale Price **\$2.79**

CAMBRICETTE see this line **26c yard**

A very excellent White material with a soft sheer surface, adaptable for all finer makes of underthings for milady, children and misses; extra wide, ranges up to 52 inches; comes in 5 and 6 yard lengths. Be sure to see it. Now on Sale **26c.**
RUBBER SHEETING—Double weight 5 quarter White Rubber Sheeting, superior quality. Regular \$1.70 yard. February Sale Price **\$1.49**
AMERICAN SHEETINGS—50 inch plain unbleached American Sheet- ings, firm even texture; specially priced for this February **78c.**
 Sale **72c.** up to **89c.** es- can Sheeting. Special **67c.**

Don't Miss These **TWO VALUES** in **BOYS' SUITS**

BOYS' SAILOR SUITS—Strong heavy Navy Serge Suits, with yellow braided trimmed col- lar; sizes 3 to 9. We feature these during this February Sale at **\$3.10**
BOYS' TWEED SUITS—Special range of firm, tidy-looking Russian Blouse and Tunic style Tweed Suits, to fit boys from 4 to 9 years. Up to \$7.00 suit. February Sale **\$5.85**

Pound Towels

Offer some very fine values dur- ing our February Sale, pick up your needs for the entire year. Prices range from **24c.** up to **89c.**

SPECIAL! New Values, New Patterns in our **MEN'S SUITS**

Yes, gentlemen, already you can select your new Suit for Spring wear, low in price, high in service- ableness and distinctive in appear- ance; 2 and 3 button coats, neatly and carefully finished. Select your pattern during this Sale.
MEN'S CAP SPECIAL.
 Latest style Caps with banded and pleated backs; shades of Fawn, Brown and Dark Green; all new this season. Regular \$1.25. Special **95c.**

Visit the Store

Get acquainted with the Special Offerings of this Sale

PLAIN CASEMENTS—32 and 36 inch Coloured Casements, shades of Royal Blue, Blue Grey, Rose, Ecru, Hopsa, Prune and Cream, charming shades to make your living rooms look their prettiest; up to 60c. yard. Special **48c.**
CURTAIN POLES—50 inch stuted White Enamelled Rods, all complete with fittings. February Sale Price **19c.**
PATCH QUILTS—Hundreds of them, just the right thing for lining old quilts or blankets; two of these would cover a quilt of whopper size. February **39c.** Sale Price **37c.**
AMERICAN SHEETINGS—50 inch plain Unbleached Sheetings; good firm cloth. Reg. \$1.30 yard. February Sale Price **\$1.15**

Ladies' Gaberdine & Serge Dresses

Smart looking models—straight line effect, in Navy and Brown shades; sizes 38 to 38, with and without collar, long and short sleeves, embroidered in Silk and Braid and Waist Girdle; all new Dresses. Regular **9.50.** February Sale Price, **7.98**

NOW THE SHOWROOM EXCELS ITSELF

CHILDREN'S DRESSES. Neat looking Cotton Serge and Check Dresses, to fit 2 to 14 years; round collar, long sleeves and belt; pretty little style. Just fancy February Sale Price only **59c.**
PANTALETTES. Warm Jersey Pantalettes for children; assorted sizes; shades of Brown, Navy, White and Black; buttoned hips, elastic at waist. Regular \$1.70. Special **\$1.29**
GIRLS' UNDERSKIRTS. White Flannelette Underskirts, to fit 6 to 14 years; button hole edged in Pink and Sky. Reg. 65c. February Sale Price **49c.**
SWEATER COATS. Snug warm woollen Sweater Coats, 38 to 42 inch; shades of Camel, Brown, Navy and Rose; roll collars, long sleeves, girdle and pockets. Regular \$6.00. February Sale Price **\$5.49**
HAIR PINS. In pretty fancy shell; the newest; each **17c.**

WOMEN'S BOOTS

Soft Black Kid Boots, laced style with flexible leather soles and rubber heels, the very essence of foot comfort. In well made boots. February Sale Price **\$3.68**

Alarm Clocks

Accurate timekeepers, and dependable sleep breakers in the mornings, luminous hands to tell the hour in the dark, clocks as perfect as present day methods can make them. February **\$2.98** Sale Price **\$2.98**

Girls' Boots

A SNAP—GIRLS' BOOTS—Children's and Misses' sizes in Black and Tan; worth double almost. eb. Brown Chrome Leather, laced and buttoned styles, perfect footwear for present wear and early spring time; worth double almost. Feb- ruary Sale Price, **\$1.47**

"V P" BLOUSES

and JUMPERS

at Extraordinary Reduction

"V P" Coloured Crepe-de-Jumpers

Reg. \$18.00 for **\$11.00**
 Reg. \$22.00 for **\$12.00**
 Reg. \$36.00 for **\$33.00**
 Reg. \$40.00 for **\$35.00**
 Reg. \$48.00 for **\$37.00**

"V.P." WHITE CREPE-DE-CHENE JUMPERS.

All new stock and showing some very charming styles and unusually good values.
 Reg. \$32.00 for **\$28.00**
 Reg. \$33.00 for **\$29.00**
 Reg. \$35.00 for **\$30.00**
 Reg. \$36.00 for **\$33.00**
 Reg. \$7.00 for **\$35.00**

"V. P." CREPE-DE-CHENE BLOUSES.

White and Coloured, re-priced for quick clearance.
 Reg. \$14.00 for **\$11.00**
 Reg. \$18.00 for **\$12.00**
 Reg. \$22.00 for **\$18.00**
 Reg. \$30.00 for **\$27.00**
 Reg. \$36.00 for **\$33.00**

Important RE-PRICINGS from the House Furnishing Section

WHITE TABLE DAMASKS—In a range of handsome designs; the quality is all that could be desired. Reg. \$1.20 yard. February **89c.** Sale Price **75c.**
CUSHIONS—20 x 20 size in Art nursery patterns, nice serviceable Cushions for anywhere. Regular \$1.00 each. February Sale **75c.**
DOOR MATS—Cropped Coconut centre with two-tone Wool border; nice for hallways or vestibule; extra good quality. Reg. \$1.75. February Sale Price **\$1.17**
CUSHION FILLS—White Cotton Cushion Fills, square and round shapes; convenient sizes. Special **78c.** and **98c.**
PLAID RUGS—Reversible Plaid Rugs fringed; size 58 x 68 size, for sleigh, motor or lounge. Regular \$4.00. February Sale **\$3.55** Price **\$3.55**

Charming WHITE MARCELLA QUILTS

Great large White Marcella Quilts, 80 x 90 size, beautiful patterns, would be prized by any housekeeper. See this range. Regular \$6.50. February Sale Price **\$5.39**

MADRAS MUSLINS—50 inch Cream Madras Muslins, showing large scroll borders and wave edge, washes splendidly. Reg. 90c. February Sale Price **75c.**
WHITE SCRIMS—36 inch Diced patterned White Curtains Scrims, self borders, re-priced just for our February Clearance Sale—**35c.** The yard **23c.**
PAISLEY COTTONS—Just 2 pieces of pretty Paisley Cottons, which we have re-priced for clearance **23c.** this week. The yard **23c.**

Wadded Quilts

Get Their **Final Reductions**

WADDLED QUILTS—Full size Waddled Quilts with fancy Art coverings, plain band borders. Reg. \$4.95 \$5.50. February Sale Price **\$4.95**
WADDLED QUILTS—Another line of prettily covered Waddled Quilts. These are unusually heavy and full in size. Regular \$6.00. February Sale **\$7.98** Price **\$7.98**
WADDLED QUILTS—Just a half dozen of these, last for years, covered with plain Poplin; shades of Rose, Sage and Green, well quilted and finished. Were \$14.00. February Sale Price **\$8.65**

James Baird LIMITED

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98
50
43
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 SALE PRICE
58
38
WEAR
 elastic ribbed:
45c.
HATS
 values, a real
 selection to suit the
 Regular 1.75 to 2.60
49, 89
HATS
 Men's Soft Fel
 and Black
 giving them away
 Soft Felts.
 SALE PRICE **95**
 SALE PRICE **1.75**
 SALE PRICE **1.50**
 SALE PRICE **2.50**
 SALE PRICE **3.50**
 SALE PRICE **2.19**
 SALE PRICE **2.49**
 Mixed Tweed. Some
 SALE PRICE **69**
 SALE PRICE **79**
CAPS
47
LINED BACK
1.25
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