

# "SPRING IS ON THE WING"

--You Sense it--You Feel it--You Realize it--down at BAIRD'S.  
THE "TRICKLING IN" OF FRESH, NEW MERCHANDISE  
Glorifies the Store in it's Gorgeous Spring Attire.

EVERYTHING NEW PROCLAIMS THE NEW SEASON



## Your Easter Hat

Now is the very best time to select your New Hat for Easter; assortments are at their fullest, and this season's display for variety, chic and charm has not been equalled in all our history. The finest from both sides of the water enter into this display; their materials, their many shapes and trim all proclaim them as the snappiest for years.

**CHILDREN'S and MISSES' HATS as well**

## Glove Values

**FABRIC GLOVES.**  
Just in! Charming Suede Fabric Gloves, showing fancy points; shades of Beaver, Grey and Black. Regular 65c. Friday, Saturday and Monday 59c.

**LADIES' GLOVES.**  
New line of Suede Fabric Gloves in Beaver, Slate and Black, 2 domes 79c. Special.

**LISLE GLOVES.**  
Ladies' Spring weight Lisle Gloves; shades of Tan, Brown, Silver, Cuba and Black; 2 dome wrist. Special 79c.

**LISLE GLOVES.**  
Another new line of Lisle Gloves in delightful shades: Putty, Beaver, Tan, Brown, Cuba, Grey, Ecaille and Black. Just for Friday, Saturday and Monday, Special 59c.

**WHITE SHIRTINGS.**  
1000 yards of reputable English White Shirtings, 32 inches wide; suitable for every domestic purpose. Special 25c.

**SERVICE** is the dominating policy of this Store—as you know, and this progressive policy is brought to the fore once more. This time the Store extends its fullest serviceableness to you in helping along in your selection of Spring furnishings for yourself, your family and your home. A visit here to-day will establish this fact, and at the same time give you an insight into the innumerable new and beautiful things which it has been our pleasure to unfold for Spring—1925.

**A** GAIN, as we buy for Cash—buy in large quantities, study the markets, and ever on the alert for what is new and popular—the natural result must be and is, better values, vast assortments and newness. Our Store never better exemplified it than to-day. We invite you.



## Sale of Costumes

REGULAR \$30.00

\$19.98

High grade Navy Serge and Navy Gabardine Costumes, straight line models, showing tailored collars, with and without belt, prettily trimmed with Silk military braids and fancy stitchings; sizes range from 36 to 42 bust. Regular up to \$30.00. CLEARING AT



## Your Easter Hat, Sir

CHOOSE FROM

Latest London shape, in Light and Dark Greys, Steel and Pearl, bound edge and silk lined, black silk bands. Special \$8.65

The "Baltimore," a Hat of more than ordinary appearance, in Delph Blue, Fawn and Greys; light weight, jaunty and dressy. Special \$4.90

Soft Felts, in assorted Greys, Fawns and Browns; a variety of shapes; all good looking. Values up to \$4.50. Special \$2.90



## FRIDAY, SAT. and MONDAY

Opportunities are many. Savings are up to your expectations, and it's a good shopping occasion--don't miss it.

### PATENT BELTS.

Always popular, Patent Leather Belts, in shades of Blue, Gold, Brown and Cardinal, with nickel buckle. Friday, Saturday and Monday 13c.

### RUBBER PANTS.

Infants' Rubber Pants, Flesh and White shade; full fitting sizes. Special 69c.

### WRAPPERS.

Infants' Cream Jersey Wrappers, buttoned front, long sleeves; fine quality. Reg. 65c. Friday, Sat. & Monday 39c.

### WOOL JUMPERS.

Ladies' smart tidy-fitting Wool Jumpers; showing better Pan collar, long sleeves and girdle; shades of Grey, Jade, Peacock, Fawn, Cherry, Tang and White. Reg. \$4.00. Special \$3.69

### SLIP-ON SWEATERS.

For children from 6 to 7 years—some splendid Slip-on Wool Sweaters in shades of Fawn, Sand, Grey; nice for Spring wear. Friday, Saturday and Monday, each \$1.78

### SILK SCARVES.

Ladies' Knitted Silk Neck Scarves, extra long with fringed ends, in White only. Regular \$2.50. Friday, Saturday and Monday \$2.29

### CORSELETTES.

All sizes from 34 to 44 inch in Pink Coral Corselettes, with shirred elastic shoulder straps, 4 suspenders and elastic hips. Friday, Sat. & Monday \$1.59

### CAMISOLES.

In finest Silk Jersey, round neck, short sleeves, slip-over style; shades of Peach, Biscuit, Sage, Almond, Navy, Green and Brown. Special \$1.18

### HAIR NETS.

The new Doloris Cap Shape Hair Net, in assorted shades. Single and double mesh 7c. and 12c. ea.

### HAT FLOWERS.

Several boxes of Artificial Flowers and Fruit Bunches, with foliage, etc.; all the latest hat embellishments. Regular up to 35c. bunch. Just for Friday, Saturday and Monday 19c.

### LADIES' SETTS.

Lace trimmed Beru Muslin and Pique Collar and Cuff Setts, Peter Pan style; very natty; the set, Friday, Saturday and Monday 42c.

### BUNGALOW APRONS.

Slip-over style Gingham Aprons of the very best washing quality; shades of Lavender, Rose, Sky and Pink, piped with white; full fitting sizes. Special \$1.39

## JERSEY WOOL DRESSES

Dresses of real daintiness, straight line models, in shades that look well. Taupe, Henna, Nigger, Cocoa, Sage, Sky and the always becoming Black. Peter Pan Collar, coloured military braid trimmings, long sleeves, showing turned-up cuff and girdle. See this line for a real special value. SPECIAL 6.39

## Extraordinary Values in Symrna Hearth Rugs

See Window

Charming Rugs, exhibiting a riot of colour, rich looking Turkish designs, and being reversible, means double wear; there is a homeliness about them you will like. Not one in the assortment but would be an adornment to any room in your house; ideal Rugs for the den; two sizes; two special prices; two leaders.



2.29 2.49

## Everything New and Beautiful for Your Windows

**WINDOW BLINDS**—New stocks now showing in Buff and Green shades, all mounted on reliable rollers and sold complete with all fittings. 36 inch, Plain, Green or Buff 95c. 36 inch, Lace trimmed, Light Green 95c.

**SHADE FULLS**—In assorted shades. You need them to save your blind ends. 4 for 11c. Special.

**TASSELS**—Long Cream Blind Tassels, nice to embellish your blind. Decorative and serviceable. 4 for 8c.

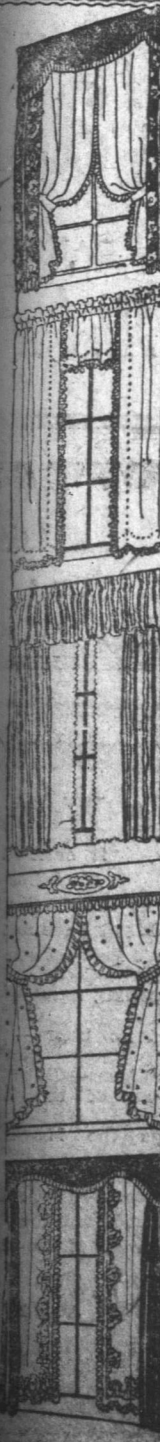
**LACE CURTAINS**—Low priced Curtains, two and a half yard size, in White Lace, nice for bedroom Curtains. Friday, Saturday and Monday, the Fair \$1.69

**CASEMENT CLOTHS**—36 inch Cream Caseement Cloths, plain with hemstitched borders; dressy. Friday, Saturday and Monday, the Fair 43c.

**MADRAS MUSLIN**—44 inch Cream Madras Muslin, with a pretty Cream ball fringe edge; a very dressy curtaining or hanging—just in. Reg. 65c. yard. Special, Friday, Saturday and Monday 55c. 36 inch same style 55c.

**CASEMENT CLOTH**—40 inch Cream Caseement Cloths, showing pretty lace insertion borders, washes well and makes very effective window trimming. Friday, Saturday and Monday, the yard 65c.

**CASEMENT CLOTH**—32 inch Cream Caseement Cloth, with lace insertion and narrow lace edge; very neat. Friday, Saturday and Monday 45c.



## Dress Tweeds & Poptins

**DRESS TWEEDS**—Several pieces of New Dress Tweeds go on sale, 45 inch width, shades of Fawn, Grey and Blue in nifty plaid patterns. Friday, Saturday and Monday, the yard 94c.

**DRESS POPLINS**—A couple of pieces of 38 inch Dress Poplins go on sale; Pale Blue and V Rose shades. Friday, Saturday and Monday, Special 74c.

**SAXONY FLANNELS**—27 and 29 inch finest Saxony Flannels just to hand. Special 95c. and \$1.10 yard.

**COTTON BATTING**—Selected White Cotton Batching, put up in pound bundles. Friday, Saturday and Monday, bundle 59c.

## The New Season's New Things for you, Men

**GOLF HOSIERY**—Rolled Top Hosiery, in the best of English Wool makes; assorted Greys and Fawns and Tans, 2-piece stout ribbed finish. Special \$2.65

**UNDERWEAR**—Fine Ribbed Undergarments—Shirts and Pants, nice change for Springtime; natural shade, long sleeves, ankle length; Sizes 34 to 46. The Garment \$1.10

**HANDKERCHIEFS**—Men's Irish Linen Kerchiefs, with wide hemstitched border; the wanted size. Regular 59c. Special \$1.29

**CREPE-DE-CHENE TIES**—The new Handkerchief Scarf with long flowing end; gorgeous colour blendings, to match up with the Handkerchiefs adover. Special \$1.85

**SILK KERCHIEFS**—New! Large Fancy Silk Kerchiefs in wealth of fancy mixtures, to match the ties, mentioned herewith. Reg. \$2.40. Special \$2.25

**MOURNING BANDS**—New stock of those just opened up in fine black silk elastic, 3 to 3 1/2 inches wide. 25c. and 30c. each.

## Working Shirts Working Pants

**MEN'S SHIRTS**—KNAK Drill Shirts, such as this house has been famous for, fast colour, all double stitched, collar and pocket. Our Special \$2.39

**FLANNEL SHIRTS**—Full bodied Grey Union Flannel Shirts, without collar; great wearing quality and unusually strong. Regular \$3.50. Special \$2.95

**TOP SHIRTS**—"Service" silk fronted and cutted Shirts; in nice plus striped patterns; detachable collar with each; full fitting sizes. Special \$2.35

**WORKING PANTS**—Extra strong quality Cotton Tweed Pants, in Dark Striped Greys, full fitting. \$2.25 sizes. Our Special

**Golfers Vests**  
Jazz pattern, all Wool, sleeveless Vests, in fancy check patterns; V-neck, 2 pockets. Just the very thing for the links. Special \$3.35

## A Column of BOYS' WEAR

**YOUTH'S LONG PANTS SUITS.**  
Not alone good in materials, but smart and attractive in cut, trim and finish; Light and medium Greys, perfectly tailored, 3-piece style; sizes to fit 13 to 15 years. Special \$15.25 and \$18.75

**BOYS' PANTS.**  
168 pairs of Boys' English Tweed open knee style Pants, lined-through-out, choice of medium and light and dark Greys. 4 to 7 years size. Special \$1.19 2 to 11 years size. Special \$1.39

**BOYS' JERSEY SUITS.**  
Best quality Knitted Wool Jersey Suits, to fit 2 to 7 years; shades of Reseda, Navy, Sage, New Brown and White. Polo collar, open Knee Pants, becoming tops for the smaller boys. Two Special ranges: \$3.69 and \$4.29

**BOYS' UNION SUITS.**  
Mottled Grey Jersey Suits of 16 Underwear; to fit boys from 8 to 16 years; perfect quality, perfect weight for Springtime, high neck, long sleeves, ankle length. The Suit \$1.29

## "INDIAN HEAD" LINENS

The fresh and lasting beauty of this popular material makes it more fashionable than ever. Permanent shades and beautiful shades for summer frocks, jumpers, middie, rompers, etc.; and there is no better material for home linens of every purpose; shades of Henna, Peach, Gold, Grey, Cadet, Blue, Hello, Tan, Navy, Rose and Pink. Special 59c

## EASTER NOVELTIES

Fluffy White Cotton Wool Chicks and Rabbits, like the children look for them Eastermice. Each 5c, 8c, 17c

## SMALLWARES

Electric Light Shades, assorted colours 19c.  
Electric Light Wire Frames, assorted 19c.  
Towel Racks, Nickel finish 19c.  
Whisk Holders, for wall 19c.  
Roller Towel Racks 19c.  
Wall Splashes, Fancy Plans 19c.  
Towel Racks, Glass, very neat 19c.  
Sash Hooks, Stated Brass, flat 23c.  
Rubber Stair Treads, very serviceable 19c.  
Florida Water, Murray & Lanman's 65c.  
Abrasio, Magic Aluminium Cleaner 10c.  
Dust Pans, Japanese 19c.  
Kitchen Coal Shovels, Japanese 19c.

## Bath Room Fixtures

**HANDY, COMPACT & CLEAN.**  
Nickel Plated Soap Dishes 15c.  
Nickel Plated Soap Shells 15c.  
Nickel Plated Tooth Brush Holders 15c.  
Nickel Plated Bath Soap Holders 15c.



## NEW BLINDS.

Lancaster Blinds of uniform quality; can be washed and renewed instantly; Buff shade, last for years. 25 inch Special 38c. 36 inch Special 46c. 45 inch Special 63c.

## LINOLEUM MATS.

Came along with our new Floor Coverings—serviceable, serviceable and good looking patterns, for a fancy and all bordered. Size 20 x 36. Special 69c. Size 36 x 64. Special \$1.79

## SHAM BLINDING.

Very nice to hang in place of real blinds; drops down 17 inches, scalloped and braided edge, cut out pattern and place for putting lath through. In Cream shade only. Reg. 59c. 70c the yard. Special