

A Striking feature of this Sale shall be our Marvellous Values in Men's and Boys' READYMADES of all kinds.

On MONDAY MORNING

We Introduce

OUR FIRST ANNUAL SALE

Continuing the Entire Month of February.



For Value Giving this will eclipse any thing ever attempted in the way of Sales. Positively the best opportunity ever offered to you, to purchase all kinds of DRY GOODS at prices that reveal astounding Values. Every article offered for sale pared to the smallest margin of profit thus earning for us the undisputed reputation of being the

Best Value Giving House for Dry Goods.

Below we submit a few of the the many which we offer:



AMERICAN SERGE DRESSES.

In this lot you have for style, fit and finish the acme of perfection, faultlessly finished and trimmed in fancy braid and buttons; high waist line, some with velvet collar, others in cream braid, all typifying New York's latest styles; sizes 34, 36, 38, 40. Reg. \$7.50. Our Sale Price..

5.95

CHILDREN'S AMERICAN DRESSES.

For school wear these are ideal, being made up prettily in Serges, Striped Tweeds, Cashmere, Black and White Checks, trimmed with braids and colored pipings to harmonize with dress, others with cosy plaid trimmings; to fit girls from 6 to 14 years. Reg. \$2.75, \$3.25 and \$4.00. Our Sale Price

2.49

BUTTON HOLES BY THE YARD.

Here is something every day required, Worked Button Holes, put up in 1 yard lengths on tape. Our Sale Price, per yard

5c

WOOL BODICES.

8 doz. of these in Natural Wool, with long and short sleeves, each finished in Linen Torchon edging; buttoned.

Reg. 60c. Our Sale Price

48c

Reg. 85c. Our Sale Price

72c

Reg. \$1.00. Our Sale Price

84c

DIRECTOIRE KNICKERS.

For present wear these are an essential to comfort, being made of heavy Jersey, ribbed in colours of Grey and Cream only. Reg. 95c. pair. Our Sale Price

84c

LADIES' BELTS.

Over 30 doz. of these in Black and Colored in Elastics, Silks and Leathers, all new styles. Prices in this line run up to 45c. Our Sale Price

34c

MUSLIN BLOUSES.

You'll be wise to lay in a stock of summer Blouses whilst the Sale continues. Come early and select your requirements. This lot reveals a dazzling assembly of the prettiest styles in Blouses for the coming season.

Reg. 55c. Sale Price

46c.

Reg. 65c. Sale Price

50c.

Reg. \$1.10. Sale Price

80c.

Reg. \$1.80. Sale Price

1.27

Reg. \$2.50. Sale Price

1.70

Reg. \$3.00. Sale Price

2.30

SILK BLOUSES.

'Tis an undisputed fact that BAIRD'S give the best value in Silk Blouses. We offer a beautiful range in Cream, some trimmed in Insertion and heavy Irish Lace, others with the fashionable French knots; also some plain Cream Silk Shirtwaists, with soft turn-down collar. Values in this display run from \$1.80 to \$15.00. Come and see the extraordinary cut prices in the lot for February Sale.



Excellent Assortment of Silks.

This selection is replete with the newest and most fascinating fabrics for Dresses, Waists and Gowns, etc. Here you will find dainty Silks that Dame Fashion has decided as correct for the New Season.

SULTANA SILKS.

These came in fancy dots in shades of Crimson, Fawn, Greys, Cream and White, and all the leading shades; 24 inches wide. Regular 25c. yard. Sale Price

21c

SURAH JACQUARDS.

These are in a range of the much asked for shades, for Dresses, Blouses, Gowns, etc.; this is an excellent Silk, 25 inches wide. Regular 35c. yard. Sale Price

29c

WOOL DELAINES.

Here you'll find an imposing array of Fancy Stripes on Cream grounds, 27 inches wide; this is a suitable material for Blouses for present wear. Reg. 45c. yd. Sale Price

36c

VIELLAEN.

Ask to see this material, 34 inches wide, in shades of Shetland, Natural Greys and Pink; a very durable and perfect washing material, excellently adapted for the making of Night-dresses or Pyjamas. Reg. 30c. yard. Sale Price

24c

"SAMSON" BRAND GALATEA.

Something entirely different from the usual make of Galateas. This make fully sustains its trade name, being strong beyond compare; 28 inches wide, in neat stripes and checks, etc. Reg. 20c. yd. Sale Price

16c

GINGHAMS.

10 pieces of Check Gingham, reliable English make; 35 inches wide in an assortment of large and small checks, in colors of Blue and White, Pink and White, and Brown and White. Reg. 16c. yd. Sale Price

13c

LADIES' WOOL GLOVES.

Here you'll find a most comfortable Glove, one which is bound to keep your hands warm; of reliable Scotch make in colors of Greys, Fawns and White; all sizes. Reg. 40c. Sale Price

32c

MEN'S ASTRACHAN GLOVES.

If you want a warm and well finished Glove for a little price, you will find it in this line of Astrachan Gloves, with kid palm, elastic wrist; all sizes. Reg. up to 50c. pair. Sale Price

37c

DRESS GOODS

One of the most important features of our February Sale will be the Sweeping Reductions in prices of Dress Goods, and these Reductions apply to a big stock of entirely new, classy and the latest in fashionable weaves in all kinds of Dress Materials—Tweeds, Serges, Cloths, plain and fancy; Blacks in all the most approved makes, in fact everything that is required in these fabrics to make up smart tailored suits or dresses.

Regular 45c. Our Sale Price

Regular 55c. Our Sale Price

Regular 65c. Our Sale Price

Regular 75c. Our Sale Price

Regular 90c. Our Sale Price

Regular 1.00. Our Sale Price

MEN'S SHIRTS.

BEST VALUES YET.

The kind that men like. Men as a rule are good shoppers and quick to spot "good values." These will be spotted quick; made of soft finish material not unlike wool, warm, comfortable, perfect fitting, unshrinkable, winter weight, with double cuff, neat stripes; all sizes. Regular \$1.10. Our Sale Price

90c

Another line in plain Grey, soft finish, with double cuff, and each shirt with soft, detachable collar; faultless in finish. For every day wear you will find this shirt an excellent shirt in every way. Reg. \$1.50. Our Sale Price

1.29

HOSIERY

Hosiery offers at prices that appeal.

BOYS' AND GIRLS'

24 doz. of these in strong Black Worsted, ribbed. The smaller sizes we offer at Our Sale Price, 17c. pair. Larger sizes, 27c. pair.

WOMEN'S WORSTED HOSE.

10 doz. of Women's Black, Worsted Hose, ribbed; assorted sizes. Reg. 30c. pair. Our Sale Price

24c

WOMEN'S CASHMERE HOSE.

In this lot you'll find an assortment of Black and Tans, plain and fancy ribbed; the weights in this lot suitable for present wear. Reg. 55c. pair. Our Sale Price

42c

MEN'S HALF HOSE.

18 doz. of Men's Black Worsted Winter Half Hose, the kind that keeps the feet warm during our cold winter. Regular 40c. pair. Our Sale Price

23c

Sample Lot

A SPECIAL IN HOSE AND HALF HOSE.

About 10 doz. in this sample lot. Wonderful value in Men's and Women's, assorted makes; all the correct weights required for present wear. If you want a real bargain in footwear, see this lot. All specially priced.

MUFFLERS.

Our assortment of these is large and varied, the kind that is so much worn to-day, in all the leading shades, with dome fasteners. Below we mention a couple for your inspection; others we have in galore.

Reg. 15c. Our Sale Price

Reg. 55c. Our Sale Price

11c.

42c.

TABLE DAMASKS.

All our Damasks are reduced to the lowest possible rate, from which we take the following one: Unbleached Damask, 57 inches wide. Reg. 35c. Our Sale Price

30c

MEN'S NECKWEAR, 21c.

We are showing a new line of Men's String Ties, plain and fancy ends, in all the leading shades. This is a smart selection of the newest in Silk Ties. Regular 25c. Our Sale Price

21c

MEN'S BOOTS.

70 pairs of Men's Blucher Cut, Pebbled Top Boots, with military heel; a comfortable fitting boot for a small price; half sizes too. Reg. \$2.20. Our Sale Price

1.90



House Furnishings

At Prices that groan under stress of reduction. Floor Canvas, Linoleums, Stair Carpets, Curtains, Curtain Nets, Blinds, Oil Cloths, Quilts, Hearth Rugs, Door Mats.