

BAIRD'S PRE-REGATTA SALE

Tuneful of expressions of our determination to help satisfy the longing for paltry prices.

Seldom have we shown such variety and such Sound Values to please Shoppers.

Apparel now in the height of demand and usefulness gets sharp, clean-cut price incisions for this sale.



WHITE GOODS! Factory Ends Just Opened

About 600 yards of beautiful White Goods, including Fancy Muslins, Chambrays, Brillants and Brocades, suitable for Children's, Misses' and Ladies' Summer Dresses, Skirts, Blouses and such like.

90c. value for 49c. yard.

We are not forgetting the BOYS Look at these Values!

BOYS' WASH SUITS—All White, two tones and a multitude of fancy stripe Wash Suits for boys from 3 to 8 years. Several popular styles; values to \$2.50. Pre-Regatta Sale Price **\$2.45**

BOYS' WASH SUITS AT \$1.59—Pretty Little Dutch Suits and Buster Browns in fine pin stripe patterns to fit 3 to 7 years. Reg. \$2.00. Pre-Regatta Sale Price **\$1.59**

BOYS' BELTS—Elastic waist belts in assorted color combinations with snape fastener, strong and needful. Pre-Regatta Sale Price **33c.**

BOYS' BATHING PANTS—Plain Navy and plain Black in good quality Jersey. It's the season for them. Reg. 45c. Pre-Regatta Sale Price **39c.**

BOYS' TOP SHIRTS—Striped Negligee Shirts, plain blue shirts, laundered neck band, single soft cuffs. These were regular \$1.80. Special Pre-Regatta Sale Price **49c.**

WHITE FOOTWEAR for REGATTA

Women's White Canvas Boots and Shoes \$3.30 Regular for \$1.89

Come early for this Special as sizes will be quickly depleted after the very first day. Reg. \$3.30. Pre-Regatta Sale Price **\$1.89**

Women's Vic Oxford

Sensible looking Summer Footwear in fine Dongola Kid, military heel, pointed toe; sizes 4 to 6. Reg. \$8.35. Pre-Regatta Sale Price **\$6.87**

Ladies' White Pumps

Classy looking Summer Footwear, priced away down to clear; White Canvas make; any size you like. Reg. \$2.60. Pre-Regatta Sale Price **\$1.49**

Reg. \$3.00. Pre-Regatta Sale Price **\$1.69**

GOOD-LOOKING HOSIERY

Priced to Please

HEATHER HOSIERY—Ladies' front ribbed Heather Hosiery in a fine Lisle thread; Summer weight. Special **35c.**

LADIES' SILK HOSIERY—In White with cluster stripes and Blue Bird and other figured effects on leg; silk Lisle top. Extraordinary value. Special **49c.**

LADIES' SILK LEG HOSIERY—In Black or Dark Tan with Lisle top, toe and heel; value for 90c. pair. Special **79c.**

CHILDREN'S SOCKS—Plain White and plain Black Socks with rib tops. Special **22c.**

GIRLS' WHITE HOSIERY—In fine and heavy ribbed Cotton; good wearing and inexpensive; assorted sizes. Special **32c.**

CHILDREN'S TAN HOSE—Real Dark Tan in a very fine ribbed make; he smaller sizes only at a smaller price to clear. Special **29c.**

Nestle your Head on these Worthy PILLOW CASES

PILLOW CASES—These are nice quality, made from undressed American Cotton; best value we have ever seen; hemmed end. Special Pre-Regatta Sale Price each **64c.**

EMBROIDERED PILLOW CASES—An other excellent lot of Pillow Cases, prettily embroidered and deep hem-stitched hem; standard size. Regular \$1.00 value. Pre-Regatta **87c.**

TEA CLOTHS—White Linen Cloths that would delight any housewife. We have just two dozen of them, hem-stitched and handsomely embroidered. Reg. \$1.40. Pre-Regatta **\$1.18**

BUREAU CLOTHS—White Linen Cloths with a generous showing of lace and lace insertion; very uncommon looking. Reg. \$1.30. Pre-Regatta **89c.**

NAPKINS—12 dozen of good quality White Damask Table Napkins, hemmed ready for use. Regular 45c. value. Pre-Regatta Sale Price **38c.**

HUCK TOWELS—The strongest Towel for constant wear, plain hemmed ends, crimson striped. The price should recommend it to you. Reg. 50c. value. Pre-Regatta Sale Price **35c.**

SALE OF SKIRTS For Regatta Day.



Extraordinary Good Values

LADIES' WHITE SKIRTS—White Girdle and White Linen Skirts, with just the right swing about them; they show belt and pockets and pearl button trimmings; assorted sizes; good value at \$3.00. Pre-Regatta Sale Price **\$2.25**

FANCY SATIN-FACED SKIRTS—Distinctive Skirts that show up well with a nice Lawn Waist; shirred at waist, belted, and fancy pocket; shades of Saxe and Pale Grey; assorted sizes. See these. Reg. \$6.50. Pre-Regatta Sale Price **\$5.98**



The Showroom caters to the Needs of Those Going to the Regatta

HAIR NETS—Tidy, trim and popular to-day are these Hair Nets of ours, very fine mesh; shades of Medium and Dark Brown. Regular 10c. ea. Pre-Regatta Sale **2 for 14c.**

CHILDREN'S UNDERPANTS—Fine White Lawn Underpants, embroidered trimmed, to fit girls from 4 to 10 years. Those are well made and good value. Reg. 85c. Pre-Regatta Sale Price **84c.**

LADIES' IMITATION PANAMA HATS—Sailor shape, shady and good looking; a becoming Hat for the Regatta, and they are offered at less than HALF PRICE for this Sale. Regular \$3.00. Pre-Regatta Sale Price **\$1.39**

CHILDREN'S NIGHTGOWNS—White Lawn Slumbering Gowns, embroidered and lace trimmings, short sleeve, round neck to fit 4 to 10 years. Reg. 65c. Pre-Regatta Sale Price **57c.**

COLLAR AND VEST—A popular style in fine lace and net; they're new and come in White and Paris shade, suitable for Dress or Costume. Regular values to \$1.50. Pre-Regatta Sale Price **79c.**

LADIES' JERSEY VESTS—In White, Pink and Pale Blue; very fine, ribbon trimmed and ribbon straps; sizes 38 to 44. You have not bought better at \$1.25. Pre-Regatta Sale Price **98c.**

LADIES' UNDERPANTS—Finest quality White Jersey Underpants; lace trimmed and wide legged, open or closed; assorted sizes to 44 inch. Reg. \$1.00 pair. Pre-Regatta Sale Price **89c.**

CHILDREN'S WHITE DRESSES—These very pretty Dresses of White are embroidered and show lace trimmings and tricotings; they are the newest styles and fit from 4 to 14 years. Regular \$5.50 values. Pre-Regatta Sale Price **\$1.98**

ALL OUR LADIES' HATS

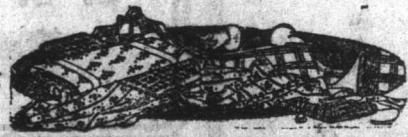
And they include those of this season's importations. Elegant Hats in Trimmed, Un-trimmed, Ready-to-wear and High Class Millinery Hats. Out they go this week at



HALF PRICE

James Baird LIMITED

SALE OF WASH GINGHAMS And Other Fabrics



WASH GINGHAMS—New! Extra strong Wash Gingham in assorted stripes and checks; suitable for ever so many purposes. Pre-Regatta Sale **23c.**

FINE GINGHAMS—These come in long remnants; we cut any required length; they show pretty checks and fine stripes; nice for rompers, dresses and overalls. Special Pre-Regatta Sale Price **33c.**

WHITE FLANNELS—Beautiful soft fluffy White American Flannels, 37 inches wide. It's a beauty and the price is Special. Pre-Regatta Sale **24c.**

SHIRT GINGHAMS—Strong wearing Shirt Gingham, lighter than Regattas, and wash and wear even better. The price we have fixed for these worthy Gingham is our Pre-Regatta Sale Price **26c.**

TABLE DAMASKS—A few pieces of pure White Table Damask, 56 inches wide; the quality is worthy of your inspection; see it \$1.00 value. Pre-Regatta Sale Price per yard **89c.**

GUEST TOWELING—18 inch fancy figured White Huckabuck Toweling; nice for your guest room, for individual towels. Reg. \$1.00 yard. Pre-Regatta Sale Price **85c.**

WHITE LACE CURTAINS—Two and a half yard size White Lace Curtains that we usually sold at \$6.00 pair. Pre-Regatta Sale Price **\$4.80**

CURTAIN LACES—48 inch Curtains Laces, pretty centric pattern and border to match; was 85c. yard. Pre-Regatta Sale Price **69c.**

TURKISH TOWELING—Plain White Turkish Toweling for kitchen or bathroom; this is a Special. Pre-Regatta Sale Price yard **27c.**

When you want Something Particularly Good in Towelings, ask for "STARTEX" Toweling

It will outwear any other make, has linen woven both ways; it is supreme for durability. Reg. 60c. Pre-Regatta Sale Price **49c.**

TOWELS—Real family Towels; they're large, they're good quality and will give you years of wear. Reg. 70c. Pre-Regatta Sale Price, each **70c.**

Brand New WAISTS And though they're Elegant they are Inexpensively Priced.

NEW WAISTS FOR REGATTA DAY—A swell selection of Waists arranged for this occasion. Some in embroidered Voile, lace trimmed, with large roll collar; others in fancy Silk Muslin; shades of Helio, Rose, Pink, Green, Saxe and Champagne; and others again in striped Pink and White. Waists marked \$2.25. Pre-Regatta Sale Price **\$1.98**

LADIES' WHITE UNDERSKIRTS—Quality Underskirts with wide embroidery flounce and dust frill; made in full sizes. A nice assortment showing values to \$2.50. Pre-Regatta Sale Price **\$1.69**

Going to the Races You Will Want Some of These Needfuls



MEN'S ROWING SHIRTS—Finest weight White Check Nainsook, sleeveless, loose and cool, pure White; assorted sizes; pants to match. Reg. \$1.60. Pre-Regatta Sale Price **50c.**

NEW NECKWEAR—A dazzling assortment of New Silk Neckwear for men; plain, striped and a variety of fancy mixtures, good looking Neckwear for Regatta Day. Pre-Regatta Sale Price **\$1.40**

SUMMER SOCKS—Finest quality Lisle thread Half Hose in shades of Navy, Grey, Nigger and Chambray. Pre-Regatta Sale Price **70c.**

MEN'S KHAKI SHIRTS—These are just the very thing for your camping time or outdoor wear; light weight, double stitched collar and pocket; all sizes. Pre-Regatta Sale Price **\$1.90**

MEN'S SOFT COLLARS—The very newest shapes in "Ide" Soft Collars, plain, self pin stripes and mat; neat, low cut shape. Pre-Regatta Sale Price **45c.**

MEN'S NEGLIGEE SHIRTS—These are special value and offer you choice of many pretty striped patterns and just what a chap wants; soft fronted and single soft cuffs. Pre-Regatta Sale Price **\$1.50**

MEN'S NAVY SOFT FELTS—Here is a new line—stunning value and right up to the minute in smartness; value for \$4.25. Pre-Regatta Sale Price **\$3.85**

MEN'S ENGLISH BRACES—The "Times" Braces, needs no boasting, it's a great brace for wear; these have a fine finish; you'll like them. Reg. 85c. pair. Pre-Regatta Sale Price **75c.**

How to Read.

to carry something from every you read. If a book is worth it is worth remembering. One cannot remember everything; to each from the things worth remembering. After according to his tastes and amount of insight he brings with him. But everyone may carry away something and may thus feel that the leaves him some degree richer in his store of knowledge; that he has added to his store of knowledge; that he has not done this, why should one not have given the time to his-ory or baseball, or have laid down the grass and watched white clouds fit across the sky? How to remember the contents of a book or at least the best part of it, is a difficult problem, and one becomes more difficult the older grows, for the memory is less re-liable in middle life than in youth. The pressure of daily work in a profession or in business tends to close the play of intellectual move-ment in spheres distant from that of the most obvious plan is to take notes of the things that strike the most. This involves time and trouble, but the time and trouble are not for the mere effort of selecting salient facts, or of putting into a simple form the salient ideas, helps impress them on the mind, so that they have more chance of being re-membered, even should the most of the notes be lost.

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