

The Baird Page--The Divining-Rod to sure & certain economies,--follow it for a greater degree of pleasurable shopping

# EPOCH-MARKING SALE

Worthy of the Importance of the Occasion  
A Mighty Sale--Offering Unlimited Scope  
for those Patronizing it. Every Dept. Contributes  
**FOR ONE ENTIRE WEEK**

It will be a Great Occasion for those Visiting the City

Bringing them in closer contact with this vast Storehouse of worth-while values. An occasion to get personally acquainted with the Store, and to reap in the benefits accruing from shopping in its various Departments. Come! Bairdwards! The service of the Store is at your disposal.



Mail  
Your  
Orders

## Shantung Silks

The Universal Silk for distinctive shirtwaists, men's top shirts, children's dresses, curtains, etc.; it wears a special range now at 92c

## New Chintz

Beautiful rich patterned English Chintz, bird and fruit design; large patterns; 50 inches wide; a most serviceable Chintz. Special 75c

## Table Damasks Cotton Crepes

TABLE DAMASKS--48 yards of Pure White Table Damask, 58 inches wide; assorted patterns. Value for 90c yard. For this Sale 69c  
Take home some of these lovely plain Cotton Crepes; choice of Blue, Pink, Yellow, Matze, Lavender and White; 38 inches wide. Sale Price 32c

## SHOWROOM Opportunities for the Thrifty

**GIRLS' MIDDIES**—Some pretty ones in Pink and Saxe Poplin, V neck, sailor collar, long sleeves and pockets. Fitting 3 to 6 years. Regular 79c. Special \$1.10.

**JUMPERS**—A very fine range of them in White Voiles and Spot Muslins; 33 to 46 bust, round neck, Peter Pan collar, turn-over cuffs, long sleeves. \$1.59 Special

**PANTY DRESSES**—Very becoming very serviceable little Panty Dresses for girls from 2 to 6 years; coloured Lian make, Pink, Saxe, Sand and Tan, with coloured piping, short sleeves. To 98c. Special

**PLAID SKIRTS**—Suitable style to wear with middy blouses; they come in White, Jean, with body; to fit 9 to 10 years. Reg. \$2.80. Special \$1.98

**COMBINATIONS**—Ladies' fine Tobi-co Combinations, square neck, shoulder straps, umbrellas; sizes 34 to 44. Reg. \$1.58. Special \$1.19

**INFANTS' DRESSES**—Pretty little models in White Lawn and Embroidery, to fit 6 to 12 months; long sleeved, trimmed with lace and insertion and ribbons. Special \$1.19

**GIRLS' NIGHTGOWNS**—In White Lawn, embroidery trimmed, round neck, short sleeves; to fit 6 to 10 years. Special 54c.

**HAND BAGS**—Stylish affairs in beaded effect; Steel Grey, Jade, Lavender, Royal, Saxe and Navy; tassels; the newest \$1.69 Reg. \$2.00 for



**DRESSING GOWNS**—Ladies' Paisley Crepe Dressing Gowns, in Saxe, Rose and Lavender; roll collar, short sleeve. Reg. \$3.50. Special \$2.98

**GARTERS**—In fancy shirred ribbons, Pink, Lavender, Matze, Red and Sky. Special 32c.

**FRENCH NIGHTGOWNS**—Chick affairs in beautiful French Nainsook; round and V neck, coloured ribbon bow, beautifully embroidered. Reg. \$2.20. Special \$1.98

## Ever in the lead with HOSIERY VALUES

**SILK HOSE**—Plain seamless Silk and Wool Hosiery of the better grade, in Beaver, Fawn, Grey, Black and White. Reg. \$2.50. Special \$2.29

**SILK HOSE**—Seamless, plain, fast Black Silk Hosiery, with Little top, toe and heel; \$1.50 value. Special \$1.29

**FANCY HOSIERY**—Beautiful fancy mixtures in fancy ribbed Silk and Wool Hosiery; very serviceable. Regular \$2.30. Special \$2.15

**PLATED SILK HOSE**—Ladies' reinforced plain seamless plated Silk Hosiery, in shades of Nude, Tan, Castor, Oyster, etc.; \$1.25 value. Special \$1.10

**SILK HOSE**—Silk leg Hosiery, in shades of Nude, Nigger, Coasting, Putty, Grey, Peach, Sunset, White and Black. Regular \$1.50. Special 78c.

**RAINBOW HOSE**—So-called from the innumerable pretty shades it comes in. Silk, toe and heel, through with Little top, toe and heel; \$2.50 value. Special \$2.29

## Gloves

**LADIES' GLOVES**—Imitation Suede; a good imitation, in shades of Beaver, Grey, Coasting and Brown; 2 dome wrist. 75c. Our Special

**FABRIC GLOVES**—Gauntlet wrist Gloves in a beautiful Suede fabric; shades of Putty and Grey; elastic wrist, fancy embossed. Our Special 85c.

**LINEN GLOVES**—Light texture Gloves, all White; elbow length, nice for Sundays or special occasions. For this Sale 85c.

**SILK GLOVES**—Elbow length Black and White Silk Gloves, reinforced at points of wear. \$1.69 value. Sale Price \$1.69

## CONSIDER the savings Involved in the following items in Dress Goods

**GINGHAMS**—Great display of Fancy Check Gingham, suitable for Dresses, Rompers, Overall, etc. Marked down 23c.

**SILK FLORENTINE**—36 inch in shades of Taupe, Dove, Dark Green and Brown; very beautiful Dress material. Brown. Reg. \$2.50 yard for. Special \$2.28

**CREAM SERGE**—54 inch Cream Wool Dress Serge; makes a nice Summer Shirt. Regular \$1.50. Special \$1.38

**LUSTRE**—A piece of 44 inch Champagne shade Dress Lustre; a shade that looks well and a material that wears well. Reg. \$1.60. Special \$1.42

**SCOTCH PLAIDS**—38 inch Union Plaids, in nice colour mixtures; value for 53c.

**KIMONA CREPE**—Beautiful coloured floral patterns on Pink ground; very fancy looking. Regular 65c. value. 57c. Special

**DRESS VOILES**—Quite a range of them in light, medium and dark fancy mixtures; 36 inches wide; 35c. value. 29c. Special the yard

## Bathing Suits & Caps

Now is the time to buy them

**BATHING CAPS**—In assorted colors, all fancy, diving shade, trimmed with bows and Marguerites. 32c. Reg. 40c. Special

**BATHING SUITS**—In Black Jersey, trimmed with Orange, Saxe, Crimson and White; round neck, skirt style; sizes 36 to 44. Reg. \$1.19 \$1.35 for

**BATHING SHOES**—In Black and White and a Black; indispensable to bathers; laced style. Special 49c.

**BATHING BOOTS**—Laced style in either Black or White; very tidy and really necessary for the seaside; assorted sizes. Special 69c.

**MISSES' BATHING SUITS**—To fit 6 to 14 years; they come in Black and Navy, V neck, short sleeve, trimmed with Saxe, Crimson and White. Reg. to 90c. Special 74c.



## Gentlemen! The New Straw Hats

The popular Boater shape—nothing more becoming for the season, they're right from London, easy fitting, light in weight and light in price. We offer them at \$1.60 \$2.50, \$3.00 Youth's sizes \$1.50

**BOYS' STRAW HATS**—Smart style, rolled leaf in White Straw, nice for little chaps. 40c. 65c. 85c. \$1.10



**NOBBY CAPS**—Light and Dark Tweed Soft Felts in a most becoming ing shape. Special \$3.20

**SOFT FELTS**—Another line of Dark Brown and Dark Grey Soft Felts, silk lined with black cord ribbon band. Our Special \$4.25

**"PORUSKINT" UNDERWEAR**—De-lightfully cool; comes in pure White, long and short sleeves, knee and ankle length pants. 79c. The garment

## Little Boys' Wash Suits

**BOYS' WHITE SUITS**—Becoming style for boys from 3 to 7 years, belted with fancy Blue Striped Collar and Tie. Special \$1.89

**BOYS' COMBINATIONS**—The finest of White Check Nainsook Combination Underwear, knee length; sleeveless; 26 to 34 sizes. The Suit 98c.

**SAILOR BLOUSES**—Striped Galatea Blouses, with Navy collar, White braided edge; to fit 4 to 7 years. Special \$1.39

**KHAKI PANTS**—Just right for knockabout wear; they come in a strong Drill make, open tree style; to fit 4 to 8 years. Reg. 75c. 49c. Special



## Panama Hats 2.39

Imitation Panama Hats, light, shapely, becoming bonnet shape, with coloured bands, black Sailor shape as well. Special

## Rare Values and Excellent Styles Combine in this Sale of SUMMER SHOES

**LACED SHOES**—Two-tone effects in dainty Summer Footwear; Patent leather vamp and Fawn back, semi-pointed toe, medium heel; dressy. \$4.98 Special

**TAN SHOES**—Dark Tan, light weight Call-Laced Shoes, perforated outline, much admired, medium heel, rubber-tipped; sizes 3 to 7. Special \$4.18

**STRAP SHOES**—Pretty openwork Shoes, in Black Patent leather, cool Summer footwear, medium \$4.58 heel, strap style; size 4 to 6. Special

**LACED SHOES**—Soft Black Kid Shoes for elderly ladies, broad toe, low heel; sizes 3 to 7; assured foot comfort. Special \$3.58

**LADIES' SHOES**—Natty Laced Black Kid Shoes, medium or Cuban heels, rubber tipped. \$3.78 sizes 3 to 7. Special

**LACED SHOES**—In Dark Tan, Laced style, blunt toe, perforated finish, rubber heel, Cuban \$3.58 styling. Special

**STRAP SHOES**—Very neat looking Footwear in Patent Leather and fine Kid, Black or Tan, the Patent showing Grey and Tan backs; two-tone effect; single strap style; perforated finish. \$3.68 Special

**KNUCKLE ROSE**—Fine Wool make showing a rib finish, real English style, smart for Golf and all sport wear. This line \$1.70 Special at

## GIFTS for the Summer Bride

**PILLOW and BOLSTER SETS**—Beautiful Sets—containing 2 hemstitched White Linen Pillow Cases and one Bolster Case finished similarly; their quality is excellent \$3.95 boxed. Reg. \$4.50 set. Special

**NIGHT DRESS CASES**—Dainty embroidered and hemstitched White Linen containers for lady's night attire. Reg. \$1.10 \$1.30 for

**BRUSH and COMB BAGS**—Hemstitched and embroidered White Linen containers for Brush and Comb; very charming \$1.10 fancy linens. Reg. \$1.25 for

**SILK GLOVES**—A very special range in shades of Fawn, Navy, Brown, Beaver, Grey, as well as Black and White; 2 dome wrist; \$1.25 value. Special \$1.10

**COLOURED CASEMENTS**—50 inches wide; shades of Green, Navy and Pink, with coloured rose borders; note the width. Special 94c. the yard

**BOLSTER CASES**—English Linen Bolster Cases, of the serviceable kind, linen buttoned. Reg. \$1.15 \$1.30 for

**CUSHION COVERS**—Very serviceable Linen Crash Cushion Covers, embroidered in coloured silks; hemstitched border. Reg. \$1.05 \$1.25 for

**MADRAS MUSLIN**—34 inch Cream Madras Muslin; and they are beautiful; plain or wave edge; most effective hangings, and easy to do up again; 4 pieces on sale \$43c. at

**GORGEOUS TAPESTRIES**—For hangings, furniture coverings, re-upholstering, etc.; here are three beautifully patterned pieces of Tapestry, heavy weight, 50 inches wide. Reg. \$2.50 for \$2.29

**BLINDS**—36 inch Opague Green Shades, some with lace, others with insertion end. Complete with fittings 98c.

**CHINTZ CUSHIONS**—Plump Circular Shape Cushions, in nice looking Chintz patterns; nice for any room, porch or lawn. Reg. \$2.05 \$2.30 for

**CASEMENT CLOTHS**—In deep Cream shade; very strong twill finish; 36 inches wide; unusually low priced. Friday, Saturday & Monday 32c. yard

## Charming VOILE DRESSES On Sale 6.98

Ladies' Coloured Voile Dresses, round, V and square neck styles, sizes 36 to 44; shades that are popular; Matze, ade, Lavender, Tomato, Brown, Rose and Navy; showing White Lace and Organdie collars, short sleeves. Regular \$9.00. Special

**FANCY LINENS**

**TEA CLOTHS**—Linen Crash Tea Cloths, 34 x 34 size worked with coloured silk embroiderings, most uncommon looking. Reg. \$2.67 \$3.00. Friday, Saturday and Monday

**TABLE RUNNERS**—Oblong shape Tapestry Covers for side tables, 19 x 43 size, nicely blended shades, everlasting wear. Reg. \$2.25. Friday, Saturday & Mon. \$2.98

**SIDEBOARD CLOTHS**—Embroidered and hemstitched White Linen Runners, 13 1/2 x 53 size; very dainty. Regular \$1.10. 98c. Special

**PILLOW SLIPS**—Plain White Cotton Pillow Slips, with a hemstitched edge, 33 inches long, strong and serviceable ones. Friday, Saturday and Monday, each 64c.

**CENTRES**—Light Linen shade Centres, shape 15 x 23, worked in coloured silks. Dollar value for 87c.

**TRAY CLOTHS**—Exhibiting pretty embroidery, hemstitchings and openwork, 15 x 23 size, made on good grade White Linen. \$1.45 Regular \$1.60 for

**SERVETTES**—A dozen of good quality hemmed White Damask Table Napkins, 18 x 18 size. Reg. value for 32c. each. Friday, Saturday and Monday 27c.

**TEA CLOTHS**—These come in service giving White Damask 43 x 44 size; hemstitched border, last year for years. Reg. \$3.25 value. Friday, Saturday and Monday \$2.79

