



# BAIRD'S--THE FRIENDLY STORE TO SHOP IN

**The Scope of the Store's Usefulness  
Broadens with the Approach of the Cold Season--  
With Bounteous Stocks, Huge Assortments and Excellent Values**

We believe that the good will of the public is our strongest asset, and because the character of the service rendered determines the amount of good-will a store shall have, we try to round out this service by doing better to-day than yesterday and making to-morrow better than to-day. Study the following for

## FRIDAY, SATURDAY and MONDAY

**COME  
TO TOWN  
FAIR WEEK**



### Soft Warm Wool Blankets

**ON SALE**

It will prove economical to provide for winter weather by purchasing your Blankets now. The following desirable Wool Blankets present unusual economies at their prices—which are Special for the week-end selling event here.

- 55 PAIRS—Convenient size, 55 and 69, for medium size beds. Our special the pair \$5.55
- 42 PAIRS—Of a better grade, with blue striped borders, size 66 x 82. The pair. Special \$7.75
- 28 PAIRS—Our All Wool line, in a medium price Blanket, 64 x 82 size, excellent value. The pair. Special \$11.25
- 46 PAIRS—Of the housekeepers pride, in that long wool Topping and wool through and through, 66 x 84 size. Special. The pair \$12.95
- EXTRA LARGE BLANKETS—Maximum quality. All Wool Blankets, huge in size, 72 x 90, huge in value and very desirable for all round serviceability. Special. The pair \$13.65

**BAIRD'S  
"FAIR WEEK"  
SALE**

which alone is worth availing of as EXTRA SPECIAL VALUES have been set apart for this entire week. Come! We say Come to the Fair, come along early, bring your friends and mingle with the thousands at the Fair.

**Worth Coming To**

## The Showroom Values

We are anxious to tell you of

**BLOOMERS**—In fine, all Wool Jersey, extra good grade; shades of Sky, Navy, Rose, Grey, Tan, Taupe and Cream; up to \$3.00. Pair. Special \$1.59

**WINEY PYJAMAS**—Children's Cream Winey Pyjamas, long sleeves, roll collar, buttoned front, pocket, assorted sizes. Regular \$1.50. Pair. Friday, Saturday and Monday \$1.25

**LADIES' VESTS**—Fine Cream Wool and Cotton make, short sleeves; others strap, shoulder, nice Fall weight; assorted sizes. Reg. \$1.89. Special \$1.25

**ARTIFICIAL FRUIT**—Bright, cheerful trimmings for winter millinery, prettily made up with foliage. A special assortment to pick from \$2.50. Special \$1.25

**GIRLS' SWEATERS**—In Knitted Wool, to fit 4 to 12 years, roll collar style, belt, pockets; shades of Sage, Cardinal, Open, Emerald, Purple, and Rose; wanted things. Reg. to \$1.75. Friday, Saturday, and Monday \$2.49

**BOB COMBS**—The latest. Some in White with roll back and stone settings; others in shades of Jade, Blue and Havana, smart, neat and effective. Regular 45c. Special 37c.

**WOOL SCARVES**—Fashionable Shetland Wool Scarves, long and wide—therefore comfortable; assortment of likeable shades, trimmed ends; very newest. Regular \$2.00. Friday, Saturday and Monday \$1.85

**UNDERSKIRTS**—Heavy Grey Fleeced Underskirts, assorted sizes, scalloped hems, and shaped bands. Reg. \$3.30. Special \$1.98

**RUFFLINGS**—Fancy Oriental Jap Silk Ruffling in shades of Flame, Jade, Tan and Blue. Regular 65c. Friday, Saturday and Monday, 39c.

### Chokers

For Chokers, with double skin head and large bushy tails. Some in Red, others in Silver and Brown. A most remarkable offer in fashionable fur pieces. Not many of them. A snap at \$14.98

### Silk Tubing

Beautifully fine in shades of Pink and Sky, for making up lady's fine underthings and scarves, etc.—very popular. Note the new low price for our \$1.40 line. Friday, Saturday and Monday, the yard \$1.15

**4.98**

See these new  
**JUMPERS**  
in Jersey Silk  
and  
Canton Crepe

They are beautiful with Peter Pan collars; others tie effect, long or short sleeves, banded at hips, charming shade range: Sage, Sand, Copen, Cocoa, Navy, Hanna, Grey, Brown, Paisley and Black. Reg. \$5.50. Special to introduce them

**4.98**

**James Baird  
LIMITED**

### Another Line of GORGEOUS SILK CURTAININGS

Do not miss this opportunity to secure magnificent looking, glistening hangings for your living rooms. The silk shades include Blue, Rose, Prune, Brown, Cream and White; 36 inches wide. Were \$1.00 yard. Friday, Saturday and Monday \$0.79c.

Other good values follow

**NOVELTY CURTAINS.**  
Pretty White Scrim Curtains, showing fancy corner in the hang, 3-piece sets like the Dutch curtain; \$3.00 value. Special the set \$2.75

**CURTAIN LACES.**  
Several pieces of White Curtain Laces go on sale; 46 inches wide, well covered patterns, wave edge. Just for Friday, Saturday and Monday \$43c.

**SCRIMS.**  
Cotton and Striped White Scrim for making dainty bedroom hangings. Friday, Saturday and Monday \$55c.

**WINDOW BLINDS.**  
In L. 2 1/2 Green shade with lace or with lace insertion, mounted on dependable spring rollers; 36 x 72 size. Good value at \$98c.

**CURTAIN SERGES.**  
3 pieces of Cream Curtains, showing white cord and fancy Art borders; 48 inches wide, nice for making things snug at home; 90c. value. Friday, Saturday and Monday \$79c.

**WHITE LACE CURTAINS.**  
48 pairs of them, reported for ridance this week; 2 1/2 yards long, all over lace looking patterns; worth \$4.50 pair. Friday, Saturday and Monday \$3.98

### Gabardine and Serge Dresses

Pretty straight line models with braid and button trimmings; shades of Navy and Brown, round neck, long and three-quarter sleeves, Peter Pan collar and without collar; sizes range from 16 to 44 bust. Regular \$14.00 for

**\$11.98**

### A Newsy Corner for The Housekeeper



**HEARTH RUGS**—Reversible Rugs of a good serviceable kind; nice colour blendings and fringed ends; were \$5.00. To clear line \$6.25 day, Saturday and Monday \$6.25

**DOPE MATS**—Plated Coconut Door Mats, open work design, the ideal vestibule mat. Special \$1.18

**DOOR MATS**—A dozen of tidy looking Woollette Door Mats for dining room, bedroom or hall—way. Special \$1.10

**INDIAN HEAD LINENS**—This week we offer the full line of coloured "Indian Head" Linens, Navy, Cadet Blue, Pale Blue, Silver Grey, Cinquans, Peach, Pumpkin, Rose, Pink and Maise, 36 inches wide. Special \$65c.

34 inch, White. Special \$45c.

**DRAWING LINENS**—34 inch snow white Drawings Linens, with a nice soft limp finish. See this. Special the yard \$69c.

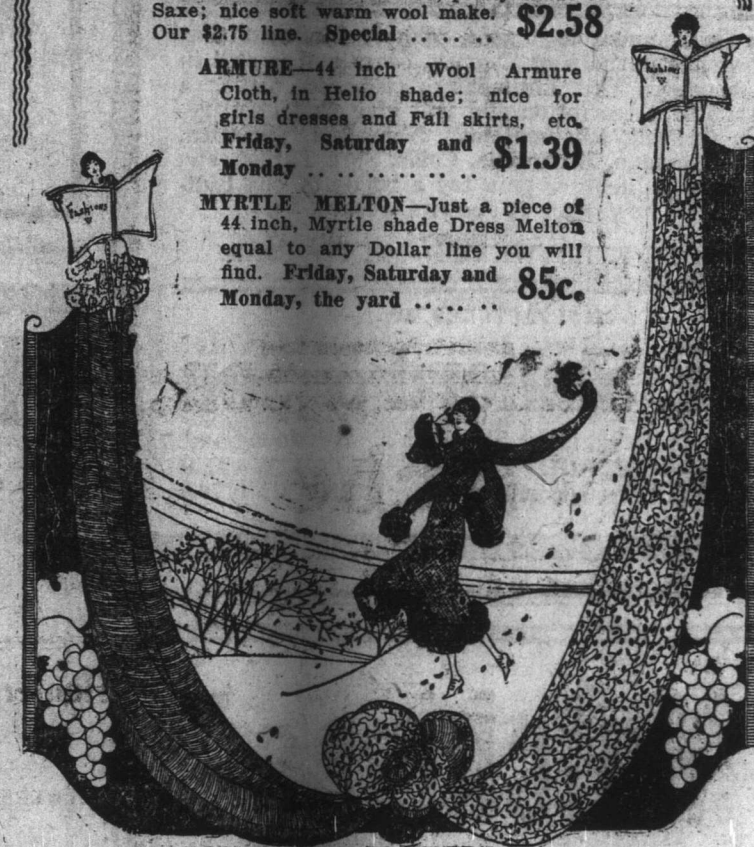
### Just for Friday, Sat. and Monday These Rare Values in Dress Materials

**DRESS MELTONS**—A couple of pieces of inexpensive 36 inch Navy Meltons, nice for skirt wear or house dress. Friday, 57c. Saturday and Monday, yard \$2.58

**VENETIAN CLOTHS**—48 inch, pretty shade of Sage, nice soft warm wool make. \$2.58. Our \$2.75 line. Special \$2.58

**ARMURE**—44 inch Wool Armure Cloth, in Helle shade; nice for girls dresses and Fall skirts, etc. Friday, Saturday and Monday \$1.39

**MYRTLE MELTON**—Just a piece of 44 inch, Myrtle shade Dress Melton equal to any Dollar line you will find. Friday, Saturday and Monday, the yard \$85c.



Some very attractive values in pretty

### Fancy Linens

**PILLOW CASES**—Plain, but they are good service-giving Cases, with linen buttoned ends. Friday, Saturday and Monday, each \$59c.

**TEA CLOTHS**—Dark Linen Crash Tea Cloths, embroidered in assorted colours, hemstitched borders. Reg. \$2.00. Friday, Saturday and Monday \$1.79

**RUNNERS**—This week we offer some beautiful light shade Linen Crash Runners, 14 x 55, silk embroidered in assorted colours, hemstitched border. Spec \$1.38

**CENTRES**—Pretty Oval Centres in Dark Linen, with openwork border and coloured rose designs. Special \$89c.

**SERVIENTES**—A special 4 dozen lot in good grade White Damask, hemmed, 23 x 24 size. Reg. 60c. for \$45c.

**BAIL FRINGES**—Neat trimming Fringes for your Fall time draped in almost any shade you desire. The yard \$10c.

### Hosiery New lines, bringing wanted weights and New Values

**COTTON HOSE**—Fine ribbed fast Blue Cotton Hosiery for girls or boys; sizes 6 to 10 inch. 29c. Special \$29c.

**BOOTEES**—Pink and White and Blue and White Wool and Cotton Bootees with silk and ribbon bow. 29c. The pair \$29c.

**LADIES' HOSE**—Fall weight Wool Hosiery, featuring fancy ribbed and plaine; assorted shades. 79c. Our Special \$79c.

**LADIES' HOSE**—An assorted line, showing Silk and Wool Cashmere Hosiery, plain and ribbed; shades of Nude, Navy, Covert, Fawn, Beaver, Cordovan and Black. Regular to \$1.80. Special \$1.18

**CHILDREN'S HOSE**—Fine ribbed, close knit, Heather Hosiery, wonderful wearing quality. 35c. New \$35c.

**TICKINGS**—Double width herring bone twill Tickings, very close firm even cloth. Special \$1.10

**TABLE DAMASKS**—47 inch unbleached Table Damasks, nice for kitchen use or breakfast table. 57c. The yard \$57c.

**MY! But we have some snug looking**

**Overcoats**

**for BOYS**

They are Top Coats of the better kind all Wool materials in Greys and Heathers, belted at waist; Italian linings; to fit boys 11 to 17. Special \$11.50 to \$14.50

**GIRLS' Blanket Cloth COATS**

A direct appeal to mothers—this special line of Blanket Cloth Coats for their girls from 8 to 10 years, snug-looking Coats with roll collar, with and without belt; shades of Blue and Fawn, up to \$6.00 each. Special, \$4.98

**4.98**

**4.98**

**4.98**

### Gloves The all important dress accessory

**FABRIC GLOVES**—Fur lined Autumn Gloves in a nice neat fitting make; shades of Beaver and Black; plain wrist; just for Friday, Saturday and Monday \$79c.

**SILKETTE GLOVES**—Knitted Silkette Gloves, extremely dainty, in shades of Beaver, Grey and Black; plain wrist; just for Friday, Saturday and Monday \$45c.

**FABRIC GLOVES**—Ladies' White Fabric Gloves, showing Black stitching washable; 2 button wrist. Were 65c. pair. Special \$45c.

**ROLLERS**—The finished Towel, ready for the roller, heavy Turkish quality, with coloured stripes. 69c. Each \$69c.

**TABLE CLOTHS**—A new line of On Cloth Table Cloths, in pretty Blue and White and Grey and White, clean looking patterns; two sizes on sale \$79c. \$1.15

**QUILT COTTONS**—A piece of pretty Paisley Quilt Cottons, nice bright patterns you will never tire of. Just for Friday, Saturday and Monday \$23c.

**MONTEITH**—The old-time Turkey Twill for finishing Quilts, etc. Friday, Saturday and Monday \$42c.

**PYJAMAS.**  
Mens all Wool Flannel Pyjamas, in Blazer stripes and other striped effects. All sizes. Special \$8.25

**BOW TIES.**  
32 inch Bow Ties, choice of plain or fancy; easy to tie and quite natty. Special \$65c.

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### Velour and Felt Hats

**VELOUR HATS.**  
A Special line of American Velour Hats, in Grey, Fawn and Dark Brown, silk lined and corded; nice silk band; nobby. Special \$5.75

**NEW CAPS.**  
Smart-looking banded and pleated back check Tweed Caps, nice looking mixtures. Spec \$2.40

**SOFT FELTS.**  
A brand new line of American Soft Felt Hats in assorted Greys and Browns, velvet edge. A Special value at \$4.15

**NIGHT SHIRTS.**  
Boys Striped Flannel Night Shirts, to fit 10 to 15 years; \$1.69

**DRESSING GOWNS.**  
A clearing line with us, in good heavy materials, all fancy—Navy and other patterns, waist girdle, collar and plain cuffs. \$7.65

**TOP SHIRTS.**  
In strong Union Flannels, good looking striped patterns, collar attached. Winter weight. \$2.45

**COAT SWEATERS.**  
New line of Brown and Camel shade Wool Coat Sweaters, with deep turn-over collar; very snug. Sizes to 42 inch. Special \$2.55

**JERSEY SUITS.**  
All Wool Suits, in medium Grey shade, Polo collar style, half buttoned front, to fit boys 8 to 10. \$5.65

**MACKINAW COATS.**  
In Dark Check and Plaid patterns, Grey, Fawn, Maroon, etc., double breasted, belted and shawl collar; great coats for roughing it winter time. Special \$14.25

**WOOL SOCKS.**  
English Wool Socks, nice heavy ribbed finish, in mid and light Greys as well as Coating. Special \$1.00

**SILK COLLARS.**  
Lustrous Silk Collars, with peak front, Blue shade. Friday, Saturday and Monday, each \$33c.

**SILK SCARVES.**  
The time is come for them. This line is doubly attractive by reason of their excellence and their value. broad and narrow stripes and fringed ends. Friday, Saturday and Monday \$1.48