

# SHOP

## Great SALE

Money Inter-You.

you a big pot of money on de White Goods.

es Shout Immediate on.

giving away dered Cambrones, etc. and upwards.

abric Knickers and upwards.

dered Undershirts \$1.00 and upwards.

ress Undershirts \$1.00 and upwards.

er Night Dresses \$1.00 and upwards.

and Chemises

to show a variety goods in these.

made from White Cambrones and upwards.

erries or Suits in Remnants.

can be used for suitable the coats and suits.

Series

we shall be looking out to thank which we can you will find all good

BLAIR.

**My Dream.**  
 (KODI, ALASKA)  
 I dream I looked across the sea  
 and saw a wreck my dear one called  
 and saw his hands outstretched to  
 me for aid.  
 I prayed God to save the one He'd  
 made.  
 The waves washed o'er the stranded  
 one and he  
 at the mercy of a cruel sea.  
 The waves came up in all her silvery  
 foam and about mercy was her heart-  
 throbbing.  
 She changed the scene; upon the  
 waves  
 she saw the bodies of departed  
 ones.  
 Impregnable, so once we  
 thought to see; such havoc  
 wrought  
 the wind and storm, that one  
 would viewed  
 the gallant ship before that tempest  
 could  
 believe a ship, so strong,  
 would be  
 wrecked upon a stormy  
 sea.  
 I was  
 lashed to a broken spar; I  
 could  
 not  
 move.  
 The moon shone full upon  
 the sea,  
 and I prayed God in  
 His grace  
 to save the one I loved, that once,  
 before  
 I left this troubled world for ever-  
 last-  
 ing.  
 I might hear from his  
 loved  
 lips  
 and embrace of love, or but one  
 word  
 that his lips moved as in  
 prayer.  
 As I watched, an Angel lighted  
 the  
 way,  
 and gently touching him, said soft  
 and clear—  
 "My son, for God has called him, do  
 not  
 fear."  
 He who made both heav'n and  
 earth  
 doth love  
 the one and you." The Angel flew  
 above  
 the sea; and clasped unto his  
 arms  
 the one I loved here my loved one to his  
 rest.  
 Feb. 28, 1918.

**Juice of Lemons!**  
 How to Make Skin  
 White and Beautiful

the best of a small jar of ordin-  
 ary cream one can prepare a full  
 quart of the most wonderful  
 skin softener and complexion  
 restorer, by squeezing the juice of  
 fresh lemons into a bottle con-  
 taining three ounces of orchard white.  
 The  
 cream should be strained  
 through a fine cloth so no lemon  
 pulp in there. This lotion will keep  
 for months. Every woman  
 who uses lemon juice is used to  
 find and remove such blemishes as  
 freckles, tan and tan and is  
 the best skin softener, smoothen-  
 er and beautifier.

**Milady's Boudoir.**

**CARE OF THE SKIN.**  
 During the next month the com-  
 mon skin troubles to receive a setback  
 and naturally should help to  
 keep the skin in the very worst of all  
 the year for the skin. Don't sat-  
 isfy with these winds without pro-  
 tecting the face and neck. For if you  
 neglect the face and neck, a general  
 breaking up of the tissues of the skin.  
 To protect yourself, cream  
 the face thoroughly before going out  
 in the sun. Then apply powder with a  
 soft brush, covering your face in the  
 shade of a chimney veil. There is no  
 other way of effectively protecting the  
 complexion when one is out during  
 the months of high winds. Never wash  
 the face just before going out or  
 coming in. The reason is this. The  
 face naturally contracts too suddenly  
 when exposed to winds and "chaps"  
 the result.

There is still another way for lock-  
 ing the pores completely. You will  
 find that the facial outlines are most  
 generally in winter as in spring or  
 summer. The cold and sharp winds  
 will fall to give one a hard outline.  
 To remedy this keep the muscles of  
 the face exercised. Don't let them  
 grow soft and hard, thus "aging" you.  
 Wash the cheeks gently and fill  
 the face with air, until they resemble a  
 soft bathos, then let them collapse.  
 Rub the face briskly with the palm of  
 the hand and tap it sharply with the  
 fingers. This will keep the cheeks  
 firm and not hard—there is a great  
 difference—and the tiny parentheses  
 will disappear the sides of the mouth  
 will not be made.

If a fire has to be left unwatched  
 for several hours, put a handful of  
 salt on the top of the coal. This will  
 prevent the fuel burning away quick-  
 ly, and a stir with the poker will re-  
 sult in a nice glowing fire.

## STORE NEWS

in brief.

We are busy just now opening up our first shipment of the new Spring Goods, some of which will be seen on our counters this week.

# EAGER EYES WATCH

for this Page of Values.

This week's presentation is worthy of your careful attention.

STRONG VALUES await you  
**FRIDAY, SATURDAY and MONDAY.**



## Enticing Values abound in The SHOWROOM.

**DRESSING GOWNS.**  
 Some very pretty Dressing Gowns to be seen here in fancy silk muslin and crepe de chine, trimmed with fine cream lace and platings, in shades of pale-blue rose and helio. Reg. to \$3.00. **\$2.48** Friday, Saturday and Monday.

**FANCY HAIR PINS.**  
 Some of these made of real horn, also large turban hair pins, round and square top, crimped and plain in Blonde, Shell and Demi. Reg. 25c. each. **\$1.00** Saturday and Monday.

**GINGHAM OVERALLS.**  
 Generously cut sizes in pretty striped Gingham Overalls, with or without sleeves, trimmings of plain flannel and paisley facings. Overalls that you usually pay \$1.00 for. **\$89c** Friday, Saturday and Monday.

**LADIES' KNICKERS.**  
 A lot of fancy striped Flannel Knickers that you could wear right now, fitted at knee, banded at waist, mostly pink and blue striped. These are our regular. **\$1.00** Friday, Saturday and Monday. **\$84c**

**A CORSET SALE**  
 That Offers You Value in Every Purchase.  
 "D and A" Corsets and "P. C." Corsets in several different styles, low medium and high busts, long hip effect, lace and embroidery trimmed. 4 suspenders with each pair; White and Grey. Here is the opportunity to select your new Spring Corset, you get the pick of styles at a saving price. Reg. \$1.50. **\$1.32** Friday, Saturday and Monday.

## You Can Always Count on Getting Satisfaction Here.

**WHITE PIQUES.**  
 Double width White Pique, with a nice soft finish; no need to describe the usefulness and becomingness of this popular summer dress material; it's sufficient to say that this lot is one of the best we have ever handled. Special, per yard **\$88c** Friday, Saturday and Monday.

**PRETTY TEA CLOTHS.**  
 Just a box of these fine White Linen Tea Cloths, size 20 x 30, hemstitched border; a mass of pretty drawn thread work and embroidered spray in each corner. Regular \$1.00. **\$79c** Friday, Saturday and Monday.

**NEW SIDEBORD CLOTHS.**  
 A strong White Cotton Sideboard Cloth with double row of braiding and crocheting at hemstitched edge; size 17 x 45. Regular 45c. **\$42c** Friday, Saturday and Monday.

**TRAY CLOTHS.**  
 Very dainty snow white Linen Tray Cloths, hemstitched and embroidered. A little item we overlooked during our White Sale. Reg. 30c. value. **\$23c** Friday, Saturday and Monday.

**SOFT COLLARS.**  
 (2 FOR A QUARTER.)  
 Soft Collars that fit just right; Pale Blue, Cream and White; sizes 14 to 17, with pearl button fastened front. Reg. 15c. each. **\$12c** Friday, Saturday and Monday.

**FOOTWEAR SPECIALS.**  
 Just the time when it's important that your Footwear should be perfect in every way. You'll find the following lines dependable in quality and very reasonable in price.

**GIRLS' BOOTS.**  
 A sensible Boot in Gunmetal calf, low heel; a perfect fitting Boot; size 10 to 12. Reg. \$4.00 value. **\$3.70** Friday, Saturday and Monday.

**BOYS' BOOTS.**  
 Sizes 1 to 5, 1 in heavy Gunmetal make; a great knock-about Boot for hard wear. Reg. \$2.00. **\$2.85** Friday, Saturday and Monday.

**LADIES' BOOTS.**  
 Warmly lined inside; a very comfortable Boot for any woman. Good sensible shape; about 40 pairs left over from this line. Clearing Friday, Saturday and Monday. **\$2.38**

**CLOTH SPATS.**  
 Sizes 4 to 7 in real comfortable Cloth Spats; Black only. Worth at least \$1.00 per pair. **\$79c** Friday, Saturday and Monday.

**STORM RUBBERS.**  
 For Children and Misses, a dependable line of high cut Storm Rubbers. **\$59c** Friday, Saturday and Monday.

**CORK INSOLES.**  
 Foot comfort in Wool and Cork Insoles; Ladies' and Gent's sizes; very necessary for cold days. **7c** Friday, Saturday and Monday.

**BOOTEES.**  
 Fancy knit White Wool Bootees for the babies. These are extra quality and underpriced. Reg. 37c. pair. **\$32c** Friday, Saturday and Monday.

**LADIES' UMBRELLAS.**  
 You may not need one to-day, but you will certainly need one later on. Spring showers there will surely be. These come in the long handle effect, nicely assorted, fast black covering, good rigid frames, steel tube. Reg. \$2.50. **\$2.25** Friday, Saturday and Monday.

**COAT SWEATERS.**  
 This is a cheaper make and one that can stand a good deal of hanging about; a serviceable coat for the man out of doors. At our special price for this week these come within easy reach. Value for \$1.40. **\$1.25** Friday, Saturday and Monday.

**INFANTS' BONNETS.**  
 Quite a display of these and quite a variety of makes. You will find pretty little bonnets in Cashmere Repp, Cord, Velvet and Elder, in Navy, Crimson and Cream, trimmings of ribbon, fur and fancy braids, large and small shapes. Reg. 40c. **\$34c** Friday, Saturday and Monday.

**SHADOW LACE.**  
 We are clearing out a few ends of pretty Shadow Lace, very suitable for Camisoles, Undershirts and so forth; 16 inches wide, with fine scalloped edge. Reg. to 30c. yard. **\$20c** Friday, Saturday and Monday.

**CHILDREN'S UNDERSKIRTS.**  
 Tidy little Flannellette Undershirts in White, Pink and Sky; sizes to fit from 2 to 8 years, made with bodice and flounced skirt; at 40c. they are really good value. **\$12c** Friday, Saturday and Monday.

**RUBBER FEEDERS.**  
 Infants' Rubber Feeders; these are very handy and easy to clean; they wear splendidly and come at a very moderate price. Reg. 15c. each. **\$12c** Friday, Saturday and Monday.

**SPECIAL SALE OF MIDDY BLOUSES.**  
 Even if you give these a special visit they're worth it, as they offer you very handsome striped, Challie Middy Blouses for Misses; splendid wash goods in mixed colours of Navy and White, Pink and White Helio and White, Saxe and White, etc. with platings and plain facings to match. Sailor collar tie and pocket, complete size range. Come! See and admire. Reg. \$1.18. **\$1.13** Friday, Sat'y, and Mon.

**BOYS' NORFOLK SUITS.**  
 Something of interest to every mother—Excellent value in Boys' Tweed Norfolk Suits; sizes to fit from 6 to 13 years; pants lined throughout, buttoned at knee. Nice suits for school wear, home wear and knockabout. Reg. up to \$5.50. **\$4.90** Friday, Saturday & Mon.

**BOYS' PYJAMA SUITS.**  
 Does your boy need Pyjamas? We offer the balance of our winter stock of these at an underprice to clear. They are made of best wearing English Flannellette in neat striped patterns. Just a few of each size left. Your pick of these Friday, Saturday & Monday, per suit. **\$1.30**

**BOYS' JERSEYS.**  
 For the bigger boys we have ready a clearing line of wool Jerseys in Navy and Grey shades; there is a long season of usefulness ahead for these. Reg. \$1.40. **\$1.20** Saturday and Mon.

**"WOOLNAP" BLANKETS.**  
 Insist on getting "Woolnap" Blankets, as they offer you absolutely the very best value in warm and inexpensive cold weather blankets. We stocked heavily in these long before prices soared, thus enabling us to present this special value to-day. All White Blankets with Pink or Blue Striped Borders and bounded edge. **\$4.75** Friday, Saturday & Monday, per pair.

**FOR THE LITTLE ONE'S BED.**  
 Soft White Fleece Cotton Blankets, size 30 x 40, with Pink or Blue Striped Borders. We offer these singly at a special price Friday, Saturday and Monday. **\$27c**

## Ladies' Quality Hosiery.

**LADIES' HOSE.**  
 A clearing line of second lined hosiery in plain finish, others in fancy ribbed black cashmere, hosiery good enough for present wear; assorted sizes. Reg. to 50c. pair. **\$42c** Fri, Sat. and Monday.

**CASHMERE HOSE.**  
 Ladies' fast black plain ribbed best English Hosiery; here is quality and value that we may not be able to duplicate again; you would be wise to buy your supply for the season ahead. Values here to 50c. **\$69c** Saturday and Monday.

**Hearth Rugs like this, Underpriced.**  
**HEARTH RUGS.**  
 The Perfection Combination Rug is a great wearer. Its reversible, roomy size, 36 x 66; nice mixed patterns and bordered. A Rug good enough for any room. Modest in price, best value on the market. Reg. \$2.60. **\$2.38** Friday, Saturday and Monday.

**Stair Carpets.**  
 Just a couple of pieces of Brussels Stair Carpets, equal to Tapestry for wear and yet not nearly so expensive, 22 inches wide, fancy centre and border to match; if your stair carpets are shabby have a look at these when you are renewing. Special, per yard **65c**



**James Baird LIMITED**

**BE SURE to attend this week's event—our Friday, Saturday and Monday Sale.** Very little money will go a long way in it. A small outlay will secure for you articles that promise to be higher and perhaps much higher in price later on. These savings are possible, not only on a few articles but almost every article in the entire Store. Go through this list carefully and note the savings that you can make, made possible by our sharp cut pricing for FRIDAY, SATURDAY and MONDAY.

## EXTRA GOOD VALUE in BOYS' WEAR.

Respond to the Call.

**RUSSIAN BLOUSE SUITS.**  
 Splendid Little Tweed Suits for the smaller boys, from 3 to 8 years, deep sailor collar and belted blouse; these look well. They come in assorted tweeds and well within reach in price. Reg. to \$4.30. **\$3.80** Friday, Sat. & Monday.

**JUST A FEW BOYS' TWEED REEFERS.**  
 Heavy Tweed Reefers for big boys, say about 15 years. These are warmly lined with wool materials, very snug looking; comfortable walking Reefers and for all outdoor sports. The quantity is very small. Bring in your boy, there is great value in this line. Any Reofer you want **\$4.45** Friday, Saturday & Monday.

## Important News for MEN

**Values, Strong Values that you should not overlook.**

**FLANNEL SHIRTS (without collar).**  
 Neat Striped Flannel Shirts that any man would like to wear, sizes 14 1/2 to 18; for the business man, for the working man, these offer comfort, warmth and fit. Reg. \$2.50. **\$2.25** Friday, Saturday and Monday.

**MEN'S TOP SHIRTS.**  
 All that is pretty in stripes will be found here. Men's Soft Bosom Shirts with soft turn-over cuffs; correct fitting sizes. Stock up! These offer the best values you may get for some time. We have all sizes. Reg. \$1.50. **\$1.39** Friday, Saturday and Monday.

**WORKING SHIRTS.**  
 Good serviceable dark patterns in Stout Union Flannels, with collar attached; well stitched, well shaped; the ideal shirt for the working man. Regular \$2.20. **\$1.90** Friday, Saturday and Monday.

**SOFT FELT HATS.**  
 All the leading shades in nice easy-fitting and good-looking Soft Felt Hats—Hats that you would gladly pay \$1.40 for. Give these a look over. Newer arrivals promise to be higher in price. Reg. \$1.40. **\$1.10** Friday, Sat. & Monday.

**LEATHER MITTS.**  
 Something particularly good in Men's Leather Mitts, double reinforced horse hide palm and soft light tan leather back, double knitted wrist; a splendid Mitt for trammelen, linemen, etc. Reg. \$1.30. **\$1.18** Friday, Saturday & Monday.

**MEN'S SOCKS.**  
 60 pairs of Men's mid-weight Socks. You'll find Black, Slate, Tan and others in fancy mixtures. Their regular price is 26c. **\$26c** Friday, Saturday and Monday.

**POLICE BRACES.**  
 It would not be too much to say that this is one of the strongest braces made to-day. Stout elastic webbing and solid leather strappings; made to stand the hardest wear. **\$49c** Reg. 55c. pair. **\$49c** Friday, Saturday and Monday.

**LINED KID GLOVES.**  
 Dent's best quality Tan Kid, wool lined, 1 dome wrist, improved finish. These are scarce, in fact we are on our last box for this season; assorted sizes. Reg. \$3.50. **\$3.30** Friday, Saturday and Monday.

**KNITTED NECKWEAR.**  
 The Tie that fits so well with the soft collar, in fact looks well with any collar. They come in light and dark mixtures, wear everlastingly; would like you to see these at once. **\$25c** Reg. 30c. **\$25c** Friday, Saturday and Monday.

**LONDON CAPS.**  
 The Kitchener and Joffre Tweed Caps in light and medium mixtures. Good looking Caps that you can depend on to keep their shape; silk lined. Pick out your Spring Cap now. Reg. \$1.30. **\$1.10** Friday, Saturday and Monday.

**High-Grade Fleece-Lined UNDERWEAR.**  
 A line of really good warm fleece-lined Underwear for men comes in Mottled Grey shade; all first class quality, heavily fleeced. A pleasure to offer such worthy goods. We have all sizes. Reg. \$1.30 the garment. **\$1.18** Friday, Sat. & Monday.

**FLANNELETTE NIGHTSHIRTS.**  
 A welcome weight in well made Striped Flannellette Night-shirts; generously cut sizes, with turn down collar. These are made from good wash material and will stand up against the most vigorous treatment. Regular \$2.10. **\$1.90** Friday, Saturday and Monday.