

BAIRD'S INFORMATIVE VALUE PAGE

Accurately Outlines a Sure and Certain Guidance to Profitable Shopping

As the season advances--the Store's usefulness broadens. The following preferential values, because of their unusualness, must of necessity assert their influence on the thrifty

FRIDAY, SATURDAY & MONDAY



NEW VALUES in the New Season's HOSIERY

ALL NEW LINES.

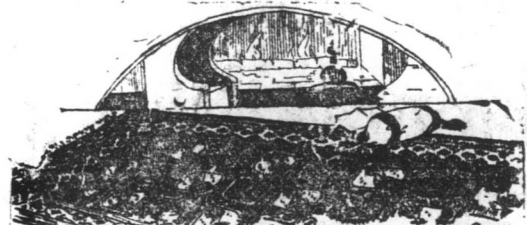
LADIES' HOSE—Lustre Wool Hose. And it's a beautiful line, showing up all the newest Hosiery effects in Clerical Grey, Log Cabin, Fawn and White, Congo and White, plain, seamless finish in Silk. Special **\$1.25**

SPORT HOSE—Broad ribbed Wool Hosiery, with plain knee tops; shades of Sponge, Mouse, Light Grey and Brown. Excellent value line. Special **\$1.75**

SPORT HOSE—Charming Hosiery with a highly merized finish, broad rib effect; shades of Grey, Camel, Nude and Brown. Our Special **69c.**

CASHMERE HOSIERY—Plain and ribbed fast Black Cashmere Hosiery; Fall weight, brings you wonderful quality and wonderful value. Our **79c.** Special

DANCING SHOES—Ladies' finest Patent Leather Dancing Shoes, in Black only, Cuban heel, fairly broad toe. Our Special **\$2.65**



There is a Cheerful Glow from these Hearth Rug Values

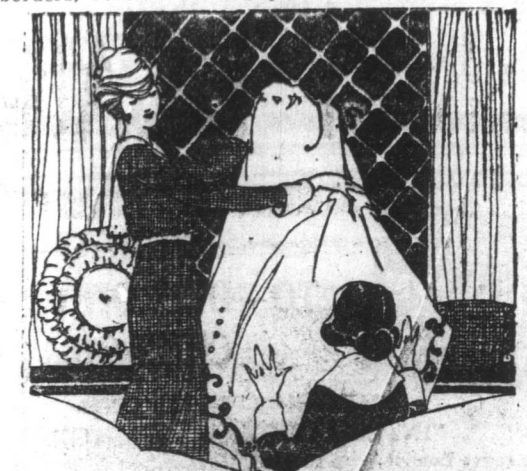
HEARTH RUGS—Just 16 of them, extra large size Rugs reduced in price just to make room, Light and Dark mixtures. Were \$10.50 each. Special **\$8.25**

HEARTH RUGS—A line of plain Green, Gold and Crimson Hearth Rugs, with self-borders, always good looking Rugs and these are extra double weight. Regular \$9.50. Special **\$8.95**

HEARTH RUGS—18 only of reversible Turkish patterned Hearth Rugs, great wearing quality, fringed ends. Were \$8.00 each. Special **\$6.25**

STAIR CANYAS—18 inch Stairway Canys, painted or plain Hessian back, nice Imp finish. The **42c.**

STAIR DRUGGETS—21 inch Druggets, choice of fancy striped and conventional patterns, striped borders, reversible. The yard **55c.**



Sale of Beautiful White Quilts

Just unpacked some remarkably good White Quilt values. Quilts that every housekeeper would find possess. Beautiful Marcella patterns, all sizes and prices. The latter are particularly attractive considering the Quilts they bring you:—

\$2.19, \$2.59, \$3.19, \$3.49, \$4.49, \$4.89, \$5.98

PILLOW COTTONS—We offer an extra range of 40 inch Circular Pillows, pure White, strong in texture and under-priced for this Sale. Reg. 70c. Special **65c.** Reg. 75c. Special **69c.** Reg. 90c. Special **79c.**

WHITE DAMASKS—Beautiful quality bleached Table Damasks, up to 70 inches wide, bought advantageously, hence this notable **98c.** value. Special

A Column of Economies Read every item of it

WADDLED QUILTS—We offer two lines which we have just unpacked. Good serviceable weighty art covered Quilts, plain sateen borders in assorted shades, centres of floral designs. Reg. \$7.50. Special **\$6.95** Reg. \$9.00. Special **\$8.45**

COTTON BLANKETS—A line of thoroughly well fleeced Cotton Blankets for your consideration this week. 100 pairs of them 65 x 76, striped borders. The Pair **\$3.45**

SCRIMS—Plain White, Ecu and a host of fancy flowered Scrims at **15c.**

LIGHT SHADES—Round, Oval and Square wire frames for electric bulbs. Each **10c.**

HUCK TOWELS—White Huck Towels, with Crimson borders, hemmed; each **10c.**

SCRUBBERS—Coarse Crash Scrubbing Cloths. Each **13c.**

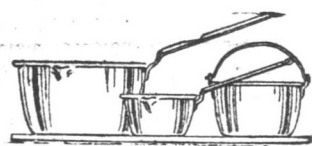
TABLE MATS—Oblong and round with Green Felt tops. Each **14c.**

BLOOMERS—Children's sizes, in plain Pink and plain Black Jersey. The Pair **23c.**

COAT SWEATERS—Heavy Wool Coat Sweaters with deep roll collar, belt and side pockets, in Fawn and Brown trim. Special **\$2.68**

LADIES' GLOVES—Fabric Gloves, in Grey and Fawn faced; others in White. Up to 30c. pair, for **19c.**

FLEECE BLANKETS—Cot size in Greys and Fawns, striped borders, worked edges. Each **40c.**



Sale of strong, serviceable, good looking utensils in Aluminum The Housewife's Pride

Delightful utensils for the kitchen, easy to keep clean and a pleasure to own. We feature for this week: Boilers, Saucepans, Double Boilers and Buckets at Special Prices.

BOILERS—Curled edge with covers. 6 inch size **\$1.04** 8 inch size **\$1.58** 9 1/2 inch size **\$2.40** 11 inch size **\$3.59** 12 inch size **\$4.88**

BOILERS—Plain edge with covers. 7 inch size **\$1.02** 9 inch size **\$2.09** 10 1/2 inch size **\$3.74** 12 inch size **\$5.28**

LIPPED SAUCEPANS—In heavier than usual Aluminum; secure handles. Special **69c. 86c. 95c.**

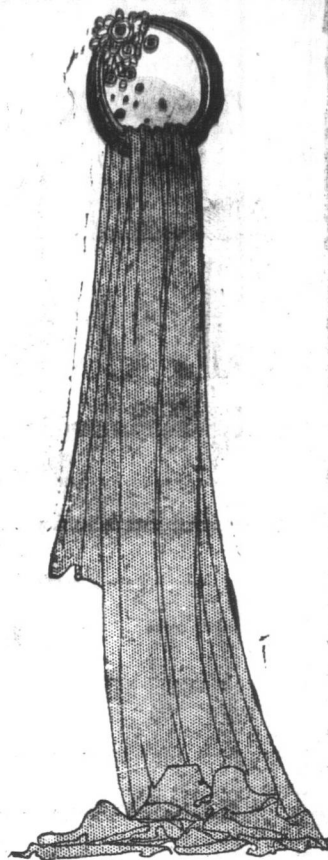
SAUCEPANS—The same reputable quality is maintained throughout the entire assortment. 7 1/2 inch, without cover **\$1.25** 9 inch **\$1.49** 9 inch **\$1.49** 11 inch **\$2.20**

ALUMINUM DOUBLE BOILERS—Two very handy sizes; compact and durable. Special **\$1.75 and \$2.40**

ALUMINUM BUCKETS—10 inch size with strong handle and wood grip. Special **\$1.69**

LIPPED SAUCEPANS—Assorted sizes, just what you need daily. 29c. 39c. 49c.

JAMES BAIRD, Limited



Dress Plaids, Tweeds and Costume Cloths REDUCED

DRESS PLAIDS—40 inch Wool Dress Plaids, in pretty mixtures of Greys and Browns mostly. This is the season for Plaids. Reg. to \$1.50 yard. Special **\$1.29**

DRESS TWEEDS—3 pieces of 54 inch Wool Tweeds, favoring Fawn and Grey mixtures; suitable for Coat or Costume. Regular \$2.50 yard. Special **\$2.28**

COSTUME CLOTH—Just a piece of 54 inch Grey Wool Costume Cloth, extra heavy and makes up prettily. Clearing, the yard **\$1.49**

CARACULE—52 inch Myrtle Caracule, reduced from \$3.80 yard. To-day **\$2.49**

BABy CARRIAGE RUGS—Special size plain Wool Rugs; shades of Brown, Camel and Rose, small assortment, wool fringed. Size **24 x 36**. Special **\$1.48**

BOLSTER CASES—45 inch Circular Bolster Cottons of good strong texture. Special the **65c.** yard

White Star Fingering Wools

4-Ply Wools in ounce balls; pretty Heather mixtures as well as plain shades; nice for making up affairs the season calls for. Special

3 balls for 39c

Pretty English Tapestries

Double width English Tapestries of great durability; 3 pieces of nicely arranged colour blendings go on **\$2.35** sale. Special

DOOR MATS—Pretty little Axminster Door Mats, showing strong colour mixtures, fringed ends. Our Special **\$1.19**

DOOR MATS—Cocoonut Door Mats with Black and Coloured striped borders; nice for hallway or front door. Special **\$1.75**

Chintz Special

We have chosen a half dozen pieces of 36 inch Chintz for disposal of this week, pretty floral patterns. **55c.** Reg. 65c. yard. Special

ART SATENS—Some rare, serviceable Art Satens appear this week, 30 inches wide; nice assortment. The yard **45c.**

BROWN BLANKETS—Single Dark Brown Blankets, make nice weighty go-between Blankets for this season. 64 x 76 size. **\$1.65** Special

Stair Carpets

Standard 5 1/2' width, several lines of which we place on sale this week. Every price a special price, the range comprises nice colour blendings. Special

\$1.49, 1.59, 2.19, 1.19



Introducing The "BILTMORE" HATS for Men

The first shipment of which has just reached us. They're nobby, smart and distinctive, head and shoulders above the average line and we bespeak for them a preference by smart Dressers.

THEIR BEST HAT—For Fall time they specialize in Velours—shades of Pearl, Navy, Mid-Grey and two shades of Fawn, silk lined, real Austrian Velour, blocked in Canada. Special **\$10.50**

SOFT FELTS—The Regent Brand is a new line with us and we like it immensely; shades of Fawns, Greys and Browns; shapely hats at a very moderate price. Special **\$4.75**



Men's & Boys' Warmer Caps

MEN'S CAPS—In snug looking Velours, stitched peak, banded and pleated back; shades that look good. silk lined, nobby. Our Special **\$2.50**

BOYS' JERSEYS—Sizes 24 to 32, in snug fitting Wool Jerseys, button shoulder, Heather mixtures. Special **\$1.75**

BOYS' TOP COATS—In Light and Dark Tweeds, pleated and belted back, nice looking style for little chaps **\$8.35** Special

WOOL MUFFLERS—Plain Wool Mufflers for men, neat with fringed ends. Special **98c.**

BOYS' CAPS—Nice for little chaps, Black Plush with ear protection, folds inside. **\$1.50** value. Special **95c.**

MEN'S GLOVES—Beautifully fine in texture, in finish and appearance, dressy, Grey shade, fabric **\$1.20** Special

BOYS' CAPS—In Pullman style, the best for cold weather wear, choice of Greys and Browns, lined **95c.** Special

SLIP OVERS—Men's two-tone Wool Slip-Overs, in Blue and White, Camel and Grey, Grey and Myrtle, V neck with sleeve. Oh! so com. **\$4.75** portable. Special



We aim to make a wonderful WEEK-END OF IT--with great big heaping Values from

THE SHOWROOM

LADIES' SKIRTS—Pleated and plain Serge Skirts in assorted shades; belt and pockets; nice Fall time Skirts for house or street wear. Were \$5.75. Special

LADIES' COATS—A very special lot of Ladies' Black Cloth Coats, straight line models with Fur collars and side-tie effect, lined throughout. Special

CHILDREN'S COATS—Snug-fitting Blanket Cloth and Tweed Coats; to fit 4 to 7 years. Some with fur collar, belt and side-tie effect, all lined; shades include Grey, Fawn, Brown and Plaids. All new. Our Special

3.75

11.98

4.49

VELLS—Finished Vells in fine nets; shades of Navy, Brown and Black, elastic all around, press stud, fastening behind. Special **59c.**

LINGERIE RIBBON—Half inch Art Silk Ribbons, in Maize, Hello and White. Reversible. 7 yard pieces with needle for threading. Regular 45c. piece **35c.** Special

KERCHIEFS—Ladies' fancy border, fine Muslin Handkerchiefs, hemstitched, very dainty assortment. Each **15c.**

ORIENTAL RIBBONS—10 pieces of 6 inch Oriental patterned Ribbons, very handsome blending. Just for this Sale **79c.**

BLOOMERS—Ladies' all Wool Jersey Bloomers, in Silver, Grey, Putty, Sage, Brown and Black; full sizes. Special **\$3.10**

STAMPED NIGHT GOWNS—Ladies' finest Nainsook Nightgowns, pretty stamped models, round and V neck, short sleeves. Were \$1.70. Special **\$1.49**

PETTICOATS—To fit from 6 to 12 years. They are well made from White Flannelettes, body buttoned behind and flounce button-hole edged. Special **59c.** Reg. 80c. Special

Ladies' Hats

Close-fitting Suede Hats in shades of Rose, Purple, Fawn and Brown, Suede trimmings and fancy stitchings. This season's. Special

3.10

UNDERWEAR—Ladies' Fleece Jersey Vests and Underpants, in pure White, square neck, long and short sleeves, nice comfortable weight. Special **78c.** the garment

CHILDREN'S BLOOMERS—White fleeced Jersey Bloomers, to fit 2 to 10 years, elastic waist and knee. These are heavily fleeced. Special **59c.** the pair

WOOL SETS—Children's finely knitted Wool Sets, Coat, Cap and Leggings to match, two tone effects, undoubtedly a real bargain. Regular **\$3.50**. Special **\$2.59**

JUMPERS—Ladies' and Misses' Knitted Wool Jumpers, in shades of Copper, Sand, Jade, Nile Green, Navy and Sage, long sleeves, round neck and girdle. New! **\$1.69** Special

We are ready with Wool Gloves for your choosing

GAUNTLET GLOVES—Ladies' all Wool gauntlet wrist; shades of Putty, Grey, Pastelle, Chamola, Brown and Black. Our **85c.** Special

GAUNTLET GLOVES—In pretty Heather, all wool with extra long gauntlet cross striped effects, assorted mixtures. Reg. **\$1.59** Special

LADIES' GLOVES—Suede Fabric Gloves, fleece lined and fur bound wrist. A new line of excellent appearance; elastic wrist in Beaver, Grey and Nigger. **\$1.65** Special

CHILDREN'S GLOVES—In plain wool heavy mak for the season at hand. Values up to 45c. **33c.** Special

WOOL GLOVES—Soft Aberdeen Wool Gloves for ladies, leather bound, 2 dome wrist; shades of Grey, Coaling, Sand, Alpaca and Stone. eRegular 90c. Special **79c.**