

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

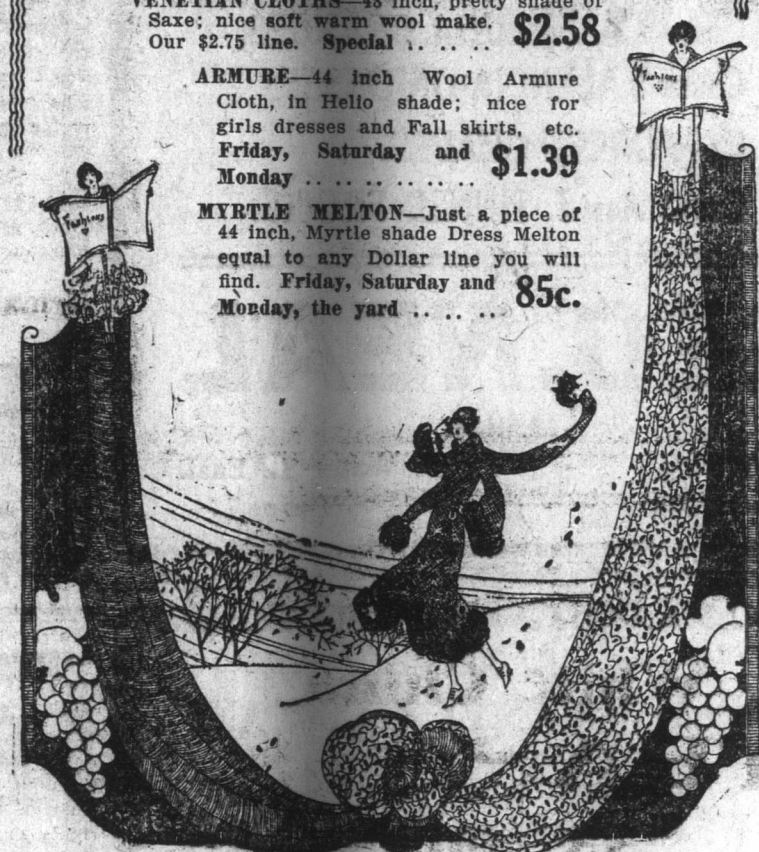
Some very attractive values in pretty **Fancy Linens**

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

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

ARMURE—44 inch Wool Armure Cloth, in Hello 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.**



Another Line of **GORGEOUS SILK CURTAININGS**

Do not miss this opportunity to secure handsome looking hanging 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 . . . **79c.**

Other good values follow

NOVELTY CURTAINS. Pretty White Scrim Curtains, showing fancy corner in the hang, 3-piece sets like the Dutch curtain; \$2.00 value. Special the yard . . . **\$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. Cross-barred and Striped White Scrims for making dainty bedroom hangings. Friday, Saturday and Monday . . . **55c.**

WINDOW BLINDS. In Light 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 plain centre 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, reprinted for ride-dance this week; 2 1/2 yards long, all over lacey looking patterns; worth \$4.50 pair. Friday, Saturday and Monday . . . **\$3.98**

Gabardine and Serge Dresses

Pretty straight line models with hand 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

Come to see the Sights—urge along your friends at home—make up party—travelling rates are reduced for the big occasion! Great preparations are being made by the numerous exhibitors participating, and then again you can take in

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, Saxe, Navy, Rose, Grey, Tan, Taupe and Cream, up to \$3.00. Regular pair. Special . . . **\$1.59**

WINCEY PJJAMAS—Children's Cream Wincey Pyjamas, long sleeves, roll collar, buttoned front, pocket, assorted sizes. Regular \$1.50. Special . . . **\$1.25**

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

ARTIFICIAL FRUIT—Bright, cheerful trimmings for winter millinery, prettily made up with foliage. A special assortment to pick from. Reg. \$2.50. Special . . . **25c.**

GIRLS' SWEATERS—In Knitted Wool to fit 4 to 12 years, roll collar style, belt, pockets; shades of Saxe, Cardinal, Open, Emerald, Purple, and Rose; wanted things. Reg. to \$3.75. 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 Henna, smart, neat and effective. Regular 45c. Special . . . **37c.**

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

UNDERSKIRTS—Heavy Grey Fleece Underskirts, assorted sizes, scalloped hems and shaped band. 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

\$25.00—Fox Chokers, with double silk head and large busy tail—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**

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

Silk Tubing

Beautifully fine in shades of Pink and Sky, for making up millinery, 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

Hosiery Gloves

New lines, bringing wanted weights and New Values

The all important dress accessory

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

BOOTEES—In White and Blue and White Wood and Cotton Bootees with silk and ribbon bow. The Pair . . . **29c.**

LADIES' HOSE—Fall weight Wool Hosiery, featuring fine ribbed and plaid; assorted shades. Our Special . . . **79c.**

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

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

TICKINGS—Double width Bed Tickings, 68 inch, black and white; a good one and a strong one. Friday, Saturday, and Monday . . . **89c.**

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

FABRIC GLOVES—Fur lined Autumn Gloves in a nice neat fitting make; shades of Beaver and Black; special Grey 2 dome wrist. Special Silkette Gloves, extremely dainty, in shades of Beaver Grey and Black; plain wrist; just for Friday, Saturday and Monday . . . **79c.**

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

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

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

QUILT COTTONS—4 pieces 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 Anishing Quilts, etc. Friday, Saturday and Monday . . . **42c.**

PYJAMAS. Most 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.**

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 around; Italian linings; to fit chaps from 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**



Velour and Felt Hats VELOUR HATS.

A Special line of American Velour Hats, in Grey, Fawn and Dark Brown, all kind and corded \$5.75

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

SOFT FELTS. A brand new line of American Soft Felt Hats in assorted Greys and Browns, welted 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—Navajo and other patterns, waist girde, collar and plain cuffs. Special . . . **\$7.65**

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

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

JERSEY SUITS. All Wool Suits, in medium Grey shade, Polo collar style, half buttoned front, to fit boys 3 to 8. Special . . . **\$5.65**

MACKINAW COATS. In Dark Check and Plaid patterns, Greys, Fawns, Marone, etc.; double breasted, belted and shawl collar; great coats for roughing. A 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. Luviaca 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**

A Newsy Corner



The Housekeeper

SHEETINGS—72 inch Unbleached Twilled Sheetings, very fine and very close texture. Friday, Saturday & Monday, yard . . . **56c.**

WADED QUILTS—Just 6 of these, this year's importation, 64 x 72 size; plump, thoroughly well wadded, with pretty art coverings. Reg. \$5.50. Special . . . **\$5.25**

KIMONA CLOTHS—We never had a patterns, and many of them reversible; extra heavy. Special the yard . . . **75c.**

RIFFLETTE—2 pieces of 60 inch, Rose and plain Wine shade Rifflette, beautiful goods. Regular \$2.32. Friday, Saturday, and Monday . . . **\$2.05**

NAVY SERGE—27 inch Navy Serge for Boys' everyday pants or Brigade Pants, extra strong. Friday, Saturday & Monday . . . **\$1.18**

GREEN BAIZE—Always serviceable for draught screens, bags, linings, etc.; 35 inch width. Special . . . **\$1.10**

STAIR CARPETS—39 inch coloured border Stairway Carpet, in Fawn, Crimson and Green mixtures. Just for Friday, Saturday and Monday, the yard . . . **\$1.57**

STAIR CARPETS—37 inches wide, some pretty patterns in this line, wide enough for Hearth Rugs, if needed. Reg. \$2.50. Special . . . **\$2.85**

HEARTH RUGS—Reversible Rugs of a good serviceable kind; nice colour blending and fringed ends; were \$8.00. To clear Friday, Saturday and Monday . . . **\$6.25**

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

DOOR MATS—6 dozen of tidy looking Woolette Door Mats for dining room, bedroom or hall. Friday, Saturday & Monday . . . **\$1.10**

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

DRAWING LINENS—54 inch snow white Drawing Linens, with a nice soft limp finish. See this. Special the yard . . . **69c.**

James Baird LIMITED



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