



THE SALE WE PROMISED YOU

A rousing good RED MARK SALE in which prices get such a wallop and a punch that it nearly doubles their earning power here, and a prime factor is that the offerings entail just those items you plan for buying now or in the very near future.

LET NOTHING DETER YOU from participating in this SUPREME SELLING EVENT, for here are real values of especial significance held over for this occasion.

RED MARK SALE

INVESTIGATE THESE VALUES

60c KIMONA 39c
Flannelettes

Beautiful floral patterns for Kimonas, Dressing Jackets or Children's tops, assortment of shades, Hello, Blue, Green and Grey; 35 inches wide. Reg. 45c. yd. Special 39c.

CURTAIN LACES—50 inch White Curtain Laces, pretty climbing rose pattern, very uncommon-looking. Regular 55c. Friday, Saturday and Monday 59c.

BORDERED SCRIMS—Cream ground, large self check pattern and wide coloured floral border. Reg. 45c. yd. Friday, 39c.

MADRAS MUSLINS—Pretty coloured border Madras Muslins, Cream shade; they wash beautifully and amply repay you in service. Regular 70c. Friday, Saturday and Monday 63c.

SINGLE BLANKETS. A new line in large coloured checks, ideal for a go-between Blanket, 64 x 76; a nice weight with a good napping; assorted colours. Each 1.89

36 INCH QUILT COTTONS. Small floral patterns, and the material finer and better than usual. The width is helpful too. Reg. 40c. yd. Special 29c.

WADDLED QUILTS. A very special line in plump, well filled Waddled Quilts, with pretty art coverings; assortment of colours. Values to \$6.15

TABLE NAPKINS. 14 dozen of real good quality White Damask Serviettes, 18 x 18 size, at 25c. each. They are good value. Special 20c.

687 yards

WHITE FLANNELETTE

Nice soft flannelettes for Ladies', Misses' and children's under garments. Special the yard.

10 1/2 yard

2.00 Washing 98c
SILKS

Striped Washing Silks, 26 inches wide, in good looking mixtures—Saxe and White, Tan and White; nice for Shirt Waists, Jumpers, Men's Shirts, etc.

98c yard

HALF PRICE



Ladies' Gaberdine DRESSES

Showing embroidered front and panel, girdle at waist, long sleeves, round neck, in Navy and Cardinal; size 40 to 58 inch. Regular \$5.00. Baird's \$2.49

Special

939 yds.

Fancy Flannelettes

Factory ends, long remnant pieces up to 20 yards each, striped, checks, plaids and plains. The kind you usually pay 25 and 27c. for. Baird Special.

19c yard

555 yds.

Table Damasks

Pure White Table Damasks, equal in strength and durability to any you have bought at 80c. yard. Do not take our word for it. Come and see for yourself. This value Special

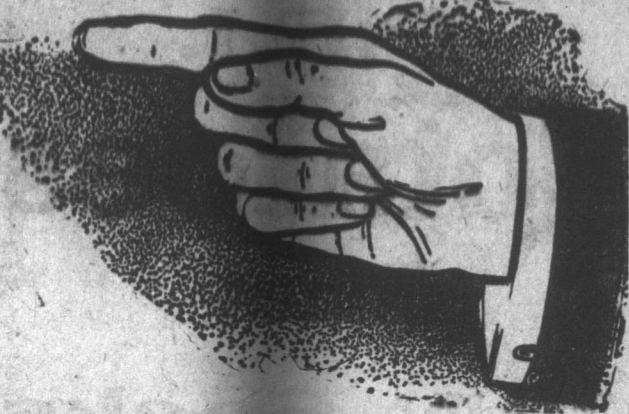
54c yard

INLAID LINOLEUMS

4.40 for 3.95

The best kind to buy, give you years of service, floral, tile and oak patterns. New! all of them, double width (2 yards) of course.

\$3.95



PYJAMA CLOTHS

Beautiful texture, nice clean looking striped patterns, 35 inch width, superior quality, adaptable for nightshirts, Men's or Boys' top shirts; 40c. value. Special the yard 24 1/2c.

Unmatchable Hosiery Values



29c. PAIR GIRLS' and BOYS' Hose—Stout ribbed Hose fast Black; to fit all ages; value for pair, 45c.

54c. PAIR CHILDREN'S HOSE—All Wool English Hosiery, in Black and Tan, ribbed; value to 70c.

48c. PAIR—Ladies' Black Hose, plain Black, with ribbed knee. Our regular 60c. line.

70c. PAIR—Ladies' Wool Cashmere Hose, Shades of Grey, Fawn, Brown and 90c.

94c. GIRLS' "SPORT" HOSE. Beautiful Hosiery in all Wool. Cashmere shades of Beaver, Fawn, Grey, in fancy ribs; to fit 7 to 14 years. Regular value for \$1.20.

70c Value for 39c

Ladies' Fashionable Fall Hosiery in fancy ribbed, shades of Putty, Mole, Green, Beaver and Brown. Grab up these at 39c.

98c. PAIR—Ladies' Black and colored Wool Cashmere Hosiery, plain, every wanted shade represented, a marvellous value. Reg. price \$1.30 pair now 98c.

POTENT FACTORS In this Big SELLING EVENT

SNAPPY LINES

from our Men's & Boys' Department

BOYS' CAPS—Winter-time Caps, with ear protection, stowed neatly inside, quartered crowns. They're good looking. \$1.05

MEN'S CAPS—Sporty models, nice medium shades, silk lined, distinctly Fall like. Our Special 2.90

LINED GLOVES—Men's Buckskin Gloves, Brown and Grey, warmly lined and not clumpy mind you! Some wrist. \$1.90

WADDLED RUFFLES—Silken Wool Fall weight Ruffles, in pretty Greys, fringed ends, not too heavy. Special \$1.65

COAT SWEATERS—Gentlemen! Here is a garment you really need outdoors or indoors; shawl collar, in two-tone effects Camel and Brown; \$4.00 value. Special \$3.40

JERSEY SUITS—Children's snug-fitting Jersey Suits, belted coat with neat collar, pants extend over boot, cap to match; sizes to fit to five years; shades of Blue, Putty and Champagne. Special \$3.15

WOOL PYJAMAS—Men's pure Wool Pyjamas in assorted striped patterns, collar and pocket; assorted Men's sizes. \$8.35

SOFT FELTS—English Soft Felts, bringing you low priced Hats for every day wear; respectable looking Hats. Special \$2.45

MOIRETTE UNDERSKIRTS—Coloured Moirette Underskirts, with fitted sashes; shades of Navy, Emerald, Saxe, Purple, Brown, Hello, Rose and Black. \$95c.

SILK GIRDLES—Fashionable Girdles in the newer shades, silk tassel ends; a gorgeous range. Regular 60c. Friday, Saturday and Monday 42c.

MISSSES' CAPS—Smart appearing Caps in coloured Cloths, with Astrachan trim and Wool tassel; shades of Saxe, Crimson, Fawn and Brown. Regular \$1.50. Friday, Saturday and Monday 95c.

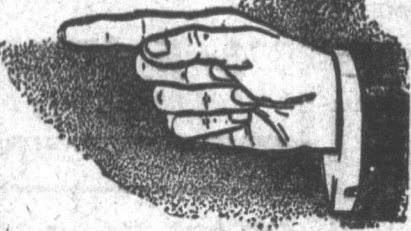
BLOOMERS—Ladies' Coloured Jersey Bloomers, in Navy, Brown, Grey, Pink, Natural and Cream; 26 to 42 size. Special \$1.19

CHILDREN'S UNDERWEAR—One of our best grades in Wool and Cotton mixtures. Vests, high neck, long sleeves; Pants, ankle length; to fit 4 to 14 years. Regular \$1.50 garment. Friday, Saturday and Monday \$1.39

NET COLLARS—Finest Paris Net Collars, trimmed with heavy lace, double Sailor style; dressy looking. Regular \$1.40. Friday, Saturday and Monday \$1.25

"BONTEX" CHINTZ.

We have grouped some beauties for this sale, rich looking shadings, large floral effects on Light and Dark grounds, made for service. 54c. Our Special



SAMPLE LINE

Ladies' Wool UNDERWEAR

Beautiful quality Underwear for the cold season, high grade finish, vests, high neck, long and short sleeves, silk facings, pants, knee or ankle length, open, 34 to 46 sizes. \$3.00 values. The garment. Special \$1.39

SEALETTE SETTS—Children's snug-looking Sealette Setts—Sleeve and Collar. Reg. \$2.50. Baird's Special 98c.

WOOL SWEATERS—Your bosom friend for the next few months, Jacket styles, with roll collar, long sleeves, long waist band effect, shades of Rose, King Fisher, Fawn, Navy, Grey, Sky and Lavender. Reg. \$3.50. Baird's Special \$2.75

Silk Jersey DRESSES

Styles becoming and attractive, round neck, short, long waist effect, with wide belt and side panel, shades of Sand, Navy, Brown and Black, 16 to 44 size. \$15.00. values for \$8.75

Silk Crepe-de-Chene JUMPERS

Very handsome, with ore without collar, hemstitched and lace trimmed, large Bertha Collar, shades of Saxe, Sky, Grey, Tan, Tangerine, Hello and Jade. Reg. \$3.49. Reg. \$5.00. Baird's Special

LADIES' \$20.00 COATS \$13.98

A grand assembly of styles in comfortable Winter time Coats some in Blanket Cloths, other Astrachan and Sealette, Grey, Fawn and Black, assorted sizes. \$20.00. Baird's Special \$13.98

WOOL OVERALLS—Children's Knitted Wool Overall, ankle length, in White only. Dollar value. Friday, Saturday and Monday 79c.



Ladies' Boots & Shoes

4.50 Lines for 2.17

400 pairs of Men's Black and Tan. The Boots come high and low cut. The Shoes lace and strap styles, high and low heel, mostly rubber tipped, sizes 3 to 9. The utmost in value.



James Baird LIMITED

Men's & Boys' Boots

MEN'S—In Dark Tan Calf, a tall boot in every respect, perforated outsole. Special \$5.25

YOUTHS—Dark Tan Calf, every inch a boys' boot, sturdy and strong, 11 to 13 1/2. \$4.25 value. Special \$2.29

BOYS'—For the bigger chaps, Black or Tan Calf Boots, "Peter Pan" brand and they're some boots, sizes 1 1/2, 4, 4 1/2, 5, 6 1/2 only \$5.00 value. Special \$3.47

