

**2ND
WEEK**

NEW Arrivals! NEW Attractions! For Friday & Saturday.

**2ND
WEEK****RIBBONS****19c****VALUES UNEQUALLED IN PLAIN
AND FANCY RIBBONS.**

600 pieces of these in Silk Taffeta Brilliant finish, widths up to 6 inches wide, in colours of Sky, Navy, Turquoise, Black, Bronze, Browns, Pink, Myrtle, Reseda, Cardinal, Cream and White, etc. Reg. 25c. Sale Price...

19c**PILLOW COTTON, 18c.**

2 pieces of Plain Pillow Cotton, 42 inches wide, very plain cloths. This is splendid value for 22c. Our Sale Price...

18c

2 pieces of the famous Horrockses Plain Pillow Cotton, 40 inches wide. If you want a really good Pillow Cotton for a little price here's your chance. Reg. 35c. Our Sale Price...

29c**NOTEWORTHY!****ASTOUNDING VALUES IN AMERICAN
MUSLINS.**

Plain White, Cross Barred and a swell line of fancy stripes and figured; this lot is the very latest from New York, a little late for our White Sale, however you avail of the same opportunities by buying now from this excellent assortment at prices cut to the lowest, per yard, from 10c. to ...

22c**SHEETINGS****NOTABLE SAVINGS IN THIS SECTION.**

We offer our entire Stock of Sheetings at remarkable reductions during our Annual Sale. Plain and Twilled, Unbleached and White.

Blay—58 inches. Reg. 30c. Sale Price ... 26c.
Blay—58 inches. Reg. 25c. Sale Price ... 21c.
White Twilled—Reg. 45c. Sale Price ... 37c.
White Twilled—Reg. 55c. Sale Price ... 44c.
White Twilled—Reg. 65c. Sale Price ... 52c.
White Twilled—Reg. 75c. Sale Price ... 62c.
White Plain—Reg. 70c. Sale Price ... 58c.

HOLLANDS

Our stock of these is complete all new Cloths. Just opened in this selection of White, Blay and Brown, we are giving special value for Annual Sale.

White—34 inches. Reg. 12c. Sale Price ... 10c.
White—36 inches. Reg. 15c. Sale Price ... 13c.
Blay—30 inches. Reg. 20c. Sale Price ... 16c.
Brown—30 inches. Reg. 15c. Sale Price ... 13c.
Brown—30 inches. Reg. 18c. Sale Price ... 15c.

TICKINGS**MATRESS TICKING.**

2 pieces fancy striped, 56 inches wide, extra strong. Reg. 25c. Our Sale Price ...

21c

225 yards of a heavier make, single width. Brown and Blue Striped, very strong make. Regular 30c. yard. Our Sale Price...

24c**AMERICAN ART TICKINGS.**

This lot comes in Remnants of assorted lengths, assorted colourings, strong material, striped and flowered widths up to 30 inches. We offer this at the low price of per yard...

10c

James Baird LIMITED

The first week of our First Annual Sale was a tremendous success, thus bespeaking for it a Genuine Bargain Sale. The public demands value and buys accordingly. Appreciation of this maxim has made BAIRD'S the popular store to-day. Come this week and participate in all its generous offers. Every seasonable requisite featured at special prices for 2nd week of our Annual Sale.

YOUR MONEY GOES FARTHEST AT BAIRD'S**SHOWROOM****RINKING CAPS, 42c.**

The popular Cap to-day in colours of Navy, Brown, Myrtle, Saxo, Reseda, White and Cream, extra weight. Reg. 55c. Our Sale Price ...

42c**HAND BAGS.**

8 dozen of English and American Hand Bags in Black and Coloured Leathers with Cord and Shoulder Strap and secure fasteners and extra strong frames. Reg. 80c. Sale Price ...

68c**HAT GIRDLES.**

In this lot you will find a selection of fashionable colours, such as Greens, Pale Blue, Pink, V. Rose, full lengths. Reg. 15c. Sale Price ...

12c**CARACULE AND VELVET
SETS.**

Only 24 Sets in the lot; long Stoles and large size Muffs, with extra good satin lining in Black and White; some of these Sets finished with fringed ends; neat and stylish. Reg. \$6.50. Sale Price ...

4.90**FLEECE-LINED
UNDERWEAR.**

We are exceptionally fortunate in securing a line of Ladies' high grade Underwear just arrived from New York. This opportunity we share with you, offering this rare chance to buy the best value ever hown in Ladies' Fleece-lined Vests and Pants. Reg. 75c. garment. Our Sale Price ...

58c**CHILDREN'S COATS AT CLEAR-OUT
PRICES.**

We offer a complete range of these in Coloured Cloths, Velvet, Cream Bear, Serge, and also a few in knitted, all nicely trimmed with braids, cords, buttons, etc.; these fit children from 2 to 6 years. Prices range from \$1.30 to \$5.00. Come early and get your pick, every Coat at a enormous Reduction.

**CORSETS.****TO SUIT EVERY FIGURE.**

We offer many lines of the popular "D and A" Corsets, made from the finest quality Coutil; Long, Medium and Short Busts and Hips, fitted with 4 Suppender and Draw String, in Gray and White.

Reg. 65c. Sale Price, \$1.65
Reg. 75c. Sale Price, \$1.80
Reg. 85c. Sale Price, \$2.22
Reg. 90c. Sale Price, \$2.50
Reg. 1.00. Sale Price, \$2.80
Reg. 1.10. Sale Price, \$3.25
Reg. 1.20. Sale Price, \$3.80
Reg. 1.50. Sale Price, \$4.25
Reg. 1.80. Sale Price, \$5.00

Also a full range of Children's and Misses' "Gloria and Beauty Waist"; all at greatly reduced prices for February Sale.



Dress Trimmings.

We offer a unique selection of Fancy Dress Trimmings containing a range of Ball Trimmings; also in colors of Cream, Reseda, Saxo, Navy, Grey, Green and Brown. Reg. 37c. yard. Our Sale Price ...

30c

We offer the Balance of our MILLINERY HATS at HALF PRICE.

These embody the very latest ideas in high class Millinery not many in the lot, if your requirements run in this line, get your pick of these at **HALF PRICE.**

DRESS CLOTHS.

30 pieces of the favorite "Elba" Dress Cloth in all the much asked for shades, of Navy, Brown, Greys, V. Rose, Fawn, New Blue and Black, 42 inches wide, guaranteed good wearing, fast colours. For present wear this is ideal. Reg. 35c. yard. Our Sale Price, ...

31c**KID GLOVES
LADIES' AND GENTS' SUEDE**

30 doz. of these in Greys, Brown, Cream, Canary and White. A special assortment, every Glove perfect, medium and heavy weight. Don't fail to get a pair or two of these at such a saving price. Only pair ...

39c**FLANNELS
GREY FLANNELS.**

We offer you great values in Grey Flannels; this one, 27 inches wide, is a beauty for the price. Reg. 40c. Our Sale Price ...

34c

Here is a better grade, 28 inches wide, all wool, very fine finish, we sell this at the regular price of 55c. Our Sale Price ...

46c**CREAM FLANNEL.**

Have you ever tried our "Terrier" brand Flannels, the best you can buy for the money, extra widths, fine finish; this one which we offer is 31 inches wide. Reg. 45c. Our Sale Price ...

38c

We offer you another line, 30 inches wide; this is good weight Flannel for a small price. Reg. 40c. Our Sale Price ...

33c**HOUSE SLIPPERS****CHILDREN'S AND MISSES'
SLIPPERS.**

66 pairs of Children's and Misses' Velvet house Slippers, printed front, strap over instep, each pair neatly boxed, comfortable and perfect fitting; an ideal slipper for school wear.

Children's, 6 to 10, pair ... 42c.
Misses', 11 to 2, pair ... 52c.

LADIES' FELT SLIPPERS.
52 pairs of these in colours of Saxo, Grey, Cherry, Sage and Straw. This is a warm and comfortable fitting slipper much needed this cold weather. Reg. 75c. Our Sale Price ...

60c**MEN'S CAMEL HAIR HOUSE
SLIPPERS, 80c.**

For comfort these are just what is required, leather stitched soles, warmly lined; in a range of coloured checks. Reg. 90c. pair. Our Sale Price...

80c**COTTON BLANKETS—WOOL.**

100 pairs of Cotton Blankets, size 50 x 72, printed borders, medium weight, finished edge. Reg. \$1.00. Our Sale Price ...

88c

60 pairs of a heavier make in a larger size, 58 x 78; plain ends, finished edge. Reg. \$1.40. Our Sale Price ...

1.25

75 pairs of Blue-Grey Heavy Wool Blankets; size 54 x 74. A good wearing and well made Blanket, for had wear this is unquestionably the best you can find. Reg. \$2.40 pair. Our Sale Price ...

2.00**WHITE WOOL BLANKETS.**

45 pairs of "Terrier" brand best English Wool Blankets; size 66 x 82; all plain. This brand of Blankets made in Yorkshire stands to-day, unrivalled in quality and unequalled in price. Reg. \$5.00. Our Sale Price ...

4.00**WADDLED QUILTS.**

25 only of American Waddled Quilts, in light grounds; size 68 x 80. The season demands the use of these now, here you have the acme of comfort, warmth without weight, note the size, 68 x 80. Reg. \$2.00. Our Sale Price ...

\$1.72**TABLE DAMASKS.**

We offer exceptional great values in this line. White and Unbleached, this is an entirely new lot just to hand and featuring the newest patterns; some bordered others without. If you want dependable quality you'll find it in this lot. We submit a few prices for your perusal.

Blay—57 inches. Reg. 35c. Sale Price ... 29c.
Blay—60 inches. Reg. 40c. Sale Price ... 35c.
Blay—70 inches. Reg. 50c. Sale Price ... 40c.
Blay—60 inches. Reg. 60c. Sale Price ... 46c.
White—52 inches. Reg. 40c. Sale Price ... 32c.
White—58 inches. Reg. 45c. Sale Price ... 36c.
White—52 inches. Reg. 55c. Sale Price ... 44c.
White—65 inches. Reg. 70c. Sale Price ... 55c.

PILLOW CASES

You'll find great savings in this selection, piles of new Pillow Cases, English and American, plain and hemstitched, offered for sale at prices that speak for themselves.

Reg. 18c. Sale Price ... 14c.
Reg. 22c. Sale Price ... 17c.
Reg. 40c. (hemstitched). Sale Price ... 30c.