BOYS' three-piece SUITS

Dapper models—3-piece style, Coat with belted back, Pants lined; nice range of patterns. The quality is there; the wear is there; the Baird value is there as well. Regular \$6.75. February Sale

5.25

Ladies' **Jumpers**

What a Snap—Pretty Paisley Cotton Crepe Jumpers away under price, 36 to 44 sizes, round neck style, short sleeves and banded waist, coloured pipings; 36 to 44 sizes, Reg. \$1.50, Febru-ary Sale Price,

A Hurricane of LOWERED PRICES has Swept The Store

THE LOOKED FOR EVENT AN ANNUAL AFFAIR AND A GOOD AFFAIR-OUR INDIAN HEAD LINDN

Slightly soiled White Indian Head Linen; first washing completely eradi-cates the slight water stains, otherwise it's per-fect and brings an abso-lute value at

43c

1000 Yards SCRIMS

Neat White and Crea Scrims with coloured boders; others in fanc flowered patterns: sorted width Scrims for here, there and every-where. During our Febru-ary Sale, the yard,

15c

EBRUARY CLEAN-UP SALE

Ably Sustaining the Prestige of this Store for Supremacy in Value-Giving--Patronize it!

This Sale may also be appropriately called—A Remainder Sale—since the purpose of it's offerings is to make a clean sweep of all remaining lots of our enormous stocks of Winter merchandise. If the Store were careless, you might fear finding inferior merchandise—but that is not our policy. Here you will find clean, fresh, desirable goods at the very lowest possible prices. Make this Store your headquarters for leisure hours. It will pay you a hundred-



Dress Serges

Drastically Reduced

Irish

Fightin'

neither

INDE

..15c.

. .50c.

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DRESS SERGES. Several pieces of Wool Dress Serges enter into this sale, and bring remarkably good values; shades of Saxe, Fawn and Wine; 54 inches wide; up to \$3.00 yard. February Sale Price. 48 INCH CHINTZ.

Three pieces of large floral patterned Chintz, the colourings are attractive and cosy looking. Reg. 85c. yard, February Sale Price 74c.

ed edge. Reg. 85c. February Sale Price 72c.

MADRAS MUSLINS. 44 inch Cream Madras Muslin showing coloured border, washes beautiful. Reg. 59c.

70c. February Sale Price

50 inch Cream Madras Muslin, with scallopLadies' Jumpers & Blouses

| GEORGETTE JUMPERS- | 3. 33.000 |
|------------------------------|-----------|
| Regular \$20.00 for | \$12.00 |
| Regular \$26.00 for | \$15.00 |
| Regular \$45.00 for | \$25.00 |
| Regular \$55.00 for | \$26.50 |
| WHITE CREPE DE CHENE BLOUSES | - / |
| Regular \$18.00 for | \$12.00 |
| Regular \$25.00 for | \$18.00 |
| Regular \$30.00 for | \$27.00 |
| Regular \$36.00 for | \$33.00 |

Bloomer Dresses, 2.98

BLOOMER DRESSES - \$2.98- CORSET COVERS-White Jer-

Dear little models for dear

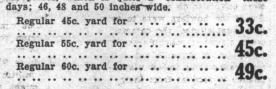
little girls from 2 to 6 years.

Beautifully fashioned from

Gabardines, in shades of Flame, Tan, Reseda and Saxe; embroidered in coloured silks; Peter Pan collar, pockets and long sievess. Regular \$5.00. February Sale \$2.98

Check Up Your Needs COME! Prepared for Bargains

Savings on Brand New **CURTAIN LACES** Most important when you consider that these have just been unpacked and bring you the advance patterns for Spring, 1925. You can secure them during the next couple of weeks away under regular prices, which is quite a consideration these



Wool Underpants

-Ankle length, closed, extrafine quality, limited supply; assorted sizes. Reg. \$4.00. February Sale Price \$1.75 Flannelette Under Skirts, imadew in vitual-fitting sizes,

bruo lines waist band and hem-ension stitched do noce. \$1.35

LADIES' WOOL UNDERPANTS LADIES' SKIRTS - In smart hanging Wool Plaids and Ser-ges, shades of Blue and Brown, Black and White, Saxe and Green, trimmed with



Enter into this Sale

CHILDREN'S GLOVES-Assorted sizes in Grey Suede fabric Gloves, with one 69c. Dome wrist. Clearing at LADIES' GLOVES-A snap in French Suede Gloves, Ladies sizes 6 and 6%, shades of Beaver, Grey and Tan; were \$1,30 98 LADIES' GLOVES HALF PRICE-A Clear

line of Ladies' Black Kid Gloves; sizes 5%, 6 and 6% only, 2 button wrist. Reg. 89c. \$1.80 Clearing SUEDE GLOVES—These are Fabric Gloves with a Suede finish, all White with strapover wrist, Gauntlet style. Reg. 79c. \$1.10. Special

Every Value Extra Special

500 Pairs Girls' HOSIERY

GIRL'S AND BOYS' HOSE-Black and Tan Cashmere Hoslery in assorted ribs, a wonderful value, assorted sizes up to 12 years; 75c. value. February Clean up Price

53c

GIRL'S HOSE-Fine ribbed Cotton Cash mere Hosiery in assorted Heaters sizes 5 to 10 inch, looks well. 33c February Sale Price WOMEN'S HOSE—Plain Heather Hosier; close, fine, seamless finish. 49c. WOMEN'S WOOL HOSE—Heavy ribbed Black Wool Hose, a new line just to hand. February Sale Price ... 67c.

Coloured "Indian Head" LINENS.

36 inches wide in fast permanent hades—Cadet Blue, Mauve, Navy, Tan, Yellow, Rose and Grey. The most serviceable material for Suits, Dresses, Skirts and Middles, etc. February Sale

55c

Coloured Crepe-de-Chene JUMPERS.

| : | Really exquisite models, in shades of Navy, Pink, Flame, Maize and Black. |
|---|--|
| | Regular \$18.00 for |
| • | Regular \$22.00 for 12.00 |
| | Regular \$36.00 for |
| 1 | Regular \$40.00 for 35 0 |
| • | Regular \$42.00 for 37.00 |

sey Corset Covers, with buttoned front, round neck and long sleeves. Regular 65c. February Sale Price 49c.

"SPORT" HATS — Roll brim styel in corded Velvet; shades of Rose, Fawn, Black and White. Ladies and Misses

February Sale Price 98c.

Scrims, Curtains, etc.

Now is the time to buy them

WHITE SCRIMS—We are putting on Sale 10 pieces of White Scrim, 36 inches wide, with assorted borders; others with pretty insertion. A real Snap. Regular 55c yard. February Sale 45c. Price ... 43C.

CASEMENT—36 inch V'Rose Casement Poplin, a pretty harmonizing shade for your dining room. Regular 37c.

45c. February Sale Price ... 37c.

LACE CURTAINS—54 pairs of White Lace Courting 214 young size showing splen. Curtains, 2½ yards size, showing splendid all-over patterns. Were \$4.50 pair. February Sale Price \$3.79

STAIR OIL CLOTHS—12 pieces of 15 inch plain and fancy bordered Stair Oil Cloths. February Sale Price 13c.

TOWELING White Turkish Towelings of very fine quality that retails regularly at 25c. yard. February Sale 21c. Price ... CREPES—Beautiful quality Crepes in plain shades, Levender, Lemon, Pink and White; others in pretty Butterfly design, charming materials for Kimonas, Gowns, etc. February Sale Price 31c. high grade quality; beautiful soft texture, in assorted checks; were 55c. yard. February Sale Price 39c. GREAT SNAP

Men's All Wool COAT **SWEATERS**

YOUR BOSOM FRIEND-One of our \$5.00 English Wool Jersey Coats, last for years, pleasing shade range, ideal for curling, skating, indoor or outdoor wear; suits any season; were \$5.00 each. February Clean-Up Price,

3.95

MEN'S SOCKS—Heather mixtures in a medium weight; a special lot 25c. BOYS' PANTS—Very special lot, remarkable for their quality, as well as for their superior value; assorted sizes, bought especially for this Sale. Your \$1.29 pick of them; the pair \$1.29 pick of them; the pair \$1.29 BOYS' SHIRTS—Special clearing line of Boys' Striped Cotton Shirts, with collar attached; Dollar Shirts. February Sale Price. Boys' Winter Caps, infold style, in assorted Tweeds. Warm enough Caps. Regular \$1.10. February Sale 89c. Price
WOOL SOCKS—Here is a Snap for those liking warm weight Wool Socks; shades of Brown, Grey and Lovat; all sizes. Regular 75c. February Sale 59c.

Test the Goodness of this Sale

Corset Sale

Classy models in best quality White Coutil; sizes 22, 26 and 27 inch only; 4 suspenders attached, medium and low bust; ust a limited stock reserved for this February Sale. Regular \$4.00. Special

1.75

STRIPED SUITINGS. 56 inch, self striped Grey Suiting for men's wear, a snap in neat appearing suitings. Reg. \$3.50. Special \$3.10

NAVY SERGE.

BLACK CLOTH. Heavy fastblack Cloth, 54 inches wide, uitablefor Coats, ust a piece at \$1.25 this Special Price. The yard TROUSERINGS.

See this line of Superior cella Quilts, 72 x 82 size, quilts you will be delighted to own for Springtime, only 29 of them in this offerin each. February Sale Price

2.78

NAVY SERGE.

Real Devonshire Serge, nothing b for making up boys pants; 31 inches wide. Special. The yard 85c. GREY TWEEDS.

Dark Grey English Tweeds of a very strong nature, great for working pants.

Reg. \$1.90 February Sale \$1.59

ENGLISH SUITINGS.

particularly fine quality for Summer Suits. Reg. \$4.80 yard. Febru- \$4.15 60 inch plain Grey English ary Sale Price

Snappy Footwear Values



You'll like them

LADIES' BOOTS-Soft Vici Kid Boots, w semi-pointed toe and medium heel, very ti looking footwear. Half Price \$3.48

MEN'S BOOTS—In Dark Tan light weight Calt, Goodyear welted, a boot solidly constructed throughout Our Special \$4.35 MEN'S BOOTS-Men's Working Bo in heavy Chrome Leather, Da

Tan shade, they're job, and sequently an extraordin- \$2.9 ary value. Special

Wool Cardigans

Excellent Values Here

MEN'S WOOL CARDIGANS Nice to wear under your Coat, not too bulky-fine English Wool make; V'neck, side pockets. Were \$3.00 \$2.39

each. February Sale Price OGAT SWCEATERS and PULL-OVERS-Feel the comfort of these snug-fitting garments. Great for the outdor man; assotred shades, and collar styles. Repriced for our February \$1.79

Sale WOOL GLOVES An extra pair is never out of place. This line brings you Aberdeen Wool Gloves, in Heather shades; dome fastened wrist. February Sale Price

TOP SHIRTS—Men's plain and striped top shirts with collar attached; every day shirts, re-priced for this February Sale \$1.39