

DON'T LET OPPORTUNITY SLIP—EVERY FRIDAY AND SATURDAY WE HAVE OPPORTUNITY SALES.

Every sale an economy event of tremendous importance. You should plan to take advantage of these sales; for the thrifty housekeeper these sales are a great economy. Every item marked at sharp price concessions. Come!

LADIES Fleece-lined Underwear, **25^c** Per Garment
Correct Weight. EXCEPTIONAL VALUE.

FRIDAY AND SATURDAY, THE GREAT BARGAIN SHOPPING DAYS AT JAS. BAIRD, LTD.

Merchandise of quality really and reasonably reduced. Every reduction genuine. No regular prices over-estimated. Depend on every item you see here quoted? Come!

Offerings From Every Department.

- AMERICAN FLANNELETTES.**
60 pieces of "Teazle" Flannelette, in fancy stripes and light and dark checks. This is an excellent line, beautifully finished; full width. Reg. 14c. **Friday and Saturday 10^c**
- MAN-O-WAR SERGE.**
126 yards of real Devonshire Navy Serge, 27 inches wide; really a dependable Serge. Reg. 55c. **Friday and Saturday 48c**
- FLANNELS.**
384 yards of the popular Welsh Flannel, 29 inches wide. For general wear it can't be beaten. Reg. 35c. **Friday and Saturday 31c**
- 192 yards of extra fine quality Saxony Flannel, for infants' and ladies' wear. This stands unexcelled today; 30 inches wide. Reg. 50c. **Friday and Saturday 44c**
- BLOUSE FLANNELS.**
To Suit the Cold Season.
448 yards of superfine Blouse Flannels, 35 inches wide, in a wide range of the much asked for shades in dainty designs, finished with wide border for trimming. **Special for Friday and Saturday, per yard 20c**
- WHITE SHIRTINGS, 36 inches.**
60 pieces of American Shirtings, extra wide, extra quality, extraordinary value for Friday and Saturday, per yard **9^c**
- WHITE TWILL SHEETINGS.**
286 yards of extra quality English Twill Sheeting, 88 inches wide; good wearing. Reg. 75c. **Friday and Saturday 66c**
- COLORED TABLE COVERS.**
48 fancy colored Table Covers, in a fine range of patterns and well selected colors, bordered and with knotted fringe edge. Reg. \$1.00. **Friday and Saturday 89c**
- ROLLER TOWELS.**
Just what's wanted—160 of them, 80 inches long, extra wide; good quality huck. Reg. 35c. **Friday & Saturday 28c**
- POUND TOWELS—Blay and White Turkish.**
126 lbs. of these in a great variety of sizes, all good quality and surprisingly cheap. Come and get a pound or two while they last. **Friday and Saturday, per lb. 38c**
- WADDED QUILTS—Extra Size, 70 x 90.**
16 only, medium weight, assorted light colors, fancy flowered. Reg. \$2.00. **Friday and Saturday 1.76**
- SUIT CASES.**
Everybody should possess a Suit Case, being handy, compact and serviceable. We offer two lines this week, strong frames, imitation leather covered, with reinforced leather covered corners, secure lock and strong handle. **Friday and Saturday 1.28**
24 inch **1.38**
26 inch **1.38**
- MEN'S NECKWEAR.**
16 doz. of Fancy and Plain Knots, with wire and stud fastener; new stock. Reg. 18c. **Friday & Saturday 14c**
- TWO JOB LINES IN GLOVES.**
10 doz. of Children's Woolen Gloves, in assorted colors and sizes; a job line. Reg. 25c. values. **Friday and Saturday 15c**
21 doz. Children's and Men's Astrachan Gloves; a job line we were fortunate in striking and which we now offer at a Bargain Price. Remember, children's and Men's; all sizes. **Friday and Saturday, per pair 37c**
- OUR HOSIERY ATTRACTIONS THIS WEEK SHOULD APPEAL TO YOU.**
BOYS' BLACK WORSTED HOSE.
18 doz. of this line, ribbed, with double knee; a dependable Hose.
Sizes 1 to 3. **Friday and Saturday 18c**
Sizes 4 to 7. **Friday and Saturday 33c**
- WOMEN'S HOSE.**
22 doz. of Black Cashmere, Plain and Ribbed; assorted weights. Reg. 38c. **Friday and Saturday 33c**
- MEN'S HALF HOSE.**
24 doz. of Men's Heavy Cashmere Half Hose; correct weight for present wear. Reg. 22c. **Friday and Saturday 18c**
- AMERICAN BED TICKS.**
330 yards of reliable Bed Ticks, 32 inches wide; medium weight. Reg. 25c. **Friday and Saturday 22c**
425 yards of extra strong Ticking. The best value we have ever shown in this line; 32 inches wide; warranted to wear well. Reg. 35c. **Friday and Saturday 29c**

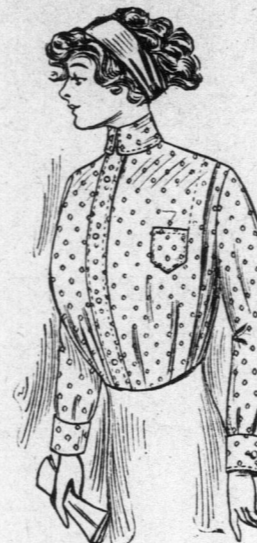
SHOWROOM.

Some Splendid Values in BLOUSES this week.



10 doz. of Cloth Blouses, in colors of Navy, Crimson and Grey; buttoned at back; trimmed with cord and buttons; all sizes. Regular \$1.50 **\$1.33** **Friday & Saturday**

8 doz. of Linen Blouses, in Grey, Navy, Plain and Striped Linen; well cut, stylish and attractive. Reg. \$1.50 **\$1.33** **Friday & Saturday**



LADIES' NECKWEAR.
75 doz. of New, Stylish and Select Neckwear, a great display and containing many dainty conceptions in high class workmanship; all one price. **Friday and Saturday only, each 8c**

AMERICAN SKIRTS.
3 doz. only, the latest in New York styles; beautifully cut, neat and attractive; every Skirt a marvel of cut, style and finish; assorted sizes. Regular \$3.50. **Friday and Saturday \$3.15**

JOB LINE.

LADIES' EXTRA WEIGHT JERSEY RIBBED UNDERWEAR.
45 doz. of this line in Pants and Vests; a splendid grade, very suitable for present wear. Good value for 75c. **Friday and Saturday, a garment 60c**

WINGS.
A grand display of White and Colored Wings now showing in our Showroom. Splendid values. **Friday and Saturday 20c**

Noteworthy! Our display of Ladies White Embroidered Under Skirts.

Sample lot only, 40 in the selection; positively high class, well cut and good quality material. Only the best Swiss Embroidery used in the manufacture of this sample line. Values to \$4.00. **Friday & Saturday \$2.38**

INFANTS' FINE WOOL JACKETS—COMFORTABLE AND WARM.
4 1/2 doz. in Cream, Pink, Sky and Crimson, finely finished with silk covered buttons, and cord tassels; long sleeves. Reg. 55c. **Friday and Saturday 45c**

LADIES' FLANNELETTE UNDERSKIRTS.
10 doz. in colors of Pink and White, Blue and White, Cream and Grey; splendid weight; finished with wide frill and button hole edge. Reg. 95c. **Friday & Saturday 84c**



UNDERSKIRTS.
6 1/2 doz. of Colored Cotton and Sateen Underskirts, striped and plain, accordion pleated, satin bound frill; generously made. Values to \$1.40. **Friday and Saturday \$1.10**

Infants Terry Cloth and Damask Feeders.

With fringed ends and colored borders. Reg. 14c. **Friday and Saturday 11c**

FRILLINGS.
165 yards of Neck Frillings, in White, Cream and Black; Chiffon and Lace. Reg. 10c. yard. **Friday and Saturday 8c**

COLORED SILK NECK CORDS.
24 doz. of assorted colors, in Neck Cords, White, Cream, Pale Blue, Helio, Pink, Black, Black and White. **Special Friday and Saturday, 2 for 5c**

AMERICAN CORSETS.
90 pairs of dependable Corsets, medium bust, long hips, with 4 suspenders; made of good strong quality coutil. Regular 95c. **Friday and Saturday 86c**

MUFFLERS, 23c.
8 1/2 doz. of White and Cream Knitted Mufflers, with dome fastener. A beauty for the price. Reg. 27c. **Friday and Saturday 23c**

SIDE COMB SETS.
10 doz. sets in strong Tortoise Shell, plain and fancy finish; new line just to hand. Reg. 27c. **Friday and Saturday 23c**

FRAMED PICTURES, 74c.
Just opened a new line of these in Gilt and Antique frames of 3 1/2 inch mouldings. A great variety of subjects to select from; size 22 x 26. Your choice **Friday and Saturday, ea. 74c**

22 only of Oval Framed Pictures, Brown tone; very neat frame; not many in the lot as you'll observe. Get one. **Friday and Saturday 49c**

Smallwares and Notions Sale.

- Beauty Pins, great variety, Enamel, Gilt and some with Brilliants; 1, 3 and 6 on card, per card **5c**
- Brilliant Brooches, fine assortment, each **10c**
- Mohair Boot Laces, 2 dozen for **5c**
- Mohair Boot Laces, extra long, 3 pairs for **5c**
- Mohair Boot Laces, 54 inches long; extra heavy. Regular 5c. Special, 2 pairs for **5c**
- Toilet Soap, 3 cakes for **7c**
- Toilet Soap, 2 cakes for **9c**
- Safety Pins, Black and White, 4 cards for **5c**
- Safety Pins, heavy nickeled, 2 cards for **5c**
- Writing Pads, 2 for **9c**
- Envelopes, 50 for **5c**
- Stationery, in fancy boxes, Envelopes and paper to match **12c**
- Peri Lusta, assorted shades, 3 slips for **7c**
- Hair Pins, 8 packets for **5c**
- Nickel Trays, round and square **15c**
- Nickel Trays **10c**
- Black Japan Trays, 18 inch **15c**
- Dust Pans, each **10c**
- Mounted Passe Partout Photo Frames, etc. **7c**
- Sugar Shakers, large size **10c**
- Pepper and Salt Shakers **7c**
- Exercise Books, "Mammoth," 180 pages, each **5c**
- The School Exercise Book, 48 pages, 3 for **5c**
- Pure Aluminum Thimbles; will not stain the finger; 6 for **4c**
- Tape, two bundles; 12 pieces for **9c**
- Florida Water, large size **15c**
- Rubber Heel, men's and women's; per pair **15c**
- Brushes, assortment include Cloth, Hair, Tooth and Nail; each **15c**
- J. W. R. Reels Cotton, Black and White, 3 for **9c**

Dress Goods and Linings.

NO NEED FOR US TO EXPATiate ON QUALITY. WE'RE ALWAYS THERE WITH QUALITY IN DRESS GOODS.

An elegant array of the fashionable two-tone Reversible Tweeds. Our stock of these is well selected, containing the newest in tweed patterns, light and dark, also Golf Naps and Blue Naps of superior make. In these you have warmth without weight. For children's coats this line is particularly suitable; 56 inches wide. Reg. \$1.80. **Friday and Saturday \$1.56**

OTHER ATTRACTIONS IN OUR DRESS GOODS SECTION.
This week we offer you 48 pieces of New Fall Dress Goods, the latest fabrics for 1912, containing Tweeds, Serges, Cloths and a line of Blacks we will put in at the one price. Reg. \$1.10. **Friday and Saturday 88c**

AND YET ANOTHER LINE.
36 pieces of assorted Fall Dress Goods, containing Light and Dark Tweeds, Amazon Cloths, Venetians, Serges, etc. Regular 65c. **Friday and Saturday 56c**

Every Lady Should See These.

A GRAND ASSEMBLY OF QUALITY LININGS AT CUT PRICES FOR FRIDAY AND SATURDAY.

10 pieces of "Taffaline," the ideal lining, in Cream, Blues, Pink, Brown, Grey, Black and White. This particular lining possesses the subdued frou frou and dainty appearance of a real silk; double width. Reg. 24c. **Friday and Saturday 21c**

18 pieces of "Polonaise," the high-class Dress Lining, 38 inches wide, with heavy twill, in colors of Tan, Grey, Green, Navy, Brown, Black and White. A perfect costume lining, soft finish, classy appearance. Reg. 33c. **Friday and Saturday 29c**

SINGLE PAIRS OF CURTAINS.
160 pairs of these, mostly single pairs; dainty patterns in this lot. Value varying from 70c. to \$7.00 per pair. **Friday and Saturday, your pick from 50c to \$4.00**

ALSO JOB LINE SINGLE CURTAINS—1 Only.
110 in the assortment. Sometimes one Curtain is required, and this is the chance to secure one cheap on Friday and Saturday, each **47c**

SPECIAL SALE AND IMPORTANT SHOWING OF BLANKETS, ECONOMICALLY PRICED FOR FRIDAY AND SATURDAY. READ!

96 pairs of Heavy Woolen Blankets, size 62 x 80 inches, with colored border; finished ends. Reg. \$4.00. **Friday and Saturday \$3.60**

Another shipment of our popular Cotton and Wool Blankets, made from best Australian wool, combined with finest American cotton; size 58 x 76. Reg. \$2.00. **Friday and Saturday \$1.76**

SMART CUT, WELL MADE AMERICAN SHIRTS, 89c.

25 doz. of the popular "Elaness" all-over Negligee Shorts for men of fashion; perfect fitting with laundered cuff; coat style; all sizes. Reg. \$1.00. **Friday and Saturday 89c**

MEN'S WORKING SHIRTS.
Dependable Quality, 72c.; Well Made.
84 doz. of these in a variety of makes, with and without collar, in Cottons, Denims, Unions and Mixtures; all sizes. **Friday and Saturday 72c**



The Old Reliable "Stanfields" Unshrinkable Underwear.

We are offering this week the above line in all sizes in men's at **95c. per Garment.**