

## The Busiest Store on the City's Busiest Thoroughfare--BAIRD'S

BUY! and Buy Generously

PRESENTS ITS ANNUAL

SAVE! and Save Enormously

## WHITE SALE

The Goodness of which is Supreme, and coming on the brink of a New Season, with outstanding Values in refreshingly New Snow-White Merchandise stamps it, as

THE "BLUE RIBBON" EVENT OF THE SEASON

Sale of WHITE  
JAP SILKS  
and  
DUTCHESSE  
SATINS  
WHITE SILKS.Japanese Silks and Duchesse Satins.  
36 inches wide.  
Reg. \$1.30 yard. White Sale Price \$1.05  
Reg. \$2.60 yard. White Sale Price \$1.98  
Reg. \$3.30 yard. White Sale Price \$2.49Lace  
Curtains

## WHITE LACE CURTAINS

Be prepared for some real good values in Lace Curtains. We have them from 2 1/2 yards up to 3 1/2 yard wide. English and American Laces.  
Reg. \$1.50 pair. White Sale Price \$1.25  
Reg. \$1.90 pair. White Sale Price \$1.65  
Reg. \$2.20 pair. White Sale Price \$1.80  
Reg. \$2.50 pair. White Sale Price \$2.20  
Reg. \$3.00 pair. White Sale Price \$2.60  
Reg. \$3.50 pair. White Sale Price \$2.99  
Reg. \$4.00 pair. White Sale Price \$3.49  
Reg. \$4.50 pair. White Sale Price \$3.95  
Reg. \$6.00 pair. White Sale Price \$5.35  
Reg. \$7.00 pair. White Sale Price \$5.98  
Reg. \$8.00 pair. White Sale Price \$6.59

## Towelings

## TURKISH.

White Turkish Toweling, assorted widths.  
Reg. 22c. yard. White Sale Price 18c.  
Reg. 36c. yard. White Sale Price 28c.  
Reg. 46c. yard. White Sale Price 36c."STARTEX" TOWELING.  
Have you tried this make? It outwears all others, part linen, woven both ways; good value at 45c. yard. White Sale Price . . . . . 39c.

## HUCK TOWELING.

White Huck Towelings offer good values; assorted widths.  
Reg. 22c. White Sale Price . . . 18c.  
Reg. 45c. White Sale Price . . . 39c.  
Reg. 60c. White Sale Price . . . 54c.Savings on  
TowelsWe have gathered in some real good values here, in soft White Turkish Towels.  
Reg. 22c. each. White Sale Price 18c.  
Reg. 36c. each. White Sale Price 28c.  
Reg. 46c. each. White Sale Price 36c.

## BATH TOWELS.

Generous size White Turkish Towels, specially reduced for this Sale of White.  
Reg. 2.00 each. White Sale Price \$1.64  
Reg. 3.00 each. White Sale Price \$2.79  
Reg. 3.30 each. White Sale Price \$2.58White  
FlannelettesReg. 16c. White Sale Price . . . 14c.  
Reg. 20c. White Sale Price . . . 18c.  
Reg. 28c. White Sale Price . . . 25c.  
Reg. 38c. White Sale Price . . . 35c.  
Reg. 50c. White Sale Price . . . 46c.

## GUEST TOWELS.

Soft White Towels in fine quality Huck, distinctive towels for your guest rooms.  
Reg. 30c. each. White Sale Price 26c.  
Reg. 35c. each. White Sale Price 31c.  
Reg. 40c. each. White Sale Price 36c.  
Reg. 50c. each. White Sale Price 44c.Curtain  
LacesNew arrivals have brought us some excellent Laces and some excellent values. The following are typically Baird's Special:  
Reg. 40c. White Sale Price . . . 36c.  
Reg. 42c. White Sale Price . . . 38c.  
Reg. 50c. White Sale Price . . . 44c.  
Reg. 60c. White Sale Price . . . 54c.

## VESTIBULE PANELS.

Will fit any large vestibule window, all over net with figured centre.  
Reg. 55c. White Sale Price . . . 48c.

## This store as usual points the way to replenishing to advantage in white things

## GIRL'S UNDERSKIRTS.

This line includes infant's children's and miss' white lawn, well made Underskirts, cheaper and you can make them to-day.  
Regular 80c. White Sale Price . . . 72c.  
Regular \$1.00. White Sale Price . . . 83c.  
Regular \$1.40. White Sale Price . . . \$1.19

## BRASSIERES.

Indispensables for particular dresses, tidily finished, perfect form.  
Regular 25c. White Sale Price . . . 21c.  
Regular 35c. White Sale Price . . . 27c.  
Regular 50c. White Sale Price . . . 44c.  
Regular 60c. White Sale Price . . . 52c.  
Regular 75c. White Sale Price . . . 67c.  
Other prices . . . 74c., \$1.25, \$1.64

## CAMISOLES.

Beautiful assortment of White Muslin Camisoles, with straps and half sleeves.  
Regular 55c. White Sale Price . . . 48c.  
Regular 65c. White Sale Price . . . 57c.  
Regular 80c. White Sale Price . . . 68c.  
Regular \$1.40. White Sale Price . . . \$1.16  
Regular \$1.80. White Sale Price . . . \$1.48  
Regular \$2.00. White Sale Price . . . \$1.64

## FLANNELETTE UNDERSKIRTS.

Offer savings in Seasonable things, worth securing.  
Regular \$1.10. White Sale Price . . . 98c.  
Regular \$1.40. White Sale Price . . . \$1.19  
Regular \$2.60. White Sale Price . . . \$2.29  
Regular \$3.00. White Sale Price . . . \$2.75

## NIGHTGOWNS.

Delightful slumber time garments in White Flannelette, White Wincey and White Crepe Muslin, simply trimmed.  
Regular 90c. White Sale Price . . . 78c.  
Regular \$1.30. White Sale Price . . . \$1.03  
Regular \$2.00. White Sale Price . . . \$1.64  
Regular \$3.00. White Sale Price . . . \$2.79  
Regular \$4.25. White Sale Price . . . \$3.79  
Others at . . . \$4.75, \$5.07, \$5.39, \$7.00 and \$7.59

## APRONS.

Narrow White Linen and White Lawn Aprons, with and without body, Swiss embroidery trimmed.  
Regular 90c. White Sale Price . . . 74c.  
Regular \$1.30. White Sale Price . . . 99c.  
Regular \$1.40. White Sale Price . . . \$1.19  
Regular \$1.80. White Sale Price . . . \$1.65  
Regular \$2.30. White Sale Price . . . \$1.94

## Underskirts

In White Lawn, lace and embroidery trimmings; full fitting sizes.  
Reg. 80c. White Sale Price 69c.  
Reg. 1.00. White Sale Price 89c.  
Reg. 1.20. White Sale Price 1.05c.  
Reg. 1.60. White Sale Price 1.39  
Reg. 2.00. White Sale Price 1.64  
Reg. 2.50. White Sale Price 2.29  
Reg. 3.00. White Sale Price 2.79  
Reg. 3.75. White Sale Price 3.49White  
SkirtsSart styles in White Linen, Jean, Gabardine, Poplin and Sateen. The values are certainly good.  
Reg. 1.50. White Sale Price \$1.23  
Reg. 1.90. White Sale Price \$1.59  
Reg. 2.20. White Sale Price \$1.59  
Reg. 2.50. White Sale Price \$2.29  
Reg. 3.00. White Sale Price \$2.79  
Reg. 3.00. White Sale Price \$7.00Snow-White  
New Arrivals

## ENVELOPE CHEMISE.

Ladies' newly finished Muslin and Crepe Chemise.  
Reg. \$1.00. White Sale Price . . . 84c.  
Reg. \$1.40. White Sale Price . . . \$1.19  
Reg. \$1.60. White Sale Price . . . \$1.39

## CHEMISE AND PANTS.

Two-piece Suits in White Crepe and Silk Muslin; the very best light weight and cool for summer time; very dainty and refined.  
Reg. \$1.99 suit. White Sale Price . . . \$1.39  
Reg. \$3.50 suit. White Sale Price . . . \$2.14  
Reg. \$3.75 suit. White Sale Price . . . \$2.49

## INFANTS' NIGHTGOWNS.

Neatly finished White Lawn and White Flannelette Nightgowns, of interest to mothers.  
Reg. \$1.40. White Sale Price . . . \$1.19  
Reg. \$2.20. White Sale Price . . . \$1.94Showroom Offerings  
New Values

## GIRL'S WHITE DRESSES.

Children's and Misses' White Voile Dresses and White Muslin Dresses, trimmed with lace and silk embroideries. Specially under-priced for this Sale of White.  
Reg. \$1.50. White Sale Price . . . \$1.23  
Reg. \$1.80. White Sale Price . . . \$1.53  
Reg. \$2.50. White Sale Price . . . \$1.98  
Reg. \$3.80. White Sale Price . . . \$2.98

## CHILDREN'S DRESSES.

Infants' and Children's White Voile and White Embroidery Dresses, beautifully embellished.  
Reg. \$1.00. White Sale Price . . . 79c.  
Reg. \$1.60. White Sale Price . . . \$1.28  
Reg. \$2.50. White Sale Price . . . \$1.98  
Reg. \$3.00. White Sale Price . . . \$2.79  
Reg. \$3.80. White Sale Price . . . \$2.98  
Reg. \$4.50. White Sale Price . . . \$3.49  
Reg. \$6.00. White Sale Price . . . \$5.04  
Reg. \$7.00. White Sale Price . . . \$6.54

## Everything White



## MARQUISETTES.

Distinctively a Summer material, we have a range of mill ends that will interest you. Full 38 inches wide. White Sale Price yard . . . 31c.

## DOWLS.

Renowned for their durability for aprons, etc.  
40 in. Reg. 80c. White Sale Price 69c.  
50 in. Reg. \$1.00. White Sale Price 89c.  
64 in. Reg. \$1.20. White Sale Price 98c.  
40 in. Reg. \$1.30. White Sale Price \$1.03  
42 in. Reg. \$1.80. White Sale Price \$1.43

## BUTCHERS LINEN.

40 in. Reg. \$1.90. White Sale Price \$1.58

## HOSPITAL GAUZE.

36 in. Pure &amp; special value. White Sale Price yard . . . 11c.

## CHEESE CLOTH.

34-in., strong even threads. White Sale Price yard . . . 16c.

## VICTORIA LAWNS.

Reg. 50c. White Sale Price . . . 44c.  
Reg. 60c. White Sale Price . . . 52c.

## ORGAUDIL MUSLIN.

Reg. 60c. White Sale Price . . . 52c.  
Reg. 65c. White Sale Price . . . 57c.

## TUCKED LAWNS.

Assorted widths, insertion trimmed.  
Reg. 80c. White Sale Price . . . 69c.  
Reg. \$1.00. White Sale Price . . . 84c.  
Reg. \$1.20. White Sale Price . . . 98c.

## WASH POPLINS.

36 inches White Wash Poplin, very strong and washes perfectly. See it. Special White Sale Price . . . 36c.

## BASKET CLOTH.

36 inches, coarse strong White Basket Cloth, nice, cool and service giving for summer togs. Reg. 40c. yd. White Sale Price . . . 35c.

## WHITE PIQUES.

Choice of coarse and fine cord, soft finish Piques. Reg. 45c. yard. White Sale Price . . . 39c.

## Girls' Underpants

Well made Underpants, some plain, others embroidery trimmed, fitting 2 to 14 years.  
Regular 55c. White Sale Price . . . 47c.  
Regular 60c. White Sale Price . . . 52c.  
Regular 75c. White Sale Price . . . 67c.  
Regular 80c. White Sale Price . . . 72c.  
Regular \$1.00. White Sale Price . . . 84c.

## CREPE CLOTHS.

A lovely assortment of all White Spot Muslins, 34 inches wide. Reg. 35c. White Sale Price . . . 31c.

## SPOT MUSLINS.

A lovely assortment of all White Spot Muslins, 34 inches wide. Reg. 35c. White Sale Price . . . 31c.  
Double width Spot Muslin, extra fine. Special . . . 52c.

## "INDIAN HEAD" LINENS

Known everywhere for their goodneat, their durability and all round serviceability, for Skirts, Suits, Midy Blouses, etc. White Sale Price yard . . . 35c.

## MADAPOLLAMS.

36 inch sheer white surface, a pleasure to stitch. Reg. 35c. yard. White Sale Price . . . 24c.

## NAINSOOK.

Our White Sale produces some very excellent values in fine texture Nainsooks, all reserved for the occasion, 36 inch width.  
Reg. 40c. White Sale Price . . . 35c.  
Reg. 45c. White Sale Price . . . 41c.  
Reg. 65c. White Sale Price . . . 52c.

## FLAXONS.

28 inches flaxons, choice for Summer underthings. Reg. 40c. White Sale Price . . . 36c.

## GABARDINE.

36 inch White Gabardine, a serviceable material to buy, washes good, looks good. Reg. 90c. yard. White Sale Price . . . 79c.

## FANCY MUSLINS.

Snow White Cross barred and fancy striped Muslins, extra fine texture, specially chosen for this Sale. Reg. 55c. yd. White Sale Price . . . 49c.

## Comprehensive assortments afford satisfying selection and prices are extremely moderate

Handsome White  
WAISTS

## CREPE DE CHENE WAISTS.

Waists and Jumpers in gorgeous Crepe de Chene, round neck, V. neck, long and short sleeves. Regular \$5.00. White Sale Price . . . \$4.27  
Regular \$4.00. White Sale Price . . . \$3.47

## GORGETTE WAISTS—Special.

Waists and jumpers in square and V. neck style, values here range to \$14.00. White Sale Price . . . \$3.00

## LINEN WAISTS.

Simple, serviceable, White Linen Waists, many models to pick from, we submit a few really good special values.  
Regular \$1.00. White Sale Price . . . 80c.  
Regular \$1.50. White Sale Price . . . \$1.23  
Regular \$2.50. White Sale Price . . . \$2.29

## MIDDY WAISTS.

White Jean Middy Waists, showing coloured collar, neat natty and serviceable.  
Regular \$1.90. White Sale Price . . . \$1.64  
Regular \$2.50. White Sale Price . . . \$2.29  
Regular \$3.00. White Sale Price . . . \$2.79

## CHILDREN'S MIDDIES.

Becoming White Jean Middy Waists for girls from 6 to 14 years.  
Regular \$1.50. White Sale Price . . . \$1.23  
Regular \$2.00. White Sale Price . . . \$1.64

## JAP SILK MIDDIES.

For girls from 6 to 10 years.  
Regular \$3.00. White Sale Price . . . \$2.79White Voile  
WaistsWe have quite an extensive range of incomparable styles arranged for this Sale, lace and embroidery trimmed.  
Reg. 80c. White Sale Price 67c.  
Reg. \$1.10. White Sale Price 98c.  
Reg. \$1.30. White Sale Price \$1.03  
Reg. \$2.20. White Sale Price \$1.94  
Reg. \$2.75. White Sale Price \$2.53  
Reg. \$4.00. White Sale Price \$3.59  
and some special values at  
79c., 90c., \$1.25, \$1.64, \$2.25, \$4.29 and \$4.97.Infants'  
RobesWhite Lawn Robes, embroidery trimmed and lace trimmed.  
Reg. 1.50. White Sale Price \$1.15  
Reg. 1.60. White Sale Price \$1.23  
Reg. 2.20. White Sale Price \$1.94  
Reg. 2.80. White Sale Price \$2.59  
Reg. 3.30. White Sale Price \$2.98

## INFANTS' DAY GOWNS.

Beautifully embroidered and lace trimmed in White Lawns.  
Reg. \$2.20. White Sale Price . . . \$1.94  
Reg. \$2.50. White Sale Price . . . \$2.19  
Reg. \$3.30. White Sale Price . . . \$2.98SILK  
SHIRT WAISTS

## SILK SHIRTWAISTS.

White Jap Silk Shirtwaists, very neat and attractive looking.  
Regular \$4.00. White Sale Price . . . \$3.59  
Regular \$4.50. White Sale Price . . . \$4.09

## IRISH HAND

## EMBROIDERED WAISTS.

Rare looking White Voile Waists, accented with pretty hand embroidery, even at their regular prices they are superior value.  
Regular \$3.30. White Sale Price . . . \$2.98  
Regular \$3.75. White Sale Price . . . \$3.49  
Regular \$5.50. White Sale Price . . . \$4.97  
Regular \$6.00. White Sale Price . . . \$5.24

## TRICOLETTE COAT SWEATERS.

9 only Silk Tricolette Coat Sweaters, showing Tuxedo collar, short sleeves, girly waist; 38 to 46 size. To clear . . . \$2.39

## WHITE KNICKERS.

In finest grade white long cloth, open and closed, trimmed with Swiss embroidery, lace and fine pin tuckings.  
Regular \$1.50. White Sale Price . . . 98c.  
Regular \$3.00. White Sale Price . . . \$1.79Girls'  
NightgownsChildren's and Misses' White Lawn Nightgowns, Swiss embroidery and lace trimmings, low neck style, fitting 2 to 12 years.  
Reg. 55c. White Sale Price . . . 48c.  
Reg. 65c. White Sale Price . . . 57c.  
Reg. 85c. White Sale Price . . . 72c.  
Reg. \$1.00. White Sale Price . . . 89c.Swiss  
Embroideries900 yards right from the mill, handsome patterns in the widths most often required; values to 22c. yard.  
White Sale Price . . . 17c.

## WIDE EMBROIDERIES.

600 yards of wide Flouncing Embroideries, up to 17 inch; strong clearly defined patterns on sheer white cloth. White Sale Price, yard . . . 24c.

144 Pairs  
English Lace  
Curtains

All 62 inch width and 3 yards long; all-over well covered lace patterns; excellent value at pair \$3.24

English  
SheetingsRare values in reliable English Sheetings await you during this White Sale. (Plain.)  
90 in. Reg. \$1.40. White Sale Price \$1.19  
90 in. Reg. \$1.50. White Sale Price \$1.28  
90 in. Reg. \$1.80. White Sale Price \$1.50(Twilled.)  
90 in. Reg. \$1.10. White Sale Price 97c.  
72 in. Reg. \$1.40. White Sale Price \$1.19  
90 in. Reg. \$1.40. White Sale Price \$1.19  
90 in. Reg. \$1.50. White Sale Price \$1.28

James Baird LIMITED

Thousands of Yards  
of  
SHIRTINGS  
Go on Sale  
It's a good time  
to buy  
TABLE  
DAMASKS

## WHITE SHIRTINGS.

We have gathered in the best values to be had from many sources.  
Reg. 30c. White Sale Price . . . 27c.  
Reg. 35c. White Sale Price . . . 31c.  
Reg. 40c. White Sale Price . . . 36c.  
Reg. 50c. White Sale Price . . . 44c.Pure White English and American Damasks. Values a step in advance of what you have been getting.  
90c. value. White Sale Price . . . 79c.  
Reg. \$1.00. White Sale Price . . . 89c.  
Reg. \$1.10. White Sale Price . . . 98c.  
Reg. \$1.25. White Sale Price . . . \$1.05  
Reg. \$1.50. White Sale Price . . . \$1.28