

Friday & Saturday
finds us ready with
our usual attrac-
tions at cut prices.

JANUARY WHITE SALE

Remember only 1
day more for Big
White Sale which
closes Sat. Night.

CALICO.

In offering this line of Calicos we do so with the assurance that we have always dealt in Calicos of undoubted merit; we deal with houses that put up only the class of goods that can be relied on.

27 inch. Reg. 9c.	Sale Price	7c.
28 inch. Reg. 10c.	Sale Price	8c.
29 inch. Reg. 12c.	Sale Price	10c.
36 inch. Reg. 13c.	Sale Price	11c.
36 inch. Reg. 14c.	Sale Price	12c.

SHIRTINGS.

Don't forget that we are headquarters for the best values in White Shirtings. We offer great values in these during our White Sale.

36 inch (American). Reg. 13c.	Sale Price	11c.
30 inch (English). Reg. 13c.	Sale Price	11c.
31 inch (English). Reg. 14c.	Sale Price	12c.
36 inch (Horseshoes). Reg. 13c.	Sale Price	11c.
36 inch (Longcloth). Reg. 20c.	Sale Price	17c.

BRILLIANT.

1,300 yards of this line in a range of prices to suit everyone; perfect washing, durable and fashionable.

Regular 12c. yard.	Sale Price	9c.
Regular 17c. yard.	Sale Price	14c.
Regular 22c. yard.	Sale Price	18c.
Regular 25c. yard.	Sale Price	21c.

TOWELS.

From our recent arrivals we have selected some great values in Towels, in White Turkish and Honeycomb.

Size 20 x 42. Reg. 22c.	Sale Price	18c. each
Size 21 x 42. Reg. 25c.	Sale Price	21c. each
Size 24 x 46. Reg. 33c.	Sale Price	28c. each
Size 20 x 36. Reg. 15c.	Sale Price	12c. each
Size 22 x 46. Reg. 17c.	Sale Price	14c. each

TABLE NAPKINS

We are well supplied in this line to meet your requirements. In this lot you have Table Napkins of dependable quality, best English Damask, hemmed ready for use.

10 doz. Reg. 10c. each.	Sale Price	8c.
10 doz. Reg. 12c. each.	Sale Price	10c.
6 doz. Reg. 15c. each.	Sale Price	13c.
5 doz. Reg. 22c. each.	Sale Price	19c.
8 doz. Reg. 30c. each.	Sale Price	24c.
5 doz. Reg. 45c. each.	Sale Price	38c.

TABLE CLOTHS

An extra Table Cloth is always very handy. If you want a bargain come and see this lot before buying elsewhere. We can well recommend this lot, being made of good English Damask in patterns and designs that make their debut this year.

8-4 size. Regular \$1.50.	Sale Price	\$1.32
8-4 size. Regular \$2.20.	Sale Price	\$1.85
10-4 size. Regular \$2.60.	Sale Price	\$2.29
10-4 size. Regular \$3.30.	Sale Price	\$2.75
12-4 size. Regular \$3.80.	Sale Price	\$3.30
12-4 size. Regular \$4.80.	Sale Price	\$4.18

HONEYCOMB QUILTS.

We are always well stocked with these, and for this Big White Sale we have doubled our supply to enable everyone to secure at economy prices Quilts of undoubted quality.

Size 55 x 74. Reg. \$1.00.	Sale Price	88c.
Size 65 x 85. Reg. \$1.20.	Sale Price	99c.
Size 66 x 84. Reg. \$1.30.	Sale Price	\$1.10
Size 64 x 82. Reg. \$1.40.	Sale Price	\$1.22
Size 63 x 86. Reg. \$1.50.	Sale Price	\$1.32
Size 75 x 92. Reg. \$1.80.	Sale Price	\$1.52
Size 76 x 100. Reg. \$3.30.	Sale Price	\$2.70

MARCELLA QUILTS.

To those who require a high grade line of White Quilts of extra quality, we specially recommend this beautiful line at prices that speak for themselves.

Size 84 x 104. Reg. \$3.30.	Sale Price	\$2.65
Size 84 x 104. Reg. \$3.80.	Sale Price	\$3.33
Size 86 x 106. Reg. \$5.50.	Sale Price	\$4.55
Size 90 x 110. Reg. \$6.50.	Sale Price	\$5.55

BREAKFAST CLOTHS.

Here is something that is absolutely an essential in every household—a special Cloth for the breakfast table. It saves your better cloths, and now that the cold weather is here, many of us find the kitchen the coziest place for breakfast. These Cloths are with colored border and fringed.

Size 50 x 76. Reg. 65c.	Sale Price	47c.
Size 50 x 76. Reg. 65c.	Sale Price	58c.
Size 55 x 58 (not fringed). Reg. \$1.20.	Sale Price	99c.

Closes Saturday Night.

'Tis the result of honest advertising that has made our White Sale such a success. We are now entered on the last two days of this Big White Sale, which closes positively Saturday night. Come and enjoy the benefits that are surely yours if you buy while the Sale lasts. Thousands of garments, comprising Corset Covers, Camisoles, Blouses, Knickers, Chemises, one-piece Dresses, Underskirts, Towels, Fancy Napery, Curtains and Curtain Nets, Pillow Cases, Bolsters, Sheetings, Shirtings, Calicos, etc., all at greatly reduced prices, and quality up to the standard, for which BAIRD'S to-day stands peerless.

BAIRD'S

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Visit the SHOWROOM too!

APRONS

We offer 40 dozen of White Lawn Aprons in various makes and in a big range of prices, revealing great values, these are with and without bodices, finely finished with Embroideries and Insertions; some with frilled flounce, others plain.

Regular 35c.	Sale Price	27c.
Regular 50c.	Sale Price	40c.
Regular 60c.	Sale Price	45c.
Regular 70c.	Sale Price	50c.
Regular 85c.	Sale Price	68c.
Regular 90c.	Sale Price	76c.
Regular \$1.00.	Sale Price	85c.
1lb-Chemises	Sale Price	EA0IETAOIETA

CHEMISES

We have opened a large stock of these bought from a renowned English house where quality stand peerless, and for exquisiteness of make they can claim the same distinction; these are daintily trimmed with Embroidery and Insertion, Lace and Insertion. Read down our list of cut prices and select early your needs in this line.

Regular 50c.	Sale Price	33c.
Regular 65c.	Sale Price	58c.
Regular 75c.	Sale Price	65c.
Regular 90c.	Sale Price	76c.
Regular \$1.10.	Sale Price	96c.
Regular \$1.40.	Sale Price	\$1.16

CAMISOLES

The daintiest and most up-to-date conceptions are shown in this line, excellent in finish and appearance any we have yet shown; the prices are varied which bespeaks for itself the stock which we have imported to display in our First White Sale.

Regular 30c.	Sale Price	23c.
Regular 40c.	Sale Price	34c.
Regular 60c.	Sale Price	52c.
Regular 80c.	Sale Price	68c.
Regular 90c.	Sale Price	72c.
Regular \$1.10.	Sale Price	96c.
Regular \$2.22.	Sale Price	\$1.72

NIGHTDRESSES

This is a grand display of English and American makes which are so beautiful in finish, so stylish in appearance that it is indeed a proposition to choose between or discriminate which is the better, however, here they are arrayed in cut prices for you.

Regular 65c.	Sale Price	58c.
Regular 70c.	Sale Price	60c.
Regular 80c.	Sale Price	66c.
Regular \$1.10.	Sale Price	\$1.16
Regular \$1.40.	Sale Price	\$1.30
Regular \$1.50.	Sale Price	\$1.44
Regular \$1.60.	Sale Price	\$1.52
Regular \$2.50.	Sale Price	\$1.92
Regular \$3.30.	Sale Price	\$2.58

WHITE UNDERSKIRTS

We have a swell display of these, for style and general appearance these certainly excel any we have had the pleasure to have shown you before. We have made swift and sure cuts in this lot which should presage a speedy clearance.

Regular 85c.	Sale Price	76c.
Regular \$1.30.	Sale Price	\$1.08
Regular \$1.70.	Sale Price	\$1.44
Regular \$2.00.	Sale Price	\$1.76
Regular \$2.50.	Sale Price	\$1.92
Regular \$3.30.	Sale Price	\$2.48
Regular \$5.00.	Sale Price	\$3.84

INFANTS' OVERALLS.

This is another new arrival, trimmed and finished in pretty well the same style as the Pinafores above; of superior quality Cambric; assorted sizes.

Reg. 35c.	Sale Price	28c.
Reg. 50c.	Sale Price	42c.
Reg. 75c.	Sale Price	62c.
Reg. 80c.	Sale Price	68c.
Reg. 95c.	Sale Price	84c.



BLOUSES

BLOUSES.

We offer great opportunities to those requiring Blouses. Even if you don't want one now, buy whilst this opportunity awaits you of this display of Muslin Blouses.

Reg. 55c.	Sale Price	48c.
Reg. 65c.	Sale Price	52c.
Reg. \$1.10.	Sale Price	85c.
Reg. \$1.30.	Sale Price	\$1.27
Reg. \$2.50.	Sale Price	\$1.80
Reg. \$3.00.	Sale Price	\$2.40

ONE-PIECE DRESSES.

The pick of fashion's latest creations in this display of White Muslin One-Piece Dresses, some trimmed with lace and insertion, others with embroidery, etc.

Reg. \$3.50.	Sale Price	\$2.00
Reg. \$4.00.	Sale Price	\$2.50
Reg. \$5.50.	Sale Price	\$3.80
Reg. \$6.00.	Sale Price	\$3.80
Reg. \$10.00.	Sale Price	\$4.00

HANDKERCHIEFS

Here you have a display of Plain and Fancy fine Lawn and Cambric Handkerchiefs at prices cut to the lowest atom of profit.

Regular 5c.	Sale Price	4c. each
Regular 6c.	Sale Price	5c. each
Regular 8c.	Sale Price	6c. each
Regular 9c.	Sale Price	7c. each
Regular 12c.	Sale Price	10c. each
Regular 15c.	Sale Price	12c. each
Regular 22c. (silk).	Sale Price	18c. each

PINAFORES.

We offer a superior lot of Infants' Pinafores, all entirely new and exhibiting the latest and most approved styles, beautifully finished in embroidery and insertion; tucked and frilled.

Reg. 40c.	Sale Price	34c.
Reg. 45c.	Sale Price	38c.
Reg. 50c.	Sale Price	42c.
Reg. 55c.	Sale Price	46c.
Reg. 60c.	Sale Price	48c.
Reg. 70c.	Sale Price	58c.

Curtains.

WHITE LACE CURTAINS.

In offering this line we do so with the assurance that they will meet with your approval, both in quality and design—design for which we are particularly famous, and at prices that will make us more famous than ever. Remember, this entire lot was picked with the utmost care. Below we mention a few prices.

2½ yards long. Regular 85c.	Sale Price	77c.
3 yards long. Regular \$1.00.	Sale Price	88c.
3 yards long. Regular \$1.30.	Sale Price	\$1.10
3 yards long. Regular \$1.50.	Sale Price	\$1.32
3½ yards long. Regular \$2.50.	Sale Price	\$2.20
3½ yards long. Regular \$3.30.	Sale Price	\$2.67
3½ yards long. Regular \$3.80.	Sale Price	\$3.33
3½ yards long. Regular \$5.00.	Sale Price	\$4.44

CURTAIN NETS.

In preparing for this Big White Sale we took great pains in selecting our stock of Curtain Nets. Everything in this lot new and just opened, revealing great values at prices to suit every purse.

Our Regular 15c. per yard.	Sale Price	13c.
Our Regular 20c. per yard.	Sale Price	17c.
Our Regular 25c. per yard.	Sale Price	20c.
Our Regular 30c. per yard.	Sale Price	25c.
Our Regular 40c. per yard.	Sale Price	32c.

LINEN DEPT.

SIDEBBOARD CLOTHS.

From our swell stock of these we have selected a couple of lines—design for which we are particularly famous, and at prices that will make us more famous than ever. Remember, this entire lot was picked with the utmost care. Below we mention a few prices.

Size 14 x 54. Regular 35c.	Sale Price	29c.
Size 13 x 45. Regular 45c.	Sale Price	37c.

TRAY CLOTHS.

Our display of these lacks none of the attractiveness of the other items from this well stocked department. Read! Tray Cloths of superior quality, beautifully hemstitched, embroidered and drawn thread work.

Size 18 x 27. Regular 40c.	Sale Price	33c.
Size 18 x 27. Regular 60c.	Sale Price	46c.
Size 18 x 27. Regular 85c.	Sale Price	72c.

TEA CLOTHS.

We earnestly ask you to see this magnificent display of Tea Cloths, spic-span new stock entirely devoid of any old stock. We were always renowned for great values in this department.

Size 32 x 32. Regular 40c.	Sale Price	33c.
Size 32 x 32. Regular 50c.	Sale Price	40c.
Size 32 x 32. Regular 65c.	Sale Price	53c.
Size 32 x 32. Regular 70c.	Sale Price	59c.
Size 36 x 36. Regular 90c.	Sale Price	77c.
Size 36 x 36. Regular 1.20.	Sale Price	99c.

PILLOW CASES.

The time for making these has vanished. Nobody nowadays would sit down and make Pillow Cases when for such little prices you can buy such dainty makes. Below we mention a few for your perusal.

Size 20 x 30. Regular 22c.	Sale Price	18c.
Size 18 x 28. Regular 30c.	Sale Price	24c.
Size 18 x 28. Regular 35c.	Sale Price	27c.
Size 20 x 30. Regular 40c.	Sale Price	33c.
Size 20 x 30. Regular 60c.	Sale Price	48c.

Some of these hemstitched, others plain edge.

BOLSTER CASES.

Here is something every day required, and if you are not sufficiently supplied in these, replenish now while you may at prices that are inviting, for quality that stands unrivalled to-day. Bolster Cases buttoned end.

Size 24 x 60. Reg. 45c.	Sale Price	36c.
Size 20 x 60. Reg. 60c.	Sale Price	48c.
Size 20 x 60. Reg. 70c.	Sale Price	55c.

EMBROIDERIES.

Don't fail to see our big line of Swiss Embroideries and Insertions, in narrow and wide, Camisole Embroidery, Skirt Embroidery, Allover Embroidery, etc.; a special lot imported for our White Sale at prices never before quoted for quality such as this lot contains. We would urge you to come early and get your share of these; prices from

4c. per yard up

James Baird LIMITED