

BAIRD'S**JANUARY WHITE SALE**The Economies of
this Great Sale are
truly remarkable!**Tobralco
Cloth.**

This White Sale would not be complete without a display of this popular cloth, 1,000 yards of which we offer in a great variety of patterns, handsomer than ever. We have shown this material for blouses, full dresses, etc., and for all summer apparel; is unquestionably the most popular because of its wearing qualities and washing so perfectly. Now is the time to lay in your requirements of this material.

Reg. 28c. per yard. Sale Price 24c.

PIQUE

This material, always so attractive when made up for summer wear is marked at a low figure for sale.

Regular 17c. Sale Price 15c.
Regular 25c. Sale Price 21c.

WHITE JEAN

The fashionable cloth for summer dresses, shirtwaist suits and for boys' sailor suits.

Regular 20. yard. Sale Price 16c.
Regular 25c. yard. Sale Price 21c.

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.

WHITE TURKISH.
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

HONEYCOMB.
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.
8 doz. Reg. 15c. each. Sale Price 13c.
5 doz. Reg. 22c. each. Sale Price 19c.
5 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 68 x 82. Reg. \$1.40. Sale Price \$1.22
Size 68 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 \$2.79

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 \$3.23
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.

FRIDAY and SATURDAY'S**BIG LIST OF ATTRACTIONS NOT FORGOTTEN AT THIS POPULAR STORE.**

Economies we must provide and do provide most decisively but remember that price lowness is not the only feature of this Sale—Quality is always first considered at BAIRD'S.

SHOWROOM**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 48c.
Regular 70c. Sale Price 60c.
Regular 85c. Sale Price 68c.
Regular 90c. Sale Price 76c.
Regular \$1.00. Sale Price 85c.
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CHEMISES

We have opened a large stock of these bought from a renowned English house where quality stand peerless, and for existences 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 38c.
Regular 75c. Sale Price 45c.
Regular 90c. Sale Price 50c.
Regular \$1.10. Sale Price 66c.
Regular \$1.40. Sale Price \$1.16

CAMISOLES

The daintiest and most up-to-date conceptions are shown in this line, excelling 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 31c.
Regular 60c. Sale Price 45c.
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 \$1.10. Sale Price 96c.
Regular \$1.40. Sale Price \$1.16
Regular \$1.50. Sale Price \$1.20
Regular \$1.60. Sale Price \$1.44
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

Ladies' White Coat Collars

These are made of White Muslin and White Pique, very prettily trimmed with Irish Lace; a stylish line of fashionable Coat Collars.

Regular 35c. Sale Price 27c.
Regular 45c. Sale Price 35c.
Regular 60c. Sale Price 47c.

LADIES' BELTS

26 dozen of these newest makes in Ladies' Linen and Silk Belts; you will find a very pretty lot of Embroidered Linen Belts in this lot; all at special cut prices for this White Sale.

Regular 12c. Sale Price 9c.
Regular 15c. Sale Price 11c.
Regular 22c. Sale Price 18c.
Regular 30c. Sale Price 26c.
Regular 40c. Sale Price 36c.
Regular 65c. Sale Price 49c.

Ladies' High-Class Neckwear

Over 35 dozen of fashions latest and most approved styles; wish we had some of these for Christmas and we would not be now advertising them; these are in White Muslin and Lace Stock Collars with Jabot attached. We mention a few prices, but remember we have dozens that we cannot enumerate here.

Regular 24c. Sale Price 20c.
Regular 35c. Sale Price 27c.
Regular 40c. Sale Price 33c.
Regular 50c. Sale Price 40c.
Regular 60c. Sale Price 48c.
Regular 80c. Sale Price 62c.

LADIES' LINEN COLLARS

28 dozen of these in a charming array of fancy Embroidered and also Plain; a full range of sizes and assorted heights.

Regular 10c. Sale Price 9c.
Regular 15c. Sale Price 13c.
Regular 18c. Sale Price 15c.
Regular 22c. Sale Price 19c.
Regular 25c. Sale Price 22c.
Regular 30c. Sale Price 24c.

PETER PAN COLLARS

In presenting our display of these fashionable Collars we can assure you that this line contains the pick of English styles, new stock, evincing latest conceptions in Peter Pan Collars.

Regular 15c. Sale Price 12c.
Regular 20c. Sale Price 15c.
Regular 25c. Sale Price 18c.
Regular 35c. Sale Price 26c.
Regular 45c. Sale Price 34c.
Regular 75c. Sale Price 65c.

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

MUFFLERS

The present day needs require your attention to Neckwear, something comfortable for outdoor wear; we offer you a line of Ladies' Knitted Mufflers at cut prices.

Regular 35c. Sale Price 29c.
Regular 60c. Sale Price 46c.

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 \$3.50. Sale Price \$3.67
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.**SIDEBOARD CLOTHS.**

From our swell stock of these we have selected a couple of lines that should appeal to you; each Cloth daintily hemstitched and embroidered.

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 21c.
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 bountifully 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 45c.
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