

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 Satin, 36 inches wide.
Reg. \$1.30 yard. White Sale Price \$1.05
Reg. \$2.80 yard. White Sale Price \$1.98
Reg. \$3.30 yard. White Sale Price \$2.49

Lace 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 size. English and American Laces.
Reg. \$1.50 pair. White Sale Price \$1.25
Reg. \$1.50 pair. White Sale Price \$1.25
Reg. \$2.50 pair. White Sale Price \$1.89
Reg. \$2.50 pair. White Sale Price \$2.29
Reg. \$3.00 pair. White Sale Price \$2.69
Reg. \$3.50 pair. White Sale Price \$2.98
Reg. \$4.00 pair. White Sale Price \$3.49
Reg. \$4.50 pair. White Sale Price \$3.98
Reg. \$6.00 pair. White Sale Price \$5.35
Reg. \$7.00 pair. White Sale Price \$6.38
Reg. \$8.00 pair. White Sale Price \$8.59

Towelings

TURKISH.
White Turkish Toweling, assorted widths.
Reg. 22c. yard. White Sale Price 18c.
Reg. 34c. yard. White Sale Price 28c.
Reg. 40c. 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 Towels

We have gathered in some real good values here, in soft White Turkish Towels.
Reg. 22c. each. White Sale Price 18c.
Reg. 30c. each. White Sale Price 26c.
Reg. 40c. 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. 3.20 each. White Sale Price \$2.55

White Flannelettes

Reg. 16c. White Sale Price 14c.
Reg. 20c. White Sale Price 18c.
Reg. 28c. White Sale Price 25c.
Reg. 33c. White Sale Price 29c.
Reg. 35c. White Sale Price 31c.
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 Laces

New 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. 45c. 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's white lawn, well made Underskirts, cheaper than you can make them to-day.
Regular 80c. White Sale Price 72c.
Regular 1.00. White Sale Price 80c.
Regular 1.40. White Sale Price \$1.19

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 \$2.39
Regular \$3.00. White Sale Price \$2.75

BRASSIERES.

Indispensables for particular dresses, tidily finished, perfect form.
Regular 25c. White Sale Price 21c.
Regular 35c. White Sale Price 27c.
Regular 45c. White Sale Price 34c.
Regular 60c. White Sale Price 52c.
Regular 75c. White Sale Price 67c.
Other prices 74c. \$1.28, \$1.64

NIGHTGOWNS.

Dainty slumber time garments in White Flannelette, White Winsey and White Crepe Muslin, simply trimmed.
Regular 80c. White Sale Price 79c.
Regular \$1.20. 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, \$5.24, \$7.09 and \$7.59

CAMISOLES.

Beautiful assortment of White Muslin Camisoles, with straps and half sleeves.
Regular 55c. White Sale Price 49c.
Regular 65c. White Sale Price 59c.
Regular 80c. White Sale Price 74c.
Regular 1.10. White Sale Price \$1.16
Regular 1.50. White Sale Price \$1.58
Regular 2.00. White Sale Price \$1.84

APRONS.

Nurses White Linen and White Lawn Aprons, with and without body, Swiss embroidery trimmed.
Regular 90c. White Sale Price 74c.
Regular \$1.00. White Sale Price 89c.
Regular \$1.40. White Sale Price \$1.19
Regular \$1.80. White Sale Price \$1.63
Regular \$2.30. White Sale Price \$1.94

Underskirts

In White Lawn, lace and embroidery trimmings; full fitting sleeves and collars.
Reg. 80c. White Sale Price 69c.
Reg. 1.00. White Sale Price 89c.
Reg. 1.20. White Sale Price 105c.
Reg. 1.50. White Sale Price 1.38
Reg. 2.00. White Sale Price 1.84
Reg. 2.50. White Sale Price 2.29
Reg. 3.00. White Sale Price 2.79
Reg. 3.75. White Sale Price 3.49



White Skirts

Sart styles in White Linen, Jean, Gabardines, Poplin and Satene. The values are certainly good.
Reg. 1.50. White Sale Price \$1.28
Reg. 1.90. White Sale Price \$1.59
Reg. 2.20. White Sale Price \$1.89
Reg. 2.50. White Sale Price \$2.29
Reg. 3.00. White Sale Price \$2.79
Reg. 3.00. White Sale Price \$2.79

Showroom 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 \$1.63
Reg. \$2.50. White Sale Price \$1.98
Reg. \$3.30. 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. \$1.65. White Sale Price \$1.38
Reg. \$2.00. White Sale Price \$1.68
Reg. \$3.00. White Sale Price \$2.79
Reg. \$3.80. White Sale Price \$3.39
Reg. \$4.50. White Sale Price \$4.09
Reg. \$5.00. White Sale Price \$4.54
Reg. \$7.00. White Sale Price \$6.54

Everything White



MARQUINETTES.

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

CREPE CLOTHS.

30 inch Snow White Crepes, cool looking for Summer wear. Regular 35c. yard. White Sale Price 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.
60 in. Reg. \$1.20. White Sale Price \$1.08
40 in. Reg. \$1.30. White Sale Price \$1.08
42 in. Reg. \$1.50. White Sale Price \$1.28

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.

BUTCHERS LINEN.

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

HOSPITAL GAUZE.

38 in. Pure, a special value. White Sale Price yard 11c.

CHEESE CLOTH.

34 inch sheer 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 trimmings.
Reg. 80c. White Sale Price 69c.
Reg. \$1.00. White Sale Price 74c.
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 tops. 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 35c. White Sale Price 27c.
Regular 50c. White Sale Price 44c.
Regular 75c. White Sale Price 67c.
Regular 90c. White Sale Price 79c.
Regular \$1.00. White Sale Price 89c.

Comprehensive assortments afford satisfying selection and prices are extremely moderate

Handsomeness 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 \$4.57
Regular \$6.00. White Sale Price \$5.47
GORGETTE WAISTS—Special.
Waists and Jumpers in square and V. neck style, values here range to \$14.00. White Sale Price \$3.00

SILK 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

LINEN WAISTS.

Simple, serviceable White Linen Waists, many models to pick from, we submit a few really good special values.
Regular \$1.50. White Sale Price 99c.
Regular \$2.50. White Sale Price \$2.28
Regular \$3.50. White Sale Price \$3.29

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 \$1.28
Regular \$2.00. White Sale Price \$1.84
JAP SILK MIDDIES.
For girls from 6 to 10 years.
Regular \$3.00. White Sale Price \$2.79

White Voile Waists

We 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 \$1.08
Reg. \$1.80. White Sale Price \$1.58
Reg. \$2.20. White Sale Price \$1.94
Reg. \$2.75. White Sale Price \$2.58
Reg. \$4.00. White Sale Price \$3.59
and some special values at 78c., 89c., \$1.23, \$1.64, \$2.29, \$4.59 and \$4.97.



Girls' Nightgowns

Children's and Misses' White Lawn Nightgowns, Swiss embroidery and lace trimmings, low neck style, fitting 2 to 12 years.
Reg. 55c. White Sale Price 49c.
Reg. 65c. White Sale Price 57c.
Reg. 85c. White Sale Price 72c.
Reg. \$1.00. White Sale Price 98c.

Swiss Embroideries

900 yards from the mills handsome patterns in the widths most often required; values to 22c. yard.
White Sale Price 17c.

WIDE EMBROIDERIES.

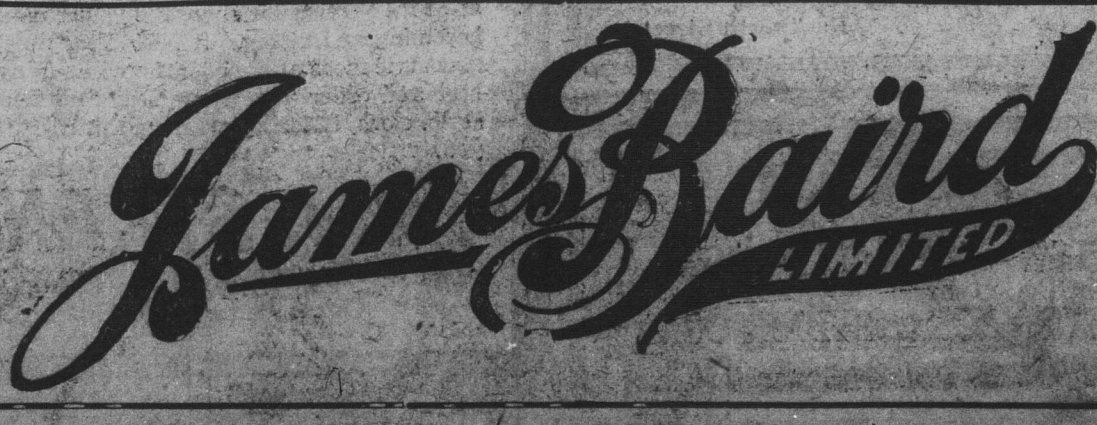
600 yards of wide Flouncing Embroideries, up to 17 inch; strong clearly defined patterns on sheer white cloth. White Sale Price, yard 24c.

144 Pairs English Lace Curtains

4.00 Values for \$3.24
Full 53 inch width and 3 yards long; never well covered lace patterns. Excellent value at pair \$3.24

English Sheetings

Rare values in reliable English Sheetings await you during this White Sale.
39 in. Reg. \$1.40. White Sale Price \$1.14
39 in. Reg. \$1.60. White Sale Price \$1.38
39 in. Reg. \$1.80. White Sale Price \$1.63
39 in. Reg. \$2.00. White Sale Price \$1.88
39 in. Reg. \$2.20. White Sale Price \$2.13
39 in. Reg. \$2.40. White Sale Price \$2.38
39 in. Reg. \$2.60. White Sale Price \$2.63
39 in. Reg. \$2.80. White Sale Price \$2.88



Thousands of Yards of SHIRTINGS TABLE DAMASKS

It's a good time to buy
Go on Sale
Pure White English and American Damasks. Values a step in advance of what you have been getting.
30c. value. White Sale Price 78c.
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