

The March of Events at Baird's-- A Monster Combination Sale!

White Goods

A world of White Goods--this store's response to the many enquiries as to when our Sale of White opens; things of beauty and utility for the home, dainty apparel for personal adornment and serviceability, all price restrained and consequently worthy of your participation.

At The Baird Shops

WHITE and COLOURED

MERCHANDISE MINGLE FREELY

Since this page's last appearance--a wealth of new things have been distributed throughout the Store. Things you must see to appreciate their becomingness and niceness--things you should see to be familiar with the style trend for Spring, 1925. Come, then, and view these new and lovely things--The New Hats! My! such Hats, lavish in color and varied in shape.

The New Coats, showing graceful hanging lines and delightful tones redolent of Spring. The New Dresses expressive of the designers' latest triumphs in style--simply wonderful and delightful to the eye, in shade, styling and trim--and then, of course, the New Waists, Jumpers, Raglans, Skirts, etc., and the innumerable bits of finery all proclaim our readiness to meet your demands for Springtime here.

Coloured Goods

Huge stocks of them, all possessing originality, freshness and sparkle, traditional of the House of Baird's, impossible to list them all; their prices tell eloquently the prudence of attending this Grand Combination Sale.

At The Baird Shops

STRONG VALUES INDICATIVE OF OUR BUYING POWER

Gingham Dresses

Effective looking Wash Dresses, exuding the freshness of springtime; straight line models, with girde and pockets, Peter Pan collar; others show White Organdy collars, % sleeves; excellent range of check patterns. New! Regular \$2.50. Spe. **\$2.19**

Misses' Dresses

In White Muslin, Organdy and Voiles; pretty styles, long and short sleeves, lace and insertion trimmings, girde and coloured rosettes.
Regular \$1.00 for 98c.
Regular \$1.50 for \$1.18
Regular \$2.00 for \$1.58
Regular \$2.50 for \$2.19
Regular \$3.00 for \$2.98

Sheetings

ENGLISH SHEETINGS--Plain and twilled, ranging from 33 up to 94 inches wide; Sheetings of dependability; snow white.
Regular \$1.10 for 98c.
Regular \$1.35 for \$1.18
Regular \$1.55 for \$1.38
Regular \$1.75 for \$1.58

Bed Spreads

The housewife's pride--an extra White Bedspread; one of those we specialise on during this sale would be ideal; full size White Marcella Quilts, handsomely patterned, bought under favourable conditions and consequently extra good value.
Special **\$5.15 and \$6.35**

SCRIM

THOUSANDS OF YARDS WHITE & FANCY--Scrims of every wanted kind, plain White, cross-barred, Striped, Checked and Spotted. Coloured effects as well. Some very special ranges are featured at low-down prices. Now is the very best time to gather in your Spring needs. Special.
15c. 18c. 22c. 27c. 33c. up to 85c.

PERCALES

36 inch Percales, offering choice of attractive looking pin stripes, cluster stripes and parallel tones; great wash materials. The yard **28c.**

Lace Curtains, Dutch Curtains

LACE CURTAINS--These are 2 1/2 yard size, sparsely figured centre, with pretty fancy self borders. Were 3.30 pair. White Sale Price **\$2.48**
DUTCH CURTAINS--Very dainty Curtains, particularly for bedrooms; soft White Scrim make with lace insertion corners and all lace edge, centre overhead piece to complete the set; dainty. Reg. \$3.00 pair. White Sale Special **\$2.49**

Ladies' White Skirts

50 of them in White Pique and White Gabardine; skirts that wash, wear and are needed the whole summer through. White Sale Price **89c**

36 INCH DAMASKS--Just a couple of pieces open up to-day of firm even texture, assuring durability. White Sale Special **68c.**
TABLE COVERS--Crimson and Green Tapestry Table Covers, fringed; good full size, nice range of fancy patterns; new and now given their first Sale Price **\$3.85**

Casements, Curtain Laces

"SUNBELLA" CASEMENTS--A new fast fadeless Casement in plain Tan, 50 inches wide; reversible, serviceable. Note the width. Special the yard **85c.**

CASEMENTS--32 and 36 inch Cream Casement Cloths, some with lace insertion, others with hemstitched border, washes perfectly. For this Sale Special, **43c. and 45c. yard.**

CURTAIN LACES

Before selecting your Spring Window Dressings--see our display of beautiful White Curtain Laces, this season's patterns; look particularly fine, and our Sale prices mean economies worth acquiring.
Reg. 35c. White Sale Price, **31c.**
Reg. 38c. White Sale Price, **34c.**
Reg. 45c. White Sale Price, **38c.**
Reg. 55c. White Sale Price, **48c.**
Reg. 60c. White Sale Price, **54c.**
Reg. 70c. White Sale Price, **68c.**

Lovable Underthings

Near and Dear to the Feminine Heart

ENVELOPE CHEMISE.

In Pink and White Muslin Cotton Crepes, and hand embroidered Nainsook, charmingly trimmed with Valenciennes Lace. Insertion, etc.
Regular 90c. for 79c.
Regular \$1.00 for 89c.
Regular \$1.50 for \$1.28
Regular \$1.90 for \$1.58

NEW JUMPERS.

The latest in White Muslins, Linens and Reppes, round neck, Peter Pan Collar, long sleeves, cuffs and banded waist, and Black Satin bow.
Regular 90c. for 79c.
Regular \$1.50 for \$1.28
Regular \$1.80 for \$1.57
Regular \$2.40 for \$2.19
Regular \$2.60 for \$2.39
Regular \$6.50 for \$5.94

GIRLS' NIGHTGOWNS.

Children's and Misses' White Lawn Nightgowns, Swiss embroidery and Val. Lace trimmings; assorted sizes.
Regular 65c. for 52c.
Regular 80c. for 68c.
Regular \$1.00 for 89c.

CAMISOLES.

The daintiest imaginable, in White Lawn and White Muslin, trimmed with Valenciennes Lace, Insertion, etc.
Regular 40c. for 28c.
Regular 90c. for 79c.
Regular \$1.10 for 98c.
Regular \$1.50 for \$1.28
Regular \$1.70 for \$1.58

"STEP-INS."

Ladies' Two-Piece Step-In Underwear in coloured Cotton--fancy Stripes and plain shades; assorted sizes.
Regular \$1.70 for \$1.58
Regular \$1.90 for \$1.59
Regular \$2.00 for \$1.64
Regular \$3.50 for \$3.14
Regular \$3.75 for \$3.49

GIRLS' UNDERPANTS.

White Lawn Underpants with Swiss embroidery trimmings.
Regular 60c. for 48c.
Regular 75c. for 68c.
Regular \$1.00 for 89c.

Hundreds upon Hundreds of Amazingly Smart Ready-to-Wear HATS



Exquisitely trimmed Hats for every occasion. Some with flaring brims; others refreshingly new showing the high crown effect and then, of course, the always popular close-fitting-hats. Immense varieties. Smart, Snappy, Original Creations, all typical of the new season to hand. Accept our invitation to view them to-day. You will surely marvel at their beauty--their becomingness and their price moderateness. Two very special lines--a feature of this formal display.

\$2.48 \$3.48

BED SHEETS

New arrivals in Plain and Twilled English Sheetings, assorted sizes--all of them, wanted sizes. Though new we make special reductions for this Sale.
Regular \$4.25 pair for \$3.98
Regular \$5.00 pair for \$4.68
Regular \$5.50 pair for \$5.15
Regular \$6.50 pair for \$5.98
Regular \$7.50 pair for \$6.95

Pillow Cases

Some remarkably fine Pillow Case values are available here during this Sale. Plain embroidered and lace trimmed to select from. Now is the best time to replenish for Spring needs. Note the Prices:
39c. 48c. 55c. 65c. 73c.

Exquisite Embroideries on Sale

ALL-OVER EMBROIDERIES.

On beautiful quality cloth, 36 inches wide, rare and charming patterns, for children's dresses, infants' robes and underpinks, etc.

White Sale Prices
7c. 1.30 1.50 2.20 2.50 2.75
for for for for for for
59c., 98c., 1.12, 1.68, 1.75, 1.89

FRILLED EMBROIDERY, STRAPPINGS & BEADINGS.

All of which add considerably to lady's underwear; some rare and beautiful patterns will be found here underpriced for our White Sale.

7c 14c 18c 23c 29c 32c

CAMISOLE EMBROIDERY.

Thousands of yards of new and beautiful patterns that serve to beautify lady's underwear. White Sale Prices
19c 29c 39c 57c 79c 1.13

Shirtings

The finest of English and American Shirtings figure conspicuously in our White Sale; specially imported for the event; full 36 inches wide, medium and fine textures.

White Sale Prices

23c 26c 28c 30c and 32c yard

"INDIAN HEAD" LIXEN--36 inch White, the universal cloth; stands the wear and tear of frequent tubbing; for fancy work, make-up and for all domestic purposes. **43c.**

LONG CLOTH--36 inch super Long Cloth, pure White; adapts itself splendidly to the needle; superlative. White Sale Price **49c.**

COTTON BLANKETS--Nice medium weight English Cotton Blankets, 70 x 80 size; to take the place of your heavy wool blankets, which you will soon be retiring. Regular \$3.75 pair. White Sale Special, the pair **\$3.49**



Wash Goods

FRENCH RATINES.

We cannot speak too strongly of these beautiful quality Summer materials; rich in tone and soft, pleasing, becoming shades--Ivory, Coral, Copenhagen, Lavender, Grey, Fawn, Light Blue, Pale Blue, Tan, Light Green, Lemon and Rose. **47c.**

For this Sale
FANCY CREES--New and beautiful Cotton Crepes for Summer wear; plain and pretty cross-bar patterns, dainty shades: Sky, Pink, Hello, Peach, Fawn and White. **42c.**

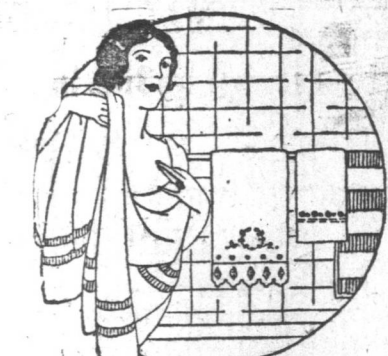
Jap Silk Waists

Some charming Jap Silk Blouses will be found in this Sale. See the newest in Shirt-Waist styles and observe the following special reductions:

Regular \$7.00 for \$5.97
Regular \$7.50 for \$6.47
Regular \$8.00 for \$6.97

FANCY RATINES--Some lovely Dress and Skirt Ratines have just come our way in Novelties patterns, Cross-Bars and Checks, fashionable shades; 36 inches wide. **65c.**

LADIES' & MISSES' MIDDIES
Regular \$3.20 for \$1.98



SAVINGS on TOWELS

BATH TOWELS.

Large White Turkish Towels, 34 x 66 size; quality Towels. **\$2.29**

HAND TOWELS.

Family size, strong quality White Turkish Towels. White Sale, **43c.**

LARGE TOWELS.

Very Special lot, 23 x 50 size White Turkish quality, showing Pink stripe. White Sale, Special each **78c.**

WHITE TOWELS.

13 x 36 size, and an excellent size for individual Towels; Pink striped borders. White Sale, Special **37c.**

TOWELINGS.

Huck Towelings, 18 inches wide, great wearing quality, brand new line. White Sale Special **22c.**

Another line, 18 inches wide, pure White; very strong. Special **35c.**

FACE CLOTHS.

Full in size, serviceable. White Turkish make with coloured borders. Each **13c.**

PILLOW COTTONS.

40 inch Circular Pillow Cottons, specially selected because of their great durability. Reg. 58c. yard. White Sale Price **58c.**

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Coloured Cotton Voiles

Just arrived 10 pieces of pretty plain Cotton Voiles, 40 inches wide; shades that look good: assorted Greys and Blue, and Black; extra fine texture. Special **48c.**

GABARDINES--36 inch White Gabardines with a nice soft finish; ideal for wash skirts, jumpers, middies, etc. White Sale Price **79c.**

DOWLS--"Nurse Dora", "Nurse Edith" Apron Dowls; quality through and through; widths ranging from 36 to 54 inch; pure white and keeps white.
50c. 70c. 90c. 1.20 1.70
for for for for for
59c 68c 73c 1.05 1.58



Coloured Batistes

BATISTES--Summer like Batistes of beautiful texture and variety of patterns, white ground with fancy coloured sprays and dots; easy to do up; fast, fadeless patterns. Special, the yard **26c.**

FANCY MUSLINS--Almost impossible to describe the numerous pretty colour blendings in this line; 36 inches wide; light and dark shades. Special **22c.**

DRESS GINGHAMS--Double width Dress Gingham in fine checks and plaid patterns; Gingham of quality made to stand frequent tubbings; beautiful shade blend. **42c.**