

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; 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 girly and pockets, Peter Pan collar, others show White Organdy collars, 3/4 sleeve, excellent range of check patterns. New! Regular \$2.50. Spe. \$2.19

Misses' Dresses

In White Muslin, Organdie and Voiles; pretty styles, long and short sleeves, lace and insertion trimmings, girly and coloured rosettes. Regular \$1.00 for89c. Regular \$1.50 for\$1.27. Regular \$2.40 for\$2.19. Regular \$2.30 for\$2.08.



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. Regular 90c. for79c. Regular \$1.00 for89c. Regular \$1.50 for\$1.28. Regular \$1.90 for\$1.58.

CAMISOLES.

The daintiest imaginable, in White Lawn and White Muslin, trimmed with Valenciennes Lace, Insertion, etc. Regular 40c. for38c. Regular 90c. for79c. Regular \$1.10 for89c. Regular \$1.50 for\$1.28. Regular \$1.70 for\$1.58.

NEW JUMPERS.

The latest in White Muslins, Linens and Rapes, round neck, Peter Pan Collar, long sleeves, cuffs and banded waist, and Black Satin bow. Regular 90c. for79c. Regular \$1.50 for\$1.28. Regular \$1.80 for\$1.57. Regular \$2.40 for\$2.19. Regular \$2.80 for\$2.59. Regular \$6.50 for\$5.84.

"STEP-INS."

Ladies' Two-Piece Step-in Underwear, in coloured Cottons--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' NIGHTGOWNS.

Children's and Misses' White Lawn Nightgowns, Swiss embroidery and Val. Lace trimmings; assorted sizes. Regular 65c. for62c. Regular 80c. for68c. Regular \$1.00 for89c.

GIRLS' UNDERPANTS.

White Lawn Underpants with Swiss embroidery trimmings. Regular 60c. for48c. Regular 75c. for62c. Regular \$1.00 for69c.

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, Shabby, 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 moderation. Two very special lines--a feature of this formal display.

\$2.48 \$3.48

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 fancy self borders. Were \$3.00 pair. White \$2.48

DUTCH CURTAINS--Very dressy 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

56 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

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

CASEMENTS--22 and 36 inch Cream Casement Cloths, some with lace insertion, others with hemstitched border, washes perfectly. For this Sale Special, 43c. and 45c. yard.

Chintzs, Scrims, Muslins

for the windows of your home

BEAUTIFUL NEW CHINTZ--Yes! Truly beautiful New Chintz patterns, in multi-coloured floral and bird designs, light grounds, suggestive of Spring. There is a newness and niceness combined with inexpensiveness about these. To introduce them. Special.

37c. 54c 59c.

THE NEW COATS

Are Ready for You

And perhaps never before were styles so delightfully captivating: Plain Cloth Coats of remarkable lightness of weight, Fancy Checks and others in pretty Plaids, shades distinctively Spring like.

Of course Coats of finer texture will be seen here as well, in Gabardines and finer Cloths. Straight line models, showing fancy stitchings and new and beautiful elaborations.

8.45, 16.00, 18.00, 24.00, 30.00, 33.00



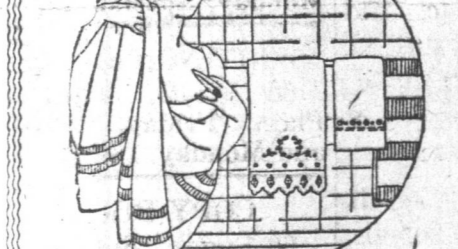
Sheetings

ENGLISH SHEETINGS--Plain and twilled, ranging from \$3 up to \$4 inches wide; Sheetings of dependability; snow white. Regular \$1.10 for98c. Regular \$1.35 for\$1.18. Regular \$1.50 for\$1.35. Regular \$1.75 for\$1.55.

Bed Spreads

The housewife's pride--an extra White Bedspread; one of those we specialize 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



SAVINGS on TOWELS

BATH TOWELS. Large White Turkish Towels, 34 x 65 size; quality Towels. White Sale Price, each \$2.29

HAND TOWELS. Family size, strong quality White Turkish Towels. White Sale, 43c. Special each

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

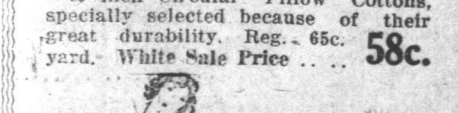
WHITE TOWELS. 18 x 36 size, and an excellent size for individual towels; Pink striped borders. White Sale, Special, each 37c.

TOWELINGS. Huck Towelings, 16 inches wide, great wearing quality, brand new line. White Sale Special22c.

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

FACE CLOTHS. Full in size, serviceable White Turkish make with coloured borders. Each13c.

PILLOW COTTONS. 40 inch Circular Pillow Cottons, specially selected because of their great durability. Reg. 65c. yard. White Sale Price58c.



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 48c.

GABARDINES--36 inch White Gabardines, with a nice soft finish; ideal for wash skirts, jumpers, middie, etc. White Sale Price79c.

DOWLS--"Nurse Dora", "Nurse Evelyn" and "Nurse Edith" Apron Dowls; quality through and through; widths ranging from 36 to 64 inch; pure white and keeps white. 65c. 75c. 80c. 1.20 1.70 for for for for

59c 68c 73c 1.05 1.58

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" LYNEN--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 needs; superior. White Sale Price49c.

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

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\$3.96. Regular \$5.00 pair for\$4.68. Regular \$5.50 pair for\$5.28. Regular \$6.50 pair for\$6.29.

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 undershirts, etc.

White Sale Prices 75c. 1.30 1.50 2.30 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



Wash Goods

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

For this Sale47c.

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

Special

Jap Silk Waists

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

Regular \$7.00 for\$5.97. Regular \$7.50 for\$6.47. Regular \$9.00 for\$7.47.

FANCY RATINES--Some lovely Dress and Skirt Ratines have just come our way in Novelty Stripes, Cross-Bars and Checks. A handsome shade; 36 inches wide. 65c.

Special

LADIES' & MISSES' MIDDIES. Regular \$2.50 for\$1.95



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 bindings in this line; 36 inches wide, light and dark shades. 22c.

Special

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

B