

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 goods, 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
IN THIS GREATEST OF ALL SPRING SALES

A Sale in which we keep pace with the ever-changing needs of our patrons, and earnestly endeavour to adjust selling methods to their best buying habits. Familiarize yourself with this world of new things at BAIRD'S--and economize as you spend on the needfuls for glorious Springtime.

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

Misses' Dresses

In White Muslin, Organza and Voiles; pretty styles, long and short sleeves, lace and insertion trimmings, girlish and coloured rosettes.

Regular \$1.00 for	89c
Regular \$1.50 for	\$1.27
Regular \$2.00 for	\$2.19
Regular \$3.00 for	\$2.93



Slumber Garments

NIGHTGOWNS—Some very handsome ones will be found here in Pink and White Muslin and hand embroidered models. Valenciennes Lace and Insertion trimmings; others with Swiss embroidery.

Reg. 90c for	79c
Reg. \$1.50 for	\$1.29
Reg. \$2.00 for	\$1.57
Reg. \$2.50 for	\$1.85
Reg. \$3.00 for	\$2.44
Reg. \$3.50 for	\$2.14

WINELETTE & FLAN-NELETTE NIGHTGOWNS—These show fancy coloured silks, and some of them Silk Torchon Lace and Insertion trimmings.

Reg. \$2.00 for	\$1.50
Reg. \$2.50 for	\$2.25
Reg. \$3.00 for	\$2.50
Reg. \$4.00 for	\$2.50
Reg. \$4.50 for	\$4.05
Reg. \$5.00 for	\$5.05
Reg. \$5.00 for	\$5.35

Sheetings

ENGLISH SHEETINGS—Plain and twilled, ranging from 33 up to 94 inches wide; Sheetings of dependability; snow white.

Regular \$1.10 for	89c
Regular \$1.35 for	\$1.18
Regular \$1.60 for	\$1.28
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 Quills, handsomely patterned; bought under favourable conditions and consequently extra good value.

Special \$5.15 and \$6.35

SCRIMS

THOUSANDS OF YARDS WHITE & FANCY—Scrims of every wanted kind, plain White, cross-hatched, Striped, Checked and Spotted. Coloured effects as well. Some very special designs 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.

Lovable Underthings

Near and Dear to the Feminine Heart

ENVELOPE CHEMISE.
In Pink and White Muslin Cotton Crepes, and hand embroidered Valenciennes Lace, charmingly trimmed with Valenciennes Lace.

Regular 90c for	79c
Regular \$1.00 for	89c
Regular \$1.50 for	\$1.28
Regular \$2.00 for	\$2.19
Regular \$2.50 for	\$1.59

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 \$2.00 for	\$1.57
Regular \$2.50 for	\$2.19
Regular \$3.00 for	\$2.89
Regular \$3.50 for	\$5.84

GIRLS' NIGHTGOWNS.
Children's and Misses' White Lawn Nightgowns, Swiss embroidery, and Val. Lace trimmings; assorted sizes.

Regular 65c for	59c
Regular \$1.00 for	89c
Regular \$1.50 for	\$1.28
Regular \$2.00 for	\$2.19
Regular \$2.50 for	\$2.89

BED SHEETS

New arrivals in Plain and Twilled English Sheetings, assorted sizes—all of them, wanted sizes. Through new we make special reductions for this Sale.

Regular \$4.55 pair for	\$3.98
Regular \$5.50 pair for	\$4.98
Regular \$6.50 pair for	\$5.98
Regular \$7.50 pair for	\$6.98

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.

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 LINEN—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.

White Sale Price 49c.

LONG CLOTH—36 inch super Long Cloth, pure White; adapts itself splendidly to domestic; superline. 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



Baby's Own Column

INFANTS' ROBES.
Long White Lawn Robes, long sleeves, Val. Lace and Insertion trimmings, etc.

Regular \$3.50 for	\$3.29
Regular \$4.00 for	\$3.79
Regular \$4.50 for	\$4.29

INFANTS' DAY GOWNS.
In White Linen, trimmed with dainty Swiss embroidery.

Regular \$1.00 for	89c
Regular \$1.50 for	\$1.19
Regular \$2.00 for	\$1.29
Regular \$3.00 for	\$1.59

INFANTS' PETTICOATS.
Short and Long White Lawn Petticoats, with body. Embroidery trimmed and tucked.

Regular 89c for	69c
Regular \$1.00 for	\$1.18
Regular \$1.50 for	\$1.28

INFANTS' BARRAS.
In White Saxony Flannels with Line nape bindings.

Regular 89c for	74c
Regular 90c for	79c
Regular \$2.00 for	\$1.64
Regular \$2.50 for	\$2.39

INFANTS' NIGHTGOWNS
Valenciennes Lace and Embroidery trimmed White Lawn Nightgowns, long sleeved. Regular \$1.60. Special \$1.39

Lace Curtains, Dutch Curtains

LACE CURTAINS—These are 2 1/2 yard size, sparsely figured centre, with pretty fancy self borders. Wore 3.30 pair. White Sale Price \$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. \$9.00 pair. White Sale Special. \$2.49

Ladies' White Skirts

55 of them in White Pique and White Gabardine skirts that wash, wear and are needed the whole summer through. White Sale Price

89c

Casements, Curtain Laces

"SUNELLA" CASEMENTS—A new fast fadeless Casement in plain Tan, 59 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.

Pyjamas, Middy Skirts, Ladies' Knickers

PIJAMAS.
In fine White Muslin and fine White Cottons, V-neck, trimmed Sky and Pink, short sleeves, shirted at ankle. Regular \$1.50 for 89c.

MIDDY SKIRTS.
Children's sizes, to fit 8 to 14 years, made from strong White Jean, showing pleated skirt, body at waist, tucked. Regular \$2.80 for \$1.98

LADIES' KNICKERS.
Embroidery trimmed Knickers, umbrella leg, open and closed; full sizes. Regular \$1.10. White Sale Special 98c.

Wool Sweaters, Camisoles, White Dresses

WOOL SWEATERS.
With Tuxedo front, all White Wool make, long sleeve, girlish and neck and insertion trimmings. Regular \$1.10. White Sale Special \$1.29

CAMISOLES.
Ladies' dainty White Muslin Camisoles, short sleeves and strap shoulders; lace and insertion trimmings. Regular \$1.90. Special \$1.29

WHITE DRESSES.
Ladies' White Linen Dresses, square neck and long sleeve and belt, simple trimmings. Regular \$2.40. Special \$1.89

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 underskirts, etc.

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

LONGETTE.
A material with a high-class mercerized finish, self striped, nice for Linings, Underwear, Step-ins, Envelope Chemis; shades of Pink, Pale Blue, Grey, Fawn, Pearl and White; 36 inches wide. Special 65c.

WASH GINGHAMS.
Neat looking Check Gingham in all the most favoured shades; new ones just to hand; 34 inches wide. Special 29c.

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	\$5.99
Regular \$7.50 for	\$6.47
Regular \$9.00 for	\$7.97

GIRLS' MIDDY BLOUSES.
To fit 8 to 14 years, nice White Jean make, showing Navy and Saxo collars, Black bow and long sleeves. Regular \$1.90 for \$1.59

LADIES' & MISSES' MIDDIES.
Regular \$2.30 for \$1.98

Chintz, 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 freshness about these. To introduce them.

37c. 54c. 59c.

DARK SCRIMS—34 inch Dark ground Scrims with rose patterns; a very effective window trim. Special 26c.

COLOURED SCRIMS—With ball fringe edging, assortment of all-over coloured patterns 28c. dressy looking. Special 28c.

ART MUSLINS—38 inch Art Muslin, White grounds with coloured rose border. Special 27c.

Coloured Cotton Voiles

Just arrived 16 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 Evelyn" and "Nurse Edith" Apron Dowls; quality through and through; widths ranging from 35 to 64 inch; pure white and keeps white.

55c for	75c for	90c for	1.30 for	1.70 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 bindings in this line; 36 inches wide, light and dark shades. 22c.

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