Our Vastly Superior Sale of White continues with undiminished attendance!

NEW THINGS EVERY DAY

Here is a selling of unusual advantage. It possesses all the qualifications that make it real economy to purchase--interesting assortments and standard qualities at greatly lowered prices, we cannot imagine how any woman can knowingly ignore its economy appeal.

FINAL WEEK COME--NOW!

WHITE SALE

Greatest in Volume, Greatest in Variety and Greatest in Values.

New! New!
A special lot of **Ladies'** French Hand-Embroidered **Nightgowns**

Chic, charming finish, White Lawn Nightgowns, distinctively French, round, square and V. necks, short sleeves, coloured silk ribbon bow; they are exquisite affairs; values to $7.00. White Sale Price Special

2.20, 2.40, 2.50, 3.50

SEE WINDOW.

Purposeful White Merchandise.
IF it is White, whether it pertains to person or home, you will find it entered in this Sale, we have made it thorough and far reaching. For frugality in Expenditure this is the month, when, if a woman puts it into paractice it is doubly efficient here, and more Economically effective than at any other time as witness the glaring reductions characterizing OUR SALE OF WHITE.

Paddy Green Ribbons
RIBBONS TO TIE UP THEIR BONNIE BROWN HAIR.

SASH RIBBONS

and all the narrow widths, in beautiful quality Taffetta Silk.

Prices:
4c. 8c. 12c. 17c. 25c. 35c. 45c. YARD.

More Exquisite Embroideries.

ALLOVER AND SKIRT EMBROIDERIES.

See this truly magnificent array of 36 inch Embroideries, excellent values running through the entire line. Regular .90c., $1.25, $1.50, $2.20, $2.50 for for for for for 69c., $1.08, $1.12, $1.68, $1.75 And many other inbetween prices.

SWISS EMBROIDERIES.

Thousands of yards of just the loveliest Embroideries you could wish for, wide medium and narrow width, a gorgeous display. Eevry piece specially reprices for White Sale

at **8c. 10c., 13c., 16c. 21c. 24c. 26c. 29c.**

CAMISOLE EMBROIDERIES.

Rare patterns on beautiful fine sheer white lawns and muslins; assorted widths.
Regular .. .. 50c., 60c., 75c., 90c., $1.30 for for for for for 42c., 52c., 59c., 69c., $1.08

And many other prices in between.

D. & A. CORSETS.
3.50 values for 1.75.

Ladies'! here is a most interesting item, in our White Sale. Beautiful figure-improving Corsets, bearing the well regarded "D & A" brand; medium and low bust, embroidering topping and 4 suspenders. Volues to $3.50 pair; sizes 22 to 29. White Sale Price **$1.75**

CORSELETTES—In Pink Coutil, with shirred elastic shoulder straps, side fastening, elastic hips, 4 suspenders; sizes 34 to 44. Values to $2.00. White Sale Price .. **$1.59**

Beautiful White WASH GOODS

PIN STRIPE MUSLINS.
Beautifully fine, 36 inches wide, materials you would be charmed to own, has a charming appearance. Reg. 60c. yard. White Sale Price .. .. **49c.**

CHRISTENING ROBING.
Finest of the fine White Lawn Texture, 40 inches wide. Reg. 65c. yard. White Sale Price .. .. **55c.**

WHITE PONGETTE.
A beautiful material w itha silky like finish, used extensively for casements, 32 inches wide. Reg. 65c. yard. White Sale Price .. **49c.**

WHITE PIQUES.
Some nice weight White Piques are offering at a special price during our White Sale. The yard **39c.**

CREPES AND SEERSUCKERS.
31 inches wide, these are a splendid lot, useful for summer underwear, as well as top togs. Reg. 35c. yard. White Sale Price .. .. **29c.**

WHITE JEAN.
31 inch White Jean. Reg. 75c. White Sale Price .. .. .. **65c.**

SPOT MUSLINS.
Quite an assortment of them, in assorted coin spots and others nicely figured, 35 inches wide. Reg. 35c. White Sale Price .. .. **29c.**

Dress Voiles
Double width White Dress Voiles, with assorted silk stripes, beautiful goods for summer frocks; 60c. value. White Sale Price .. .. **42c.**

CHECK MUSLINS.
Extra strong texture, some in checks, others in stripes, all white; a remarkable value. The yard .. .. **16c.**

BANDAGE CLOTH.
36 inch crossbarred Bandaging Cloth, several pieces of which have just come to hand. White Sale Price. The yard .. .. **19c.**

SCOTCH WINCEY.
Several brand new pieces for this White Sale, better quality than usual.
Reg. 75c. White Sale Price .. 67c.
Reg. $1.00. White Sale Price .. 89c.

RATINE'S.
White Ratines, some with fancy stripe, 36 and 38 inch widths, a beautiful soft clinging goods for summer togs.
Reg. 60c. White Sale Price .. .. 53c.
Reg. 70c. White Sale Price .. .. 63c.

"FLAXON" MUSLINS.
Airy fairy, filmy Muslins, delightfully fine, the choice of these—particular. Reg. 40c. yard. White Sale Price .. .. **35c.**

UNDERTHINGS *And such a collection of them, rare, dainty and beautiful pieces of finery to charm the feminine eye.*

SPECIAL! LADIES' KNICKERS.
In beautiful English Long Cloths, trimmed with fine lace and insertion; others with Swiss embroidery; umbrella leg, open and closed. Values here up to $3.50. White Sale Price .. .. .. **98c.**

CAMISOLES.
You cannot possibly have one too many of these delightful dreamy White Lawn Camisoles; many styles to select from.
Regular—$1.10, $1.50, $1.70, $2.00 for for for for 98c. $1.24, $1.58, $1.69

LADIES' PYJAMAS.
Shapely White Muslin and White Cotton Crepe Pyjama Suits, offering very excellent values.
Regular $4.50. White Sale Price $1.88
Regular $2.00. White Sale Price $1.64

WHITE SKIRTS.
Now is the time to pick up a Skirt or two savingly,—for right here are White Skirts up to the mintue in style, and the assortment offers pretty styles in White Pique, Poplin, Sateen and Linen, etc. Values to $3.50. White Sale Price **$1.39**

WINCEYETTE KNICKERS.
Umbrella leg style, trimmed with pretty embroideries. Regular 90c. White Sale Price .. .. **69c.**

French Hand-Embroidered Nainsook Night Gowns.
Of rare loveliness, in material and exquisitely embellished with artistic hand embroiderings. Values to $12.00.
White Sale Prices $3.50, $4.00, $4.50

UNDERSKIRTS.
Beautiful affairs in White Lawn, trimmings of Swiss Embroidery and Valenciehens Lace.
Regular $1.00. White Sale Price .. .. 79c.
Regular $1.80. White Sale Price $1.63

ENVELOPE CHEMISE.
A variety of these in White Muslin; others in dainty White Crepe, Embroidery and Valenciennes Lace trimmings.
Regular—90c. $1.00, $1.40, $1.80, $2.00, $3.50 for for for for for for 79c. 87c. $1.19, $1.40, $1.64, $3.14

INFANTS' DAY GOWNS.
White Lawn Day Gowns in various sizes and stylings. A special lot thrown in at one price. Regular $1.40. White Sale Price **$1.19**

INFANTS' BARRAS.
Soft White Flannel Barras, for tiny tots with skin so tender.
Regular $2.00. White Sale Price $1.60
Regular $2.60. White Sale Price $2.39

INFANTS' ROBES.
Elegantly trimmed White Lawn Robes, with Valenciennes Lace and Insertion; others with Swiss embroidery.
Regular $2.50. White Sale Price $2.29
Regular $2.60. White Sale Price $2.39

Infants' Nightgowns.
Pretty White Lawn and Flannelette Nightgowns for the dearies. Consider the following values:
Regular—$1.30, $1.50, $1.60 for for for $1.09, $1.29, $1.39

GIRLS' UNDERSKIRTS.
In beautiful quality White Lawn, embroidery trimmed and fine pin tucks.
Regular $1.00. White Sale Price .. .. 84c.
Regular $1.30. White Sale Price $1.09

UNDERSKIRTS.
Soft, warm White Flannelette Underskirts, buttonhole edged.
Regular—$1.50, $2.60, $3.00 for for for $1.28, $2.38, $2.79

Huge Towel Sale.
They will be coming from all ends of the town for these Towel Values. Flawless Snow White Turkish Towels; positively the finest value for years.

Reg. 22c. each for **32c pair**
Reg. 30c. each for **45c pair**
Reg. 40c. each for **59c pair**

SPOT MUSLINS!
Shower O' Hail Cpot Muslins, of unusually good qualities; 36 inches wide.
Reg. 45c. yd. White Sale Price 39c.
Reg. 55c. yd. White Sale Price 48c.
Reg. 30c. yd. White Sale Price 26c.
Reg. 35c. yd. White Sale Price 31c.

STRIPTED MUSLINS.
Hundreds of yards of them just to hand, broad and narrow stripes, 26 to 36 inches wide. White Sale Prices. The yard

18c. and 24c.

CHEESE CLOTHS.
36 inch Pure White Cheese Cloths; absolutely pure. The yard .. .. **13c.**

WHITE VOILES.
39 inches wide, beautiful texture; makes up well. Reg. 40c. value White Sale Price .. .. **32c.**

COTTON POPLIN.
A very strong material, washes well, very durable, some white. Reg. 40c. yard. White Sale Price .. .. **35c.**

WHITE DOUCETINE.
Extra fine with a silk like finsih, 32 inches wide. Reg. 60c. yard. White Sale Price .. .. **54c.**

CANVAS CLOTH.
36 inches wide, nice for summer skirts, used largely by fancy workers; 40c. value. White Sale Price .. .. **35c.**

SHEETS, SHEETINGS, PILLOW CASES, BOLSTERS, Etc., combine to make this White Sale a boon to Housekeepers.

PILLOW COTTONS.
Circular Pillow Cottons, the best and strongest in English manufacture; 40 inch width.
Reg. 55c. White Sale Price .. 47c.
Reg. 75c. White Sale Price .. 67c.
Reg. 80c. White Sale Price .. 69c.

WHITE SHEETINGS.
In these we can offer some very Special Values, as we secured some remarkably good values in the best of English and American Sheetings. Plain and Twilled in 72 to 90 inch widths.
Reg. 85c. White Sale Price 74c.
Reg. $1.00. White Sale Price 84c.
Reg. $1.10. White Sale Price 96c.
Reg. $1.40. White Sale Price $1.22
Reg. $1.50. White Sale Price $1.35

RUBBER SHEETINGS.
Double weight White Rubber Sheetings, 36 inches wide. Our Special .. .. **98c.**

BED SHEETS.
Stout Twilled Sheets, sure to give years of service; Snow White quality, 66 x 81, 70 x 90 size.
Reg. 4.00 pair. Wht. Sale Price 3.48
Reg. 5.00 pair. Wht. Sale Price 4.48

AMERICAN SHEETS.
These are plain, full size 81 x 90, hemmed, great wearing Sheets. Reg. $4.70 pair. White Sale Price, the pair .. **$4.35**

CURTAIN NET.
Every piece new and special for this White Sale. The patterns are attractive, and our Special Prices especially inviting.
Reg. 35c. White Sale Price .. 31c.
Reg. 45c. White Sale Price .. 39c.
Reg. 55c. White Sale Price .. 48c.
Reg. 90c. White Sale Price .. 79c.

WHITE SCRIMS.
A host of good looking all White Curtain Scrims in Striped Checks and Shadow effects.
Regular:—
22c. 25c. 30c. 35c. 45c. 55c. 65c.
White Sale Price:—
18c. 22c. 27c. 29c. 39c. 48c. 58c.

PILLOW CASES.
Every one of them Service-giving, and many of them specially imported for this Sale. Plain, Hemstitched and Embroidered, immense range at White Sale Prices now.
Regular:—
45c. 55c. 75c. 95c. 1.10, 1.30, 1.60 for for for for for for for 39c. 48c. 67c. 83c. 99c. 1.13, 1.39

BOLSTER CASES.
Strong, Sensible, Serviceable Bolster Cases for family use; re-marked for this White Sale.
Regular:—
75c. $1.00, $1.30, $2.00, $2.50 for for for for for 59c. 89c. $1.13, $1.64, $2.29

BATH SHEETS.
Extra full size, in finest quality White Turk. A dandy for bathing time. Reg. $3.00 each. White Sale Price **$2.65**

CUSHION COVERS.
Now is the time to secure them at a great saving. This lot includes many frilled, embroidered and plain White Muslin Covers ranging to $1.40 each. White Sale Price **$1.10**

RUNNER SCARFING.
Beautiful quality soft finish White Damask, 18 inches wide, can be used for Napkins or Guest Towels as well. The yard .. .. **27c.**

Thousands of yards of Shirtings & Flannelettes

SHIRTINGS.
The products of the best looms from England and America; all new and specially priced for Our White Sale.
22c., 23c., 25c., 28c., 29c., 31c., 32c., 33c., 35c., 39c.

"HORRICKSES" SHIRTINGS.
The name signifies—quality, and our White Sale signifies value extraordinary in these beautiful sheer White Cloths.
Reg. .. .. .. 45c., 50c., 55c., 60c., 65c. for for for for for 39c., 45c., 52c., 55c., 62c.

FLANNELETTES.
The pick of the finest English and American White Flannelettes. Every piece of which has been specially repriced for this White Sale at 17½c., 20c., 25c., 26c., 27c., 29c., 36c., 39c., 48c. yard.

Children's Embroidered White Voile DRESSES.
Just the dearest little models you could wish for in embroidered White Voiles.
Regular—$1.00, $1.50, $2.50, $3.25, $3.50, $4.50 for for for for for for 69c. $1.28, $2.19, $2.95, $2.20, $3.20
Regular .. .. $6.00 for $3.50 — $7.00 for $4.50

Beautiful Tobralco Cloths.
The queen of fancy White Goods for summer togs, beautiful patterns glistening like silk on a field of white. Reg. 70c. White Sale Price .. .. **54c.**

SILK SALE
Lustrous Captivating Silks

WHITE JERSEY SILK—36 inch. Rare and beautiful quality Snow White Jersey Silks for Underwear of al kinds. $3.00 value for **$2.69**

JAP SILK—36 inch. Beautifully fine Silks for every purpose. Reg. $2.60. White Sale Price **$1.98**

DUCHESSE SATIN—36 inch White Duchesse Satin, distinctive for wedding dresses. Regular $3.25. White Sale Price **$2.98**

WHITE SHANTUNG—Another 36 inch Silk. Wears wonderfully well. Regular $3.00. White Sale Price **$2.79**

James Baird LIMITED