

2 WEEKS  
ONLYThe Season's Supreme Selling Event  
Gloriously maintaining its past records for value-giving and  
excelling in the variety and gorgeousness of its  
SNOW WHITE MERCHANDISE2 WEEKS  
ONLY

WHITE

SALE

WE have had many White Sales in the past—other stores have had them, too. But we sincerely believe that our present Sales of White are the most important that have been held for years. Our alertness in taking advantage of the unsettled market conditions abroad is responsible for big stocks and most unusual values. Come and see for yourself!



CASES upon cases of these lovely white Goods have been lying unopened in our Stores since last August, and now they are presented to you in all their loveliness and freshness. During the interim prices have been steadily advancing and it is right here we wish to point out the advantage of participating in the values of this important White Sale.

CIRCULAR PILLOW COTTONS—440 yards of plain White Circular Pillow Cottons, 45 inch. These offer a very special value.  
Reg. 65c. yard. White Sale Price . . . 58c.  
Reg. 80c. yard. White Sale Price . . . 74c.  
Reg. 1.00 yard. White Sale Price . . . 90c.  
Reg. 1.20 yard. White Sale Price . . . \$1.06

WHITE SHIRTINGS—Best quality White Shirts, all at specially reduced prices for our White Sale. These are from special reservations for this event.  
Reg. 45c. yard. White Sale Price . . . 49c.  
Reg. 48c. yard. White Sale Price . . . 44c.  
Reg. 58c. yard. White Sale Price . . . 53c.

Now is Best Buying Time for  
Lovely Undermuslins

PRETTY "PRINCESS" UNDERSKIRTS—Loveliness in pretty Princess Underskirts, lace trimmed, ribbon beading and deft little touches here and there to still further beautify them.  
Regular \$1.80. White Sale Price . . . \$1.59  
Regular \$2.70. White Sale Price . . . \$2.49  
Regular \$3.60. White Sale Price . . . \$3.18  
Regular \$4.30. White Sale Price . . . \$3.79  
Regular \$4.50. White Sale Price . . . \$4.10  
Regular \$5.00. White Sale Price . . . \$4.49

DAINTY CAMISOLES—A very interesting assortment of White Lawn Camisoles. Don't let this sale pass without securing one or two at least. You'll need them later on; now is a good buying time.  
Reg. \$1.00. White Sale Price . . . 89c.  
Reg. \$1.10. White Sale Price . . . 98c.  
Reg. \$2.50. White Sale Price . . . \$2.29  
Reg. \$2.90. White Sale Price . . . \$2.45  
Reg. \$3.30. White Sale Price . . . \$2.99  
Others at 62c., 67c., 69c. SPECIAL.

WINCEY KNICKERS—Warmer and better wearing than the best of flannelettes. We have this quality in plain or embroidered.  
Reg. \$1.90. White Sale Price . . . \$1.75  
Reg. \$1.50. White Sale Price . . . \$1.28

WHITE LAWN NIGHTGOWNS—The daintiest lot of pretty White Lawn Nightgowns we have ever shown. Embroidered lace trimmed. V or square neck style.  
Reg. \$2.40. White Sale Price . . . \$2.16  
Reg. \$2.80. White Sale Price . . . \$2.49  
Reg. \$3.20. White Sale Price . . . \$2.79  
Reg. \$3.50. White Sale Price . . . \$3.29  
Reg. \$4.25. White Sale Price . . . \$3.78  
Reg. \$4.75. White Sale Price . . . \$4.23  
Reg. \$5.50. White Sale Price . . . \$4.78  
Reg. \$6.50. White Sale Price . . . \$5.78

LADIES' FLANNELETTE NIGHTDRESSES—Faint cream shade; extra strong; excellent value at their regular price.  
Reg. \$3.50. White Sale Price . . . \$2.99  
Reg. \$6.00. White Sale Price . . . \$5.35

James Baird  
LIMITED800 YARDS  
White FLANNELETES

All we could secure, our order went for thousands of yards, but we had to stand content with this opportunity. Nice soft quality American Flannelettes, at our Special White Sale Price,

34½ cts. a yard

Lowered Prices Mean Much  
Nowadays

WHITE LAWN UNDERSKIRTS—With every piece offering a special value. You ought not miss the opportunity to secure a well made White Lawn Underskirt or two for the coming season.  
Regular \$1.25. White Sale Price . . . \$1.09  
Regular \$2.00. White Sale Price . . . \$1.84  
Regular \$2.50. White Sale Price . . . \$2.15  
Regular \$3.00. White Sale Price . . . \$2.59  
Regular \$3.50. White Sale Price . . . \$2.98  
Regular \$4.25. White Sale Price . . . \$3.79  
Regular \$4.50. White Sale Price . . . \$4.23  
Regular \$5.40. White Sale Price . . . \$4.87

WHITE LAWN KNICKERS—An immense stock, beautifully made, from the lowest to the highest price. They offer better values than we have seen for years.  
Reg. 70c. White Sale Price . . . 63c.  
Reg. \$1.00. White Sale Price . . . \$1.19  
Reg. \$1.40. White Sale Price . . . \$1.34  
Reg. \$2.00. White Sale Price . . . \$1.84  
Reg. \$2.50. White Sale Price . . . \$2.29  
Reg. \$3.50. White Sale Price . . . \$2.98  
LADIES' WINCEY CHEMISE—Made from finest quality Scotch Wincey. Just a small stock, but they are selected.  
Reg. \$2.40. White Sale Price . . . \$2.19



CHILDREN'S PIQUE DRESSES—Mothers can secure some very good values here in pretty White Pique Dresses. Just a few of each at the following prices:

Reg. \$4.25. White Sale Price . . . \$3.78  
Reg. \$4.80. White Sale Price . . . \$4.18  
Reg. \$5.00. White Sale Price . . . \$4.23  
Reg. \$5.50. White Sale Price . . . \$4.98  
LINEN PYJAMAS—Popular slumber-time garments in good White Linen make; convenient when travelling; assorted sizes.  
Reg. \$2.90 suit. White Sale Price . . . \$2.63

Test the Goodness of These Super-Values Right Away. Space will not permit a more lengthy or comprehensive description.

## Tucked Lawns

36 inch Tucked Lawns of unusual fineness and firmness. These are newly opened; best English quality.  
Reg. \$1.00 yard. White Sale Price . . . 92c.  
Reg. \$1.10 yard. White Sale Price . . . 99c.  
Reg. \$1.25 yard. White Sale Price . . . \$1.08

## Nainsooks

Very desirable for underwear and for children's dresses; fine soft texture, 40 inches wide. Our stock of these is somewhat limited.  
Reg. 60c. White Sale Price . . . 52c.  
Reg. 75c. White Sale Price . . . 65c.

60 Pairs of  
Lace and Scrim Curtains

A very special lot in low priced Curtains. Your choice of Lace or Scrim with pretty lace trimmings. Good value at \$2.75 pair.  
White Sale Price . . . \$2.38

## WHITE TABLE DAMASKS

WHITE TABLE DAMASKS—Buy all you require for months ahead of these good grade English Damasks. At their regular prices they afford splendid values. At their White Sale Price they are more than appealing.  
Regular \$1.50 yard. White Sale Price . . . \$1.34  
Regular \$1.80 yard. White Sale Price . . . \$1.42  
Regular \$1.90 yard. White Sale Price . . . \$1.72

## English Sheetings spared for this sale

WHITE SHEETINGS—Hundreds of yards of finest grades of English Twilled Sheetings in all required widths. We have a name for excellent in Sheetings Values; the following are exceptionally good.  
64 inch. Reg. \$1.10. White Sale Price . . . 99c.  
72 inch. Reg. \$1.50. White Sale Price . . . \$1.27  
80 inch. Reg. \$1.60. White Sale Price . . . \$1.48  
90 inch. Reg. \$1.90. White Sale Price . . . \$1.68  
96 inch. Reg. \$2.25. White Sale Price . . . \$1.98

PILLOW CASES—Plain. Embroidered and Hemstitched Pillow Cases will be found here priced in such a way to make it profitable to buy a whole lot.  
Reg. 60c. White Sale Price . . . 54c.  
Reg. 75c. White Sale Price . . . 69c.  
Reg. 90c. White Sale Price . . . 84c.  
Reg. \$1.00. White Sale Price . . . 92c.  
Reg. \$1.40. White Sale Price . . . \$1.27

SIDEBORD CLOTHS—White Linen Cloths for your sideboard or buffet, hemstitched and embroidered. Our cheaper grade have all vanished, but these we quote are shorn of extravagance in price.  
Reg. \$1.70. White Sale Price . . . \$1.48  
Reg. \$1.80. White Sale Price . . . \$1.58  
Reg. \$2.25. White Sale Price . . . \$2.05  
Reg. \$2.50. White Sale Price . . . \$2.29

WHITE TABLE CLOTHS—There is an advantage in buying a Table Cloth or two right here and now as we secured some splendid values long ago in these very lines; all best English Damasks.  
Reg. \$1.30. White Sale Price . . . \$1.19  
Reg. \$2.25. White Sale Price . . . \$1.98  
Reg. \$3.20. White Sale Price . . . \$2.95  
Reg. \$7.25. White Sale Price . . . \$6.65

TABLE NAPKINS—Even cheaper grades offer you quality here, as we have had many dozens laying over since last winter, all hemmed ready for use.  
Reg. 15c. White Sale Price . . . 13c.  
Reg. 20c. White Sale Price . . . 18c.  
Reg. 30c. White Sale Price . . . 26c.  
Reg. 35c. White Sale Price . . . 29c.  
Reg. 40c. White Sale Price . . . 36c.

MOTHER! Here is a little corner devoted  
entirely to Infant's Wearables

INFANTS' ROBES—Beautiful finished White Lawn Robes, fresh from out of their boxes. Myriads of pretty styles.  
Reg. \$2.40. White Sale Price . . . \$2.19  
Reg. \$3.00. White Sale Price . . . \$2.78  
Reg. \$4.00. White Sale Price . . . \$3.59  
Reg. \$4.30. White Sale Price . . . \$3.88

INFANTS' WHITE BODICES—Neatly trimmed White Bodices for topping gowns. These are very handy for those making up gowns.  
Reg. 50c. White Sale Price . . . 44c.  
Reg. 65c. White Sale Price . . . 57c.  
Reg. 75c. White Sale Price . . . 67c.  
Reg. \$1.00. White Sale Price . . . 89c.

INFANTS' FEEDERS—Finest quality Terry Cloth Feeders in ample sizes; plain topped.  
Regular Prices . . . 24c., 35c., 40c., 50c.  
White Sale Prices . . . 19c., 29c., 35c., 44c.

INFANTS' RUBBER PANTS—White Rubber Pants, perfection shape; reliable make.  
Reg. 75c. White Sale Price . . . 67c.  
Reg. \$1.25. White Sale Price . . . \$1.08

CHILDREN'S FLANNELETTE UNDERSKIRTS—Warmer under garments for immediate wear; assorted sizes, well made.  
Reg. 80c. White Sale Price . . . 69c.  
Reg. 95c. White Sale Price . . . 84c.  
Reg. 99c. White Sale Price . . . 89c.  
Reg. 99c. White Sale Price . . . 72c.

INFANTS' EMBROIDERY FROCKS—Embroidered Muslin Dresses for little ones. Many very pretty styles such as you would find on your own dimpled darlings.  
Reg. \$1.75. White Sale Price . . . \$1.53  
Reg. \$1.90. White Sale Price . . . \$1.75  
Reg. \$2.50. White Sale Price . . . \$2.29  
Reg. \$4.00. White Sale Price . . . \$3.59

INFANTS' SHORT SLIPS—Neatly made Short Slips for baby when it has reached that interesting age. We have just 2 dozen of these.  
Reg. \$1.30. White Sale Price . . . \$1.15

INFANTS' DRESSES—Assorted makes Terry Cloths, Lawns, Silk and others.  
Regular Prices . . . 40c., 60c., 60c., 75c., \$1.00, \$1.20  
White Sale Prices . . . 35c., 44c., 52c., 67c., 89c., 99c.

CHILDREN'S WHITE UNDERSKIRTS—Beautifully made White Muslin Underskirts, with or without body. These are faultlessly finished.  
Reg. 50c. White Sale Price . . . 43c.  
Reg. 90c. White Sale Price . . . 79c.  
Reg. \$1.25. White Sale Price . . . \$1.08

CHILDREN'S WHITE KNICKERS—Strong white Cotton Knickers in assorted sizes. Cheaper ready-made than you can make them nowadays.  
Reg. 80c. White Sale Price . . . 74c.  
Reg. 45c. White Sale Price . . . 39c.  
Reg. 75c. White Sale Price . . . 67c.  
Reg. 90c. White Sale Price . . . 79c.

INFANTS' MUSLIN SLIPS—Soft White Muslin Slips, full length, carefully sewn.  
Reg. 70c. White Sale Price . . . 62c.  
Reg. \$1.00. White Sale Price . . . \$1.08

PRETTY TEA APRONS—New arrivals, very dainty, some with Swiss embroidery edges, others with lace, etc.  
Reg. 70c. White Sale Price . . . 60c.  
Reg. 85c. White Sale Price . . . 76c.  
Reg. \$1.10. White Sale Price . . . 98c.  
Reg. \$1.40. White Sale Price . . . \$1.27

MAIDS' APRONS—Best quality English White Muslin Aprons with body, hemstitched, plain or embroidered; made in generous proportions.  
Reg. \$1.30. White Sale Price . . . \$1.16  
Reg. \$1.60. White Sale Price . . . \$1.28  
Reg. \$1.80. White Sale Price . . . \$1.53  
And other prices in between.

Now is Choosing Time for  
Children's  
Summer Dresses

Right here does the goodness of this Sale strike you. Children's lovely White Lawn and White Muslin Dresses are displayed at easy paying prices. Splendid styles, too.  
Reg. \$1.00. White Sale Price . . . 89c.  
Reg. \$1.20. White Sale Price . . . 98c.  
Reg. \$1.75. White Sale Price . . . \$1.48  
Reg. \$2.50. White Sale Price . . . \$2.19  
Reg. \$3.00. White Sale Price . . . \$2.59  
Reg. \$3.70. White Sale Price . . . \$3.18  
Reg. \$4.00. White Sale Price . . . \$3.45  
Reg. \$4.50. White Sale Price . . . \$4.10  
Reg. \$5.25. White Sale Price . . . \$4.58  
Reg. \$6.80. White Sale Price . . . \$5.38  
Reg. \$7.00. White Sale Price . . . \$5.98  
Reg. \$8.60. White Sale Price . . . \$7.79

## Ladies' White Dresses

LADIES' WHITE VOILE AND MUSLIN DRESSES—The newer arrivals could not possibly excel in daintiness, nor approach in value these presented here. Early shoppers will get the pick. You know our reputation for pretty Summer Frocks and fair pricing. We list a few of the Specials:  
Reg. \$6.25. White Sale Price . . . \$5.35  
Reg. \$6.75. White Sale Price . . . \$5.85  
Reg. \$7.00. White Sale Price . . . \$6.35  
Reg. \$7.50. White Sale Price . . . \$6.85  
Reg. \$8.00. White Sale Price . . . \$7.10  
Reg. \$12.00. White Sale Price . . . \$10.85  
Reg. \$15.00. White Sale Price . . . \$13.69

James Baird  
LIMITED

## White Marcella Quilts

WHITE MARCELLA QUILTS—A huge pile of beautiful looking snow-white Quilts, a particular item that shines out brilliantly in this White Sale. Magnificent values, even in the lower priced ones. These were bargained for many months back; we could not possibly secure like values nor anything near them to-day.  
Regular \$2.50. White Sale Price . . . \$2.29  
Regular \$3.20. White Sale Price . . . \$2.90  
Regular \$4.50. White Sale Price . . . \$4.19  
Regular \$5.00. White Sale Price . . . \$4.15  
Regular \$5.00. White Sale Price . . . \$4.60  
Regular \$6.25. White Sale Price . . . \$5.78

## Embroideries

WIDE SKIRT EMBROIDERIES—Some very handsome patterns here on good quality sheer white cloths.  
Regular \$1.20. White Sale Price . . . \$1.09  
Regular \$1.30. White Sale Price . . . \$1.16  
Regular \$1.50. White Sale Price . . . \$1.39  
Regular \$1.80. White Sale Price . . . \$1.63  
Regular \$2.00. White Sale Price . . . \$1.83

CAMISOLE EMBROIDERIES—Here is something you cannot possibly have too much of. There is always a call for an extra Camisole, particularly your own making. Note these values:  
Reg. 65c. White Sale Price . . . 57c.  
Reg. 75c. White Sale Price . . . 67c.  
Reg. 80c. White Sale Price . . . 72c.  
Reg. 90c. White Sale Price . . . 79c.

