The "Blue Ribbon" Event of the Season--Our ANNUAL WHITE SALE.

Matchless Values.

The Products of many looms combine to give it notable thoroughness, and coming on the brink of a new and lovely season--Springtime--it features the choicest of SNOW WHITE MERCHANDISE near and dear to the feminine heart.

Marvellous Varieties.

WHITE SALE

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

SCOTT CLOTH!

A boon to fancy workers.

Ladies! here is a new and beautiful Cloth for embroidering upon, 33 inches wide, makes beautiful table covers, bureau scarves, and such like, strong firm finish. You'll like it. To introduce it. Special

39c.

Purposeful White Merchandise.

WITH tables and counters heaped high with Spotless White Merchandise, we enter with our Annual White Sale—majestically. Everything White—Everything glowing with a refreshing newness, and values vastly superior to those of past sales. An idea of the extra fine values awaiting you here, may be gleaned by the many Specials listed—and which are representative of many others omitted here for lack of space.

WHITE LAWNS.

36 inch Victoria Lawns, beautiful Sheer White Cloths, known everywhere for their excellence.
Regular—45c. 50c. 65c.
for for for
39c. 44c. 57c.

LINENE.

An excellent White Cloth, finer and closer than any Shirting, 36 inches wide. Wish we had a thousand yards of it to offer. Special the yard .. **29c.**

MULL MUSLINS.

480 yards specially fo rthis Sale, beautiful quality Mulls.
Reg. 45c. White Sale Price ..39c.
Reg. 55c. White Sale Price ..48c.

NAINSOOKS.

Right here we have some very excellent values—quality—well it's of a high standard.
Reg. 50c. White Sale Price ..44c.
Reg. 70c. White Sale Price ..62c.

1,000 yds. WHITE LAWNS.

Beautiful limp finish sheer white lawns, a pleasure to handle, specially imported for Our White Sale, ideal for underwear or baby make up, unusually wide, 41 inches. Special. The yard

20c.

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. Values 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**

UNDERTHINGS

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

NIGHT GOWNS.

Rare beauties in Cotton Crepe and White Muslin, embellished with fine Laces and embroideries.
Regular—90c. 1.60, 2.20, 2.50, 3.30, 4.20, 4.80
for for for for for for for
79c. 1.39, 1.94, 2.29, 2.98, 3.75, 4.37

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.**

WINCEYETTE KNICKERS.

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

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

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 Valenciennes 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, $1.19, $1.64, $3.14

WHITE SKIRTS.

Now is the time to pick up a Skirt or two savingly,—for right here are White Skirts up to the minute 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**

Hundreds of Yards of SWISS EMBROIDERIES at 8c. yard.

Right here will be found an attractive line for many to partake of—beautifully patterned White Embroideries, 2 to 4 inches wide. Values to 20c. yard. White Sale Price .. .. **8c.**

GIRLS' NIGHT GOWNS.

Embroidery trimmed White Lawn Night Gowns for girls of all ages.
Regular—60c. 80c. $1.00
for for for
52c. 67c. 89c.

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

HOUSE DRESSES.

White linen House Dresses, V. neck with collar and long sleeves, worthy values.
Reg. $2.20. White Sale Price ..$1.94
Reg. $2.40. White Sale Price ..$2.09

Voile Dresses at 1.94.

A splendid range of these with short sleeves, prettily embroidered, round V. neck, waist girdle. White Sale Price **$1.94**

WAISTS.

LADIES' WAISTS—Some very handsome models, in White Voile and many new styles make the assortment most interesting.
Reg. 1.00, 1.30, 1.60, 2.00, 2.50, 3.00
for for for for for for
89c., 1.13 1.39, 1.79, 2.29, 2.69

WHITE NET WAISTS—Special .. .. **57c.**

IRISH HAND EMBROIDERED WAISTS.

White Sale Special ..$1.79

VOILE JUMPERS—White Voile Jumpers, showing Peter Pan Collar, V. neck and long sleeves.
Reg. $1.10, $1.30, $1.70
for for for
98c., $1.13, $1.53

The Housewife's Pride
Snow White
Bedspreads

These are JOB and bring especially good value to those needing good wearing, easy washing Snow White Quilts, nice range of patterns, a saving of about one third on every purchase. Prices to suit every purse.

$1.69 up to $5.30

HONEY COMB QUILTS—Great large All White Honey Comb Quilts, fringed, known everywhere, used everywhere, because of their service giving quality. This line offers values up to $5.00 each. White Sale Price **$3.38**

JOB TABLE LINENS.

Beautiful Pure White Table Damasks, in assorted patterns and widths, factory ends, every piece perfect, an opportunity to replenish economically, values to $1.00 yard. White Sale Price .. .. **59c.**

Specializing on WHITE HOSIERY.

COTTON HOSIERY — Ladies' White Cotton Hosiery, plain seamless finish, usual 25c. value. White Sale Price .. .. **19c.**

CHILDREN'S HOSE—Finely ribbed White Cotton Hosiery, to fit from 3 to 14 years. White Sale Price .. .. **23c.**

WHITE OVERSTOCKINGS — Girls' White Wool Overstockings, fine ribbed finish. To clear.
The Small Sizes .. ..64c.
The Larger Sizes .. ..89c.

WHITE SILK HOSIERY — Ladies' White Silk Hosiery, with white Lisle knee top and vamp. Reg. 90c. value. White Sale Price .. .. **75c.**

LISLE HOSIERY—Ladies' plain white Lisle Hosiery, seamless finish. Reg. 60c. White Sale Price .. .. **52c.**

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., 6?c.

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, $3.30, $4.50
for for for for for for
69c. $1.28, $2.19, $2.95, $2.20, $3.20
Regular $6.00 $7.00
for for
$3.50 $4.50

ENGLISH LONG CLOTH.

Beautiful soft finish Long Cloths, with the finess of Cambric; 36 inche width. Reg. 35c. value. White Sale Price **29c.**

MADAPOLLAMS.

685 yards of 36 inch soft white Madapollams; worth 30c. yard. White Sale Price .. .. **19c.**
40 inch. Reg. 40c. yard for .. ..36c.
40 inch. Reg. 45c. yard for .. ..39c.

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