

SAVINGS
k's Offerings

TWEED HATS.
are offering to clear a
of Ladies' and Misses'
Hats. If you want a
about hat or a hat to wear
ool, we suggest that you
lot. Sale Price, 69c

MEN'S COAT COLLARS.
endid collection of White
Collars of the latest cut
with fine lace. We re-
d them for your inspec-
each 15c.
each 35c.

MEN'S SWEATER COATS.
make with collar that
worn buttoned closely
the neck, or turned
two side pockets. Sale
each \$2.50

FLETTE ROMPERS.
e and Pants in Grey
Flannelette and are
comfortable. We re-
d these for fit and ex-
ish. Sale Price 83c

ny Special.
POOL HOSE.
Hose. At each price
ings of supreme value,
t you seeing them, only
per pair 47c.
per pair 88c.

WINTER HOSE.
for winter wear. These
full length, with a soft
are offering at
Sale Price, pair 43c

BOYS' HOSIERY.
sturdy Hosiery for
are hard on their
and require stockings
than usual. These are
heavy cotton yarn in
ble one and one rib;
med; all sizes. 39c

Store
Closes
6 p.m.



der,
St. John s, NE 1

DODD'S KIDNEY PILLS
who assisted in helping
Missionary Funds, Apologia
were sent by some out-
colds.—Com.

Baird's White Opening Days
—OF OUR—
MID - WINTER

EXCELLING IN EXCELLENCE Every Previous Effort.

PAUSE and PONDER OVER the mighty Money-Saving opportunities this Sale has ready for keen, shrewd shopping housewives.

ALL PRICES PARED TO

- VICTORIA LAWN.**
For those who ply the needle and make up dainty Summer undergarments we offer splendid values in White Lawns. These were obtained for many months ago; would like to show you the values.
Reg. 40c. White Sale Price 37c.
Reg. 48c. White Sale Price 44c.
Reg. 55c. White Sale Price 49c.
- TUCKED LAWN.**
Here you are, mothers! the pick of the prettiest Tucked Lawns in the city at almost any price; some with fine tucks, others with Swiss insertion.
Reg. 25c. yard. White Sale Price 19c.
Reg. 35c. yard. White Sale Price 29c.
Reg. 40c. yard. White Sale Price 36c.
Reg. 50c. yard. White Sale Price 45c.
Reg. 65c. yard. White Sale Price 59c.
Reg. 80c. yard. White Sale Price 73c.
- TRAY CLOTHS.**
Serviceable White Linen Tray Cloths that you require almost every day. We have some very pretty ones at almost any price you wish to pay; hemstitched and embroidered.
Reg. 35c. White Sale Price 29c.
Reg. 60c. White Sale Price 54c.
Reg. 70c. White Sale Price 65c.
Reg. 85c. White Sale Price 78c.
Reg. 110. White Sale Price 92c.
- PILLOW CASES.**
A great time to select your future needs in Pillow Cases. We have plain, fancy and embroidered, made of strongest materials. It's worth your while to see these.
Reg. 35c. White Sale Price 32c.
Reg. 45c. White Sale Price 39c.
Reg. 55c. White Sale Price 45c.
Reg. 75c. White Sale Price 67c.
Reg. 110. White Sale Price 95c.



White SALES
THE SALES
WE ASKED YOU TO
WAIT FOR.

We planned for this sale many months ago, paid cash for our purchases. Our WHITE SALE PRICES tell how keenly we bought.

the IRREDUCIBLE MINIMUM

- SHAMS.**
Dainty snow White Linen Pillow Shams; some with lace edge, open work centre and handsomely embroidered. You get these at their old Sale Prices.
Reg. \$1.00. White Sale Price 89c.
Reg. \$1.70. White Sale Price \$1.57
- BREAKFAST CLOTHS.**
In good English half-bleach Damasks, finished with Crimson border and fringed edge. These serve to take the place of your better cloths. We have two sizes.
Reg. \$1.00. White Sale Price 86c.
Reg. \$1.30. White Sale Price \$1.15
- BED SHEETS.**
Of reputable quality, plain or twilled, pure white, bought long before prices advanced. There is a saving here in every instance.
Reg. \$3.00 pair. White Sale Price \$2.80
Reg. \$4.80 pair. White Sale Price \$4.40
Reg. \$5.20 pair. White Sale Price \$4.90
Reg. \$7.70 pair. White Sale Price \$7.30
- TEA CLOTHS.**
From the very lowest price to the highest you will find honest value here. We have some in soft White Damasks, others in embroidered Linens.
Reg. 35c. White Sale Price 30c.
Reg. 55c. White Sale Price 49c.
Reg. 60c. White Sale Price 58c.
Reg. \$1.10. White Sale Price 98c.
Reg. \$1.50. White Sale Price \$1.27
- SIDEBOARD CLOTHS.**
An extra Sideboard Cloth is always required. We have nipped the prices of these pretty sharp and can offer values equal to anything ever shown here; White Linen and Lace Cloths abound.
Reg. 45c. White Sale Price 39c.
Reg. 55c. White Sale Price 48c.
Reg. 75c. White Sale Price 68c.
Reg. 85c. White Sale Price 78c.
Reg. \$1.10. White Sale Price 98c.
Reg. \$1.50. White Sale Price \$1.28



Though your purse may be lean, let your hand bag be generous in size.

Plan to do your buying of Pretty Undermuslins now.

- PRINCESS UNDERSKIRTS**—Undergarments that never lose their popularity. These are simply exquisite, lace trimmed, ribbon heading, little improvements here and there over last season and so on; little price for such elegance in underwear.
Regular \$1.40. White Sale Price \$1.19
Regular \$1.60. White Sale Price \$1.39
Regular \$2.40. White Sale Price \$2.18

Numerous other items which we cannot find space for to announce here will be found along the **Aisles of White.**

HUCK TOWELING.
30 inch, all White; looks particularly strong, nice soft finish that makes it likable at once. Reg. 35c. yd. 32c
White Sale Price 32c

TOILET COVERS.
Grecian Toilet Covers; something extra strong and durable; they wear better than the honeycomb make; size 20 x 45, fringed at edge; nice pattern.
Regular 60c. White Sale 50c
Price 50c

BARBERS TOWELS.
Excellent Little Towels for the purpose; soft, free from dressing finish, with Crimson pin stripe border. Special White Sale Price 6 for 28c

GUEST TOWELS.
Particularly good-looking pure White Huck Towels, plain centre with a fancy figured border, hemstitched at ends; some of these slightly imperfect but nothing to hurt. 20c. value.
White Sale Price, each 14c

HONEYCOMB TOWELS.
Just 4 dozen of these; would make a very suitable Towel for the baby's own, as they have that soft limp finish and fairly heavy. Reg. 35c. each.
White Sale Price 29c

ROBE MUSLIN.
We have two pieces of this, 36 inches wide, beautifully fine; washes perfectly; may be used for other purposes, but for robes it's the ideal cloth.
Special White Sale Price, yd. 36c

This is our Blouse Special for first week of the White Sale.

As dainty a lot of Blouses as ever came out of their boxes. Charming styles in White Voile, Muslin and Repp; they are attractively embroidered and trimmed with pocket buttons; others in plain White Muslin with large Sailor Collars. The very newest styles for the Fashion Centre; sizes from 36 to 50 inch bust. Reg. at \$2.00 each.
White Sale Price \$1.59

TABLE CENTRES—Generous assortments of these in square and circular shape in soft White Linen, hemstitched and embroidered; others in pretty Battenburg Lace.
Regular 28c. White Sale Price 24c.
Regular 35c. White Sale Price 30c.
Regular 60c. White Sale Price 54c.
Regular 75c. White Sale Price 68c.

SHEETINGS.
These alone are worth a visit. We are overstocked in the better lines and intend unloading some very special values during this White Sale. Best English Pure White Sheetings, plain and twilled.
Reg. 85c. yard. White Sale Price 78c.
Reg. 95c. yard. White Sale Price 88c.
Reg. \$1.10 yard. White Sale Price 99c.

PILLOWINGS.
Winter time is stitching time. Have a look over this display of best value Pillow Cottons and buy for future needs. We offer some very excellent values in standard widths.
Reg. 30c. yard. White Sale Price 27c.
Reg. 35c. yard. White Sale Price 32c.
Reg. 45c. yard. White Sale Price 40c.

TABLE CLOTHS.
Don't let this Sale pass without securing a good wearing White Damask Table Cloth. We offer them at their old prices; they come in full sizes.
Reg. \$1.40. White Sale Price \$1.25
Reg. \$1.60. White Sale Price \$1.45
Reg. \$2.00. White Sale Price \$1.75
Reg. \$2.50. White Sale Price \$2.25
Reg. \$4.40. White Sale Price \$3.90



TABLE NAPKINS.
Best quality English White Damask Table Napkins, hemmed ready for use. These are all last year's holdings; get the benefits of the Sale Prices.
Reg. 15c. each. White Sale Price 13c.
Reg. 25c. each. White Sale Price 23c.
Reg. 35c. each. White Sale Price 29c.
Reg. 60c. each. White Sale Price 45c.

We can save you money on Lace Curtains.

The windows are the eyes of your house. Make them look their prettiest with some of our real lacy looking White Curtains. We have some excellent values, both in English and American, 2 1/2 yards long. We have reserved these for our White Sale.
Reg. 80c. pair. White Sale Price 74c.
Reg. \$1.00 pair. White Sale Price 92c.
Reg. \$1.40 pair. White Sale Price \$1.25
Reg. \$1.70 pair. White Sale Price \$1.55
Reg. \$2.20 pair. White Sale Price \$1.95
Reg. \$2.50 pair. White Sale Price \$2.20

A Surprise Sale of LOVELY WHITE Satin QUILTS, Grecian QUILTS, and Honey-Comb QUILTS.

A really important Sale that should attract every woman with an eye to future economy. We have carefully gone through our Quilt Section and nipped prices keener than ever before. Our stocks were heavy and we must lessen them before our first Spring goods arrive. Come and see if there's a Quilt here at the price you want to pay.
Regular \$2.00. White Sale Price \$1.85
Regular \$2.40. White Sale Price \$2.15
Regular \$2.80. White Sale Price \$2.55
Regular \$3.50. White Sale Price \$3.20
Regular \$4.50. White Sale Price \$4.10

WHITE SILK POPLINS.
Here is a very serviceable and extra good wearing Dress Goods of high degree that would make up splendidly for special occasion dresses; a nice permanent silk surface.
Regular \$1.00. White Sale Price 90c

Slightly Soiled Princess Underskirt.
Just a dozen or so of these slightly soiled from handling, trimmed with embroidery and lace edging, embroidered flounces and wide ribbon heading; dainty undergarments, made new with washing. Regular values to \$4.00. White Sale Price \$2.15

Easy Buying Sale.



HOW MANY YARDS OF THESE Pretty Embroideries
can you use? We have the best reasons for saying that these cannot be matched outside this Store for value, for variety of patterns and fineness of cloth. They come in lengths from 4 1/2 to 10 yards; suitable for Camisoles, Skirts, founcing for knickers, and almost any purpose in Ladies' Underwear. Com and see these. Plain prices on each one and each piece gets its first airing here **FRIDAY MORNING**. The prices will fit your purse.

James Baird LIMITED

1,000 yards of White Table Damasks, Reg. 65c. per yard, for 55c.

This is a very strong Damask, 58 inches wide, nicely patterned, pure White. Avail of the opportunity to get an extra Cloth or two for future use. At the regular price to-day, 65c, it offers the utmost value. White Sale Price, per yard 55c.

AMERICAN FLANNELETTES.
VALUE TO-DAY FOR 95c. YARD. WHITE SALE PRICE 21c.
A case lot of these in that soft, fancy finish, pure White; nice for making up Nightdresses, Children's Underwear, etc. You may search the city from end to end and you can't equal this for value. Buy for future needs, that is really the object of this big Sale, supplying the most wanted things for present and for future needs. Special White Sale Price, per yard 21c

WHITE JEAN.
We have a few pieces of this, it comes with a limp finish; lets very strong; a great material to wear and wash; nice for middy blouses, for skirts and facings. Reg. 60c. yard. White Sale Price 45c

Men's White Flannelette Shirts.
Made from best quality English Flannelette, well seamed, well shaped, collars attached. These will be higher later on. Decide on getting one or two at our Special White Sale Price. 78c

Money Saving Sale.