

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 opens; 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 girde and pockets, Peter Pan collar, others show White Crepey collars, & sleeve, excellent range of check patterns. Now! Regular \$2.50. Special \$2.19

Misses' Dresses

In White Muslin, Organdie and Voiles; pretty styles, long and short sleeves, lace and insertion trimmings, girde and coloured rosettes. Regular \$1.00 for89c. Regular \$1.80 for1.67. Regular \$2.40 for2.19. Regular \$3.30 for2.98.



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. Regular 90c. for79c. Regular \$1.60 for1.39. Reg. \$1.90 for1.67. Reg. \$2.30 for1.98. Reg. \$2.70 for2.44. Reg. \$3.50 for2.94.

WINEYETTE & FLANELETTE NIGHTGOWNS—These show fancy coloured stitchings, and some of them Silk Torchon Lace and Insertion trimmings. Reg. \$2.30 for1.89. Reg. \$2.60 for2.29. Reg. \$3.80 for3.50. Reg. \$4.00 for3.50. Reg. \$4.50 for4.00. Reg. \$5.50 for5.09. Reg. \$6.00 for5.59.



Sheetings
ENGLISH SHEETINGS—Plain and twilled, ranging from 33 up to 64 inches wide; Sheetings of dependability; snow white. Regular \$1.10 for96c. Regular \$1.35 for1.18. Regular \$1.50 for1.35. Regular \$1.75 for1.55.

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 Quilt, 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 ranges 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 lace. Regular 90c. for79c. Regular \$1.00 for89c. Regular \$1.50 for1.29. Regular \$1.90 for1.59.

CAMISOLES
The daintiest imaginable, in White Lawn and White Muslin, trimmed with Valenciennes Lace, Insertion, etc. Regular 40c. for35c. Regular 90c. for79c. Regular \$1.10 for96c. Regular \$1.50 for1.29. Regular \$1.90 for1.59.

NEW JUMPERS
The latest in White Muslins, Linens and Reppes, round neck, Peter Pan Collar, long sleeves, cuffs and hand-ed waist, and Black Satin bow. Regular 90c. for79c. Regular \$1.50 for1.29. Regular \$1.80 for1.57. Regular \$2.40 for2.19. Regular \$2.60 for2.39. Regular \$5.50 for5.24.

"STEP-INS"
Ladies' Two-Piece Step-in Underwear, in coloured Cottons—fancy Stripes and plain shades; assorted sizes. Regular \$1.70 for1.53. Regular \$1.90 for1.69. Regular \$2.00 for1.84. Regular \$2.40 for2.14. Regular \$3.75 for3.49.

GIRLS' NIGHTGOWNS
Children's and Misses' White Lawn Nightgowns, Swiss embroidery and Val. Lace trimmings; assorted sizes. Regular 65c. for52c. Regular 80c. for67c. Regular \$1.00 for88c.

GIRLS' UNDERPANTS
White Lawn Underpants with Swiss embroidery trimmings. Regular 60c. for48c. Regular 75c. for62c. Regular \$1.00 for89c.

"BILLY BURKE" PYJAMAS
In fine White Muslin and fine White Cottons, V-neck, trimmed Sky and Pink, short sleeves, shirred at ankles. Regular \$1.50 for89c.

"PRINCESS" SLIPS
Children's White Lawn Princess Slips daintily trimmed with Swiss embroidery. Regular \$1.00 for89c. Regular \$1.50 for1.29.

MIDDY SKIRTS
Children's sizes, to fit 8 to 14 years, made from strong White Jean, showing pleated skirt, body at waist, tucked. Regular \$1.50 for1.98.

MISSIE'S PANTS
Fine White Jersey Vests, round neck and draw string, strap shoulders. White Sale Price 18c.

LADIES' KNICKERS
Embroidery trimmed Knickers, umbrella leg, open and closed; full sizes. Regular \$1.10. White Sale Special \$1.29.

CHILDREN'S VESTS
Finely Ribbed Vests for children from 4 to 10 years; a special line grouped to one price. Special 48c.

WOOL SWEATERS
With Tuxedo front, all White Wool make, long sleeve, girde and pockets. Special \$3.59

LADIES' VESTS
Special lot of short sleeved Vests in White Jersey; Spring weight. Special 48c.

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 \$1.89. \$2.40. Special



Baby's Own Column

INFANTS' ROBES
Long White Lawn Robes, long sleeves, Val. Lace and insertion trimmings, etc. Regular \$2.50 for2.29. Regular \$2.90 for2.59. Regular \$3.80 for3.49.

INFANTS' DAY GOWNS
In White Linen, trimmed with dainty Swiss embroidery. Regular \$1.00 for89c. Regular \$1.40 for1.19. Regular \$1.80 for1.59. Regular \$2.20 for1.99.

INFANTS' PETTICOATS
Short and Long White Lawn Petticoats, with body. Embroidery trimmed and tucked. Regular 80c. for69c. Regular \$1.00 for81c. Regular \$1.50 for1.28.

INFANTS' BARRAS
In White Saxony Flannels with Line nape bindings. Regular 35c. for74c. Regular 90c. for79c. Regular \$2.00 for1.64. Regular \$2.60 for2.29.

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. Were 3.30 pair. White \$2.48

DUTCH CURTAINS—Very dressy Curtains, particularly for bedrooms; soft White Scrims make with lace insertion corners and all lace edge, centre overhead piece to complete the set; dainty. Reg. \$3.00 pair. White Sale Special \$2.49

Ladies' White Skirts
50 of them in White Pique and White Gabardine; skirts that wash, wear and are needed the whole season through. White Sale Price 89c.

56 INCH DAMASKS—Just a couple of pieces open up to-day of firm, even texture, assuring durability. White Sale 68c. Special

TABLE COVERS—Crimson and Green Tapestry Table Covers, fringed; good full size range of fancy patterns, new and now given their first Sale Price \$3.85

CASEMENTS, Curtain Laces
"SUNSELLA" CASEMENTS—A new fast fadeless Casement in plain Tan, 50 inches wide, reversible, serviceable. Note the width. Special the yard 85c.

CURTAIN LACES—Before selecting your Spring Window Dressings—see our display of beautiful White Curtain Laces, this season's patterns; look particularly fine, and our Sale prices mean economies worth acquiring. Reg. 35c. White Sale Price. 31c. Reg. 38c. White Sale Price. 34c. Reg. 45c. White Sale Price. 39c. Reg. 55c. White Sale Price. 48c. Reg. 60c. White Sale Price. 54c. Reg. 70c. White Sale Price. 63c.

CHINTZ, Serims, Muslins
for the windows of your home
BEAUTIFUL NEW CHINTZ—Truly beautiful New Chintz patterns, in multi-coloured floral and bird designs, light grounds, suggestive of Spring. There is a newness and loveliness combined with inexpensiveness about these. To introduce them. Special.
37c. 54c. 59c.

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

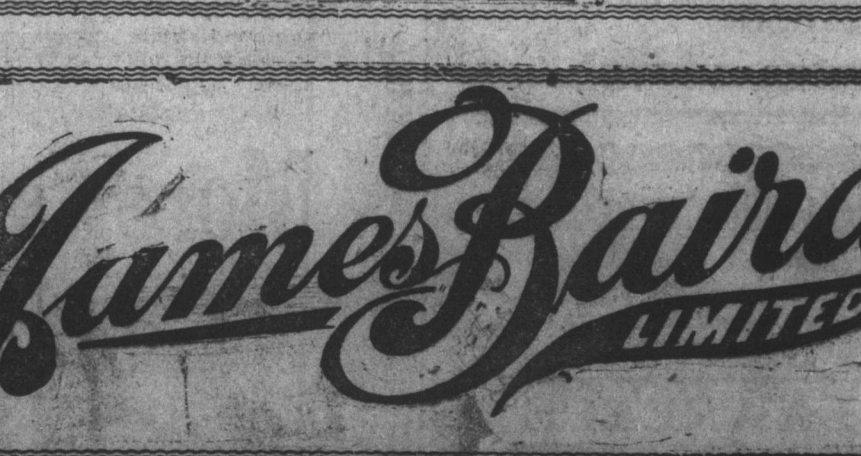
COLOURED SCRIMS—With ball fringe edging, assortment of all-over coloured patterns. Greasy looking. Special.
ART MUSLINS—36 inch Art Muslins, white grounds with coloured rose border. Special 27c.

Coloured Cotton Voiles

Just arrived 10 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 strong and through; widths ranging from 36 to 64 inches; pure white and keeps white. 50c. 75c. 90c. 1.20 1.70. Special 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 blendings in this line; 36 inches wide, light and dark shades. 22c. Special

DRESS GINGHAMS—Double width Dress Gingham in fine checks and plaid patterns; Gingham of quality made to stand frequent tubbing; beautiful shade blendings. Special 42c.



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 \$5.97
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 Saxe collars, Black bow and long sleeves. Regular \$1.90 for \$1.59

LADIES' & MISSIE'S MIDDIES
Regular \$2.30 for \$1.98

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. White Sale Price 43c.

LONG CLOTH—36 inch super Long Cloth, pure White; adapts itself splendidly to the needle; superior. 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

-pillow Cases
Some remarkably the 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.

BED SHEETS
New arrivals in Plain and Twilled English Sheetings, assorted sizes—all of them, wanted sizes. Though new we make special reductions for this Sale.
Regular \$4.25 pair for \$3.98
Regular \$5.00 pair for \$4.88
Regular \$5.50 pair for \$5.29
Regular \$6.50 pair for \$5.98
Regular \$7.50 pair for \$6.95

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

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 undergarments, etc.
White Sale Prices
75c. 1.30 1.50 2.20 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