



BAIRD'S 25, 35 & 50 PER CENT: REDUCTION SALE

Enters Its SECOND WEEK With Additional Attractions.

And we think that you will find even better offerings than on the opening days. Better, because as items sold out—vanished before the eager buyers during these first days—it necessitated our seeking the store's best and choicest values,—in fact we MADE the values, disregarded former costs, had but one object in view—an all-satisfying Sale for an appreciative public.

TWO WEEKS' SALE A Sale That Fulfills Your Expectations. Come!

COLOURED QUILTS By the Pound

Extraordinary Good Values Right Here—Pink and White, Blue and White, Gold and White, and other colorings. This Sale brings you quilts for any size bed away under prices you have been paying—The Pound 50c.

CRASH TOWELINGS—Crash Roller Towelings and other makes. Value for 200 yard. Sale Price 22c.

SCRUBBERS—Coarse Crash Scrubbing Cloths, hemmed; wear resisting cloths for hard wear. Reg. 25c. yard. Sale Price 17c.

QUILT (CORDUROY)—34 inch White Cotton Corduroy; washes good, dyes good; nice for making up Ladies' Misses' or Children's wear. Regular 75c. yard. Sale Price 53c.

\$8.00 TABLE COVERS for \$3.75 each

Pretty Green and White and Cardinal and White Table Covers; fringed edge. Reg. \$8.00 each. Sale Price \$3.75

STAIR COVERINGS—19 inch Santitas Stair Cloths, in many shades. This is a very inexpensive Stair Cloth. Special Sale Price the 12c. yard

"STAR TEX" TOWELING—HAVE YOU SEEN IT?—One trial will convince you of its merit and especial worthiness; the linen in it runs both ways; it's white and surpasses any other Toweling for wear and serviceability. Ask for "Star Tex" Toweling for choice. Reg. 60c. yd. Sale Price 44c.

We are not Mentioning the Savings Attached to This Sale MERELY LETTING PRICES SPEAK FOR THEMSELVES

MEN'S 55c SOCKS for 29c

You have never bought better Sock value; heavy Grey make. Regular 55c. Sale Price 29c.

MEN'S KHAKI GLOVES, 49c.—Heavy Wool Gloves, seamless, and you can get the very largest size made; warm, good wearing and value for \$1.00 pair. Sale Price 49c.

MEN'S UNDERWEAR—Our \$2.00 line of Men's Fleece-lined Underwear, Shirts or Pants, any size. Sale Price \$1.25

MEN'S OVERALLS—Strong Black Drill Overall in Jackets and Pants. Reg. \$2.80. Sale Price \$1.58

MEN'S DRESSING GOWNS—6 only in heavy materials with waist girdle and cord trimming around pocket and edge. Regular \$14.00. Sale Price \$9.98

DRESSING GOWNS—Crimson and Navy mixtures, with colored piping and waist girdle. Six only. Regular \$9.00. Sale Price \$6.95

MEN'S WOOL GLOVES—These are good value even at their regular price; shades of Grey, Fawn, Brown and Tan; real cold weather gloves. Reg. \$1.20. Sale Price 85c.

MEN'S CAMEL HAIK SOCKS—Socks a man would be proud to own; Dark's Shetland shade, ribbed. Regular \$1.30. Sale Price 85c.

MEN'S AND BOYS' SWEATER COATS—An assortment of plain Grey and plain Navy Sweater Coats, to clear. Reg. \$2.50 each. Sale Price \$1.39

40c WINDOW BLINDINGS for 25c yard

1,000 yards of superior quality Opaque Window Blindings in Buff and Green shades; 28, 32 and 36 inch widths. Reg. 40c. Special, 25c. the yard

CHILDREN'S WOOL CAPS—Immense assortment of these, deep roll edge; almost any shade you would want. 85c. was their regular price. Now 59c.

BLACK MENDING WOOL—Large slips, a departure from the scant slips you have been buying lately; fast black. Special, each 12c.

COTTON SHEETINGS—These are by the pound. Suitable lengths for making pillows, bolsters and sheets of any size. Pick your requirements from this pile.

STAIR OIL CLOTHS—Plain & fancy bordered, white back; lays flat; surprising wear. 18 inch. Special, per yard 25c. 15 inch. Special, per yard 25c.

LADIES' \$5.00 & \$7.00 BOOTS to Clear at \$2.98

LADIES' \$5.00 and \$7.00 BOOTS to CLEAR at \$2.98—Laced and Buttoned, in Dogskin, Gun Metal and Patent Leathers; sizes 2 1/2, 3, 3 1/2, 6, 6 1/2 and 7 only; high and low heel. Just as stated; \$5.00 to \$7.00 regulars. Sale Price \$2.98

CHILDREN'S and MISSES' BOOTS—Laced and Buttoned, pebbled grain finish; just the boot for wearing in rubbers; sizes 7 to 2. Reg. \$2.50 pr. Sale Price \$1.49

36 PAIRS OF BOYS' VELVET PANTS—In shades of Navy, Brown, Cardinal and Saxe; lined, and pearl buttons at knee. Reg. \$2.50. Sale Price \$1.85

Congoleums, double width 1.35 yd

CONGOLEUM FLOOR COVERINGS—8 feet wide and good looking patterns to select from. Take advantage of our Special Price \$1.35 for this Sale, the yard

\$10.00 Congoleum Squares \$6.90

These offer you excellent value and choice of nice Squares for your dining room, bedroom or hallway; size 6 x 9 feet, rich color, blendings and pretty borders. Reg. \$10.00. Sale Price \$6.90

FIBRE MATTING \$1.20 yard for 69c

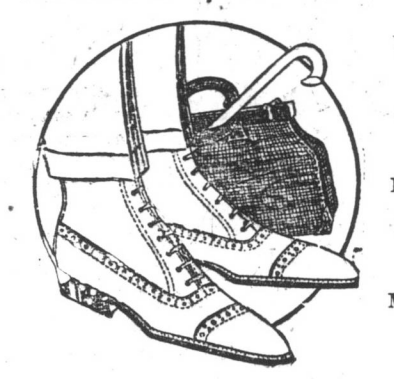
Makes a very pretty floor covering for your bedroom, reversible; 36 ins. wide. Regular \$1.20. Sale Price 69c.

LOOK! FANCY FLANNELETTES HALF PRICE

FANCY FLANNELETTES—Plaids and fancy figured Flannelettes for every purpose, for Blouses, children's Dresses, these are ideally suited. Our regular 50c. yard. Sale Price 25c.

MERCERIZED POPLINS—Very beautiful materials for making up, soft mercerized finish, shades of Hello, Sky, Pink, Navy, Fawn, Black and White. Reg. \$1.00 yard. Sale Price 67c.

Men's \$7.50 BOOTS for \$3.78



MEN'S BOOTS—Solidly made, Gun Metal Leather. The very best value in Men's Boots in the country to-day; half sizes, to fit from. Regular \$7.50 value. Sale Price \$3.78

MEN'S LEATHER SLIPPERS—Dark Crimson pebbled Leather Slippers, leather sole and heel; sizes 6 to 10. Regular \$2.40 pair. Sale Price \$1.65

MEN'S DANCING SHOES—Best grade Patent Leather Dancing Shoes; bow front, nice semi-pointed toe; brand new stock. Reg. \$5.00 pair. Sale Price \$3.95

Great Opportunities in BOYS' WEAR

LITTLE BOYS' JERSEYS—Half buttoned front, very snug-fitting, turn-over collar; shades of Navy, Saxe, Light and Dark Browns. Regular \$3.00. Sale Price \$2.29

BOYS' TWO-TONE JERSEYS—Very neat Jerseys, showing Navy with White collar, Navy with Light Blue collar and others; sizes 18, 20 and 22 inch. Reg. \$2.20. Sale Price \$1.39

BOYS' TWEED PANTS—36 pairs in assorted patterns; to fit 3 to 9 years; others in Navy Serge. Reg. \$1.95 to \$2.75. Sale Price \$1.95

BOYS' CORDUROY PANTS—Heavy quality, well approved for wear; nice looking Browns; knicker style. Reg. \$3.50 and \$3.75 pair. Sale Price \$2.79

BOYS' SUEDE GLOVES—Lined, Brown Suede Gloves, 1" dome wrist, dressy and good wearing; assorted sizes. Regular \$1.50. Sale Price \$1.25

5 ONLY BOYS' JERSEY SUITS—Fleece Jersey Suits in Brown and Navy shade. Regular \$3.00. Sale Price \$1.95

BOYS' WATERPROOFS—Fawn shade, Storm Collared, belted cuffs, vertical pocket; to fit 8 to 15 yrs. Reg. \$4.00. Sale Price \$2.89

PRINTED TABLE COVERS—Serviceable Table Covers, showing White of Fawn ground with colored floral patterns; rich looking things, very strong material. Reg. \$1.90. Sale Price \$1.39

THE SHOWROOM Quotes Prices for This Sale Regardless of Cost!

STRIPED FLANNEL BLOUSES—Right at the height of their usefulness comes this grand offer of warm Flannel Blouses, showing Hilo neck style, and such pretty stripe effects too. Cream and Sky, Cream and Hello, and Cream and Black; all sizes. Regular \$4.00. Sale Price \$2.79

LADIES' UNDERPANTS—Best grade Jersey ribbed, ankle length and knee length open; sizes 36 to 44. Reg. \$1.50. Sale Price 98c.

LADIES' FLANNELETTE NIGHTGOWNS—Finest quality striped Flannelette Nightgowns, with and without collar, long sleeved, galon trimmed. Reg. \$3.50. Sale Price \$1.98

JERSEY CORSET COVERS—White Jersey Corset Covers, very snug, warmly fleeced; necessary this season. Reg. 90c. Sale Price 69c.

JERSEY COMBINATIONS—White Jersey Step-in Combinations, to fit children from 2 to 12 years. Reg. \$1.70. Sale Price \$1.12

FLEECE VESTS and PANTS—Children's and Misses' sizes; excellent quality fleeced Underwear in White, Cream and Silver Grey, to fit 4 to 12 years. Regular \$1.10 garment. Sale Price 69c.

VELVETING (6 YARD JOB LINE)—Figured, Spotted and Plain, in Grey and White and Black and White. Have some. Special the yard 14c.

FRENCH CREPE and TOSCA NETS—Several ends of these to clear away to-morrow, 22 inches wide in Purple, Cerise, Taupe, Grey and Tan. Reg. 60c. yard Sale Price 34c.

CHIC MUSLIN COLLARS—up to 90c. each. Sale Price 29c.

You have never been offered prettier concertinas in Muslin Voile and Mercerized Collars, embroidered and lace edged, all thrown together for this particular Sale. Your choice 29c.

JAEGER WOOL NIGHTGOWNS—3 only, Misses' size, Torchon lace trimmed, all wool, to fit 12 years. Reg. \$6.50. Sale Price \$4.98

CHILDREN'S EIDER COATS—Grey and White, lined throughout, belted and button trimmed; to fit 2 to 6 years. Reg. \$3.00. Sale Price \$2.28

MISSES' SQUEEZE COLLARS—Come! right away for these. The selection is small, this season's importation; satin lined. Regular \$6.25. Sale Price \$3.59

Ladies' \$4.75 Skirts for \$2.98

Skirts for street wear, house wear, for any where, in plain, Serge and striped Gabardines, up to \$4.75 each. Sale Price \$2.98

Ladies' Silk Sweaters Less Than Half Price

Rich looking, very serviceable and needed; shades of Rose, Pink, Saxe, Green, Gold, Turquoise and White; collar, belt, pockets and girdle. Did you ever see such value? Regular \$12.00. Sale Price \$5.59

\$1.10 Percales for 69c.

Handsome Shirt Percales, 36 inches wide, mostly white grounds with unusually pretty stripe effects; fast, fadeless and good. Regular \$1.10 yard. Sale Price 69c.

WHITE LACE CURTAINS—About 48 pairs of beautiful White Lace Curtains, 2 1/2 and 3 yard size. Value for \$4.75 pr. To Clear at Sale Price \$2.97

CURTAIN LACES—55 inch White Nottingham Curtain Laces, cheaper than you expected to have to pay for such worthy curtains. Reg. \$1.10 yard. Sale Price 79c.

\$3.50 DAMASK TABLE CLOTHS for \$1.89—You would naturally think that there must be something amiss with these—quoting half price as we do. But no—they are in perfect condition; large size, very strong, the only difference being they are unusual to us as dining cloths, showing blue and white, pink and white stripes and checks. Use one; they are away under the White Damask Cloths to-day. Regular \$3.50. Half-Price Sale \$1.89

MEN'S TOP SHIRTS \$3.00 and others for \$1.79

MEN'S NEGLIGE SHIRTS—All sizes in soft bosomed Shirts, double cuff, and lots of nice looking stripes. Our regular \$3.00 line. Sale Price \$1.79

MEN'S TWEED PANTS—40 pairs of Men's Strong Wearing Pants, mostly medium and dark striped Greys; all sizes. Value for \$3.75. Sale Price \$2.48

Concrete Ship Sale.

Sydney, N.S., Jan. 20.—Fears which have been held during the past few days for the safety of the Sydney concrete steamer *Permanencia*, have been relieved by word which was received to-day by W. N. McDonald, owner, that she had arrived in Newfoundland in a damaged condition. A wire from Capt. Leblanc states that the five-hundred-ton ship has put in to Rose Blanche on the south coast. Particulars as to the damage caused her have not yet been received, but it is thought that her deck houses were wrecked.

The gale into which the *Permanencia* sailed when she left Sydney on Friday last was one of the worst ever encountered on this coast in late years. The Reid boats, tried and proven by many a bad storm during the years they have operated in the Gulf, met the same storm, and had to put up one of the hardest battles for safety in their whole career. The *Seal*, an icebreaker and sealing steamer, which for years has battled with the icefloes of the wind-swept north on her voyage to North Sydney, went directly into the teeth of a "rip snorting" gale, and was given such a lively time that when she finally arrived in port the coal in her bunkers had become so nearly depleted that had she been another hour at sea she would have been adrift without fuel.

The *Sagona*, on her run to North Sydney in the same storm, took six hours over her regular time, and it takes more than an ordinary gale of wind to hold this steamer back.

When the *Permanencia* failed to arrive at Fortune Bay within the time that her nine-knot speed would allow, it was rumored in local shipping circles that she had met with disaster. Naturally, as she was a new ship, and yet unproven by a long sea voyage, mariners here thought that she had failed to weather the heavy week-end gale.

Cape Breton's latest venture in the art of shipbuilding completed her maiden voyage, however, through one of the worst storms and one of the worst stretches of sea in the North Atlantic.

Presentation to Lodge Mackay.

Lodge MacKays, No. 1129, R.S.A. A.M., Bay Roberts, was the scene of a very pleasing presentation at the last regular meeting, when Bro. A. E. Mercer, presented a senior warden's chair, in memory of his father, the late Bro. Capt. Edward Mercer, Master Depute. The late Capt. Mercer was a charter member of Lodge MacKay, and since its inception in 1914, had taken a very keen interest in the Lodge. Bro. A. M. Calpin, Right Worshipful Master, accepted the gift on behalf of the Lodge, referring at length to the zeal and interest of our late brother. The Master also complimented Bro. A. E. Mercer for the spirit which prompted the gift, and in concluding his remarks hoped that in the not-far-distant future, Bro. Mercer would occupy the chair as the Senior Warden of the Lodge. Suitable short addresses were made by some of the other brethren, and a hearty vote of thanks accorded to Bro. Mercer. This is the second memorial chair to be presented to Lodge MacKay within a year, the other being a master's chair in memory of our late Brother Private Harry Wells, Royal Nfld. Regt., and son of the immediate Past Master, Bro. R. J. Wells—Com.

Manager Arrives.

Mr. William L. McIntosh, the new manager of the Newfoundland Fish Products business arrived this morning by the *Sachem*. He is accompanied by his wife and son. Mr. McIntosh put in 4 1/2 years active service in the Field Artillery. He is thoroughly acquainted with the fish business in all its branches, from catching and curing to cold storage methods and marketing, and brings with him a record of past achievements which augurs well for his success in the new sphere of activities on which he now enters.

Shipping Notes.

S.S. Coban arrived from Sydney yesterday afternoon with a cargo of coal to T. Bowen.

S.S. Digby, Capt. Chambers, sailed for Liverpool this morning, taking a large outward freight.

S.S. Seal arrived from Sydney on Sunday morning with coal to Messrs. Baine Johnston & Co.

S.S. Storberg, which towed the disabled steamer *Doherty* to this port, sailed for Hampton Roads at 1 o'clock Sunday. The Chief Officer has gone in charge, as the Captain is remaining here until the action for towage, now before the Supreme Court, has been settled.

EXPRESS PASSENGERS.—The following passengers arrived by express this morning, having landed at Port aux Basques at 2 p.m. Sunday from the s.s. *Sagona*: E. M. Dickinson, K. N. McDonald, M. J. Walsh, W. Sanford, E. D. O'Connell, J. Whealan, C. Flander, M. W. Parsons and wife.

MINARD'S LINIMENT FOR DISTEMPERS.

\$5.00 DRESS SILKS for \$2.98 DON'T MISS THIS

36-INCH DRESS SILKS—Beautiful Taffeta Dress Silks in shades of Navy, Saxe, Pale Blue, Green, Grey, Slate, Pink, Sand, Nigger, etc. Worth seeing. Reg. \$5.00 yard. Sale Price \$2.98

BATH MATS—18 only, heavy Turkish quality; Cream, Crimson, Blue and White mixtures; very durable. Regular \$2.00. Sale Price 98c.

James Baird

THE HOME OF GOOD VALUES