

# BAIRD'S is the Place! FRIDAY'S & SATURDAY'S

the RIGHT TIME to buy to YOUR ADVANTAGE anything you see advertised for these days. READ! READ!

## Smallwares

Sewing Needles, all sizes, 3 papers for	5c.
Hooks and Eyes, 6 cards for	5c.
American Plated Pins, good quality, 3 papers for	5c.
Hat Pins, with fancy heads, 4 for	5c.
Boxed Stationery, 18 sheets Paper and 18 Envelopes	9c.
Envelopes, full size, 100 for	9c.
Automatic Bachelor Buttons, per box	10c.
Placquet Fasteners, each	4c.
Dress Fasteners, 2 sets for	5c.
Mending Wools, 3 for	5c.
Lead Pencils and Penholders, 4 for	5c.
Writing Pads, each	4c.
Sewing Cotton, 200 yard reels, 2 for	6c.
Potosi Silver Tea Spoons, 2 for	6c.
Good reliable Toilet Soap, 3 for	7c.
Good reliable Toilet Soap, large, 2 for	9c.
Scissors, all sizes	10c.
White lawn, per yard	6c.
White lawn, per yard	6c.

## Ribbons.

27 pieces of Fancy Striped Ribbons, 6 inches wide, in Black and White and Fancy Colored Stripes. The newest in Millinery Ribbons in brilliant finish Taffetas. Values up to 50c. Friday & Saturday 24c.

## Dress Goods

### Special!

Delightful showing of fashion's latest only, in Summer Dress Goods, containing all wool, light texture, Serges, Chevrets, Rosetas, Cordulies, Venetian Cloths, etc., in colors of New Blue, Navy, Bolt Blue, Royal Blue, Amethyst, V. Rose, Reseda, Olive, Green, Browns and Black, etc. Every piece worthy of the title of distinction. Reg. 90c. Friday & Saturday 77c.

## Ladies' Costume Skirts, 1.65

Just opened a big range of these in Tweeds, Blacks, Browns and Navy Cloths; full size. A superior line and warranted to give every satisfaction both in style and durability. Reg. \$1.90 and \$2.00. Friday & Saturday \$1.65

## Gilt Waist Pin Sets 5c

A bright assortment just to hand, 3 and 5 pins on card. Reg. 7c. Friday and Saturday 5c

## White Enamel Curtain Poles 12c

48 inches long, fluted with silver balls at ends. Reg. 15c. Friday and Saturday 12c

# STAPLES!

**UNBLEACHED SHEETINGS, 29c.**  
364 yards of good Twilled Sheet, 66 inches wide; of exceptional good value for the money. Regular 35c. Friday and Saturday 29c

**AMERICAN SHIRTINGS.**  
36 inches wide in lengths of 3 yards to 12 yards; very soft finish and free from dressing. Regular 12c. Friday and Saturday 10c

**HORROCKSES SHIRTINGS, 13c.**  
Of world-wide repute, known and universally used by the prudent house-keeper. We can offer you a line this week 23 inches wide. Reg. 16c. Friday and Saturday 13c

**CIRCULAR PILLOW COTTON.**  
Plain finish, 40 inches round, of particular good make. Reg. 27c. Friday and Saturday 23c

**Talking About Towels.**  
Sure we must be always washing, Or 'tis dirty we will get; And we must be always looking For good values, you can bet.

**WHITE HONEYCOMB TOWELS, 11c.**  
14 doz. in this lot, 20 x 40 inches, of a beautiful soft finish and warranted good wearing. Regular 15c. Friday and Saturday 11c

If you would rather have the Unbleached Turkish, we can offer you a line 18 x 36 inches of good material for the same price. Reg. 15c. Friday and Saturday 11c

**WHITE TURKISH TOWELS, 24c.**  
13 doz. in this lot, which is most certainly a splendid Towel for the money, size 21 x 45; hemmed ends. Regular 30c. Friday and Saturday 24c

**WHITE HONEYCOMB TOILET COVERS, 21c.**  
25 doz. contained in this lot; size 22 x 36 inches, with figured borders, fringed ends. Regular 25c. Friday and Saturday 21c

**WHITE HONEYCOMB QUILTS.**  
16 1/2 doz., size 66 x 72 inches, with knotted fringe. The best value ever offered in the Quilt line. Regular \$1.50. Friday and Saturday \$1.25

**WHITE HONEYCOMB QUILTS, \$1.10.**  
Here is a fine line of Quilts well worth your inspection, size 62 x 78 ins., with knotted fringe. This lot specially priced for sale. Regular \$1.30. Friday and Saturday \$1.10

**UNBLEACHED TURKISH TOWELING, 10c.**  
263 yards, with striped edge, width 15 inches; very soft finish. Regular 12c. Friday and Saturday 10c

**CRASH TOWELINGS, 8c.**  
180 yards of heavy White, 15 and 16 inches wide; plain centre and striped. Reg. 11c. Friday and Saturday 8c

## Nobby American Footwear

**LADIES' TAN SHOES, \$2.05.**  
46 pairs Tan, Viel Kid, Blucher Cut, High Heel, Self Tip; a Shoe combining elegance and stability. Reg. \$2.50. Friday & Saturday \$2.05

**LADIES' PATENT LEATHER BOOTS, \$2.55.**  
38 pairs in this lot, with Dull Kid Top; a very stylish Boot with a refined appearance. Reg. \$3.00. Friday & Saturday \$2.55

**MEN'S GUN METAL CALF BOOTS, \$2.60.**  
64 pairs of this line. Blucher Cut, Medium Heel; the correct shape for the dressy man. This is a Boot which will give every satisfaction and well worth seeing. Reg. \$3.00. Friday & Saturday \$2.60

## American Batiste

**PURE WHITE.**  
44 inches wide. This is the ideal cloth for children for Confirmation or Communion ceremony, and for all kinds of summer wear. Reg. 16c. Friday & Saturday 13c.

## Lawns and Cambrics

Up to 42 inches wide, of extra fine make, good Sheer Cloth. Reg. 20c. Friday & Saturday 17c.

## Persian Lawns

Renowned for their fineness of quality and beautiful finish, 46 inches wide; an ideal summer cloth for Ladies' and Misses' wear. Reg. 35c. Friday & Saturday 29c.

## They're Here.

## Our 6th Shipment

This popular line of American Shirts 49c  
Just to hand another big shipment of Men's All-over Négligee Shirts, with stiff collars, lots of new patterns to select from; all sizes.  
Friday 49c. Saturday

## Table Napkins

Two sizes in this lot, 17 x 18 and 22 x 22, made of good Damask Cloth, in floral designs; hemmed ready for use. Regular 12c. to 15c. Friday & Saturday 9c.  
Another assortment of Table Napkins, size 20 x 20, of extra good Damask and splendid finish. Reg. 17c. Friday & Saturday 14c.

## LADIES' COLORED ZEPHYR OVERALLS—59c.

Nicely trimmed and piped. A sample line; no two alike. Exceptional value. Reg. 75c. Friday and Saturday 59c

**LADIES' WHITE COTTON CHEMISES, 78c.**  
Trimmed with Embroidery and Insertion, some with Ribbon Beading and hemstitched at neck. Reg. 90 and 95c. Friday and Saturday 78c

**LADIES' EMBROIDERED COLLARS, 19c.**  
In "Peter Pan" shape, hemstitched and stylish finish. Regular 25c. Friday and Saturday 19c

**STOCK COLLARS, 37c.**  
Made of heavy Lace in very neat designs, with Stole End in White and Cream. Reg. 45c. Friday and Saturday 37c

**LADIES' FINE RIBBED VESTS, 20c.**  
18 doz. in this line; in very fine finish, with wing sleeves and crochet silk edge at neck. Reg. 25c. Friday and Saturday 20c

**LADIES' FINE RIBBED WHITE KNICKERS, 28c.**  
23 doz., wide legs, trimmed with fine crochet lace. Included in this lot 10 doz. of the popular "Porus-Knit" Pants, trimmed the same; correct wear for this season. Reg. 35c. Friday and Saturday 28c

**LADIES' BELTS, 19c.**  
23 doz., Black and Colored, every shade, Leather and Elastic; swell line. Reg. 25c. Friday and Saturday 19c

**LADIES' AMERICAN COLORED LINEN DRESSES, \$1.45.**  
One piece, Empire style, with Embroidery panel; Saxe, Navy, Fawn, White. Reg. \$1.80. Friday and Saturday \$1.45

**LADIES' LINEN AND JEAN UNDERSKIRTS, \$1.15.**  
A limited quantity only in plain and fancy, with accordion pleated flounce; some with colored border, others with satin frill in a nice range of colors: Saxe, Reseda, Royal, Amethyst and Black; generously made. Reg. \$1.40. Friday and Saturday \$1.15

## MEN'S SPECIALS.

**MEN'S 1/2 HOSE, 20c.**  
Here is a splendid line, correct weight for present wear, in assorted colors, lace finish. Reg. 30c. Friday and Saturday 20c

**GENT'S SILK HANKERCHIEFS, 50c.**  
A sample line in White, Cream and Crimson, hemstitched; some of this lot good value for 90c. to \$1.00. All one price. Friday and Saturday 50c

**MEN'S PRESIDENT SUSPENDERS, 49c.**  
20 doz. of this ever popular and favorite Brace, the genuine Shirley President Brace. Reg. 55c. Friday and Saturday 49c

**MEN'S BATHING PANTS, 16c.**  
Just opened a fine range of these in assorted colors and Black. Reg. 20c. Friday and Saturday 16c

**MEN'S STRAW HATS, 90c.**  
This year's style in Boater shape, with good Black Corded Silk Band, Cloth and Leather Sweat Band. A nobby hat; all sizes. Reg. \$1.10. Friday and Saturday 90c

## Breakfast Cloths 98c

Made of good soft finish Satin Damask, with pale blue border and black corners; size 56 x 60. Here is a positive save on your good dinner cloths. Reg. \$1.20. Friday & Saturday 98c

## Cream Table Damasks 25c

155 yards of this line, which is 50 inches wide, in all-over floral designs and of extra value this week. Reg. 30c. Friday & Saturday 25c

## Art Muslins

226 yards of this seasonable fabric for Curtains or Casement Cloth, 36 inches wide, in a variety of patterns on Cream grounds. Reg. 11c. Friday & Saturday 8c.

Another line with Cream grounds and a variety of fancy designs, 36 inches wide. Reg. 14c. Friday & Saturday 11c.

## CURTAIN NETS

428 yards, 48 inches wide, taped edge, very lacey effect with fine centres; all new designs for 1912. Reg. 22 to 25c. Friday & Saturday 18c.

## Just Arrived!

## Our 3rd Shipment

## BOYS BUSTER BROWN Summer Suits

In Striped Galateas, Linens, Chambrays, Drills and Fancy Cottons; plain and fancy stripes; all sizes. Reg. 75c. Friday and Saturday 68 cents

## Delaines and Fouards

428 yards of these seasonable fabrics in Wool and Cotton, light grounds with fancy figures and spots, all with handsome running borders of Paisley. This line is indeed priced before you at a specially reduced price for this week's sale. Reg. 22 & 24c. Friday & Saturday 18c.

## LADIES LACE LISLE HOSE

If you want something particularly good in the way of summer Hosiery, come and see this splendid assortment in Black and Colored. Reg. 55 & 60c. Friday & Saturday 49c.

## Childrens' Muslin Sun Hats 40c

**JOB LINE.**  
Only 38 in this lot in Pink, Pale Blue and White; fluted and frilled. All one price.

Friday and Saturday 40c

## Blouse Specials

### THIS WEEK

Our display of Blouses this week reveals a dazzling assemblage of most elaborate modes. Never before have more strikingly novel or charming creations been exhibited in this particular line, and if, as you will see for yourself, the display is amazing, the price is also most amazing. In this lot you will find nothing but the latest; no old stock in the entire lot. Nothing but the newest. Have you seen the very latest? It is in this lot called the "Gabby Dealy's Panier Blouse." Ask for it, the aristocratic choice of the most exacting. Reg. values up to \$2.00.

Friday & Saturday \$1.48

## Motor Cloths

24 x 32 inches, for cleaning and washing. Very strong material, hemmed ready for use; made of good strong soft finished Crash. Reg. 22c. Friday & Saturday 18c

## Misses Pure White RIBBED VESTS.

To fit from 8 years to 15 years; crochet neck, wing sleeves. Reg. 15c. Friday & Saturday 12c.

# JAMES BAIRD, Ltd.

MEM NEXT. — If you have your order for your summer we ask you to give us a guarantee to give you satisfaction for cut, workmanship and cannot be excelled in St. John's. The products of our shop are advertised. SPURRELL Tailor, 365 Water Street, next corner & Monroe. — May 17, 11