

# BAIRD'S.

We have gone through our various departments this week and picked out the most seasonable merchandise, which we have considered would be required, and we can offer to the shoppers of St. John's unusual opportunities in this week's sales. Look upon this ad. as an informal invitation TO COME and LOOK for yourself at our offerings. That's all we ask you—to come and Look.

**BARGAINS** on every table, counter and line on Friday and Saturday. Come! Come!



## SHOWROOM.

Our Showroom with its usual Budget of Bargains. Something for Everyone Attractively Priced.

### LADIES' DRESSING GOWNS.

20 only in this lot, made of good American Crepe line, in colors of Helio, Sky and Pink; all nicely trimmed, shirred at shoulders and sleeves; full sizes. Regular \$1.60 . . . . . **\$1.48**  
Friday and Saturday . . . . .

### LADIES' NIGHTDRESSES, \$1.38.

3 doz. of these, made of good English Longcloth, trimmed with embroidery and insertion; also others in lace and insertion, wide ribbon beading, some with square neck, others with collar; full sizes. Regular \$1.60 . . . . . **\$1.38**  
Friday and Saturday . . . . .

### LADIES' AMERICAN KNICKERS, 38c.

All made full size, White; hemstitch and tucked frill; made of good sheer material; good wearing. Regular 45c. . . . . **38c.**  
Friday and Saturday . . . . .

### LADIES' FINE RIBBED VESTS, 18c.

16 doz. of these, with and without wing sleeves, crocheted neck and arm, and beading; good sizes. Reg. 25c. value. . . . . **18c.**  
Friday and Saturday . . . . .

### SEE! LADIES' ONE-PIECE DRESSES, WHITE AND COLORED.

We are showing this week a splendid line of these in Muslins, Linens, Holland and Gingham, etc. This is the pick of our Showroom and we have grouped the entire lot at one price. Some of these are good value for \$5.00; but you can have your choice Friday and Saturday for . . . . . **\$2.50**

### COLLAR SUPPORTS.

"Lois" Brand, adjustable, with washable cover and removable bone; 4 on each card. Reg. 4c. Friday and Saturday, 2 cards for 5c. "Allen's" adjustable; can be raised or lowered to any desired size. This is a very popular line to-day. Reg. 8c. Friday and Saturday, 6c.

### CHILDREN'S WHITE MUSLIN AND FLANNELETTE DRAWERS, 14c.

Here is a very useful line, made of good quality material, strong and well finished, to fit girls from 4 to 14 years. Regular 18c. . . . . **14c.**  
Friday and Saturday . . . . .

### HAND BAGS, 42c.

The very newest in American Hand Bags, good size, nicely finished in heavily embossed leatherette, with extra strong frame and clasp. Reg. 50c. Friday and Saturday . . . . . **42c.**

### AMERICAN HAND BAGS, 92c.

Here in this lot you have fashion's latest conception of up-to-date Hand Bags. This style is called 2 in 1, made of high-grade corded shot and plain silks, with handsome overlay of white insertions. Come! See this line. Very dressy. Regular \$1.10. . . . . **92c.**  
Friday and Saturday . . . . .

### FRILLINGS.

4 doz. boxes of Neck Frillings, with a nice assortment of 5 pieces in each box; all new. Regular 15c. . . . . **12c.**  
Friday and Saturday . . . . .

### RUCHINGS.

Here is something decidedly dainty and stylish, in White and Paris shade, made of superfine net, 4 inches wide; nicely frilled. Reg. 35c. . . . . **28c.**  
Friday and Saturday . . . . .

### LATE ARRIVAL: CHILDREN'S AMERICAN DRESSES.

14 doz. in this lot. Having arrived a little late, we are offering this at our Sale at a special price for all sizes, fitting from 6 years to 14 years. These are finished in a wide range of colors in plain and fancy Checks, Gingham Linen, all nicely trimmed; good wearing, excellent line. Regular up to \$2.00. . . . . **\$1.25**  
Friday and Saturday . . . . .

### BELTS! BELTS!

We have just gone through our stock of Belts and from it we have picked out a handsome assortment which we have specially priced for this week's sale. Come early and select from this magnificent assortment. Reg. values up to 40c. Friday and Saturday . . . . . **34c.**

### LADIES' NECKWEAR.

Just to hand a fine line of White Jabots in fine Net and Voiles, nicely trimmed and accordeoned. The very newest in American neckwear; dainty, attractive. Reg. 35c. . . . . **28c.**  
Friday and Saturday . . . . .

If you don't see what you want in this ad., come and look, for this ad. does not contain all our offers. Space would not permit.

## More Arrivals in Amer. SILKS, assorted Shades.

We have just opened a fine line of up-to-date Silks in the popular makes of "Banzai" and Sul-tannas, in shower spot effects. This line has become very popular and makes very striking and winsome gowns and blouses. Specially priced for Friday & Saturday, per yd. **25c.**

### MORE SILKS.

Any one desirous of having a better grade of Silks can be shown a handsome assortment of the very latest from the American markets, consisting of the favourite makes in Jacquards, Corded and Surah, Rivoli, Persians, Princess, Foulard, Tussahs and Shantung. This lot specially priced for Friday and Saturday . . . . . **35c.**

### THEY'RE HERE! WHAT?

Our new shipment of the popular 49c. Shirt, in a great variety of patterns and designs; well finished; well cut. Remember the price: **49c.**  
Friday and Saturday . . . . .

### Gentlemen's Soft Bosom Shirts, \$1.25.

Made of the best Pongee Cloth in shades of Cream and Grey; also White. This shirt is remarkable for its wearing quality and the extreme lengthness of its fabric; all sizes, with double soft cuffs. Reg. \$1.40. . . . . **\$1.25**  
Friday and Saturday . . . . .

### AMERICAN GINGHAMS, 9c. yd.

1,660 yards of this ever required material, in fine and coarse stripes and checks, etc. The quality of this lot is worthy of your attention. Come whilst the display is complete and pick your choice. Friday and Saturday . . . . . **9c.**

### Men's Linen Collars, 3 for 25c.

All of the Best Grade, of Good Fourfold Linen.

We are changing our lines in this department and all the different brands and shapes we are throwing together and offering this Friday and Saturday. Your choice, **3 for . . . 25c.**

### Gent's Tan Kid Gloves, 70c.

4½ doz. of very good makes in this line, one dome fastener; all sizes. Value for \$1.20. **70c.**  
Friday and Saturday . . . . .

### Ladies' Tan Kid Gloves, \$1.00

5 doz. of the popular "Fownes" make in Black, White and Tan. Certainly a high-grade Glove; all sizes. Regular \$1.20. . . . . **\$1.00**  
Friday and Saturday . . . . .

### RIBBONS, 19c. yard.

400 pieces of Brilliant Taffeta Ribbons, best English make, all colors, including Sky, Navy, Pink, Browns, Black, White, Cream, and all the much asked for shades. These Ribbons are 5½ inches wide. Regular 25c. . . . . **19c.**  
Friday and Saturday . . . . .

### TIN PAILS FOR THE LITTLE ONES.

To stop their wails, Try one of our pails. Each pail nicely lithographed in good strong colors, and also a shovel with wood handle for each pail. Buy one for the little one. **15c.**  
Friday and Saturday . . . . .

### HAIR ROLLS.

We offer this week two lines of these useful articles in colors of Black and assorted Browns, including Golden.

No. 1,  
18 inches long.  
15c. each.

No. 2,  
24 inches long.  
28c. each.

### SHELF PAPER,

2 pieces for 5c.

This lot, 12 inches wide, contains an assortment of good, smart colors, finished with scalloped edges, each piece 10 feet long. Reg. 4c. Friday & Saturday, 2 pcs. for **5c.**

### BLINDS! BLINDS!

Things You Are Always Requiring.

Here is an opportunity for you. We have just opened a fine display in colors of Pale Green, Dark Green and Buff, 36 inches wide. Good strong spring roller with fittings. Friday and Saturday,

Lot No. 1 with fringe, only, 28c. complete.	Lot No. 2 with Insertion and Fringe. 39c. complete.
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### CURTAIN POLES, 35c.

This lot of Curtain Poles, 1½ inches thick, and finished in White Fluted Enamel, with large silvered ball at ends, also brackets to match. Positive the best value you can get in this line. Friday and Saturday (pole and fittings complete) . . . . . **35c.**

### WHITE MUSLIN CENTRE PIECES, 13c.

Quite an assortment in this lot, some circular, others square, scalloped edges and fancy braiding. Also in this lot a line of Bureau Scarfs to match, size 18 x 44; good quality material. Regular 20c. . . . . **13c.**  
All one price Friday & Saturday . . . . .

### SCRUBBING CLOTHS.

Size 20 x 20, of good coarse Crash, very durable and warranted to give satisfaction. . . . . **7c.**  
Friday and Saturday . . . . .

### AMERICAN MADRAS MUSLINS.

640 yards of this pretty Muslin in handsome designs, 32 inches wide; very suitable for all kinds of drapery, being soft and clinging. Regular 25c. . . . . **18c.**  
Friday and Saturday . . . . .

### PIPING EDGE—"Kara" Brand.

Put up in 6 yard lengths, in colors of Pink, Helio, Pale Blue, Saxe, Grey, Navy, White and Cream. Just what's wanted for trimming dresses, etc.; handy line, easily attached. Reg. 15c. **12c.**  
package. Friday and Saturday . . . . .

### Gent's Handkerchiefs.

Here is a splendid line of Handkerchiefs for gent's, in Cream, hemstitched, with worked initial. Friday and Saturday **3 for . . 20c.**

### GENT'S HANDKERCHIEFS.

Another line in the famous Excelsa make, gent's size, White, with colored designs; also hemstitched. Friday and Saturday, **3 for . . 25c.**

## HOSIERY SPECIALS.

Always Something Good in Hosiery Offers at Baird's. Read Down.

Children's Black and Tan fine Ribbed Hose. Friday and Saturday (all sizes), per pair . . . . . **13c.**

Ladies' Black and Tan Plain and Ribbed Cashmere and Lisle Hose. A big line to select comfortable footwear for this season; all one price. Friday and Saturday, per pair . . . . . **29c.**

### Men's Colored Cotton Half Hose.

23 doz. in this lot. Quite a variety of fancy stripes to select from. Your choice **15c.**  
Friday and Saturday, per pair . . . . .

### Men's Colored Silk Half Hose.

This is a very special line and one you should see, in colors of Navy, Helio, Grey, Tan and Black. Your choice Friday and Saturday . . . . . **30c.**

# JAMES BAIRD, Ltd

### Gent's American Knot Scarfs.

Big clearing line of these in the newest makes of American designs, with wire and stud fasteners. Regular 25c. . . . . **15c.**  
Friday and Saturday . . . . .

### GENT'S SOFT COLLARS.

Now is the time if you want a few nice soft collars. We are offering a big assortment in fancy stripes and colors, also a fine line of White with fine black stripes. Your choice Friday and Saturday, 2 for . . . . . **25c.**

### THE LATEST. LOOK!

#### Crepe Paper Lunch Set.

Consisting of Paper Table Cover, 56 inches long and 42 inches wide, with 6 Napkins to match. These sets are beautifully finished in neat floral designs; the proper thing for lunches or picnics. See them. Friday and Saturday . . . . . **15c.**

### RUBBER HEELS.

22 doz. of these in all sizes in Men's and Women's. This Heel is made of good strong wear-resisting Rubber. Reg. 20c. . . . . **15c.**  
Friday and Saturday . . . . .

### Something Doing in Smallwares.

Hat Pin Cabinets, containing 4 sizes; handy size for your dressing room. . . . . 4c.  
Silk "Ejlene" for crochet work; all shades. Reg. 5c. 3 for . . . 10c.  
American Plated Pins, 3 papers for . . . . . 5c.  
Sewing Cotton, 200 yard reels; 3 for . . . . . 9c.  
Sewing Cotton, Twin Reels, 3 for . . . . . 7c.  
Mohair Boot Laces, 2 dozen for . . . . . 5c.  
Pearl Buttons, new assortment; 3 doz. for . . . . . 5c.  
Assortment of Pin Cushions, for . . . . . 7c.  
Box stationery, containing 18 sheets paper and 18 envelopes. . . . . 7c.  
Box Nickel Powder Boxes . . . . . 10c.  
Aluminium Soap Boxes . . . . . 14c.  
Strong Store Litters, 2 for . . . . . 5c.

Big assortment of Mirrors, 10c. each.  
Glass Hat Pin Holders . . . 15c.  
Spring Press Studs, 12 on card; 2 cards for . . . . . 5c.  
Large Bottle Florida Water for . . . . . 7c.  
Tape Measures, 60 inches wide; 2 for . . . . . 5c.  
Scissors, assorted sizes . . . 10c.  
Needle Books, containing 4 packages of needles, 2 for . . 7c.  
"Darn Your Hose" Needle Cards, 2 cards for . . . . . 5c.  
Needle Books, containing Hooks and Eyes, Hair Pins, etc. . . . 8c.  
Large Bottle Household Ammonia for . . . . . 9c.  
Safety Pins, heavily nickelled; 2 dozen for . . . . . 5c.

Envelopes, assorted sizes, 100 for . . . . . 9c.  
Waist Pin Sets, 5 on card; per card . . . . . 5c.  
Pepper and Salt Shakers, assorted, each . . . . . 7c.  
Darning Wools, 6 cards for . . 5c.  
Hooks and Eyes, spring; 6 cards for . . . . . 5c.  
Hair Barrettes, each 4 and 9c.  
Sets of Cuff Links and 2 Waist Pins, rolled gold plate; job lot. Per set . . . . . 8c.  
Baggage Tags, leather and Aluminium . . . . . 15c.  
Feather Dusters . . . . . 15c.  
Machine Oil, large bottles . . 5c.  
Corn Cob Pipes, 2 for . . . . . 7c.  
Picture Hanging Equipment, Fancy Nail and Screw Eyes, per set . . . . . 6c.