

The Much Talked of Store

Still EXCELLING in SELLING

It Pays To Pay CASH

Because we are excelling in value. Never a week passes but this Store flaunts some needed article of merchandise at an extraordinary price—a price that is peculiarly our own. For instance, this week you will find several very special offerings, if you will but peruse the following columns—the Baird Columns of the Newsy Budget from the Beneficial Store.

FRIDAY, SATURDAY & MONDAY-

Sale of Ladies' Smartly Tailored Spring Costumes

Regular \$50.00 for **\$32.75**

Not alone the goodness of the materials, but their very neat simple styles at once arrest your attention. Your choice of Mixed Tweeds, also Striped and Plain Browns and Greys. You will see these in our Showroom, grouped and displayed on one stand for this sale. Reg. \$50.00. Friday, Saturday and Monday Special **\$32.75**

Clearing Lines of Footwear

LADIES' BOUDOIR SLIPPERS—Sizes 3 to 7 in coloured Leather Slippers for home wear; shades of Cardinal, Pink, Brown, Blue and Black. Reg. \$2.30. Friday, Saturday and Monday **\$2.86**

LADIES' HIGH LACED BOOTS—Snug-fitting, 9 or 11 inch height, in laced Vic Kid; sizes 4 to 6½. We have given these Special Prices for clearance. 9 inch. Friday, Saturday and Monday Special **\$5.46**

11 inch. Friday, Saturday and Monday Special **\$6.46**

WOMEN'S STORM RUBBERS—High cut Storm Rubbers, with red rubber rolled sole and heel; nobby style; best grade. Reg. \$1.50 pair. Friday, Saturday and Monday **\$1.21**

LADIES' FELT SPATS—Coloured Felt Spats in Fawn, Grey, Brown and Black, 10 and 12 button height; very trim looking. Reg. \$3.25 pair. Friday, Saturday and Monday **\$2.16**

SILKS!

Beautiful Silks hold the centre of the stage this week

We want every lady from far and near to attend this very important SILK SALE.

Important—because the values we offer have not been matched for years.

Important—because the choicest of Silks are in the offerings.

Truly a rich display—one that no woman would care to miss. All the newest weaves and designs, affording a splendid forecast of the silken fabrics that will lead in fashion's favour for 1921.



Favour-finding Values from

MEN'S CASHMERE SOCKS—Assorted Cashmere Heather Socks, plain finish, fine ribbed tops. Reg. \$1.25. Friday, Sat. & Monday **\$1.08**

MEN'S TOP SHIRTS—Pretty check pattern shirts with soft cuffs and soft detachable collar to match; full fitting sleeves. Reg. \$4.50. Friday, Saturday and Monday **\$3.19**

MEN'S STORM RUBBERS—This is a neat fitting Rubber with heavy roll sole and heel; high cut storm boot. Reg. \$4.50. Friday, Saturday & Monday **\$1.68**

MEN'S SPRING CAPS—Light and Medium Tweed mixtures in smart styles; some silk lined, others unlined. Reg. up to \$3.50. Friday, Saturday and Monday **\$2.45**

MEN'S BLACK SHIRTS—Best Black Sateen Shirts, collared, double and treble stitched seams, reinforced shoulder, buttoned pockets; well made. Reg. \$4.00. Friday, Saturday and Monday **\$2.98**

KNITTED NECKWEAR—Long Knitted Neckwear in very pretty mixtures; Neckwear that lasts, looks well and ties up nicely. Reg. \$1.50. Friday, Saturday & Monday **98c.**

MEN'S WATERPROOFS—Finest Texture Waterproof Coats, belted style, vertical pockets, storm collar, strap cuffs, lined shoulder. Reg. \$12.50. Friday, Sat. & Monday **\$10.75**



the Men's & Boys' Department

MEN'S RUBBER COATS—Men's Black Rubber Coats, double backed, corduroy lined collar, patent clip fasteners; all sizes. Reg. \$10.50. Friday, Saturday and Monday **\$8.90**

BOYS' NORFOLK SUITS—English Wool Tweed Norfolk Suits for boys from 7 to 12 years. These are excellent quality; Blue, Grey and Brown mixtures; lined pants, open knee. Reg. up to \$16.00. Friday, Saturday **\$12.75** and Monday **\$12.75**

BOYS' TOP SHIRTS—Blue Linen Shirts, coat style, laundered neck band; splendid shirts for school wear; will not soil easily. Reg. \$1.25. Friday, Sat. and Monday **89c.**

YOUTH'S AND BOYS' HIGH LACED BOOTS—The best and strongest boot we have seen for years; solid leather all through; extra heavy double sole, pegged sole, 10 eyelet height. The ideal boot for Spring wear. Youth's sizes, 3 to 13 **\$5.15** Boys' sizes, 1 to 5 **\$5.75**

Clearing Sale

of Pillow Cases, etc.

PILLOW CASES—Plain American Pillow Cases made from strong Bleach American Cottons. Reg. 75c. Friday, Saturday and Monday **58c.**

IRISH TOWELLINGS—Fawn and White striped Turkish Towellings, soft finish; good wearing quality. Reg. 50c. yard. Friday, Saturday and Monday **42c.**

DAMASK TABLE CLOTHS—about HALF PRICE mark—These are large and very excellent quality. Cloths to stand up against hard wear; Check patterns. Reg. \$3.75. Friday, Saturday and Monday **\$1.89**

WHITE LACE CURTAINS—32 pairs of pretty White Lace Curtains in 2½ yard size; value for \$3.60 pair. Friday, Saturday and Monday **\$2.95**

IRISH TOWELS—Extra full size and very superior quality. Half bleached; value for \$1.60 each. Friday, Saturday and Monday **\$1.35**

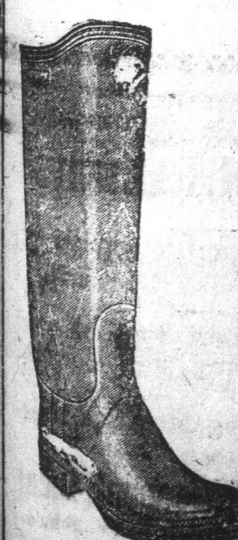
GINGHAM DISTERS—Hemmed Blue and White Check Disters; others in a heavy Crash make. Reg. 33c. each. Friday, Saturday and Monday **25c.**

CHARMOINETTE POLISHERS—A chamois-like fabric, makes an ideal polishing cloth for the housekeeper. Reg. 35c. Friday, Saturday and Monday **27c.**

Men's Long Rubbers

You will need a pair this Spring

Special--**\$4.20**



Middies, Dresses and Blouses

Priced for their

FINAL CLEARANCE

Friday, Saturday & Monday

5 only Nigger Brown shade with White Silk Collars, pear button trimmings, elastic at waist; sizes 40 to 46 inch bust. Reg. \$10.00. Friday, Saturday and Monday **\$5.98**

LADIES' COMBINATIONS—White Jersey Combinations with square neck, ¾ sleeve, ankle length; sizes 36 to 38 inch. Reg. \$3.50. Friday, Saturday and Monday **\$2.78**

MISSIE'S JERSEY BLOOMERS—Grey Jersey Bloomers, to fit 10 to 12 years; elastic at waist and knee. Regular \$1.50. Friday, Saturday and Monday **\$1.32**

MARABOUT TRIMMING—Suitable for millinery purposes, as well as dresses; shades of Pink, Pale Green, Sky, Grey, Emerald, Lavender, Brown, White and Black. Reg. 55c. yard. Friday, Saturday and Monday **44c.**

CHILDREN'S KHAKI MIDDIES, HALF PRICE—Very strong Khaki Drill Middies, coat style, with belt, pocket and straps, roll collar, long sleeves; to fit 6 to 14 years. Reg. \$2.50. Friday, Saturday & Monday **\$1.10**

CHILDREN'S JERSEY KILTED DRESS—ES—Sizes to fit 1 to 3 years, in Navy, Sage and White, roll collar, buttoned front, pleated skirt; dear little dresses. Reg. \$2.70. Friday, Saturday and Monday **\$2.29**

CORSET COVERS—A few dozen of these in fine ribbed Jersey; high neck, long and short sleeves, shaped, buttoned front; sizes 36 and 38 inch bust. Reg. \$1.00 each. Friday, Saturday and Monday **79c.**

SILK MILITARY BRAIDS—An assortment in half inch to inch widths in Black only; the quality is perfect but the black is a bit off, a dip in black dye and you have a perfect braiding. Reg. 22c. yard. Friday, Saturday and Monday **9c.**

CURTAIN LACES—36 inch White; very neat small pattern centre with a pretty border. Reg. 90c. Friday, Saturday and Monday **74c.**

CURTAIN DAMASKS—Similar to the old-fashioned Satin Damask in appearance; mercerized back and floral spray pattern; V. Rose and Electric shades; 50 inches wide. Reg. \$1.80 yard. Friday, Saturday and Monday **\$1.48**

Underpricing 2 LINES OF CURTAININGS

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James Baird LIMITED

Distinctive Costume Lengths

No Two Alike

COSTUME LENGTHS—Distinctive looking Costume lengths; no two alike, in Tricotines, Broad Cloths, Taffetas, Melrose and others. A parcel of these arrived some time ago, and we have made some very special and attractive prices for this showing. Each piece came to us 5 yards in length. See these for their distinctiveness.

54-inch DRESS SERGES—English Wool Dress Serges in shades of Sage, Myrtle, Light and Dark Browns, Grey and Black; value for \$5.00 yard. Friday, Saturday and Monday **\$3.35**

DRESS TWEEDS—44-inch all Wool Dress Tweeds, very suitable for Suits, Costumes and Skirts. We have no hesitation in saying these are unmatched for value and suitability. Reg. up to \$6.00 yard. Friday, Saturday and Monday **\$3.75**

SILK POPLINS—Several pieces of very superior quality Silk Poplins. Just the very thing for the Special Dress you have been thinking about. Likeable shades Bridal Grey, Fawn, Nigger, Navy, Myrtle and Brown; only 2 Dresses in each piece. Reg. \$4.00 yd. Friday, Saturday and Monday **\$2.98**



Smallwares

MEN'S TALCUM POWDER—Assorted odors in best Boreated Talcum, tin **25c.**

MARIENE BABY TALCUM—Scientifically compounded, soothing and inexpensive, tin **15c.**

TOOTH POWDER—Carbolic Tooth Powder, best English make, tin **8c.**

STEARATE OF ZINC—With all the merits of a good Talcum Powder. Physicians recommend it; box **20c.**

MEN'S SHAVING CREAM—Large tubes; give a rich generous lather; tube **45c.**

CARRARA TOILET SOAP—A Pure Soap; a face cloth with each cake; for **22c.**

"TORO" WASHING TABLETS—Removes dirt like magic; economical, quick and sure; each **9c.**

GLITTO WASHING POWDER—Cleans and polishes everything from attic to cellar; a package **9c.**

WHITE PINK TAR SYRUP—For throat and lung affections; relieves bronchitis; bottle **25c.**

VASELINE—Blue Seal Vaseline. Keep a pot in the home; each **10c.**

RUBBER SPONGES—Oval shape; lasting and easy to keep clean. Special, each **15c.**

Civic Commission Weekly Meeting.

The weekly meeting of the Municipal Council was held yesterday afternoon, Mayor Gosling and Councilors Morris, Jackman, Mullaly, Peet and Vinicombe were present.

After the minutes of the previous meeting were confirmed, the following matters received consideration. Regarding the application of Council for loan of \$50,000 for extension of water and sewerage system, the Manager of the Royal Bank of Canada informed the Board the Directors of the Bank could not see their way clear to grant request.

The Government will be requested to give assurance that loan will be raised during the next 12 months to liquidate floating loans due the Bank.

Government Coastal Mail Service forwarded communication regarding watering of steamers Fortia and Prospero. Regulations must be complied with.

E. Collingwood protested against dump Allendale Road. This dump was but temporary during the snow blockade, and has been discontinued. A letter was read from The Collection and Adjustment Association, asking the collecting of out-standing amounts due the Council. The Solicitor has already been instructed to take legal proceedings to recover amounts due for city taxes.

Shaw & Mason, M.E., were awarded contract to supply tables, stoves, etc.

F. J. Butler, Duckworth St., and Nath. Pond, New Gower St., will be given permission subject to the Engineer's approval to make alterations requested.

W. G. Morris, Long's Hill, must see City Engineer regarding proposed extension to building.

W. Davis, Casey St., must submit plans of proposed building; when this is done consideration will be given the matter.

Regarding reported leak of water pressure at the R. C. Palace fire, the City Engineer reported as follows:

"About 4.15 a.m. Feb. 19, I received a telephone call from Chief Dunn, who told me of the Palace fire and the need of more pressure to reach the fire high up on the Palace roof. When I arrived at the scene, the Fire Hall gauge registered 40 lbs. per square inch. The morning was bright and calm with the thermometer below zero. From the different hydrants 4 lines of hose were run out to the Palace. The first and longest line from Fort Townshend hydrant should not have been run out at all, and it subsequently spoiled the No. 2 line laid out from the Garrison Hill hydrant, as both were working off the same line. Either of the two nearest hydrants, namely, the Campus hydrant or the Palace yard working in conjunction would have reached the fire if the necessary length of hose had been attached. But here I must disclaim any intention of attempting to criticize professional firemen in the performance of their duties; my chief object is to furnish the Board with the information they desire.

"The 6 inch main and all the hydrants used are all new work and are in perfect condition. The North end of the main is connected to the 16 inch main at Howley Avenue, and the South end is connected to the 12 inch main on Harvey Road. The pressure at the hydrants during the fire registered around 50 lbs. per square inch. The Venturi Meter registered 8 and ¼ million gallons rate per day coming to the city; an excess of 2 and ¼ million gallons over the Summer supply. All hydrants used were tested for pressure and flow immediately after use. The flow ranged from 590 to 800 gallons per minute from the open nozzles, and the pressure from 50 to 55 lbs. nozzles closed.

"Friction of flow in ordinary fire hose consumes pressure rapidly, the reduction being in proportion to the length and also the square of the volume or velocity of the water flowing. The pressure lost by friction on 2 and ¼ inch hose with hydrant pressure of 50 lbs. per square inch would be roughly 8 lbs. on the end of the first hundred feet, 14 lbs. on the end of the second (200) hundred feet, 19 lbs. on the end of the third (300) hundred feet, 22 lbs. on the end of the fourth (400) hundred feet, and 25 lbs. per square inch on 500 feet of 2 and ¼ inch hose with one inch nozzle. If 1 and ¼ inch nozzle were used the loss would be felt more, say, about 15 lbs. at the end of the first hundred feet. If 1 and ¼ inch nozzle were used, 22 lbs. would be lost on the end of the first hundred feet, and so on. Thus we may sum up the pressure loss along every length of hose, deducting the sum from the hydrant pressure, and finding if required effective head remaining at the hose nozzle. In case of a high fire such as the Palace, when the hydrant is some distance away, and we wish to eliminate loss by friction, two lines of hose attached to the hydrant run out side by side, and joined near the fire by a siamese connection to a single hose line will give the available hydrant pressure and volume close up to the fire.

"I am of the opinion that the 1 and ¼ inch hose nozzles and the 1 and ¼ inch should not be used in areas covered by ordinary pressures and small mains. They cause enormous

loss of pressure by friction, they are suitable only for big fires in areas covered by high pressure mains and hydrants, 1 inch or ¾ inch would give much better service for small fires. "Co-operation should be secured between the Fire and Water Departments. The two departments acting together can get much better results than if they acted separately. Experience is not being gained by either department, as we never get together to prove the cause of failure."

The Engineer also reported that during the past week Mr. G. F. Lester offered his plough and team free of cost to supply 5 or 10 men for the purpose of cutting gulches, Water St. East. The work was well done, but new gulches began forming immediately, and the next day this place was almost as bad as before the work commenced.

With the disposal of routine matters and the passing of pay rolls and bills presented for payment, the meeting adjourned at 6.15.

Wesley W. M. S. Anniversary.

The Women's Missionary Society have been celebrating the fortieth anniversary of the inauguration of their Society this week, and the respective auxiliaries have had large gatherings. On Wednesday evening at Wesley Church a most pleasant time was enjoyed by all who attended. Mrs. Robert Joyce, with much grace, presided, reviewing the forty years through which the Lord God had led them, not through a wilderness but through abounding success, so that the receipts of the parent Society were last year over \$510,000; and through its effort many a wilderness of ignorance and the solitary places of idolatry had been made glad through the flooding light of the glorious gospel and its saving power. Looking back at the prosperity of Wesley Auxiliary, grown from a few charter members, Messdames A. W. Martin, H. C. Burchell, W. Horwood, W. Carlson, A. Goble and Alfred Martin, to be now sixty, and to have raised \$280,000, with a Young Women's Circle raising \$408.00 and the Panny Mission Band \$70.00 additional—\$488.00 a year, means effort and success. A choice programme followed: Spots by Mrs. Sansom, Mrs. D. Johnson, Misses Barbour, Oakley, Vincent and Young. Mrs. McKie and Mrs. Hillyard gave readings, and Messdames Lindsey, Parkins, Johnson and Barnes excellent addresses. A beautiful tea was then served, after which a large four-decker cake, the gift of Mrs. Ellis, which had been decorated with forty lit coloured wax candles, was dismantled and sold in pieces, realizing nearly twenty dollars, which with the birthday money, over seventy dollars included, will be nearly one hundred dollars more for Missions. It is probable that the other city Methodist Churches may exceed the offerings of its youngest sister in the city.

SPEED THE CAUSE.

Men of Harbor Main!

Don't allow yourselves to be misled by the "jaw" exercises of Doctor Campbell, Richard Hibbs and the Govt. candidates Messrs. Hawco and Furey.

There are too many Fish Merchants, (Exporters) already muzzled, it might be said, nearly all put out of business by the iniquitous Fish Regulations of Cooker and Squires. And then, what about the Sugar Regulations. The Government will not permit dealers to import sugar which could be sold at 11 or 12 cents per pound—if not less—but are importing it through the Food Control Board, and making you pay 25 and 26 cents per pound, thus taking twice as much money out of your pockets as you should pay. This is outright robbery.

Don't forget that there are approximately 800,000 quintals of fish in Newfoundland yet unsold, and the owners are refused permits to export this huge quantity to European markets, where they would realize something on it, and thus clear the way for the new fish of 1921 catch and cure. Should this lot of old fish remain unsold, what price do you think will be paid for new fish?

Don't let the Harbor Main Editions of the Squire-Cooker Daily Star (duplicate of the Advocate) influence you in your decision on Polling Day. The Star is pretending here in the city to be taking no part in the Harbor Main elections, but daily is flooding your district with special editions, filled with the most silly political rot and twaddle, this being part of the designs of Squires, Cooker, Campbell and Hibbs to delude you into voting for Hawco and Furey.

Do not be influenced by the hypocrisy and duplicity of the Government campaign managers. Vote the straight ticket for JONES and LEWIS, and thereby show that you will not tolerate the domination of Cooker or the rule of graft—Com.

From Cape Race.

Special to Evening Telegram. CAPE RACE, To-day. Wind S.W. light with dense fog; shore packed with ice. During clear this a.m. no vessels were in sight. Bq. 29.85; Ther. 42.