

The Triumphant Mercantile event of Mid-Winter is now open. . . .

ART SATEENS.

6 pieces of pretty Art Sateens, handsome floral designs mostly; 30 inches wide; the ideal material for coverings. Reg. 25c. per yard. Mid-Winter Sale Price **21c**

COTTON BATTING.

A brand new lot in pure White, hand-picked, put up in 1 lb bundles for cushion and pillow filling; this is perhaps the best you can buy. Spec. **22c**

BED TICKINGS.

Looking for a good serviceable ticking? you'll find it right here; 33 inches wide, extra strong, bleached, herring bone finish, closely woven; the best value imaginable; good value for 35c. per yard. Mid-Winter Sale Price **29c**

SMART NECKWEAR.

our regular 40c. line in plain and fancy mixtures; some of these with pretty silk embroidered sprays, etc., on plain grounds of silk poplin. Special Mid-Winter Sale Price **29c**

Ladies' Gloves

In warm wool, gauntlet style; Black and White, closely knit; full sizes. Reg. 80c. Mid-Winter Sale Price **69c**

MEN'S SUEDE GLOVES.

A fabric glove closely resembling the real Suede; it is most serviceable and wears longer; just as neat, nice close finish; Grey and Tan shades; dome fastener. Regular 90c. Mid-Winter Sale Price **80c**

Friday, Saturday & Monday

Opening Days of Our Mid-Winter Sale!

A Sale not alone featuring present needs but flaunting ADVANCE STYLES FOR SPRING AND SUMMER 1916.

These purchase invigorating price inducements will surely interest all real economists.

James Baird LIMITED

Misses' Boots.

Another line of fine Dongola Kid Boots for the bigger girls; sizes 11½ to 2; laced style, reliable make. Reg. up to \$1.45 pair. Mid-Winter Sale Price **\$1.32**

Children's Boots.

In fine Dongola Kid, laced style; a comfortable fitting Boot at a lower price than usual, sizes 9 to 11 only. Reg. up to \$1.30 pair. Mid-Winter Sale Price **\$1.18**

VALUES in galore that cannot be matched outside this Store.

SPLASHERS.

These Oil Cloth Splashes save your wall papers, 13 x 35 inches; assorted patterns, scalloped edge. Special Mid-Winter Sale Price **10c**

MEN'S SLIPPERS.

A welcome change after tea; they come in nice Tan shade, soft leather, imitation Crocodile finish; sizes 8 to 10. Regular \$1.30. Mid-Winter Sale **\$1.10**

BUTCHERS' LINEN.

2 pieces of pure White Butchers' Linen, 40 inches wide, nice sheer surface for fancy workers. Reg. 50c. Mid-Winter Sale Price **45c**

TABLE NAPKINS.

42 dozen of fine Mercerized Damask Table Napkins; nice soft finish, hemmed ready for use; size 20 x 20; value for 15c. Mid-Winter Sale Price, each **12c**

NEW UNDERWEAR.

A brand new line of Underwear we know you'll like; comes in nice Grey shade, closely knitted and fleeced, different from the ordinary fleece lined Jersey; full assortment of sizes. Mid-Winter Sale **55c**

KID GLOVES.

For Ladies' lined and unlined; Tan shades in unlined and quite a variety of dark shades in lined; these latter are excellent gloves for present wear; not a bit clumsy; nice finish. Regular 90c. Mid-Winter Sale **78c**

QUILT Values Worthy of Your Notice.

WHITE QUILTS.

Heavy stocks of these solely responsible for such keenly cut prices. A great opportunity to pick up your supply at saving prices during this Sale.

HONEYCOMB QUILTS.

High grade quality, full sizes, handsome designs, knotted fringe ends. Reg. \$2.50. Mid-Winter Sale Price, **\$1.85**
Reg. \$2.50. Mid-Winter Sale Price, **\$2.35**
Reg. \$3.00. Mid-Winter Sale Price, **\$2.75**
Reg. \$3.70. Mid-Winter Sale Price, **\$3.25**

AMERICAN QUILTS.

A go-between the Honeycomb and Marcella Quilt, gives everlasting wear. Reg. \$1.50. Mid-Winter Sale Price, **\$1.25**
Reg. \$2.00. Mid-Winter Sale Price, **\$1.70**
Reg. \$2.50. Mid-Winter Sale Price, **\$2.25**
Reg. \$2.70. Mid-Winter Sale Price, **\$2.35**

MARCELLA QUILTS.

For those desiring the best, we offer a magnificent stock of Marcella Quilts, handsome designs. Reg. \$2.50. Mid-Winter Sale Price, **\$2.25**
Reg. \$3.00. Mid-Winter Sale Price, **\$2.70**
Reg. \$3.50. Mid-Winter Sale Price, **\$3.10**
Reg. \$4.00. Mid-Winter Sale Price, **\$3.50**

Ladies' Nightgowns.

Just at a time you need them, in Stockingette weight, all white trimmings of Torchon Lace; ample sizes. Reg. \$1.50. Mid-Winter Sale Price **\$1.28**

AMERICAN SILKS

39 Ends of Handsome Dress Silks, nice for special occasion Dresses or Blouses; all imaginable shades in pretty stripes, spots and figures. The Ends are short, about 2 Dress Lengths or so on each. Come early for these rare values. Reg. 27c. Special, per yd. Mid-Winter Sale Price, **27c**

WHITE PIQUES

160 yards of White Pique, extra fine cord; about the best value we've seen. A Dress from this always looks well for summer. Reg. 35c. value. Mid-Winter Sale Price, per yard **31c**

PILLOW COTTONS.

Circular, 40 inches wide, pure White, English manufacture, fine twill finish, the best for family wear; two new lines just to hand. Reg. 35c. Mid-Winter Sale Price **29c**
Reg. 40c. Mid-Winter Sale Price **34c**

Ladies' American SPORTS COATS.

40 of these handsome Coats just to hand; popular materials in plain shades, smart styles in Black and White Checks; other styles in Corduroy Velvets and White and Tan Nap. Come early, the styles will impress you at once. As usual they are marked reasonably low for quick selling. Prices from

\$4.20 to \$12

Curtain Ends, 22c. each

By "Tabasco" we received a splendid lot of high grade Curtain Ends, pretty lace effects in White and Cream. In many cases you can get a pair or two to match in the new style short Curtain, about 2 yards long. Special each Curtain, Mid-Winter Sale Price

SHOW - ROOM Takes Precedence This Week For NEWNESS, VALUE & VARIETY.



Bungalow Aprons

For morning wear about the house with Cap to match, made of Blue Linen; ample size Apron with pocket, all piped with White. Special Mid-Winter Sale Price **29c**

A LOT OF SAMPLE NECKWEAR.

Natty styles in Muslin, Voile and Silks, about one hundred different pieces; Medical, Military and other popular makes. Values from 30c. to 80c. Mid-Winter Sale Prices from **15c to 55c.**

Make Haste to See These Sample COSTUMES From New York.

Our American buyer secured a full line of Showroom samples in high grade Costumes. They are all new, clever styles and approved by leading fashion experts. The assortment of styles covers a wide range; to describe them would take much space and afterwards not as satisfying as a sight of them. Values to \$15.00. Mid-Winter Sale Price

6.98

PRETTY SILK MOHAIR TIES.

All the rage, narrow String Ties in plain and fancy weaves, great variety of color blendings, pretty pearl buckle on each, fringed and tasseled ends; useful for many purposes. Special Mid-Winter Sale Price **15c**

Oval Photo Frames.

In plain silver finish; just another lot like those that sold so readily during Christmas. The ideal Frame for your friend's photo; all velvet back and stand. Special Mid-Winter Sale Price **37c**

LADIES' CORDUROY COATS

A pleasure to own one of these; the very latest cut, broad belt effect behind; they come in pretty mottled Grey and Brown shade, deep collar and wide reverse, assorted sizes; a limited stock. Mid-Winter Sale Price **\$9.48**

CHILDREN'S AMERICAN DRESSES.

Attractive styles, made up in pretty checks, Cardinal, Navy and Brown with black and white check trimmings, Middy style, laced fronts, pleated skirts, to fit girls from 6 to 12 years; good value for \$1.20. Mid-Winter Sale Price **82c**

AMERICAN SILK POPLIN DRESSES, \$6.48.

Still another big attraction in the Showroom. These Dresses will move quickly; the material is favoured the make up all that can be desired; popular shades of Navy, Saxo, Green and Black; long sleeves, low neck and wide skirts. This practically describes the Dresses but not the many pretty styles; see for yourself. Our Special Price for Mid-Winter Sale **\$6.48**

BOUDOIR CAPS.

And Night Caps, about the daintiest yet, winsomely made up from the very finest silks; plain shades of Pink and Sky; and a host of very dainty Art Silks, fine Val. Lace, shirred and ribbon trimmings; also a lot in fine White Silk. Special Mid-Winter Sale Price **38c**

THE "COMFORT" SET FOR GIRLS.

Something new, smart and attractive and yet cheap a nice Check Cap and Scarf to match with fringed ends; just about 40 sets to hand, bought under price; they'll go flying at our Special Mid-Winter Sale Price **35c**

SOMETHING NEW, The "Jitney" Hat.

Decidedly smart, comes in soft crushable felt, can be folded up to put in pocket and will not effect the shape afterwards; pretty striped band on each hat; pleasing shades of Saxo, Green, Crimson, V'Rose, Brown and Black; all the rage. Reg. 55c. Mid-Winter Sale Price **49c**

PICK UP YOUR SUMMER BLOUSES NOW.

40 dozen of White Muslin Blouses, high and low neck styles, plain, tucked and open work; others in all-over embroidery; nice washable Blouses for morning wear; you can't have too many of these. Special Mid-Winter Sale Price **39c**

SAMPLE BLOUSES.

A 10 dozen lot of Manufacturer's Samples, many of them worth up to \$2.50 each. Smart make-ups in Lawns, Voiles and Silks, plain and fancy stripes. It is certainly to your advantage to see these and pick up a Blouse or two while the opportunity awaits. Values to \$2.50. Mid-Winter Sale Price **98c**

White Sheeting, Lower Than Ever.

During this Sale we are going to offer the very best values obtainable in Sheetings, and these offers come from a well selected stock of best English manufacture; all pure White, twill finish.

Reg. 37c. Mid-Winter Sale Price **32c**
Reg. 50c. Mid-Winter Sale Price **43c**
Reg. 60c. Mid-Winter Sale Price **50c**
Reg. 80c. Mid-Winter Sale Price **69c**

MADRAS MUSLINS.

These are preferred for Summer Curtains and Drapes; they're light, airy, easily washed and lose none of their original appearance after washing. All White in pleasing designs and some with faint colour floral spray; 36 inches wide. Reg. 24c. per yard. Mid-Winter Sale Price **21c**

AMERICAN GINGHAMS, 9 1-2c Per Yard.

In all their newness and freshness, lots of pretty stripes and checks in 10 yard ends. Buy as many yards as you wish, we'll cut them during Mid-Winter Sale for, per yard **9c**

WHITE SHIRTING.

600 yards of superior English White Shirtings, 36 inches wide; a superior make for family use; being strong, it is adaptable for many uses. Special for Mid-Winter Sale, per yard **11c**

Dainty WASH Fabrics, for Summer Dresses.

Dainty materials offering, unlimited possibilities in the way of cool attire for a very small outlay. Myriads of attractive patterns, stripes, dots, rings and floral designs on white and light grounds. We mention two in particular:

"ALMA" BATISTE.

A 28 inch wash goods of extra fine texture, in pleasing variety of pretty stripes; makes up handsomely in Blouses or Dresses for Summer wear; now is the time to buy. Special per yard Mid-Winter Sale **13c**

FLAXONS.

30 inches wide, another very desirable fabric, showing a lot of pretty stripes and floral effects, fast colors defying the ordinary madress; takes very little money to possess cool, fresh summer dresses if you buy now. Mid-Winter Sale Price, per yard **18c**

BLOUSE CHALLIES.

36 inches wide, lot of fetching Paisley patterns and others suitable for Blouses, Kimonos and Children's Dresses, etc.; assorted grounds. Reg. 15c. per yard. Mid-Winter Sale Price **13c**

Mr. Furlong's Remains

Messages received in the city yesterday said that the remains of Mr. Furlong were then leaving Montreal, and should arrive here on Monday afternoon's express, Mrs. Furlong and her daughter Miss C. Furlong accompany the remains here. On arrival the body will be met by the Knights of Columbus of which society the deceased was a prominent member, and the cortege will proceed to "Winter-ton" the late home of the deceased.

The Nova Scotia "Lumber King"

says:
"I consider MINARD'S LINIMENT the best LINIMENT in use
I got my foot badly jammed lately. I bathed it well with MINARD'S LINIMENT and it was as well as ever next day.
Yours very truly,
T. G. McMULLEN."

Here and There.

Fish out of season is not wholesome.

WEEKLY MEETING.—The regular meeting of the Municipal Council will be held to-night at 8 o'clock.

"Stafford's Phoratorne," the best Cough Medicine for all kinds of Coughs and Colds, Price 25c. Postage 5c. extra.—jan5,16

TABASCO OFF.—The S.S. Tabasco sailed last evening for Liverpool with a large outward mail and freight.

PIANOS AND ORGANS.—The famous Kohler and Tonk Pianos, The Needham, Godrich and Mason & Hamilton Organs. CHESLEY WOODS, 232 Duckworth Street.—aug.7,16

The legs of a young chicken are soft and smooth and if it is fresh the flesh will be firm and the skin yellow.

The nutritious part of the potato lies close to the skin, therefore if it is pared, it should be done sparingly.

HERRING CARGO.—The schooner Tacoma sailed from H. Buffett yesterday for Gloucester with 1,000 barrels of herring.

COAL CARGO ARRIVES.—The schr. Eddie Thierault from Louisburg with a cargo of coal for the Nfld. Produce Co. reached port last afternoon.

THE ROARIN' GAME.—The Reid and Taylor medals—point game—will be played for this afternoon and night at the curling rink.

TO LOAD FISH.—The Schr. Nellie which arrived on Wednesday last from Pernaubuco in ballast, will start to load fish to-day for market.

"Stafford's Liniment" cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. Sold in over 500 stores.—jan5,16

THE SAGONA FOR BASQUES.—On her next trip across the Cabot Strait the Sagona will make Port aux Basques her terminal, where she will discharge her freight.

THE RIGHT SPIRIT.—Mr. R. Crawford is now in training with the volunteers. Recently he underwent an operation at the hospital to make him physically fit.

DETAINED BY FREIGHT.—The s.s. Stephano is being detained at New York, owing to the big freight offering there. However, she is expected to get away from there to-night for Halifax and this port.

REV. MONS. VEITCH BETTER.—Rt. Rev. Mons. Veitch, of Argentina, who was taken so ill on Saturday last at his home there, is much improved at this writing.

FUNERAL THIS AFTERNOON.—The funeral of the late James Jardine, H. M. C., takes place this afternoon at 2.30 from the residence of his son-in-law, Mr. W. F. Joyce, 6 Barnes Road.

AN ICE ACCIDENT.—While cutting ice on Quidi Vidi Lake yesterday James Murrin, of Georgetown, had his arm badly bruised by a block of ice falling upon the injured member.

Stafford's Prescription "A" cures Indigestion, Dyspepsia, Gastritis and Nervous Dyspepsia. Price 25 and 50c. bottle. Postage 5 & 10c. extra.—jan5,16

GETTING VIEWS.—A photographer from New York is now visiting the city in the interests of a newspaper there, and is getting some snaps of our buildings, shipping, scenery, etc. He is also securing some groups of our Government officials and got a "sitting" of the Post Office staff yesterday.

KLARK-URBAN OFF.—The Klark-Urban Co. got away by last night's express and quite a number of people were at the railway station to give them a send off. The inimitable Billy Webb was much to the fore, and as the train moved off sang one of his always amusing songs.

EXPRESS IN.—The express arrived at 9 o'clock last night, bringing a small mail, part of which is English mail, and a large number of passengers including Mr. Frank Keating, Rev. Mr. Bartlett, Capt. Goeburn and Mesdames Bartlett and Snow.

SLIPPERY STREETS.—Last evening the streets were in a dangerous condition, owing to the glassy surface of the ground, and pedestrians were compelled to remain in doors. The street cars did a brisk business by those who ventured out.

Minard's Liniment Cures Diphtheria.