

Spring Showing

Friday, Saturday and Monday.

With everything on the upward trend and the desire for the "New" strong, keenness in buying becomes "the order of the day."

Let the People's Popular Store be your "Counting House"—counting your economies, counting the advantages of the many golden opportunities afforded, and counting the days at home eagerly from one week to another as you patiently wait for the weekly Bargain Budget from

Boots, Shoes and Hosiery

at Prices Pared to the Finest.

LADIES' HIGH LACED BOOTS.

A stylish Boot for Spring wear, made of finest Gun-metal calf, Paris heel, plain toe; very neat looking and all the rage today; half sizes from 3 to 7. Reg. \$5.00. Friday, Saturday and Monday. **\$4.65**

MEN'S SOCKS.

Desirable Socks in half Silk and half Lisle make, Black and colored; others in fast Black Cashmere, nicely embroidered ankles; Socks that come as a welcome change after discarding your heavier ones. Reg. 45c. Friday, Saturday and Monday. **39c**

LADIES' 8-BAR SLIPPER.

A nobby street Slipper with good patent leather vamp and dull kid back, Cuban heel and plain toe; these are fast sellers and bid fair to be very popular this season; all sizes to hand. Reg. \$3.50. Friday, Saturday and Monday. **\$3.30**

LISLE & LACE HOSIERY.

Summery looking Hosiery, in shades of Tan, Grey, Sky and Black; with these we show another line with silk embroidered ankles; values to 70c. Friday, Saturday and Monday. **59c**

MEN'S SLACED BOOTS.

Two distinct lines, one featuring a gun metal calf and the other the finest Vic Kid, shapely boots, honestly constructed throughout; these are worth \$5.00 a pair to-day. Reg. \$5.00. Friday, Saturday and Monday. **\$5.00**

BLACK & TAN HOSE.

40 dozen pairs of these in plain and ribbed Cashmere and Lisle, truly excellent hose for the fast approaching season, small and large sizes, seamless finish. Regular to 60 cents a pair. Friday, Saturday and Monday. **49c**

"RICHARDSON'S" EMBROIDERY OUTFIT.

Affords pleasant occupation during spare hours; a stamped cushion top with back, or pretty table center, with sufficient pure Silk Floss to embroider the stamped design, in natural colours; the work is simple, absorbing and fascinating; lesson sheet with each package. Reg. 45c. Special each, Friday, Saturday and Monday. **39c**

EMBROIDERED NOVELTIES.

For sewing on girls or boys sailor suits, 5 piece silk embroidered sets in shades of Myrtle, Navy, Brown, Hello and Sky, easy to attach. Per set, Friday, Saturday and Monday. **14c**

INFANTS' SOFT-SOLED BOOTS.

Sizes 1, 2 and 3 for first wear, in a very soft make. White and Tan only; buttoned style. Special Friday, Saturday and Monday. **32c**

Child's Boots

Here's where you can pick up some values this week in the Boot line; sizes 4 to 8; Dongola and Gun-metal makes in Black and Tan; laced and buttoned. Reg. to \$1.30 pair. Friday, Saturday and Monday. **\$1.08**

NEW THINGS for HOME and PERSONAL Adornment,

Bringing in Their Train Worth-While Economies.

TABLE CENTRES.

A box or two of handsome Battenburg Centres, soft white linen centre with 20 point edge of heavy Battenburg lace; square shape. Special Friday, Saturday and Monday. **23c**

ART EMBROIDERED PILLOW CASES.

Serviceable Pillow Cases, made of strong white cotton, with a wide art embroidered band at open end; one of our best values; size 21 x 23. Special Friday, Saturday and Monday. **37c**

TOWEL VALUE.

With our new goods came along some excellent values in Towels, notably this line we present to-day in pure White, extra heavy Turkish quality; size 19 x 40; Towels really good value at their regular price 35c. Friday, Saturday and Monday. **29c**

BOYS' SAILOR CAPS.

Smart looking Sailor Caps in Navy Serge with fancy braided crown; they're a new line showing a new style. Reg. 35c. value. Friday, Saturday and Monday. **29c**

English Sheetings.

72 inch pure White Sheetting, plain finish. This is pre-war value, excellent quality, bought from one of the best makers; an opportunity to buy your needs in this line cheaply. Reg. 70c. Friday, Saturday and Monday. **64c**

New Oil Cloth Shelvings

Brand new Shelvings to help brighten up the pantry, now that the house-cleaning spirit is on; these come in assorted widths, a great variety of plain and fancy patterns with pretty borders, scalloped edges. Our special price, Friday, Saturday and Monday, per yard. **6c**

New Oil Cloths.

Lots of pretty Table Cloths now, in Marbled White, floral and a generous assortment of pretty tile patterns, some bordered, excellent patterns for wall coverings. Special, per yard, Friday, Saturday and Monday. **29c**

SCRIM CURTAINS.

We have about 40 pairs of neat little Dutch Curtains in White and Cream Scrim, with a broad hemstitched finished border and pretty lace edging; very suitable for bedroom curtains in town or country. We are clearing the lot Friday, Saturday and Monday at about 1-3 less than their former price. Regular \$2.00 pair for **\$1.35**

STUD SCARFS.

A lot of pretty made-up Scarfs with patent stud fastening, mostly fancy silk mixtures; these fit snugly and are always secure. Reg. 25c. value. Friday, Saturday and Monday. **28c**

BOYS' JERSEYS.

Stout Woolen Jerseys for the smaller boys, say from 2 to 8 years; shades of Saxe, Navy, Cardinal, Brown and White; Jerseys are popular for Spring wear from now on until he gets that new Summer suit. Reg. up to \$1.30. Friday, Saturday and Monday. **\$1.12**

Khaki Hankis.

A special make in real Dark Khaki, with wide hemstitched border; these have a nice mercerized finish; get a few for "The Boy," perhaps he needs them and forgot to write for some from home. Reg. 22c. Friday, Saturday and Monday. **19c**

Earners Will Appreciate the Buying Power of Their Money Here

BOYS' BRACES.

An improved style in Boys' Braces, good springy elastic webs with leather fastenings, usually sold at 22c. Friday, Saturday and Monday. **19c**

MISSSES' FABRIC GLOVES.

In Cardinal shade only with a Cashmere finish; 2 dome fasteners; assorted sizes; value for 35c. pair. Friday, Saturday and Monday. **20c**

Ladies' Rubber Gloves

Sizes 6 1/2 and 7 in fine Red Rubber Gloves; very handy for working about the house. All these Gloves are tested before leaving the factory and come in perfect condition. Reg. 40c. Friday, Saturday and Monday. **35c**

ROLLER TOWELING.

Extra strong pure White Huck Toweling, 15 inches wide. Nothing better to wear, suitable for all kinds of kitchen cloths. Reg. 15c. Friday, Saturday and Monday. **10c**

HOUSEMAIDS' GLOVES.

In heavy Bleached Twill with Jersey wrist. Just what you need when stove cleaning and house cleaning. You need these now. Special per yard, Friday, Saturday and Monday. **14c**

BOYS' WATERPROOF COATS.

Mannish looking Rain Coats for the boys, assorted sizes, made with a snug-fitting collar, strap cuffs; they come in a nice fawn shade, good value at \$3.00. Friday, Saturday and Monday. **\$2.80**

Boys' Soft Felt Hats

Every boy wants a new soft Felt Hat for spring wear; they're cheap, good looking and serviceable, suitable for Sunday wear and general knock-about; we have shades of Navy, Grey, Brown and Black with broad band. Reg. 45c. Friday, Saturday and Monday. **39c**

39c

James Baird LIMITED

Again to the Fore

With a Bevy of Far-Reaching Economies

Style Elegance in New American BLOUSES.

These are beauties, just out of their boxes, captivating styles that any young lady would wish to wear; the very latest in White Muslin, cool Summery looking Blouses, with fine lace trimmings, pin tucks and pearl buttons; others in fancy striped Muslins, just as good looking; the large sailor and shawl collars are favored in this lot; a complete size range. Reg. \$1.50. Friday, Saturday and Monday. **\$1.27**

CHILDREN'S RAIN HATS.

Lightweight Rain Hats for Children and Misses in Fawn and Black Waterproof Cloth, with strong stitched rain shedding leaf. For school going children these are ideal. Reg. 50c. value. Friday, Saturday and Monday. **32c**

Ladies' 79c. Silk Gloves.

LONG SILK GLOVES.

We have put these in with the shorter gloves; they're fashioned from fine silk, and show shades of Navy, Champagne, Sky, Tan and White; get a pair to match that new dress of yours. Special Friday, Saturday and Monday. **79c**

WRIST LENGTH SILK GLOVES.

These are the ordinary wrist length gloves with dome fastener, very fine silk make, in shades of Grey, Beaver, Cream, Black and White. Reg. 90c. Friday, Saturday and Monday. **79c**

HELPFUL HINTS to Satisfy the Longing for "NEW THINGS" in the SHOWROOM.

Children's Good-Wearing . . . Gingham Dresses.



Well made wash Dresses to fit children from 2 to 6 years, mostly fine checked and stripe patterns; these are prettily trimmed with plain linen facings, low neck styles and your choice of long or short sleeves; a few dozen of plain linen makes also; nicely embroidered. Reg. 45c. each. Friday, Saturday and Monday. **36c**

Ladies' Gingham Dresses.

Good wearing, good washing Gingham Dresses, in very pleasing checks and stripes; low neck and long sleeves; fancy galon trimmings in assorted shades; serviceable Dresses for wearing about the house and neat simple styles; a full range of sizes to hand from a brand new and complete stock; their regular price is \$1.20. To reduce the quantity we offer these Friday, Saturday and Monday. **98c**

Brassieres.

Snug-fitting Brassieres in all sizes, made from very strong American Cotton, trimmed with fine Torchon lace, cross-over fastening at back; sizes 34 to 44 inch; the indispensable garment for the well dressed lady. Reg. 40c. Friday, Saturday and Monday. **33c**

Children's Knickers.

Embroidery trimmed White Lawn Knickers, cheaper than you can make them; they come in sizes to fit girls from 2 to 10 years; well made; our regular 20c. line. Friday, Saturday and Monday. **17c**

Ladies' Vests.

A very nice medium weight in Cream and White; fine ribbed Jersey, low neck style with short sleeves; just about 12 dozen in the lot; vests that you usually pay 60c. for. Friday, Saturday and Monday. **47c**

Skirt Bands.

Ready cut Skirt Bands, made from strong belting; bands that yield with every movement of the body, just 3 waist sizes to hand. Reg. 15c. each. Friday, Saturday and Monday. **12c**

Sateen Underskirts.

Rich looking Sateen Underskirts with wide fluted flounce, and others with pretty art frill, elastic at waist; large sizes here for the more portly figure; becoming shades of Navy, Royal, Green, Brown, Purple and Black, etc. Underskirts value to-day for \$1.80 each. Friday, Saturday and Monday. **\$1.59**

Our Volunteers.

The following recruits offered for King and Country at the Water St. Recruiting Station yesterday:

FOR THE NAVY.

Ronald Luff, Silverdale, G. B.
Wm. Fynn, Silverdale, G. B.
Elijah Hillier, Silverdale, G. B.
Wm. Bridger, Brighton, G. B.
Leander Luff, Jackson's Cove, G. B.
Daniel Stone, Sandy Point, G. B.
Geo. Forsey, Port aux Basques.
Leander Drover, Hodge's Cove, G. B.
Geo. F. Collins, Spaniard's Bay.
Wm. Heater, St. John's.
Grenville Gilbert, Trinity Bay.
John E. Bishop, Hermitage Bay.
Hy. Rowe, Heart's Content.
Raymond Rowe, Heart's Content.
John Ryan, Heart's Content.
Arch. E. George, Heart's Content.

FOR THE ARMY.

Henry Cooper, St. John's.
Edward Cunningham, St. John's.
Robert Evans, St. John's.
Edward Breen, Grand Falls.
Wm. C. Crocker, Grand Falls.
Jas. Curley, Dublin, Ireland.
Leo Maher, Placentia.
Frank W. O'Brien, Hr. Grace.
Martin Murphy, Holyrood.
Saml. Nesworthy, Manuels.

FOR THE FORESTRY.

John Barrett, St. John's.
The volunteers spent yesterday at guard mounting, extended order and saluting. Two squads visited the S. Side range in the morning and afternoon for rifle practice; some excellent scores were made.

A War President.

Springfield Republican: Lincoln's idea, that if he saved the Union, people would forget his mistakes, but that if he failed to save the Union, 10,000 angels could not turn aside the penalty that would descend upon him, was a true estimate of a war President's position. A sound judgment as of the real objects of the war is primarily essential to ultimate success. Lincoln's judgment was so clearly and definitely formulated that his mind easily grasped the fundamental strategy of military conquest. An English military critic has written, within the past few months, that the British Government in the summer of 1914 knew as little about war as Lincoln did in the spring of 1861, but that, after two years of the present European conflict, he only wished that the British Government had learned by the summer of 1863. A successful war President does not need to be a trained soldier; he does not even need to have studied professionally the principles of military science. A statesman from civil life like the elder Pitt, or Cavour or Lincoln—and one might include Bismark in the list—may so accurately envisage the objects of a war that no soldier may surpass him in his grasp of the war.

Sunday Labour on the Land.

A telegram has been received at the Food Production Department from his Eminence Cardinal Bourne, who is now abroad, on the subject of Sunday labour on the land. The Cardinal says:—

"While present national emergency lasts Catholics may lawfully engage in necessary agricultural work on Sundays provided they do not on this account neglect their essential religious duties."—London Daily Mail.

Put a Limit Upon Profits

Philadelphia Ledger:—What the United States must do is to fix a fair and even a liberal profit for manufacturers. Beyond that no producer should be permitted to go, and the indications are that he will not be so permitted. It would be folly multiplied by reckless waste for the country to saddle upon all the people the burden of paying outrageous prices for articles needed in war in order that a very few might reap large profits. Our country has indulged in its industrial "champagne jag," and it is now time to sober up. Unheard-of profits have been made during the last two years—made out of the belligerents in Europe and out of private individual consumers here in America. Now, with the United States itself at war, there must come as one of the very first strokes of conflict a firm Government grip upon the price of all commodities. We have already fixed it upon the total salable product of our second largest industry, the railroads, so that others cannot complain of like treatment.

RAY BOATS.—The Reid Co.'s bay boats which have been thoroughly overhauled during the past few months, may possibly leave to-morrow week to commence the regular season's service. They will be welcome visitors at the Straits of Bell Isle and other northern districts.

A CLEARING LINE OF Men's Pyjama Suits

These come in Sky and Cream Chambray, with silk braided button loops, pearl buttons, full sizes; about a dozen suits left over from last season. Clearing at a special price value for \$1.50 suit. Friday, Saturday & Monday. **\$1.55**