

STYLE, ELEGANCE AND ECONOMY

Very Pronounced in This Particular Sale for

SPRING STYLES!

**:: Friday, ::
Saturday
and Monday**

BAIRD'S PRICES!

Hearth Rugs.

Another need for Spring to brighten up that dining room or bedroom; we offer a brand new line, rich color blendings on assorted grounds, fringed ends; size 28 x 54. Reg. 2.50. **Friday, Saturday and Monday 2.25**

Large White Quilts.

These are a new lot in heavy honey-comb quality, extra large size, with knotted fringe edge; all White. Have a look at these. **Friday, Saturday and Monday, Special 2.10**

Door Mats.

5 dozen of assorted makes in Tapestry and Wool, etc., extra good quality made from ends of high grade carpets. **Special Friday, Saturday and Monday 37c**



New Curtain Nets.

All Our New Ones Are Now Ready, Pretty Designs, Fresh from the Old Country. 340 yards of Pure White, 54 inches wide, nice lacy effects, in good serviceable makes. Usual 25c. value. **Friday, Saturday and Monday 22c**

"Brise Bise" Nets

The latest in fine lace hangings, Ivory shade, showing beautiful fine net centre with band of coloured insertion about 6 inches from the edge; very effective looking and all the rage on the other side. Reg. 45c. **Friday, Saturday and Monday 39c**



The "Golden West" Writing Pad.

A neat get up in portfolio style. 50 sheets of fine felt ruled Letter Paper, with 25 envelopes tucked away in inner pocket; handy for writing desk or table. **Special Friday, Saturday and Monday 18c**

Men's Soft Felt Hats.

Nice shape in Soft Crushable Felt, easy fitting Hats for immediate wear, and nice shades of Green, Brown and Grey, bow behind, plain and double edge rims. Reg. \$1.20. **Friday, Saturday and Monday 1.00**

"Tobralco" Cloths.

The choice of the discriminating in White Goods for Ladies, Misses and Children's Summer wear; 23 inches wide, with a variety of Silk figured effects on all White grounds. Reg. 30c. **Friday, Saturday and Monday, per yard 25c**

Men's Umbrellas.

Ample size, extra strong handles, rigid frame, fast black covering, assorted handles, steel tubing, neat folding. Reg. \$1.50 value. **Friday, Saturday and Monday \$1.35**

Present Needs at Cut Prices!

Sideboard Runners

New arrivals in White Linen and Lace Insertion centre with edging of heavy White Lace; they will wash perfectly and retain original freshness. Reg. 27c. each. **Friday, Saturday and Monday 23c**

The War Map Handkerchiefs

A nice soft finish Handkerchief for the pocket, size 19 x 27, showing eastern war zone in detail, an argument setter at once, printed in colours. Don't be without one. **Special, Friday, Saturday and Monday 18c**

Men's Scarfs.

10 dozen of these with stud fastening, simple to attach, rather nice dressy knot style, mostly striped and fancy. Reg. 20c. **Friday, Saturday and Monday 15c**

Men's Shirts.

A very fine line in assorted stripes, the popular Negligee Style, soft bosom and soft cuffs, a guarantee of superiority, fit and finish with each shirt. Reg. 80c. **Friday, Saturday and Monday 72c**

Ladies' Hose.

We have a splendid range in closely woven Silk Lisle, good fast Black in full sizes and also range of shades such as Pink, Navy, Sage, Green, Sky and White; usual 45c. value. **Friday, Saturday and Monday 39c**

Photographs of the British Leaders

8 different Photos of the most prominent in to-day's bloody strife, each photo neatly mounted ready for framing; size 4 1/2 x 6 1/2. **Friday, Saturday and Monday, each 4c**

Boys & Girls' Hose.

A brand new line in stainless Black, very fine rib, full lengths, satisfactory wear; sizes 5 to 9. **Special, Friday, Saturday and Monday 14c**

Infants' Socks.

Pretty little Socks in two tone effects, Blue and White, Pink and White, Green and White, and Tan and White, etc.; sizes from 4 to 8 1/2; 1/2 length. Reg. to 18c. per pair. **Friday, Saturday and Monday, 14c**

"Soiled Linen" Bags.

Generous size in heavy White Canvas Cloth, with coloured silk embroidered work and name; ready for immediate use. Reg. 45c. **Friday, Saturday and Monday 39c**

Richardson's Silk Embroidery Outfit.

A complete outfit containing Coloured design on each, and sufficient working silk to complete each; very pretty patterns. A book showing the various wash Gingham and Linens, checks, stripes and plain shades, square necks long or short sleeves, each with belt to fit from 2 to 6 years. Reg. 35c. **Friday, Saturday and Monday 29c**

Boys' Underwear 28c

Another shipment of Boys' Fleece Lined Underwear, perfect garments; Vests and Pants; sizes from 18 to 34. **Special, per garment, Friday, Saturday and Monday 28c**

Men's Socks.

In heavy dark Grey mixture, seamless heel and toe, an excellent weight for spring wear, also workingman's sock. **Special, Friday, Saturday and Monday 38c**

Boys' Braces.

A job line of stout heavy Elastic web Braces for knoek-out wear, leather fastenings. **Special, Friday, Saturday and Monday 14c**

Child's Handkerchiefs.

White with coloured border, handy for school children; we have others in plain white also, either kind. **Special, Friday, Saturday and Monday, 3 for 10c**

Ladies' Gloves.

In Washable White Chamois, heavy pigse sewn, with gussets; "Dent's" 2 button, faultless fit; size from 6 to 8 1/2 only. Reg. \$1.60. **Friday, Saturday and Monday \$1.44**

The "Victoria" Boot For Ladies.

Offers a variety of styles at one price, perfect shaped Boots in Laced and Buttoned Vici Kid, Laced and Buttoned Gun Metal Calf; others with Black Repp uppers and Gun Metal Calf welt, high heel. About the best value we have ever offered in stylish footwear. See these before you decide on your spring needs. A full range of full and half sizes. **Friday, Saturday and Monday, Special to introduce \$2.90**

The SHOWROOM Flaunts SELECT Styles for Spring Wear.

Pretty Belts.

In Wide Silks, shirred with elastic; the latest New York styles; shades of Rose, Royal, Fawn, Green and Nigger Brown, etc. Reg. 75c. **Friday, Saturday and Monday 68c**

Corset Covers.

Nicely shaped in fine Ribbed Jersey, desirable weight for Spring wear; square neck and 3/4 sleeves, finished with silk crocheted edge and silk ribbon tape; buttoned in front. Reg. 40c. **Friday, Saturday and Monday 36c**

Sateen Underskirts.

Smart American styles in good Sateen, snug fitting, elastic band, opened at side, wide tucked flounce, full sizes, plain shades of Brown, Green, Navy, Royal, Black and Cream. Reg. \$1.85. **Friday, Saturday and Monday 1.49**

Sample Line of Ladies' Dress Skirts.

Smart styles in well made Skirts, materials of fine Serges, pretty Tweed mixtures, Basket cloth and Nap, becoming shades of Grey, Tan, Fawn, Sage and Green, etc.; values to \$3.00. **Friday, Saturday and Monday, your choice 2.38**

Night Gowns

A few dozen of Ladies' American Night-dresses, Swiss Embroidery Yoke, sleeves trimmed with lace and heading of wide ribbon, low cut neck, 3/4 sleeves, and others with high neck and long sleeves; beautiful cloth. Reg. \$1.10. **Friday, Saturday and Monday 98c**

New Veils.

Each complete with elastic running through to fit over hat and face, plain nets with fancy edging; Black, Navy and Nigger Brown; the very latest. **Special for first showing Friday, Saturday and Monday 65c**

\$4.50 Silk Sweater Coats for 4.28

Ladies' sizes in finely knitted silk, mixed shades in Sage and White, Gold and White, Rose and White, others in Rose or Sage with white facings in front and on tops of pockets; very neat, excellent for spring wear. Reg. \$4.50. **Friday, Saturday and Monday 4.28**

Children's Rompers.

Just when you need them; we are offering a 10 dozen lot at a special price, well made Rompers in good wash Gingham and Linens, checks, stripes and plain shades, square necks long or short sleeves, each with belt to fit from 2 to 6 years. Reg. 35c. **Friday, Saturday and Monday 29c**



Job Swiss Embroideries

You have never seen such value nor such dainty designs; we have all kinds suitable for Camisoles, Flouncing, Skirts, Children's Dresses, and a multitude of handsome makes in the narrower widths. We would urge you to see these to-day. All brand new goods.

BLOUSE SPECIAL.

All the newest styles, showing dainty embroidered Voiles, Plain White Linen and Coloured Muslins, etc.; some nice Khaki Linen make also; high or low necks, long sleeves, buttoned in front; sizes 34 to 44 inch bust. Reg. \$1.00. **Friday, Saturday & Monday, Special 89c**

Children's Underskirts

In plain shades of Sky, Pink and Cream Flannelette, without body, frill & flounce, button hole edging; to fit 2 to 8 years. Regular 35c. **Friday, Saturday and Monday 29c**

New Things We Must Tell You Of at the Smallware Counter.

PATRIOTIC FLAGS—For lapel or hat wear, British, French and Belgian, in fine silk, each 4c

PERFUMES—In artistic boxes; assorted odors. Special 14c

FLORIDA WATER—The genuine article, Lubman & Kemp's product, from New York, per bot. 17c, 27c, 47c

MARBLÉS—For the boys; assorted colors 100 for 5c

PIN SETS—Waist and Blouse Pin Sets in Gift and Enamel; very pretty, per set 15c

VALUES Rare Around Here

Boys' Soft Felt Hats.

20 dozen of these just to hand in Grey, Navy and Green, becoming styles, Groval and Diamond crowns; for boys and girls. Reg. 45c. **Friday, Saturday and Monday 39c.**

TOWELLING.

160 yards of pure White Turkish Roller Towelling, 17 inches wide; extra heavy. Reg. 20c. per yard. **Friday, Saturday and Monday 17c.**

Suit Cases.

Roomy size Suit Cases, rigid frames, protected edges, brass bound, spring lock; 23 inches long. Reg. \$2.00. **Friday, Saturday and Monday 1.75**

Turkish Towels.

All White, in a very nice finish, size 17 x 36; no better value than these to be had to-day. **Special, each, Friday, Saturday and Monday 14c.**

TOILET PAPER.

Put up in pad form; good quality finest Manila Tissue. **Special, 3 Rolls for 9c.**

15c. Specials. 15c.

- Go-Carts for the little ones; strong 15c.
- Baseball Mitts 15c.
- Water Filters, a necessity 15c.
- Enamel Pans, large size 15c.
- Embossed Nickel Trays 15c.
- Rubber Sponges, durable 15c.
- Unbreakable Dolls, assorted 15c.
- Tooth Brushes; kept clean in Celluloid Case 15c.
- Hair Brushes, nice assortment 15c.
- Dressing Combs, assorted makes 15c.
- Shaving Sticks in Nickel Cases 15c.
- Dental Cream, in economical tube form 15c.

Men's Pyjama Suits.

Just the weight you need in pretty Striped Pyjama Suits; they wash perfectly; full sizes, round cut collar; a brand new selection to pick from. Reg. \$2.20. **Friday, Saturday and Monday 1.85**



Ladies' 3-Strap Shoes

A smart street shoe in fine Dongola Kid, 3 straps over instep and fancy bow, very neat finish, high heel, 1/2 sizes to fit from. Reg. \$2.00 value. **Friday, Saturday and Monday \$1.84**

Sash Curtains.

70 pairs of Indian Muslin Cream Sash Curtains, size 25 x 44, with 3 inch band of lace insertion at foot; very neat. Reg. 50c. pair. **Friday, Saturday and Monday 39c**

Tea Cloths.

Dainty 5 o'clock Tea Cloths, in fine White Cotton, nice soft limp finish, hem-stitched, embroidered and pretty openwork effects. Reg. Friday, Saturday and Monday 44c

Blind Palls.

They are cheap and will save your blinds considerably. We have them in Buff and Green, a twine covered ring and cord. **Special, Friday, Saturday and Monday, 3 for 7c**

Children's and Misses' Boots.

Nice comfortable shape, with low heel, the ideal walking Boot, laced or buttoned styles, with patent leather toe cap; sizes from 8 1/2 to 2. Reg. up to \$1.50. **Friday, Saturday and Monday \$1.35**

Men's Laced Boots.

A light weight Boot in Dongola Kid, comfortable fitting heel; half sizes to fit from. **Special, Friday, Saturday and Monday \$2.65**



War News.

Messages Received Previous to 9 A.M.

ADMIRALTY ORDERS DELIVERED.
WASHINGTON, April 27. Copies of the British Admiralty's orders to merchant captains, which the German government contends provide for attacks on submarines, was delivered at the State Department today by the British Ambassador, Sir Cecil Spring-Rice. They are said to correspond with those announced recently in London, and will be published later, with a statement from the State Department.

TIGHTENING THE BLOCKADE.

LONDON, April 27. A report that Britain intends to tighten the commercial blockade, is reiterated in a despatch from a Copenhagen correspondent of the Exchange Telegraph Company, who says that there are persistent rumors to that effect in circulation there. It is stated, he added, that Britain desires Danish merchants to pay in advance through London for goods purchased in America with the object of gaining a thorough control over the commercial connection of neutrals.

SPY ARRESTED.

NEW YORK, April 27. Conrad Wilhelm Aufmaesser, a reserve officer of the German regiment was arrested by the United States Secret Service officers on his arrival here to-day on board the steamer Colom from Cristobal, on suspicion that he had been spying upon the Panama Canal fortifications.

War Sayings We Should Scrap.

AN INTERVIEW WITH VISCOUNT PEEL.

A considerable number of more or less popular phrases have arisen in connection with the war. These phrases may sound very well, but very few of them can stand examination. When one analyses the majority of the phrases many of them are found to be quite futile, others to be possibly pernicious. I feel very strongly that a great deal of harm has been done through some of these phrases; they have given people false ideas of things and comfortable excuses for their sins of both commission and omission. Here are some of the war phrases I most object to as being of national detriment and some brief reasons why, in my opinion, they should be "scraped."

Time is on Our Side.—This is now merely an excuse for national laziness. The war is costing us almost untold millions in money, it is sacrificing tens of thousands of the best men we have, and it has very seriously disorganised practically all our national work. Surely it will pay us to get it finished as quickly as possible? To talk about time being on our side when we are fighting a self-supporting nation like Germany, and when every day the problem of importing the necessities of life for ourselves presents new difficulties, is absurd. In war the thing is to get your job done as quickly as possible.

Business as Usual is a phrase that was born out of experience of small wars. A gigantic war such as this demands the united effort of the whole nation, as the Germans have taught us by their books and their example. This war is not an amusing sort of side-show for those who read newspaper headlines and "leave it to the Army and Navy," but a grim struggle for life in which we must all take a hand if we want to save ourselves. It is no time for business as usual, nor is there time for business as usual.

We Shall Muddle Through.—It should be made a penal offence for anyone to say this. The phrase is the doctrine of mental inertia and self-satisfied complacency. Why should Providence for some mysterious reason be on our side if we don't strive our very utmost in every way for victory? It is the most irritating and dangerous phrase of the war.

We Must Humiliate Germany.—We must; to humiliate her is precisely what we must do. To give Germany a slight knock and put her in the corner till she promises to turn over a new leaf is not enough; we must give her such a bang, such a blow to her military might and pride, that there will be no necessity to ask if she will behave herself in future. We must feel she has no alternative but to behave.

This is the War that Will End War.—We all hope there will not be another war for a very long time, but to be positive on the point means going to sleep. The Germans have shown us how ambitions aided by science can give an aggressively-inclined nation a tremendous start if it sets out to make war. To say that the path shown by the Germans will never be followed by any other people is to risk a very unpleasant surprise.

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b's Store News
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Component Extract of
a tonic and blood puri-
ficine that finds its most
use for use in the Spring
usually emerges from
months clogged with im-
need to be eliminated
is ready to start the
terms. A bottle of
will enable you to start
a bottle.
Beans, now is the
to buy. For our stocks
Beans and Beans are be-
and if you fail to
probably be sorry.
and There.
WORK.—The Royal
Factory have resumed
the recent fire, which
impeded their work.
NEW YORK.—We are sorry
Mrs. Thos. Winter, now
under medical treatment,
died. Her son, Mr. Duke
by last evening's ex-
his mother.
THE CITY.—Mr. D. J.
man of the Bell Island
the city for a few days.
By the last English mail
letter from his son
and Mike Jackson, then
inching much of interest
that land.
DIREKT FIRE.—We learn
that came in on the
morning, that a slight fire
the woods near Cobb's
smiles this side of Glen-
light. However, the ser-
vice the situation well in
doubt the blaze is now
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