

## Friday, Saturday & Monday SPECIALS in the Men's Section



**SOFT BOSOM SHIRTS**  
A brand new stock of snug-fitting American Negligee Shirts with laundered cuffs and neck bands. See all the new and pretty stripe effects the lot of shirts, and we have all sizes, from 14 to 17. Reg. \$1.00. **98c** Fri., Sat. and Monday.

### OUTING SHIRTS.

A very nice shirt for summer outings, made of fine White Cotton net, each with detachable collar of the same material. 1 breast pocket. Regular \$1.00. **78c** Clearing at Friday, Saturday and Monday.

### MEN'S BRACES.

The best and strongest Braces in assorted makes, these are a special lot that just came to hand and includes the "Times", the "Tokio" and "Samson" Braces; worth at their regular price 45c. pair. **38c** Friday, Saturday and Monday.

### LINEN COLLARS.

Best quality English Linen. Collars in that double turn over style, a snap and a shawlty perfect in front, several different heights to pick from. Reg. 20c. value. **17c** Friday, Saturday and Monday, each.

### MEN'S UNDERWEAR.

A clearing line in Cream Balbriggan; lay in a supply for next season, say a suit or two. Can't say what price this make may be next season, perhaps not procurable at any price; real comfortable underwear, the pants come with double seat. Special, per garment, **42c** Friday, Saturday and Monday.

## QUILTS! PLEASANTLY PRICED.

### WHITE QUILTS.

Show White American Quilts in a new make that is at once striking and desirable. Quilts that wash splendidly, no ironing at all necessary; they always retain their original look; large size, being 72 x 90. A Quilt once you have seen you will desire to possess. Reg. \$2.50 value. **\$2.25** Friday, Saturday and Monday.

### HONEYCOMB QUILTS.

Handy size White Honeycomb Quilts for the children's beds; a trifle small for single bed but would make a most serviceable bed or cot quilt; size 50 x 64, plain hemmed. Reg. \$1.00. **89c** Friday, Saturday and Monday.

### TABLE NAPKINS.

These offer exceptionally good value in soft White Mercerized Damask, hemmed ready for use, medium size, good value at 15c. each. **13c** Friday, Saturday and Monday.

### STAIR OIL CLOTHS.

Best quality English Stair Oil Cloths, 18 inches wide, white, duck and nicely patterned; these are all new. Special, per yard, **29c** Friday, Saturday and Monday.

## Eager Shoppers will avail of the Special Cut Prices



## On HOME NEEDS To-Day.

### HUCK TOWELING.

18 inch pure White Huck Roller Toweling, with crimson stripe border; this is a beauty, extra good quality, wears like sixty. Special, per yard, **14c** Friday, Saturday and Monday.

### TICKINGS.

54-inch bed tickings, from one of the best English makers. Just a pulce or two to hand; the value looks so good we thought it best to produce it this week. You'll tickle by and by. See the value, worth 60c. per yard. **53c** Fri., Sat. and Monday.

### PILLOW COTTONS.

Plain White Pillow Cottons, 40 inches wide, open, this is job and offers excellent value at our sale price. Reg. 30c. quality. **25c** Fri., Sat. and Monday.

### SCRIMS.

Handsome in their simplicity. Just plain White and Cream Scrims in a nice coarse weave, wonderfully strong and finished with a 4 inch self border, resembling shadow lace and striped. Special, per yard, **32c** Fri., Sat. and Monday.

### MATRESS TICKINGS.

Fancy art Tickings striped and flowered, 30 inches wide, Blue and White mixture; these are strong, and offer good value. Special, per yard, **22c** Friday, Saturday and Monday.

### TABLE CENTRES.

Embroidered Centres, circular shape with scalloped edge, an ornament for any table. Special, **13c** Friday, Saturday and Monday.

## There's a Saving in Every Price Here

### Pillow Cases.

We are always offering good values in these. This lot is particularly good, made of strong Pillow Cottons and finished with a frilled border and herring bone stitch; looks like 45c quality. **37c** Friday, Saturday and Monday.

### Sideboard Runners.

Here is something nice in a sideboard cloth; size 14 x 54; White Linen make, pretty embroidered centre and hemstitched border. Reg. 45c. **40c** Friday, Saturday and Monday.

### Boys' Underwear.

Summer weight Balbriggan Underwear for the boys; Vests with long sleeves and pants ankle length. Pick up these values; assorted sizes. Per garment **32c** Friday, Saturday and Monday.

### HAT GUARDS.

Neat black cord hat guards with a patent fastener; put one on your hat to-day. **4c** Special.

### Tea Cloths.

Strong White Damask Tea Cloths, nice floral border and spot centre, a cloth for good hard wear at an inexpensive price. Special **37c** Friday, Saturday and Monday.

### SILK CHIFFONS.

A few pieces of these handsome Silks, so suitable for dress or blouse at present time. The shades include V. Rose, Pearl Grey, Nile and 3 shades of Heli. Reg. 40c. value. **33c** day, Saturday & Monday, per yard.

### Boys' Caps.

A new shape Cap for the boys, one he will like, too; in khaki cord, has a snug fitting back band that looks well; one piece crown and strap front, suitable for now and later on. Special **55c** Friday, Saturday and Monday.

### HAT BANDS.

Silk bands for Straw Hats; these come in a nice lot of combination stripes, each to attach. Regular 25 cents. **17c** for.

### Scrim Curtains.

25 pairs of White and Cream Scrim Curtains, pretty little curtains fit to grace any window; 2 1/2 yards long and 35 inches wide, finished with a hemstitched and lace edge, top valance with each pair. Reg. \$2.50 pair. **\$2.05** day, Saturday & Monday.

### Boys' Linen Hats.

These come to hand rather late and we have cut their price for quick selling; you'll find plain white, fawn and striped blue and white with stiffened rim. Special **23c** Friday, Saturday and Monday.

### TALCUM POWDER.

Talcum Powder—Talors' Infants' Delight Talcum Powder, borated and perfumed, large oval tin, best for babies' use. **18c** Special.

# James Baird LIMITED

## ECONOMY PRICES

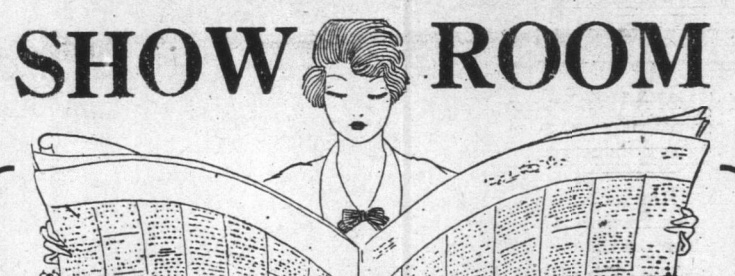
Abound Here, There and Everywhere  
at this Store

## FRIDAY, SAT. and MONDAY.

Even though these are war-times you can't get away from the fact that you and your family must be supplied with the needs of daily life.

Here's where ECONOMY PRICES prove helpful.

## Interesting News From the SHOW ROOM



Amazing Values of the Utmost  
Concern to Fashion-Wise  
Dollar-Wise Women.

### INFANTS' DRESSES.

Dainty little White Muslin Dresses for the children, made of Grey Cotton, corded and thoroughly stitched throughout, strap over shoulder, buttoned in front and lace behind, a full range of sizes to hand. Regular 70c. pair. **64c** Friday, Saturday and Monday.

### LINEN HATS.

These are for Ladies' and Misses and come in strong linen crash with plaid band stitched brim. Just the hat for your holidays, for outings and general knockabout. Regular 40c. each. **35c** Friday, Saturday and Monday.

### CHILDREN'S CORSETS.

A line of extra strong and good wearing Corsets for the children; Made of Grey Cotton, corded and thoroughly stitched throughout, strap over shoulder, buttoned in front and lace behind, a full range of sizes to hand. Regular 70c. pair. **64c** Friday, Saturday and Monday.

### DRESSING GOWNS.

Ever so serviceable these warm dressing gowns for morning wear; they come in fancy Crepe, in Heli and White, Pink and White, Blue and White, an dGrey and White; sizes 36 to 44; add one of these to your wardrobe to-day. Reg. \$1.50. **\$1.62** Friday, Saturday and Monday.

### BACK COMBS.

Of these we have a big selection, your choice of plain or that nice rolled back effect; the teeth are firm and promise the most satisfactory wear. Regular 27c. each. **22c** Fri., Sat. and Monday.

### KNICKERS.

For present wear, fine Jersey ribbed knickers, with wide legs, lace trimmed, sizes 5 to 9; these are value to-day for 50c. pair. **38c** Fri., Sat. and Monday.

### CHILDREN'S NIGHTGOWNS.

Well made night garments in the fine white lawn, lace edging at neck and sleeves, low neck style and 3/4 sleeves, to fit from 6 to 10 years. Mothers would do well to see these values at once. They are good value at 40c. **32c** Friday, Saturday and Monday.

### RIBBON NECKLACES.

These are much admired, the selection includes black and white and ribbon and ribbon velvet with beaded ends, in assorted colours, something that will set off that white muslin dress of yours. Regular 40c. each. **28c** Friday, Saturday and Monday.

## CLEARING! Some Very Pretty Wash Dresses for Children.

Good serviceable wash materials such as Gingham and Linens, made up into the prettiest styles for Summer wear; to fit from 6 to 14 years; neat stripe or check patterns, with white collar, cuffs and belt and velvet ribbon tie. Our regular lines to \$1.70. **\$1.38** Friday, Saturday and Monday.

## 12 only Ladies' Sport Coats, \$4.95.

A chance to secure a stylish and a necessary Coat nowadays at a big saving. The Coats are made of White Corduroy Velvet and the new Blanket Cloth, trimmed with fancy buttons, large pocket and broad belt. You see these every day on the street; sizes 34 to 38. Reg. \$7.00. **\$4.95** Friday, Saturday and Monday.

## New RAGLANS



Just to hand a Special Case Lot of

## Ladies' and Gent's Raglan Coats.

New shades, new improvements. Prices to suit every purse.

## A Special Lot of Trench Coats For Men.

WE FORWARD MAIL ORDERS BY RETURN MAIL.

## Friday, Sat. & Monday Prices on Towels, etc.

### White Towels.

These offer exceptionally good value, all White. Just a nice weight with that fine finish you usually see in higher priced Towels; values for 30c. each. **24c** Fri., Sat. and Monday.

### Glass Towels.

Strong linen Crash Glass Towels with broad crimson border, hemmed ready for use; years of wear in one of these. Reg. 20c. **16c** Fri., Sat. and Monday.



### TOWELS.

Splendid quality Unbleached Turkish Towels in a large size extra heavy; a good serviceable family towel, able to stand the hardest wear. Just a 4 dozen lot. Regular 40c. value. **32c** Special, each, Friday, Saturday and Monday.

## Toilet Preparations, Underpriced.

Colgate's Ribbon Dental Cream, tube . . . . . 15c.  
Mennen's Shaving Cream, ideal . . . . . 25c.  
Royal Vinolia Tooth Powder, best . . . . . 35c.  
Colgate's Mechanics' Soap, Paste, tin . . . . . 35c.  
Royal Vinolia Cream Soap, 3 in box . . . . . 35c.  
Mennen's Borated Talcum Powder, tin . . . . . 22c.  
Eucalyptic Herb Soap, perfumed; cake . . . . . 10c.  
Hydrogen Peroxide, per bot . . . . . 10, 17 & 25c.

### BOYS' KHAKI PANTS.

To fit boys from 6 to 15 years, stout Khaki Drill make, well made, well shaped. These save his tweed pants and are good enough for everyday wear. Reg. 65c. pair. **55c** Friday, Saturday and Monday.

### BOYS' COTTON TWEED PANTS.

In Striped and Mottled Grey; these look well with the shirt-waist; assorted sizes; ideal for present wear. Reg. 65c. **35c** Friday, Saturday and Monday.

### DOOR MATS.

5 dozen of neat little Door Mats in Tapestry and Velvet Pile make, finished with fringed ends and leatherette binding; great wearers. **45c** Special Friday, Sat. & Monday, each.

## Specials in HOSIERY, BOOTS and SHOES.



## For the Entire Family, Fittingly Priced. Read!

### LADIES' BLACK HOSE.

Fast black Milanese Silk Hose, in sizes 8 to 9 1/2 inch, with garter top, good wearing hose, worth 45c. pair. **39c** Friday, Saturday and Monday.

### MEN'S SOCKS.

This line embraces plain Black Cashmere and others in plain Green, real summer weight, value for 40c. pair. **29c** Friday, Saturday and Monday.

### Top-Notch Value in CHILDREN'S HOSE.

Mothers looking for hosiery values for the children come here regularly, and for them we have opened a new line to-day, fine ribbed Black Cashmerette that will stand an enormous lot of hard wear; sizes from 5 1/2 to 9 1/2. **19c** Friday, Saturday and Monday.

### LADIES' HOSE.

Half Silk leg hosiery, with lisle top and vamp, in shades of Champagne, Gyer and Fast Black; this has been a wonderful seller this about 20 dozen pairs left over; offering values to 40c. **27c** Friday, Saturday and Monday.

## WHITE SILK HOSIERY.

Ladies' distinctive looking Summer Hosiery in all White pure silk thread; these were late in arriving and to hasten their exit we have given them a good liberal cut. Reg. \$1.70 pair. **\$1.49** Friday, Saturday and Monday.

### Men's Socks.

Good Black Cashmere Socks with pretty embroidered ankle; these are socks that you cannot buy for less than 60c. to-day; we have but 4 dozen pairs and intend clearing them. **49c** Friday, Saturday and Monday.

## Dependable Footwear, Underpriced.

### Ladies' Laced Boots.

High laced boots for ladies, in soft black Vici Kid, all plain finish no toe cap; a boot that looks neat and comfortable to walk in; sizes 2 to 7. Reg. \$5.20. **\$4.95** Friday, Saturday and Monday.

### Children's Boots.

Buttressed hosiery for the little ones just running about, made of soft English Kid and Dongola, patent leather toe cap; sizes 3 to 6. Regular \$1.25. **\$1.15** Friday, Saturday and Monday.

### Ladies' 8-Bar Sandals.

These are very neat and offer cool footwear for present needs; good wearing patent leather vamp and soft kid uppers, high heel; perfect form; half sizes from 3 to 7. Reg. \$3.50. **\$3.35** day, Sat'y & Mon.

### THE BABY'S BOOT.

Is always an important thing; this line we present to-day we think will satisfy the most exacting; you'll find crimson and black, tan and white; others all black and others again in tan canvas, soft sole, of course and buttoned style. Special **47c** Friday, Saturday and Monday.

### BIRD'S EYE DIAPER.

The old fashioned white diaper for many uses about the house; extra heavy cloth in that fine diamond pattern; just a piece of it. Reg. 22c. yard. **19c** Friday, Saturday and Monday.

### LANOLINE.

In tube form, for skin treatment after sunburn, ideal after shaving; try a tube. Special **13c** Fri., Sat'y & Mon.

### PEARS SOAP.

The genuine, unscented, transparent Glycerine Soap, in Pears make certified for efficiency and purity; per cake **14c** Fri., Sat'y, & Mon.

### MEN'S BOOTS.

Gentlemen! Here's shape, comfort and style in a snug-looking Gun Metal Boot, Blucher cut, military heel, good firm soles, in sizes from 6 to 10. Reg. **\$3.80** Friday, Saturday & Mon.

### CURTAIN MUSLINS.

Pretty white Madras Muslins, 36 inches wide; these wash like new, and make the prettiest curtains and drapes of all kinds; they're light and airy, look well for bedroom curtains. Reg. 28c. yard. **24c** Friday, Saturday and Monday.

### MENTHOLATUM.

For the prompt relief of inflammations of the skin, tissues and muscles, very soothing. **25c** Friday, Saturday & Monday.

## Men Enlisted for Week Ended July 21, 1917.

Electoral District.	REGT.		NAVY.	
	Accepted.	Total.	Accepted.	Total.
St. John's East . . . . .	0	4	0	1
St. John's West . . . . .	0	4	0	1
Harbour Main . . . . .	0	1	1	1
Port de Grave . . . . .	0	1	1	1
Harbour Grace . . . . .	0	1	1	1
Carbonear . . . . .	0	1	1	1
Bay de Verde . . . . .	0	1	1	1
Trinity . . . . .	0	1	1	1
Bonaville . . . . .	0	1	1	1
Fogo . . . . .	0	1	1	1
Twillingate . . . . .	0	1	1	1
St. Barbe . . . . .	0	1	1	1
St. George . . . . .	0	1	1	1
Burgeo and LaPoile . . . . .	0	1	1	1
Fortune Bay . . . . .	0	1	1	1
Burin . . . . .	0	1	1	1
Placentia & St. Mary's . . . . .	0	1	1	1
Ferryland . . . . .	0	1	1	1
Labrador . . . . .	0	1	1	1
Totals . . . . .	1	7	3	2

Sgd. H. W. MATTHEWS.

## Slav Collapse Appalling Blow.

LONDON, July 26.—An appalling blow is the description of the Russian collapse given in a despatch from Petrograd to The Post. Never in the war has Russia put itself such enormous armies. British and French guns and gunners, flying machines, aviators and British armored cars were added to the unprecedented technical strength of the Russians themselves to make this particular front equal.

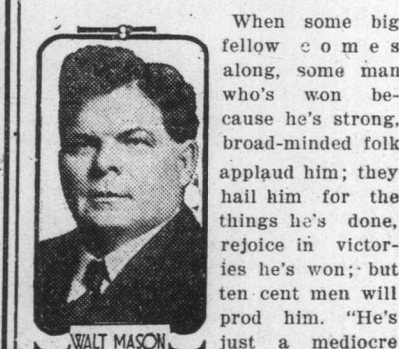
The artillery was planned where such admirable natural prepared positions as amounted to the ideal presented themselves. There were places where the artillery lay in absolutely dead ground not 300 yards from the enemy trenches. Big guns were ideally placed, thanks to the character of the terrain.

Information regarding the guns of the Eleventh army almost staggers belief. It appears that the infantry shot down their own gunners in order to get their horses, or shot down the gun horses in revenge as they retreated, leaving practically all the artillery of the Eleventh army in enemy hands.

As far as the artillery and technical appliances of the Seventh and Eighth armies are concerned, there is also no hope of their being saved. The Germans were already a couple of days ago across the best road on the shortest line of retreat. The rate of the enemy's advance on the western wing has accelerated, and the gun positions are behind the line now occupied by the Germans. It is becoming an exceedingly anxious question whether the Eighth army will succeed in getting away at all, but it is making the best haste eastwards.

A despatch to the Exchange Telegraph Company from Copenhagen says German correspondents in Galicia report that although the German and Austrian troops captured great quantities of munitions, armored cars and wagon-loads of food, the Russians saved their light artillery. Many of the heavy guns captured by the Germans had previously been destroyed. The correspondents add that the conquered territory is of the greatest importance, the corn in most places being ready for harvesting.

## BIG AND LITTLE.



When some big fellow comes along, some man who's won because he's strong, broad-minded folk applaud him; they hail him for the things he's done, rejoice in victories he's won; but ten cent men will prod him. "He's just a mediocre day, but luck has helped him on his way," the little fellows mutter; "if he had had such luck as ours, they would not strew his path with flowers—we'd see him in the gutter." If you are feeling rather sore because the swayed chap next door goes up, while you are falling, you'll find it wise to wear a grin, and say you hope he'll always win, and wish him pleasant sailing. For if you start to run him down, and make some holes in his renown, good sports will always spurn you; they'll say you are too cheap to train with people who are safe and sane, they'll ostracize and deride you. There is no cheaper trick, my son, than running down the man who's won, with criticism dreary; by doing so you demonstrate that you're a spiteful little skate, and make fair people weary. We can't all scale the heights of fame, but all of us can play the game like sports of nerve and merit; and if we fall down in our plans, and line up with the also-rans, why, we can grin and bear it.

Galvanized and Black Sheet Iron to be had at BOWRING BROS., Ltd., Hardware Dept. may 25, eod, ft.