



**Just Out of Their Boxes  
Ladies' White Dresses.**

We have never shown a prettier or more varied line. Winsome Dresses for every figure in Voiles, Crepes and Muslins, pretty embroidery and lace trimmings, suitable for Misses or Ladies. At the Special Cut Prices this week we bespeak a run on these.

Reg. \$2.20. Sale Price	\$1.89
Reg. \$2.40. Sale Price	\$2.18
Reg. \$3.00. Sale Price	\$2.78
Reg. \$4.50. Sale Price	\$4.28
Reg. \$5.50. Sale Price	\$5.18
Reg. \$6.00. Sale Price	\$5.68
Reg. \$7.00. Sale Price	\$6.20
Reg. \$10.00. Sale Price	\$8.90
Reg. \$11.50. Sale Price	\$10.28

**Particularly Good Values in  
WHITE SHEETING.**

When we say particularly good values we mean it, for every yard here means old values. The best of English Sheerings in various widths and twilled.

Reg. 55c. yard. White Sale Price	47c.
Reg. 65c. yard. White Sale Price	57c.
Reg. 85c. yard. White Sale Price	75c.
Reg. \$1.00 yard. White Sale Price	88c.

**PILLOW COTTONS.**

40 inch Circular Pillow Cottons. These are all good English quality and represent the very best values procurable to-day.

Reg. 28c. White Sale Price	25c.
Reg. 35c. White Sale Price	32c.
Reg. 40c. White Sale Price	37c.

**JOB PILLOW COTTONS.**

130 yards of fine Twill Pillow Cotton, open, 38 inches wide, offers you an opportunity worth while to pick up some serviceable Pillow Cottons cheap. Special White Sale Price

**WHITE HONEYCOMB QUILTS.**

In pure White Heavy Honeycomb in very pretty designs; extra good values.

Size 2 x 2 1/2—Reg. \$1.30. Sale Price	\$1.14
Size 2 x 2 1/2—Reg. \$1.40. Sale Price	\$1.24
Size 2 x 2 1/2—Reg. \$1.50. Sale Price	\$1.34
Size 2 1/4 x 2 1/2—Reg. \$2.80. Sale Price	\$2.40
Size 2 3/4 x 2 1/2—Reg. \$3.30. Sale Price	\$2.90

**WHITE GRECIAN QUILTS.**

The wearing quality of these cannot be denied; even the lower priced Quilts give surprising wear; pure white fluffs, nicely embossed patterns.

Reg. \$2.00 each. Sale Price	\$1.80
Reg. \$2.50 each. Sale Price	\$2.40
Reg. \$4.00 each. Sale Price	\$3.70

**MARCELLA QUILTS.**

'Tis money well spent when you buy one of these Quilts, no matter at what price; even the cheaper grades give excellent wear.

Reg. \$3.50 each. Sale Price	\$3.15
Reg. \$3.75 each. Sale Price	\$3.35
Reg. \$4.50 each. Sale Price	\$3.95
Reg. \$5.00 each. Sale Price	\$4.40

**WHITE TWILLED SHEETS.**

A great time to renew your Bed Linens is during our White Sale. Great savings everywhere, especially on Sheets. Best quality English Sheerings, hemmed ready for use.

Reg. \$2.50 pair. Sale Price	\$2.15
Reg. \$3.00 pair. Sale Price	\$2.54
Reg. \$3.70 pair. Sale Price	\$3.10
Reg. \$4.20 pair. Sale Price	\$3.75

**TABLE CLOTHS**

**DAMASK TABLE CLOTHS.**

Pure White English Damask Table Cloths, size 84. Here you can select something for the table at reasonable cost. We herewith quote you a few of our prices.

Reg. \$2.00 each. Sale Price	\$1.85
Reg. \$2.50 each. Sale Price	\$2.29
Reg. \$3.30 each. Sale Price	\$3.15

Also in 2 1/2 yards.

Reg. \$2.60 each. Sale Price	\$2.40
Reg. \$3.50 each. Sale Price	\$3.00
Reg. \$4.00 each. Sale Price	\$3.60

**FRILLED EMBROIDERED PILLOW CASES.**

A few dozen of these only in nice heavy quality Pillow Cotton, with heavy embroidered effects.

Size 18 x 18—Reg. 30c. ea. Sale Price	24c.
Size 20 x 30—Reg. 40c. ea. Sale Price	34c.

**INFANTS' SHORT SLIPS.**

Just two lines left, which we offer at the following prices

Reg. 60c. each. Sale Price	52c.
Reg. 70c. each. Sale Price	59c.

**INFANTS' ROBES.**

These are the very newest, daintily trimmed with lace and insertion; made of finest White Lawn.

Reg. 95c. Sale Price	84c.
Reg. \$1.25. Sale Price	\$1.08
Reg. \$1.50. Sale Price	\$1.25
Reg. \$1.90. Sale Price	\$1.65
Reg. \$2.40. Sale Price	\$2.10
Reg. \$3.50. Sale Price	\$2.89

**BAIRD'S Successful  
WHITE SALE**

Offering exceptional opportunities to purchasers. The New things are pouring in every day. Space won't permit of a detailed list here. Need we urge you to take advantage of the opportunity to lay in your supply of White Goods while Sale Prices prevail?

**The SHOWROOM Beautiful with the "Newest of the New"**

**LAWN APRONS.**

A special lot of nice fine White Lawn Aprons, with Swiss embroidery and insertion trimmings and fine pin tucks, with bodice generously cut. Aprons that represent good value at their regular price. 80c. White Sale Price

**LADIES' COLLARS.**

A big job line of Ladies' Collars, suitable for blouse or coat; very latest assortments in large Shawl, Roll, Sailor, Peter Pan, etc. Values to 25c. each. White Sale Price

**COMBINATIONS.**

These are the very newest, daintily trimmed with lace and insertion; perfectly fitting.

Reg. 85c. Sale Price	76c.
Reg. \$1.30. Sale Price	\$1.13

**LADIES' COATS.**

Ladies' Corduroy Velvet Coats in Cream, dainty American styles, with belt and large pockets; sizes 34 to 40 bust. Reg. \$7.50. White Sale Price

**LADIES' KNICKERS.**

Made from fine White Lawns, in both English and American makes; open and closed styles, lace and embroidery trimmed.

Reg. 40c. Sale Price	34c.
Reg. 65c. Sale Price	59c.
Reg. 85c. Sale Price	76c.
Reg. \$1.00. Sale Price	85c.
Reg. \$1.30. Sale Price	\$1.08

**INFANTS' NIGHTGOWNS.**

You are always looking for snaps in Children's wear, now is your chance to purchase at a bargain.

Reg. 95c. Sale Price	78c.
Reg. \$1.00. Sale Price	85c.
Reg. \$1.20. Sale Price	\$1.04
Reg. \$1.50. Sale Price	\$1.20
Reg. \$2.00. Sale Price	\$1.60

**INFANTS' FROCKS.**

Particularly attractive is our display of Infants' Frocks, prettily made up from finest White Lawns; embroidery and lace insertion trimmings. We mention a few prices to you.

Reg. 85c. Sale Price	72c.
Reg. \$1.10. Sale Price	89c.
Reg. \$1.30. Sale Price	\$1.18
Reg. \$1.40. Sale Price	\$1.20
Reg. \$1.80. Sale Price	\$1.59



**LADIES! THE NEW BLOUSES  
Are Here.**

Daintier than ever, as varied as ever, and as cheap, if not cheaper, than ever. Favoured materials such as Muslins, Voiles and Crepes, etc.; large flare collars, pointed collars, and sailors, etc., embroidered and lace trimmed, others with fine pin tucks; complete size range. See these, the very latest in Blouses that will delight you at Sale Prices this week.

Reg. 80c. Sale Price	72c.	Reg. \$1.80. Sale Price	\$1.59
Reg. \$1.00. Sale Price	89c.	Reg. \$2.00. Sale Price	\$1.84
Reg. \$1.30. Sale Price	\$1.18	Reg. \$3.00. Sale Price	\$2.50
Reg. \$1.50. Sale Price	\$1.37	Reg. \$3.50. Sale Price	\$2.79

**ALL-OVER EMBROIDERY.**

For many needs, made on fine White Lawn; bought at the right time when values were best; assorted widths; lots of pretty patterns.

Regular 35c. yard. Sale Price	30c.
Regular 60c. yard. Sale Price	50c.
Regular 70c. yard. Sale Price	60c.
Regular 80c. yard. Sale Price	68c.
Regular 110 yard. Sale Price	96c.

**CAMISOLE EMBROIDERIES.**

These we have been holding over for some time, they're a portion of a big fall shipment; 18 inches wide, and such pretty patterns, making choosing easy.

Regular 35c. yard. Sale Price	28c.
Regular 38c. yard. Sale Price	30c.
Regular 55c. yard. Sale Price	47c.
Regular 70c. yard. Sale Price	60c.

**CHILDREN'S WHITE KNICKERS.**

Perfectly shaped and nicely finished, made of strong White Cotton and showing wide frill of embroidery and fine pin tucks at knee; sizes to fit girls from 4 to 10 years. Regular 35c. pair. White Sale Price

**NIGHTDRESSES.**

A very desirable weight in pure white, fine and ribbed Jersey make, nicely trimmed with Torchon lace, and rolled collar, roomy sizes. Just a few dozen from past season. Reg. \$2.50. White Sale Price

**CHILDREN'S UNDERSKIRTS.**

Dainty little Snow White Underskirts, finished with as much care as those for grown ups; embroidery trimmed; sizes to fit from 1 to 3 years. Reg. 45c. White Sale Price

**LADIES' UNDERSKIRTS.**

Made of fine White Lawn, nicely trimmed with Swiss embroidery and lace.

Reg. 80c. each. Sale Price	68c.
Reg. \$1.00 each. Sale Price	89c.
Reg. \$1.50 each. Sale Price	\$1.25
Reg. \$1.80 each. Sale Price	\$1.58
Reg. \$1.80 each. Sale Price	\$1.58
Reg. \$2.20 each. Sale Price	\$1.98

**PRINCESS UNDERSKIRTS.**

All high grade goods, made of fine White Lawn, pretty embroidery flourish.

Reg. \$1.60. Sale Price	\$1.28
Reg. \$2.00. Sale Price	\$1.78
Reg. \$2.30. Sale Price	\$1.90
Reg. \$3.00. Sale Price	\$2.68

**LADIES' CHEMISE.**

In fine White Lawn, Swiss embroidery and insertion trimmed; square and V shaped necks, generously cut.

Reg. 70c. Sale Price	59c.
Reg. \$1.00. Sale Price	85c.
Reg. \$1.25. Sale Price	\$1.08

**LADIES' CAMISOLES.**

You can't possess one too many. We have never shown a finer lot, dainty makes, lace, insertion and embroidery trimmed.

Reg. 25c. Sale Price	20c.
Reg. 45c. Sale Price	38c.
Reg. 60c. Sale Price	49c.
Reg. 65c. Sale Price	58c.
Reg. 80c. Sale Price	68c.
Reg. \$1.00. Sale Price	85c.
Reg. \$1.30. Sale Price	98c.
Reg. \$1.80. Sale Price	\$1.18

**Patriotic Hockey**

The much-talked of hockey match, in aid of the W. P. A. Fund, between past members of the League and the present day champions will be played to-night. The C. C. Band will be present and, no doubt, the attendance will be large. The players will be:—

Victorias	Has-Benn.
Hunt	Vinnicombe
	Goal.
Knight	Parsons
	Point.
Ford	Marshall
	Cover.
Brien	Hutchings
	Rover.
Reid	Dickinson
	Centre.
Coults	W. Herder
	Right.
Power	James
	Left.

**Schr. Flirtation Sunk**

MATE AND TWO SEAMEN DROWN.

A message received from Mr. R. R. Smith, of Gloucester, yesterday, stated that the schr. Flirtation had been sunk off the coast of Spain and that her mate, Herbert Reid, and two seamen were drowned. No particulars of the sinking were received. It is presumed by local ship owners that the Flirtation fell a victim to an enemy submarine. The unlucky schooner was one of the last to leave the Labrador Coast last fall and came on here to complete her cargo, sailing shortly after for Piraeus. She discharged her cargo at Genoa and six weeks ago reported at Gibraltar. Mate Herbert Reid was making the voyage as navigator and had recently been Captain of the Maggie Belle, and previous to that was third officer on the S. S. Stephano. Shortly before leaving on the fatal voyage he was married in the city, and his untimely demise came as a terrible blow to his young wife. Rev. J. Brinton, to whom the message was communicated, broke the sad news to Mrs. Reid. To the bereaved wife and relatives the Telegram expresses deep sympathy.

The ship was owned by the Gorton Pew Co. and was commanded by Capt. Charles Daley, of Salmonier. The two unfortunate seamen who are reported as drowned are supposed to belong to Gloucester.

**Obituary.**

**MISS GERTRUDE MARTIN.**

The grim reaper visited Hickman's Harbour recently and claimed as his victim Gertrude, the thirteen-year-old daughter of Mr. and Mrs. Uriah Martin. She had been ailing only three weeks from bronchitis and the attack was too severe for her constitution to withstand. Deceased was a bright girl of rare intellectual attainments and the idol of her family. Besides her parents she is survived by two brothers and four sisters and a large circle of relatives and friends, to all of whom general and sincere sympathy is expressed.

**Here and There.**

**Fresh Salmon and Fresh Cod at ELLIS.**

**GOES AS NAVIGATING OFFICER.**  
—Capt. Faulk is going to the sealfishery as navigating officer on the Thetis.

**Fresh Smelts and Fresh Herring at ELLIS.**

**M. C. L. I. JUBILEE.**—At the M. C. L. I. rooms to-night will be discussed the programme for the Jubilee celebration.

**Over 30,000 bottles of Stafford's Liniment sold last year.**

**GAME LAWS BROKEN.**—It is reported that the game warden at Bay du Nord made a seizure of a quantity of venison on Saturday last.

**Received a shipment of Scotch Coopers' Tools. BOWRING BROS., Ltd., Hardware Dept. feb 6, 17**

**SEALERS' MEETING.**—At the Mechanics' Hall last night a largely attended sealers' meeting was held. Addresses were given by Dr. W. F. Lloyd, M.H.A., G. Grimes, M.H.A., Mr. Targett, M.H.A. and Dr. Campbell.

**Coughs and Colds can be cured by using Stafford's Phoronate and Stafford's Liniment.**

**SEALERS' ENTERTAINMENT.**—The sealers' entertainment given at the Seamen's Institute last night by Manager Jones was largely attended and greatly enjoyed. The magic lantern slides were varied and interesting.

**Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. feb 5, 17**

**UNDERSKIRTS!**



**Ladies' Sample Underskirts.**

A magnificent range of high grade White Underskirts, with wide embroidery flourish and insertion to match, ribbon heading, etc.; in this lot also some very handsome Princess Underskirts; every piece here at the HALF PRICE MARK—merely because some of these are slightly soiled from handling. If you desire something good in Summer Underskirts, don't miss this Sale. Values to \$3.50. White Sale Price

Reg. \$3.50. White Sale Price	\$1.79
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**Don't Miss This Sale of  
SKIRT and FLOUNCING  
EMBROIDERIES.**

Because they are all brand new and secured at the old price. We bought an immense quantity to get the very lowest figure. Thousands of yards involved, elegant patterns on good sheer cloth; quite a range of widths; from the lowest to the highest price, new patterns will be found.

Regular 25c. yard. Sale Price	20c.
Regular 30c. yard. Sale Price	24c.
Regular 35c. yard. Sale Price	30c.
Regular 45c. yard. Sale Price	39c.
Regular 55c. yard. Sale Price	72c.
Regular 95c. yard. Sale Price	79c.
Regular 1.20 yard. Sale Price	98c.

**India "Linon."**

A Sheer White Muslin, 29 inches wide; the best of its kind you may find to-day; really part of overstock from last season underpriced for

White Sale, per yard	9c.
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**Nainsooks.**

With beautiful sheer surface, widths up to 39 inches. New arrivals, showing finer texture than ever.

Regular 16c. yard. Sale Price	14c.
Regular 20c. yard. Sale Price	18c.
Regular 23c. yard. Sale Price	21c.
Regular 30c. yard. Sale Price	28c.
Regular 33c. yard. Sale Price	30c.

**WHITE PIQUES.**

We have several pieces of this popular summer material, always fashionable for make-ups and facings; washes perfectly. Special prices on brand new goods during White Sale.

Regular 28c. yard. Sale Price	25c.
Regular 28c. yard. Sale Price	32c.

**JOB LACE CURTAINS.**

160 pairs of White and Ecru Lace Curtains. These have a nice soft finish and come in a variety of patterns. An opportunity to pick up a few pairs cheap.

Special. 89c. pair	
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Special. 89c. pair

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