

# A Call at This Store Will Convince You of the TRUTH of OUR Statements!

## Every Day Necessities

23c lb.	Foot Laces, 2 doz. for	5c
25c lb.	Safety Pins, 4 cards for	5c
9c lb.	American Plated Pins, 3 papers for	5c
9c lb.	Hair Pins, 5 packs for	5c
12c lb.	Beauty Pins, 3 for	5c
10c lb.	Pearl Buttons, 3 doz. for	5c
9c lb.	Black and White Tape, 3 pes. for	5c
10c lb.	Mending Wool, 3 cards for	5c
20c lb.	Large Oblong Envelopes, 50 for	5c
40c lb.	50 in. Measuring Tapes, only	2c
42c lb.	Brilliant Crochet Cotton, 2 oz.	9c
39c lb.	Strong Horn Combs, each	5c
18c lb.	Aluminum Combs, each	13c
	Mending Wools, large balls, 3 for	8c
	12 yd. rolls Black and White Seaming Tape, each	7c
	Dress Fasteners, Black and White, 16 1/2 ins. long	4c
	Tape, 6 pieces for	4c
	Cushion End Collar Supports, 100 card	8c
	Toilet Soaps, perfumed, 2 for	7c
	Toilet Soaps, large, 2 for	9c
	Waist Pin Sets, 5 on card	5c
	Enamel Pin Sets, 3 on card	17c
	Fancy Hat Pins, full length, 1 for	7c

### TALCUM POWDER.

This is put up in a nice oval tin with movable sprinkler top, a very cheap line and good for the price. Regular 12c. Friday and Saturday 8c.

Another line, but put up in large 1 lb. size; Snowberry Perfume, soothing and antiseptic, unexcelled for Toilet and Nursery. A perfect baby powder. Reg. 20c. Friday & Saturday 10c.

Antiseptic Tooth Powder, for cleaning and whitening the teeth, the popular powder of the day; Winter Green flavor. Reg. 15c. Friday & Saturday 12c.

### Table Napkins.

11 doz. of American Soft Finish Damask, in a nice assortment of figures and designs; sizes 17 x 18 and 22 x 22. Regular 12 and 14c. Friday and Saturday 10c.

**SIDEBOARD CLOTHS—BIG ASSORTMENT.**

Hemstitched, scalloped edges and worked corners; size 47 x 16 ins. wide. Reg. 40c. Friday & Saturday 34c.

Another line of American style, 40 inches long, 16 inches wide, fancy edges and nicely braided. This is particularly good value for 20c. Friday and Saturday 16c.

**LACE TABLE CENTRES.**

Two sizes in this lot, 31 x 31 and 35 x 36. This is a new line and very neat in appearance. Regular 60 to 70c. Friday and Saturday 52c.

## DRESS GOODS.

### Specials This Week.

The season demands that you should now attire yourself in the lighter weight goods, a full line of which we have ready for your inspection. This week we offer 54 pieces of Dress Goods, including Amazon and Venetian Cloths, Poplins, Serges and Lustres, etc. This is a positive chance to get a good dress for little money. Reg. 45c to 50c. Friday and Saturday 39c.

Here is another line, containing the same kind of goods as the above, but in a far better make for those who would require a nice fine material for best costume or dress. Some of these are worth more money than others, but we will this week put them in at one price. Reg. 75 to 85c. Friday and Saturday 66c.

Have you seen our new arrival of Nun's Vellings?—in Pink, Navy, Slate Blue, Cardinal, Brown, Nile, etc. The proper material for evening dresses. Reg. 25c. Look! Friday & Saturday 19c.

### SAMSON GALATEAS.

28 inches wide; one of America's best makes. Very suitable goods for Ladies' Skirts, Girls' Dresses and Boys' Wash Suits. Reg. 22c. Friday and Saturday 18c.

## Hosiery Specials

### This Week!

As profitable to buy now as they are comfortable to wear. A special line of Boys' and Girls' American Ribbed Hosiery, assorted sizes, to fit from 6 years to 14 years. Regular 17c. to 27c. Friday and Saturday 14c. to 23c.

Another special line of Women's Plain Cashmere, Black and Tan. Exceptional values for 40c. Friday and Saturday 33c.

**MEN'S 1/2 HOSE.**

30 doz. in this assortment in Heavy Cashmere and Lisle Thread; plain colors of Helio, Blue, Nile Green and Black. Come while they last. Reg. 30c. Friday & Saturday 20c.

## MEN'S TIES.

**IMMENSE ASSORTMENT.**

See Window.

Certainly the best value ever offered in this line. You will find amongst them the finest Crochet de Chine, Irish Poplins, Paisley Patterns, Narrow String and Wide Flowing Ends. Nothing but the newest only in the lot. Pick out your summer neckwear here. Now is your opportunity. Regular values up to 50 and 60c. Friday & Saturday 20c.

**20c.**

## ANNOUNCEMENT.

THERE is a lot of Truth in the old saying "That if you want a thing and want it badly and work hard to get it you will get it eventually." Now this applies to your patronage. We want your trade, and if low prices and fair dealings are in any way conducive we will get it. The success which has attended OUR SALES points that way. And we are going to keep up our reputation, and ask you to remember FRIDAY and SATURDAY is the time and JAMES BAIRD, Ltd., the place to buy to your advantage.

## Sensational Offer!

**MEN'S FLEECE LINED UNDERWEAR.**

Just arrived a big shipment of the above, thoroughly fleeced and well finished in every way, bound with tape in neck and front; all sizes to select from. Secure a suit while this chance avails, as this is positively one of the best bargains we have ever placed before you. Every garment good value for 50c. Friday and Saturday 39c.

**MEN'S FANCY VESTS.**

25 only, manufacturers' samples. No two alike in this lot, including a range of White and Fancy Stripes, Checks and Plain colors. Finished with front and pocket trimmings of different shades. Friday and Saturday 80c.

## SHOW ROOM SPECIALS.

### HAND BAGS.

Prominent among the novelties for Spring are the new Hand Bags, and in these we have a wide range to offer you at Bargain Prices.

27 only American, including Brown, Alligator, Black Pebbled Leather, White Pebbled Grain, embossed; White Pique, silk braided; all finished with strong metal frames of Nickel and Gilt. Some with shoulder strap and cord; others short handles. Regular 75 and 80c. Friday and Saturday 64c.

Here is another range of the above, in Leather and Velvet, and some nice Corded Silk with Silk Braided designs, in strong frames of Gilt, Gun Metal and Nickel; very smart and stylish. Regular \$1.20 to \$1.50. Friday and Saturday 98c.

### BLOUSES AND SHIRT WAISTS.

This is a piece of good fortune we met with and which we are now going to give you the benefit of. You have here the smartest, snappiest assortment of the above you have ever seen. Think now how many of these you will want for the next four months and get them while the opportunity is here. High neck, 3/4 sleeve, embroidery fronts with lace and insertion; buttoned behind. Regular \$1.10 to \$1.30. Friday and Saturday 92c.

Another line which embodies all the beauty and finish of the above but of a far higher grade; something that will most certainly pay you to see, considering the quality and price. Regular \$3.00 Friday and Saturday \$2.55.

### LADIES' NIGHTDRESSES.

A new lot just arrived in slip-over style, made of best English Long Cloth, finished with embroidery and insertion, some with collars and some with square neck; all full size. Regular \$1.30. Friday and Saturday \$1.05.

### WHITE UNDERSKIRTS.

Here is something that you can now do, as the cold weather is fast disappearing and Spring calls for light apparel such as these; trimmed with heavy linen-Torcheron Lace and insertion, and some others with Val. Lace and insertion, and ribbon heading running through them; a particularly fine line and an opportunity you should not miss. Regular \$1.65. Friday and Saturday \$1.47.

### CORSET COVERS.

Here is an array of Jersey Ribbed, suitable for between seasons, finished with silk-crochet necks, and the right weight for Spring wear. Regular 40c. Friday and Saturday 34c.

### BELTS! BELTS!

We are offering this week a great variety of Belts, the value of which you cannot beat in the city; this includes Black and Colored Leathers, Black and Colored Silks, Tinsels, and Black Enamel, including a big job line of American beauties. Regular 40 to 50c. Friday and Saturday 29c.

### LADIES' HANDKERCHIEFS.

24 doz. of these, including Hemstitched, Scalloped and Embroidery edges, made of very fine material and costing you but little considering the value. Regular 12 and 15c. Friday and Saturday 10c.

### TORTOISE SHELL HAIR BANDEAUS.

The latest American hair adornment, with 7 1/2 inches of set Brilliants, extremely lustrous; the correct hair ornament for evening wear. Regular 75c. Friday and Saturday 66c.

## For the Little Ones.

### BOYS' AND GIRLS' SWEATER COATS.

Here is something suitable for the children going to school, neat and tidy in appearance and just the thing to wear now as a protection against the prevailing cold winds; in Grey, Crimson, and Navy, also Grey with Cardinal and Navy Neck Band and Cuffs; sizes 22 to 26 ins. See them! Friday and Saturday 28c.

### SCHOOL BAGS.

Boys' and Girls' Waterproof School Bags, with separate receptacle for lunch; size 8 x 11 inches. Regular 22c. Friday and Saturday 18c.

Also another line, larger and heavier; size 8 1/2 x 12. Regular 25c. Friday and Saturday 22c.

## Pinafores.

"Dainty" is not expressive enough of this line for Children's wear. Come and see for yourself the very pretty finish which makes them so irresistible. Regular 23c. Friday & Saturday 28c.

### KIMONOS.

Made in America and of fine American Muslin. Neatly shirred in waist and at sleeve. The popular morning garb; assorted colors. Reg. 75c. Friday and Saturday 65c.

## Tucked Lawns.

10 pieces of Pure White, nice sheer cloth, heavy tucks and good strong Swiss insertion. Finished with wide hems at foot. Reg. 25c. Friday and Saturday 21c.

### GLOVES!

12 1/2 doz. Real Milanese Silk Gloves, 12 and 16 button length, in White, Cream and Black. Reg. 70c. Friday and Saturday 49c.

## Ladies' Smart Footwear.

56 pairs of American "Sovereign" Boots. Laced and Buttoned; fine Vici Kid, Pat. Toe; full range of sizes. An ideal spring Boot with high and low heel. Reg. \$1.70. Friday and Saturday \$1.47.

75 pairs of Women's "Sovereign" Laced Boots, in Black and Tan. A much finer grade than the one described above; very dressy. Regular \$2.00. Friday & Saturday \$1.74.

### RUBBER HEELS.

"Cat's Paw" Rubber Heels for Men's and Women's Boots and Shoes. This famous heel is made with a non-slip pad, and is the most durable on the market.

Women's 35c.  
Men's 40c.

### SOFT SPOTS.

What are they? Well it is the very thing you want to put inside your boots under your heel. Stave the jar, relieve the nerves and prevents perspiration; all sizes.

All sizes—35c. per pair.

## Duchess Sets.

All linen, and wide embroidery panel, with Torcheron Lace edge; 5 pieces to a set. Regular 80c. Friday and Saturday 69c.

### CUSHION CORDS.

A wide range, in all colors, plain and variegated mixtures, Blue, Reds, Green and Yellow, etc., with heavy tasselled ends; lengths from 94 to 102 inches. Regular 40c. Friday and Saturday 28c.

## Housekeepers!

Housekeepers! If you would economize, here your opportunity lies.

Read down this list, which contains the very things you will certainly require now that spring cleaning is the order of the day.

### OIL BAIZES.

45 inches wide, White and Colored; lots of patterns to select from. In this lot is included many pieces of Sanitars, the ideal covering for kitchen walls. This lot is certainly good value for 25c. Friday and Saturday 18c.

### OIL CLOTH SHELVINGS.

60 pieces, 12 1/2 inches wide; assorted colors, stencilled borders, scalloped edges. Reg. 3c. Friday and Saturday 5 1/2c.

## Keep Reading.

### DOOR MATS.

40 only in this lot, 32 inches long; nice assortment of patterns. Reg. 50c. Friday & Saturday 42c.

### CURTAIN MUSLINS.

10 pieces, 52 inches wide, White & Cream, with scalloped edges and fancy running stripes. In this lot is included some nice Curtain Nets; all new patterns for 1912. Reg. 25c. Friday & Saturday 22c.

### SHEETINGS.

Another big lot of American Plain White Sheetings, 72 inches wide; extra fine cloth in this lot, good wearing. Reg. 40c. Friday and Saturday 29c.

### DUSTER CLOTHS.

A Household Requisite. Here they are, 22 x 24 ins., hemmed ready for use. Reg. 10c. Friday and Saturday 8c.

### SCRUBBING CLOTHS.

Made of soft coarse material, durable and ready for the rough usage that's bound to come its way; size 17 x 19. Reg. 9c. Friday and Saturday 7c.

### WINDOW BLINDS.

Spring Rollers.

We can save you money on Blinds, 36 in. wide, 6 feet long; strong Spring Rollers; Light and Dark, Green and Ecru. Friday and Saturday prices—

With Fringe 27c.

With Fringe and Insertion 39c.

With Lace and Insertion 47c.

Separate Rollers and Fittings 8c.

## Men's American Shirts.

4 doz. of Men's American Shirts, Coat style, plain and checked fronts; very stylish and up to date. Reg. 75c. Friday & Saturday 68c.

## AN EXCITING STORY Of a Collision With an Immense Iceberg.

### An Old-Time Sealer Tells His Personal Experience on the Steamer Vanguard 37 Years Ago.

Editor Evening Telegram.

Dear Sir,—Will you please allow me space in your very extensively circulated paper for a few reminiscences which have been very forcibly brought to my mind through reading of the terrible disaster which has recently taken place so near our shores. I can imagine and in some way describe the feelings experienced in colliding with an iceberg, as I have passed through a similar experience.

This happened on the S. S. Vanguard, commanded by that magnificent type of the old Viking, Capt. Avariah Munden, of Briggs, in the year 1875, on the way home from the seal fishery and bound to Harbour Grace. The ice was then not far off shore and impetuous, until we

steamed south, somewhere about the latitude of Bay Bulls, where we managed to get on the inside edge of the ice. We then steamed north in clear water with wind about west, and were forging ahead at a pretty good rate under steam and canvas, when about three miles off Sugar Loaf Head about midnight we ran right head on into an iceberg.

The officer in charge of the deck for he was at his post at the time, with other men of the watch around him. The order full speed astern was given as soon as the berg was seen, but something that could not be avoided took place in the engine room. This caused a considerable delay in reversing the machinery, but before

the ship struck the propeller was working full speed astern and we became the means of all aboard being saved.

About fifty men were on deck at the time, some on the top-gallant forecastle deck, one or two on the bridge, two at the wheel; and the balance scattered around the main deck. In one instant those of us who were not on watch, but had turned in, heard the shouts and confusion on deck, mingled with the crashing of breaking spars and timbers of the ship, and also the most awful sound which it is possible to hear at sea, viz., our shipmates shouting, "All hands on deck, the ship is sinking." There was no need for a second call. How we managed to get up the crowded hatchway we never could

tell, but when we finally managed to get on deck we saw a state of affairs which no person could describe but those who saw it. There were about 150 men with nothing but underclothing on without boots or hat, just as we jumped from our berths. The awful confusion was indescribable, and as there was no boat drill on a sealing voyage there was consequently very little discipline, so it was a case of every man for himself and a mad rush for the boats. There were no acts of chivalry to be performed as there were no women or children present. Our second officer with four or five other men went to the forepeak to investigate the extent of damage done, and one of the party being a very excitable man rushed back with the very discouraging information, that the fore run was nearly full of ice which had been detached from the berg during the collision. This turned out to be ice put there by some of the crew as cold storage for carcasses which they were taking home.

What saved us from a watery grave was that the berg although being about a half mile long was not more than fifteen feet high, and the top edge projected which brought the full force of the collision above the water line.

Our bowsprit went in over the top edge of the berg until about half in the length of the spar when all the headgear rose, taking the top-gallant forecastle deck with it, and then both bows were broken in down to about 18 inches of the water line.

The ship was practically new and built so thoroughly strong for contending with Arctic ice that we managed by very easy going in water smooth as a pond to reach Harbour Grace next evening without further mishap.

A very amusing incident occurred just after mooring to the pier. Nearly the whole population of Harbour Grace, or at least as many as could possibly get on the wharf of John Munn & Co., were there to see the gaping holes in the ship's bows, and to discuss our narrow escape, and amongst the number was Capt. Bailey who had commanded the Vanguard the previous summer on a trip to Labrador, and in a dense fog with a

very calm sea managed to break the jibboom in collision with Belle Isle Cliff.

Capt. Bailey made a remark on the carelessness which caused the accident.

## Women's Best Interests

demand that every woman should spare herself unnatural suffering by obtaining safe and proper help when physical ills and nervous depression occur. When ailments and suffering come to you remember there is one safe, effective gentle and well-tried remedy—

## Beecham's Pills

of special value to women. Beecham's Pills remove the cause of suffering; they clear the system and by their tonic, helpful action relieve you of headaches, back-aches, lassitude and nerve rebellion. Try a few doses and know the difference—know how Beecham's Pills will help your feelings; how they strengthen, invigorate

## Preserve and Protect

Every woman should be sure to read the special directions with every box. Sold everywhere. In boxes, 25c.

We have seen in the columns of the Chronicle during the past week an article on the formation of icebergs and the danger they are to navigation, by one P. T. McGrath, but surely this cannot be the editor, for with all his gall we cannot imagine that he would attempt a description of what would happen in case of collision or anything else at sea, for he could say in the words of the Admiral in that old play called H. M. S. Pinafore:

That junior partnership I mean. Was the only ship I had ever seen. And the only iceberg to which he was near enough for examination would be one on its way to an ice house for storage purposes, in size about 5 or 6 cubic feet.

Accept my thanks for space from AN OLD TIME SEALER. St. John's, April 24th, 1912.

**Electric Restorer for Men**

Phosphorol restores every nerve in the body to its proper tension; restores can and vitality. Premature decay and all sexual weakness averted at once. Phosphorol will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Beecham Drug Co., St. Catharines, Ont.

Minard's Liniment Cures Garget in Cows.

If you would know how good the best Brands can be, buy

**HINE'S Three Star Brandy**

Guaranteed Twenty Years Old

T. Hine & Co. are the holders of the oldest vintage brandies in Cognac

D. & ROBLIN, of Toronto, Sole Canadian Agents

JOHN JACKSON, RESIDENT AGENT.

MINARD'S LINIMENT CURES GARGET IN COWS.