

# BAIRD'S

Not a line offered this week but what is desirable merchandise, not a price here quoted but what is reliable and honest, and not a quality, but what is up to this store's regular standard.

## Everyday Necessities in Smallwares.

- American Plated Pins, 3 papers for... 5c.
- Fancy Hat Pins, assorted, 4 for... 7c.
- Mending Wools, 3 cards for... 5c.
- Sewing Cotton, 200 yard reels, 3 for... 9c.
- Sewing Cotton, twin reels, Black and White on each reel, 3 for... 7c.
- Boot Laces, 2 doz. for... 5c.
- Pearl Buttons, 3 doz. for... 5c.
- Hair Pins, 8 pkts. for... 5c.
- Safety Pins, heavily nickelled, 2 doz. for... 5c.
- Waist Pin Sets, 3 and 5 pins on card; per card... 5c.
- Envelopes, full size; 100 for... 9c.
- Boxed Stationery, with 18 envelopes and 18 sheets of Paper... 9c.
- Writing Pads, each... 4c.
- Cream Tissue Paper, 10 feet long, all colors, 20 ins. wide... 5c.
- American Pin Cushions, large... 15c.
- Wall Mirrors, 6 x 8, white frame... 11c.
- Scissors, assorted sizes... 10c.
- Embroidery Hoops, round... 10c.
- Embroidery Hoops, oval, pat. frame; asst. sizes... 14c.

## American D'oyleys

Made of strong cloth, good sheer material; round and square shapes. Embroidered. Braided and some with insertion; others hemstitched. Reg. 15c. Friday & Saturday... 12c.

## American Tray Cloths

These you should see. A very dainty line, heavily embroidered and neatly hemstitched; size 18 x 27. Reg. 50c. Friday & Saturday... 42c.

## Ladies' Kid Gloves--60c

58 pairs only in Tan shade; very soft and extremely well finished. Reg. \$1.00. While they last Friday and Saturday... 60c.

## Ladies' White Silk Gloves

Ladies' White Silk Gloves... 16 button length; made of good Milanese Silk. Reg. 60c. Friday & Saturday... 49c.

## Boy's Brownie Overalls

To fit from 4 years to 14. In Plain Blue and White Striped Denims, with Bib and Brace. Reg. 35c. Friday & Saturday... 29c.

## Col'rd Excelsior Handkerchiefs

This is the popular Handkerchief to-day; buy now while the offer holds. Reg. 12c. Friday & Saturday... 9c.

## Fibre Chair Bottoms--7c

This lot contains a wide range of sizes in assorted colors, heavily embossed; round and square. Friday & Saturday... 7c.

## Showroom Specials

### American Tea Aprons--30c

Certainly the daintiest finished article we have ever shown in this line, with and without bib and pocket; made of very fine lawns with button hole edges, also Pink and Pale Blue trimming. Reg. 35 and 40c. Friday and Saturday... 30c.

### Ladies' "Peter Pan" Collars--25c

A dainty selection in White Muslin, trimmed with Lace; some White, others in Paris and Cream; only the very latest in this lot. Regular 35c. Friday and Saturday... 25c.

### Ladies' Colored Cotton Shirt Waists--74c

46 only, but includes the various sizes, assorted styles, some with stiff collar and cuffs, in light grounds and assorted colored stripes; others in Kimona style, low neck, short sleeves, with fine braiding. Reg. 85c. Friday and Saturday... 74c.

### American Shirt Waists--98c

This is a newly arrived assortment in White Lawns, etc., heavily embroidered front, some with scalloped edge and others finely hemstitched. Positively a beautiful array at an alturing price. Reg. \$1.10 and \$1.20. Friday and Saturday... 98c.

### Ladies' Cotton Underskirts--78c

28 only in fancy checks, in colors of Pink, Blue, Green and Hello, finished with wide boucne. Reg. 90c. Friday and Saturday... 78c.

### Children's "Easy" Waist--12c

Another shipment of this popular garment just opened, all sizes, with reinforcement of strapping throughout, to fit from 4 years to 12 years. Reg. 15c. Friday and Saturday... 12c.

### Ladies' White Cotton Knickers--42c

32 pairs in this lot, made of good strong cotton, finished with heavy embroidery; full sizes. Reg. 50c. Friday and Saturday... 42c.

### White Lawn Dress Skirts--\$1.18

Made of very fine material, with 5 wide tucks at foot of skirt, generously made in lengths from 38 ins. to 48 ins.; also in this lot a few Striped American Skirts, with panel effects and trimmed with buttons. Reg. \$1.40 to \$1.60. Friday and Saturday, all one price... \$1.18.

### Men's "Porus Knit" Underwear--37c

There's a warm wave coming—prepare for it and clothe yourself in this cool, summer-weight underwear, the popular garment for hot weather; all sizes. Reg. 45c. Friday and Saturday... 37c.

### Men's American Shirts--89c

You've heard of "The Song of the Shirt!" Well here's a shirt to shout about! This is a new shipment, containing the very latest creations in American Shirts of all-over Neglige, in fancy stripes, laundried cuffs, made full and large. Included in this lot you will find a line of the same material but finished with soft double French cuff, and others with soft detachable collar. Positively a striking shirt at a very low price. Reg. \$1.00. Friday & Saturday, all one price... 89c.

### Men's Socks--20c

12 doz. of Fancy Striped, in assorted colors, very fine make, perfectly suitable for warm weather. Reg. 20c. Friday and Saturday... 15c.

### Men's Socks--20c

18 doz., of assorted weights in Black, some slight and others a little heavier, but all dependable footwear for summer wear. Reg. 20c. Friday & Saturday, all one price, pair... 20c.

### 49c. SHIRTS 49c.

The Favourite 49c. Shirt on Sale this week.

### Dressing Combs--7c

Horn with Metal back, and plain colors in Celluloid. Good size. Friday & Saturday... 7c.

### Rubber Heels

All Black, in Ladies and Gents' all sizes. Friday & Saturday, per pair... 15c.

### Feather Dusters

With colored handle and fine long feathers, securely fastened. Friday & Saturday... 15c.

### The Boston Garter

The favorite with the man of comfort, in assorted colors, and good elastic. Reg. 27c. Friday & Saturday... 23c.

### President Suspenders--49c

There is no need to describe this popular Brace. Suffice to say that we can give you the genuine article. Reg. 55c. Friday & Saturday... 49c.

### American Pillow Cases

Made of good strong American Cotton; size 20 x 33. Reg. 18c. Friday & Saturday... 14c.

### White Twilled Sheet--36c

150 yards only, 70 inches wide, good English make, of a strong and dependable quality. Reg. 45c. Friday & Saturday... 36c.

### Table Mats--25c Set

36 sets only in fancy finished Straw, 6 to a set; serviceable, strong and washable. Friday & Saturday, per set... 25c.

### Brass Curtain Rods--9c

Very neat and compact, will extend to 54 inches when opened out; finished with large fluted ball at ends. Reg. 12c. Friday and Saturday... 9c.

### Sash Curtain Rods

Made of Brass; will extend to 40 inches when open full. Friday and Saturday, 2 for... 9c.

# JAMES BAIRD, LIMITED.

## Wash Goods.

Beautiful Wash Goods in Enticing Designs and at an Enticing Price.

We are offering an immense line of these this week, the dominant note of which is

QUALITY at a

LOW PRICE.

Come and see for yourself this great offer, which embodies Muslins, plain and fancy; Lawns, Zephyrs, Gingham, Wash Pop-line, Percales, etc., etc. Don't miss this exceptional offer. Note the price. Friday and Saturday... 13c.

## The Newest in American Footwear

### Ladies' Lace Oxfords--\$1.48

46 pairs only, a very fine range in Black and Tan Vel Kid, Self Tip. Reg. \$1.70. Friday & Saturday... \$1.48.

### Ladies Lace and Buttoned Boots

\$1.48

72 pairs, a smart assortment just to hand in Black and Tan; all sizes including half sizes; high and low heel, Patent Tip. This boot is a leader with us this season. Reg. \$2.00. Friday & Saturday... \$1.48.

### Ladies' Street Oxfords

36 pairs only in this lot, Patent Leather, Self Tip, High Heel; very dressy. Reg. \$2.00. Friday & Saturday... \$1.78.

## Children's Hose

Here is a fine strong line of Hosiery for the children, in Black, White and all sizes. Friday & Saturday, pair... 16c.

### Ladies Cold Lisle Lace Hose

49c

This line contains all the required shades necessary for summer wear. Reg. 55c. Friday & Saturday... 49c.

## Boy's American Shirt Waists

Here is just the thing for present wear for boys of 5 years to 14 years, in colors of Cream, Khaki, Blue and Hollands; also Blue and White Stripe. Reg. 35c. Friday & Saturday... 29c.

### Boy's American Linen Suits

This is a new shipment just to hand, in a fine range of colors in Hollands, Galateas and Linens; to fit boys from 2 1/2 years to 8 years. Reg. \$1.30 to \$1.40. Friday & Saturday... \$1.15.

## Oil Cloth Shelvings 5c

Another lot of this handy line just opened, in assorted widths and patterns with scalloped edge and stencilled borders. Reg. 8c. Friday & Saturday... 5c.

## Stair Pads

26 doz. only, "Tread Easy" style, 27 inches wide, with rolled edge to fit stairs. Reg. 15c. Friday & Saturday... 12c.

## We Must Have a Government.

(For The Evening Telegram.)

In the days of long ago people were sometimes inclined to imagine that they could get along well enough in this country without a Government constituted as at the present time. This feeling no doubt arose from the hardships imposed upon them by the old open voting system. But under the present system, for which they have to thank the Right Hon. Sir R. Bond more than any other man, this old feeling has been relegated to the obscurity of the times when open voting was an almost unbearable oppression. A better informed and better educated people now admit that we must have a Government and, further, that we must have men to fill public positions of trust and responsibility possessed of the very best qualifications both in regard to

### Intelligence and Morals.

Who would think, for one moment, of taking drugs from an unprofessional and unskilful hand? It would mean certain death to the patient who would risk it. We want the very best medical skill when an emergency arises and we want and must have the very best Executive skill in the present emergency in our Colonial life while the Colony is sinking in greater depths of difficulty every day with an untrustworthy Government rushing it forward with lightning speed towards threatened hopeless ruin. The present rightly-named picnicers have made a bad job of our public affairs and it is quite time that an outraged electorate should cry

### "Halt! Before We are Landed in Hopeless Ruin."

The people will have to arise in their might and shake off the Tory shackles once again. It will never do to permit the present state of things to continue with public offices prostituted to personal gain, duplicity and deception combining to thwart every demand for justice and fair play coming from the people. Thank heaven there has always been a man for the emergency. People who are not totally blinded by prejudice and personal rancour will admit that the Right Hon. Sir R. Bond whose name is a synonym for all that is honorable and noble in public life, on more than one occasion saved this Old Colony from the very throes of financial ruin, and they can yet hear the echo of the acclamations that rent the air when, with great public demonstrations, the success of the hon. gentleman's mission was made known to the assembled multitudes. The people are waking up like a strong man from a brief slumber—waking up for duty.

### To Hurl the Defaulters From Their Positions of Trust and Responsibility

Into that political obscurity from which they never should have emerged, and they will do it sure. The people must do—self-preservation is the first law of nature, and the people must look first of all to the conservation of the interests and comforts of their homes and the Right Hon. gentleman who scoured the defaulters from office on a former occasion when the proper time arrives, backed by the great supreme electorate, will

### Do It Again, Sure.

REFORM.

## Concert at Belleoram.

Dear Sir—A concert got up by the C. W. A. and the day school was held here last night in the L. O. A. Hall which was filled with people to the doors. The concert began with a short speech from our principal teacher, who explained the object of the performance, which was to aid in securing a goodly sum of money for the purpose of clearing off the debt which now lies on our schoolroom under the good and careful management of Miss Frances Cluett, whose efforts were well known to all who took part in the performance; also to the efforts of our assistant teacher, Miss Pieroway, who trained the little ones in their parts, and the President of C. W. A., Mrs. Benjamin Keeping. All who took part were well trained for the performance which proved a great success. The programme consisted of twenty-six items. Some splendid dialogues were performed, a few of which I shall here name: "Scene in a railway station," "Street scene in New York," "Mr. Fetter dresses for a party," "True Charity," and a few others. Mr. Chant, who took part in the former two acted his part as well as any comedian. The songs were all well rendered, especially those of Miss C. Pike and Miss Tryphena Cluett, whose voices echoed through the hall. The younger ones all recited their pieces excellently. It has been remarked that this concert eclipsed all former efforts, which speaks well for the indefatigable manager, Miss Frances Cluett. Every one felt that he had the worth of his twenty cents, and wished the performance had been longer. A sum amounting to \$35.75 was raised.

### CLARENCE ROSE.

Belleoram, June 11, 1912.

### League Football, St. George's Field,

7 o'clock this evening, C. E. I. vs. Feildians—June 13, 11

## Zam-Buk and Outdoor Life.

Every tennis or ball player, every swimmer, every canoeist, every man or woman who loves outdoor life and exercise, should keep a box of Zam-Buk handy.

Zam-Buk is a purely herbal preparation, which, as soon as applied to cuts, bruises, burns, sprains, blisters, etc., sets up highly beneficial operations. First, its antiseptic properties render the wound free from all danger from blood poisoning. Next, its soothing properties relieve and ease the pain. Then its rich, herbal balms penetrate the tissue, and set up the wonderful process of healing. Barbed wire scratches, insect stings, skin diseases, such as eczema, heat rashes, ringworm, babies' heat sores, chafed places, sore feet—are all quickly cured by Zam-Buk. It also eases and cures piles. All druggists and stores. Use Zam-Buk Soap also; 25c. per tab-let.

## McMurdo's Store News.

THURSDAY, June 13th, 1912.

Summer time is par excellence, Cream of Lilies time. The use of Cream of Lilies makes a day in the sunshine enjoyable, because it prevents all the unpleasant after effects upon the skin. It instantly relieves all burning and the dry feeling of the skin which so often follows a day in the sun and wind. For the holiday season Cream of Lilies is quite invaluable. Price 25c.

"Tiz" is a tablet, which dissolved in water gives great and permanent relief to those who suffer from hot, tired, perspiring or burning feet. We imported some last summer, and it at once gained many friends. It will be equally popular this summer. Price 25c. a pkg.

## Train Notes.

The west bound express left Grand Falls at 8:45 a.m. to-day.

The express and local combined arrived here at 12:45 p.m. to-day with a large number of passengers.

## Here and There.

The Danish scho. R. Fabricius sailed to-day for Oporto with 2,100 lbs. fish shipped by G. M. Barr and Mon-roe & Co.

## WESTERN BAY EXCURSION—

The annual excursion to Western Bay will be held this season on Labor Day, July 3rd.

## LINE MEN DOING WELL.—

At Petty Harbor yesterday and to-day all the boats were on the ground and with the raw jigger took 1 to 2 qts each. Fish is striking in there.

## ARRIVED WITH PASSENGERS.—

Const. John Symonds arrived to-day by the express from St. John's. Stephen Moss who will serve 12 months in the Penitentiary for starting the forest fires there.

## LOOKING FOR A JOB.—

This "orenoon an inebriated foreign seaman called at the Examining Ware-rooms and when asked of his business said he wanted a job. He was given his walking ticket, but not before the officials had a "job" to get him out.

## Last evening the Minister of Marine

and Fisheries had the appended mes-sage sent by Mr. W. H. Penny, J. P., concerning the wreck there and partic-ulars of which have already been ap-peared in the Telegram:

"Norwegian ship Thattalia, bound to New Bay in ballast, a total wreck at Long Islands, near Pleasure Harbor."

## The Glencoe arrived at Placentia at

4 p.m. yesterday. Her passengers in-ward were: Mrs. L. B. Curtis, Miss Godfrey, A. Connors, J. Heady, B. J. Lockyer, A. Giovanni, J. Winsor, M. Flynn and 15 second class. She left at 3:15 a.m. to-day taking E. Moulton, W. Dr. Fitzgerald and 4 second class.

## The S. S. Home arrived back to Bay

of Islands at 12:30 p.m. to-day and Captain Harbin wired the following re-port to the Reid Mfd. Co.:

"Got as far as Porteau on Lab-rador side, and Flower's Cove, on Newfoundland side; good pros-pects of getting down next trip. Called at Bonne Esperance to land Whitley and crew."

## WILL TAKE PROCEEDINGS.—

A woman of the West End the other night, when her husband had gone away for a walk, left her two little girls on the street and went to reside with a friend. Neighbours had to take care of them, and she assaulted one woman who remonstrated with her. This woman will take proceed-ings.

## Blocked Street.

It was almost impossible to get past the Right House on Saturday night. A tremendous crowd of shoppers were attracted to the windows by a ship-ment of Job Suits which Mr. Devine had just opened and displayed. Un-questionably this is the finest line of linen dresses that ever was shown here. In the selection of the suitings the daintiness of design, the twirling of the trimmings-New York has certainly excelled itself. The whole staff was kept busy until a late hour. All should see them and see them quickly as they are going fast. advt.

## LAST NIGHT.

Last night, at 11:30, Charlotte Hatcher, wife of the late Joseph Hatcher, aged 67 years, leaving one son and three daughters to mourn their sad loss of a kind and loving mother; funeral on Friday, at 2:30 p.m., from her late residence, Job's Hill, South Side.