

# BAIRD'S.

**READ CAREFULLY** our program of **ATTRACTIONS** this week for we have made an extra effort to put forth only **Merchandise that is seasonable and much required for present wear at appealing prices. Quality always our primary consideration before offering for Sale. READ! READ!!**

**Goods of Quality.**  
**REALLY and REASONABLY REDUCED.**

## SMALLWARES This Week

Eagle Rolled Tapes, long lengths, all widths. Reg. 6c. 2 for .9c.  
 Tubular Boot Laces, Black and Tan; best quality. Reg. 3c. pair. 3 pairs for .5c.  
 Silk Filene for Crochet work, all shades. Reg. 4c. ball. 3 for 10c.  
 "Maxim" Crochet Cotton, 4 for 10c.  
 Corset Clips, spoon and straight. Reg. 8c. Friday & Saturday .5c.  
 Hat Pins, Bayonet Point, Glass Heads; Black and White. Reg. 4c. 2 for .5c.  
 Garter Elastics, all colors. Reg. 6c. 2 yards for .5c.  
 Chadwick's Crochet Cotton, all numbers. Reg. 6c. 2 for .9c.  
 American Plated Pins, 3 papers for .5c.  
 Sewing Cotton, 200 yard reels, 3 for .9c.  
 Sewing Cotton, twin reels, 3 for .7c.  
 Boot Laces, 2 doz. for .5c.  
 Pearl Buttons, 3 doz. for .5c.  
 Hair Pins, 8 packages for .5c.  
 Safety Pins, heavily nickelled, 2 doz. for .5c.  
 Envelopes, asstd. sizes, 100 for 9c.  
 Crinkled Tissue Paper, 10 feet long, 20 in. wide .5c.  
 Writing Pads, full size, 100 pages. Reg. 15c. .11c.  
 Dome Fasteners, 2 cards for .5c.  
 Mending Woods, Black and Colored, 3 for .5c.

**Boys Linen Hats—17c.**  
 14 doz. of Plain and Striped; not too large a shape; will suit any boy. Get one for him during the hot weather. Reg. 20c. Friday & Saturday .17c

**Men's Linen Hats—18c.**  
 12 doz. of good strong serviceable knockabout Linen Hats, in plain White and Mottled; good stiff rim; all sizes. Regular 22c. Friday & Saturday .18c

## Collar Special.

**Gentlemen's Linen Collars—3 for 25c.**  
 In assorted shapes, double turn-over and single. This is not a clearing sale of old style collars; nothing but the new shapes in this lot, which we are clearing out regardless of cost. Remember 3 for .25c on Friday & Saturday .25c

**Fancy Hat Pins.**  
 An assembly of the balance of our stock, containing different prices. Some values up to 22c.; Black and Colored. Friday and Saturday, your choice .12c

## Showroom Specials!

The Showroom is here as usual with its quota of attractions attractively priced this week.  
**READ! READ!**

**Ladies' Colored Cotton Dresses, \$1.37.**  
 28 only in this assortment, of very dainty make, in colors of Saxe, Grey, V. Rose, Reseda, Pale Blue; trimmed with White Braid and some with Soutache Braid, panel back and front. See them. Handsome assortment. Reg. \$1.60. Friday and Saturday .137

**Ladies' American Corset Covers**  
 Made of beautiful fine White Muslin and trimmed with Lace and Insertion, also others with Embroidery and Insertion and Ribbon Beadings; assorted sizes; excellent line. Regular 40c. Friday and Saturday .34c

**Peter Pan Collars, 22c**  
 4 1/2 doz. of assorted styles in this comfortable and fashionable collar in Spot Muslins, hemstitched and beautifully embroidered, others in conventional designs; neat, natty and cool. Reg. 25c. Friday & Saturday .22c

**Ladies' White Muslin Blouses, 1.35**  
 Here is the very latest in Summer Blouses, elaborate description, inadequate to describe the various styles and designs in this charming array; also in this lot some very handsome Shirt Waists. Regular \$1.50. Friday and Saturday .135

**Ladies' Vests**  
 16 doz. of this line just to hand; a very popular line with us this year; extra fine line Silk Crochet worked neck. Regular 25c. Friday & Saturday .20c

**Ladies' Fancy Bows, 20c**  
 6 doz. of assorted styles just to hand; dainty designs, new patterns; some with Jabot attached. Reg. 25c. Friday & Saturday .20c

**Ladies' Combinations, Summer Weight 42c.**  
 26 doz. of this very dainty line of Ladies' Combinations; correct weight for present wear, extra fine make of ribbed and plain Jersey, finished with fancy neck, trimmed with silk stitching and tuckings. Reg. values, 50 and 60c. Friday and Saturday .42c

**Children's American White Cotton Drawers**  
 11 doz. of these summer weight articles, neatly trimmed with Embroidery, to fit from 2 to 12 years. Rare value. Regular 20c. Friday & Saturday .17c

**Ladies' Lace Collars**  
 5 doz. in this display, with Jabot attached, in White and Paris, of extra fine Net; also some in Muslin, trimmed with Lace. A chic assortment. Regular 55c. Friday & Saturday .47c

**Casement Cloth, "Nudrap."**  
 This is the very newest and to which we would call your particular attention. Remarkable for its good sheer cloth, heavily hemstitched in silk, finished in different shades of Cream. In assorted widths from 24 inches up. Reg. 28c. Friday and Saturday .23c

**Gloves**  
 We have specified only two lines in Gloves this week. But you will find our usual offers in galore on the tables at **FRIDAY and SATURDAY BARGAIN PRICES.**  
**Ladies' Lisle Gloves.**  
 In Black, White, Cream, Grey and Navy, all sizes. .20c  
**Ladies' Kid Gloves.**  
 Black, Tan, Brown, Green and White—all sizes. .49c

**Ribbons!**  
 78 yards of Taffeta SILK RIBBONS, in colors of Pale Blue, Saxe, Navy, Cream, White, Moss, Brown, and Black, etc., six inches wide.  
 Reg. 25 cts. Friday and Saturday, .20c.

## For Your Holidays.

**DRESS SUIT CASES, RELIABLE ENGLISH MAKE**  
 Just opened, a big line of these, heavily reinforced corners, and fitted with double strong locks. **Friday and Saturday Prices:**

20 inch.	22 inch.	24 inch.	26 inch.
\$2.63	\$2.84	\$3.08	\$3.30

# JAMES BAIRD, Ltd.

## Hosiery Specials.

Never have we offered such striking values as we place before you this week. We specialize a few here, but there are others to be found scattered around on our tables worthy of your inspection. Come and see Hosiery of all kinds.

**Ladies.**  
 26 dozen Black Cashmere, assorted ribs, regular 20 cents, **Friday and Saturday, 16c.**  
 32 doz. Plain and Ribbed Black Cashmere, Regular 25 cents, **Friday and Saturday, 21c.**

**LADIES' LISLE THREAD HOSE.**  
 42 doz. of this in plain; remarkable for its superfine quality. Reg. 35c. **Friday and Saturday .29c**

**LADIES' TAN HOSE.**  
 22 doz. in this line, all plain, full fashioned, correct weight. Reg. 50c. **Friday and Saturday .42c**

**Children's Hose, 28c.**  
 28 dozen Black Ribbed Cashmere, all sizes, values to 35c **Friday and Saturday 28c.**  
 16 dozen TAN Ribbed Cashmere, all sizes. Values to 36c **Friday and Saturday, 28c.**

**Men's Half-Hose, 15c.**  
 36 doz. of Men's Fancy Socks, in assorted colors and fancy stripes. Change your socks often and enjoy comfort in warm weather. You can do so by purchasing here. Remember, **Friday and Saturday, per pair 15c**

**Men's Summer Socks.**  
 12 doz., of assorted colors, in Navy, Tan Grey, Saxe, etc.; correct weight for present wear. **Friday and Saturday, 18c. per pair.**  
 26 doz. of Plain Cashmere; a splendid selection of colors: Green, Brown, Navy, Black, etc. **Friday and Saturday, 24c. per pair.**

**Men's Shirts.**  
 16 doz. of the famous "Stag" Brand, with pleated and plain fronts. This is a very fine finished shirt for the well dressed man. Regular \$1.50. **Friday & Saturday \$1.33**  
 Also a new shipment of our 49c. Shirts, unequalled in value. Full range; all sizes. Remember the price—**49c.**

**Chenile Table Covers, \$1.76.**  
 20 only comprises this lot, splendidly colored; size 1 1/2 x 2 yards. A good wearing cloth for every day use. Reg. \$2.29. **Friday & Saturday \$1.76**

**White Table Diaper.**  
 120 yards of extra quality Diaper, 56 inches wide. Regular 45c. **Friday & Saturday .37c**

**White Turkish Towels, 34c.**  
 7 doz. of this assortment; full size, extra thick and heavy. Reg. 40c. **Friday & Saturday .34c**

## Safes!

**Taylor's Safes.**  
 You surely need a Safe, and a surely you need only the best. Then buy a Taylor. The terms are easy and reasonable.  
**PERCIE JOHNSON, Agent**  
 MINARD'S LINIMENT CURES GAR-GET IN COWS.

## Boot and Shoe Specials.

**Always Something Natty in Footwear.**  
 Ladies' Laced and Buttoned Tan Boots, in good Vici Kid, finished with the latest heel; all sizes. Regular \$2.50. **Friday and Saturday \$2.16**

**Ladies' Black Vici Kid Boots—\$1.75.**  
 This line in laced is finished with patent tip toe, and is a favorite; all sizes. Reg. \$2.00. **Friday and Saturday \$1.75**

**Ladies' Street Shoes—\$2.16.**  
 This Shoe, very fashionable and popular this summer, is Blucher cut, perfect fitting and warranted to give full satisfaction to the wearer. Reg. \$2.40. **Friday and Saturday \$2.16**

**Children's Boots.**  
 This assortment of good dependable quality contains all sizes from 6' to 2 in Misses'. We have made two prices:—

<b>NO. 1.</b> Children's—all sizes—6 to 10. Reg. up to \$1.45. <b>Friday and Saturday \$1.25.</b>	<b>NO. 2.</b> Misses—all sizes—11 to 2. Reg. up to \$1.70. <b>Friday and Saturday \$1.45.</b>
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**Infants Boots—70c.**  
 Here is a very neat boot for the infant, made in Black Vici, Laced and Buttoned; sizes 3 to 6. Common sense shape. Reg. 80c. **Friday and Saturday 70c**

**Men's Laced Tan Blucher Cut Vici Kid Boots—\$3.78.**  
 This is the very newest in American footwear; comfortable fitting and well constructed Boots; all sizes. Reg. \$4.50. **Friday and Saturday \$3.78**

**SAMPLE BLOUSES.**  
**All Prices—Manufacturers Samples.**  
 This is certainly a charming and beautiful array of dainty, Up-to-date Summer BLOUSES. SEE WINDOW.  
 Lots of others to select from.

**Curtain Nets.**  
 186 yards of fine White Curtain Lace, 54 inches wide; new patterns only. Reg. 24c. **Friday & Saturday .19c**

**Curtain Nets.**  
 158 yards of a better make, in handsome designs and extra fine finish; 58 inches wide. Regular 35c. **Friday & Saturday .28c**

**PERHAPS**  
 Your friends have not quite decided to come to Newf'land this summer  
**"THROUGH NEWFOUNDLAND WITH THE CAMERA"**  
 Contains 115 Splendid Photos taken all over the Island, and it has made many decide to pay us a visit.  
**The Holloway Studio,**  
 Corner Bates' Hill and Henry Street. Phone 768.

**Garlic Cures Consumption,**  
 Is the Statement of a Dublin Physician.  
 Dublin, June 24.—Dr. Wm. C. Minchin, of Dublin, has just written a book on the use of garlic in consumption that is attracting wide interest. Though many prominent medical men bear out Dr. Lincoln's assertions, including Professor Poore, of University College Hospital, London, and Professor Cavazzani, of Vienna University, the book has roused considerable opposition in the profession. This fact does not, however, disturb the author, in view of the fact that he remembers how the medical faculty scoffed at Dr. Bodington and Dr. Henry MacCormac, of Belfast, when they first advocated the open air treatment for tuberculosis patients. Dr. Lincoln traces the causes and symptoms of "the white plague" and boldly declares the garlic treatment is not only of value in pulmonary cases after other treatments have failed, but in all tubercular affections of the hands, feet or other accessible parts of the body. He gives instances of cases where amputation was recommended, but where the use of allyl sulphide (garlic) effected a complete cure on being tried as a last resort. The garlic treatment has the advantages of being cheap and safe in the patient's own home, for Dr. Minchin declares the allyl sulphide, being a powerful germicide, will effectually prevent the spread of infection to others.  
**A WORD TO THE WISE.**—We have no time to write long winded "ads," but we just want to say that our tailoring, fitting and workmanship, has no superior in Newfoundland, and we can back up this assertion by the garments produced from our shop compared with any other. **SPURRELL BROS.,** 365 Water Street, next door to Parker & Monroe's. July 10, 1912.