

You Save the Difference Buying it at Baird's.

This Busy Store, ever

The Dollar yields it's Utmost at Baird's.

# Anticipating Your Needs

Was never more zealous to prove its fitness to cater to your Spring requirements.

Visit the Store, inspect it's gorgeous stock, redolent of the freshness of Springtime. Overflowing with just the things you need to transform the home from it's sombre Winter appearance to one of brightness, coolness and attractiveness.

You will appreciate our prices which are very, very modest indeed. It will be our great pleasure to serve you and introduce all that's new and popular in things for the Home and your own personal needs as well. Those who shop for the family will find here abundant savings.

## FRIDAY, SAT. and MONDAY

### HOUSEHOLD

Keep an eye on our Specials during this important time of house-cleaning.

- BOLSTER CASES**—Beautiful texture English White Linen Bolster Cases showing hem-stitched ends and running string to make a wide trill end. Reg. \$2.00. **Friday, \$1.79**
- PILLOW CASES**—Irish Linen Pillow Cases with a very pretty embroidered end, hemstitched, very dainty looking. Reg. \$1.30. **Friday, Saturday and Monday, \$1.15**
- RUGS**—Ajax Rugs, sizes 27 x 54 inch, nice light colour blendings, especially good looking Rugs for your bedroom for summertime, cool and clean looking. Reg. \$2.50. **Friday, Saturday and Monday, \$1.89**
- FLUSH MATS**—Push Door Mats to match up with the Hearth Rugs advertised herewith, shades of Crimson, Green and Black. Reg. \$1.80. **Friday, Saturday and Monday, \$1.59**
- STAIR CARPET**—A couple of pieces of Stair Carpets, Green and Fawn mixtures, with fancy border. Reg. \$1.80. **Friday, Saturday and Monday, \$1.65**
- WHITE SCRIMS**—Plain White Scrims, with self-trimmed borders, inexpensive window dressing. **Friday, Saturday and Monday, 16c.**
- SHEETINGS**—60 inch, half bleached English Twilled Sheetings, very strong make. **Friday, Saturday and Monday, 55c.**

### REQUIREMENTS

We specialize on the needs of the moment for hustling housewives.

- WHITE MADRAS**—44 inch pure White Madras Muslin, very handsome looking pattern, washes extraordinary well. Reg. 90c. **Friday, Saturday and Monday, 84c.**
- BARRED SCRIMS**—Lace bar and cross barred pure White Scrims; very strong, very handsome and very reasonable in price. **Wear 60c. yard. Friday, Saturday and Monday, 49c.**
- COLORED CASEMENTS**—36 inch Silk finish Poplin Casements in V Rose and Champagne shades, very uncommon looking. Reg. \$1.20. **Friday, Saturday and Monday, \$1.08**
- FLUSH RUGS**—Rich looking plain, Crimson, Green and Black Flush Hearth Rugs, fringed, crushed centre and plain border. Reg. \$10.00. **Friday, Saturday and Monday, \$9.40**
- SCRUB CLOTHS**—Coarse, heavy crash Scrubbing Cloths able to withstand hard usage, each. **16c.**
- WHITE WASH BRUSHES**—A new style, takes long on short handle. **Special each, 19c.**
- CURTAIN RODS**—In Plated white enamel, wood ends, complete with all wood fittings. **Friday, Saturday and Monday, 19c.**
- EXTENSION RODS**—Small Tubular Sash Rods, very neat. **7c.**
- CURTAIN RODS**—Brass Extension Curtain Rods, up to 45 inch, Ball ends. **Friday, Saturday and Monday, 19c.**
- WHITE SHEETINGS**—Pure White English Twilled Sheetings, extra strong quality, 78 inch width. Reg. \$1.00. **Friday, Saturday and Monday, 89c.**



### HOSIERY VALUES

figure importantly in this sale

- SILK HOSE**—Ladies' Silk Hose in assorted shades; really special value. The pair. **29c.**
- SILK HOSE**—All silk to knee; shades of Cordovan, Beaver, Putty, Mole and Champagne; value for 39c. **Special, 39c.**
- COTTON HOSE**—Plain Cotton Hose, in shades of Cordovan, White and Black; all sizes. **Special 19c.**
- MORE HOSIERY**—50 dozen of English Cotton Cashmere Hosiery; shades of Coating, Cordovan, Champagne, Putty, Beaver and Mole. **Special 39c.**
- SPORTS HOSE**—English Sport Hosiery, nice Lisle make, dependable to the last thread; shades of Mole, Beaver, Coating and Putty. **Dollar value, 85c. Special 85c.**
- WOOL HOSIERY**—Ladies all-Wool "Sports" Hosiery; shades of Heather, Mole, Beaver, Cordovan, Mode, Grey and Navy. **Special \$1.10**
- CHILDREN'S HOSE**—English Wool Stockings in the ribbed, fash Black and Tans; assorted sizes. **Special 55c.**

### SHOWROOM

- FLOWING VEILS**—Among the newest arrivals "came" these smart looking Veils; shades of Taupe, Grey and Black; showing coloured borders. Values to 50c. **Friday, Saturday and Monday, 23c.**
- SILK SCARVES**—Coloured Striped Silk Scarves, very fashionable; mixed shades Blue and White, Green and White, Navy and White and Black and White; the latest. Reg. \$1.80. **Friday, Saturday and Monday, \$1.65**

### Wool Coat Jerseys

New arrivals, and just what you need for springwear, all wool, with Tuxedo collar, waist girdle and pockets, the shades are becoming and include, Peacock, Putty, Fawn and Brown, etc. assortment of sizes. Reg. \$6.50. **Friday, Saturday and Monday, \$5.98**

### FOOTWEAR

Values worthy of your notice

- MEN'S BOOTS**—Black Gun Metal Boots, in a sensible shape, they're sturdy and well suitable for springwear. Reg. \$4.00. **Friday, Saturday and Monday, \$3.59**
- BOYS' BOOTS**—Dark Tan Boots, sizes 2 1/2 to 6, showing perforated sides and rubber heels, very serviceable. Reg. \$4.00. **Friday, Saturday and Monday, \$3.45**
- CHILDREN'S BOOTS**—Laced and Buttoned styles, in soft Dongola Kid, sizes 3 to 6. Reg. \$1.70. **Friday, Saturday and Monday, \$1.48**
- BABIES' BOOTS**—Soft sole boots in plain and mixed shades, soft kid quality with ribbon edgings; size 1 to 4. **Dollar value, 88c. Friday, Saturday and Monday, 88c.**
- LEATHER SOLES**—Now is the time to stock a pair of these to your boots, easily and quickly put on. Ladies sizes. **29c.** Men's sizes. **34c.**
- WOMEN'S BOOTS**—In Dark Tan or Black Vic Kid, 9 inch height, laced, semi-pointed toes and rubber heels; size 4 to 6 1/2. Reg. \$4.00. **Friday, Saturday and Monday, \$3.48**
- WOMEN'S SHOES**—Your choice of Dark Tan or Black Shoes in laced style, pointed toe, low military heel; all in a real good grade of leather. Reg. \$4.50. **Friday, Saturday and Monday, \$4.29**

### SHOWROOM

- GIRDLE CORSETS**—Easy fitting Girdle Corsets in Pink Cotton, with 4 suspenders attached; a nice summer corset; sizes range from 19 to 30 inch. **Friday, Saturday and Monday, 79c.**
- UNDERVESTS**—Ladies' Fine Jersey Undervests, long or short sleeves, low neck, nice quality; sizes 36 to 44. Reg. 60c. **Friday, Saturday and Monday, 49c.**
- COLAURED APRONS**—Striped and Checked Cotton Aprons, in shades of Blue and White, Pink and White, Brown and White, with body, piped with White. Reg. \$1.40. **Friday, Saturday and Monday, \$1.29**

### "SPORT" HATS

- "SPORT" HATS**—Ladies' Tweed Sport Hats, nice for knock-about; rolled up brim; shades of Rose, Lavender and Fawn. Reg. 90c. **Friday, Saturday and Monday, 79c.**
- INFANTS' BANDS**—Cream Jersey Knit Bands; to fit 3 months to 1 year. Reg. 35c. **Friday, Saturday and Monday, 23c.**
- BABIES' DRESSES**—Neatly made Cashmere Dresses for infants; long sleeves, Val lace trimmings; shades of Pink, Sky and Cream. Reg. \$1.10. **Friday, Saturday and Monday, 92c.**

### Crepe-de-Chene Jumpers

These are the latest arrivals in our show room and are very much admired, round neck, short sleeve embroidery and head effects, shades of Peacock, Jade, Maltz, Rose, Peach, etc. and Navy, values to \$6.50. **Friday, Saturday and Monday, \$4.37**

### Pretty Wash Goods

- FANCY CREPES**—Double width Crepes in shades of Peach and Lemon, delightful goods for Summer togs. **Special Friday, Saturday and Monday the yard, 35c.**
- RATINES**—Really delightful materials and very popular the coming season; shades of Lemon, Mauve, Navy, Pale Blue, Sage, Brown, Champagne and White; 36 inches wide. **Special Friday, Saturday and Monday, 49c.**
- PIQUES**—White Piques, in assorted cords, nice soft finish. 27 inches wide, Piques look distinctive always. **Special 39c. Friday, Saturday and Monday, 39c.**
- TERRY SKIRTINGS**—These are going to be very popular the coming season and very serviceable, 36 inches wide, shades of Tan, Sage, Green, Rose. Reg. \$1.00. **Friday, Saturday and Monday, 94c.**
- CHEEK CREPES**—These are simply beautiful in their pretty Gingham Checks, fast colours and ever so many of them, nice soft appearance and very desirable for summer togs. Reg. 60c. **Friday, Saturday and Monday, 47c.**

### DRESS LINENS

Unfading Pink and Blue Dress Linens, strong firm texture, nice for Girls' Dresses, Children's Rompers, etc. **Special Friday, Saturday and Monday, 28c.**

### MUD RUBBERS

Ladies' Mud Rubbers, with pointed toe, high heel, and heavily scored soles. **Special Friday, Saturday and Monday, the pair 59c.**

### DOUBLE WIDTH TWEEDS

for Men's and Boys' wear  
DOUBLE WIDTH TWEEDS—Mottled Tweeds, nice looking patterns for suits or pants, double width. **Friday, Saturday and Monday, the yard \$1.20**  
TWEEDS—More double width Tweeds, Dark striped patterns, soft wool make, suitable for man or boy. Reg. \$4.50. **Friday, Saturday and Monday, \$4.25**

### Men's Hip-Long Rubbers

Sizes 7 and 8 only in hip length, long rubbers. You will need a pair later for troutling. Get a pair now. **Special \$2.95**

### 300 Pairs of LACED LEGGINGS

Strong Black Waterproof leggings in laced style; very suitable for hunters, farmers, milkmen or post boys; knee height; less than hal price. **The pair 39c.**

### Very Special Markings on VENETIAN CLOTHS & SERGES

- VENETIAN CLOTHS**—In pretty Greys, mid and Dark; also Prune and Henna and Sage; 50 inches wide, French manufacture; value for \$3.50. **Friday, Saturday and Monday, \$2.69**
- NOIRETTES**—Double width Noirettes for undershirts; shades of Sage, Navy, Green and Black. Reg. \$1.00. **Friday, Saturday and Monday, 89c.**
- FANCY LININGS**—Double width Fancy Figured Linings in high tan dark blendings, mercerized finish. Reg. 55c. **Friday, Saturday and Monday, 49c.**



### WOULD YOU REALLY be without one of those handsome DRESSES

now offering at **\$11.98**  
Very handsome models in Canton Crepe, Crepe de Chene, Serge and Gabardine; young or square neck style, long or short sleeves, embroidered and beaded trimmings; shades of Taupe, Fawn, Brown and Navy; sizes 16 to 46. **Special \$11.98**



### WE ACT AS AGENTS FOR EXECUTORS

THOSE who have had placed upon them the responsibilities of Executorships or Trusteeships and find the burdens connected therewith greater than they care to undertake, will do well to place their responsibilities with the Montreal Trust Company by appointing the Company their agent.

### MONTREAL TRUST COMPANY

ROYAL BANK BUILDING.  
Sir Herbert S. Holt, President.  
A. J. Brown, K.C., Vice-Pres.  
F. G. Donaldson, Gen'l Manager  
K. T. Palfrey, Mgr., St. John's  
Oct 14, 1910

### ST. JOHN'S GROCERY STORES

- Local Potatoes.
- Parsnips.
- Beet.
- Pilot Biscuits. 15c. lb.
- Cooking Apples. 12c. doz.

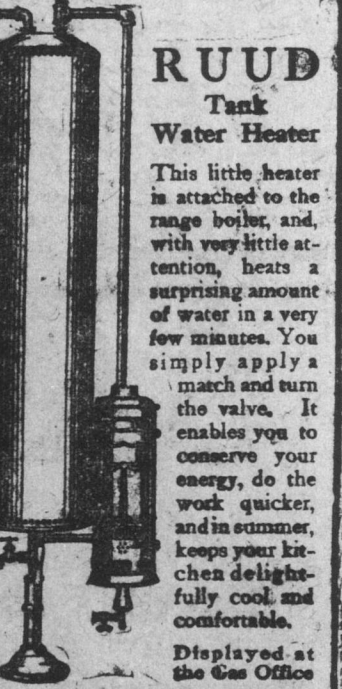
### Large Soft Green Peas. Bake Apples.

No. 1 Family Soap. 2 1/2 Bars 37c.

Caro Corn Syrup. 25c. tin.

Orange Peko Tea.

J. J. ST. JOHN, Duckworth St. & LeMarchant Road.



### RUUD Tank Water Heater

This little heater is attached to the range boiler, and, with very little attention, heats a surprising amount of water in a very few minutes. You simply apply a match and turn the valve. It enables you to conserve your energy, do the work quicker, and in summer, keeps your kitchen delightfully cool and comfortable.

### St. John's Gas Light Company

Phone 81 feb22,11

### Immortality in Marble

IS A SURE AND SOLID MEANS OF PRESERVING THE MEMORY OF DEPARTED FRIENDS.  
We have on hand a large stock of Headstones and Monuments, all sizes and prices. There is no better way to respect the departed than to mark the last earthly resting place with a suitable grave memorial. Let us help you. Our 55 years personal experience is at your service. Write to-day for our free catalogue of beautiful photo designs of our own work. You will find it interesting. Our mail order system makes ordering by mail easy. First class only. Expert lettering a special feature.  
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333 Duckworth St., St. John, N.B.