

BAIRD'S PRE-REGATTA SALE!

Notice to our Patrons!

This week's sales of FRIDAY and SATURDAY will be continued on MONDAY and TUESDAY of next week—Regatta Week. We have called this a Special Pre-Regatta Sale. But remember "The early bird catches the worm." So do the early shoppers get the best of the Bargains. Come early and often. Amazing Values for the Pre-Regatta Sale.

BAIRD'S PRE-REGATTA SALE!

Some Specials

in the

Notion Sale

At Friday and Saturday Prices.
(Bring this List with you.)

- Tooth Brush Holders, octagon shaped glass, with metal cap. Regular 12c. 9c
- Friday & Saturday 9c
- Hair Pin Cabinets, containing 4 sizes; handy size for your dressing room. Friday & Saturday 4c
- Pocket Combs, of Black India Rubber; very durable. Friday & Saturday 7c
- Silk Filene, for crochet work; all shades. Reg. 4c. Friday & Saturday, 3 for 10c
- American Plated Pins, 3 papers for 5c
- Sewing Cotton, 200 yard reels, 3 for 9c
- Sewing Cotton, twin reels, 3 for 7c
- Mohair Boot Laces, 2 doz. for 5c
- Pearl Buttons, new assortment, 3 doz. for 5c
- Safety Pins, heavily nickelled, 2 doz. for 5c
- Envelopes, assorted sizes, 100 for 9c
- Waist Pin Sets, 3 and 5 on card, per card 5c
- Vaseline in pots, with tin cap, 2 for 7c
- Combination Stocking and Glove Barner, 2 for 5c
- Hydrogen Peroxide (antiseptic) in bottles 8c
- Pepper and Salt Shakes, Aluminum, each 10c
- "Fibrex" Indestructible Comb, 8 inches long 8c
- Darning Woods, 6 cards for 5c
- Hooks and Eyes, spring; 6 cards for 5c
- Hair Barrettes, each 9c
- Sets of Cuff Links and 2 Waist Pins, rolled gold plate; job lot, per set 8c
- 2 rolls Zinc Floor Canvas Binding with Nails for 9c
- Tubular Boot Laces, Blk. and Tan, 3 pairs for 5c
- Scissors, assorted sizes 10c
- Nickel Reel holders for taking reels of cotton, with pin cushion inset 10c
- Black Velvet purses, strong frames and clasps, with chain attached 12c
- Hair Brushes, assort ed 15c
- Perfumes, neatly boxed 12c
- Needle Books containing 4 packets of needles, 2 for 7c
- Needle Books, containing hooks and eyes, hair pins, etc. 8c
- "Darn your Hose" Needle Cards, 2 cards for 5c
- 1 Tin Royal Shaving Powder 15c
- 1 Tube Royal Dental Cream 15c
- 1 Box Stationery containing 18 sheets paper and 18 envelopes, box 7c
- Nickel Powder Boxes 10c
- Puffs for Talcum Powder 8c
- Vanishing Cream in Crocks 15c
- Aluminium Soap Boxes 12c
- Stove Lifters, 2 for 5c
- Big assortment Mirrors, each 10c
- Glass Hat Pin Holders 15c
- Allen Royal Face Powder, box 15c

Our Showroom

Replete in each Department with opportune Offerings for the Regatta.

BLOUSES.

Come early and participate in our gigantic Blouse Sale. Our leaders of last week we have added to as they were so much sought for. The most fashionably cut blouse we have ever offered you will find in this immense assortment of New York styles.

Three Leaders for Pre-Regatta Sale in Blouses:

- 49c. SPECIAL
- 59c. SPECIAL
- 99c. EXTRA SPECIAL

Another Line of Amer. Blouses and Shirt Waists

In Pale Blue, Linens, etc., embroidered in white; some with neck and long sleeves, others in kimono style with low neck and short sleeves; others in light colors, piped with colored silk and trimmed with buttons; all sizes. Extra good value. Reg. 85c. Pre-Regatta Sale 67c

Embroidered Dress Lengths.

6 only, made of extra fine White Silk Muslin, very heavily embroidered in handsome silk designs; 1 cream in this lot. Reg. values, \$4.80 to \$5.00. Pre-Regatta Sale to clear \$4.40

Children's Straw Hats, 29c.

8 doz. of the best styles in American make, containing the very neatest shapes, neatly trimmed with flowers and colored ribbons, in colors of Pink, Pale Blue, Sage and Cream; dainty and attractive, popularly priced. Reg. 40c. Pre-Regatta Sale 29c

Ladies Knitted Wool Coats, 1.90

500 in this lot. A manufacturers' clean-up-sale which we were lucky enough to strike; amazing values in this lot in colors of Grey, Crimson, White, Cream, etc. Only the very latest styles in this assortment; incomparable value. Pre-Regatta Sale \$1.90

Ladies' Summer-Weight Combinations.

16 doz. of this excellent line extra fine make of plain and ribbed Jersey, finished with fancy neck, trimmed with silk stitching and tuckings. Reg. 50c. to 60c. Pre-Regatta Sale 42c

RIBBONS, 4 and 5 ins. wide.

The success which attended our sale of this alluring line of Lustrous Taffeta Ribbons was so great that we are continuing the Ribbon SALE in this Pre-Regatta Sale. Note the width; observe the price; per yard 13c

Hose Specials in Pre Regatta Sale.

- Ladies' Summer Hose, 26 doz. of plain and ribbed Cashmere Hose; this line is specially for this big sale. Reg. 35c. and 40c. Pre-Regatta Sale 29c
- Another line of Ladies' Summer Hose to which we call your special attention, of a higher grade make than the above one. Reg. 45c. Pre-Regatta Sale 37c
- LADIES' TAN HOSE. 16 doz. of this line, all in plain Cashmere, very superior make; full size; Reg. 55c. Pre-Regatta Sale 49c
- CHILDREN'S BLACK AND TAN HOSE, ALL SIZES. This line of very fine ribs is a popular line today. Pre-Regatta Sale 13c
- MEN'S HALF HOSE. 24 doz. of Summer weight Socks just to hand, in Black and Coloured summer wear. Regular 25 cts. Pre-Regatta Sale 25c
- MEN'S SILK HALF HOSE. 26 doz. of the "Gordon" Socks, in Black, Navy, Hello, Grey, and Tan. A stunning line. Regular 75c. Pre-Regatta Sale 29c

Ladies' Amer. Terry Hats.

The rage in all American cities to-day. First appearance of this up-to-date headwear for ladies in St. John's. We have on account of the lateness of the season decided to put this line in at one price for Regatta wear. Values up to \$2.00. Pre-Regatta Sale price \$1.40

American Brassieres or Corset Covers, 34c.

14 doz. of this favourite and popular make with embroidery necks and assorted colors in ribbon beadings; all sizes. Reg. 40c. Pre-Regatta Sale 34c

Waist Belt Pins, 12c.

Big job line of these which we are continuing this week. These pins are worthy of your inspection, being an artistic selection which we found in New York. Pre-Regatta Sale 12c

Ladies' Summer Nightdresses.

4 1/2 doz. in Slip Over Style, nicely trimmed with lace insertion and ribbon beadings. Reg. 75c. Pre-Regatta Sale 65c

Ladies' Vests.

26 doz. of this line of full ribbed summer weight underwear; full sizes. Pre-Regatta Sale. Buy early 10c

Another line of Ladies' Vest, sleeveless, with fancy crocheted neck; job line. Pre-Regatta Sale price 15c

Ladies' American Lace Collars, 9 cts.

Don't forget this immense assortment of Collars awaits your picking; big variety of makes to choose from. Reg. 25c. and 30c. Pre-Regatta Sale 9c

Children's "Easy" Waists.

New shipment of these little favourites just to hand, strong made with strapping re-inforcement throughout to fit from 4 to 14 years. Reg. 15c. Pre-Regatta Sale 12c

Ladies' Handkerchiefs.

New lines containing beautiful hemstitched and embroidered corners; also a fine assortment of all over fine embroidered handkerchiefs.

Two lines { 3 for 17c. } Specials.
 { 6 for 23c. }

Tea Aprons, 15c.

6 doz. of pure White Lawn Tea Aprons with fluted frill also fine lace and insertion trimmed, also one pocket. Pre-Regatta Sale 15c

American Beauty Corsets.

In White, Coutil, embroidery and lace trimmed, short and long waist, steel boned, perfect fitting. This Corset is very striking in cut and finish. Big variety of Cuts. Pre-Regatta Sale 65c

Just Opened, a Big Assortment of our popular 49c. Shirts

In all-over Negligee, with stiff cuffs; nice range of patterns; all sizes. Pre-Regatta Sale 49c

SIDE BOARD CLOTHS.

4 doz. of extra high-grade White Damask Cloth with scalloped edge, others daintily embroidered and hemstitched; size 53 x 31. Reg. 35c. Pre-Regatta Sale 29c

SIDEBOARD SCARFING

By the Yard, 17 in. Wide. Drawn work hem. This is a handy line as you can buy it in any required length; good strong make. Reg. 15c. Pre-Regatta Sale 12c

PRINTED CUSHION TOPS.

5 doz. of beautiful renderings in artistic colors; size 23 x 23; suitable for dens, lounge and head rests. Reg. 16c. Pre-Regatta Sale 12c

TEA CLOTHS

to match the above in the same finish; size 31 x 31. Reg. 35c. Pre-Regatta Sale 29c

Girls' 2 in 1 Dresses.

The balance of this line we will clear out at a special price for Regatta Day. This lot contains sizes from 5 to 8 years, only in colored, and from 5 to 12, in White Muslin of excellent make. Remember Pre-Regatta Sale price. 75c

Always Something Special in Footwear.

36 pairs Ladies' Black and Tan Blucher Cut Shoes in the very newest styles, with new heel; all sizes. Reg. \$1.70. Pre-Regatta Sale \$1.56

34 pairs Ladies' Tan Blucher Cut Shoes, with high heel, fashionably haped toe, dependable quality. Reg. \$2.40. Pre-Regatta Sale \$2.16

LADIES' DONGOLA LACED BOOTS.

This line is a very attractive one, being popularly priced boots of quality and style; all sizes. Reg. \$2.00. Pre-Regatta Sale \$1.76

46 pairs of Men's Pat. Colt. Blucher Cut, with military heel; a boot of quality and style. Reg. \$3.50. Pre-Regatta Sale \$3.10

The "Newest" Out.

American Skirting Shirting. 35 inches wide.

Of good sheer cloth, pure white, with worked figure and stripes; 7 inches from the bottom, very serviceable for skirts, underskirts, pillow cases, etc., very soft finish; an excellent new idea, useful for all domestic purposes. Pre-Regatta Sale 12c

Boys' American Wash Suits.

This sale of suits we are continuing our pre-Regatta sale. Don't miss this chance to fit out your boys for the Regatta. Pre-Regatta Sale prices. 60c

Lot 1, all sizes 99c

Lot 2, all sizes 99c

Boys' American Shirt Waists, 28c.

The balance of our big stock of these we have grouped together, containing all sizes from 5 to 14 years, in Light and Dark Chambrays and Natural Shades, etc.; exceptional value; all sizes during Pre-Regatta Sale. 28c

For Regatta — Paper Napkins.

10,000 of this handy little line; just in time for Regatta Day; made from chemically pure paper, nicely assorted, floral designs. Reg. 5 cts. Pre-Regatta Sale price, doz. 4c

BIG LINE OF MEN'S American Ties, 15 cts.

124 doz. in this line, containing plain and fancy colors; various styles to select from, but one price. Pre-Regatta Sale, 15c each 15c

AMERICAN TABLE NAPKINS.

26 doz. in assorted patterns, some plain edge, others hemstitched; size 19 x 20; very soft, mercerised. Pre-Regatta Sale finish. Reg. 15c. 12c

REGATTA SPECIAL.

Ladies' American High Grade Neckwear, 19c.

16 doz. in this display, containing Collars with jabot attached, in White Muslin; others in rare styles, finely embroidered; also a swell display of Peter-Pan Collars in plain White and Fancy worked effects. Reg. 25c. Pre-Regatta Sale 19c

Men's Braces.

Here is really dependable Braces for a small sum, no fad about, in a regular 25c. line; strongly finished, assorted colors, with white core fasteners for pants buttons. 25c. value. Pre-Regatta Sale 15c

COLORED CUSHION CORDS AND TASSELS ATTACHED.

96 inches long, in assorted colors; big line to choose from. Reg. 16c. Pre-Regatta Sale 12c

JAMES BAIRD, Ltd.