A Swell Selection of Things

At this Popular down-town Store

for

MEN'S & BOYS' WEAR.

THIS Section contributes worthy values—the first of a series of July Specials. Every offering brings a saving, and right through the entire month it will pay you to watch each and every announcement, and be on hand early for first pickings. Notice the following.

WORKING SHIRTS.
Extra strong Black Drill Shirts with white pin stripe, collar and pocket; double stitched seams. Special.. **$1.89**

SHOWERPROOF COATS.
Lightweight Top Coats in light summer shades, very neatly made; a nice Coat for cool evenings. Special.. .. .. **$18.00**

MEN'S ATHLETIC UNDERWEAR.
Just the season for this fine White Check Nainsook Underwear; sleeveless vests and knee length pants; all sizes. Special, the garment .. .. **49c.**

VELOUR HATS.
Smart looking Velour Hats in the newest shades Beize, Lock, Monaca, Fawn and Azure. Special **$3.90**

HANDKERCHIEFS.
Something new—very soft mercerized finish, fine twill texture, hemstitched border; a man's Handkerchief, sure. Special, each .. .. **29c.**

MEN'S BRACES.
Sensibly made English Braces, wide elastic webbing, leather straps, others with white cord fastenings. Special .. **54c.**

MEN'S TOP SHIRTS.
These are English Shirts in coat style, full size in body, single soft cuff, nice repp make; nice assortment of striped patterns. Special **$1.75**

YOUTHS' SHIRTS.
Made in coat style, very pleasing range of stripe patterns, with collar, soft cuffs. Reg. $1.50. Special .. .. .. **98c.**

BOYS' NIGHTSHIRTS.
Fine Striped Flannelette Nightshirts; full body; sizes 12 to 13½. Special **$1.50**

WINCEY SHIRTWAISTS.
Fancy Striped Wincey Shirtwaists, very strong make, neat fitting collar; will not soil easily. $1.50 value. Special .. .. **95c.**

SUMMER CAPS.
In Light Tweed mixtures; Caps of very neat appearance, banded back; just see them. Special **$1.40**

NOBBY NECKWEAR.
A new line of "Chester" Neckwear, long flowing end Ties in all fancy mixtures. Equal to many dollar lines. Our Special.. .. .. **67c.**

Men's & Young Men's smart appearance STRAW HATS.

Lightweight White Straws with black band, cushion pad; fits very easy to the head. $2.30 value. Special **$1.90**

Narrow leaf, high crown, black banded; almost weightless; test it; hat guards with all our Hats. Special **$1.35**

James Baird LIMITED

20c for 10

You exchange your twenty cents for a sure winner when you buy

BELLBUOY cigarettes

"They're delightfully different."

Imperial Tobacco Co. (Newfoundland) Ltd.

Supreme Agent

ADDRESSES LOCAL COUNCIL.

Mr. John P. Dunne, Supreme Agent of the Knights of Columbus, arrived in town by the express yesterday afternoon, having toured the United States and Canada on business in connection with the Order. On his arrival at the depot he was met by the Executive of Terra Nova Council, State Deputy Cahill, Mr. C. O'N. Conroy, Mr. C. J. Fox and Ralph Burnham and was accorded a hearty welcome. A special meeting of Terra Nova Council was called last night for the purpose of meeting Brother Dunne. The meeting was the largest in the history of the Council. Brother Dunne was introduced and addressed the Council on matters pertaining to the work of the Order. An orator of unusual and marked ability, his address was, without the shadow of doubt, the best ever heard in the Council Chamber. The fluent language and beautiful oratory with which he expressed himself gripped his audience for nearly three hours. At the conclusion of Bro. Dunne's address, State Secretary C. J. Fox, who is also an orator of repute, expressed the thanks of the Council for the excellent address and congratulated Brother Dunne. An informal concert was then held in which the following members of the Council took part:—Bros. C. Hutton, J. Canning, G. F. Kearney, Recorder P. H. Jardine, D.G.K.R., J. Power, J. Henley, and Financial Secretary N. J. Wadden. All the above mentioned were in excellent form and a very enjoyable concert resulted. Refreshments were served by the House Committee and the whole evening was one of the best in the Council's history. It is the hope of the members of Terra Nova Council that Brother Dunne will have time to address them again before he departs from our shores.

Here and There.

STAFFORD'S MOSQUITO OIL, only 20c. a bottle; Postage 3c .extra.—jne27,tf

AT THE BALSAM.—The following are guests at Balsam Place:—Dr. and Mrs. Procunier, Harbor Grace; C. A. Grant, Antigonish, N.S.

McGuire's Ice Cream now ready for delivery .Wholesale only. Phone 794.—jne8,tf

ENGINEER INJURED.—Mr. Eric Collier, 2nd Engineer of S.S. Rosalind, is now in hospital undergoing treatment for a sprained leg, the result of a fall during the voyage. Mr. Collier joined the ship at New York after being two months on shore taking an examination for a Chiefs' ticket.

SERMON ANNOUNCEMENT.—It is expected that the Rev. Dr. Chown, General Superintenient of the Methodist Church of Canada and Newfoundland, will preach in Cochrane Street Methodist Centennial Church, on Sunday evening next. A hearty invitation is extended to all visiors.

BEECHAM'S PILLS
The Safest and Best Family Medicine

ACKNOWLEDGMENT.—Mrs. Outerbridge, Acting Treasurer of the Child Welfare Association, desires to acknowledge receipt of the following amounts:—Mr. Penman, $2.00; H. Cowan, $5.00; Membership fees, $25; Presbyterian School, $10.00, making a total of $60.00 from the school since September.

OFFICE IMPROVEMENT.—A new sales office has been made on the ground floor of the premises occupied by the A. E. Hickman Co. This office is very spacious and well equipped. An office for the convenience of customers has also been made in the building.

ECZEMA You are sure experimenting when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 6c. stamp for postage. 60c a box; all dealers or Edmanson, Bates & Co., Limited, Toronto.

ORPHANAGE PICNIC—The officers and members of Gower St. Girls' Club gave a treat to the children of the Methodist Orphanage yesterday afternoon. An enjoyable time was spent by the children who besides being given a delightful tea, were each presented with a box of chocolates. The club also made presentations to Mrs. (Rev.) E. W. Forbes, who goes with her husband to Nova Scotia, and to Miss Porter who is also leaving.

Shipping Notes.

S.S. Florence arrived from Botwood last night. The ship is owned by the A.N.D. Co., and is used on the river.

S.S. Digby leaves Halifax to-morrow for this port and is due here Monday.

Schr. Falka (Danish) arrived last night from Iceland in ballast.

Schr. Humorist sailed for Alicante yesterday, taking a cargo of codfish from Monroe Export Co.

JULY PRICE-SMASHING SALE of WASH GOODS

Extraordinary Reductions Characterize the List

Beautiful Ginghams, Muslins, Crepes, Poplins, Dress Linens, White Drills and such like receive

DRASTIC REDUCTIONS FOR ONE WEEK

A WEEK FULL OF OPPORTUNITIES. MAKE THE MOST OF IT!

Of all the places of interest throughout the Store none of them is quite so interesting or so full of exquisiteness as the Wash Goods Section, where there is displayed a full line of Summer Wash Fabrics which we believe to be unequalled hereabouts.

COTTON VOILES.
Beautiful figured patterns, suitable for young or old; all new effects. This line brings unusual value. Reg. 50c. yard for .. .. **39c.**

WHITE VOILES.
36 inch plain White Cotton Voiles; cool looking for summer apparel; these come in remnant lengths. Special, the yard .. .. **27c.**

VOILES and MUSLINS.
A very beautiful assortment in plain and fancy shades; suitable for almost any purpose. Reg. 50c. yard for .. .. .. **39c.**

"INDIAN HEAD" LINEN.
Beautiful sheer finish, recognized for its serviceability for Dresses, Aprons and a very excellent cloth to embroider on. Special, the yard .. .. **34c.**

AMERICAN DIMITIES.
They show some very pretty patterns, all White; soft to the feel and a pleasure to stitch; unexcelled for summer togs. Reg. 40c. yard for .. .. **34c.**

CREPES.
Several pieces of these in Yellow, Pale Blue and White; distinctive and cool looking. Reg. 40c. yard for.. **33c.**

GABARDINES and TRICOTINES.
Doube width pure white materials that wash and do up splendidyl; well suited for Summer Dresses, Skirts and Middies. Worth $1.40 yard for .. .. **79c.**

SOISETTE.
Ranks next to Silk for its superfine finish, and though fine in weave, wears splendidly. With these we have thrown in a rare lot of Tobralco Cloths and Crepes. Reg. to 65c. yard for .. .. **49c.**

WASH POPLINS.
All White Wash Poplins, double width; famed for their durability. Underpriced for this sale, the yard .. .. **36c.**

A Comprehensive Display of Beautiful Wash Ginghams, etc.

Including as it really does every weave, colour and combination effect, while prices in most instances will compare favourably in lowness to those of years ago. Sush insistent values urge your attendance this week.

SERVICE GINGHAMS
Plain and pretty Plaid Ginghams grouped to a price. Ginghams that appeal by reason of their serviceability and appearance. Regular 40c. for .. .. **32c.**

"STAR" GINGHAMS.
Excel in their all-round goodness. Good to look at, good to wear, and never a better time to buy them; check and plaid patterns in profusion. Were 45c. yard. Special .... **36c.**

DOUBLE WIDTH GINGHAMS.
Light effects in very dainty shades, fine texture, yet withal renowned for their sturdiness. Reg. 55c. yard for .. .. **44c.**

"PHAST" GINGHAMS.
Fast fadeless, and oh! such pretty colour blendings in just the right size plaid effects, for tiny tots' dresses, as wel as Misses' Dresses and Overalls. Regular 60c. yard. Special .. .. **48c.**

PINK LINEN.
Strong texture plain Pink Dress Linen. Reg. 55c. yard for .. .. **44c.**

FANCY MUSLINS.
All White fine Swiss Check Muslins, and striped patterns as well; useful for ever so many purposes. Reg. 40c. yd. for .. .. **29c.**

CHECK GINGHAMS, PLAIDS & ZEPHYRS.
Haste to this pile, the value is particularly good, and you will find fabrics here just like you need at just what you want to pay for them. Special, the yard .. .. .. **16c.**

STRIPED GINGHAMS
Good looking, serviceable and very strong, medium and fine stripe patterns, as well as several pieces of plain Ginghams. Reg. 30c. yd. for **24c.**

BEACH LINENS.
Coarse, strong and very serviceable, for making up summer togs for young and old; pretty plain shades Pink, Pale Blue and Tan. Reg. 30c. yd. for .. .. **24c.**

BEACH LINENS.
Pretty shades of Champagne, Navy, Saxe and Pink; service giving Linens for immediate wear. Reg. 35c. yard for .. .. **28c.**

WHITE DRILL.
Double weight pure White Drill; made for service, for Skirts, Middies and such like. Reg. 75c. yard for .... **63c.**

KIMONO CREPE.
Just one piece in a very pretty Pink shade, with an all-over Japanese floral pattern; looks well. Reg. 60c yard for .. .. **49c.**

SPOT MUSLINS.
A few yards of Spot Muslin never goes astray; these we offer come in a variety of medium and Shower o' Hail Spot effects. The following prices are special and new low level prices:
Reg. 30c. yard for .. ..**26c.**
Reg. 40c. yard for .. ..**35c.**
Reg. 65c. yard for .. ..**57c.**

WHITE MATT.
Strong Coarse White Matt Cloths for Summer Skirts; several pieces to go on sale. Reg. 40c. yard for .. .. .. **33c.**

DRESS LINENS.
Plain Dress Linens in shades of Pink, Saxe, Lilac and Reseda; make nice facings for Dresses, Rompers and Overalls. Reg. 45c. yard for .. .. **36c.**

James Baird LIMITED