

PROMISE AND PERFORMANCE

We announced earlier in the season our aim to seek Star Values for our numerous patrons, and to-day--through the alertness of our American buyer--we feature the first of these STAR VALUES in

DRESSES AND SUITS

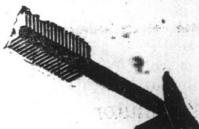
They are the very newest arrivals, secured through our buyer being right on the spot when several of the bigger houses we're clearing stocks by reason of financial entanglements.

IT WAS OUR GREAT OPPORTUNITY.

NOW IT IS YOUR OPPORTUNITY

To secure the pick of absolutely the best values in the prettiest selection of DRESSES seen in St. John's for years.

LOOK! AT THESE VALUES

 <p>DRESSES DRESSES DRESSES SUITS</p>	Smart looking Navy Blue Wool Serge, one piece Dresses, straight line effect girdled, with silk braidings and button trimmings, new loose sleeves, really \$15.00 value for	6.98	
	A really charming selection, showing Serges, Poirer Twills, Taffetas, Cauton Crepes and Georgettes, etc., in all the most popular shades; value for \$30.00 for	9.98	
	Rare, refined and distinctive styles, in Satins, Poirer Twills, Georgettes, Cauton Crepes and Taffetas, etc., pretty shades, just one of a kind, but many styles to choose from; values here to \$50.00 for	15.48	
	In neat looking clerical Grey Wool Serges, silk lined, silk braid and button trimmings, three quarter length coat, skirt with pockets; value for \$30.00 to-day for	9.98	

Other goods go on sale just as they arrive. Watch our announcements.

James Baird

LIMITED

Come and see for yourself just how good these values are.

Tree of Any Value?

There was a time when trees were considered to be of very little value. The history of man is a story of universal destruction of wood--without thought for the morrow. Excuse can be made for the early settler. He had to cut his way into the forest. He had to clear land for cultivation. He had to erect buildings. He had to build fences. He had to have firewood. So for his cutting there was justification. Outside of the needs just mentioned the timber had not much value. The area of woodland was so great that he could not be expected to look forward to the time when men would be estimating the probable date

when timber supplies would be exhausted. To the early settler the supply appeared inexhaustible; and he was justified by the conditions that surrounded him in thinking that way. But later generations cannot justify their wanton destruction. Governments know that the world's timber supply is becoming smaller and smaller. In Canada in recent years the men who study forestry have been given daily warnings. In this province we have been carrying on as if the end of our timber resources would never be in sight. We cut and burn--just as if we

were original settlers set down in the primeval forest. Governments stand by in stolid indifference because it is too much trouble--and there is no present advantage--in safeguarding the interests of generations to be born. Let them cut--let them burn--what matters it to us--say Governments--and the timber plunderers willingly continue the business of devastation. There is wood enough for us--say these governments--let the people who come after us look after themselves. We are not concerned about conservation or tree planting--it is too long a process--there will be no

results in our days--so let the wood go. They do not talk precisely in this language--but this is the true interpretation of what they think--and of the inaction whereof they are all guilty. And to this situation is to be added the gross carelessness of people who go into the woods and throw matches about--or make fires and leave them smouldering--and thus become instruments of wholesale destruction of great stretches of valuable timber that cannot be replaced.--Halifax Sunday Leader.

For Gentlemen of good taste--Cub Cigarettes.--sept28,12

U.S. Ship Leviathan.

BEGINS REGULAR SERVICE IN JULY.

We are informed by the United States Lines, for whom Messrs. Runciman (London), Limited, 52/54, Leadenhall Street, London, act as

United Kingdom agents, that the Leviathan, the second largest passenger vessel in the world, 54,000 gross tons, will start to run on a regular service between New York and Europe early in July. Southampton has been selected as the terminal port on this side, and the vessel is expected to arrive on her first voyage early in July. This express passenger steamer, which will call at Cherbourg, both on the outward and inward voyage, will have accommodation for 936 first, 235 second and 940 third-class passengers, as well as 1,500 steerage. The Newport News Dry Dock Company, who have reconditioned the vessel, have re-furnished her in the most luxurious

manner imaginable. She has been equipped for oil fuel, and her engines will develop over 90,000 h.p.

Cause of Early Old Age

The celebrated Dr. Michenerhoff, an authority on early old age, says that it is "caused by poison generated in the intestines." When your stomach digests food properly it is absorbed without forming poisonous matter. Pills soon bring on early old age and premature death. 18 to 30 drops of "Giggle's Bitter" after meals makes your digestion sound.

Your Home Can be made more easily comfortable and pleasurable by the installation of this simple economical device. Save yourself one-third. Keeps out cold and foot, deadens noise.

strips placed on doors relieves you from drafts. They are made of a special material; far more durable than ordinary mats. They are long as the building and old homes. You can have them more about.

eco
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