



The News that we print to-day promises splendid economies for FRIDAY, SAT. & MONDAY Shoppers.

ALL seasonable lines underpriced just at the time that LOWER PRICES ARE
IMPORTANT, and mean much to the wage-earner.

Here then, is a generous and a comprehensive list of those things needed for immediate wear. Selected items from brand New Spring Stocks bought under the most favourable circumstances and offered to you

Friday, Saturday and Monday,

with a good big bit chipped off their regular selling prices. Just another opportunity to stretch your Dollars to the limit of their purchasing power.

PLEASANTLY - PRICED THINGS IN THE SHOWROOM.



A SAMPLE LOT OF 'Shantung' Blouses

If you would have something distinctive in Blouses view these as soon as possible; the simplicity of style at once attracts you; hemstitched collar and cuffs, low neck and long sleeves; sizes from 36 to 44 inch busts. Regular \$1.70. Friday, Saturday and Monday, Special 98c

NIGHTGOWNS.

Beautiful finished fine White Cambric Nightgowns with Swiss Embroidery yoke and ribbon beading, square neck with lace edging; 1/2 sleeve, others in flesh shade; assorted sizes. Reg. \$1.40. Fri. Sat. & Mon. \$1.29

LADIES' KNICKERS.

Embroidery trimmed, fine White Lawn Knickers for Ladies; shaped band, open or closed; these may be had in full large sizes. Reg. \$1.00. Friday, Saturday and Monday, Special 87c

CORSET COVER EMBROIDERIES.

Piece upon piece of pretty Corset Cover Embroideries, 18 inches wide, with beading at both edges; these are made from fine White Cambric and sell at 35c. per yard. Friday, Saturday and Monday, Special 29c

BUTTON HOLES BY THE YARD.

Don't be without a length or two of these, very handy to have in your work box; 1 yard lengths. Friday, Saturday and Monday for 7c

Children's 'Middy' Dresses

Here you are, mothers! The girls' best wearing Dresses in White 'Middy' style, sailor collars trimmed in Navy and White and Rose and White, laced front, pocket, etc.; the smartest and most serviceable Dresses for girls from 4 to 8 years. 78c Reg. 90c. Friday, Sat. & Monday 78c

INFANTS' BONNETS.

50c. is the regular price of these, little Bonnets, some in embroidery, others in silk and net, trimmings of pale blue and pink ribbons and small rose buds. Special Friday, Saturday and Monday 42c

CHILDREN'S KNICKERS.

Well made White Lawn Knickers for girls from 8 to 12 years, embroidery trimmed, closed. Reg. 33c. per pair. Friday, Saturday and Monday 27c

LITTLE PRICES ON LITTLE THINGS YOU NEED.

DUSTERS and Polishers in check flannellets, with a chambray-like finish; size 19 x 23, hemmed; worth having. Friday, Sat. and Monday 8c

GLASS CLOTHS.

For the kitchen, large soft Linen Glass Cloths, with Crimson on band; size 21 x 28. Friday, Sat. & Monday 17c

GLAD RAGS.

Try these for anything in metal you find stubborn to polish; they work like magic; equal to a bottle of Polish. Friday, Sat. & Monday, ea. 10c

TOILET LANTOLINE.

In tube form; cannot be surpassed for skin treatment; a luxury after shaving. Try a tube for sunburn. Friday, Saturday and Monday 15c

SCRUBBING CLOTHS.

In heavy coarse Crash, size 19 x 19, hemmed ready for use; great wearers. Special Friday, Saturday & Monday 14c

THE 'BOSTON' GARTER.

For men; fits feet; never slips; can be had in all shades of silk elasticity. Friday, Saturday & Monday, 32c

ROMPERS.

Shapely Rompers in good Wash Ginghams, striped or checked patterns, trimmed with white facings, belted; high or low neck, long or short sleeves; others in Creeper style, made from fine Seersucker for children from 1 to 6 years. Reg. 40c. Friday, Saturday and Monday 32c

Men's Braces.

4 different makes in Men's high grade Braces; some with white untearable kid fastenings, others solid leather, and the best of elastic webs; Braces that are good value at 40c. Friday, Saturday and Monday 36c

James Baird LIMITED



12 Sample Dress Lengths High-Grade Dress Goods, in 6 Yard Lengths.

12 Dress lengths in Silk Poplins and Crepe Poplins, handsome shades. Just one of a kind. Sox, Navy, Grey, Nigger Brown, Purple and Green; if you would like something distinctive see these without delay. Two special prices. Friday, Saturday and Monday, \$1.55 and \$1.85 per yd.

DRESS LINENS.

6 pieces of plain Dress Linens, 29 inches wide, shades of Sky, Blue-Grey, Coral, Pink, and Saxe, wash linens that will look well in summer frocks, very serviceable for trimmings and facings. Reg. 24c. yd. Friday, Saturday and Monday 22c

PRETTY DRESS MUSLINS.

Dress Muslins of exceptional prettiness; White and Fawn grounds; they have a crepe-like finish and a beautiful white spot with coloured floral spray, these would make most attractive looking Dresses for Ladies or Misses. Reg. 30c. Fri. Sat. & Monday 26c

New Things for the BEDROOM. Underpriced.

PILLOW CASES.

A sale of pillow cases that should interest you. Made of strong white pillowings, size 21 x 23, broad band of embroidery at open end; these wash and wear well. 5 dozen available for this sale; good value at 40c. Friday, Saturday and Mon 37c



MARCELLA QUILTS.

Just a 2 dozen lot, they are excellent quality and come in large size being 78 x 84 inches, very handsome designs, with neat borders, a pure white quilt fit to grace the boudoir of a Duchess; \$3.50 value. Fri. Sat. & Mon. \$3 10

PILLOW SLIPS.

Best quality English Pillow Cases; size 22 x 30; these are made from best of Pillow Cottons and finished with a hemstitched edge; about the most serviceable Pillow Cases for family wear. Reg. 50c. Fri. Sat. & Monday 45c

PILLOW COTTONS.

40 inch circular pillow Cottons that you'll like; these have a nice plain soft finish and come underpriced; value for 30 per yard. Friday, Saturday and Monday 25c

WORKING SHIRTS.

A mixed lot of strong Working Shirts, showing plain Blue and Grey Linen makkes, collar attached and breast pockets; others in Black and White drill values here to \$1.00. Fri. Sat. & Monday 89c

CURTAIN NETS.

Pure White Curtain Nets, 48 inches wide; a very nice range of lace patterns, would improve the appearance of any room in the house. Reg. 27c. yd. Friday, Saturday and Monday 24c

3 SPECIAL LINES of LADIES' Silk-Leg HOSIERY, Underpriced for FRIDAY, SAT. and MONDAY.

We have just opened a case lot of these, and at their Sale Prices they represent unbeatable values. Past Black Lisle top and vamp and all silk leg; assorted sizes. Reg. 45c. Friday, Saturday and Monday 39c. Reg. 70c. Friday, Saturday and Monday 64c. Reg. 90c. Friday, Saturday and Monday 79c.

LADIES' CASHMERE HOSIERY

Your choice of plain and ribbed in Black and Tan Cashmere, with these we have put a line of Lisle Hose in Black, and coloured in silk. Reg. 45c. Fri. Sat. & Monday 39c

CHILDREN'S SUMMER SOCKS.

Pretty little 1/2 Socks in fine White Cotton, plain shades of Sky, Pink, Tan, Black and White, others with fancy coloured tops in stripes and plaids. Special, pair, Friday, Saturday & Monday 15c

LADIES' LISLE HOSE.

Another new line of fast black Cotton Lisle House in assorted sizes; these are values for 30c. pair. Friday, Saturday and Monday 24c

MEN'S SILK SOCKS.

35c. Values for 19c. Just a 12 box shipment of these showing Black, Grey, Tan and other leading shades, high-grade silk socks that represent good value at 35c. pair. Fri. Sat. & Monday 19c

Very Special Values in Boots.

Children's Cloth Top Boots. Lightweight, natty little Boots for Summer wear, sizes 5 1/2 to 8; laced or buttoned style. Your choice of Bronze leather with Brown Cloth Top, Brown leather with White Top, and Grey leather with Grey Top. Regular \$2.10 pair. Friday, Saturday and Monday \$1.95

Ladies' Cloth Top Boots.

The very latest style and finish. Patent leather, vamp and Black Cloth Top, French heel; decidedly smart looking. Just the boot you would like for best wear; half sizes. Reg. \$5.25. Friday, Saturday and Monday \$4.95

C. L. B. Warrant Officers and N. C. O.

The Warrant Officers and Non-Com's Mess of the C.L.B. held their annual meeting and election of officers at their rooms last night. The reports for the past year showed the Mess to be in excellent condition. The election of officers took place and resulted as follows: Chairman, Col. Sergt. W. R. Motty; Vice-Chairman, Sergt. R. Marshall; Secy-Treas., Lt. Corp. R. Saunders; Committee, Batt. Sergt. F. Miles, Ambulance-Sergt. Major W. Reeves; Sergt. R. Downton, Corporals E. Warren, F. Lush; Lance-Corporals T. Shears, R. White; Sick Visiting Committee, A. Co., Lance Corporals, G. Shears, R. Summers; C. Co., Corp. Anderson; F. Co., Sergt. A. Downton, Corp. E. Warren; Recruits, Corp. E. Peckham, Staff Sergt. A. Morris.

At Rossleys.

The Country Store at Rossleys was a great success last night. There was a great collection of very beautiful things given out. Saturday night all groceries of the very best quality, several sacks of flour, prime beef, potatoes, country butter, tea, sugar in fact the best on the market. Corporal Jagers last night was loudly applauded for his songs, dances and stories. His sword dance across two crutches was very clever indeed. Next Tuesday night there is a great surprise in store for patrons, something unheard of anywhere. Watch the ad, you will be astonished. Don't miss the Country Store on Saturday night, all fine groceries and lots of fun, and look for Tuesday's surprise.

Avalon Lodge.

The annual meeting of Avalon Lodge, No. 774, E.E., took place at the Masonic Temple last night and was largely attended. The election of officers for the ensuing year resulted as follows:—

Bro. Geo. E. Taylor, S.W., as Master for the coming year; Bro. E. M. Le-Messurier was again elected Treasurer; and Bro. Geo. Morris, Tyler.

It is not definitely known at what date the installation will be held.

McMurdo's Store News

FRIDAY, June 15, 1917.
Soda Mint with Pepsin in tablet form—the readiest and most effective form of this remedy, which is potent in slight cases of indigestion, in heartburn, water brash and sour stomach. In handy bottles 15c. each.
Acme Corn Silk is of great value in summer time to those who have corns. It is so easy to apply, takes up no room in the shoe, and is so effective that we do not hesitate to recommend it to all who are troubled in that way. Price 10c. a pkg.

BLOOD AND MONEY.

Some men for carnage loudly holler, but when they're taxed an extra dollar, to see the nation through, they straightway hold an angry session, and talk of tyrants and oppression, until the air is blue. The government's argument that we were herating because it stuck to watchful waiting, when they were hot for war. "Why doesn't Wilson go a-gunning," they asked, "and set the kaiser running?" What is he waiting for? For battle we are simply spooling, the blood in our blue veins is boiling, we blush with deepest shame, because our country fiddle-faddies, and hesitates and stalls and straddles, while others play the game." Now we've set out to get the kaiser, that noxious little early riser, and getting him takes more, if we would put the Germans under, the country needs all kinds of plunder, to buy a club and gun. Our coin we should be gladly digging, to buy the necessary rigging, and most of us are glad; but some who used to whoop and holler, when called upon to cough a dollar, look mighty glum and sad. Oh, when the days of strife are over, and once again we are in clover, we won't forget these gentle, who wished in crimson blood to wallow, but looked disgusted, wan and hollow, when asked for fifty cents.

GUESTS AT BALSAM PLACE.

Mr. A. Maddock, Mrs. A. Maddock, Carbonar; E. Quinn, Hr., Grace; Rev. C. Jeffery, Pouch Cove; J. W. Hiscok, Brigus; Chas. F. Snelgrove, Catalina; E. H. Hopkins, Heart's Content; F. R. Ward, Bay Roberts; F. C. Snelgrove, Port Union.

Nothing better for Wedding or Birthday Presents can be had than a set of that pretty Ivoryoid Goods showing at R. H. TRAP-NELL'S.—June 9, 61