

The Baird Page- Informative of Values Always

Presents for the Week-end a powerful aggregation of Mid-summer Wearables, unmatched to-day for their goodness of values.

THIS SALE is of such magnitude, that we feel quite safe in saying there is not a woman or man hereabouts that can possibly attend it without becoming an enthusiastic buyer. Look over the items quoted herewith, compare their prices! Note the savings they involve, and their real Economy importance to-day.

Friday, Sat. & Monday

The whole Store abounds in Necessaries to make your vacation time more pleasurable:



GLOVES
of exceptional merit
reduced for this sale.

- LISLE GLOVES**—Ladies' Summer Lisle Gloves in shades of Chamolais, Fawn, Nigger, Beaver, Grey, Black and White; 2 dome wrist; 70c. value. **59c. Special**
- LISLE GLOVES**—Pretty Greys, Black and White, fine Lisle Gloves, and a special lot in washable Chamolais, Regular 85c. Friday, Saturday and Monday. **74c.**
- MERCERIZED GLOVES**—Superfine Lisle Gloves, look like silk, finely finished, pretty shades of Slate, and Fawn and White. Reg. \$1.20 pair. Friday, Saturday and Monday. **\$1.08**
- Pillow Cases, Etc.**
- PILLOW CASES**—Not alone good in their material, but extremely dainty in appearance, hemstitched and gorgeously embroidered, showing large bird and spray pattern. Reg. \$1.40 each. **\$1.28** Friday, Saturday and Monday
- COSIE COVERS**—Pretty Dark Linen Slips for your tea cosie, embroidered and scalloped edge, braided. Special **65c.** Friday, Saturday and Monday
- COTTON BLANKETS**—Fenced Cotton Blankets, 50 x 72 size, striped borders; nice for present use. The Pair **\$2.49**
- CUSHION COVERS**—Dainty muslin, stitched and embroidered White Muslin Cushion Covers. Regular **\$1.00.** Friday, Saturday and Monday
- CUSHION COVERS**—Linen Crash Cushion Covers, showing handsome coloured embroidered top, cord edge and loop corners. Reg. \$1.30. Friday, Saturday and Monday. **\$1.18**

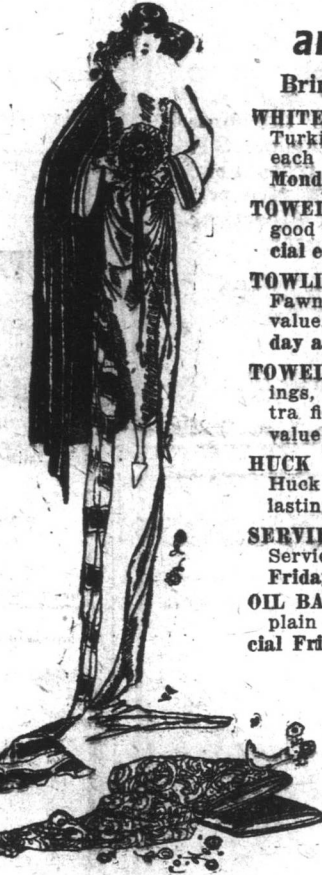
LADIES' HATS

July brings surprise values, and chief among them, rare and beautiful Hats in the Showroom but to the inexorable decree of Price slashing. Millinery Hats, Ready-to-Wear Hats and Untrimmed Hats, all enter into this Sale. Be the first to take advantage of this announcement.

Marked Half Price

Finely Pared Prices on WASH GOODS.

- CHECK MANSHOOTS**—Beautiful white goods for summer underwear, children's dresses, tea aprons and such like, assorted checks, all white. Special Friday, Saturday and Monday. **27c.**
- DRESS MULLINS**—All White, in fine checks and cluster stripes, very strong texture. Special Friday, Saturday and Monday. **18c.**
- COTTON VOILES**—With their prices revised downwards. Plain and fancy figured voiles up to 45c. yard, will be shown in this display, every piece this seasons importation. Special Friday, Saturday and Monday. **29c.**
- WHITE RATINE**—White as the snow drift and particularly attractive for summer wear, 36 inches wide. Reg. 70c. yard Friday, Saturday and Monday. **63c.**
- WHITE Piques**—Dressy White Piques for summer skirts, middles, children's wear and dress facings, etc. Regular 42c. yard Friday, Saturday and Monday. **36c.**



TOWELS and TOWELINGS

- Bring Savings Worth While.
- WHITE TOWELS**—Large size White Turkish Towels, value to-day for \$1.00 each. Friday, Saturday and Monday. **84c.**
- TOWELS**—Unbleached Turkish Towels, good strong ones, fringed. Special each. **59c.**
- TOWELING**—Turkish Roller Toweling, Fawn, Pink and White stripes, good value. The yard Friday, Saturday and Monday. **33c.**
- TOWELING**—22 inch White Crash Towelings, crimson bordered, extra wide, extra fine quality, extra good. **23c.**
- TOWELING**—18 inch White Huck Toweling, extra good. **19c.**
- SERVILETTES**—Full size White Damask Servillettes, hemmed. Special Friday, Saturday and Monday. **19c.**
- OIL BAIZE**—46 inch Table Oil Cloths, plain White and colored. Special Friday, Saturday & Monday. **44c.**

Motor Rugs.

- Reversible Plaid Motor Rugs and Carriage Rugs; assorted patterns, fringed. Reg. \$6.00. Friday, Saturday and Monday. **\$4.98**
- CAMP BLANKETS**—Medium Grey Wool Blankets; just what you need camping, ample size. Reg. \$3.50 each. Friday, Saturday and Monday. **\$2.90**
- LARGER BLANKETS**—Big enough for yourself and your chum. Heavy all-Wool Blankets that will give you years of service. Reg. \$6.50. Friday, Saturday and Monday. **\$4.90**

Footwear.

- CANVAS BOOTS**—Nice for Holiday wear as well as all kinds of sports, in Brown and Black Canvas, with rubber soles and heels.
- Youths'** Sizes 11 1/2 to 2. **\$1.18**
- Boys'** Sizes 2 1/2 to 5 1/2. **\$1.24**
- LADIES' OXFORDS**—Patent Leather Oxford Shoes, always dressy, stub nose, Cuban heel, rubber tipped. Regular \$5.75. Friday, Saturday and Monday. **\$5.49**
- WHITE SHOES**—Ladies' single strap White Canvas Shoes, low heel, rubber tipped, cool footwear. Regular \$2.70. Friday, Saturday and Monday. **\$2.48**

Monster Shirt Sale

See Our Special Line!

Absolutely the best shirt value of the season here, 40 dozen of them in pink stripe patterns, and each with a detachable soft collar to match, value good enough to make it almost imperative to buy two, three, or more. Special **\$1.35**

- WORKING SHIRTS**—Defiance Shirts, absolutely the very best value we have seen, in good hard-wearing, good washing Check and Gingham. Special **\$1.25**
- TOP SHIRTS**—A Special Line of Men's Neglige Shirts, extra full sizes, laundered neck band and turn-over soft cuffs; nice assortment of Striped patterns. Reg. \$2.20. Special **\$1.98**
- SOFT FELLS**—New line of the latest in New York Soft Felts, side-bow, shades of Seal, Steel, Slate and Black. **\$4.85** nobby. Special
- NEW CAPS**—The new style Cap, adjustable to any size; novel features in Caps, pretty Light Tweed mixtures, silk stitched peak. Special Friday, Saturday and Monday. **\$2.45**
- WHITE SAILOR CAPS**—Boys' White Jean Caps with detachable name band, stitched crown, regulation style. Reg. 98c. **\$1.20** Special
- SUN HATS**—Suitable for little boys or little girls, nice for playtime, park wear, plain and fancy checks, with 15c. **Special**
- MEN'S BOOTS**—In the weight and style most men like, Black Dongola, Blucher cut, rubber heel, value for \$6.00. Friday, Saturday and Monday. **\$5.48**

Running Shoes

- RUNNING SHOES**—We have gone through our stock of these and made very special reductions right through. They come in Brown, Black and White canvas, rubber soled.
- Children. Sizes 6 to 10. **89c.** Special
- Youths'. Sizes 11 to 2. **\$1.05** Special
- Boys'. Sizes 2 1/2 to 5 1/2. **\$1.15** Special
- Men's. Sizes 6 to 9. **\$1.25**



These are SNAPS

- LARGE SIZE LACE CURTAINS**—A real snap in full size Nottingham Lace Curtains, White and Cream, pretty all-over patterns, very strong and equal to any Curtains you can procure to-day at \$3.76 pair. Friday, Saturday and Monday. **\$2.88**
- SCRANTON LACE CURTAINS**—Dainty looking White and Cream Lace Curtains, particularly suited for bedrooms, sparsely patterned centre, 2 1/2 yard size. Reg. \$3.50 pair. Friday, Saturday and Monday. **\$1.89**

American Flannelettes 11c. yard.

Plaids, Checks and Stripes in ever so many color blendings, nice flannelettes for children's wear, and the unusual low price should make an impression to-day. Special the yard **11c.**

In the Beautiful SHOWROOM

- HAIR BANDS**—Striped Silk Jersey Hair Bands, in shades of Sky, Saxe and Lavender. Reg. 70c. Friday, Saturday and Monday. **59c.**
- SHIRRED ELASTICS**—Shirred Silk Garter Elastics, shades of Pink and Sky and Black. Reg. 30c. Friday, Saturday and Monday. **25c.**
- VOILE WAISTS**—Ladies Dressy White Voile Waists, round, square and V neck, handsomely embroidered, trimming of the Val Lace, long sleeves. Reg. \$3.00. Friday, Saturday and Monday. **\$2.49**
- DRESSING GOWNS**—Pretty Paisley Dressing Gowns, shirred waist, girde, V neck, long sleeves, trimmings of plain satin. Special Friday, Saturday and Monday. **59c.**
- COLLAR SETTS**—Children's White Embroidery Collar and Collar Sets, specially underpriced. Friday, Saturday and Monday. **42c.**
- LADIES' PYJAMAS**—White Cotton Pyjamas, trimmed with Pink and Pale Blue, round and V neck, combination coat and pants style, assorted sizes. Reg. \$2.00. Friday, Saturday and Monday. **\$1.59**
- SUMMER VESTS**—Childrens and Misses sized in summer weight white Jersey, round neck, wing sleeves. Special Friday, Saturday and Monday. **22c.**
- ROMPERS**—Plain and Striped Linen Rompers, in shades of Saxe, Sky, Pink, Lavender, round neck and white linen collar. Regular 90c. Friday, Saturday and Monday. **79c.**
- LEGHORN HATS**—Becoming hats for misses, some in White, others in Pale Blue, trimmed with wreath of May-querries and corded ribbon. Regular \$2.50. Friday, Saturday and Monday. **\$2.29**
- INFANTS' BONNETS**—A special lot, in Muslin and Silk, trimmed with Embroidery, Val Lace and coloured ribbon. Regular \$1.10. Friday, Saturday and Monday. **92c.**



Sale of Serviceable TRAVELLING RUGS.

- College Grips, goodly size, Black and Tan, with secure lock and patent clips, away under their regular values. For instance:—
- Regular \$ 4.00. Special **\$2.98**
- Regular \$ 5.50. Special **\$4.48**
- Regular \$ 8.50. Special **\$6.65**

SILK GOAT JERSEYS.

- A July clearance Sale of Ladies Silk Coat Jerseys, value too good to miss, round collar, long sleeves, turn over cuffs, fitted and tassel, belt and pockets, all near the half price mark. Friday, Saturday and Monday. **\$4.98**
- LAWN KNICKERS**—Ladies fine white lawn Knickers, open and closed, trimmed with lace, pla ticks and Swiss embroidery, assorted sizes. Regular \$1.20. Friday, Saturday and Monday. **89c.**
- COTTON SKIRTS**—Wash Skirts bring a remarkable value here this week, in Grey and White mixtures, button trimmings, assorted sizes. Special **98c.**

success. We feel their outing at Smithville was most enjoyable. Carry on Highlanders! Carry on!

Best Mounted Police Story Ever Seen.

IS ERNEST SHIPMAN PRODUCTION AT THE NICKEL.

The best Mounted Police story ever witnessed on the screen is the verdict of the large audience that saw Ernest Shipman's production of "Cameron of the Royal Mounted" at the Nickel Theatre last night. Newfoundlanders are the hardest people to please in this world, in the line of amusement, and when they say a thing is good—well—you can bet your life on it—it must be GOOD.

Members of the Royal Mounted have been impersonated by actors appearing in several Ralph Connor stories, but until the filming of "Cameron of the Royal Mounted," official authority had always been withheld. The influence exerted of the Rev. Dr. Gordon, now a Canadian statesman, and the fact that Henry McRae, himself a Canadian director, was endeavoring to present a monumental tribute on the screen to this famous body of men, succeeded in softening the hearts of the commissioners both at Fort McLeod, where most of the scenes were taken, and at Ottawa, where the official authority had to be secured. Their skilled work in rounding up revolting bands of Stony and Cree Indians and keeping renegades from breaking the law is one of the most realistic and absolutely truthful film episodes that has ever been chronicled. Soul-stirring and inspiring in the highest degree, it sweeps the audience and the story at the same time, to a compelling finish of such dramatic power that even Hottentots and Eskimo will appreciate it just as thoroughly as the average film fan of American or English cities.

West End Taxi Service. Phone 2016.

June 21st

Hymeneal.

CHURCHILL—ELLIS.
A very quiet but pretty wedding was solemnized at St. Thomas' Church yesterday afternoon at 4 o'clock by the Rev. E. C. Earp. The contracting parties were Miss Elsie, daughter of Mr. and Mrs. William Churchill, Quidi Vidi Road, who was married to Mr. Eric, son of Mr. and Mrs. Edward Ellis, Southside. The bride, carrying a beautiful bouquet of sweet peas, smilax, stock and fern, entered the church leaning on the arm of her father, the organist, Mr. S. Lewis, playing the wedding march. She was attended as bridesmaid by her sister, Jean, while Mr. S. K. Lumsden performed the duties of best man. After the ceremony the bride and groom, accompanied by the guests motored to the home of the bride's parents, where refreshments were served, and the usual toasts were duly honoured. The young couple later left by motor for Tappan, where the honeymoon will be spent.

From Cape Race.

Special to Evening Telegram.
CAPE RACE, To-day.
Wind West, fresh, weather foggy; the Dredge Priestman passed West 9:40 a.m. Bar. 29.68; Ther. 50.

GREEN OLD AGE.

I've noticed that the sickly men, who of their ailments screech, live very long—four score and ten the mark they often reach. I used to say to Gaffer Jones, who I lived next door to, but one. "The sexton soon will plant his bones, his course is nearly run. He harbors every known disease, he's shriveled up and frail, and he has spavins on his knees and pills do not avail. He's cornered all the standard ills, from Bright's disease to mumps, and he's so pale around the gills he soon must bump the bumps." And that was forty years ago, and many stalwart men, he-blooded gents I used to know, are sleeping in the glen. And I have seen the young depart, the gifted and the brave; oh, oft I've seen the black plumed cart bear comrades to the grave. And nearly all the friends are gone, who walked the hills with me; but Gaffer Jones, he still hangs on, a ruin and to see. He still complains of scanty breath, his lungs, he says, are sore; but I don't bank upon his death—he'll live forever more. The young may perish in their bloom, the strong may find their biers, but Gaffer Jones will dodge the tomb for twice a hundred years. The walling invalids endure, and won't pay nature's debt; and such is life—there's nothing sure on which a man may bet.

When you need that Taxi Phone 2016.

June 21st



Boys' Shirtwaists.

- Striped Cotton Shirtwaists, with neat-fitting collar; the finest value we have seen for years; **65c.** assorted sizes. Special
- BOYS' SHIRTS**—A new line of smart-looking Striped Shirts with collar attached, many patterns to pick from. **89c.** Dollar value. Special

