

## 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 and 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 Darners, 2 for **5c**
- Hydrogen Peroxide (antiseptic) in bottles **8c**
- Pepper and Salt Shakes, Aluminum, each **10c**
- "Fibrex" Indestructible Comb, 8 inches long **8c**
- Darning Wools, 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, assorted **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**
- Varnishing 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. **67c** Pre-Regatta Sale.

### 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. **\$4.40** Pre-Regatta Sale to clear

### 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. **29c** Pre-Regatta Sale.

### 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. **\$1.90** Pre-Regatta Sale.

### 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. **42c** Pre-Regatta Sale.

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

### 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. **\$1.40** Pre-Regatta Sale.

### 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. **34c** 40c. **34c** Pre-Regatta Sale.

### 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. **12c** Pre-Regatta Sale.

### Ladies' Summer Nightdresses.

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

### Ladies' Vests.

26 doz. of this line of full ribbed summer weight underwear; full sizes. **10c** Pre-Regatta Sale. Buy early. **15c** Pre-Regatta Sale.

### 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. **9c** Pre-Regatta Sale.

### 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. **12c** Pre-Regatta Sale.

### 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. }  
                  { and ..... 23c. } 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. **15c** Pre-Regatta Sale.

### 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. **65c** Pre-Regatta Sale.

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

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

#### 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. **29c** Pre-Regatta Sale.

#### 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. **12c** Pre-Regatta Sale.

#### PRINTED CUSHION TOPS.

5 doz. of beautiful renderings in artistic colors; size 23 x 23; suitable for dens, lounge and head rests. Reg. 15c. **12c** Pre-Regatta Sale.

#### TEA CLOTHS

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

### 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. **\$1.56** Pre-Regatta Sale.

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

#### LADIES' DONGOLA LACED BOOTS.

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

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

### 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. **12c** Pre-Regatta Sale.

### 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. **60c** Pre-Regatta Sale prices.  
Lot 1, all sizes **60c**  
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. Size. **4c** Pre-Regatta Sale price, doz.

### 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. **15c** Pre-Regatta Sale, each.

### AMERICAN TABLE NAPKINS.

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

### 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. **19c** Pre-Regatta Sale.

#### 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. **15c** Pre-Regatta Sale.

#### COLORED CUSHION CORDS AND TASSELS ATTACHED.

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

# JAMES BAIRD, Ltd.