

BUSINESS can never be languid

James Baird LIMITED

When prices such as these

Afford FRIDAY, SATURDAY & MONDAY Buyers

Opportunities to secure the best procurable for the very least possible outlay. This has always been our policy. DO THE FAMILY SHOPPING HERE. IT PAYS!

We're just longing to tell you—

Longing to show you, in fact, all the Latest arrivals in LADIES' FALL COATS, COSTUMES, RAGLANS, SKIRTS, BLOUSES, etc., etc. Also, another select showing of EIDER-DOWN QUILTS.



Saving Prices on Fall Gloves.

WASH GLOVES.
Ladies' Chamousette Gloves, strong washable fabric gloves in Chamousette shade, 2 Dome wrist. These give satisfactory wear and if you notice nearly everybody favors the make. They are inexpensive and a satisfying weight for immediate wear. Reg. 70c. pair, Friday, Saturday and Monday **65c**

LADIES' KID GLOVES.
We are able to offer a line of Ladies' Cape Kid Gloves at a very reasonable price, a pretty Tan shade, 2 Dome wrist, the best wearing and most serviceable weight glove for fall wear; all sizes to hand. Reg. \$2.25. Friday, Saturday & Monday **\$2.05**

SEALETTES.

These are much favoured for Fall and Winter Coats, particularly this season; even the Cloth Coat has Sealette facings and trimmings, further evidencing its popularity. We offer a peace of each shade in Navy, Brown, Green and Black; extra good quality. Reg. \$6.20 \$6.50 per yard. Friday, Saturday and Monday **\$6.20**

Art Serges.

A few pieces of Art Serges in nice warm shades of Marone and Green, 54 inches wide, plain. These are popular for Portiers and screening folding doors; a warm curtain material for closing off the winter draughts. Reg. \$2.50 yard. Friday, Saturday and Monday **\$2.38**

Extra Good Value in Kitchen Towelling.

GLASS TOWELING.
24 inch Glass Toweling, pre-war value, Blue and White block pattern. This is a superior make. See it. Friday, Saturday and Monday **20c**

ROLLERINGS.
Half bleach rollerings in an extra strong make; just what is needed for the kitchen. Fawn and Crimson stripe. Special per yard Friday, Saturday and Monday **17c**

TOWELINGS.
This is an exceptionally good make, stronger than the Turkish toweling and equal to huckaback for wear. Pure White with Crimson striped border. Reg. 22c. yard. Friday, Saturday and Monday **20c**

SHOW-ROOM VALUES



OH! SUCH LOVELY, WINSOME BLOUSES at BAIRD'S.

Delightful styles in Challies, all wool Taffetas and Silk Lustras, etc., in stripes and fancy figured; rolled collar and reverses, long sleeves, trimmed with pearl buttons. The style attracts you; the value invites you. Won't you see these at once? Reg. \$2.16. Friday, Saturday and Monday **\$2.16**

A BRILLIANT EVENT IN SILK DRESSING JACKETS.

A dainty looking lot in fancy flowered flannelettes, Pink, Sky, Helle and Grey; buttoned to neck with a becoming roll collar, cord pipings, long sleeves. Just the garment you need for fall wear; assorted sizes. Reg. 80c. Friday, Saturday and Monday **68c**

HAIR PLAITS.
We selected these because of their value and worthiness. Light, Mid and Dark Brown plaits; others in blonde and Black at 25c each they are good value. Friday, Saturday and Monday your choice **21c**

MERINO UNDERWEAR.

Closely woven fine Merino Underwear for Ladies, the vests have high neck and long sleeves, pants to match, ankle length. Reg. \$1.10. Friday, Saturday and Monday **98c**

TEA APRONS.
Dainty, inexpensive Tea Aprons in White Muslin, finished with a pretty fancy floral filled border. Reg. 18c. each. Friday, Saturday and Monday **14c**

SPECIAL VALUE IN RIBBON VELVETS.

Brand new Ribbon Velvets bought JOB and offering extra good value to-day, 2 to 3 inches wide, in all the most needed shades. An opportunity to pick some real good value for hat trimming, dress trimming and such like; shades of Navy, Sage, Old Gold, Green, Crimson, Y. Rose, Purple, Grey, Brown, Tan and Tangerine. Friday, Saturday and Monday Special, **6c & 9c yd**

LADIES' BELTS.
Strong Black Patent leather Belts, 3 and 4 inches wide with large buckle. Stylish belts that may be worn with any dress. Reg. 80c. Friday, Saturday and Monday **72c**

EARNERS will appreciate the buying power of their Money here!

PILLOW CASES.
4 dozen of extra good looking English Pillow Cases, size 20 x 30, finished with a nice tucked and hemstitched frill; we thought to get more of these but had to be satisfied with this small quantity; value for 70c. each. Friday, Saturday and Monday **63c**

DOOR MATS.
A stout coconut door mat. Just at the time it is most needed—those muddy fall days, saves the price of itself in one season and keeps your hall cleaner, saves labour and soap. Just a dozen left over from last season. Reg. \$1.20. Friday, Saturday and Monday **\$1.05**

TOWEL VALUE.
Strong, serviceable, half-bleached Turkish Towels, in a good usable size; towels that are value to-day for 25c. each. Friday, Saturday and Monday **25c**

CASEMENT CLOTHS.
Real fine texture, faint Creamy shade, has coarse mesh lace insertion and lace edge to match, another with a neat hemstitched border, either would make neat and effective looking Casement Curtains; just a piece of each. Reg. 60c. value. Friday, Saturday and Monday, per **53c**

NIGHTDRESS BAGS.
White Linen Nightdress Bags, sensuously embroidered front, and neat hemstitched border, one of the prettiest pieces in our fancy linen section; get one for mother. Regular 80 cents. Friday, Saturday and Monday **74c**

CUSHION COVERS.
Fawn Linen Cushion Covers, hemstitched edge, richly embroidered in contrasty colours, edged with cord all around and looped at corners. Reg. 70 cents. Friday, Saturday and Monday **62c**

LADIES' RUBBERS.
Low cut Rubbers for present wear, with high, medium or spool heel; real good quality; sizes 2 1/2 to 7. Special Friday, Saturday and Monday **83c**

MISSES' RUBBERS.
Two styles—Storm and low-cut Rubbers for the growing girls, the school girls who must be out the wet days; sizes 11 to 2. Special Friday, Saturday and Monday **73c**

CHILDREN'S RUBBERS.
Care for their little feet by getting a pair of dependable quality storm rubbers for them. Sizes from 6 to 10. Special Friday, Saturday and Monday **63c**

MEN'S RUBBERS.
High cut Storm Rubbers with rolled lugs and heels of good wear-resisting red rubber; sizes 6 to 10 1/2. Special Friday, Saturday and Monday **\$1.79**

Lace Curtains.
With our last shipment of English goods came along some very strong values in White Lace Curtains; this lot was among these, 3 1/2 yds long, 60 inches wide, good looking lacey patterns and far better value than we expected to find. Reg. \$3.30 pair. Friday, Saturday and Monday **\$3.05**

Cretannes.
Single width Cretannes, 27 inch, well covered patterns, light and dark mixtures in small floral designs, 5 pieces to decide from; these are strong materials and would make serviceable covers. Regular 23 cents yard. Friday, Saturday and Monday **21c**

James Baird LIMITED

Our Volunteers.

At the Eastern Recruiting Station on Water St. yesterday these signed the roll:—

For The Army.
Daniel H. Gibbons, Lumsden, North. J. C. Vey, St. John's.
For The Forestry Company.
Alex. Avery, St. John's. Herbert Pearcey, St. John's.
At the Western Station these registered:—

For The Army.
Hubert Pennell, St. John's. Ed. Kelly, St. John's. Augustus Healey, St. John's. John Landrigan, St. John's. J. Ryan, St. John's. Thomas Day, St. John's. Cyril Parsons, St. John's. Jas. Rodway, Mussel Hr. Arm. Wm. Mellindy, Newtown, B.B.

Photograph Records of Our Fighters.

Editor Evening Telegram.
Dear Sir,—Since my return from the United States I have been looking over an accumulation of English papers, and came across the following item, which appeared in 'The Manchester Weekly Times,' of August 4th. I need hardly add that the item in question gave me infinite pleasure to read. I may say for my own appreciation and love of our gallant lads, who have fallen in defence of our Country, and of those who are still fighting for freedom, for over eighteen months I have been collecting photographs of our Soldier boys. The following is the article referred to:—
GIVE YOUR PHOTO TO THE WAR MUSEUM.

The committee of the National War Museum are anxious to make as complete a collection as possible of portrait photographs of all British officers and men who have served or are serving in any capacity whatever with H. M. Forces during the present war. The photographs should be, if possible, unmounted, to facilitate docking. If the contributors will write on the back of the photographs sent in, name, regiment or ship, rank, decorations, and date, they will materially assist the committee. It is hoped, with the kind co-operation of relations and friends of officers and of officers themselves, to establish a record of national interest and of permanent value as history.

Photographs should be sent to the Secretary, National War Museum, H. M. Office of Works, Storey's Gate, Westminster, S. W. 1.
I humbly suggest to my Honorable friend the Minister of Militia, that such a collection should be made in this country. It would be of great interest to future generations of our Island Home. If I am of any assistance in a work of this kind, I offer my services freely and willingly to the Minister of Militia. I would also suggest the name of Miss Holloway, who would be invaluable as the inaugurator of a National Art gallery for Newfoundland. A collection of photographs of our boys who have died that we might live, and those who are still fighting on land and sea, in addition to their record, history and deeds of valour, this will be a history worth handing down to their children's children.

I understand there is a historical committee. What their duties are, and what they have done I don't know. Perhaps they have taken up the work of photograph collection, with a view to start a National Art Gallery. If so, I wish them every success.
Yours truly,
JOHN ANDERSON.
St. John's, Nfld., Nov. 1, 1917.

Oporto Market.

	Post	Prev.
Stocks (Nfld.)	55,577	42,887
Consumption	5,580	3,700

Fresh Cod a Luxury.

Local fishermen do not visit the grounds daily now, whether or not the weather permits them, owing to the exposure they have to undergo. Yesterday, however, several boats were out. Though they operated only a couple of hours the boats scored good catches of cod which were of very large size. They were sold in the Cove markets at as high as eighty cents each. Some people thought this figure for a twenty pound fish extortion, but it is not when the conditions under which the fish are caught are considered and when it is remembered that fresh cod at this season is a luxury.

If you need stylish, perfect-fitting and well-made clothes—in Suit or Overcoat—and reliable Cleaning and Pressing, call on or phone SPURRELL, 365 Water Street. Phone 574.—eod,tf

PRETTY CHINTZ COVERINGS.

Just a half dozen pieces of real handsome Chintz coverings, good Satene quality and nicely patterned, light and dark mixtures, 31 inches wide, suitable for hangings, drapes and various other purposes. Reg. 25c. each. Friday, Saturday and Monday **30c**

ANGORA SUITS.

Warm wooly Sireet Suits for the little fellows, in shades of Grey, Rose and Blue, mannish looking coat with deep collar, buttoned front, 2 side pockets, long pants, and cap to match, fall over crown and button at side; something particularly good and warm. Reg. \$4.50 suit. Friday, Saturday and Monday **\$4.30**

Bringing together a splendid aggregation of BLANKET Values for Friday, Saturday & Monday GREY COTTON BLANKETS.

A very nice weight and a Blanket that will not soil quickly, finished with striped border, well fleeced; size 60 x 74. Reg. \$2.00 pair. Friday, Saturday and Monday **\$1.89**

ALL WHITE BLANKETS.
A heavier-than-usual Cotton Blanket, size 58 x 78, a Blanket that should last for years, non-shrinkable, closely woven, a weight that will be appreciated the coldest nights. Reg. \$3.50 pair. Friday, Saturday and Monday **\$3.29**

"WOOLNAP" BLANKETS.
The "Woolnap" Blanket appeals to you by reason of its superior quality, its softness, its wool-like appearance, its beautiful fluffy finish, its generous size, and possessing all the warmth-giving properties of wool; non-shrinking, and you get a pair at much less than half the price of all-wool Blankets; that alone is worth considering these war times. See this Woolnap, Special Friday, Saturday and Monday per pair **\$3.98**



PLAID BLANKETS.
Strong, weighty and warm Plaid Blankets; size 78 x 58, a nice blanket for the nursery beds. The plaids come in Crimson, Green and Blue mixtures, large enough for medium size beds. Friday, Saturday and Monday **\$2.78**

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