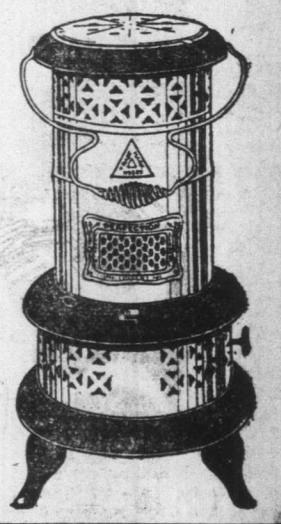


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MILK PRODUCER.
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Namara,
STREET.

Hall Stoves,
Parlor Stoves
and Cooking
Ranges and
Stoves of
every description.



BARRELS
and Cement.

& Co., Limited,
St. John's.

By Gene Byrnes
Mark Registered U. S. Patent Office

IF YOU DON'T WHIP THE MOM I'LL BE TERRIBLE ASHAMED OF MYSELF

Anticipating YOUR NEEDS For The Season
we submit the following values for your inspection

FRIDAY, SATURDAY AND MONDAY
Come! Compare and examine these Values,
Abundant reasons plainly tell why you should

Shop At BAIRD'S First

This week's Sale clearly demonstrates our ability to feature warmer apparel for every member of the household at prices that stand out pre-eminently as BAIRD'S PRICES.

And every patron of this Store knows that when we start cutting prices we never stop until we have cut in under all previous quotations for like merchandise.

Take a look through this page and see what item or items particularly interest you. We have spared no efforts to produce the very best values this mighty Store affords. We are looking for your co-operation FRIDAY, SATURDAY and MONDAY.

LADIES! You Can Save a Dollar a pair on your Boots

248 pairs of Ladies' laced and buttoned boots, in all sizes; solid leather make. They represent broken lines culled from our last season's stock of \$3.50 boots. To clear Friday, Saturday and Monday.

\$2.49

Very Special Values in

BOYS' TWEED CAPS—Dozens of nice mixed Tweed Caps, in Golt shape; light and medium patterns; becoming caps for Fall and Winter wear. For Sunday or school wear. Reg. \$1.00 value. Friday, Saturday and Monday **85c.**

BOYS' TOP SHIRTS—Your choice of some excellent shirts for boys. Quite an abundance of pretty striped shirts are here, soft cuffs, soft bosom, and coat style. These are well made in every respect. Reg. \$1.50. Friday, Saturday and Monday **\$1.30**

BOYS' POLICE BRACE—Best in the land for strength; its strictly the best made brace for the hard boy stands up against hard wear, and rough and tear; heavy elastic, leather fastenings. Special Friday, Saturday and Monday **42c.**

BOYS' COAT JERSEYS—Every boy wants one for this season; he could not possibly wear any thing more comfortable. We have shades of Brown and Cardinal in a nice warm weight, large collar, pockets; sizes 28, 30, 32 and 34. Reg. \$2.50. Friday, Saturday & Monday **\$1.95**



Boys' Wear

LITTLE BOYS' JERSEYS—Warm wool Jerseys for little chaps; shades of Navy, Saxe and Brown. Some with buttoned shoulder, others plain. Splendid garments for Fall and Winter wear. We have given these a special cut for this week. Reg. \$2.50. Friday, Saturday & Mon. **\$2.30**

BOYS' FALL HOSIERY—These are extra fine and closely knit, good fast black, made extra long, spliced heel and toe, and look very neat. They wear well. Reg. to 90c. pair. Friday, Saturday & Monday **79c.**

BOYS' LACED BOOTS—Sizes 1 to 5 in solidly constructed tops. Gun Metal vamp, with a pebble grain boot; a bang about boot for fall wear. Reg. \$3.50 value. Friday, Saturday and Monday **\$3.20**

BOYS' WOOL GLOVES—Plain Wool Gloves, not too heavy. Very suitable for present wear, sensible gloves, resembling the hand-knit make. Reg. \$1.10 pair. Friday, Saturday and Monday **98c.**

Be Sure You See These Table Cloths

A mixed line of Colored Table Cloths and Table Covers. Some very excellent Breakfast Cloths in White Damask, with colored borders. These come in a full size 58 x 72; plain hemmed edge; others in fancy Crimson pattern, for your Dining Room table. Reg. \$3.75. Friday, Saturday and Monday.

\$3.48

PRETTY CHINTZ with their prices pared to the finest

CHINTZ COVERINGS—Fine lively patterned pieces of English Scrims; Crimson, Fawn and Blue grounds with bright floral patterns; strong good-wearing Chintz at a very moderate price. Reg. 55c. value. Friday, Saturday and Monday **48c.**

VELOUR CHINTZ—We offer several very nice patterns in these; very suitable for winter coverings, drapes and portiers, etc.; large floral and leaf patterns; uncommon looking, cosy and well suited for taking the place of chintz. Reg. 85c. yard. Friday, Saturday & Monday **74c.**

ORIENTAL CHINTZ—Elegance in Chintz aptly describes this piece of goods; soft terry like finish, makes a very rich covering or hangings for your living rooms during the cold weather. Reg. \$1.50 yard. Friday, Saturday & Monday **\$1.38**

A Generous Lowering of Prices on Autumn Apparel in The SHOWROOM

TWEED SKIRTS—Fall weight Tweed Skirts for ladies' skirts with the proper swing and hang, shaped belt, trimmed pockets, etc. pretty mixtures in Grey and Brown; assorted sizes. Good value at \$4.25. Friday, Saturday **\$3.89** and Monday **35c.**

DIRECTOIRE KNICKERS—Winter weight Directoire Knickers for Ladies and Misses; elastic at knee; warm underwear, inexpensively priced; good value at \$1.00 pair. Friday, Saturday **87c.** and Monday **80c.**

LADIES' FELT HATS—Flop hats in good grade felts. Shades of Crimson, Saxe, Navy, Grey, Fawn and Black, with corded ribbon bands; limited supply. Reg. \$4.80. Friday, Saturday **\$3.29** and Monday **25c.**

INFANTS' UNDERSKIRTS—These are made with body and represent excellent value to-day. A boon to mothers, as the very low price enables you to buy two or more for a very small outlay. Reg. 30c. Friday, Saturday and Monday **25c.**

SILK DRESS FRINGE—These are new, fashionable and fast black; 5/8 inches wide; lustrous. It's the newest in trimming for dresses, waists and millinery purposes. Reg. 75c. yard. Friday, Saturday and Monday **65c.**

CHILDREN'S FLANELLETTE COMBINATIONS—White Flanellette Combinations to fit girls from 6 to 10 years; lace trimmed, buttoned at back, and button hole frill at knee; much cheaper than you can make them. Reg. 70c. suit. Friday, Saturday and Monday **63c.**

FANCY BUCKLES—These are fashionable and suitable for coats, costumes, dresses or hats. Your choice of Grey, Black, White or fancy. Reg. 30c. Friday, Saturday and Monday **25c.**

LADIES' COSY VESTS—Here is just the garment you need to-day: Jersey Vests, sleeveless, form cut, buttoned in front; ideal for wearing under your regular costume coat; pretty shades of Emerald, Saxe, Rose and others in pleasing Heather mixtures. See them. Reg. \$1.00. Friday, Saturday & Monday **\$2.89**

RIBBON VELVETS—JOB LINE of good wearing Ribbon Velvets, 3 inches wide; shades of Saxe, Purple, Gold, Tan, Lime, Tangerine and Browns; suitable shades for trimmings. Reg. 20c. yard. Friday, Saturday & Monday **8c.**

LADIES' BRASSIERES—Set snug-fitting Linen Brassieres for particular dresses, trimmed with embroidery and insertion; laced in front, and boned throughout; sizes 40 to 46 inch bust. Reg. 40c. each. Friday, Saturday and Monday **35c.**

MISSIE'S SERGE "MIDDY" BLOUSES—Styles the girls like, in Navy and Cardinal Serge, trimmed with white braid and buttons, lace front, belt and pockets; very suitable for school; assorted sizes. Regular \$2.25 each. Friday, Saturday and Monday **\$1.75**

Children's Corduroy Velvet Dresses
CHILDREN'S CORDUROY VELVET DRESSES—Some splendid little Dresses to fit girls from 2 to 8 years. Very desirable styles for fall and winter wear. Pretty white collar, and ribbon grade and tie to set them off. Mothers would do well to see these at once. Reg. \$4.00 each. Friday, Sat. & Monday **\$3.49**

HOME NEEDS

NOVELTY SCRIMS—Another few pieces of very handsome Winter Scrims, i.e. dark patterned curtain and draperies, 36 inches wide, nicely blended shades that should harmonize with almost any surroundings. Reg. 80c. yard. Friday, Saturday & Monday **74c.**

MANTEL DRAPERIES—Several pieces, new patterns, in mixed Crimson and mixed Green, with fringed edge. Now is the time to make your living rooms cheerful. These Mantel Drapes help. Reg. 40c. yard. Friday, Saturday and Monday **35c.**

HEMSTITCHED PILLOW CASES—Best quality English Linen Pillow Cases, hemstitched, frilled and nicely embroidered; linen buttoned. These are value for \$1.50 ea. Friday, Saturday and Monday **\$1.28**

ROLLER TOWELING—A heavy Dark Striped unbleached Turkish roller Toweling, that will stand an unusual amount of hard usage. Our regular 36c. a yard. Friday, Saturday & Monday **33c.**

WHITE SHEETINGS—72 inch White English Sheetings, heavy twilled finish. Here is value not to be equalled to-day. Regular \$1.50. yard. Friday, Saturday and Monday **\$1.32**

TURKISH TOWELING—21 inch pure White Turkish Toweling, extra heavy; value for 40c. yard. Friday, Saturday and Monday, the **36c.**

COLORING TABLE COVERS—These are a special lot of 24 only in mixed Cardinal and mixed Green with a fringed border. A cloth that you will like and not out of the way in price. Reg. \$3.60. Friday, Saturday & Monday **\$3.28**

Gentlemen! We particularly want you to see our big special in Men's Overcoats, \$19.75

One of the very best values we have ever had the pleasure of presenting. Several distinct styles and makes in Dark Tweeds, Mottled Cloths, and Chinchilla Coats that will give you warmth and wear and possessing all the attributes of higher-priced coats. They were never made to sell for such a low price. Equal value is not in the city to-day. Special Friday, Saturday and Monday **\$19.75**

MEN'S SUEDIE GLOVES—Suede Fabric Gloves. They look as well as the real Suede; wear better and longer; nice shades of Grey and Brown; 1 dome wrist. You could not desire a nicer Glove for fall wear. Regular \$1.40. Friday, Saturday and Monday **\$1.70**

MEN'S COAT JERSEYS—Something particularly good; nice plain Grey or Khaki shade, with large convertible collar, very warm; 2 side pockets. You'll be delighted with these. Try one; know their comfort on the coldest winter days. Reg. \$6.00 value. Friday, Saturday and Monday **\$5.50**

MEN'S MACKINAW COATS—For the man who has to rough it through the winter, here is just the ideal coat; softer length, belted, large patch pockets and a generous size collar; very warm; Brown and Black check pattern. Reg. \$15.50. Friday, Saturday and Monday **\$14.95**

DRESSING GOWN—It's a pleasure to have a Dressing Gown like one of these. They come in fancy patterns, very warm, bound all around with a twisted cord and heavy waist girde; roll collar. Value for \$17.00. Friday, Saturday and Monday **\$15.50**

MEN'S NEGLIGENCE SHIRTS—All-over, Negligee Shirts, good looking striped patterns; French cuffs, coat style, a line we are clearing this week. Your size is here. Reg. \$2.50. Friday, Saturday and Monday **\$2.35**

MEN'S BRACES—Guaranteed braces for wear; finest quality elastic webbing, white cord fastenings, easy fitting braces that give with every movement of the body. Special Friday, Saturday and Monday **50c.**

MEN'S RUBBER COATS—Best quality Black Rubber Coats, with velvet cord tipped collar. They have that soft finish that assures freedom from cracking. No better coat made for rainy days. Reg. \$10.50. Friday, Saturday and Monday **\$9.95**

MEN'S UMBRELLAS—Never out of season; it's a thing a man needs. These we offer are particularly good. Your choice of straight or turned handle, with fast black covering guaranteed fadeless; rigid frame. Regular \$4.50 value. Friday, Saturday and Monday **\$4.20**



LADIES' GLOVES

LADIES' SUEDIE GLOVES—A Suede Glove in shades of Grey, Cham- ois, Black and White, and Pongee; 2 dome wrist; washable, ideal for fall wear. Reg. \$1.80. Friday, Saturday and Monday **\$1.48**

LADIES' SUEDIE GLOVES—High grade Suede Gloves; one dome wrist; exceptionally fine quality, strongly stitched, in a nice shade of Grey. Regular \$3.00. Friday, Saturday and Monday **\$2.80**

FINAL CLEARANCE
DRESS GOODS
Remnants

Hundreds of Remnant Pieces in Fall Dress Goods. Lengths suitable for Ladies' Skirts, Children's Dresses, Misses' Dresses, and many pieces in full dress lengths. In Serges, Cloths, Tweeds, Poplins, etc. These remnants we have decided to move at prices that are very helpful to shoppers here. Friday, Saturday and Monday.



FINAL CLEARANCE
Sale of
Ladies' Fall Hosiery

360 pairs only; magnificent value; fast Black, finely fleeced, double tops to ensure wear where the garter grips. Spliced heel and toe. Fall weight, worth 60c. pair. Friday, Saturday and Monday **49c.**

228 pairs of Ladies' fast Black Cashmerette Hose in assorted sizes; worth 40c. pair. Friday, Saturday and Monday **29c.**

The Wreck of the "Bohilla."

At 4 o'clock a. m. on Friday, October 30, 1914, the British hospital ship "Bohilla" went ashore on the rocks near the ruins of Whitty Abbey in a violent gale. She was bound from France and Belgium. Signals of distress brought lifeboat crews and rocket brigades to the scene, but they could do nothing until the sea fell slightly after the arrival of daylight. By this time several bodies had been washed ashore. It was impossible to take the lifeboat out of the harbor mouth, and so with great difficulty it was dragged along the beach to a point opposite the wreck. Two journeys were made to the ship and two loads landed, but the lifeboat was then so badly battered that a third journey was impossible. A second lifeboat was in town, and it was brought to the top of the cliff and lowered 200 feet down to the water—a feat probably unparalleled in the history of the Lifeboat Institution. Unfortunately, nothing further could be done. The "Bohilla" soon afterwards broke in two. Rocket after rocket blazed out towards her, but fell short or were blown aside, and the seas were beating so hard on the rocks foreshore, that it was impossible to launch a lifeboat. The "Morning Star" of Scarborough appeared a mile out from the wreck with the Scarborough lifeboat in tow, but it was not able to render any assistance, the fury of the waves being too great. Night fell once more, and when morning dawned it was still found impossible to launch a lifeboat. The vessel was breaking up and signals reported that eight persons had died during the night. An answering signal was "risk it," and some jumped overboard and were drowned, but others managed to swim until they could grasp the ropes thrown to them. Several people on board undertook perilous rescues of unconscious swimmers from the surf, but when night again fell fifty people were still on the wreck. Just after 6 o'clock on Sunday morning a motor lifeboat from Tyemouth, which had arrived during the night, left the harbor and was successful in bringing off the survivors, who for fifty hours had been without food or drink, and exposed to bitter weather and surging seas, which continually washed over them as they clung to the wreckage. One man brought ashore a black kitten on his shoulder. When the vessel struck 250 people were on board, of which 150 were saved.

Grand Running Exhibition

To be held on Nov. 12th, Prince's Rink.

1. City vs. Bell Island—Relay Race, 4 competitors from each place. Distance 8 miles.
2. A. F. mile running match for championship of Newfoundland.
3. Amateur Race for boys under 17 years. Distance 3 miles.

Entries to be made not later than Nov. 5th at MISS MALONE'S, King's Bridge. Oct 28, 31

Shipping Notes.

The schooner Corsair, with a damaged rudder was towed to port yesterday, by the Sisu, from Caplin Bay.

The Poseidon with 3,149 qtls. codfish has left Hr. Buffett for Oporto.

The Vollet May, with 4,018 qtls. codfish shipped by J. Pettie, Hr. Buffett, has sailed for Oporto.

The schooner Amy B. Silver has sailed for Lisbon with 2,292 qtls. codfish, shipped by T. Wakely & Son, Hr. Buffett.

Steamer and Vessel Collide.

Campbell & McKay's vessel "Herbert Fearn," Capt. Jos. Kemp, and the American steamer Ploga collided while the former was on her way to Barrie from Fleetwood. The schooner was badly damaged and the crew was taken aboard the steamer. The Ploga later being picked up by another steamer, which put a prize crew on her. The Capt. of the Ploga admits all responsibility for the collision.

Work of the Storm.

The storm yesterday did a lot of minor damages along the country roads. Out Rennie's Mill Road a long strip of the guard fence above the Mill was blown over the hill, a broad cart was shifted about one hundred feet and a section of the roof of Rennie's stable was blown off.

Personal Mention.

Mr. F. Judge is at present in the city from Grand Falls.

Rev. G. L. Mercer is here from Moretons Hr. He is staying at the Cronbie.

Dr. Scott of Grand Falls is at present in the city.

When you want something in a hurry for tea, go to ELLIS—Head Cheese, Ox Tongue, Botted Ham, Cooked Corned Beef, Bologna Sausage.