

Again Quoting Lower Prices--Giving Greater Values.

USHERING IN SEPTEMBER

With a rousing Good-Value Sale.

A Waning Season is responsible for the goodness of it. And as we do not intend to carry over any of this season's wearing apparel it must move--and move quickly at our final disposal pricings.

FRIDAY, SATURDAY, MONDAY

Then, has Significant Values for You--COME!

Costume Velvets and Corduroy Velvets, etc., Interestingly UNDERPRICED for this Sale

CORDUROY VELVETS—Excellent assortment of Blue shades; right here; Light, Dark and Saxe as well as Fawn, and a piece of White, 32 inches wide, for Skirt Costume or child's coat; you would not desire better; assorted cords; value for \$1.75 yard. **Friday, Saturday and Monday \$1.49**

CREAM LACE CURTAINS—48 pairs of pretty Cream Lace Curtains; these are lying over from last season and are worth considerably more to-day. Our Special price **Friday, Saturday and Monday, the pair \$1.85**

JOB WHITE TOWELS—Just to hand a grand assortment of White Turkish Towels, some show slight imperfections; assorted sizes; the values are really good; all white, plain ends; prices range from 40c. each up to **\$1.10**



COSTUME VELVET—A couple of pieces of pretty Navy Costume or Skirt Velvets, 44 inches wide, excellent quality and very serviceable. This is old stock. Regular \$5.50 yard. **Friday, Saturday \$5.25 and Monday \$5.00**

CURTAIN LACES—A couple of pieces of White Nottingham Curtain Laces, 48 inches wide, good looking patterns for beautifying your window dressings and enhancing your room's appearance. Reg. 90c. yard. **Friday, Saturday and Monday \$82c.**

TURKISH TOWELINGS—Unbleached Crimson striped Turkish Roller Towelings; these have a soft finish, and will give satisfactory wear. **Special Friday, Saturday and Monday, the yard \$28c.**

AT BAIRD'S

Beautiful Shades in Beautiful SILK CREPE-DE-CHENES

Beautiful shades in beautifully fine Dress Materials—Silk Crepe-de-Chenes 26 inches wide, excellent quality; shades of Saxe, Navy, Taupe, Nigger Brown, Moss Green, Champagne, Black and White. Reg. \$2.50 yard. **Friday, Saturday and Monday \$2.25**



MEN'S TAN BOOTS—Dark Tan Boots, ideal for fall wear; heavy leather sole and rubber heel; a real comfort shape boot, worth seeing. Regular \$13.00. **Friday, Saturday and Monday \$13.20**

COTTON TWEED OVERALLS—These are extra strong and come in plain Steel Grey and many Black and Grey stripes; all sizes in pants and jackets. Our own special brand. Reg. \$3.00 garment. **Friday, Saturday and Monday \$2.85**

MEN'S NEGLIGEE SHIRTS—Pretty Pin Striped Top Shirts that men like; coat style with double soft cuffs. See this assortment to-day. Reg. \$3.50. **Friday, Sat. & Monday \$3.55**

MEN'S PYJAMA SUITS—A fine flannel-ette make, showing pretty striped patterns; button up close to the neck; only one fault, the pants and jackets are not exactly alike; in some cases this is barely noticeable; the value is particularly good. Value for \$3.50 suit. **Friday, Saturday and Monday \$3.10**

BOYS' WOOL JERSEYS—Sizes 18 to 26 inch in English Wool Jerseys; shades of Navy, Saxe and Brown; buttoned shoulder; he will need one later on; these are good value now. Reg. to \$2.70. **Friday, Saturday and Monday \$2.40**

Really Good SHIRT Values for Fri., Sat., Mon.

POLICE BRACES—A reputable Brace for hard wear; heavy elastic webbing with pigskin fastenings. Reg. value for 75c. pair. **Friday, Saturday and Monday 68c.**

MEN'S MERINO SOCKS—Mostly fancy mixtures, plain finish; particularly suited for present season wear; strong ribbed tops; assorted shades. Regular \$1.25 pair. **Friday, Saturday and Monday \$1.10**

MEN'S SATEEN SHIRTS—Good fast Black Sateen Shirts, with collars attached; all double stitched seams; a Shirt that appeals to the working man; assorted sizes. Reg. \$2.50. **Friday, Sat. & Monday \$2.57**

BOYS' TOP SHIRTS—Good fitting Top Shirts, collared; made of strong American cotton; a pleasing assortment of neat striped patterns; excellent for school wear; assorted sizes. Reg. \$2.40. **Friday, Saturday and Monday \$2.18**

BOYS' CORDUROY HATS—The Hat he will soon be looking for; soft crushable crown, stitched brim; shades of Brown, Fawn, Navy and Saxe; White cord. Value for 75c. **Friday, Saturday and Monday 65c.**

BAIRD'S The Busy Centre Offers

SCOTCH SUITINGS. Full weight Scotch Tweed Suitings and Costumings; all wool materials in large check and anti crossbar patterns; a nice assortment of shades; 54 inch width. Reg. \$5.50 yard. **Friday, Saturday \$5.28 and Monday \$5.00**

DRESS PLAIDS. Double width Dress Plaids showing coloured crossbars, for children's dresses. You could not desire prettier nor better wearing materials. Regular \$1.25 yard. **Friday, Saturday and Monday \$1.12**

STAIR CANVAS. A few pieces of 18 inch Stair Canvas, well covered tie pattern, with border to match; strong Hessian back. Reg. 65c. yard. **Friday, Saturday & Monday 59c.**

STAIR CARPETING. 27 inch Imitation Tapestry pattern Stair Carpet, fancy centre, bordered; very strong. Reg. \$1.70 yard. **Friday, Sat. & Monday \$1.55**

TABLE DAMASKS. Half Bleach Tablings up to 60 inches wide; very strong make; a couple of pieces only; the value here is especially good. Reg. \$1.40 yard. **Friday, Saturday & Monday \$1.25**

READY CASH Achieves Wonders in the SHOWROOM, JUST NOW

FANCY BUCKLES—A variety of pretty Buckles that you can use for either costume, coat or dress, in shades of Grey, Tortoise, Fawn, also Black or White; many styles, many shapes. Reg. 25c. each. **Friday, Saturday & Monday \$19c.**

LADIES' NIGHTGOWNS—Dainty fine White Muslin Nightdresses, with embroidery yoke and ribbon heading; square neck and V neck, full fitting sizes. Reg. \$2.75. **Friday, Saturday and Monday \$2.48**

CHILDREN'S KILTIES—Just the season for these pretty Little Jersey Kilties sufficiently warm for fall wear and not too heavy for now; roll collar, long sleeves, pleated skirt; shades of Navy, Saxe, Brown and White. Sizes to fit 2 to 5 years. Reg. \$2.80. **Friday, Saturday and Monday \$2.59**

PLAID SILK JUMPERS—Very fashionable, now more so than ever; just the season to show them off; round neck, ruffle at waist, long and three-quarter sleeves, plain shades, some trimmed in plain, others show panel back and front; the very newest. **Reg. \$15.00. Friday, Saturday & Monday \$12.89**

INVISIBLE HAIR NETS—Extra large sizes, with elastic shades of Dark and mid-Browns. Reg. 9c. each. **Friday, Saturday and Monday 2 for 13c.**

LADIES' PLAID COAT DRESSES—Suitable for street or home wear, lined to waist, roll collar and reverses, belt and pockets. Have a look at these; you have never seen such value. Reg. values to \$12.00. **Friday, Saturday \$7.98 and Monday \$7.50**

INFANTS' CORSET BANDS—Helpful, easy and well worth their price to-day; strapped and taped throughout; assorted sizes. Reg. 55c. each. **Friday, Saturday and Monday 48c.**

CHILDREN'S 'EASY' WAISTS—A small lot of these just to hand, fine Jersey make; strapped and reinforced, and with buttons for attaching suspenders; to fit 4 to 10 years. Reg. 40c. **each. Friday, Sat. & Monday 32c.**



Legal or Illegal.

(Western Star.)
"The Telegram can vouch for the truth of its statement, as quoted above, and begs to inform its Western contemporary that the consumers were saved the additional cost on the shipment of sugar referred to. The matter is now public property and it should not be difficult for the Western Star to discover the identity of the Port aux Basques importer who kicked against the decree of the Food Control Board and won out—Ed. Telegram."
The foregoing is the Telegram's reply to our article in last week's issue relative to the importer being permitted to obtain a release of a shipment of sugar without paying extra assessment to even up with St. John's prices, while other importers were compelled to pay from two to three cents a pound over and above the Customs duties, before a release would be given. If the collecting of that assessment has legal status then why enforce it in some instances and not in all? Why should Pike's customers be extended a privilege that is denied to those of Taylor? If on the other hand its imposition is illegal then it is nothing short of a hold-up, and the people of St. George's, Curling and Bonne Bay are the victims. The sugar deal of the Food Control Board was, no doubt, intended for the best; and are not the acts of all administrative bodies? Possibly some sections of the country—or some parties—benefited thereby, and those who had made a big 35 cent purchase for August delivery were much relieved. On this coast, however, a situation to justify such action has never existed. There has not been a time this season that sugar could not have been imported here and sold with the usual profit, at a price considerably below that fixed by the F.C.B.
Now then, if the expected has not materialised, the F.C.B. which is supposed to have been called into existence for the purpose of assuring a supply of food in which a shortage might be threatened, and at the lowest possible price, should adjust itself to the changed situation and not nullify its commission by compelling the consumer to pay an exorbitant price. It should not be necessary for West Coast people to engage St. John's lawyers in order to secure fair play, common justice and equity.

Herring on Labrador, But Salt Scarce.

There is a good sign of cod with hook and line from Henley Hr. to Battle Hr., as the report brought here by the Meigle, which ship docked at Curling about midnight Friday. From Forteau to Salmon Bay fishing not very good the past few days. Herring very plentiful from Chateau to Cape Charles. Great scarcity of salt exists all along the coast. The Meigle encountered strong winds during the trip and was obliged to harbor at St. Barbe out of the gate on Sunday of last week. The ship brought 60 passengers to Curling and about 2 carloads of freight. Among her passengers were: Miss M. Butt, Miss Hallowan, Miss Roche, Rev. W. Brennan from Bonne Bay, Rev. Fr. Dinn from Flower's Cove, Dr. Bammond and Mrs. S. D. Grant from Blanc Sablon, and Miss Muir of the Grenfell Association at Battle Hr.

Hazardous Trip From Codroy to North Sydney.

North Sydney—From Codroy, Newfoundland, to White Point, Cape Breton, in less than eleven hours through raging seas in a 14-foot keel boat was the experience of Bill Brake Wednesday last. It may be recalled that was distinguished by high winds from the Northeast and, while practically not felt here, the spectator, for instance at Cranberry would view tumultuous seas lashed into violence by a thirty knot gale. That day the S.S. Marion remained in port.
On this morning the bold skipper of the little smack German Adelle decided to set sail. He left Codroy at 8 o'clock in the morning, well provisioned and accompanied only by his young son. With fair wind behind the little craft tore along through mountainous seas on its way to Cape Breton. Her hatches were well battened down and though shipping many seas "she rode the waves like a thing of life." All through the day she held a steady course, through boiling waves, and just as the shades began to gather she came off White Point. Here the skipper decided to remain for the night, not from any fear of the elements, but rather to secure rest and needed sleep. It is the opinion of local mariners that had he continued his course through the night down the Cape Breton coast, both himself and his son would have paid the penalty with their lives. Next morning the sea had moderated somewhat and he pursued his way toward North Sydney, but before reaching the harbor mouth he had providently caught about 350 pounds of fish. Arriving here yesterday he promptly disposed of his cargo to give him, as he expressed it, enough money to keep him going over Sunday.
Capt. Brake will fish out of here for some little time. He disclaims all suggestions of heroism in connection with his trip and contents himself with saying, "I had a fair wind, why shouldn't I take advantage of it." Fresh fish he says are selling now for 1 1/2 cents a pound at Codroy, so he decided to do his fishing over here, where he could dispose of his catch at 2 3/4 cents per pound to local dealers. After resting a little he will resume fishing again. He is a genuine type of the fearless seaman, and has always been inclined to fish when most boats would remain in port.

SKUFFER BOOTS—For boys and girls, lace and button styles; two shades of Tan Leather with stitch down soles and medium heels; sizes 11 to 2, at \$3.60 to \$4.00. **PARKER & MONROE, LTD.**—sep2, tr

BAIRD'S

The cold mornings demand warmer bed coverings, and we hasten to feature our best values in these.

Already there is a call for Cotton Blankets

COTTON BLANKETS—Medium size, fluffy-fleeced Cotton Blankets, with pink or blue striped borders; these are above the average in quality. Reg. \$4.20 pair. **Friday, Saturday & Monday \$3.95**

LARGER COTTON BLANKETS—For double beds, makes a nice top blanket or under sheet; just what the season calls for. **Special the pair Friday, Saturday and Monday \$4.45**

PIJAMA CLOTHS—Finest grade English Pajama Cloths, wide-stropped patterns, and smaller stripes, on white ground; fine twill finish. Several pieces go on sale this week. Reg. to 80c. yd. **Friday, Saturday and Monday 69c.**

Schools are Opening and Little Ones need New BOOTS

CHILDREN'S AND MISSES' BOOTS—A splendid range for parents to select their children's footwear. Laced and buttoned; Tan, Black and Grey; all sizes. Reg. \$3.00 pair. **Friday, Saturday and Monday \$2.39**

BOYS' LACED BOOTS—Boys' Laced Calf Boots; splendid quality for fall wear; solid leather sole and heel; Bluecher style; sizes 1 to 5. Reg. \$5.00 pair. **Friday, Saturday and Monday \$4.75**

Ladies' \$6.00 High-Laced BOOTS, to clear \$4.49

WOMEN'S HIGH LACED BOOTS—Patent Leather Boots, black cloth tops, 16 eye-let height; plain toes, spool heels; all value, mind you. Reg. \$6.00. **Friday, Sat. & Monday \$4.49**

WOMEN'S HOUSE SHOES—A delightful change when you come home—a pair of easy fitting, restful House Shoes, just like these we offer; black leather make, single or double strap. Under-priced for Friday, Saturday and Monday. Single strap. **Special \$3.39**
Double strap. **Special \$3.59**

FIBRE SOLES—Now is the season to put on a pair of our Fibre Soles; easy and quick to attach; any person can apply them; if your soles are thin attach a pair at once. **Special Friday, Saturday and Monday Ladies, the pair \$4c. Men's, the pair \$3c.**

LADIES' DONGOLA JULIETS—Fine Dongola Juliets, solid leather sole and rubber heel; an indispensable piece of footwear; all sizes. Reg. 2.60. **Friday, Sat. & Monday \$2.40**



BAIRD'S

Extra Strong LEATHER SCHOOL BAGS for Girls or Boys

Your choice of Black or Tan; these are specially made for us and may be relied upon to last for years. We offer two sizes at Special Prices for Friday, Saturday and Monday. The smaller size. **79c.**
Special
The larger size. **\$1.39**
Special



Just Arrived

and on display in our window to-day
Beautiful Art Chintz
Chintz for every purpose, rich colour blendings, pretty rural scenes that blend naturally with almost any colour scheme you may adopt for your living rooms; extra strong materials. Prices from **\$1.10 to \$1.60**



More School Needs

Exercise Books, 60 pages; each 10c.
Exercise Books, 90 pages; each 12c.
Exercise Books, 100 pages; each 15c.
Scribblers, 80 pages, ruled 8c.
Scribblers, 160 pages, ruled 13c.
Pencil Boxes, patent closing; each 55c.
Pencil Equipments, 11 pieces in box; each 85c.
Pencil Cases, kid covered, dome fastened 89c.
Pens, Pencils, Pen Holders, Erasers, Ink, Blotting Papers.