

# AT THE HEAD OF THE LIST AGAIN



Not only with the very newest and best in Autumn Goods, but some of the very best values that we have ever presented to shoppers during



Autumn Attire in the Men's Outfitting Dept.

## FRIDAY, SATURDAY AND MONDAY.

It is really to your advantage to see this brand new Store of ours crammed to the doors with the newest and most distinctive Autumn attire for Men and Boys. Worthy Overcoats, Natty Suits, Stiff and Soft Felts, Neckwear, Underwear and a hundred and one other things that a man must need for the coming seasons. Don't pass our door. Come in to-day.

**James Baird**

Autumn Attire in the Showroom

Come and see how well all the promises of beauty, distinctiveness and originality in Fall Fashions have been carried out. See in the garments we have now ready for you—the finest and most skillfully developed styles and features. In short, come and see a complete display of the best the new Season has to offer for Ladies' wear.

**James Baird**

Just the Cloths and just the Shades for Autumn Wear at just the prices you want.

**CORDUROY VELVETS**—Rich shades of Navy, Brown and a good Black. Just the materials for Fall Costumes or Fall Skirts. We are offering these at last season's price. Reg. \$1.70 yd. Friday, Sat. & Monday . . . **\$1.48**

**60 INCH CRAVETTE CLOTHS**—At our Special Sale Price for these they represent top-notch value to-day. Shades of Fawn or Grey; very suitable for costumes, skirts or raglans. The value is away above the ordinary. Regular \$3.60 yd. Friday, Saturday and Monday . . . **\$3.29**

**COSTUME CLOTHS**—Several pieces of splendid quality Amazon Cloths; very suitable for Fall Costumes for Ladies and Misses; shades of Navy, Amethyst and a very good Black also. Reg. \$7.20 \$7.50 yd. Friday, Sat. & Mon. **\$7.20**

**DRESS TWEEDS**—Pretty Tweed mixtures for autumn dresses for ladies or for school girls; tweeds that look well on young or grown up folks. We are offering these at last season's price. Reg. \$2.30 yd. Friday, Saturday and Monday . . . **\$2.58**



Superior Quality English Wool Dress Serges

Two years ago Serges like these would be regarded as good value; to-day they soar above ordinary value; 54 inches wide, pure wool make, likeable shades for autumn wear, Navy, Electric, Brown, Green and Black, and their extra full width is very helpful. Good value at \$3.50 per yard. Friday, Saturday and Monday . . . **\$2.90**

**QUILTING COTTONS**—36 inch quality Cottons; new floral patterns on crimson ground; a few pieces at last season's price. Reg. 60c. Friday, Saturday and Monday . . . **47c.**

**COSTUME LININGS**—Double width Costume Linings with a very nice finish; mostly striped patterns in Fawn, Light Blue, V. Rose, Navy and Brown, white striped. Reg. \$1.00 yard. Friday, Saturday and Monday . . . **94c.**

**WINDOW LACE**—A couple of pieces of White Nottingham Lace Curtains, 48 inches wide; new striped patterns with lace centre. Reg. 65c. yard. Friday, Saturday and Monday . . . **58c.**

**ART SCRIMS**—The very newest in darkly patterned Scrims. The colourings in these are well arranged and just what you would appreciate for cosy hangings about your living room. Reg. 80c. yard. Friday, Sat. & Monday . . . **75c.**

### Oh! Such Beautiful SILK UNDERSKIRTS

**SILK WAISTS**—Seldom were Waists of such loveliness associated with such a low price. They come hand-somely striped in good Sarah Silks, with reverses showing pearl button trimmings; shades of Pink and White, Sky and White, Hello and White, Grey and White, and Black and White; sizes 36 to 42. Reg. \$4.50. Friday, Saturday and Monday . . . **\$3.98**

**LADIES' and MISSES' SATEEN BLOOMERS**—Made of good grade Black Sateen, with elastic at waist and knees. These are shapely, well made and come in snug-fitting sizes. Reg. \$1.70 pair. Friday, Saturday and Monday . . . **\$1.48**

**INFANTS' FEEDERS**—Several dozen of good Terry Cloth feeders, some in plain White, others in Blue and Pink checks. These are good wearers. Reg. 32c. each. Friday, Saturday and Monday . . . **29c.**

**CHILDREN'S SLEEPING SUITS**—To fit 2 to 10 years, fine fleeced Jersey make, in pure White, but-toned behind, cosy, comfortable and best for the coming season. Reg. \$1.40 suit. Friday, Saturday and Monday . . . **\$1.08**

**LADIES' PJJAM SUITS**—"Billy Burke" style and thers in linen and brilliant, all White, Pink and Pale Blue, with colored facings, long pants, and others belted and elastic at knees. Assorted sizes. Reg. \$2.50 suit. Friday, Saturday and Monday . . . **\$2.49**

**LADIES' SILK UNDERSKIRTS**—At their regular price they represent excellent value; the quantity is small. Rich Taffeta Silk Under-skirts and others in Satin; shades of Sky, Saxe, Mole and Black, wide flounce shirred and tucked. Such Underskirts at such a price is rare. Reg. \$3.00. Friday, Saturday and Monday . . . **\$2.69**

**NECK RUCHINGS**—New neck ruchings in Net, Lace, Muslin and Chiffon; shades of Paris, Taupe, White and mixed Black and White. Just what you need for round neck dresses and waists. Reg. 35c. yard. Friday, Saturday and Monday . . . **29c.**

**FEATHER BANDING**—Some of the very newest for millinery purposes, and in the shades that are most required, such as Mustard, Taupe, Sky and Hello, etc. Reg. 30c. yard. Friday, Saturday and Monday . . . **23c.**

**CHILDREN'S SWEATERS and CAPS**—Becoming sets for Fall and Winter wear. The Sweater has a buttoned front and roll collar; shades of Saxe, Brown, Cardinal and White; assorted sizes. Reg. \$6.50 set. Friday, Saturday and Monday . . . **\$4.89**

**SPLENDID VALUE IN HAND BAGS**—Strong, serviceable Black Leather Hand Bags, with leather linings, medium and larger sizes; a bag for years, and ones you can depend upon at all times. Reg. \$2.50. Clearing Friday, Saturday and Monday . . . **\$1.48**

### New HATS, CAPS, SHIRTS and other things Underpriced in the Men's Dept.

**MEN'S SOFT FELT HATS**—Hats that possess style and reflect good taste on the part of the wearer. The shades include Grey and Brown and Black. These hats hold their shape, we know that, and we want you to come in and see these now. Reg. \$7.00. Friday, Saturday and Monday . . . **\$6.75**

**MEN'S WORKING SHIRTS**—Black drill shirts with fine White pin stripe; always strongly made. These are particularly so; assorted sizes. Regular \$2.30. Friday, Saturday and Monday . . . **\$2.10**

**MEN'S WEAR-WELL SHIRTS**—Better wearing shirts in very fine twill, showing fine pin stripes. These are roomily made, not coat style. If you want shirts out of the ordinary, they are right there underpriced. Reg. \$3.30. Friday, Saturday and Monday . . . **\$3.50**

**MEN'S UNDERWEAR**—Underwear of a medium weight, with very slight fleecing. We offer shirts and pairs of this at a special clearing price for Friday, Saturday and Monday . . . **\$1.48**

**SOFT CUFF BUTTONS**—The Cuff Button that will not open easily; it's a pull apart patent button particularly suited for soft-cuffed shirts; assorted patterns. The Pair Friday, Saturday and Monday . . . **60c.**

**MEN'S ENGLISH CAPS**—In these you get style and that full shape that a man likes. Pretty mixed tweeds, some with one piece crown, others in full size. Light and medium tweed patterns; caps here worth \$1.70. Friday, Saturday and Monday . . . **\$1.40**

**MEN'S TOP SHIRTS**—Soft bodied, soft-cuffed, good looking patterns, true fitting sizes, every thing to stamp them as shirts of distinction, and our special price gives them distinctive value. Reg. \$3.20. Friday, Saturday and Monday . . . **\$2.90**

**MEN'S HANDKERCHIEFS**—Soft, White, mercerized Kerchiefs for men. Wide hemstitched border, plain, made in full size. It's the kind he likes. Friday, Saturday and Monday, each . . . **24c.**

**MEN'S CHAMOIS GLOVES**—Men's washable Chamois Gloves, of a better kind; natural shade one button wrist; a nice glove for the motorist, strongly styled. Reg. \$3.75. Friday, Saturday and Monday . . . **\$3.50**

**MEN'S WOOL SOCKS**—With our hosiery values came along a few dozen pairs of really good Heather Wool Socks, and we are anxious to have you see these. Value for \$1.40 pair. Friday, Saturday and Monday . . . **\$1.25**



You are spending wisely and well by availing of these special values in

### Home Linens

**SOILED LINEN BAGS**—Handy size strong White Linen Bags for soiled linens; very suitable for keeping his laundry. Hang one on the bedroom door; they have pockets. Reg. 75c. value. Friday, Saturday and Monday . . . **65c.**

**TEA CLOTHS**—Beautiful and generously embroidered White Linen Tea Cloths, with wide hemstitched border. Just the cloth you would like to give as a gift for birthday or like occasion. Reg. \$2.25 each. Friday, Saturday and Monday . . . **\$1.98**

**PLAIN PILLOW CASES**—Several dozen of finest quality American Cotton Pillow Cases, all plain with deep hem at the open end. These are value for 65c. each. Friday, Saturday and Monday . . . **57c.**

**SIDE-BOARD CLOTHS**—Lace and insertion trimmed White Linen Side-board Cloths; lace motifs at each end; uncommon looking side-board cloths. Reg. 80c. Friday, Saturday and Monday . . . **75c.**

**CIRCULAR LACE TABLE COVERS**—The word handsome does not fittingly express the unusual prettiness of these beautiful White Nottingham Lace Table Covers; 60 inches in diameter, scalloped border, elegantly patterned; they wash splendidly and do up like new. See them! Reg. \$1.75. Friday, Saturday and Monday . . . **\$1.60**

**WASH STAND CLOTHS**—White Linen Cloths with wide hemstitched border. These are good washers, and just the right size for your wash stand; a limited supply. Reg. 90c. Friday, Saturday and Monday . . . **79c.**

### HOSIERY!

Some Very Special Values await shoppers here this week

**LADIES' HOSE AT 58c.**—This line brings to you a variety of fast Black Hosiery at a very popular price, suitable for all Fall wear; some very good medium weights here. Regular 65c. lines. Special Friday, Saturday and Monday . . . **38c.**

**LADIES' BLACK HOSE**—Assorted makes in good Black Cashmere, others a shade heavier; all very worthy Hosiery for Fall wear. Usual values to 70c. Friday, Saturday and Monday . . . **59c.**

**FASHIONABLE HOSIERY**—Ladies' Heather Hosiery, pretty Heather mixtures in extra fine Cashmere make, plain finish, high spliced heel and toe. These are all the rage in London today. Reg. 90c. Friday, Saturday and Monday . . . **80c.**

**LADIES' HEAVY HOSIERY**—Stout Ribbed Hose for fall or winter wear. Already we have a steady demand for this line; the value is good. Regular \$1.25 pair. Friday, Saturday and Monday . . . **\$1.20**

### Oversize Suit Cases

You sometimes find your Suit Case taxed to the utmost to hold all those things you wish to take along with you. That's just where a Suit Case of this kind—this proportion—comes in; it's deeper and takes along half as much again, and the price is not out of the way for such a handy grip. Special Friday, Saturday and Monday . . . **\$3.35**

**James Baird**

Every price here is a special price on wanted things in

### BOYS' WEAR

**BOYS' PJJAMA SUITS**—Enjoy the warmth of these snug-fitting Union Pajama Suits, pretty striped patterns and size to fit chaps from 6 to 12 years; collared and pocket. Reg. to \$3.60 suit. Friday, Saturday and Monday . . . **\$3.20**

**BOYS' TWEED CAPS**—Best quality English Tweed Caps, made in full fitting shapes, light, medium and dark patterns. These are the genuine English Golf Caps that boys like. Reg. 95c. Friday, Saturday and Monday . . . **85c.**

**BOYS' BLACK RUBBER COATS**—Assorted sizes in real good quality English Rubber Coats for boys; strap collar, strap cuffs, reinforced and particularly desirable as a rainy-day coat. Reg. \$9.50. Friday, Saturday and Monday . . . **\$9.15**

**LITTLE BOYS' COED VELVET HATS**—Neat becoming shape in good quality corduroy velvets, shades of assorted Browns; pleated crown, roll brim shape, with cord. Special Friday, Saturday and Monday . . . **65c.**

**BOYS' SAILOR CAPS**—Popular and becoming Navy T.O.S. Caps for Boys. Small naval shape with name band, made of extra good cloth; assorted sizes. Reg. 1.40. Friday, Saturday and Monday . . . **\$1.28**

**BOYS' COLOURED T-SHIRTS**—These come in a nice Grey shade with a convertible roll over collar, 2 side pockets; it's a style a boy likes, and very suitable for school wear or play time. Reg. to \$2.30. Friday, Saturday and Monday . . . **\$2.70**

### The Leader of the Opposition in St. John's East.

Dan! Dan! The Yeast-Cake Man, Is Going to be an "Also-Ran! New Dan Takes a Tip, Just Pack Your Old Grip, And Beat It Back as Quick as You Can.

Mr. Daniel J. Curtin has been announced by the Squires-Coaker faction as leader of their ticket in St. John's East.

What with his colleagues Hero Carter coming to be Minister of War and Harry de Barge Bartlett aspiring to be the Arthur Henderson of Newfoundland this good old district has a lot to put up with. But, frankly, this candidature is sorely trying its long-suffering patience.

Our memory is not quite clear on Mr. Curtin!

If we remember rightly, a few years ago this young man decided that the Newfoundland climate was not sufficiently salubrious, the people of St. John's too insufficiently educated in the higher themes, and the district too confined, so that on one bright and sunny morning he hit the choo-choo for parts unknown. After an absence of many moons, word evidently reached here that he had pitched his tent on the wig-wam slopes of a neighbouring Canadian province and was deeply engrossed in the study of Evangeline. "Evangeline" of course does not mean the well known brand of cider.

Then comes Election time!

Squires vainly endeavours to find candidates to oppose the Fighting Trio—Higgins, Vinnicombe and Fox—in the eastern section of the capital. Men were coaxed and cajoled and even threatened, but no one could be found foolish enough to associate himself with such canaille as Squires and Coaker. De Barge and the Hero (two hoo-does in the last election) were willing to be sacrificed, but the third victim for the slaughter could not be found.

Squires decided that if a local article were not forthcoming then one must be imported as the ticket just had to be filled and that was all there was to it. And lo! and behold the product is Curtin who was found wandering aimlessly about Annapolis looking for the vanished Evangeline.

With that innate modesty for which he was always noted, Daniel J. refused to go on the Coaker ticket unless he were leader, and despite their priority the other two poor fell fell for Squires' suavity, and accepted the indignity without protest.

We deeply sympathize with him in the role he has to portray of "Caesar to Squires' Cassius" but Brutus says he was ambitious and Brutus is an honourable man.

It would, we think, have served Mr. Curtin better had he endeavoured to enter Canadian politics with his friend of the "reform" ring at Toronto, who engineered his visit here at Squires' direction.

However, we can assure him that when the bell-rap is rung he will be so many furlongs behind the winning trio—Higgins, Vinnicombe, and Fox—that he will vanish instantly from the scene of his political disaster to court once more the Muse in the land of Evangeline.

### Liberal Progressives Will Win.

Editor Evening Telegram

Dear Sir,—Allow me space in your valuable paper to say that the greatest Political meeting ever held in Trepassey was held last night in the Star of the Sea Hall and was filled to its capacity long before the Candidates arrived. The first to come was Mr. Sullivan, and he was heartily welcomed by the audience and three lusty cheers were called for Sir M. P. Cashin, and Candidates of the Liberal Progressive Party. When Messrs. Walsh and Sinnott arrived the audience fairly brought down the house. One of our most highly respected citizens acted as chairman in the person of Mr. Jas. Butler, who introduced the Candidates. Mr. Walsh then took the floor and spoke for over an hour, followed by Mr. Sullivan with a speech which reflected much credit to himself. Mr. Sinnott came next with a very nice speech, which gave us to understand that every word he said he meant, and they all left us an impression that if we put them in the House of Assembly we shall be well represented, and this we shall surely do, and no others need apply. The writer has attended many meetings but never a more orderly or respectful one. A vote of thanks to the Chairman was proposed by Mr. Walsh and seconded by Mr. Sullivan, and so brought to an end, one of the finest meetings ever held at Trepassey. Cashin will come back! Thanking you for space, Mr. Editor. I remain, yours most respectfully,

OLD FISHERMAN.

Trepassey, Sept. 30th, 1919.

### But Won't Get It.

Says Squires to Coaker, says he There is one place where we shall agree We will feather our nest Should we capture the "chest" For right after the boodle are we.

Tint: abastine.

to apply. Limited

RAN

efore orage price.

l, Ltd.,

ubber Co.

ue from \$1.00 to \$10.00, ten \$1 shares, all clients not divisible by 10, are to even up, covered by the We will sell any low quantities absolutely necessary to even Above quotation subject

Limited, John's, Nfld.

ved, S' CAKE,

so Goods, non Drops,

PLIES, 30-lb pails.

O., Ltd.

Evening Telegram