

CARPET SQUARES. OUR SLOGAN "Please the Customer."

SPECIAL, \$8.33.

We have 18 Tapestry Squares just newly opened, sizes 3 x 3 1/2 and 3 x 4 yards, bought from an English manufacturer at a special price. The color blendings are rather attractive and the sizes suitable for either bedroom or dining room, and the price we quote lower than usual. Think of the comfort of having a nice warm Tapestry Square on your bedroom during the cold weather: These Squares are exceptional good value at \$13.00 each. Friday, Saturday & Mon. **\$8.33**



James Baird LIMITED

BUY BRITISH MADE GOODS FROM YOUR OWN STORE.

The store that has amply proved by its earnestness to please and its ability to produce quality and low price on every transaction. Our immense cash-purchasing power enables us to offer you the lowest prices, and our diligence in seeking the best always has earned for us a reputation for quality. The result is you get the best merchandise for the smallest outlay from the PEOPLES POPULAR STORE.

White Sheeting.

128 yards of pure White English Sheeting, 72 inches wide, fine twill finish; good value at 50c. per yard. Friday, Saturday and Mon. **44c**

Cotton Blankets.

2 lines English and American Plain and Striped borders; sizes up to 68 x 76. Special, Friday, Saturday and Monday, per... **\$1.12**

CHILDREN'S UNDERWEAR.

For boys and girls, pure White, heavy fleeced lined. We have had a very big run on this line which leaves us short of some sizes. We offer now the balance in sizes from 29 to 28 inch. Special Friday, Saturday and Monday, per garment... **24c**

Navy Nap Cloth.

For Boys' reefers or Girls' winter coats probably this is most favoured, we offer one piece. Reg. \$3.00 per yard. Friday, Saturday, and Mon. per yard... **\$2.68**



Women's Felt Boots

32 pairs only of these reliable English manufacture, uppers of fast black felt, eyelet holes securely fastened in leather strip, leather toe cap; sizes 3 to 7. Special, Friday, Saturday & Mon. pr. **\$1.12**

CHILDREN'S BOOTS.

These come in infants' sizes also, ranging from 3 to 8, in Red, Tan, Black and Brown, laced and buttoned; some with spring heel, others the ordinary make. Good value at \$1.00. Special Friday, Saturday & Monday **87c.**

Soap Specials.

- Velvet Skin Toilet Soap, box of 3 cakes... **13c. & 20c.**
- Royal Vinolia Cream Toilet Soap, box of 3 cakes for... **33c.**
- Armour's Vinolia Cold Cream. Special (box of 3 cakes) for **59c.**
- Armour's Glycerine Soap, box of 3 cakes... **15c.**
- Armour's Violetta Soap, box of 3 cakes... **15c.**
- Armour's Lilac Soap, box of 3 cakes for... **28c.**
- Erasmus Herb Soap, per cake... **10c.**
- Goodwin's Toilet Soap, 2 for... **9c.**
- Castille Soap, 2 for... **9c.**

MEN'S Unshrinkable UNDERWEAR.

Only a little above the price of Piece lined, but what a difference in warmth and wear; sizes from 34 to 44 inch; make up your mind about wearing this underwear at once. Ask for the "Gobetwee". Piece lined and all wool unshrinkable underwear; others have tried it and are pleased with its quality. Special, Friday, Saturday and Monday, per garment... **80c**

Real Eiderdown Quilts, \$6.88.

Don't be sceptical about this, we have quite a large stock of Eider down quilts to hand and must reduce the quantity hence the big reduction in price; these handsome quilts are finished with broad satin border and show some very pretty floral effects in best Art. Sateen, shades of pale blue and pink, etc. Reg. \$8.00. Special, Friday, Sat. and Monday... **\$6.88**

DOOR MATS.

Suitable for vestibule or front door, size 17 x 31; heavy coconut matting, dyed border and centre of crimson. Reg. \$1.00. Friday, Saturday and Monday... **88c**

SIDEBORD CLOTHS.

They come in English Damask and White linen finish, hemstitched borders and openwork effect; about 3 dozen pieces in the lot. Special, Friday, Saturday and Mon. **27c**

DRAWING LINEN.

Ladies, if you are interested in Draw thread work here is a nice cloth for you to work up, 36 inches wide, even thread and sheer finish. Reg. 50c. Friday, Saturday and Monday... **42c**

CHILDREN'S & MISSES' BOOTS.

Regular up to \$1.60 pair. Special, \$1.29.

Here is where you save money on buying Boots. Good reliable Dongola leather, laced style; sizes from 6 to 12, good solid soles and heels; in fact perfect footwear considerably less in price than you have previously bought. Reg. up to \$1.60. Friday, Saturday & Monday **\$1.29**

CHILDREN'S and MISSES' SLIPPERS.

Made of good grade patent leather, with single strap over instep fastened with button, heavy soles and heels. Special, Friday, Saturday and Monday. Children's Sizes... **52c.** Misses' Sizes... **66c.**

ENAMEL BOILERS.

14 pt. size, with enamel handle and tin cover, family size; in Grey Enamel. Special Friday, Saturday and Monday... **59c**

LADIES' WASHABLE GLOVES.

They come in White and Cream, best washable Chamol, self-stitched backs, 2 buttons. Reg. 90c. Friday, Saturday & Monday... **79c**

BOYS' SWEATER COATS.

The best kind, made for boys' hard wear, all wool; they come in Grey with Myrtle facings, Grey with Maroon facings, and Plain Navy. V neck and 3 side pockets. Regular \$2.20 each. Friday, Saturday & Monday... **\$1.29**

BOYS' JERSEYS.

Job Line, 27c. 4 dozen of them, in Brown, Cardinal and Navy, buttoned at shoulder; to fit boys from 3 to 8 years. Special Friday, Sat. & Monday **27c**

SHOWROOM

LADIES' UNDERWEAR.

A dependable line of serviceable Underwear for cold weather, all wool garments; Vests come in high neck style and long sleeves, nicely finished at neck with silk crochet edge, seams finished throughout with feather stitchings, full sizes, and natural shades; Pants to match, equally well finished, open and closed styles. Reg. \$1.10 per garment. Friday, Saturday and Monday

Children's and Misses' Sweaters.

Buttoned in front with turned down collar, the smaller sizes come in Cream, Cardinal and Grey, and the larger sizes in Grey only; being made of wool they give warm and comfortable feeling. Sizes to fit from 2 to 10 years. Reg. \$1.00. Friday, Saturday & Monday **79c**

INFANTS' PETTICOATS.

Only 2 dozen of these made of soft White Wool, buttoned behind; a warm garment for winter wear. Reg. 55c. Friday, Saturday and Mon. **43c**

CHILDREN'S COATS

Surprising Values Here Reg. up to \$5 for \$2.20.

Mothers! here is your chance, only 18 in this little cluster. Come early and get your pick. You will find heavy wool Serge makes. Fur, Blanket Cloth, with reversible collar, some double breasted style, fancy braid and silk trimmings; others in Astrachan; every little coat has its own particular attraction, assorted shades. Regular up to \$5.00. Friday, Saturday and Monday... **\$2.20**

LADIES' WOOL SCARFS.

These you must wear during the cold weather; we have them in plain grey and a lot of fancy mixtures, 1 1/2 yards long with fringed ends. Reg. 70c. Friday, Saturday & Monday... **59c**

GREY COTTON BLANKETS.

40 pairs of American Cotton Blankets, very suitable for children's beds. They measure 54 x 75; excellent value. Wish we could secure a few hundred pairs of the same kind. Special Friday, Saturday & Monday, per pair... **\$1.10**

Enamel Buckets.

14 pt. size, heavy Grey Enamel, with wire and wood handle; a fine water pail for the house. Special Friday, Sat. & Monday, each **39c**

LADIES' HOSE.

Plain Cashmere in nice fall weight and a line of broad ribs in fast Black Cashmere also. Reg. 25c. Friday, Saturday and Monday... **20c**

LADIES' HEAVY CASHMERE HOSE.

This is a very popular line to-day, a bit heavier than the usual weight, good value at 35 cents. Friday, Saturday and Monday... **30c**

MEN'S HANDKERCHIEFS, 3 for 20c.

Good serviceable Handkerchiefs for every day wear, faint stripe and coloured border, full size. Reg. 8 cts. Friday, Saturday and Monday, 3... **20c**

MOREEN UNDERSKIRTS.

Shades of Grey, Cerise, Emerald, Tan, Purple, Sage, Navy, and Black, finished with narrow fluted flounce, prettily frilled and button trimmed; others with silk flounce, nice lustrous finish. Reg. \$1.50. Friday, Saturday and Monday... **\$1.24**

LADIES' OVERALLS.

5 dozen of these in light & dark effects, Black and White, Navy and White, and Plain Navy; others in White with fine Black stripe; well cut garments with perfect edges and large pocket; full sizes. Reg. 75c. Friday, Saturday & Monday... **66c**



DAINTY LITTLE DRESSES, to fit Children from 6 to 8 years.

Don't miss this excellent chance. Children's cloth and serge Dresses, with fancy Dutch collar, trimmed with Oriental Lace and buttons to match, some with belt and others with braid trimmings, cord and tassels, plain shades of Navy, Grey, Sage, Fawn, Brown and Heli, etc., and a few others in pretty checks. These winsome little Dresses are sure to go fast at our special price inducement. Reg. \$3.00. Friday, Saturday and Monday... **\$1.92**

LADIES' and MISSES' SUSPENDERS, 14c. pr.

Strongly made, in Black and White only, good quality; silk colored elastics and secure fastenings; usually sold at 20 cts. pair. Friday, Saturday and Monday... **14c**

Wadded Quilts.

18 only of heavily wadded quilts, right size for children's double beds or ordinary mid size beds. Surprising value. Friday, Saturday and Monday... **\$1.24**



ENAMEL KETTLES.

10 pint size, with strong wire and wood handle, family size, heavy Grey Enamel cover of same. Special, Friday, Saturday and Monday... **59c**

MEN'S SOCKS, 30c.

This is a special line in Black Worsted and Heather Mixtures of the same weight; not the kind to shrink with washing; for fall and winter wear. Reg. 35 cents. Friday, Saturday and Monday... **30c**

CHILDREN'S HOSE, 17c. pair.

Assorted sizes in Children's Ribbed Cashmere Hose, heavy weight for present wear; all sizes. Reg. up to 22c. pair. Friday, Saturday and Monday... **17c**

WHITE TURKISH TOWELS.

Beautiful they are, extra weight; size 22 x 44; and excellent quality. Usually sold at 35c. each. Friday, Saturday & Monday... **29c**

Shirtings

Extra Value. 8 1-2c. yrd. 230 yards of Superfine English Shirtings, 35 inches wide, very soft finish. Good value at 12c. Friday, Saturday and Monday... **8 1/2c.**

American Quilt Cottons.

20 pieces of small patterns, nicely designed and prettily colored; Light and Dark effects; Fall time is quilting time, hasten to this pile and buy regular 10c quilt cotton Friday, Saturday and Monday for... **7 1/2c.**

Dress Remnants.

This season of the year Remnants are bound to accumulate. We have a lot of ends suitable for Dresses and Costumes for Ladies, and innumerable pieces of sufficient length to make Children's Dresses; Black and Colored Cloth and Tweeds, etc. Every piece marked in plain figures. Have a look through them Friday, Saturday and Monday.

Turkish Towels.

We have a large stock of these and intend unloading some good values during the next few weeks, commencing now with 10 dozen of Unbleached Turkish, size 18 x 34, Crimson stripe and fringed ends, Reg. 15c. ea. Friday, Saturday & Monday... **12c**

TOILET SPECIALS.

- Rose Beautifying Cream, 2 oz. pot for... **15c.**
- Violet Cold Cream, 2 oz. crock... **15c.**
- Cucumber Cream, per crock... **15c.**
- Boric Ointment, 2 oz. crock... **15c.**
- Colgate's Shaving Stick... **15c.**
- Petrolatum Jelly, 16 oz. pot... **15c.**
- Sylvan Violet Talcum Powder, per tin... **15c.**
- Fellows' Complexion Powder, per box... **15c.**
- Colgate's Dental Cream, per tube... **15c. & 25c.**
- Colgate's Shaving Sticks, large... **25c.**
- Petrolatum Jelly, 2 oz. pots, 2 for 7c.
- Petrolatum Jelly, 12 oz. pots... **10c.**
- Royal Vinolia Talcum Powder, per tin... **25c.**
- Colgate's Violet Talcum Powder, per tin... **25c.**
- Toilet and Nursery Powder, Special, per tin... **10c.**
- Borated Perfumed Talcum Powder, per tin... **10c.**
- Peacock Talcum Powder, 1 lb. tin, 7c.
- Lavender Smelling Salts, per bot., **25c.**

Tea Cloths

Size 30 x 30, hemstitched and embroidered, White Linen. Many in this lot marked in the regular way **65c.** Friday, Sat. & Monday... **49c**

DRESS GOODS.

Tweeds, Cloths, Serges, Amazons & Poplins up to 70c. per yard. Friday, Saturday and Monday, **58c.**

Foot Stools

Round and square, made of superior Carpet ends; a Stool for lifetime. Special Friday and Saturday in Special Friday, Saturday and Monday... **49c**

Enamelware.

- Skeletons, to hold 8 qts... **59c.**
- Skeletons, to hold 3 1/2 qts... **15c.**
- Large Bread Pans... **39c.**
- Loaf Pans... **10c.**
- Mugs, to hold 1 pint... **10c.**
- Funnels... **15c. & 19c.**
- Cuspidors... **15c.**
- Sink Strainers... **15c.**
- Saucepans, to hold 4 qts... **15c.**
- Saucepans, to hold 5 qts... **19c.**
- Berlin Saucepans, 8 qts... **64c.**
- Boats' Kettles, 4 qts... **29c.**
- Teapots, small size... **15c.**
- Teapots, large size... **29c.**
- Milk Pans... **15c.**
- Foot Bath Pans, large size... **49c.**
- Rinsing Pans, large size... **29c.**

CHILDREN'S BONNETS.

In Corduroy Velvet, daintily trimmed with ribbon and fur and fur heads; these are very cute and offer you choice of Navy, Crimson, Brown and Cream; others in Cream Wool with ribbon trimmings and strings to match. Reg. up to 60c. Friday, Sat. & Mon. **44c**

Boys' Jersey Suits.

A brand new lot just to hand, in shades of Navy, Sage, Brown, Cardinal and Cream; many of these with Cap to match. Values up to \$2.00 per suit, according to size. Friday, Saturday & Monday (all one price) per suit... **\$1.58**

Fishery Reports.

Oct. 24. From W. J. White (Aquaforte to Caplin Bay).—The total catch is 5050 qts., and for last week 66. Ten whale boats and 105 dories and skiffs are fishing. Prospects are very poor and only a little salt squid is obtainable for bait. No schooners arrived from the grounds, all having abandoned the voyage. Owing to the scarcity of bait the fishery is almost over.

Oct. 17. From F. R. Denham (Eagle Point to Mall Bay).—Five bankers have arrived. Prospects are nil and there is no bait obtainable. The total catch is 8685 qts. and for last week 700.

At the Crescent.

The patrons of the Crescent Picture Palace were certainly well pleased last night with the fine programme presented by this popular picture house. The two-reel feature "The Trail of the Hanging Rock," a production of the Eclair Photo Play Co., is one of the best scenic pictures we have seen, and Barbara Tenant, the clever Eclair star is seen in one of her best roles. The sketches by Hy. Meyer, the famous cartoonist are clever and comic. A nice domestic drama is "True Chivalry," produced and acted by the Crystal Company; politics is responsible for the parents being bad friends, but the boy and the girl found a way to heal the breach. The comedy reel "Thou Shalt Not Rubber" kept the audience laughing continuously. Mr. Frederick Knights sang "Bring Back my Smoke Dreams to Me," a song written and composed by himself. The same programme will be repeated to-night. On tomorrow and Saturday "The Head Hunters" a Bison 2-reel feature will be shown.

Note of Thanks.

The Atwill family wishes to thank the kind friends who sent wreaths and flowers to adorn the casket of their beloved mother, as follows: Mr. and Mrs. W. Ring, Mr. and Mrs. H. Shaw, Mrs. Ebsary, Mr. and Mrs. Brushett and family, Mrs. Noseworthy, Miss Susan Mercer, Mrs. McDonald, Miss Clara Noseworthy; also the kind friends who helped them in their sad bereavement, as follows: Dr. Mitchell, Mr. Ira Kennedy, Mr. and Mrs. Ring, Mrs. H. Shaw, Mrs. P. George, Mrs. Kitty Mansfield, Mrs. McDonald, Mrs. Hopkins, Mrs. Noseworthy, Mrs. Samuel Mercer.—adv.

Shoot the Brute.



Oh, bat the rat and slice the mice, and make this country dwellers drive the rodents for the pell-mell; in every store and every shop let's chase the pests and never stop, until the spangled banner waves above ten billion rodents' graves. The rats consume the farmer's oats, and gnaw the whiskers off his goats and rob him yeasily of a sum, which, figured up, would strike him dumb. The rats destroy the grocer's cheese, his early prunes and seedless peas, and do such damage in his store the sheriff comes to close his door. They spoil the housewife's cherished flour, and make her sunny temper sour, and so she jaws around, of course, until her husband gets divorce. The rat's a nuisance, without end, and there is no one to defend the noxious critter, foul and vile, the world's most hated animal. Let us with pithball and with gin beset the path he wanders in. Let us go forth with bombs and guns, explore his alleys and his runs, and slay him as St. George of old laid out the dragon, fierce and bold. This world will be a better place when every tribe and every race of filthy things which crawl or fly, curl up their legs or wings and die. So on their heads we've set a price; go, bat the rats and slice the mice!

Dancing Act.

SERPENTELLO AND THE FROG MAN. There is a complete change of programme at Rossley's to-night. The Frog Man will give his scare crowd dance that will be enjoyed by all; Serpentello in other dances, a complete change all round. On Monday the Frog Man will challenge any man his size to do a very simple trick. The pictures are all the finest, and last night many declared them to be the best they had ever seen. Kelly and Mack, the boys from the Emerald Isle.

TOBASCO SAILS FROM HALIFAX.—The E. S. Tobasco left Halifax for this port at 9 p.m. yesterday. She is due here to-morrow night.