

On the Air To-Day

WFC ATLANTIC CITY.
Length 299.8 Meters—Kilocycles 1000.
(Eastern Standard Time)
Friday, Oct. 9, 1925.
8:30 p.m.—World's Series Baseball game, play by description direct from Ball Park.
9:15 p.m.—15-minute Organ Recital (Best Selections). Arthur Scott, City Organist.
9:30 p.m.—Hotel Morton Trio Dinner Music. J. Leonard Lewis, Director.
9:45 p.m.—Atlantic City Fire Department, Fire Prevention Program, opening of the National Campaign.
10:00 p.m.—Hotel Ambassador Concert Orchestra. Harry Loventhal, Director.
10:30 p.m.—Dance Orchestra, "The Hot Slipper."

STATION WOR.
Bamberger & Co., Newark, N.J., 45 Meters—740 Kilocycles.
(Eastern Daylight Saving Time)
Friday, Oct. 9, 1925.
10:15 a.m.—Bernarr Macfadden's Baritone Gym Class.
10:30 a.m.—Bernarr Macfadden's Ymca Ymca Gym Class.
10:45 a.m.—Bernarr Macfadden's Folk Gym Class.
11:00 p.m.—Play by World Series, courtesy Newark Evening News.
11:15 p.m.—Words Often Mispronounced.
11:30 p.m.—Bill Wathey of the Newark Evening Telegram Staff, in person.
11:45 p.m.—"Man in the Moon" story for the children by Josephine Lawrence and William F. B. McNeary, courtesy Newark Sunday Call.
12:00 p.m.—Talks by Famous Aviators.
12:15 p.m.—Hotel Shelton Dinner Music.

WFC (291 METRES), MONCTON, N.B.
Friday, Oct. 9, 1925.
8 p.m. (A.S.T.)—Bedtime Stories—Mrs. M.
8:30 p.m.—Department of Agriculture Market Service.
9:00 p.m.—Sunday Programme by Artists, under direction of E. C. Farnell.
1. Pianoforte Solo—"Rustle of Leaves" (Sinding)—Mr. George R. Barre.
2. Baritone Solos (a) "Mother Mary" (Ball). (b) "Mary of Argyle" (Ball). (c) "My Pretty Jane" (Irish)—Mr. G. Elmer Ritchie.
3. Soprano Solos (a) "All Mine Now" (Phillips). (b) "Out of the Dark to the Light" (Maxwell)—Miss Kathleen Atkinson.
4. Tenor Solos (a) "In the Garden of Tomorrow" (Deppin). (b) "I'll Build a World in the Heart of a Rose" (Whelan) (by special request)—Mr. J. Mason.
5. Cornet Solo—Selected—Mr. James White.
6. Contralto Solos (a) "Angus MacRae" (Roedel). (b) "O Dry Those Tears" (Del Riego)—Miss Lucy Blanchard.
7. Duo—"Because You're Young"—Mrs. A. A. Mackay and Mr. G. R. Barre.
8. Pianoforte Solo—"Second Mazurka" (Gardini)—Mrs. George R. Shiers.
9. Tenor Solos (a) "Because" (Joachim). (b) "Thora" (Adams)—Mr. J. E. Farnell.
10. Soprano Solos (a) "Keep on Smiling" (Maxwell). (b) "Mother O' Mine" (Tours)—Miss Kathleen Atkinson.
11. Contralto Solos (a) Selected. (b) Selected—Mrs. R. A. Mackay.
12. Baritone Solos (a) "O'er the Hills and Far Away" (Smith). (b) "Three for Three" (Sguro)—Mr. George R. Shiers.
13. Duo—"O That We Two Were Young" (Lass)—Miss Lucy Blanchard.
14. Tenor Solos (a) "I Hear a March in the Air" (Caddam). (b) "For- ever" (Cowie)—Mr. A. J. Mason.
15. Cornet Solo—Selected—Mr. Jas. White and Mr. Charles Wilson.
16. Contralto Solos (a) "My Dear Love" (Saunders). (b) "I Know a Lovely Garden" (Guy d'Arpelt)—Mrs. R. A. Mackay.
17. Tenor Solos (a) "Give Me the Best Road" (Fool). (b) "Good Bye" (Trull)—Mr. E. G. Farnell.
18. Duo—Selected—Mrs. A. A. Mackay and Mr. A. J. Mason.
19. Baritone Solos (a) "When the Tide Flows" (Gordon). (b) "All About" (Watson)—George R. Shiers.
20. Contralto Solos (a) "Hills of Peru" (Sanderson). (b) "Homing" (Del Riego)—Miss Lucy Blanchard.
21. Cornet Solo—Selected—Mr. Charles Wilson.
Followed by CNRA Orchestra, assisted by Mrs. J. Clyde Stevens, Mrs. Ernie Malcolm, Accompanist.

BAIRD'S -- The Economy Fairway

is well buoyed with

SHINING VALUES

to serve as beacon lights in guiding you to worth while savings this

Friday, Saturday and Monday



Ladies' Fall & Winter COATS On Sale

Unusually low in price for all Wool Blanket Cloth Coats, straight line models, with roll collar and fancy stitchings, in shades of Copper, Brown, Fawn, Grey, Navy and Peacock. Even if you have your "New Coat" it is not extravagant to invest in one of these for every day wear. Regular \$10.50. Friday, Saturday and Monday, **\$7.25**

CHILDREN'S COMBINATIONS—Nice mid-weight Jersey Combinations in White, long sleeves, ankle length, buttoned front, to fit 2 to 10 years. Reg. \$1.00 suit. Friday, Saturday and Monday **87c.**

ROMPERS—Children's Check Gingham Rompers, trimmed, plain linen shades and embroidered, banded knees, to fit 2 to 8 years. Reg. \$1.25. Friday, Saturday and Monday **\$1.12**

BRASSIERS—Ladies' plain Pink and White Brocade Brassiers, elastic at back, boned at sides. Friday, Saturday and Monday **42c.**

JERSEY BLOOMERS—Ladies' fleeced Jersey Bloomers, elastic at waist and knee, in shades of Sand, Sky, Navy, Grey, Champagne and Brown. Friday, Saturday and Monday **92c.**

DRESSING JACKETS—Ladies' Elder Dressing Jackets, button hole edge around front and fancy stitchings, short sleeve, assorted shades. Reg. \$3.50. Special **\$3.29**

SERGE DRESSES AT \$5.98—Perky little straight line models, in Navy, Brown and Black Serge, showing Peter Pan Collar and girde, long sleeves, fancy braid trimmings. Just in. Reg. \$6.50. Friday, Saturday and Monday **\$5.98**

NEW COLLARS—The latest in Embroidered Organdy, pretty round styles, White and coloured. Just for Friday, Saturday & Mon. **23c.**

VOILE KERCHIEFS—Ladies' dainty coloured Voile Handkerchiefs, in Rose, Hello, Blue and Tan shades. Special **16c.**

MOIRETTE UNDERSKIRTS—Especially good wearing Underskirts, wide flounce fitted, some in short effects others in solid shades, a good assortment. Reg. \$3.50. Friday, Saturday and Monday **\$2.89**

WOOL JUMPERS—Ladies' and Misses' fine knit fancy ribbed Wool Jumpers, showing Peter Pan collar, long sleeves, with or without girde, shades that look well: Peacock, Jade, Cherry, Havana, Champagne, Tango, Brown, Saxe, Grey and White. The very newest for Autumn wear. Friday, Saturday and Monday **\$3.49**

JAZZ GARTERS—With bells on them, in coloured shirred elastics. Rose, Hello, Cream, Peacock and **39c.**

BONNETS AND CAPS—Infants' Wool Bonnets and Caps, in White trimmed with ribbon and silk cord, etc. dainty looking and warm. Reg. \$1.20. The last of them. Friday, Saturday and Monday **69c.**



The New Fall Hosiery

GIRLS' "SPORT" HOSE—Children's and Misses' sizes in nice Fall weight Cashmere, fancy ribbed, shades of Beaver, Fawn, Brown and Grey. Our special **98c.**

BOYS' WOOL HOSE—No need to ply the needles, when you can buy such good, strong wearing ribbed black Wool Hosiery for big boys 12 to 14 years, these sizes only. Special **95c.**

"SPORTS" HOSE—Ladies' Cashmere "Sports" Hosiery, plain and fancy ribbed, in shades of Peach, Sunset, Beaver, Coating, Grey and Heather mixtures. Our Special **\$1.59**

LADIES' HOSE—Grouped lines carrying regular values up to 80c, in coloured Cashmere weight, Fawns, Greys, Heathers and Black, in plain and ribbed. Friday, Saturday and Monday **48c.**



Fall Gloves

CAPE KID GLOVES—Known for their great wear resisting quality, Tan shade, fringed gauntlet wrist, dome fastened, strap over style; sizes 6 to 7 1/2. Reg. \$2.50. Our **\$2.30** Special

LADIES' GLOVES—The new fleeced line Suede fabric gloves with fancy stitched back, in shades of Tan, Beaver and Brown, gauntlet wrist. Friday, Saturday & Mon. **\$1.25**

LADIES' GLOVES—Another line of Gauntlet Wrist Gloves, in Suede fabric with fur tops, shades of Beaver, Elephant, Grey, Cocoa and Mahogany. Reg. 1.50. Friday, Saturday & Monday **\$1.38**

Tweed Remnants
Great range of Remnants of double width Tweeds for Men's and Boys' wear. Useful lengths from 1 to 3 1/2 yards, in Light, Medium and Dark mixtures; values you should not miss.

Sound Footwear Values SCHOOL BOOTS SPECIAL \$1.95 PAIR.

Big Clearing Line of Girls' and Boys' Boots, in Black or Tan; mixed sizes, 8 1/2 to 2; up to \$2.75 pair. Friday, Saturday and Monday **\$1.95**

FELT SLIPPERS—Women's Bedroom Slippers, in good quality Felt, Green and Old Rose shades; fur trim, leather sole and heel. Friday, Saturday **\$2.10** and Monday **\$2.10**

BOYS' BOOTS—Great Fall Boots in English Box Calf, leather lined, and good solid leather soles and heels; sizes 1 to 6; up to \$4.00 pair. Friday, Saturday and Monday **\$3.65**

Rubber Sheeting
Put up in sealed packages, 2 very handy sizes, the quality is extra good.
27 inch Sheets **85c.**
36 inch Sheets **\$1.25**

Vestibule Mats
Platted open work Vestibule Door Mats in Natural Green and Cardinal mixtures, a respectable mat. Reg. \$2.00. Friday, Saturday and Monday **\$1.78**

WINDOW TRANSPARENCIES—Permanent Window Transparencies in White and Cream as well as some very pretty coloured effects; nice for vestibule, lavatory or transom window, 20 inches wide, simply to apply. The **17c. & 19c.**

Don't Miss this Sale of Girls' Coats

Wonderfully good value awaits you here in becoming little Wool Blanket Cloth Coats, for girls from 6 to 12 years; collar fastens up, close and snug to the neck, with or without belt; fancy stitchings and embroiderings complete them. Reg. values to \$10.00 Special **\$5.98**



The Most Satisfactory MAIL ORDER HOUSE

Hosiery Special A Great Line

Children's Black and Coloured Cashmere Hosiery, plain and ribbed, very close make, shades of Fawn, Cordovan, Champagne, Grey and Black; good values at 40c. pair.



MERELY TO REMIND YOU--

That our PROVISION STORE now bountifully stocked with provisions and groceries, is ready to serve you satisfactorily and well. Satisfactorily from every point of view, as we have gathered in stocks bought right—bought for cash, enabling us to feature prices that you will find right and in perfect accord with what you would expect to find at the Baird Stores. A prompt efficient service awaits your pleasure. Give us an opportunity to prove to you how satisfactorily and how thoroughly we have anticipated your every requirement in the necessities of life.

CORDUROY, FLANNELS, BAIZE, etc. Seasonable items that's why we feature them

CORDUROY—28 inch Seal Brown Corduroy, great for boys, full suits or knickers. Friday, Saturday and Monday, the **\$1.40** yard

GREEN BAIZE—36 inch bright Green Baize, a good one and strong one. Friday, Saturday and Monday, the yard **89c.**

Khaki FLANNEL—60 inch Khaki Union flannel, great for shirts for cold weather wear. Friday, Saturday and Monday **\$1.30**

GREY FLANNEL—30 inch medium shade Grey Shirt Flannel, a new line of these on sale. Friday, Saturday and Monday **90c.**

DOUBLE CURTAIN BODS—These are just what you need to make your living rooms cozy for the Winter. The extra fitting takes the top frill, which gives such a nice finish to your hangings, complete **65c.**

ROLLER TOWELS—Made up Roller Towels, 2 1/2 yards in each Towel, made of strong, unbleached Turkish Toweling, 69c. each

WAITERS—Beauties with polished nickel raised edge, double handles, glass surface, hand painted designs, 18 inch size. Special **\$1.89**



Furs! Chokers, Collars, Stoles, Immensely Good VALUES These

CHOKERS, COLLARS AND STOLERS—Quite an assortment in Brown, Red and Grey Fox; others in Beaver-line, double collar and full felt. Regular values ranging from \$18.00 to \$19.00. Friday, Saturday and Monday **\$9.98**

CHOKERS—Some very fine Fur Chokers in this range in Grey and Brown Fox. The finishing touch to your Fall outfit from our regular \$14.00 and \$15.00 lines. Friday, Saturday and Monday **\$7.98**

NEW SOFT FELTS—Snappy line of Men's Soft Felts, choice of light or dark hands, beautiful quality felts, in shades of Pearl, Mail, Fawn, Light Grey, Seal and Steel; values to \$8.00. Special **\$4.75**

WARMER PYJAMAS—Men's Union Flannel Pyjama Suits in College stripes, a splendid line just opened up, comes in full fitting sizes. Friday, Saturday and Monday **\$3.75**

MEN'S SOCKS—From a vast stock of good values we have chosen this line of Men's Winter weight Wool Socks, in plain shades and nice Heather mixtures. Special **65c.**

NIGHTSHIRTS—Men's full sized striped flannellette Nightshirts, with collar and pocket, nice range. Friday, Saturday and Monday **\$1.85**

BOYS' COMBINATIONS—Real Fall weight Combination Underwear, in true-to-fit sizes, long sleeves and ankle length, comes in Blue and White, midweight Merino, to fit 7 to 15 years. Worth \$1.70 suit. Friday, Saturday and Monday **\$1.39**



SHOWERY WEATHER

Brings the demand for Umbrellas. Got one?

LADIES' UMBRELLAS—The new Stub Umbrella with shorter handle and writ strap, fast black covering and steel rod. Special **\$1.69**

LADIES' UMBRELLAS—A better line, straight or bent handles, the former with writ strap, rigid frames, very fine range. Special **\$2.39**

MEN'S UMBRELLAS—The self opening umbrella, press the lever, and presto! it's open, with a generous spread, double frame, good black covering, steel handle, a **\$2.75** man's umbrella



ALL WOOL BLANKETS

WOOL BLANKETS—English All Wool Blankets, and you can't beat them for wear, full in size, heavy in weight and full of comfort. A special line Friday, Saturday and Monday **\$11.35**

CRIP BLANKETS—Beauties in unusually heavy combed wool—All Wool—with pale blue striped borders. The pair in one piece. Friday, Saturday and Monday **\$4.30**

COTTON BLANKETS—Single fleeced Cotton Blankets, all finished edges, 45 x 72 size, border. Reg. \$1.35. Special **95c.**

COTTON BLANKETS—In a medium Grey shade, with coloured striped borders, nice go-between sheets, 54 x 74 size. The Pair **\$2.85**

Japanese Rag Rugs

A new line of these catter around Rugs, in all conceivable shades, great for bedroom or kitchen, A snap **79c.**

STAIR PADS—A new convenient width for any stairs, round nose, will not shift, they're well padded. Special each **24c.**

Radio Batteries
Charged by an Expert
WILLARD BATTERY SERVICE STATION
M. Maddigan, Manager
146 St. John's
Phone 1308.
146 St. John's