

to-day
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S USUAL.

THE WORLD'S PRESS.

LATIN IMPULSIVENESS.
 Daily News: Signor Mussolini's
 reported passion for highly colored
 has landed him and his fellow
 in a position from which
 it will be difficult to withdraw with a
 grace and without the appar-
 of having made a foolish mistake.

THE OBITUOUS JACKASS.
 The donkey: Some years ago now a
 Laureate spoke about letting the
 and tiger in human nature die,
 almost safe to assert that hu-
 manity will have even harder work
 of the donkey. The donkey will
 probably take a much larger time to
 die.

AN UNSTABLE CONTINENT.
 The Republic: Internation-
 ally Europe has seldom been in
 an unstable equilibrium and Mus-
 solini has shown full appreciation of
 fact. His recent performance is
 to be taken as an empty gesture,
 its full consequences may not
 some time be apparent.

THE FUEL SETTLEMENT.
 Many Knickerbocker Press: The
 vacation is at an end. But
 old factors which made the
 outlook remain. "Time" will
 and each day will bring nearer
 just such danger in the in-
 situation unless there is suf-
 in public office to correct this
 until there is assurance that the
 of fuel will be continuous.

THE SHIFTING POPULATION.
 The Chronicle: The night popu-
 of the City of London is less
 than 14,000. Its day population is
 4,000,000. That is an extreme in-
 crease but it may be taken, to illus-
 the change that has been brought
 in the life of this country by
 industrialism. Factories
 commercial offices have been in-
 cepted into the middle of residen-
 tial areas. They have displaced resi-
 dent population, and have drawn
 and themselves masses of workers
 live under various conditions in
 widening circles around them.

THE UNCHRISTIAN CHRISTIAN.
 The Chronicle: It does not
 fair to class love of power, prof-
 and pleasure as pagan, for there
 have been pagan religions which
 at their renunciation of these
 the teaching was obeyed by mil-
 lions of people. But they are pagan
 different yet a very real
 one opposed to Christian teach-
 ing. In a word, a Christian is a
 man—and of the worst sort—when
 ceases to be, except in name, a
 Christian. Of this type of pagan
 are millions to-day in the Chris-
 tian churches.

Watches are Baked!
 BAKING TESTS FOR TIME-
 PIECES

For the many small parts of a
 watch have been assembled and fitted
 in the case, a number of tests have
 been made before the watch is ready
 to be put into the possession of a new
 owner.

One of the many necessary things
 to be done for the action which
 regulates the temperature have upon
 the running of a watch com-
 plicated. You may, perhaps, have
 seen with your own watch that it
 does not go as well as it should. It
 will be better if the weather makes a
 sudden jump from heat to cold, or
 vice versa.

It will either gain or lose in an ex-
 traordinary manner, and you will
 find what is happening. When the
 watch becomes normal again, the
 time will be properly. Expensive
 watches are adjusted for tempera-
 tures between 35 degrees and 95
 degrees.

In the Cold Chamber.
 The watch is put in a tightly
 sealed, and placed in a chamber
 the temperature of which is slightly
 below the freezing point. Its movement is
 checked very carefully, and adjusted
 to time, until the watch is
 working correctly.

When the timekeeper is then moved from
 the cold chamber, and gradually
 brought to a specially constructed
 chamber the temperature of which is be-
 tween 70 and 75 degrees. Here its in-
 ternal arrangements are fully care-
 fully checked and adjusted from time to
 time. When the watch is going cor-
 rectly in this temperature, it is ve-
 rified in the cold chamber for fur-
 ther adjustment, if necessary. It
 is about a week in each chamber,
 the time a watch has passed the
 various tests, it will go correctly
 in any climate. Chronometers ordered
 by explorers and travelers
 are going to places where great
 changes of temperature are encoun-
 tered, and undergo very searching tests to
 see that they are thoroughly reliable.

It is one's surprise, the
 watch has been revived. The in-
 strument is quite marked in the new

When doubt assails you, as to the limitations of your purchasing power—try BAIRD'S—there the Dollar yields its Utmost

BAIRD'S BUSINESS-BRINGING VALUES--

Acknowledged Superior from every viewpoint.

Nowhere in St. John's to-day will be found a better display of Fall Merchandise than can be seen within the four walls of this mighty Store, and nowhere will be seen values of such significance to buyers at the present moment. Our foresight-ness is mainly responsible for this, as we have bought heavily and arranged for deliveries long before this season commenced.

A glance through the following columns will certainly convince one that this Store has indeed many inducements for the thrifty, many opportunities that should be availed of, and for those of limited spending allowances, should prove a veritable Storehouse of value opportunities throughout every department under its roof.




Friday, Saturday and Monday.

Congoleum Mats, 19c.

Each 19c

18 x 36 inch size convenient to put where the wear comes.

COAL SHOVELS—Long handle galvanized shovels, extraordi- nary low priced. 19c.

STRAINERS—Large Pan shape Tin Strainers, 12 inches in diameter, all perforated bottom, each . . . 19c.

BUTTER CHURNS—The handy-quick-to-use 4-lb Butter Churns, just what you need when you have milk left over, 4 sizes, all glass containers, with screw covers. Special 69c., 79c., 89c. & 98c.

BRUSH AND COMB—Sets of Brush and Comb, boxed in blue & white, the set 29c.

SCHOOL SETS—8 piece Sets, pencils, pens and erasers, in cloth covered box 33c.

CRAYONS—Wool covered coloured Crayons, 6 in box 15c.

PATTY PANS—Nested, 12 in each set, in bright tin, very handy . . . 43c.

ENAMEL PANS—An assortment, bowl shape and shallow pans for kitchen use. Special . . . 19c.

Fur Chokers.

Opposum Fur Chokers, in Brown and Grey. Just what you need to set off your Fall Suit. They're smart and much admired. Values to \$10.00. Special \$6.50

Smart Appearing SKIRTS 8.00 values for 2.75

LADIES' SKIRTS—Participate in this Sale of good looking Fall and Winter Skirts. Your choice of Tweed Cloth and Serge, in Navy, Brown and Black, button trimmed, pocket and belt; assorted sizes. Reg. values to \$2.75 \$3.00. Friday, Saturday & Monday \$2.75

MARABOUT TRIMMING—Fashionable trimmings, in shades of Sky, Hello, Pink, Gold, Emerald, Nile and Grey. Reg. 90c. 49c. Friday, Saturday and Monday

BUNGALOW APRONS—Loose fitting, well made Cotton Aprons, Peter Pan collar, ric-rac trimmings, belt and strings to tie at back; really indispensable. Regular \$1.50. Friday, Saturday and Monday \$1.39

CHEERIES—Brilliant Red Bunches of Artificial Cherries, with foliage; popular for millinery purposes. Special the Bunch . . . 10c.

CHILDREN'S COATS—Fall Coats in mixed Tweeds, Velvet collar, belt and pocket, to fit 8 to 10 years. \$5.00 values. Friday, Saturday and Monday \$1.95

LADIES' VESTS—Medium weight, Jersey Vests, round neck, short sleeves and some with strap shoulder; 36 to 44 sizes. Reg. 90c. 79c. Friday, Saturday and Monday

Sport Hats.

Misses' Cloth Sport Hats, with Wool trimmings and tassel, stitched brim and turned up front; shades of Crimson and Fawn. Regular \$1.50. Friday, Saturday and Monday \$1.08

SHOW ROOM

Sample Line of LADIES' JUMPERS.

Magnificent affairs in Crepe-de-Chene and Canton Crepe, beautifully embroidered, beaded and braided, with and without girdle, round neck, and half sleeve; shades bring Flame, Terra Cotta, Sand, Roseda, Paisley mixtures, Navy, Brown, Black and White; 38 to 46 inch sizes. Reg. \$8.00. Friday, Saturday & Monday \$4.98

CHILDREN'S WOOL JACKETS—All Wool, in Pink and White, Blue and White, and all White, long sleeve, buttoned front. Reg. \$1.00. Friday, Saturday & Monday 85c.

LADIES' COAT JERSEYS—A brand new line, showing Tweed front, girdle and long sleeves; others with collar, belt and pockets, all of them excellent and every liked shade represented; sizes 38 to 44. Reg. \$4.00. Friday, Saturday and Monday \$3.50

PINK BLOOMERS—Full fitting Pink Jersey Bloomers, elastic at waist and knee, assorted sizes. Regular 40c. Friday, Saturday and Monday 34c.

BOMPERS—Children's Fancy Flannellet Bloomers, in Check and Stripes; round collar and belt, elastic knee; to fit 2 to 6 years. Reg. 75c. Friday, Saturday and Monday 59c.

SILK SCARVES—Knitted Silk Scarves, fringed, in wide and narrow effects, great range of shades; beautiful things. Regular \$1.50. Friday, Saturday and Monday \$1.42

GOLD WEATHER COMFORTS.

Now is the time to secure them here.

WADDLED QUILTS—Large full size, heavily wadded Quilts, showing pretty Paisley and Art coverings, quilted all over. Regular \$6.00. Friday, Saturday and Monday \$5.65

SHEETINGS—60 inch half bleach Sheetings, strong Twill finish. Friday, Saturday and Monday 62c.

WHITE QUILTS—A line of fringed White Honeycomb Quilts, two and a half yards long. We have reduced these to a Special low price for clearance. Values \$5.00. Friday, Saturday & Monday \$3.85

COTTON BLANKETS—Large size, Coloured Cotton Blankets, double weight, shades of Pink, Blue, Grey, Brown and Putty. Friday, Saturday and Monday \$2.10

WOOL BLANKETS—English Wool Blankets, 62 x 82 also, full weight Blankets; back to pre-war \$6.85 values. Special the pair \$6.85

DOUBLE WIDTH TWEEDS—Retailable quality English Union Tweeds for Men's and Boys' wear; extra strong for working pants and school pants. Reg. \$1.70 yard. Reg. 85c. Friday, Saturday & Monday \$1.48

APRON CLOTH—"Nurse Evelyn" pure White Apron Cloth, renowned for its firmness and its serviceability; 52 inches wide. Reg. 75c. Friday, Saturday and Monday 79c.

WINCENNE—36 inch material, white ground, with cluster stripes; Pink and Pale Blue, and Hello, beautiful for Night Gowns. Friday, Saturday and Monday, the yard 53c.

Glad Tidings from our busy Household Section Distinctly Baird Values.

CROSS-BARRED SCRIMS—This is a marvel for value, 38 inches wide, plain neat cross-bar all over pattern. Special Friday, Saturday 24c. and Monday, yard

BORDERED SCRIMS—Very handsome Scrims, double cross-bar pattern and wide coloured floral border. Friday, Saturday and Monday, yard 43c.

CASEMENT CLOTHS—39 inch Cream Casement Cloth; plain edge and wide lace insertion banding at both sides. Special Friday, Saturday and Monday, yard 45c.

CURTAIN LACE—56 inch Nottingham Curtain Laces Cream shade, pretty centre and extra wide border. Special Friday, Saturday and Monday, yard 65c.

MADRAS MUSLINS—This is a beauty; Cream shade, extra wide and shows a magnificent colored Art border—Bird of Paradise and Flower pattern; elegant. Friday, Saturday \$1.25 and Monday, yard

MADRAS MUSLINS—42 inch, prettily patterned Cream Madras Muslin, wave edge. Friday, Saturday and Monday, yard 46c.

TABLE COVERS—The new style, Coloured Tapestry Throw-over Table Covers, runner style, 20 x 65; in Crimson, Green and Gold mixtures. Regular \$2.30. Friday, Saturday and Monday \$2.59

TABLE COVERS—Fancy Tapestry Table Covers, 24 x 72; high size; in very pretty color blendings; plain edge. Regular \$5.00. Friday, Saturday and Monday \$4.75

MOTOR RUGS—Reversible Plaid Wool Rugs for motor, carriage or lounge, fringed; a remarkable value. Friday, Saturday and Monday \$3.65

A Chintz Special.
 A remarkable Chintz value, Light and Dark patterns, and beautiful patterns; they are 36 inches wide. Friday, Saturday and Monday, yard 47c.

Hosiery Values

Culled from vast stocks of reputable brands. Extra good—all of them

GIRLS' SPORT HOSIERY—This line brings 2 pretty Light shades—Coating and Grey; fancy broad ribbed Wool Cashmere make; fall weight. Regular \$1.10. Special 98c.

WOMEN'S HOSE—Stout ribbed Black Wool Hosiery, real Fall weight, assorted sizes. Special 59c.

HELORED HOSIERY—Plain Black Fall weight Hosiery, with heavy ribbed tops. These are Special value at 49c.

SPORT HOSIERY—Plain Color Hosiery, showing broad ribs, a most unusual value in fashionable Hosiery. Special 45c.

HEATHER HOSE—Ladies' Heather Hose, plain finish and fine ribbed front; 2 pretty mixtures. Regular 35c. Special 29c.

EXTRA LARGE SIZE HOSIERY—Past Black Hosiery, plain finish, garter tops, knit to fit without a seam. Special 39c.

Job Table Cloths.
 In good grade White Damasks; size 58 x 59; hemmed. \$3.40 value. Friday, Saturday and Monday \$1.85
 Size 66 x 66. Special \$2.29

HEARTH RUGS.

PLUSH HEARTH RUGS—Rich looking Floor Rugs, in plain shades, Crimson, Green and Black, plain self border and crushed centre; distinctive Rugs. Reg. \$8.25 \$8.50. Special

HEARTH RUGS—Axminster Hearth Rugs, all brand new ones in fringed and beautifully patterned and they are of the serviceable kind and yet inexpensive. Regular \$4.75 value. Friday, Saturday and Monday \$4.28

EXTRA LARGE RUGS—Hearth Rugs unusually large and very heavy quality; should last for years, hand-some range of patterns, wool fringed. Reg. \$11.50 value. Friday, Saturday and Monday \$10.65

DOOR MATS—Pretty Axminster Door Mats, with fringed ends, remarkable for their pretty color blendings and their serviceableness. Friday, Saturday and Monday \$1.15

PLUSH MATS—Rich looking Plush Door Mats, plain shades of Crim-son, Green and Black; crushed centre and plain self borders; heavy weight. Special Friday, Saturday and Monday \$1.65

STAIR CARPETS—Many new patterns just to hand, 18 inch, Oak, Floral and Tile patterns, in many tones. Printed and Hessian backs. Friday, Saturday & Monday, yard 42c.

STAIR DRUGGETS—18 inch border of Staff Druggets, fancy Crim-son and Green mixtures. The yard Friday, Saturday and Monday 33c.

36 inch Linoleums.
 36 inch bordered Linoleums, every piece new; nice for hallways, good looking patterns. Reg. \$1.26. Friday, Saturday and Monday \$1.10

The Men's & Boys' Dept. Alive to your requirements Here is proof of it.

PIJAMAS—Striped Flannellet Pajamas, neat patterns, military collar. A new value \$2.50 at

WORK SHIRTS—In heavy Khaki Drill, with collar attached, all double stitched seams. \$1.69 Special

CUFF LINKS—Gold plated, with neat Pearl settings, sturdy and very neat. Special 75c.

SOCKS—10 dozen of them, heavy Wool finish, ribbed. While the quantity lasts 38c.

BOYS' JERSEYS—In plain shades, Navy, Sage, Brown, Emerald and Cardinal, buttoned shoulder; to fit 4 to 8 years. Special \$1.19

COMBINATIONS—Men's Combination Underwear; a very nice weight for Fall time, natural shade, not seced, perfect fitting underwear. The \$1.85 Suit—Special

BOYS' TWEED PANTS—English Tweed Pants, lined throughout, open knee style; to fit from 5 to 12 years. Special \$1.20

MEN'S CAPS—Nobby London Caps, in mixed Tweeds, handkerchiefs, one piece crowns, shot silk linings; always sharply and presentable. Special \$1.50

SOFT FELTS—Another shipment of low priced Soft Felt Hats, just to hand; shades of Slate, Steel, Tobacco and Brown, silk lined, narrow leaf effect. Special \$2.90

UMBRELLAS—Some of these were \$3.50 each, wood handles, steel rod, firm frame and a generous spread. Special \$2.75

Little Gent's OVERCOATS!

A neat manly little style for the smaller boys; Light and medium Greys, in all Wool Coatings, double breasted style, form-fitting with wide skirt effect; to fit 4 to 7 years. Special \$6.25

Snappy Glove Values

WHITE GLOVES—Ladies' Washable White Chambrette Gloves, fall weight, serviceable. Reg. 59c. 70c. value. Friday, Saturday & Monday

SUEDE GLOVES—Shoe Suede Gloves, perfect washers; shades of Chambrette, Red and White; extra wrist style; excellent quality. \$1.30 value. Special 98c.

FABRIC GLOVES—Ladies' Suede Socks, distinctly fall weight, and absolutely one of the best Glove values we have seen for many seasons. Shades of Oatmeal, Grey, Beaver, Elephant, Brown, Navy and Black. Special 45c.

James Baird LIMITED

WHERE BUYING ADVANTAGES ARE GOOD.

It's a wonderful time to pick up values in REMNANTS!

Thousands upon thousands of yards of every wanted kind of materials will be found among our Remnant Goods; usable lengths that find their way to the big pile, all marked at advance prices.

Flannellets, Shirtings, Scrims, Curtain Laces, Plain Gabardines and Gingham, etc. Every piece marked in Liberty, Regatta, Flairs, Chintz, Satens, Quilt Coverings, and many others. Give them the once over to-day, it will pay you.