The Value-Discerning Eye Sees these FRIDAY, SATURDAY and MONDAY SPECIALS AT A GLANCE!

SPECIALS.

Cold Cream, high grade, per crock .. ..10c.
Tooth Powder, Bel-bon. Reg. 25c. size for .. ..10c.
Glycerine, guaranteed quality. Bottle .. ..15c.
Bay Rum, in fancy bottles for your table .. ..15c.
Glycerine and Rose Water; try a bottle .. ..15c.
Shaving Cream, rich lather, tube .. ..15c.
Mentholene, relieves all inflammation .. ..17c.
Hypozone, 3 sizes, 15c. 25c. 45c.
Sylpho-Nathol, disinfectant. 10c.
Peroxide of Hydrogen, 3 sizes .. ..10c. 17c. 28c.
Kleanall, removes grease spots .. ..10c.
Machine Oil, 4 oz. bottle..10c.
Blue Black Ink, ½ pint bottle .. ..22c.
Note Cases, pebbled; handy size .. ..15c.

LADIES' FLEECED HOSIERY. 39c

A 12 dozen lot of plain Black Hose, with a fine fleece finish, worthy hose from top to toe; full sizes. Secure a pair or two of these. Special **Friday, Saturday and Monday** **39c**

Familiarize yourself with the list which here follows. Compare the prices with what you have been paying for the same merchandise elsewhere—then see what you save by attending these

Special Bargain Sales Friday, Sat. and Monday.

Boys' T. O'S. Caps.

Boys' Sailor Caps in a lasting Navy shade; that smart regulation shape, with black silk band and gold letters; looks well for Sunday wear. Reg. 65c. **Friday, Saturday & Monday** **59c**

LADIES' KID GLOVES.

Best quality Cape Kid, that particular weight for fall wear, pretty tan shade; real English make; sizes from 5¾ to 7. Reg. $3.00 pair. **Friday, Saturday and Mon.** **$2.80**

GIRLS' KID GLOVES.

Brand new Tan Kid Gloves, excellent quality at an almost unbelievable price; sizes from 2 to 6; come along early. This small quantity will vanish quickly at our Special Price. **Friday, Saturday, and Monday** **89c**

NOTICE! How carefully we select HOME NEEDS

and how mercilessly we slash their prices, for instance.

TABLE COVERS.

Get a nice cheerful looking Cloth for your dining table now that the evenings are long and much of your time will be spent at home; let things be cherful. These Cloths come in Crimson and Green mixtures, fringed ends. Reg. $2.70. **Friday, Sat. & Monday** **$2.45**

CASEMENT CLOTHS.

36 inches wide, Cream shade with a wide floral band border in pleasing shades. These materials wash splendidly and last for years; have a nice clinging appearance and look well for any kind of hangings or drapes. Reg. 27c. yard. **Friday, Saturday and Monday** **24c**

TABLE CENTRES.

Very handsome little Table Centres in Cream Linen Crash, stamped border and fringed edge, in shades of Blue, Brown, Cream and White; inexpensive yet effective looking. Reg. 18c. **Friday, Saturday and Monday** **15c**

BUREAU CLOTHS.

Quite a nice little assortment of these white linen goods with stamped designs at ends and lace edging; others with silk embroidered ends, size 18 x 42. Reg. 25c. **Friday, Saturday and Monday** **22c**

CUSHION COVERS.

Serviceable Cream Crash Cushion Covers, with pretty stamped designs in colours; fringed edge, others with silk cord. Good value at 45c. **Friday, Saturday and Monday** **36c**

ROUSING VALUE SALE OF

BLANKETS, QUILTS and SHEETS, Etc., ALL UNDERPRICED.

WHITE QUILTS.

A clearing sale of large sizable all white quilts in Grecian and Honey-Comb makes, plain and fringed; here is an opportunity to buy a really serviceable quilt at a specially reduced price; value to $2.75. **Friday, Saturday and Monday** **$2.25**

BED SHEETS.

30 pairs of best quality Twilled English Sheets, size 2 by 2½ yards, hemmed; these were secured at the old price and we are sure they are unmatchable to-day at their regular price $3.00 pair. **Friday, Saturday and Monday** .. **$2.68**

PATCH QUILTS.

Just 2 dozen of these heavy flannelette patch quilts, will be found welcome on the colder nights, good full size, well stitched. Try one on the children's bed. Clearing **Friday, Saturday and Monday, each** **94c**

COTTON BLANKETS.

Buy your Cotton Blankets now, to-day if possible, soft fluffy Cotton Blankets, in a medium size, finished with sky or pink striped border and worked edge; these are a nice weight and would make a welcome covering for present wear. **Special, per pair, Friday, Saturday and Monday** **$1.79**

OUR BEST QUALITY "WOOLNAP" BLANKET.

Equal to the all wool blanket, for its warmth-giving quality has made this a decided favourite, and it comes at just about half the price, beautiful soft-wool like finish, washes well, generous size; if you have not used these before give them a trial now for economy's sake; Pink of Blue striped border and silky bound edge. **Special, per pair, Friday, Saturday & Monday** **$4.89**

We're Expecting a Big Turn Out in Response to these Values Fri., Sat. and Monday.

CURTAIN NETS.

We offer several pieces of worthy Curtain Nets in White or Cream, showing new and effective floral patterns. Curtain Nets that are value to-day for 35c. per yard. **Friday, Saturday and Monday** **29c**

TOWELING.

All White Turkish Toweling for roller or hand towels; extra good quality. We have just a piece or two at the old Sale Price. **Friday, Saturday and Monday, per yard** .. **19c**

CUSHIONS.

Ready to use, Tapestry Top Cushions, plump and serviceable. The designs show large tiger head and home scenes, etc. Get one for the lounge or arm chair; an ornament to any room. Regular $1.40. **Friday, Saturday and Monday** **$1.28**

MEXICAN WRAPS.

These will be found very serviceable; may be used for lounge wrap, carriage wrap and many other purposes; they come in a generous size, long fringed ends and assorted mixed shades. **Special for Friday, Saturday and Monday** **58c**

BOYS' COAT JERSEYS.

The mere sight of these little beauties gives a longing to own one; warm wool make in shades of Crimson, Marone, Oxford, Grey, Navy, Brown and some lovely Heather mixtures; assorted sizes. Regular to $3.20. **Friday, Saturday and Monday** **$2.95**

BLOUSE FABRICS.

See this very pleasing range of fall Blouse Goods, neat patterns on assorted grounds; fine spots, pin stripes and fancy mixtures; slight fleecy back. These make up prettily and make inexpensive and lasting Blouses for fall wear. **Special, per yard, Friday, Saturday and Monday** **4c**

Shepherd's Check.

Extra good washing material in assorted Shepherd's Checks, nice and becoming for Blouses or Children's Fall Dresses. These are new and value for 35c. per yard. **Friday, Saturday and Monday** **29c**

Bear Skin.

Imitation Bearskin in deep Cream shade; looks well made up for Children's Coats, Caps and trimmings. This has not that curl finish like the ordinary; has a nice soft flat finish. Regular $1.90 value. **Friday, Saturday and Monday, per yard** **$1.58**

See the New BLOUSES!

Value and variety in New Blouses. A winsome lot showing White Muslin with pretty embroidered fronts, others in Coloured Striped Muslins, and others again a shade heavier in Repp, with rolled collar, pocket, etc. The Muslin Blouses show the stylish large sailor collar; the size range is complete, the value the best procurable, and the styles just what you would expect from this fashionable centre. Regular to $1.80. **Friday, Saturday and Monday** **$1.59**

HIGH GRADE UNDERWEAR.

Best quality pure White Jersey Underwear, high and low neck vests, with long and short sleeves, others sleeveless, silk crochet edge at neck, pants to match, ankle or knee length, assorted sizes. Regular values to $1 per garment. **Friday, Saturday and Monday** **75c**

STORK PANTS.

Infants' Stork Pants, well shaped for easy fitting, made of a good rubberised white sheeting, pearl buttons and taped at waist. Regular 40 cts. **Friday, Saturday and Monday** **36c**

OVERALLS.

Ladies' good washing Gingham Overalls, in roomy sizes, elastic at waist, ½ sleeve; they come in checks, stripes and fancy paterns, piped with white; you need one for morning wear. Reg. $1.10. **Friday, Saturday and Monday** **98c**

CHILDREN'S BEAVER HATS.

The newest of the new, lovely little Mushroom shape Beaver Hats for the children; shades of Navy, Royal, Brown and Black, ribbon band on each. A smart and seasonable hat for fall wear. **Special, each, Fri., Sat. and Monday** **45c**

NECK CORDS.

An assortment of pretty shades, in silk knitted neck cords, tassel at end; they are stylish and set off a low neck blouse. **Special each, Fri., Sat. and Monday** **9c**

NIGHTGOWNS.

A very special lot in strong white flannelette, rolled collar, galon trimmed yoke, made in full sizes; an overmed stock is responsible for the special cut price of these; good value at 90c. **Friday, Saturday and Monday**.. .. .. **79c**

Buy Your BOOTS as well as YOUR HOSIERY HERE!

CHILDREN'S BOOTS.

Best quality Dongola Kid in Laced or Buttoned Style, strong stitchings, perfect form, all leather soles and heels; sizes 6 to 10. Reg. to $2.50 pair. **Fri., Sat. and Mon.** .. **$2.30**

MISSES' BOOTS.

Laced or Buttoned Style in a good quality Dongola Kid, honestly constructed throughout; we know of no better line for value or service; sizes 11 to 2. Reg. to $3.20. **Fri., Sat. and Mon.** **$3.00**

BOYS' BOOTS.

Sturdy Boots that you can depend on for wear, best Box Calf stock, Blucher Cut, solid leather sole and heel; sizes 1 to 5 for the bligger boys; if he is hard on boots try a pair of these. Reg. to $3.70 pair. **Friday, Saturday and Monday** **$3.50**

HOSIERY SPECIAL!

Ladies' "Circle Bar" Hoisery comes at a very moderate price, considering its excellent quality and durability, fast black, plain finish, full sizes, real fall weight. Reg. 55c. pair. **Friday, Saturday and Monday** .. **48c**

LADIES' HOSE.

A special lot in fast black Cotton Lisle, finely woven hose that can be comfortably worn for fall wear; they come in full sizes at 25c. pair; they are good value **Friday, Saturday and Monday** **23c**

Share in the Savings Offered in Men's Wear.

MEN'S NEGLIGEE SHIRTS.

Here is a very fine range of all-over Negligee Shirts in neat pin stripes, single soft cuffs; good washing materials, in true to fit sizes from 14 to 16½. Regular $1.00. **Friday, Saturday and Monday** **89c**

MEN'S SHIRTS.

Very neat striped patterns in a nice fine flannelette make, a welcome weight for cold weather wear, without collar, made in good roomy sizes; a shirt that any man would like to own. Reg. $1.30. **Friday, Saturday and Monday** .. **$1.18**

VELOUR FINISH HATS.

A special lot of these in Bronze, Navy and Black, wide band and the new high crown shape; this is a serviceable and stylish knockabout hat for everyday wear. Reg. $1.90. **Friday, Saturday and Monday** **$1.68**

MEN'S COLLARS.

Which do you prefer? English or American, you'll find both makes here in the newest shapes, all sizes from 14 to 16½. Special, each, **Friday, Saturday and Monday** **19c**

THE "BOSTON" GARTER.

They are always secure and easy fitting half hose support, all nickle fitting, good quality elastics in assorted shades. Reg. 33c. pair. **Fri., Sat. and Monday** **29c**

NEW CAPS.

The latest in English and American Tweed Caps, pieced and piece crowns, snug-fitting Caps at a price that comes within easy reach. Get your fall cap here; values to 75 cents. **Friday, Saturday and Monday** **65c**

MEN'S HANDKERCH'FS.

Soft wearing "Excelda" handkerchiefs, in shades of crimson, khaki with embroidered crest, others in coloured and others with coloured hemstitched border, full size gent's, the kerchief that is never bulky. Reg. to 22c. each. **Friday, Saturday and Monday** **19c**

"SLIP-EEZIE" NECKWEAR FOR MEN.

Since last week we have opened some very handsome lines of New Neckwear. This line is particularly pleasing. New patterns, new colour blendings, lots of pretty plain shades in the best of silks, all the are full length. Reg. 40c. value. **Friday, Saturday and Monday** .. **33c**

HAND BAGS.

Black Pebbled Grain Leatherette Hand Bags, strongly lined, good rigid frame and nickel mountings; complete outfit in each bag, including Purse, Circular Mirror, Powder Box, etc.; double carrying strap, etc. Reg. 80c. **Friday, Saturday and Monday** **73c**

CHILDREN'S COATS.

Fall Coats for the little ones from 2 to 4 years; lovely styles in Corduroy, Blanket and warm cloths, fur trimmed, astrachan trimmed, buttoned to neck and lined throughout; all brand new Coats this season. Reg. $2.50. **Friday, Saturday and Monday**.... **$2.29**

CHILDREN'S NIGHTGOWNS.

In White and Striped Flannelettes, for Children and Misses, sizes to fit from 4 to 14 years; a snug-fitting turned down collar; a necessary weight for present wear. Reg. 85c. **Friday, Saturday and Monday** **78c**

Check Coatings.

These are fashionable and come in a nicely assorted range, 54 inches wide. The tones include assorted Greys, Brown, Green, Blue and Heather; warm Blanket Coatings that make the prettiest and most comfortable Winter Coats. Just a piece of each cut to the finest for this week's Sale. **Special, per yard, Friday, Saturday and Monday** **$3.55**

James Baird LIMITED

Casualty List.

RECEIVED OCTOBER 18TH, 1917.

Died of Wounds at 61st Casualty Clearing Station, France, Oct. 9.

2953—Private John J. Kavanagh, Burin.

Reported by Canadian Red Cross, Oct. 18, Died in Enemy Hands—No Particulars Given. (Previously Reported Prisoners of War.)

1482—Private Gideon H. Lane, Jamestown, B.B.

2616—Private Charles Snow, Harbor Grace.

Previously Reported Wounded.

Capt. Kevin J. Keegan, M C., St. John's. Nature of wounds: gunshot wounds hip and side.

At 24th General Hospital, Etaples, Oct. 10. Gunsrot Wounds.

728—Private Charles W. Brown, Tack's Beach; thigh and left buttock, severe.

1937—Private William J. Pelley, Phillip's Head, N.D.B.; buttocks, severe.

3118—Private Reuben O. Perry, River of Ponds, St. Barbe; chest, mild.

1625—Private Sidney Buckley, Botwood; face, mild.

2923—Private Frank J. Angot, Harbor Breton; left thumb, mild.

At 1st Canadian General Hospital, Etaples, Oct. 10. Shell Wounds.

1820—Private Frank Cosworthy, Freshwater Road; right leg, severe.

2522—Private Frank Roberts, Wild Bight, N.D.B.; face, slight.

2796—Private Albert George, Brazil's Field; left knee and head, severe.

At 1st Canadian General Hospital, Etaples, Oct. 10. Gunshot Wound.

1227—Private John L. Murphy, 103 Signal Hill Road; left ankle, severe.

At St. John Ambulance Brigade Hospital, Etaples, Oct. 10. Gunshot Wound Left Wrist, Severe.

3347—Private Wm. A. Pennell, Trepassey.

At 56th General Hospital, Etaples, Oct. 10. Nature of Wounds not yet Reported.

780—Private Wm. T. Power, 66a Pleasant Street.

1573—Private Geo. Greeley, Portugal Cove.

3304—Private Michael Quinlan, Rossiter's Lane.

At 8th Stationary Hospital, Wimereux, Oct. 11. Gunshot Wound Scalp, Severe.

1349—Private Frederick Cummins, Golf Avenue.

At 47th General Hospital, Le Treport, Oct. 11. Gunshot Wounds Face and Right Eye, Mild.

2746—Private John T. Lewis, Chapel's Cove, C. B.

At 3rd General Hospital, Le Treport, Oct. 11. Gunshot Wound Left Arm, Severe.

1706—Private Allan Hollett, Lower Small Point, B. de V.

At 4th General Hospital, Dannes Camiers, October 10. Gunshot Wounds.

3437—Private Gilbert Ivany, English Hr., T.B.; right hand, severe.

467 — Private Samuel Fiander, Coombs Cove, F.B.; left thigh.

At 4th London General Hospital.

2956 — Private Bernard Butler, 51 Cabot Street; bullet wound, left leg, slight.

2137—Private Edmund Reid, Dildo, T.B.; shrapnel wound neck, slight.

At King George Hospital, London, Gunshot Wounds Right Eye and Shoulder, Slight.

3294—Private John W. Hillier, Lamaline.

At Military Hoispital, Lewisham, Gunshot Wound Left Leg, Slight.

2111 — Private Thomas W. Silk, Leading Tickles, N.D.B.

AT HAMPSTEAD MILITARY HOSPITAL.

Gunshot Wounds.

3024—Private Geo. Rowsell, Pushthrough; back.

2465—Private Arthur Wheeler, Summerford, Twillingate; right knee.

Shell Wound.

2968—Private Michael G. O'Brien, Witless Bay, Ferryland; right leg.

ADDITIONAL INFORMATION.

Received October 18th, 1917.

Previously Reported Shell Shock, Mild, Rouen, October 10. Now Reported at 2nd London General Hospital.

1929—L. Corp. William J. Hiscock, Chamberlains.

Previously Reported Dangerously Wounded, France, Oct. 10. Now Reported Great Improvement, Being Transferred to Base, Oct. 13th.

230—Private Patrick McDonald, Grand Falls.

Previously Reported Gunshot Wound Right Elbow Mild, Dannes Camiers. Oct. 10. Now Reported at 4th London General Hospital, Bullet Wounds Right Elbow and Chest. Slight.

2397—Private Donald Norris, 237 Hamilton Ave.

R. A. SQUIRES,
Colonial Secretary.

Hymeneal.

DUFFETT—DOWNTON.

St. Thomas's Church was the scene of a quiet wedding at 5 p.m. Wednesday when Miss Annie Duffett, recently of the nursing staff at the Sanatorium, Topsail Road, and Mr. Wm. Downton, of Mr. A. G. Carnell's employ were united in the silken bonds of matrimony. The ceremony was performed by the Rector, Rev. Dr. Jones, in the presence of a large number of friends. The bride wore a traveling costume of navy blue and white picture hat. The bridesmaids were Miss Nellie Atwell, nurse at the sanatorium, and Miss Clara Downton, both of whom looked most attractive in dresses of fawn. Capt. Ford Winsor, of the Central Fire Department, performed the duties of father-giver, while the groom was ably supported by his brother Sandy. After the ceremony the bridal party drove to the groom's future residence Fleming Street, where a reception was held, and the happy couple received the congratulations of their friends. After supper, which was a pleasing one, an enjoyable evening of music and dancing was spent. Mrs. Downton received a large number of valuable present.

The Telegram extends congratulations and wishes the bride and groom many years of happiness.