

Snow Suits,
7.50.

These suits, in most ser-
viced garment for
comfort and good

Stockings,
1.10.

in White and

to 42c. pair.

Ltd.

ATION.

ch material. The dress mea-
sures 2½ yards at the foot.

Terms of this illustration mail-
ing address on receipt of 10

No.

in full:—

When you want Steaks, Chops,
lets, try ELLIS'.

The Purest and Best
Beer in Nfld.:

Crown Lager,
Crown Porter,
Royal Ale.

BAIRD & Co.
Agents.



TORIC
LENSES

BE MORE BECOMING THAN
FLAT LENSES.

The edges of Toric Lenses do
show as prominently as
those of flat lenses. They fit in-
to your eyes. You will find
them much more becoming and
ful. They give you a wider,
truer field vision. You should
know about Toric Lenses. Let
us explain them.

H. TRAPNELL,
Eyesight Specialist.
St. John's.

WARD'S LINIMENT CURES GARDEN
GET IN COWS.



Wadded
QUILTS.

Full size, well wadded, plain band
border and art covered centre and
back; size 72 x 78, affording ample
covering for even the largest beds.
Reg. \$4.50. Friday, Saturday
and Monday **\$4.39**



Wadded
QUILTS.

Another special lot of these Wadded
Quilts that we have selected for this
week's Sale. Size 72 x 78. See these
unequaled values. Reg.
\$2.50. Fri., Sat. & Mon. **\$3.49**



LET THIS PAGE BE YOUR SHOPPING GUIDE
FOR ECONOMY'S SAKE
FRIDAY, SATURDAY AND MONDAY.

Look well to your
Footwear Needs
Our special offers this
week are worth reading

LADIES' BOOTS.

A nobby boot with patent
leather vamp and gun metal top,
your choice of laced or buttoned,
plain Toes, Paris heel, could you
desire fitter for present wear;
sizes from 2½ to 6½. Reg. \$5.00.
Friday, Saturday and Monday **\$4.78**

MEN'S BOOTS.

A strong make in gun metal.
Bucher shape; just the boot you
would like for present wear, half
sizes to hand. Regular \$4.00.
Friday, Saturday and Monday **\$3.78**



LADIES' RUBBERS.

There is an immediate demand
for rubbers. Our special cut
price on Ladies' Storm rubbers
should enable every one to have
a pair, the quantity is limited and
the price inviting. Special, Fri-
day, Saturday and Monday **59c**

MEN'S STORM RUBBERS.

A good wearing rubber at a
small price. Storm cut, sizes
from 6 to 10, half sizes also. Our
special in Men's Friday, Satur-
day and Monday **89c**

CHILDREN'S SPATS.

Six, seven and eight button
fleece Jersey Spats in shades of
Navy, Crimson and Fawn, as-
sorted sizes, well shaped. Special,
Friday, Saturday and Mon-
day, per pair **38c**

Others Have Found Shopping Here Helpful,
SO CAN YOU by confining all your dealings to this great Bargain Source. From
all ends of the city and its approaches eager shoppers are continually wending their
way to BAIRD'S, eager to buy and eager to pay those easy prices, so truly helpful
these cruel war times.

Rest Your Eye on These Satisfying Values in HOME NEEDS.

PILLOW CASES.

Quality Pillow Cases, made from
the strongest English pillowings,
size 25 x 35, finished with linen
buttons and double hemstitched
edge, last for years. See these.
Reg. 90c. Fri., Sat and 79c
Monday

TABLE CENTRES.

Made in Ireland, beautiful soft
white linen Table Centres, circu-
lar shape, 16 inches in diameter,
well covered with embroidered
shamrocks and scalloped and
worked edge. Reg. 55c.
Fri., Sat. and Monday **49c**

SHAMS! SHAMS!

A basketful of inexpensive yet
serviceable Pillow Shams, some in
White Muslin, with braided de-
signs and edging, others in strong
white cotton, showing stamped de-
signs; values to 35c.
Fri., Sat. and Monday **27c**

SIDEBOARD CLOTHS.

Lacey looking cloths that should
set off your sideboard, strong and
serviceable lace and white linen
make, showing 2 rows of lace in-
sertion and lace edging to match.
Reg. 45c. Friday, Satur-
day and Monday **39c**

MEN'S JERSEYS.

All wool Sweater
Jerseys in Navy and
Grey shades, snug-semi
cut, a splendid Jersey
for the out of doors
workman. Reg. \$3.50.
Fri., Sat. and Monday **\$2.98**



PRETTY CHINTZ.

Just 3 or 4 pieces of real hand-
some Chintz coverings, 36 inch
goods, prettily patterned, in rich col-
ourings on white grounds. Reg. 30c.
Friday, Saturday and Monday **27c**

FURNITURE COVERINGS.

Reversible furniture coverings and
upholsterings, 48 inches wide, extra
strong quality in beautiful shadow ef-
fects, soft colourings restful to the
eye. Reg. 75c. Friday, Sat-
urday, Saturday and Monday **69c**

CASEMENT CLOTHS.

These make draught proof cur-
tains for winter time, light cream
shade, 48 inches wide, they wash
over and over again without im-
pairing the appearance, plain fin-
ish. Reg. 50c. Friday, Sat-
urday, Sat. and Monday **45c**

SILENCE CLOTH.

We had been asked for this
over and over again and an-
nounce the arrival of a piece or two
this week, full width pure white
heavily quilted, saves your cloth
and spares the table top. Reg. \$1.50
per yard. Friday, Sat-
urday and Monday **\$1.68**

TRAY CLOTHS.

These are beauties, made from
finest quality Mercerized Table
Damasks, finished with an extra
wide hemstitched border, plain
spot centre and floral border;
marvellous value. Special, each
Friday, Saturday and Monday **25c**

LARGE TOWELS.

Yes! large White Turkish Towel
almost both sides, superior qual-
ity. These we have had for some
time and they are offered to you at
the old price, worth looking into,
is it not. Reg. 55c. Fri., Sat-
urday and Monday, each **49c**

CRIB BLANKETS.

Something nice and
warm for the baby's
cot, soft fluffy finish
blankets with Teddy
bear patterns and other
nursery favorites, each
blanket boxed. Special
each, Friday, Satur-
day and Monday **79c**



Found in the SHOWROOM

MISSSES' DRESSING GOWNS.

Warm Blanket Dressing Gowns,
with heavy girdle at waist, cord
ed neck, others with satin trim-
mings, pretty mixed shades of
Grey mostly, they offer excellent
value at \$2.90. Fri., Sat. and Monday **\$1.59**

Extra Good Values in LADIES' and MISSSES' HATS.

Good looking and serviceable
Fall Hats with becoming Corduroy
Crowns and stitched brims; the
shades are well assorted and
show pleasing tones of Browns,
Navy, Sage, Sky, Rose and Black,
etc. These sold regularly for
\$1.10, but to make room we are
clearing the line at a special cut
price. Friday, Saturday 75c
and Monday

UNDERSKIRTS.

Close clinging and warm Jersey
ribbed Underskirts in White and
Grey only, finished with crochet
edge; these are made in good gen-
erous sizes. Don't be without one.
Reg. \$1.00. Friday Satur-
day and Monday **79c**

SILK BLOUSES UNDERPRICED.

Handsome Silk Blouses in plain
and striped Silks, the plain shades
show Rose, Maize and White, with
ever-so pretty Paisley trimmings,
also a few special favourites in
White Crepe-de-Chine, low neck
and long sleeves, a complete size
range and the most up-to-date
styles in Silk Blouses that you
could wish for; a nice blouse for
Xmas time. Regular to \$3.60.
Friday, Saturday and Monday **\$3.19**

The Newest in COLLARS.

Oh! such lovely Collars
we are showing this
week in fine White Mus-
lins, Voiles, Georgette
Crepe and Crepe-de-Chine
etc. Imagine these with
their very fine lace trim-
mings and hemstitchings,
and the effectiveness of
those large Sailor Col-
lars, shawl collars and
other round shapes. A
pretty collar is the set-
ting off to your attire.
Reg. 75c. Friday, Sat-
urday and Monday **63c**

Nightgowns for Children and Misses.

Well made Flannelette Nightgowns for the children from 4 to 14
years. Some in all White, others in nice striped patterns; pretty rolled
collar at neck; made in full sizes. Reg. to 90c. Friday, Satur-
day and Monday **79c**

WOOL OVERALLS.

Something snug-looking and warm for the little ones when out of
doors; all White Wool Overall, drawstring at waist. Reg. 30c.
Friday, Saturday and Monday **25c**

Gather in Some of These
VALUES
in Men's Wear.



NEGLIGEE SHIRTS.

Every boat brings along a ship-
ment of the newest in Top Shirts,
these, for instance, are just out of
their boxes, pretty stripe effects in
soft, bosom soft, soft cut style,
true-to-fit sizes. Reg. \$1.10. Friday,
Saturday and Monday **39c**

MEN'S SOCKS.

Extra good quality fast black
Cashmere Socks in plain or rib-
bed, others in a heavier make of-
fering heather mixtures, values
here to 65c, clear-
ing Fri., Sat. and Monday **55c**

MEN'S SOFT FELT HATS.

Know the comfort, the fit and easy feel of this real
stylish Soft Felt Hat from America; shades of Grey,
Navy, Brown & Green; wide silk band; a light weight,
self-conforming Hat that is worth \$3.50 to-
day. Friday, Saturday and Monday **\$3.00**

FANCY VESTS.

Dressy-looking and well tailored Fancy Vests, with
good Black Italian backs and smoked pearl buttons;
all dark patterns. Something to set off your Sunday
suit; assorted sizes. Reg. \$3.00. Friday,
Saturday and Monday **\$2.80**

THE "BOSTON" GARTER.

Is a favourite; know the perfect fit and comfort de-
rived from a pair; it never slips, always in position;
years of wear in a pair; assorted coloured elastics
and nickel fittings. Friday, Saturday and
Monday, per pair **33c**

MEN'S SHIRTS.

For the workman, a line of Fancy Striped Plan-
netette Top Shirts, without collar. These are better
value than we expected to find; they're strong, well
made and in good roomy sizes. Reg. 70c.
Friday, Saturday and Monday **63c**

Boys' Coat Jerseys.

The kind they like, snug fitting, buttoned
front, has an easy fitting convertible
collar, shades of Navy, Brown, Cardinal and
Grey, 2 pockets; these come in sizes suit-
able for the bigger boys. Reg. \$3.20. Fri-
day, Saturday and Monday **2.95**



"SUNFAST"
CURTAIN GOODS.

The newest from America, "Sunfast"
Curtainings in medium dark shades, pretty
shot effects in Electric, Gold and V Rose;
these make very handsome hangings, un-
common looking and enlivening. Special,
per yard, Friday, Saturday and Monday **48c**

Christian Brothers.

In appealing to the ex-pupils of the
Christian Brothers Schools of the
City one is practically asking the
vast majority of Catholic citizens to
remember the call for Sunday next.
Forty-one years cover the time since
the Brothers established their insti-
tutions in our midst and during that
period the happiest relations have ex-
isted between the Order, the pupils
and the community at large. The
high place they have gained here as
educationists is consistent with the
record of their institutions in Ire-
land, India, Australia, Gibraltar and
other parts of the world. Their un-
selfish services and the high character
of their labours have won the ap-
plause and admiration of all classes,
which have resulted in sending out
into the world thousands of young
men of our city and country fully
armed for the conflict.

There was a time when an impres-
sion prevailed that outside of the pro-
fessions no learning was necessary,
and the idea that traders, mechanics,
and the great body of workmen did
not need education was part of the
snobbish attitude of many. The ef-
forts of the Brothers are mainly de-
voted to the education of the child-
ren of the masses of our people, with
the object of converting them into
healthy men, producers of wealth and
useful and intelligent citizens, thus
placing them in a position of equality
with the more favoured classes. The
extraordinary conditions prevailing
in consequence of the great Euro-
pean conflict calls for greater effort
than in ordinary times, hence those
who have been pupils of the schools
are expected and required on Sunday
to make a special effort to make the
collection one that will fully meet the
circumstances of the case in these
days of high prices, fittingly com-
pensate the devoted teachers and encour-
age them in the continuance of their
noble calling.—Com.

Resolution of Sympathy

At a meeting of the Star of the Sea
Society of Ferryland, on Sunday,
October 6th, the following resolutions
were unanimously adopted:

Whereas.—It has pleased Almighty
God to call to His heavenly home our
late member, Joseph Patrick Farrell;
Whereas.—It is fitting that we
should give expression to the great
sorrow that we feel at the loss of one
who endeared himself to us all by his
many qualities and who true to his
ideals of duty offered his life in his
country's cause;

Therefore be it Resolved.—That in
the death of Patrick Farrell the So-
ciety has sustained a heavy loss, as
he was one ever true to the Catholic
principles of our Society, therefore be
it resolved that we extend to the be-
lieved parents and relatives our
heartfelt sympathy in the hour of
their bereavement.

Signed on behalf of the Society,
JOHN W. COSTELLO,
J. A. MILLER,
W. BARNABLE,
P. BREEN.

C. G. C. Sale & Concert.

The sale and concert held by the
Cathedral Girls' Club in the Synod
Hall yesterday was largely attended.
The jams, pickles, etc., which were
the chief articles for sale were quick-
ly disposed of. The Orange Tree,
which was conducted on the lines of
the grab bag, attracted the little ones,
each finding a gift in the fruit pluck-
ed. At 8 p.m. a concert was held, at
which Rev. Canon White, Bishop-
Elect, presided, Revs. J. Brinton and
E. Fletcher being also present. An
interesting programme was gone
through and those taking part were:
Misses Dunfield, Mitchell, Ger. Her-
der, J. Rendell, A. Hayward, England,
Andrews and Gardner, and L. Corp.
R. Bennett, Miss Windeler and Mr.
F. Emerson acted as accompanists.
The proceeds are to be devoted to the
funds of the new parish hall and the
furnishing of the new orphanage.

A Faithful Servant.

READY TO WORK NIGHT OR DAY.
Gas is your ever ready helper right
in your home—no begging for deliv-
ery, no delays in getting it. One gets
so used to it that one is apt to for-
get how helpful it is. Take a little
trouble. Study its uses; get to un-
derstand how to obtain every particle of
help you can from it.

Remember that for Light, Heat or
Cooking it has no equal. If you have
any little difficulties with it, bring
them to the Gas Office. Our advice
and help will be most readily given.

St. John's Gas Light Co.

FISH AFLOAT.—Many craft owners
and planters will not "finish up"
before the end of the year. Thou-
sands of quintals of fish have been
afloat in the harbor the past few
weeks waiting to be landed, the delay
being caused by adverse weather.

WINAEP'S LINIMENT CURES
BURNS, ETC.