

At BAIRD'S--Everything Exactly as Advertised--No Misrepresentations--No Overestimation of Values

Good News from

SHOPPING HEADQUARTERS

CLEARING LINE OF SILKS

A very special lot of 18 inch Taffeta and Merve Silks, in short length pieces, suitable for trimming or millinery; shades of Navy, Green, Grey, Brown, Cream and Black. \$2.00 Silks for 98c.

FOR this Store has come to be regarded as The Shopping Headquarters of St. John's. Always to the fore with what is new and going to be worn for the approaching Season, and for the Season to hand, we have now fully stocked Departments to meet all requirements.

Styles innumerable for the style loving; Raiment for every age for indoor and outdoor wear. Home Furnishings to brighten up and make cosier the living rooms for the longer evenings.

Everything Needful Underpriced for

FRIDAY, SATURDAY & MONDAY

Particularly Good SHOWROOM VALUES

Read every one of the following items

SILK SCARVES—All Knitted Silk Scarves, showing fringed ends; very handsome stripes, checks and plain shades; 1 1/2 yards long. Regular \$1.00. Friday, Saturday and Monday. **\$1.68**

FLAID SKIRTS—Smart appearing skirts for every occasion; box pleated and accordion pleated; very stylish; shades of Brown, Green, Navy, Heather mixtures and Black; assorted sizes. Reg. values to \$7.50. **\$4.98**

RUBBER APRONS—All Rubber Aprons, with body and strap; ideal for nursery or hospital use. Regular 70c. Friday, Saturday and Monday. **59c.**

UNDERVESTS—Ladies' in a medium weight; high neck and long sleeves; pure white. Reg. 70c. Friday, Saturday and Monday. **65c.**

ARTIFICIAL FILLIN—The vogue for autumn millinery, nicely set off with foliage; very handsome; the 25c. bunch. **25c.**

INFANTS' BONNETS—In White Wool and Silk and Wool, trimmed with ribbons, flowers and pom-poms; some Caps as well. Reg. \$1.10. Friday, Saturday and Monday. **85c.**

FEATHER HATS—Small Toque shape; very neat in mixed shades Navy and Cardinal, Brown and Band and Crim-son and Navy. \$2.00 values. **\$1.49**

PAISLEY JUMPERS—Ladies' pretty Paisley Jumpers, round neck, short sleeves, hand at waist, trimmed with colours; sizes 38 to 46. Regular \$1.50. Friday, Saturday and Monday. **\$1.19**

GIRLS' WHITE HATS—Sailor and bonnet style in good White Felt, with corded ribbon streamers. Reg. \$2.20. Friday, Saturday and Monday. **69c.**

SLIP-ON VEILS—"Easit" self-adjusting Slip-on Veils, with fine elastic grip; shades of Navy, Nigger and Black. Special. **2 for 20c.**

GIRLS' VESTS—Pleated White Jersey Vests to fit 4 to 10 years; high neck, longer sleeves. Reg. \$1.10. Friday, Saturday and Monday. **69c.**

CHILDREN'S COAT SWEATERS—A SNAP!—All wool make, showing roll collar and belt; shades of Rose, Sage, American Beauty, Light and Dark Greens; to fit 6 to 12 years. Reg. \$6.00 for 2. **\$2.75**



SPECIALS!

Half Price Sale of

Ladies' Costumes

Pretty Tailored effects in Jersey Cloth, plain Grey Cloth and others in Tweed, still others in Tuxedo style, belted and trimmed with buttons and braid, assorted sizes. Regular to \$15.00. Friday, Saturday and Monday. **\$7.75**

Corset Clearance

Sizes 25 x 26 only in a reputable brand, medium bust, long hips, embroidery trimmed, 4 suspenders attached. Regular \$1.30. Friday, Saturday and Monday. **87c.**

INFANTS' DRESSES—Simple little house dresses in Cream, Sky and Pink Cashmere, lace edged. **49c.**

Beautifully Your Windows



CHINTZ—A selection of very pretty patterned Chintz, nice quiet shades, subdued tones, 36 inches wide. Reg. 10c. value Friday, Saturday and Monday. **68c.**

CASEMENT POPPIN—36 inch plain Vieux Rose shade, makes cosy looking fall-time curtains. Reg. \$1.00. Friday, Saturday and Monday. **79c.**

CURTAIN LACES—48 inch Cream Laces, handsomely patterned, wide border and fancy centre. Reg. 60c. yard. Friday, Saturday and Monday. **45c.**

CURTAIN LACES—60 inch White handsome all-over pattern. Worth 75c. yard. Friday, Saturday and Monday. **65c.**

BORDERED CASEMENTS—Plain Cream ground, showing fancy coloured borders; all the rage. Reg. 50c. yard. Friday, Saturday and Monday. **45c.**

FLAT CURTAIN RODS—In brushed brass finish, rounded corners; rustless, sagless, simple and strong; easy to put up. Complete **35c.**

Handsome Embroidered Bed Spreads

Made on Spotless White Linen, beautifully embroidered, not overdone, very dainty looking; nice for gift purposes. Regular \$10.00. Friday, Saturday and Monday. **\$8.75**

WHITE QUILTS—Be prepared for a real value here, in large size all White Honeycomb Quilts, fringed, values up to \$4.50. Friday, Saturday and Monday. **\$3.35**

CUSTOM CORN—Lustrous Cord by the yard, beautiful shades, Coral, Cardinal, French Grey, Dark Grey, Gold, Brown, Green, etc. The yard **17c.**

TABLE DAMASKS—Have in a piece of the strongest quality unbleached Table Damask, 64 inch width, something to stand hard wear; \$1.00 value. Friday, Saturday and Monday. **78c.**

REVERSIBLE RUBBER SHEETING—The very best quality, double weight, double coated, reversible Rubber Sheeting, 26 inches wide, durable; \$1.50 value. The yard, Friday, Saturday and Monday. **\$1.29**

See These Gloves



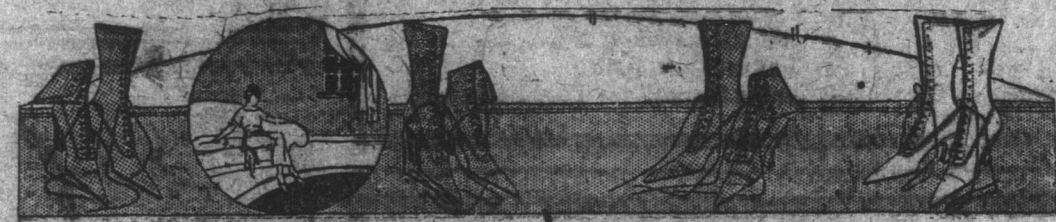
LISLE GLOVES—Ladies' 2 Dome Lisle Gloves, in shades Cream, Chamols, Black and White. Reg. 50c. Friday, Saturday and Monday. **57c.**

LISLE GLOVES—Beautiful quality Lisle Gloves; shades Chamols, White and Black. Regular 60c. Friday, Saturday and Monday. **72c.**

LISLE GLOVES—Ladies' Super-quality Lisle Gloves, one of our best lines in Grey and White only. \$1.25 value. Friday, Sat. & Mon. **\$1.05**

Alarm Clocks Great Big Handsome Ones

Yest Great Big Handsome Clocks, some with Brass; others silver dial; circular shape, good time keepers, guaranteed to wake you in the mornings with its continuous clatter; \$3.50 value for **\$2.78**



NOW IS THE TIME FOR Savings on FOOTWEAR

LADIES' BOOTS—Smart stylish, finest Vici Kid Boots; 9 inch height, military heel, pointed toe. A sensible Boot for your Fall wear. Regular \$6.50 for **\$4.40**

MISSES' BOOTS—Strongest Tan Calf Skuff Boots, broad fitting shape, all stitched sole, rubber heel; sizes 8 1/2 to 9. Regular \$3.50 value for **\$2.19**

MEN'S BOOTS—Sturdy Boots for Fall wear in Black Gun Metal Leather, Blucher cut, no laces, rubber heels; sizes 8 to 10. Reg. \$5.50 for **\$4.69**

Savings of Some Concern on BLANKETS, QUILTS, etc.

The best of English Wool Blankets are featured for this week's selling. Blankets—full in size, extra weight, beautifully finished and representing the best values we have seen for years. Regular \$9.75 pair for **\$9.25** Regular \$10.80 pair for **\$10.25** Regular \$12.90 pair for **\$12.35**

WADDLED QUILTS—A Special Line showing pretty Paisley pattern coverings; plump, well quilted and very desirable. Regular \$6.00. Friday, Saturday and Monday. **\$5.65**

COLOURED QUILTS—Large Coloured Honeycomb Quilts—most serviceable Quilts, in Crimson and White, Blue and White and Green and White. Regular \$5.00. Friday, Saturday and Monday. **\$2.89**

WOOLNAP BLANKETS—A good investment, a pair of those warm wool-like Blankets, made in full sizes; even so thick and warm; striped borders and silk linings. Reg. \$7.50 pair. Friday, Saturday and Monday. **\$6.90**

COTTON BLANKETS—Large full size thoroughly fleeced Blankets, with striped borders; they make warm undersheets; the pair **\$4.35**

BABY'S OWN BLANKETS—34 x 42 size, soft fluffy woolnap finish in pretty felt checks and plain shades; also for tuck-in Blankets; each **69c.**

QUILT COTTONS—24 inch Paisley patterned Quilt Cottons, different from the usual and quite inexpensive. Special, the yard **23c.**

SHEETINGS—60 inch Unbleached Twill Sheetings, English manufacture; good and strong; the yard **56c.**

KIMONA Flannelettes—Pretty grounds, unusually pretty patterns and the texture just beautiful; shades of Heli, Pink, Sky, Grey and Rose. Regular \$1.00. Friday, Saturday and Monday. **45c.**

DRESS TWEEDS—Pretty Mottled grounds, showing Check and Striped patterns; also for Fall Skirts; 54 inch width. Reg. \$2.20. Friday, Saturday and Monday. **\$1.98**

COLOURED RIPPLETTES—3 new pieces just to hand, 51 inches wide; shades of Pink, Sage and Wine, soft, warm, snuggly goods for Wraps, etc. Regular \$3.30. Friday, Saturday and Monday. **\$2.08**

NEW VELOUR HATS

Smart looking English Velours, just to hand, in all the popular shades. Special value **\$6.35**

OVER SHIRTS—Sweater style, with 3 button front and convertible collar, Navy and Cardinal shades; also for the outdoor man. Special **95c.**

BOYS' SUITS—3-piece Suits, in English Tweeds, to fit boys from 5 to 8 years. Rugby style, patch coat pockets, vest, and lined, open knee pants. **\$4.75**

WORKING SHIRTS—Strong Heavy Dark Grey Union Flannel Shirts, collar attached; full sizes. **\$2.55**

KID GLOVES—In medium Brown shade, Wool lined, dome fastened wrist; natty looking. Special **\$2.59**

Overcoat Special

Men's Snug-set Top Coats in heavy Woolens, Grey and pretty Heathers, box-pleated backs; full and half belted. Equal to and having all the appearances of much higher-priced Coats. Our Special **\$21.75**

Boys Overcoats

For the bigger boys of 15, 16 and 17 years. Great Top Coats, in heavy woolens, pretty Heathers, Greys and Browns, belted and semi belted. Special **\$14.65**

Men's Tar Rubber Goats

French style, belted and strap cuff Tan Rubber Coats, with storm collar, reputable English make. **\$10.45**

Boys' Coat Sweaters

BOYS' COAT SWEATERS—Heavy ones for cold weather wear; shawl collar, two pockets; assorted sizes. Our **\$1.39**

COAT SWEATERS—Men's Comfort-giving Coat Sweaters. V neck, side pockets, Dark Grey shade. **\$2.10**

GARTERS—Double grip Spartan Garters, in assorted shades. This is a most fine. Special **42c.**

KERCHIEFS—Men's large full size White Linen Kerchiefs, hemstitched border. Special **42c.**

GRIPS—With double handle, strap fastened, in Black or Tan, heavy leather, double reinforced bottom; sensible, serviceable and strong. Special **\$1.78**

Hearth Rugs and Door Mats, etc.

HEARTH RUGS—Axminster Hearth Rugs. You'll like the colour blending and Special at **\$4.25**

MOORE HEARTH RUGS—New, Handsome Rugs for Sitting-room or Bed-room; nice Pale shades as well as others in brilliant hues. Regular \$5.00. Friday, Saturday and Monday. **\$5.75**

STRAY RUNNERS—These are 9 feet long by 27 inches wide, plain centre and pretty stamped border all around; very useful. Regular \$2.40. Friday, Saturday and Monday. **\$2.10**

DOOR MATS—Platted Coconut Mats, plain centre and wide borders of Marone on Green. Each **57c.**

PARTON MATS—Axminster Door Mats; nice rich carpet patterns and many of them Special **\$1.15**

PLUSH MATS—In shades of Crimson and Green and Black, as well, serviceable and lasting. Special **\$1.65**

BATH TOWELS—Extra large size White Turkish Bath Towels—Bath Sheets in fact. Regular \$3.00. Friday, Saturday and Monday. **\$2.75**

WINDOW BLINDS

In Buff and Green shades, some with lace insertion; others two edge, 16 inches wide, complete with fittings. \$1.25 value for **98c.**

GLASS TOWELING—22 inch Crimson Cross Barred Crash Toweling. Reg. 50c. yard. Friday, Saturday and Monday. **27c.**

MADRAS—Cream Madras Mullins, a couple of nicely patterned ones, bordered; for Friday, Saturday and Monday. **47c.**

STAIR PADS—The Round New Stair Pad makes your step easy and noiseless, coming or going, standard width. Try them Fri, Sat. and Mon. each **25c.**

SOFT COLLARS—Snuggly Soft Collars, peak-front, good looking. Special **42c.**

WOOL GLOVES—Not a bit too early to pick up a good pair, in Scotch knit all wool, leather bound. Special **89c.**