

SPECIAL!

This is the Ad. of the Big
FRIDAY & SATURDAY STORE

SPECIAL!

59c. Men's Sweaters & Sweater Coats 59c.

In colors of Grey, Navy and Cardinal; heavy weight and well finished. Special for Friday and Saturday,

59c.

10 p.c. BOYS SUITS.
Discount.

ALL REDUCED 10 PER CENT.

We offer exceptional opportunities this week in Boys' Suits, fitting boys up to 16 years. Always famous for Boys' Clothing, we are offering this big assortment just to show that we can still be more famous than ever when it comes to suits of quality, combining style and workmanship with low cut prices. Remember, 10 per cent. reduction on all classes of Boys' Suits Friday and Saturday.



MUFFLERS.
33 doz. of the popular make in Ladies' and Gent's Knitted Mufflers. The famous "Ri Co." and "Ways" in this selection; White, Cream and Colored, with dome fastener. Regular 30c. Friday and Saturday **26c**

TOWELS

Something very special in Towels
FRIDAY and SATURDAY.

BLAY TURKISH.

12 doz. of these in assorted makes, fancy colored stripes; a good weight; size 16 x 36. Reg. 15c. Friday and Saturday **11c**
19 doz. of a better grade, with fancy stripes; a very close make and heavier than the above; size 17 x 40. Reg. 20c. Friday and Saturday **16c**

GLASS TOWELS.

8 doz. of good quality Glass Towels in assorted checks, Red and Blue; size 23 x 30. Reg. 17c. Friday and Saturday **14c**

Have You Seen the Newest in Handkerchiefs.

IF NOT, COME TO BAIRD'S AND SEE THE "LISSUE" HANDKERCHIEF.

The choice of the discriminating; the Handkerchief of Continental fame. This particular Handkerchief is as soft as Thistle-down, fine as Gossamer, and durable; colors guaranteed indelible. Six Handkerchiefs free to the one that loses color in the laundry ought to be sufficient guarantee that this is a Handkerchief of quality and worthy of your inspection. Friday and Saturday, each **15c**

Hosiery Attractions.

WOMEN'S BLACK AND TAN CASHMERE HOSE.
Just to hand another shipment of this popular line of Ladies' Hose in plain and ribbed. Reg. 35c. Friday & Saturday **29c**

WOMEN'S BLACK LLAMA HOSE.

25 doz. of these just to hand, in plains only; closely woven, warm and comfortable for present wear. Friday & Saturday **33c**

BOYS' AND GIRLS' BLACK WORSTED HOSE.

12 doz. of these in assorted sizes, to fit from 7 to 16 years; a fine heavy stocking for hard wear. Values to 35c. Friday and Saturday **27c**

MEN'S HALF HOSE.

22 doz. of Black and Navy Cashmere Half Hose; some of these neatly embroidered; all sizes. Reg. 40c. Friday and Saturday **33c**

INFANTS' WOOL BOOTEES.

5 doz. of these extra heavy wool, in colors of Pink, Pale Blue and Cardinal. Reg. 15c. Friday and Saturday **12c**

Dress Remnants.

Here's where you'll get the worth of your money Friday and Saturday from this pile of Dress Goods Remnants; the cuttings from our Dress Department the past two weeks, all marked in plain figures; different lengths suitable for all purposes—blouses, skirts, full dress lengths and excellent chances for children's dresses.

We make no statements at any time without knowing the facts, and we always bear in mind that we owe it to you, as well as ourselves, to say that there is no more attractive display of Seasonable Merchandise, no more attractive prices, and no more carefully prepared Bargain List than JAS. BAIRD, Ltd.'s, special for Fridays and Saturdays. We submit without any further comment the following values for this week.

SHOWROOM.

LADIES' UNDERWEAR.

17 doz. of Ladies' Jersey Ribbed Fleece Lined Pants and Vests; the balance of a quick selling line. Special for Friday and Saturday, per garment **25c.**

LADIES' RINKING CAPS.

9 1/2 doz. of these favorites, in colors of Navy, Saxe, Red, Cream, Brown, etc.; some with button on top, others with button on side. Reg. 40c. Friday and Saturday **33c**



CORSETS.

There is a distinctive style about our Corsets and a perfect fitting which is particularly noticeable.



This week we offer 90 pairs of a medium grade Corset in all sizes; medium waist, long hips, 4 suspenders, bias cut; made of finest White Cotton with lace trimming. Reg. 70c. Friday and Saturday **63c**

BLOUSES—JOB.

\$1.29.

14 doz. of Ladies' superior qual. Blouses, in fancy Wool DeLaines, Challies and Nun's Veilings, light and dark colors; finely striped, neat Paisleys, etc.; also in plain White shirtwaist and kimona effects. Prices range from 1.60 to \$1.20. Friday and Saturday, all one price **\$1.29**

LADIES' MOTOR SCARFS.

4 doz. of Ladies' Colored Silk Motor Scarfs, in colors of Pink, Saxe, Pale Blue, Grey, Green, Paris and White; a swell line. Reg. 35c. Special for Friday and Saturday **29c**

NIGHTDRESSES.

Warmth and comfort assured by wearing our Natural Wool Nightdresses, finely woven, trimmed with linen Torchon lace and wide collar; generously made. Reg. \$1.30. Friday and Saturday **\$1.12**

UNDERSKIRTS.

You can always depend on us for superior Underskirts. This week we offer a line of Moreen and Sateen Underskirts, in Black, Navy, Brown, Green and fancy striped, with accordion pleated frill. Reg. \$1.00. Friday and Saturday **90c**

SKIRTS.

5 1/2 doz. of the newest in American Cut Costume Skirts, in Grey and Mixed Tweeds, with high waistline, stylishly cut New York costume. Reg. \$3.50. Friday and Saturday **\$3.15**

LADIES' NECKWEAR.

5 doz. of Fancy Neckwear, containing the newest in White Muslin Jabots, daintily trimmed with insertion and lace; also a line of fine Net Jabots, very stylish. Reg. 35c. Friday and Saturday **27c**

LADIES' COLLARS.

10 doz. of White Embroidery Soft Turnover Collars, comfortable and dressy for all occasions. Friday and Saturday, each **4c**

MISSES' SWEATER COATS.

37 only in Grey and Crimson, fitting girls from 4 to 10 years of age; warm, comfortable, seasonable. Reg. \$1.50. Friday and Saturday **\$1.33**

INFANTS' QUILTED BANDS.

These are fitted with draw and strap, in Grey and White; 6 inches wide. Friday and Saturday **19c**

EMBROIDERIES, 12 1/2c.

1,600 yards of Sewed Embroideries, made on good quality lawns; elegant assortment of designs; widths up to 12 inches. Your choice Friday and Saturday, per yard **12c**

59c. Men's White Shirts. 59c.

About 6 doz. in this lot. If you want a White Shirt of quality see this lot. Short bosoms, odd sizes clearing out. To the lucky ones Friday and Saturday,

59c. each

MEN'S UNSHRINKABLE UNDERWEAR 95c.

Per Garment.

Winter is fast approaching and a chance like this you should not miss, but eagerly embrace by securing a suit or two of Woollen Underwear, thus ensuring comfort and exemption from the cold of our rigorous winter. Come early and buy your winter underwear whilst the chance avails. Friday and Saturday,

95c. PER GARMENT.

ART SERGES.

The time has come to talk of many things, but one which requires our consideration now is heavier Curtains and Draperies. What more desirable than Art Serge in warm shades of Cardinal, Green, Navy, etc.? Come and see our display at unusual prices for Friday and Saturday.

LOT No. 1

Assorted shades

Reg. 55c.

Friday & Saturday,

47c

LOT No. 2

Reg. 65c.

Friday & Saturday,

57c

New and Complete Line of Smallwares. OFFERINGS THIS WEEK.

AN OFFER FROM OUR DRESS DEPARTMENT WORTHY OF YOUR INSPECTION.

See our display of Reversible Dress Tweeds in two tone effects, specially marked down for this week's sale. Two lots and two prices to select from. Come early and get first choice.

LOT No. 1

56 inches wide.

\$1.50

LOT No. 2

54 inches wide.

\$1.35

Interesting to the Ladies. Lawns, Check Muslins, Nainsooks.

IMMENSE CLEARING LOT OF PADDY HATS.
This lot contains all the newest and latest shades in this popular shape. This is absolutely the finest value we have ever shown in Ladies' Hats. Come early and get your pick. Friday and Saturday (all colors), **29c. each.**

29 pieces of these ever required materials. This is portion of a late arrival which we are offering this week at a big reduction to clear. We make two prices. Friday and Saturday, **14c., 19c. yard**

BLINDS.

We offer 30 doz. of good strong Spring Blinds in colors of Green and Buff. Friday and Saturday, **29c** With fringe and insertion. **36c**

STAIR OIL CLOTHS.

54 pieces of American Stair Oil Cloths, 15 to 18 inches wide; a new shipment. We have contracted for large quantities of this Stair Oil Cloth, and owing to our large buying capacity we can offer this at a low figure. Friday and Saturday **7c**

ROYAL NAVY SERGES.

126 yards of real Devonshire Navy Serge, 28 inches wide; warranted fast dye, and the most wear-resisting Serge made; best for boys' wear. Regular 60c. Friday and Saturday **44c**

PILLOW CASES.

4 doz. of American Pillow Cases, size 20 x 32; good strong material. Reg. 18c. Friday and Saturday **14c**

SIDEBOARD CLOTHS.

19 doz. of new, neat and dainty Sideboard Cloths, 16 x 47 inches, hemstitched; braided and finely worked designs. Reg. 40c. Friday and Saturday **33c**

Obituary.

The Angel of Death visited us on Wednesday, October 30th, and claimed as its victim one of our most popular and promising young girls in the person of Frances Delaney. "Fanny," as she was familiarly known had been suffering for the past six months from a rare but deadly disease. To be stricken down at the age of twenty-five when youth, beauty and accomplishments are at their best, and this sacrifice to be accompanied by days and nights of unrest and pain can scarcely be understood by any but those who have passed through that sorrowful ideal. But to all these miseries our dear young friend was resigned, never throughout her illness did she show the least signs of impatience or discontent, but bore all with that humility and resignation which is observant only by the virtuous. All that medical skill could do to relieve the sufferer was rendered by Dr. Giovannetti who visited her daily, and together with the untiring attention of a loving mother and kind sister everything possible was done to alleviate her torture. Her spiritual wants were administered by Rev. Fr. McCarthy and we are quite sure that the inspiring words of the good priest must have fitly prepared her to meet her Creator. The deceased leaves a mother and five sisters, three of whom reside at Boston. To these we ask the readers of the Telegram to join with us in offering condolence. Bay Bulls, Nov. 5th, 1912.

108 NOX A COLD. And Do It Now.

Immediately action is the saving clause in dealing with a cold. Get after it at the first approach. "108" is not a patent medicine, but a prescription prescribed by an eminent English physician—a specialist on throat and lungs. Have you just a slight touch of cold? Use "108" and prevent further encroachments that may put you down and out. Sold by all first-class Druggists. 25c. per bottle.

Here and There.

THREE DRUNKS.—The police made three arrests last evening, all being drunks.

Stafford's Liniment for sale at Steer Bros' Grocery Department.—oct24,tf

FURNESS SAILING.—The Furness Liner Durango leaves London on the 20th inst. for this port.

Stafford's Liniment for sale at Ayre & Sons' Grocery Department.—oct24,tf

OPERATED ON.—A boy named Veran, of Placentia, was operated on yesterday at the General Hospital for a bad arm.

Another shipment of Ladies' Coats just received. THE NATIONAL STORES.—nov5,tf

CRUELTY TO ANIMALS.—Sergt. Mackey has summoned a resident of Terbay for cruelty to animals. The case will be heard in the Magistrate's Court on Saturday morning.

Come and see our 5 and 10c. Counter. THE NATIONAL STORES.—nov5,tf

DIPHTHERIA REPORTED.—Diphtheria was reported to the Health Authorities from a house on Allendale Road yesterday afternoon. One case developed and the patient was removed to Hospital.

Stafford's Liniment, Prescription "A" and Phorathone Cough Cure for sale at Knowling's Grocery Department. oct24,tf

GOT TWENTY WHALES.—The whaler Port Saunders arrived here yesterday from Harbor Grace. She secured 20 fish for the season including a sperm whale.

Some one has said that life is a lottery with a big pile of blanks, but the changing events of time now gives you a really brilliant chance to buy a superb quality of Pound Tweed at A. & S. RODGER'S.—nov7,11

GONE TO SYDNEY.—The express which left here Tuesday took out from Brigus Junction about 80 men who having given up the fishery proceeded to Sydney where they will work for the winter, returning at Christmas to spend that season with their friends.

Only One "BROMO QUININE," that is Laxative Bromo Quinine Cures a Cold in One Day, Grip in 2 Days

E. W. Snow on box 25c

HIT WITH STONE.—While proceeding to school across Bond Street yesterday a boy named Bavage, a cripple, was hit in the face with a stone thrown by another boy. The missile was thrown with such force that it knocked three teeth out of the lad's head and he suffered intense pain. Stone throwing is a dangerous pastime.

FAIRBANKS MORSE CO.—Mr. A. M. Fleming, representative of the Fairbanks Morse Co., will be pleased to demonstrate the Fairbanks Morse Engine for the benefit of intending purchasers. Can be seen daily at G. M. Barr's Office.—oct26,tf