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LADIES' BROAD - SPREAD Umbrellas.
The new long handle style, fast black covering, with heavy corded edge, rigid frame, steel tube, and long gilt handle in various shapes; these Umbrellas have a broader spread than the ordinary. Exceptional value. Special, Friday, Saturday and Monday . . . \$1.15

James Baird LIMITED

BIG 29c. SPECIAL
This lot comprises a nice selection of Tea Cloths, Tray Cloths, Table Centres, Bureau Cloths, etc., some in White Linen and embroidered and hemstitched, others in strong White Damask; values to 45c. Friday, Saturday and Monday, any piece . . . 29c

Weather Report.
TORONTO, Noon.—Fresh W. to N. W. winds, fair to-day and on Saturday and becoming a little cooler.
ROPER'S, Noon.—Bar. 29.40; ther. 80.

3 Big Days FRIDAY, SATURDAY and MONDAY 3 Big Days

White Sheets High grade Sheets of pure White Twilled Sheeting; Size 72 x 90; best British manufacture. Only 15 pairs of these just to hand. If you want Sheets for years of wear try these. Reg. \$3.30. Friday, Saturday and Monday per pair **\$2.98**

Bath Towels, Each 39c. These come in a heavy make of Unbleached Turkish; real family size. Size 24 x 45; striped border and fringed ends; usually 45c. each. Friday, Saturday and Monday **39c.**

White Bed Sheets. These come in plain White Sheeting of a superior quality. Measuring 70 x 90, double bed size; more than satisfying value. Reg. \$3.00. Friday, Saturday and Monday, per pair **\$2.65**



LOOK HERE A MINUTE!
DON'T PUT OFF till to-morrow the shopping you can do TO-DAY.
Shop early, it has many advantages. A glance through this page will convince you of the many opportunities we have outlined for the week. Lots of new goods now to brighten up assortments. Early fall styles abundant.

BUSINESS IS GOOD!

Butchers Linen
40 inches wide, ideal cloth for fancy workers, beautiful sheer surface. Reg. 50c. Friday, Saturday and Monday . . . **42c**

Tickings
A superior grade of English herring bone Tickings, 29 inches wide, closely woven, looks well. Our Reg. 25c. Friday, Saturday and Monday . . . **23c**

Table Damasks
A pure White Damask, 60 inches wide fine check pattern, excellent quality. We have about 80 yards of this. Reg. 50c. value. Friday, Saturday and Monday . . . **42c**

Hearth Rugs.
Nice bright Axminster Rugs, size 27 x 54, fringed ends, all new arrivals. Reg. \$2.50. Friday, Saturday and Monday . . . **\$2.38**

Door Mats.
These came in a variety of makes, plain shades and pretty fancy mixtures, some with heavy pile. Special, Friday, Saturday and Monday . . . **37c**

Pillow Cases.
20 dozen of strong American Pillow Cases, size 20 x 23, finished with wide hem. Our usual 20c. value. Friday, Saturday and Monday . . . **17c**

Carving Sets
Sheffield manufacture, new style protector on fork, only two pieces in each set, buck horn handles with steel butts. Regular per set, \$1.70. Friday, Saturday and Monday . . . **\$1.48**

Show-room Specials.

Camisoles. Made of fine White Lawn, with embroidery and insertion yoke, lace edging around neck and arm holes; sizes from 36 to 42 inch bust. Reg. 35c. Friday, Saturday and Monday . . . **27c**

Children's Easy Waists Don't be without these for the children's comfort. Made of fine ribbed Jersey, double row of buttons for skirt bands and suspenders; sizes to fit from 2 to 12 years. Reg. 40c. Friday, Saturday and Monday . . . **34c.**

Ladies' SINGLETS, 13 cents. A very nice lot, which we have just opened. They come in fine Jersey ribbed, low neck and wing sleeves. Reg. 17c. Friday, Saturday and Monday . . . **13c.**

CHILDREN'S BATH ROBES, 37c. Rather pretty, made of Art Flannel, in shades of Pale Blue, Pink and Helio, neat patterns, each with waist cord and tassels, about 4 dozen in the assortment. Special, Friday, Saturday & Monday **37c**

SMART BELTS. A big collection of high grade Belts, innumerable makes, some very handsome. Roman Stripes, Plaids, plain silks, also a black silk with wide pleated basque, the very newest; 90c. values. Friday, Saturday and Monday . . . **74c**

Ladies' COSTUME SKIRTS. A new lot of Ladies' Smart Street Skirts in a variety of pretty trend effects. These are well made, very dainty. Look like \$2.40 value. Our Special Price Friday, Saturday and Monday . . . **1.62**

CHILDREN'S NIGHTDRESSES. Made of strong White Cotton, trimmed with embroidery and insertion, turned down collar, some with low neck and short sleeve, to fit from 2 to 16 years. Reg. 85c. Friday, Saturday and Monday . . . **69c.**

American SILK Blouses. Exquisite styles in shades of Maize, Pink, Sand and White; new collar effect—that pretty style that seems to fit around the neck like a flower. This Collar can be used both turned up or turned down and is pretty either way. Long sleeves, handsomely embroidered front, full sizes, perfect fitting. Reg. \$2.90. Friday, Saturday and Monday . . . **\$1.19**

Bureau Cloths. These are nice and a great save on your better cloths during the dusty summer season, simply plain Cotton Bureau Cloths with lace ends; size 18 x 50. Reg. 20c. Friday, Saturday and Monday . . . **14c**

HONEYCOMB QUILTS. 1 1/2 size in all White, these are good wearing and admirably suited for present wear, fringed ends. Our Reg. \$1.60 line. Friday, Saturday and Monday . . . **\$1.46**

MEN'S & BOYS' NEGLIGEE SHIRTS, 49c. Another shipment of these in all the most fashionable stripe effects, soft bosoms and laundered cuffs. Sizes range from 12 to 16 1/2 and all perfect in form and perfect in fit. Special Friday, Saturday & Monday . . . **49c**

Japanese Quilt Cottons New and attractive patterns from the Orient, mostly light grounds, 29 inches wide; these are good washers, prettily colored and quite a departure from the older patterns, excellent quality. Reg. 15c. Friday, Saturday & Monday . . . **16c**

Boxed Toilet SOAP A variety of makes in high grade Soaps, 3 cakes in each box; White Clematis, Palm Oil, Cashmere Bouquet, Glycerine, Lilac, Almond Cream, Oatmeal, and others daintily perfumed; each 3 cakes nicely boxed and all from reliable makers. Special, Friday, Saturday and Monday, per box . . . **37c**

White Table Cloths. Only 18 of pure White English Damask Table Cloths, size 2 x 2 1/2 yards, hemmed, pretty designs. Our Reg. \$2.30 line. Friday, Saturday and Monday . . . **\$1.95**

Sideboard Cloths. 2 dozen of White Linen Sideboard Cloths, size 12 x 54, hemstitched and prettily embroidered, these are brand new. Reg. 55c. Friday, Saturday and Monday . . . **48c**

INFANTS' GLAZE SLIPPERS. These are nice and cool footwear for the little ones during the warm weather. Sizes 3 to 6 only. Special Friday, Saturday & Monday per pair . . . **33c**

CHILDREN'S SLIPPERS. In Black and Tan Glaze Leather; single strap over instep. Sizes 7 to 10 only. Special Friday, Saturday & Monday . . . **48c**

Ladies' Boot Special. In fine Dongola Kid, best quality, and all the style that can be thrown into a boot is in this particular line; Blucher cut, Cuban heel, 1/2 sizes to decide from. Reg. \$3.20. Friday, Saturday and Monday . . . **\$2.93**

Men's Laced Boots. A good fitting boot at a popular price, made from good Dongola Kid, 1/2 size, Blucher cut, Military heel. Reg. \$3.50. Friday, Saturday and Monday . . . **\$3.30**

Big Savings ON SMALLWARES.

Sad Iron Handles . . . 7c.
Kitchen Shovels, 2 for . . . 9c.
Tin Dipper, 2 for . . . 9c.
Tin Ladles, 2 for . . . 9c.
Tin Strainers, 2 for . . . 9c.
Pokers, Ever-Cool Handles . . . 7c.
Whisks . . . 15c.
Towel Rollers . . . 15c.
Bath Soap Holders . . . 15c.
Boot Brushes . . . 15c.
Water Filters . . . 15c.
Comb and Brush Cases . . . 15c.
Curry Combs . . . 7c.
Slotted Spoons . . . 7c.
Sugar Shakes, Glass . . . 10c.
Egg Cups, 7 for . . . 10c.
Children's Garters, 3 pairs for . . . 7c.
Base Balls . . . 5c.
Base Ball Mitts . . . 15c.
Base Ball Masks . . . 15c.
Safety Pins, 100 for . . . 15c.
Boot Brushes, 2 doz. on card with needle . . . 15c.
Nursing Bottles, 3 oz. . . 5c.
Sewing Cotton, 3 oz. for . . . 9c.
Absorbent Cotton, 2 oz. rolls for . . . 9c.
Unbreakable Dolls . . . 12c.
Toilet Paper, 3 rolls for . . . 12c.
Inkout, removes ink stains and blots—sure . . . 15c.
Waxed Lunch Papers, 40 sheets for . . . 5c.

Respond to These Hosiery Specials!

Ladies' Plain Hose, 19c. Just a nice weight for present wear; all Black with fine fleecing inside; full length, seamless, double heels and toes. Special Friday, Saturday and Monday . . . **19c**

CHILDREN'S HOSE. A splendid line in all Black, extra fine rib and an excellent wearing hose for present wear; full assortment of sizes. Special Friday, Saturday & Monday per pr. **15c**

Men's Socks. 8 dozen pairs of fast Black Cashmere, in nice weight, seamless finish, double heels and toes; assorted sizes. Reg. 40c. value. Friday, Saturday and Monday Special . . . **29c**

KHAKI HANDKERCHIEFS All the rage now. They come in nice soft finish, with wide hemstitched border. Send a few to the boys. Friday, Saturday and Monday . . . **3 for 28c**

GENT'S MILITARY HAIR BRUSHES. They go in pairs, one for each hand; the best way to keep the hair trained. Ebony, Rosewood and Green Backed Brushes, with firm set pure White Bristles; each set boxed. Friday, Saturday and Monday . . . **48c**

THE IMPROVED SHAPE IN MEN'S SOFT COLLARS. Best British manufacture, long peak fronts, perfect fitting; each Collar has wire frame and peak holder; shades of Blue, Fawn and White; sizes from 14 to 16. Special, Friday, Saturday & Monday **18c**

CURTAIN NET. 6 pieces of Pure White Curtain Net, 40 inches wide, taped edge; new patterns. Reg. 15c. per yard. Friday, Saturday and Monday . . . **13c**

SHAVING BRUSHES, 15c. Condemn that old brush of yours and invest in a nice neat Little Shaving Brush with ebony handle and nickel binder; firmly set hair. Reg. 20c. value. Friday, Saturday and Monday . . . **15c**

GREEN BLINDS. A special lot, 36 inches wide, in Green only, each on dependable roller, the improved make, blind with insertion and fringe. Regular 60 cts. Friday, Saturday and Monday . . . **47c**

BLIND LACE. Per Yard, 8c. In Ecru shade, 4 inches wide, strong patterns. Our usual 10c. per yard. Friday, Saturday and Monday . . . **8c**

More Smallwares

Aluminium Soap Dishes for wall . . . 15c
Quick Cut Bread Knife, wave edge . . . 14c
School Outfit for Children—Pen, Pencils and Rule, in wood box . . . 5c
Superior Pen Holders with improved pen fastening . . . 5c
Children's Sets—Knife, Fork and Spoon, in fancy box . . . 9c
Witch Hazel, for toilet use; ideal after shaving . . . 14c
Play Cards, with extra smooth finish, per pack . . . 8c
Pants Hangers, simple and strong . . . 8c
Wool Dusters, fluffy, with long black handle . . . 15c
Character Dolls, unbreakable; assorted . . . 15c
Mouth Organs, with bell attachment; beauties . . . 32c
Hair Curlers, polished steel . . . 5c
Menditts, mends everything about the kitchen in Tinware, Enamelware, Copper or Brass; mends completely without heat or solder, per set . . . 10c

500 yards of Roller Towelling. A new lot just opened; comes in nice soft finish, plain Linen Crash, with Pink stripe border; wears well. Friday, Saturday and Monday, per yard . . . **5c**

WINDOW SHADES Made of coarse Brown Crash, great wearing in each; size 14 x 20. These are ideal for washing and cleaning carriages or motor cars. Reg. 8c. Friday, Saturday & Monday . . . **2 for 13c**

BRASS CURTAIN RODS. These are convenient size, extending to 50 inches, with knob ends. Reg. 10c. Friday, Saturday and Monday . . . **8c**

Latest Fishery News.

Cow Head—No codfish east of Port Saunders and no bait obtainable, but squid plentiful from River of Ponds to Cow Head; little doing with codfish owing to fishermen mostly engaged making hay.
Encriviate—Only a sign of squid and very few herring.

Here and There.
SUSU—The Susu left Fogo at 7.30 p.m. yesterday, going north.
LOCAL ARRIVES—The local from Carbonar arrived in the city at 12.20 p.m. to-day.

PIT PROPS—The s.s. Seatonia sailed for Glasgow from Botwood yesterday with 2,500 cords of pit props.
PERSONAL—Mrs. J. McNeil Forbes from Montreal is here on a visit and is staying with her sister at 35 Queen's Road.

EARL OF DEVON—The Earl of Devon has not been reported since leaving Twillingate at 10 a.m. Wednesday, coming south.
COAL CARGO—The s.s. Eastington arrived at Lewisporte from North Sydney at 8 a.m. to-day with a cargo of coal to the Red Mt. Co.

WEATHER—A light southwest wind prevails along the line of railway to-day, with the temperature ranging from 55 to 60 above.
THE WARMEST DAY—Yesterday was the warmest day felt at Humbermouth for the season, the thermometer registering 92 in the shade.

COMING FOR HOSPITAL—Dr. Rutherford is coming on the s.s. Sagona, due this evening, to enter the General Hospital for treatment.
BOUWING'S SHIPS—The s.s. Prospero left Little Bay at 9.30 a.m. to-day, coming south; the s.s. Portia left Burin at 10 a.m. to-day, going west.

RETURNED LAST NIGHT—His Excellency the Governor, Lady Davidson, Miss Davidson and suite, who had been visiting Heart's Content, returned to the city by last night's train.
FOREIGN MAIL TO-MORROW—An accommodation train from Port aux Basques, with the Home's mail is due in the city about 10 a.m. to-morrow.

Another metal check was found in LYNCH'S BREAD by Mr. Harry Murphy, Cummins' Street. He got a dollar's worth of free groceries from T. J. Edens.—Aug 27, 11

Mr. J. W. N. Johnston, General Passenger Agent of the R. N. Co., who had been visiting Canada, is a passenger on the incoming express due her to-morrow.

VESSELS ARRIVE—The schr. Success, 27 days from Pernambuco, reached port this morning. The schr. Jean, 32 days from Bahia, arrived to-day in White Bay, and the schr. Vendetta arrived from Halifax, after a passage of 12 days, bringing a cargo of gasoline.

NEW POTATOES of very Choice Quality can be bought at GEORGE KNOWLING'S Central, West End and East End Stores at 11c. a gallon.—au27,11

PERSONAL—Mr. Charles J. Ellis, tailor, who had been fishing on the Southern Shore, returned to the city to-day. Mr. Ellis is suffering from an acute attack of kidney trouble, presumably brought about by wet and exposure. He was scarcely able to walk on arrival had to be assisted to his cab. He was accompanied by Mrs. Ellis.

OFF DOCK—The s.s. Polemhall, which ran ashore on the Southern Shore six weeks ago, damaging her hull considerably, and has since been into dry dock for repairs, comes off dock this afternoon and resumes her voyage right away. She was originally bound from West Hartlepool to Cape Henry in ballast, but we hear her destination has been altered.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

KYLE'S PASSENGERS—The s.s. Kyle arrived at Port aux Basques at 7.10 a.m. to-day with the following passengers in saloon: Thomas Armstrong, Mrs. Thos. Armstrong, H. Fraser, W. D. Wolfe, H. E. Dart, W. R. Alguin, Mrs. W. T. Whelan, Miss A. Sargent, T. J. Martin, Mrs. J. Stanhope, R. D. Parsons, Miss N. Hermitage, Miss G. Gardner, C. G. Jennings, H. K. Jones, H. K. Jones, Jr., S. S. Wetmore, W. D. Reid, Miss M. Keegan, J. W. N. Johnston, J. M. Lyons, F. MacGuire.

GLENCOE'S PASSENGERS—The Glencoe arrived at Placentia at 9 a.m. to-day with the following passengers: E. J. Lyons, J. Caldwell, W. H. Wilson, Mrs. W. H. Wilson, C. J. Chitt, E. Grant, A. Noel, R. H. Richards, Mrs. Richards, R. M. Coady, Rev. G. Robins, Rev. Mallalen, E. J. Salt, G. Simmon, Mrs. T. C. Duder, Miss Green, Miss Bennning, Miss Hyde, Miss Butt, Mrs. E. Dyett, Mrs. J. F. Sheppard, Miss E. Bennett, Miss Poole, Mrs. Slaney, Mrs. Miller, Mrs. S. Casack, Miss M. Thorburn, Miss E. Thorburn, Miss Campbell, Mrs. Rev. A. Tulk, Mrs. J. Moore, Miss Hannaford, Miss Brubett, Mrs. R. Parsons, Miss M. Parsons, Mrs. Goble and Miss M. Mooney.

MINARD'S LINIMENT CURES COLDS, ETC.