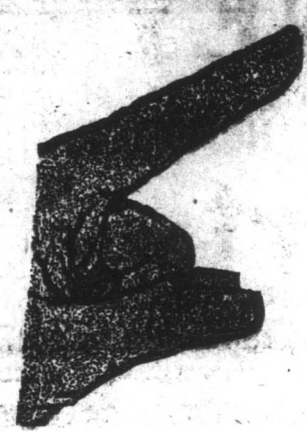


## THE BUSIEST STORE ON THE BUSIEST THOROUGHFARE---BAIRD'S



## OUTMANOEUVRING

All Competitors  
in the Race for

## VALUE SUPREMACY

THE PROOF IS RIGHT HERE

## Women's House Slippers

Warm Felt Slippers in assorted  
plain shades, Pom-Pom front, all  
pinked edges, leather covered sole.  
Dollar value. Special Fri-  
day, Saturday and Monday 69c.OUR advertising is always a clear, straightforward presentation of facts relative  
to the Store. You can put entire reliance into every statement made over  
our signature. If a comparative price is quoted you can be sure that the  
value stated is the actual worth of the merchandise.  
We aim to make our advertising useful, newsworthy, truthful and interesting.  
Do you read it consistently? To-day it teems with glorious news of the doings  
here forMAIL  
Your  
Orders

## FRIDAY, SAT. and MONDAY

TAPESTRY  
TABLE COVERSFancy Tapestry Table Covers, and they  
are pretty ones; mostly Dark Green mix-  
tures, relieved with lighter greens; fringed  
and plain. Reg. \$7.00. Friday, Satur-  
day and Monday \$5.65PRINTED  
TABLE COVERSPrinted Table Covers, deep Crimson and  
Dark Green shades, with heavy borders;  
service giving cloths. Value for \$1.50.  
Friday, Saturday and Mon-  
day \$1.25DAMASK  
TABLE COVERSIn Crimson and Blue mixtures; inexpen-  
sive cloths for your dining table, or some-  
thing to tone up the kitchen table after  
hours. Reg. \$2.40. Friday, Sat-  
urday and Monday \$1.98Handsome, Serviceable  
9.00 Wool Scarves 2.98Ladies' All Wool Angora Scarves, full 25 inches wide;  
some very pretty stripe effects for fall time; Grey and  
Blue, Grey and Rose, Champagne and Hello, Pink and  
Jade. Reg. \$9.00. Friday, Saturday & Mon-  
day \$2.98  
SILK SCARVES—Water-  
proof ribbons in fancy plaids, 2 1/4  
inches wide, suitable for hat  
bands or girdles, etc.; assorted  
shades. Reg. 25c. Friday,  
Saturday and Mon-  
day 18c.Grape-de-  
Chene  
ShirtwaistsFavor-finding styles in handsome  
Shirtwaists and Jumpers of beau-  
tiful Grape-de-Chene, V. square  
and round necks, roll and Hilo  
collar, trimmed with Plier lace,  
long and short sleeves; shades of  
Flesh, Navy, Henna and Blauvelt,  
White also; sizes 32 to 44 inch  
length. Reg. \$6.50. Friday, Sat-  
urday and Monday \$5.49

## CORSETS

DRESSING GOWNS—Colored Ripplette  
Dressing Gowns, showing Silk facings,  
long sleeves, shades of Rose, Hello,  
Saxe, Grey and Crimson. Regular  
\$6.50. Friday, Saturday and  
Monday \$5.78D and A CORSETS—Full range of sizes  
from 21 to 30 inch; low bust, medium  
hips, 4 suspenders, embroidery trim-  
med tops, made from good grade  
Coutil. Special Friday, Sat-  
urday and Monday \$1.49GIRLS' UNDERWEAR—The famous  
Lakawanna, fine wool Underwear, to  
fit 6 to 14 years, high neck, long  
sleeve vests. The Pants are ankle  
length. Reg. \$1.50 garment. Reg.  
\$1.39. Friday, Saturday and Mon-  
day \$1.19UNDERSKIRTS—Heavy Grey Jersey  
Underskirts, shaped band, all scalloped  
edges, full fitting sizes. Regular  
\$3.30. Friday, Saturday and Mon-  
day \$1.98The Last of our DUTCH FLOWERING BULBS  
To be cleared off our Counters this week. Now is the last chance to pick up  
a dozen or so to pot or plant in the ground. Secure them to-day.TULIPS . . . . . The Dozen 37c.  
NARCISSUS . . . . . The Dozen 54c.  
HYACINTHS . . . . . The Dozen 59c.

## SLOPPY WEATHER FOOTWEAR



## RUBBERS for the Whole Family

MEN'S TAN RUBBERS—Low Cut City Rubbers; Dark  
Tan shade, reputable brand. Friday, Sat-  
urday and Monday \$1.95  
MEN'S STORM RUBBERS—With rolled edge; sole and  
heel of red rubber; much sought after; \$1.85  
good wearers. Special  
LADIES' TAN RUBBERS—Low medium  
sized. Special  
LADIES' STORM RUBBERS—With low heel, round toe;  
renowned for their wearing quality; all  
sized. Special  
GIRLS' RUBBERS—Storm Cut Rubbers, with rounded  
toe, reinforced counters. \$1.15  
Sizes 4 to 10 . . . . . 85c.  
Sizes 11 to 12 . . . . . 95c.James Baird  
LIMITEDExcelling in  
GLOVE  
VALUESGAUNTLET GLOVES—Ladies' and  
Misses' fine Wool Gloves; these  
bring a new value in sporty look-  
ing cold weather gloves; with  
ribbed gauntlet; assorted  
shades. Special . . . . . 75c.GIRLS' WOOL GLOVES—All Wool  
Sporty Knit Gloves in plain  
shades of Beaver, Fawn and  
Grey; sensible gloves in assort-  
ed sizes; best value for years.  
Friday, Saturday and  
Monday . . . . . 45c.LADIES' KID GLOVES—New ar-  
rivals and they bring you ex-  
cellent quality Kid Gloves, in shades  
of Tan, Beaver, Brown and  
Slate. 3 dome wrist. Special  
Friday, Saturday and Mon-  
day . . . . . \$1.48PLAID  
RUGSFor the motor car, carriage or  
lounge, full size in nice color  
combinations, last for years, fringed  
ends. Reg. \$5.50. Friday,  
Saturday and Monday \$4.98NOVELTY BLANKETS—Real com-  
fort for your little ones at night  
time; soft, fluffy finish in Pink  
and Blue shades, all-over nurs-  
ery patterns; size 36 x 50; value  
for \$3.00 each. Friday, Sat-  
urday and Monday \$2.75CHERRUB BLANKETS—Other lit-  
tle fleeced Blankets to tuck them  
in snugly at bed time; extra  
weight. White with Pink or Blue  
striped borders. Friday, Sat-  
urday and Monday \$1.35  
The Pair . . . . . \$1.35Springing  
NEW VALUES  
in  
PILLOW CASESPILLOW CASES—Plain, soft, pure  
White Linen Pillow Cases. A spe-  
cial value for Friday, Sat-  
urday & Monday, each . . . . . 69c.FRILLED PILLOW CASES—3 dozen  
only Frilled Pillow Cases, linen  
buttoned end. Another Friday,  
Saturday and Monday Spe-  
cial, each . . . . . 49c.CURTAIN COVERS—Embossed  
Frilled Linen Crash Cushion Cov-  
ers, silk embroidered centre. Reg.  
\$1.30. Friday, Saturday \$1.12  
Saturday and Monday . . . . . 89c.TEA CLOTHS—Beautifully embro-  
idery White Linen Tea Cloths, size  
32 x 32; hemstitched. Reg. \$1.70.  
Friday, Saturday & Mon-  
day . . . . . \$1.57CHINTZ  
worth \$1.00 yard for  
78cNew and beautiful Chintz pat-  
terns, landscape, floral, and others  
in subdued tones; Chintz of unusual  
loveliness. Worth at least \$1.00 a  
yard. Practical, serviceable and  
adorning. Reduced Friday, Sat-  
urday & Monday to . . . . . 78c.FANCY FLANNELS—Of beautiful  
soft all wool make; neat striped  
patterns for Men's Top Shirts.  
\$1.25 value. Friday, Sat-  
urday and Monday . . . . . \$1.10FIGURED CASEMENTS—Three pieces  
Fancy figured Casement Cloths,  
nice warm looking tones to bright-  
en up your living rooms; 36 ins.  
wide. Friday, Saturday &  
Monday . . . . . 64c.COTTON CRETONNES—Three pret-  
ty rose patterns on assorted  
grounds; suitable for hangings,  
draught screens and slipcovers, etc.  
Friday, Saturday & Mon-  
day, the yard . . . . . 37c.SPECIALLY SELECTED  
from the  
DRESS SECTIONVENETIAN CLOTHS—20 inch Venetian Cloths; hand-  
some shades for dress, suit or skirt; Navy, Saxe, V.  
Rose, Myrtle, Light and Dark Greys, Purple and Black.  
Regular \$3.50. Friday, Saturday and Mon-  
day \$2.95NAVY DRESS SERGES—24 inch Navy Dress Serges,  
all wool make; good wearing and always good ap-  
pearing. Reg. \$2.40. Friday, Saturday and  
Monday \$2.10NAVY SERGES—42 inch Navy Dress Serges; nice for  
girls' wear; rich looking finish. Reg. \$1.40.  
Friday, Saturday and Monday . . . . . \$1.28

## HOSIERY VALUES

COLOURED HOSIERY—Ladies' plain and  
fancy ribbed Wool  
Cashmere Hosiery;  
new arrival, expres-  
sly for cold weather  
wear. Special Friday  
Saturday and Mon-  
day . . . . . 95c.WOOL HOSIERY—Stout ribbed Fast Black Wool Hosiery  
in ladies' sizes. Special value at \$1.00. Fri-  
day, Saturday and Monday . . . . . 85c.FLEECED HOSIERY—Ladies' Fast Black Fleece-lined  
Hosiery, with ribbed knee; seasonable. Spe-  
cial Friday, Saturday and Monday . . . . . 49c.PLAIN HOSIERY—Ladies' Black and Tan plain finish  
Hosiery, popular line; assorted sizes. Fri-  
day, Saturday and Monday . . . . . 19c.GIRLS' AND BOYS' HOSIERY, 95c.—This line brings  
you all Wool Cashmere Hosiery in fine ribbed finish;  
Black on Tan; sizes from 2 to 15 years. Value up to  
\$1.50 pair. Special Friday, Saturday and Mon-  
day . . . . . 98c.GIRLS' AND BOYS' WOOL HOSIERY—This brings you  
stout ribbed Fast Black Wool Stockings for fall and  
winter wear.  
Sleeves to fit 3 to 5 years. Special . . . . . 55c.  
Sleeves to fit 6 to 15 years. Special . . . . . 69c.Cullings  
from the  
Culinary  
SectionGrey Enamel Kettles, handy sizes.  
89c. and 98c.Blue and White Enamel Kettles, half  
gallon . . . . . \$1.18

Grey Enamel Saucepans, asstd, 19, 34, 49c.

Grey Enamel Chambers, children's . . . . . 49c.

White Enamel Chambers, children's . . . . . 65c.

Blue &amp; White Enamel Dippers, each . . . . . 44c.

Grey Enamel Cabbage Strainers, each . . . . . 49c.

Grey Enamel Buckets, 8 quart size; . . . . . 78c.

Rice Boilers, double; each . . . . . \$1.18

Grey Enamel Coffee Pots, each . . . . . 49c.

Grey Enamel Pans, all sizes . . . . . \$4, 24, 39c.

Grey Enamel Mixing Pans, each . . . . . \$5c, \$1.25

Blue and White Enamel Mixing Pans, . . . . . 69c.

Grey Enamel Bread Pans, large . . . . . \$1.19

the students a real sense of respon-  
sibility as well as abiding carefulness,  
redounding to the great good of the  
city. It is important to educate  
children in the rudiments of FIRE  
PROTECTION. The young mind is  
more plastic than that of persons of  
mature years, and the ideas which are  
absorbed in childhood exert a lasting  
influence on the future life and con-  
duct of the individual. If the teach-  
ings of Fire Protection are instilled  
in the minds of the children, these  
principles in mature years, will guide  
his or her actions. Systematic and  
intelligent instruction on this subject,  
is one of the most important things  
that can be undertaken, and its result  
will be, that in future, carelessly caused  
fires will be comparatively rare.

## DESTRUCTION OF WEALTH.

Fellow Rotarians. You are the re-  
presentatives of the business men of  
this community. Do you realize that  
fire destruction means the withdrawal  
either permanently or temporarily of  
large sums from productive enter-  
prises, and loss of large sums through  
interrupted business, and a consequ-  
ent loss of profits. A consequent  
menace to credit that thereby injures  
certain parties, and sees good men  
reduced to bankruptcy through no  
fault of their own? Do you realize it  
means the presence of a moral hazard,  
evidenced by the presence of in-  
dustrialism, and the known temptation to  
dishonest people, that it means a  
menace to every citizen, because he  
never knows when his property may  
be destroyed by the negligence and  
carelessness of others, a menace to  
life, and many narrow escapes from  
death? To men whose lives are spent  
in dealing with questions from the  
economic standpoint, it should require  
little argument to induce the taking  
of this matter in hand in the interest  
of husbanding and conserving the  
community's wealth. You can throw  
your energy and interest against all  
that is dangerous, and calculated to  
bring about risk and disaster. You  
can exert your efforts to prevent fire  
the servant from becoming fire the  
master. Fire is a good servant, it  
cooks our food, it warms our homes,  
it serves man in many useful ways,  
but it is a hard master, it can never  
be trusted, and when it breaks out of  
bounds and careless people forget its  
danger, it becomes a terrible, raging,  
destructive force. We no longer are  
doing our duty when we fight the fires  
that occur. We should prevent them  
from occurring. Nearly every fire is  
a rebuke and a disgrace. None of us,  
however, can afford to criticize. We  
have all been guilty, but we all love  
our country, we all wish to become  
good and helpful citizens. Let us then  
from this moment, take up the slogan  
"Clean Up", and begin in earnest the  
conservation of the National Wealth.

## ACKNOWLEDGEMENT

The Hon. Treasurer of the C. of  
E. Orphanage gratefully ac-  
knowledges receipt of the sum of  
\$121.42, being a share of the  
proceeds of the Earl Spicer  
Musical Recitals. —oct26.11Safe Harbor  
Correspondent.

SAYS COAKER'S DAY IS DONE.

Editor Evening Telegram.  
Dear Sir:—In Monday and Wed-  
nesday's issues of the Evening Ad-  
vocate a special message signed James  
Atwood, Safe Harbor, says in part:  
"Go ahead, Mr. President, we will  
stand by you." Now I want to let the  
public know that those that are  
ready to stand by the President of the  
F.P.U. are very, very few, and but  
for those who have some small  
amounts invested in the Company's  
business, I venture to say that Safe  
Harbor Council would be closed be-  
fore this. I thought I would let the  
statement in the first issue pass  
without contradiction, seeing that  
there was not much weight in it, but  
it must be contradicted now. If one  
were to visit Safe Harbor he would  
find a very small percentage talking  
Union, for the very men who used to  
say Mr. Coaker was a Godsent man  
are to-day ashamed to have it men-  
tioned to them. I do not intend to  
write long on this matter, but hope  
some able pen will.Thanking you for space I close, and  
sign myself, though now in St. John's,  
Yours truly,  
THE NORTH END OF THE BRIDGE.  
Oct. 26, 1922.

## "Fire Prevention Week"

## DISTRIBUTING LITERATURE.

In connection with Fire Preven-  
tion Week, Oct. 30th to Nov. 4th,  
Mr. George Coughlan of the Con-  
sular Department began to-day  
the distribution of literature, calling  
the attention of the public to this  
important subject. Some effective  
posters showing the losses incurred  
through carelessness are also being  
distributed to Water Street stores for  
display purposes.

## ECZEMA

You are not  
experimenting  
when you use Dr.  
Chase's Ointment  
ment for Eczema and Skin Trou-  
bles. It relieves at once and grad-  
ually heals the skin. Sample box Dr.  
Chase's Ointment free. Write for  
name and send to Dr. J. H. Chase, 200  
West 10th St., St. Paul, Minn.Eat MRS. STEWART'S Home  
Made Bread. —oct26.22