

Make it a rule—to study our newsy advertising—it pays—it's informative of the "New Things."

OUR ECONOMY COLUMNS

Are of especial significance this week, coming as they do almost on the eve of **FAIR WEEK.**

Every effort to make values attractive has been made, and considering the Newness of the Merchandise involved, real good buying opportunities prevail.

GLAD to meet visitors, face to face here during the progress of "Fair Week" and to assure them that every effort to make them welcome and feel at home will be our earnest endeavour. Come as often as you like—walk around—and get acquainted with the many departments and see how each and everyone of them thrust their finest values to the fore. Stocks are now at their fullest. Come! where values are genuine—qualities reliable and satisfactory assured.

FRIDAY, SAT. & MONDAY

Our Hosiery Section Excels Itself

BOYS' WOOL HOSE—Great line! extra heavy ribbed fast black wool. Hose for boys of every age. 89c. values to \$1.50. Special.

VARIETY LINE—Great range of Ladies' fashionable Fall and Winter Hosiery, plain and sport ribs, every wanted shade. Values to \$2.00. Friday, Saturday and Monday. \$1.49

LADIES' HOSE—In plain and fancy ribbed Cashmeres, and Silk and Wool; great range of shades and the weight—just what you would wish for. Reg. \$1.00. Special. 89c.

CASHMERE HOSE—Ladies' plain Cashmere Hosiery, correct Fall weight, in shades of Fawn, Greys and Heather mixtures. Reg. 90c. Friday, Saturday and Monday. 79c.

CASHMERE HOSE—Ladies' plain Black Cashmere Hose, an excellent line which we are featuring Friday, Saturday and Monday. 58c.

"SPORT" HOSE—Girls' fine ribbed Cashmere Hosiery, nice close make, in shades of Champagne, Fawn and assorted Greys. Just for Friday, Saturday and Monday. 29c.

COME! SEE!



Real Savings on DRESS GOODS

Velveteens.
22 inch Coloured Velveteens, in shades of Saxe, Ruby, Fawn, Navy, Henna, Dark Brown, Nut Brown and Black. Friday, Saturday and Monday. \$1.19

Velveteens.
3 pieces of rich looking Velveteens, 22 inches wide, with a sheen usually seen in higher priced Velveteens. Shades of Navy, Dark Brown and Black. Friday, Saturday and Monday. \$1.39

Morrocains.
Beautiful Wool Morrocains in shades of Grey and Navy. Black as well. New arrivals in our Dress goods section. Special for Friday, Saturday and Monday. The yard. \$2.79

Velour Coatings.
54 inch Velour Coatings, beautiful, you should handle them to feel their excellent quality. Looking well in shades of Grey, Henna and Saxe. Reg. \$4.00 value. Friday, Saturday and Monday. \$3.65

Perky Velvet Hats.
Some of this Season's smartest styles, in all the most popular shades and shapes, trimmed with coloured chenille and velvet flowers, up to \$4.00 each. Friday, Saturday and Monday. \$3.59

Further Contributions from THE SHOWROOM.

Shirt Waists.
Ladies' fancy flannellette Shirt-Waists, long sleeve models, cuffed, button trim, shades of Fawn, Navy, Royal and Fawn, etc. Reg. \$1.75. Friday, Saturday and Monday. \$1.54

Underskirts.
Ladies' fleece-lined Grey Jersey Underskirts, with banded waist, and scalloped hem, button-holed, in White, assorted sizes. Reg. \$2.00. Friday, Saturday and Monday. \$2.39

"Kumfy" Bands.
Infants' Kumfy Strap Corset Bands, in White quilted sateen, six inches wide, shouldered, er straps and buttons. Special. 69c.

Beaded Bags.
Oval shape Beaded Hand Bags, beauties! with beaded tassel drop cord, in shades of Silver, Navy, Reseda and Brown, very newest in Bags. Reg. \$1.80. Friday, Saturday and Monday. \$1.59

The New Corsets.
Ladies' quality, Vests and underpants, in just the weight they like and the fit they like. Cream wool make, vests with long sleeves, pants ankle length, assorted sizes. Reg. \$1.50. Friday, Saturday and Monday. The \$1.29 garment.

Sample Corsets.

Sample Corsets.
Sizes 21 to 26 inch brocaded coutil, shades of Fawn, Sky, Mauve and Grey, being samples, the quantity is restricted somewhat. Come early for them. Friday, Saturday and Monday. 98c.

Serge Dresses.
Ladies' straight-line model Dresses, bound with coloured silk braid, long sleeves, button trim and fancy stitching, some with belt, others with girle, shades of Navy, Brown and Black. Fall, Sat. and Mon. \$5.29

"New Knit" Underpants.
Ladies' Fall weight Cream Underpants, ankle length, closed, assorted sizes. Reg. \$3.00 pair. Friday, Saturday and Monday. \$1.74

"Lackawana" Underwear.
Children's quality, Vests and underpants, in just the weight they like and the fit they like. Cream wool make, vests with long sleeves, pants ankle length, assorted sizes. Reg. \$1.50. Friday, Saturday and Monday. The \$1.39 garment.

Stamped Dresses.

Pretty little models for 4 and 5 year old girls, in Sky and Pink broadcloth, round neck and short sleeves, made up dresses ready to embroider, and just incoming. 79c.

Dependable Footwear That's what the season calls for. LET'S HELP YOU!

LADIES' SPATS—15 button height Cloth Spats, decidedly shapely and strong, shades of Grey, Fawn, Brown and Black; sizes 3 to 7. Friday, Saturday & Monday. The pr. \$2.28

MEN'S BOOTS—Presenting a line of Men's Ideal Fall Boots, in Black Galf, with extra heavy soles, good comfortable fitting Boots. Our Special. \$6.70

FELT SLIPPERS—Very special assortment in coloured felts, with soft Chamolise sole and heel, sizes 3 to 7; clearing much under price. Friday, Saturday and Monday. \$1.18

LADIES' BOOTS—You should have a pair of these dependably light-weight Black leath Calf Boots for Fall wear, medium heel. Reg. \$4.00 line. Friday, Saturday and Monday. \$2.18

MISSIE'S RUBBERS—Keep their feet dry by all means, the simplest way is—with a pair of these Dollar Rubbers. Repriced Friday, Saturday and Monday; sizes 11 to 12. 69c.

CHILLY NIGHTS Prompts us to feature our best values in BLANKETS

They're right here.

Coloured Blankets.
Large plain Coloured fleeced Blankets with White striped borders, shades of Helio, Tan, Brown and Blue; 60 x 84 size. Friday, Saturday and Monday, Each. \$2.55

Little Cotton Blankets.
In Fawn and Grey showing coloured striped borders, nice for babies coats, extra good quality well fleeced. Friday, Saturday and Monday. Each. 47c.

Cot Blankets.
This line brings nice heavy fleeced Cotton Blankets of a very superior quality pretty plaid patterns, 32 x 42 size, my! but their cosy looking. Each. 69c.

Wadded Quilts.
Large good looking art sateen topped Wadded Quilts of unusual good value, just a dozen of them to hand; repriced. Friday, Saturday and Monday. \$7.75

Fleeced Sheets.
Great for Winter under sheets, twill finish with a nice slight fleecing and warmer than the ordinary sheeting; 58 x 78 size. Friday, Saturday and Monday. The pair. \$3.65

Notably Good Values from the House Furnishings Dept.

FRINGED CASEMENTS—A very tasty window trim in nicely blended shades, half fringed edge, all dark patterns. Friday, Saturday and Monday, the yard. 38c.

DOUBLE CURTAIN RODS—Flat parallel brushed brass Curatin Rods with rounded corners and simple fittings; extend to 42 inches. You'll like these. The Set. 54c.

STAMPED MATS—New line of these going on Sale, made of heavy Hessian, with good looking, easy to follow stamped designs. 64 inch, each. 67c.

POLISHING CLOTHS—Soft chamolise Polishing Cloth, a most useful article in the home. 29 Have one! each. 23c.

EIDERDOWN QUILTS
Yield to Cut-Rate Pricings.

All this Season's Import and they're certainly beautiful rich looking art coverings of the very best grades, in Silks, Satins and Opalines relieved with plain shade borders; your for years of enduring service; specially reduced for Friday, Saturday and Monday.

Reg. \$18.00 for. \$16.85
Reg. \$22.50 for. \$21.35
Reg. \$28.00 for. \$26.95
Reg. \$33.00 for. \$30.55

Wadded Quilts.
Our new Wadded Quilts bring splendid values, full and plump in size, with nice art coverings and some with plain facings, two special lines, up to \$5.00. Friday, Saturday and Monday's under-selling. \$5.69 & \$5.89



CURTAIN LACES Distinctive Patterns

CURTAIN LACES—52 inch long Curtain Laces, rich looking all-over patterns, the shades give it a distinction. A brand new arrival. Friday, Saturday and Monday. The yard. 63c.

CURTAIN LACES—Some very handsome White Lace Curtains in this line, 45 inches wide, beautifully patterned and very strong. Friday, Saturday and Monday. 49c.

TABLE CLOTHS—Splendid White Damask Table Cloths, 56 x 56 size, nice convenient cloth for small family tables, makes an ideal lunch cloth. Friday, Saturday and Monday. \$1.49

CUSHION COVERS—Fawn Poplin Cushion Covers, corded edges and looped corners, pretty handpainted tops, 20 x 20 size. Reg. \$1.60. Friday, Saturday and Monday. \$1.45

FACE CLOTHS—White Turkish Face Cloths, with coloured cross-bar, good face Cloths at. 14c.

COAT SWEATERS—Ladies' snug-fitting Tuxedo fronted Coat Sweaters in a nice warm wool make; others with roll collar, and others again with girle, in becoming shades such as Peacock, Navy, Rose and Nigret, all wanted sizes. Regular \$5.59 to \$6.00. Friday, Saturday and Monday. \$5.59

HOUSEWARES LISTED AT 19c. each FRI, SAT. & MON.

Towel Racks, 3 in 1. 19c.
Towel Racks, nickel. 19c.
Splasher for wall. 19c.
Curtain Rods, complete. 19c.
Electric Light Shades, assorted. 19c.
Candle Clips for Shades. 19c.
Wire Frames for light shades. 19c.
Cup Towels, each. 19c.
Serviettes, assorted. 19c.
Coat Hangers. 11 to 12 for 19c.
Cotton Blankets, each. 19c.
Checked Dusters. 19c.
Roller Towel Racks. 19c.

Any 6 of Them for \$1.10

LINOLEUM BINDING—78 inch brushed brass edge to edge binding for your Linoleums or canvas. 9c. The yard.



Cushion Covers.
CUSHION COVERS—You have always a use for an extra cushion cover or two, here is a new assortment in Pretty Madras, Chintz, and fancy lines, all useful covers, ranging up to 75c each. Friday, Saturday and Monday. 49c.

NEVER REFUSE A GOOD OFFER. Here is an especially good one in SHIRTS!

Shirts of high degree, in quality and finish, choice of pin stripes, cross barred effects and rainbow shades, very superior line. Coat style of course, with soft double turn-over cuffs; all sizes. Reg. up to \$3.90. Now \$1.95

SAMPLE KERCHIEFS—Beautiful "Kerchiefs" Handkerchiefs, plain white and with fancy borders, hemstitched of 25c.

FRENCH NECKWEAR—Snappy line of Parisian Neckwear, just to hand, exhibiting all the newer stripes and fancy mixtures, in the long flowing end style. Special. \$1.40

TOP SHIRTS—Men's Grey Fitted wool Top Shirts with collar attached, a great shirt for the out-of-doors man, warm and wears, and wears. Special. \$2.95

NEW CAPS—Smart looking Caps in basket weave pattern, all Wool, silk lined, banded back and inverted pleat flexible peak. Special. \$3.15

UNDERWEAR SPECIAL—Men's Cream and Natural "New Knit" Shirts and Underpants, fine wool mixture, assorted sizes, values to \$3.00 garment. Special. \$1.59

VELOUR HATS—Men's English Velour Hats, nice medium shape, very becoming, shades of Fawn and Grey. \$6.00 Distinctive Hats. Special.



SPECIAL! CURTAINS.
36 pairs of them, decidedly different from the usual run, 2 1/2 yards long, plain white with deep arc lace pattern of Birds, etc. very dressy, these have just come to hand, underpriced. Friday, Saturday and Monday. \$2.95 pair.

Venetian BED SPREADS. Good looking, easy to wash, good for any season.

A boon to the housewife. These service-giving unbleached spreads showing coloured bar in shades of Gold, Pink and Blue, easy to do up, easy to handle, reversible and a great save on your better quilts, 81 x 90 sizes with plain hem, your should have one. Our Special. \$2.79

James Baird LIMITED

The Most Satisfactory MAIL ORDER HOUSE

WOOL GLOVES The Season for them is Nigh. 3 SPECIALS

LADIES' GLOVES—With gannet wrist in beautiful wool make, shades of Chino, Casino, Elephant, Beaver and Brown. Friday, Saturday and Monday. 75c.

CHILDREN'S GLOVES—Fancy Knitted Wool Gloves, in assorted Tans and Browns with brushed wool wrist, assorted sizes. Friday, Saturday and Monday. 59c.

CHILDREN'S GLOVES—Pretty Heather mixtures in Wool make, Fawn and Greys, with gannet wrist, assorted sizes 3 to 6. Friday, Saturday and Monday. 75c.

St. John's Municipal Council
Public Notice
Roll Tax
Investment List
Wedding Bells
D. Parsons
Old Colony Hotel
Murdo's Store News
Methods are Careful and Accurate
Good Dentist
Ver, D.D.S.
Philadelphia Hospital