

GIGANTIC DRESS SALE!

BAIRD'S SPECIAL VALUES

Numerous Styles Involved
and Every One of Them—New—Brand New This Season

BAIRD'S SPECIAL VALUES

Serges, Gabardines, Canton Crepe, Jersey & Silk & Knitted Wool

Delightful, Becoming and Comfortable—Our Knitted Wool Dresses

Particularly adapted for our climate and with quite a long season ahead, should recommend themselves to every woman. Becoming shades and simple in style. Just see our display and our values.

Regular \$ 6.00 for	5.40
Regular \$10.00 for	8.98
Regular \$12.50 for	11.98

Genuine Savings Linked up with Snappy Styles
An encouraging time to pick up one, two, or more DRESSES

The Serge & Gabardine Dresses

Quite a display and prices are nicely assorted. Shades of Navy, Grey, Fawn, Brown and Black. The following reductions are indicative of real good values.

Regular to \$ 3.50 for	2.49	Regular to \$16.00 for	12.98
Regular to \$ 5.50 for	4.59	Regular to \$20.00 for	16.98
Regular to \$ 9.50 for	7.98	Regular to \$24.00 for	21.75
Regular to \$12.50 for	9.98	Regular to \$30.00 for	27.49

Remarkable for their Graceness—Our

Canton Crepe Dresses

Diverse in Style innovations, and remarkable for their gracefulness and richness of materials.

Regular \$10.00 for	8.98
Regular \$15.50 for	12.98
Regular \$20.00 for	16.98
Regular \$25.00 for	21.75
Regular \$32.00 for	27.49

Just the Snappiest Styles imaginable in Wool Jersey Dresses

Fashion presents many beautiful models for the present season; you'll find them represented here; many shades, many styles.

Regular \$12.00 for	9.95
Regular \$14.00 for	11.95
Regular \$15.50 for	14.75
Regular \$25.00 for	23.98



Featuring the Newest Style Innovations in Jersey and Silk Dresses

The Season's gayest and prettiest, some all Jersey; others with Silk Bodies and pretty Jersey Skirt.

Regular to \$ 6.00 for	4.49
Regular to \$10.00 for	7.98
Regular to \$16.00 for	14.98
Regular to \$24.00 for	21.75

MARYLAND CASUALTY COMPANY

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PAID LOSSES OVER \$55,000,000.00
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A Big Company that does the RIGHT THING in the RIGHT WAY at the RIGHT TIME.

It will PAY you to PAY us to PAY your loss.
W. & G. RENDELL,
Agents for Newfoundland.

SIDE TALKS.

By Ruth Cameron.

QUEER THINGS WE REMEMBER.

"I expect that will be one of his most vivid memories when he's grown up," said a neighbor, "at mine, speaking of her little boy and his first day at school.

I agreed without thinking, as we so often do when someone says the apparently self-evident.

And then something started me to thinking, and I wondered if it would be.

In the tapestry of childhood memories that remains in after years made up of the most unusual, the most epoch-making experiences in our childhood life?

No Proper Proportion. Or is it more apt to be woven or members of lesser events that for more incomprehensible reason have remained vivid and colorful through the years?

As I look back I find many queer little things in the "tapestry" whose vividness is all out of proportion to their apparent importance.

There was the June evening when the porch was in process of construction on the house across the way. The bachelor son of the house—one of those horse-uncles to all the children in the neighborhood (and utterly without any sense or spheres of his own, by the way)—came out and played some games on the timbers of the half-built porch, and we were allowed to stay up half an hour longer than usual because we were having such a wonderful time.

What is there to make that memory stand out when events of much more apparent significance have faded?

A June Evening. And then there was another June evening, when some of the grown up

folks in the neighborhood dropped in (I realize now that they must have been all of 11 or 12, those grown up folks) and we sat on the porch and sang all the old songs like Clementine and Annie Laurie, and the popular songs of the day ("I call the Western Union a Convenience" is the only one that I can recall). The charm of that particular evening still lingers.

I remember very clearly the first day the little boy next door went to school. We had been inseparable until then but he was a year older and so had a chance at the great adventure first. I remember just where I was when he came home from school. And yet I have no memory at all of my own first day.

Grandfather's Funeral. Even when the important events do have a place in the memory tapestry it is often by virtue of some trivial detail that they hold that place. One's memory of the solemnity of grandfather's funeral, one first experience of death, has faded out entirely, but

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Sleeplessness
Indigestion
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(NEURAL MASS)
which contains the form of phosphorus required for nerve repair.

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MONTREAL

how vividly one still remembers looking out the window during the funeral and seeing a man over in the wood lot sawing down a tree. Of course it is its connection with the big event which fixes the smaller in one's mind, but why does one remember that man and his tree instead of the music and the minister and grandfather?

It's a queer, strangely wrought thing, that tapestry of memories. Queer and oddly precious. Even the sad memories of griefs and disappointments come to have such a tenderness and sweetness about them that we would not part with them. And in the world there are no two such tapestries in his least degree alike. Is it not wonderful when you stop to think about it?

Relieves Dyspepsia

M.D. advises: "Persons who suffer from severe indigestion and constipation should take after each meal and at bedtime, fifteen to thirty drops of the Extract of Roots known to the Drug Trade as 'Mother Seigel's Curative Syrup.' Get the Genuine, 50c. and \$1.00 bottles.

The Lighter Side.

THE CUT DIRECT.
No man can afford to look shabby, because most people cut their friends according to their cloth.

A man who will not work will work others.

Don't you think you're the only one who's satisfied with his job. The owner of the trained dog often wishes he was a song-and-dance man.

An optimist is one who hops out of bed on a cold morning saying: "Well, old bed, I'll be back to you in seven hours."

The pessimist hops in bed saying: "Gee, up again in seven hours!"

Biggest Amateur Contest of Season

HELD AT CRESCENT THEATRE LAST NIGHT.

The greatest variety of Amateurs ever assembled at a concert took part at the Crescent Theatre last night. The affair was in the capable hands of Dan Delmar, who conducted everything in a masterful manner. They were there from every section of the city and comprised of musicians, dramatic impersonators, novelty singers, dancers and eccentric performers. The first prize was awarded Master Michael Michaels, whose singing of "Margie" and "Call Me Back Pal O'Mine" was received by deafening applause which was indeed well earned. The claimant for second prize was a lady Accordionist who delighted her hearers with several selections. Master Edward Peters received the third prize, his renditions being mostly comic and characteristic. Nine other contestants appeared all who were very good and satisfied the audience.

As an added attraction, Mr. Joe Wheeler, the popular local Ventriloquist with his doll appeared and held the audience in convulsions of laughter with his patter. The regular program which consisted of the big production "Main Street" and songs by Robert Shields, the English Baritone was of a particularly interesting nature, and we would advise all who may possibly have missed this bill to take it in to-night. And in conclusion would like to remind patrons that another big Amateur Contest will take place next Friday night. Watch advertisement in this paper for further particulars.

Shipping.

S.S. Digby sails from Liverpool for this port on the 13th inst.
S.S. Canadian Sapper sails from Montreal Nov. 6th, and Charlottetown, Nov. 9th. Last sailing from Montreal Nov. 21st, and from Charlottetown, Dec. 5th.

S.S. Canadian Logger was to sail from Montreal to St. John's direct, yesterday.

37 Varieties

Wholesome Delicious

THE PERFECT SODA BISCUITS

Such Flavour
Such crackly
Crispness and such
all round wholesome
some goodness as
TIP TOPS lavishly
provide never
before have
been put into
SODA BISCUITS.



THE MEAL TIME SATISFACTION

Enticing Irresistible

TIP TOP SUGGESTION: Before serving at table place the TIP TOPS in the oven for about five minutes and then allow to cool, then note the result.

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When Was That?

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