

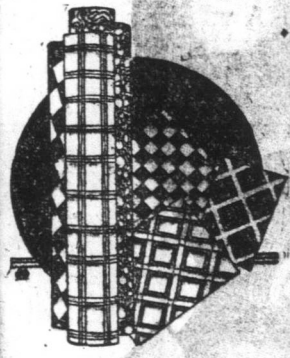
PRICES GO IN SMITHEREENS

Decisive, clear-cut evidence of this Store's fixed determination to keep foremost in the line of

VALUE - GIVING ALWAYS.
FRIDAY, SATURDAY and MONDAY

PRESENT

UNMISTAKABLE SIGNS OF PRICE DROPPING.



Floor Canvas and Congoleums Reduced

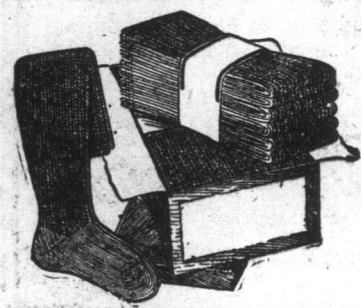
FLOOR CANVAS—Double width Floor Canvas; patterns suitable for any room in the house; painted back; reliable English make. Reg. \$2.20 yard. **Friday, Saturday and Monday \$1.75**

CONGOLEUMS—Double width Congoleums in almost any desired color blending. Special, per yard, **Friday, Saturday and Monday \$1.75**

CONGOLEUM SQUARES—Very hard; for instance if the centre of your room shows wear in its floor covering, you may lay one of these Squares over it and leave the border of the original covering. These we advertise are 6 x 9 feet; pretty color blendings, with borders to match. Special Friday, Saturday & Mon. **\$9.55**

WINTER CURTAININGS—Two pieces, showing a pretty Green and a V Rose; 40 inches wide; heavy coarse make. Good value to-day. We intend clearing these this week. Reg. \$1.50. **Friday, Saturday & Monday \$1.27**

CURTAIN LACES—This is a beauty, pure White Nottingham Curtain Lace, 52 inches wide; well covered pattern and a strong one. Reg. \$1.10. **Friday, Saturday and Monday 99c.**



HOSIERY!

2000 PAIRS

of Ladies, Misses, Childs and Boys, price cut to the finest to reduce stocks.

LADIES' CASHMERE HOSE—Reliable English Wool Cashmere Hose, in the popular plain make; assorted sizes; equal to any \$1.50 line you will see. **Friday, Saturday and Monday \$1.29**

LADIES' "SPORTS" HOSE—Excellent Cashmere make in every wanted shade. There is a steady demand for this line every week. Reg. \$1.50. **Friday, Saturday and Monday \$1.37**

GIRLS' and BOYS' CASHMERE HOSE—English Wool Cashmere Hose, to fit from 3 to 10 years. This is last season's stock; the value is good, the quality away above the ordinary. Reg. \$1.60 pair. **Friday, Saturday and Monday \$1.29**

LADIES' WOOL HOSE—Ribbed Warm Woolen Hosiery for Fall and Winter wear; fast Black; well worth its price to-day. Reg. \$2.00 pair. **Friday, Saturday and Monday \$1.78**

LADIES' FLEECE HOSIERY—Plain Black fleece lined Hose, a popular make for Fall, and the price is very moderate for respectable Hosiery. Special Friday and Monday **49c.**

Excellent Quilt Values



WADDLED QUILTS—Full size Waddled Quilts, showing pretty art coverings and plain saten band border; the mixtures are fairly dark and will not soil easily. Reg. \$10.50. **Friday, Saturday and Monday \$10.20**

WHITE QUILTS—All Job, and offering specially good value to-day; light weight and heavier makes, worth up to-day \$6.25 each; plain hemmed edges. You should see these and stock up for future needs. Special Friday, Sat. & Monday, each **\$4.35**

V. ROSE CASEMENT CLOTH—A very pretty Casement Cloth, 36 inches wide; a warm tone to make your living rooms cosy-like during cold weather time. Reg. 95c. yard. **Friday, Saturday and Monday 85c.**

COTTON BATTING—Pound packages of fluffy White Cotton Bating for cushion filling, quilting and other uses. **Friday, Saturday and Monday 68c.**

Oh!

White Shirtings, 37c yard

500 yards of White, undressed Shirtings, just to hand. You will notice that the price is away under what you have been paying for some time. Special Friday, Saturday and Mon. **37c.**



PILLOW COTTONS—42 inch Circular Pillow Cottons, plain finish. This one offers you old value and we have just a piece for this Sale. Reg. 95c. yard. **Friday, Saturday and Monday 85c.**

SCOTCH WINCEY—40 inch Cream Scotch Wincey; very desirable for Nightdresses, Knickers or Pyjamas; washes beautifully and outwears any grade of flannelette or similar goods. Reg. \$1.00 yard. **Friday, Saturday and Monday 89c.**

RUBBER SHEETING—Vickers A1 quality extra heavy Rubber Sheeting, 36 inches wide; without doubt the very best imported. Reg. \$2.30 yard. **Friday, Saturday and Monday \$1.95**

In the Showroom

CHILDREN'S KNIT SETS—All Wool Knit Sets: Sweater Coat, Cap and Leggings, buttoned to neck; high collar; shades of Rose, Sage, Coral and White; to fit 3 to 6 years. Reg. \$6.00. **Friday, Saturday & Mon. \$5.69**

TABLE NAPKINS—6 dozen of English White Damask Hemmed Table Napkins. Value for 95c. each. **Friday, Saturday and Monday 29c.**

SCRUBBING CLOTHS—Coarse Crash Scrubbing Cloths; finished edge. **Friday, Saturday and Monday, each 18c.**

Ladies' High-Laced BOOTS



MISSES' BOOTS—Gun Metal Boots in laced or buttoned solid leather all through; broad fitting shape; sizes 1 1/2 to 2. Reg. \$3.60. **Friday, Saturday & Mon. \$3.35**

LADIES' FELT JULIETS—Pretty Wine shade, Felt Juliet, fur topped, bow front, leather sole and heel; sizes 3 to 7. Reg. \$4.00. **Friday, Saturday and Monday \$3.78**

INFANTS' BOOTS—Cloth topped, soft Dongola Kid Boots; sizes 3, 4, 5 and 6; broad fitting shape, easy to shoe young foot. Special Friday, Saturday and Monday **\$1.35**

LADIES' HIGH LACED BOOTS—Very dressy style, high-laced Vici Kid make, spool or military heel, pointed toes; all sizes. Reg. \$10.00. **Friday, Saturday and Monday \$9.70**

BATH MATS—A mixed lot of extra good quality Turkish Bath Mats; assorted colors, figured and plain; some lettered. You need one perhaps; now is a good buying time. Reg. \$1.80. **Friday, Saturday and Monday \$1.48**

With Prices Re- vised Downwards

It's a most Encouraging Time to do some
Needful Shopping in the SHOWROOM.

LADIES' NIGHTGOWNS—Plain white or pretty striped things in soft-to-the-feel flannelettes, square or V neck, with or without collar; full fitting sizes. Reg. \$4.00 value. **Friday, Saturday and Monday \$3.19**

BRASSIERES—Plain or Brocaded Pink Brassieres, sizes 34 to 44. You can always find room for an extra one of these in your wardrobe. Reg. 85c. **Friday, Sat. & Monday 72c.**

BEAUTIFUL RIBBONS GO ON SALE—Charming display of Ribbons of quality, 5 1/2 inches wide, in Taeta, Merve, Plain and Brocaded and others in prettiest Dresden; for sashes, hair ribbons or millinery purposes. Regular values to \$2.00 yard. **Friday, Saturday and Monday 98c.**

CHILDREN'S HAND BAGS—Not "make-believes", but real, serviceable little Hand Bags for little ones doing important errands. Some in Silk, others in Velvet; leather hand strap; mirror in bag; cute. Special Friday, Saturday and Monday **34c.**

ANGORA SCARVES—Broad spread Angora Wool Scarves, with fringed ends. The popular Scarf of the day, in shades of Green, Fawn, Sage, Corn, Purple, pretty Greys and Plaids. You see these Shawl Scarves everywhere. Values here to \$12.00. **Friday, Saturday and Monday \$9.75**

CHILDREN'S SLEEPING SUITS—To fit 1 to 8 years; warmly fleeced Sleeping Suits in a Grey shade; made to cover th feet and hands if necessary. As Sleeping Garments these are ideal. Reg. \$1.90. **Friday, Saturday and Monday \$1.74**

CHILDREN'S UNDERWEAR—High neck, long sleeve Jersey Vests in Cream or Grey; Pants to match, ankle length. Values to \$1.00; assorted sizes. **Friday, Saturday and Monday 84c.**

JAP SILK BLOUSES—There is always a demand for pretty Silk Waists. These we offer show embroidered front, roll or sailor collar, lace trimmed or hem-stitched; shades of Navy, Pale Blue, Pink, Salmon, Gold and White; sizes 38 to 46 in. bust. Reg. \$3.50. **Friday, Saturday & Monday \$3.19**

FLOWING VEILS—Assorted shapes with Silk or Chenille border, plain and fancy mesh; shades of Brown, Taupe and Black. Reg. \$1.40. **Friday, Saturday and Monday 98c.**

MOIRE UNDERSKIRTS—The most serviceable kind of Underskirts, showing pleated or tucked flounce; shades of Navy, Sage, Brown, Mole, Helle, Rose and Black. Reg. \$2.70. **Friday, Saturday and Monday \$2.48**

Damaged Table Cloths Clearing

We have about an armful of beautiful White Damask Table Cloths, some of which show little imperfections, such as a small hole or tear, but nothing to spoil them. All very desirable Cloths, good quality and much less than their regular prices to-day.

Reg. \$2.25. **Friday, Saturday and Monday \$2.10**
Reg. \$4.00. **Friday, Saturday and Monday \$3.29**
Reg. \$4.50. **Friday, Saturday and Monday \$3.75**
Reg. \$5.50. **Friday, Saturday and Monday \$4.65**

TEA CLOTHS—Embroidered White Linen Tea Cloths, size 32 x 22, with a wide hemstitched border. Reg. \$2.00. **Friday, Saturday and Monday \$1.85**

SIDEBOARD RUNNERS—English White Linen Sideboard Cloths with prettily embroidered ends and medium width hemstitched border. Reg. \$1.60. **Friday, Saturday and Monday \$1.45**

BATTENBURG CENTRES—Unusually pretty White Linen Embroidered Centres with a deep Battenburg Lace edge. Our regular \$1.00 line. **Friday, Saturday and Monday 94c.**

MADEIRA CUSHION COVERS—Good washing Cushion Covers in Madras Muslin, dark ground and coloured floral design centre; nicely bordered. Reg. \$1.40. **Friday, Saturday and Monday \$1.29**

LADIES' GLOVES

LADIES' FALL GLOVES—Mid-weight Suede Fall Gloves, in shades of Grey, Beaver, White and Black. Special Friday, Saturday and Monday **\$1.55**

LADIES' LILE GLOVES—A line of Washable Mole, Chamol, White and Black; 2 and 3 button Lile Gloves in shades of Navy, Beaver, Grey, ton wrist; value for \$1.20 pair. **Friday, Saturday and Monday 98c.**

Boys' Wool Suits

Knitted Wool Suits ankle length pants, buttoned neck. Very very comfortable looking; cap to match; splendid for little fellows from 3 to 5 years; shades of Rose, Sage, Navy, Pink and White. Reg. \$5.75. **Friday, Saturday and Monday \$5.50**



Men's Vici Kid Boots

Positively the very best value in the city to-day in best quality Vici Kid, Blucher cut, extremely comfortable shape; old stock just brought forward; sizes range from 7 to 10; value for \$11.00 pair. **Friday, Saturday & Mon. \$8.75**

James Baird LIMITED

C. L. B. Cadets.



Avalon Battalion paraded at 8.15 last night, with Lieut.-Colonel Goodridge, O.C. in command, and Major Raley, M.C., Adjutant, Capt. Morris, Bandmaster, Lieuts. Miles, Perlin, Harold and Lance Hayward, Duke Winter, Norman Henry, and W. R. Mott with Major Williams, Quartermaster, and Rev. Jacob Brinton, Battalion Chaplain, who read the prayers at the opening of the parade. Lieuts. Phil and Hubert Rendell and Lieut. F. Emerson and F. Reid were present in multi. Rev. Lieut. Fletcher, of the Orphans' Company, was absent on sick leave, having contracted a bad cold. A and F Companies were drilled in the usual company exercise as per routine.

During the evening the Armoury was visited by ex-member Corporal Walter McCoubrey, an old member of C Company, absent from Newfoundland for some seven years. All ranks were pleased to see him call and visit his former friends. Corporal McCoubrey, during the war, saw service with Uncle Sam's aviation services and wears the service medal and the American veterans' button. He leaves for his home next week at Lexington, Mass.

Lieut. Phil Rendell we were glad to see back again from Montreal where he had been on sick leave. Lieut. Phil spent some time in Montreal Royal Victoria Hospital, having had a very successful operation on his ear by Lt.-Col. Birkett, the celebrated ear and throat specialist of Canada. All ranks are glad to see him back in restored health.

Lieut. Miles has been posted to the command of F Co., and Lieut. Fred Reid also takes future duty with that company.

It was rumored last night Paymaster Lewis is back from England, which is good news, as this financial expert will soon be on his job after three months' holiday.

Capt. Morris, last night, whispered the news that he has contracted for the Methodist College Hall for New Year's Night as well as Easter Monday. His musical combination last night were working like bees in their hive, preparing for the winter's musical work. The coming concert is going to be a top-notch. Capt. Sandy says.

On Sunday next the Battalion will parade at 2.15 p.m. and attend church service in the Cathedral, the occasion being the opening service of the Cathedral Men's Bible Class. The order of march will be: Band, Old Comrades, C Co., F Co., Drums, Colours, K Co., A Co. All ranks will take notice as no leave will be granted.

October 14th is the last day for bringing in recruits under the Recruiting Competition Campaign, for which a prize of a silver cup has been offered.

The following lads have been transferred to Reserve: Lance Corp. G. Skirving, R. Dawe, to C Co.; L. Collymore to reserve and W. Bright to K Co.

The following lads are struck off the strength for non-attendance: F Co., Section 1, F. Hollahan; No. 2 Section, R. Hennebury, G. Peckham, W. Gaulton; No. 3 Section, A. House, E. Hicks, G. Heale, F. J. Benson; No. 4 Section, G. Newport, S. LaFosse, J. Butcher, G. Pearce, G. Bright.

Orderly Officer for the week ending October 14th, is Lieut. Hubert Rendell, Duty Co. A, Duty Chaplain, Rev. A. B. S. Stirling.

The Sports Committee held a meeting last night to try and finalize their recent games which were so badly spoiled by the wet weather.

Capt. C. E. A. Jeffery, formerly of the Royal Canadian Regiment C.E. Forces, has rejoined the Officers' Mess, and has been posted to the command of C Co., Bishop Field College, Major Raley, M.C., being Commandant of C and K Co's.

Assistant Quartermaster Mott was busy last night, with Corporal Whitten, preparing a big shipment of kit for Wabana, Bell Island. The Quartermaster recently had a big shipment of stores from England valued at three hundred pounds sterling, so outport companies can have all their requirements filled, including trousers made by London Stores Dept. The Brigade's activities are like Johnny Walker, "Still going strong."

Basaan's Officers Here.

The Captain, first officer and Chief engineer of the S.S. Basaan arrived in the city yesterday by train from Trepassay on business in connection with the ship. The Basaan's machinery is now out of order and it is expected that she will be towed to this port for repairs. The Furness tug Mouton is now standing by the ship.

The Young Man's Boot! Men's Dark Tan Laced Boots with rubber heels; makes an excellent Fall Boot, for \$13.50 at SMALL-WOOD'S.—scp35,12

MINARD'S LINIMENT FOR PAIN—RUFF