

Published by Authority

1ST NEWFOUNDLAND REGIMENT HEADQUARTERS.

Regimental Order.  
By Lieut.-Col. Sir W. E. Davidson,  
K.C.M.G., Officer Commanding.

October 12th, 1915.  
His Excellency the Governor has been pleased to make the following appointments and promotions:

To be Second Lieutenants—(Temporary) 2nd Lt. Sydney Gane, from Sept. 13th, 1915.  
Co. Sgt. Major Chas. St. Clair Strong.

Co. Sgt. Major George Henry Taylor, from October 9th, 1915.  
To be Lieutenant—2nd Lt. S. Robertson.

(a) Lt. A. W. Wakefield at his own request has been transferred to the R. A. M. C. and is struck off the strength of the Regiment as from October 2nd, 1915.

(b) The following promotions are confirmed as noted:  
No. 679, Pte. A. Cleary, C Co., to be Lance Corporal, 26/8/15.

No. 671, Corporal C. Reid, C Co., to be Sergeant, 26/8/15.

No. 177, Corporal A. Manning, A Co., to be Sergeant, 26/8/15.

No. 748, Corporal J. McKinley, C Co., to be Sergeant, 26/8/15.

No. 4, Corporal M. Churchill, A Co., to be Sergeant, 26/8/15.

No. 692, Lance Corporal F. Coeffield, C Co., to be Corporal, 26/8/15.

No. 828, Lance Corporal H. Mitchell, C Co., to be Corporal, 26/8/15.

No. 1042, Lance Corporal T. Peet, D Co., to be Corporal, 26/8/15.

No. 702, Pte. A. E. James, C Co., to be Lance Corporal, 26/8/15.

No. 820, Pte. E. Innis, C Co., to be Lance Corporal, 26/8/15.

(c) No. 1067, Pte. J. J. Reid, invalided home, is discharged as from October 2nd, 1915.

A. MONTGOMERIE,  
Captain and Adjutant.

His Excellency the Governor in Council has been pleased to appoint Rev. Matthew McGuire, P.P., to be a member of the Roman Catholic Board of Education for the District of St. John's, in place of Rev. D. O'Callaghan, P.P., left the District.

Department of the Colonial Secretary.  
October 12, 1915.

"CAN YOU AFFORD TO TAKE CHANCES?"

A little cold may not seem a dangerous thing—you may feel inclined to let it go on hoping that to-morrow it will be better—but can you afford to take chances? Just as the little insignificant acorn grows if let alone, to the mighty giant oak, that though if not stopped may grow to a very serious illness. When a cough starts there's no telling where it will end. You know no doubt, of cases right among people you have known where serious complications and fatal illnesses have had their start from a neglected cough or cold.

A cold is more than inconvenient—it is dangerous—so the big thing is to find a reliable remedy—one that will give you quick, satisfactory relief.

There are many treatments that are recommended for a cough or cold but "STAFFORD'S PHORATONE COUGH AND COLD CURE" is recommended to be the safest, surest and most satisfactory way to cure a cold, grippe, etc.

Price 25 cts.; Postage 5 cts. extra. Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Manufacturers of 3 Specialties: Stafford's Liniment, Stafford's Prescription "A," Stafford's Phoratone Cough & Cold Cure.

YOUR BOYS AND GIRLS

There are those who hold that the methods of preparing milk for the artificially fed baby have been too complicated. The reason why most women who discontinue breast feeding their young babies and give them the bottle is that they think it will be less trouble. On the contrary bottle feeding is a trouble maker. It is trouble to prepare the milk, to keep it properly, to get the bottle ready, to heat the milk.

It is more trouble to do this than it is to put the baby to the breast, especially since now mothers are following the plan of nursing the baby every four hours, and only once or not at all during the night.

When we take into account the sickness rate among bottle fed as compared with breast fed babies, the argument is very much in favor of the theory that breast feeding is less troublesome than bottle feeding. In fact, bottle feeding is so very troublesome that most poor people give it up and go to condensed milk and infants food.

Stafford's Phoratone Cough and Cold Cure is a good preparation for all Coughs, Colds, Bronchitis, Asthma and various Lung Troubles. Price 25c.; postage 5c. extra.—sep21,15

James Baird LIMITED



PROFIT-PRUNED PRICES PREVAIL

James Baird LIMITED

NAVY NAP CLOTH.  
For children's winter coats, or boy's trousers, you can't find anything more serviceable, it makes up well, looks well and wears well, 54 inches wide, Reg. \$2.40 per yard. Friday, Saturday & Monday 2.00

on all kinds of Seasonable Merchandise.  
Keen Buyers Will Readily Appreciate This List of FRIDAY, SATURDAY AND MONDAY SPECIALS!

Curl Cloths.

Make comfortable looking winter coats for Ladies or Misses. We are offering 4 pieces, brand new stock, a nice heavy weight and showing an extra thick curl; 52 inches wide. Reg. \$2.40 per yard. Friday, Saturday & Monday, \$2.20 per yard.

Don't Put Off Till To-morrow the Shopping You Can Do To-Day. Every Item Here a Leader in Value.

Wrapper Flannelettes.

3 pieces 27 inches wide; light and dark patterns; these make up rather prettily and have a nice warm comfortable appearance. Reg. 38c. Friday, Saturday & Monday 34c

MEXICAN TABLE COVERS.

A strong make in pretty lace pattern; circular shape, scalloped edge; nice designs; 23 inches in diameter; they wash perfectly, all white. Reg. 18c. Friday, Saturday and Monday 15c

Unbleached Shetling

70 inches wide, fine twill finish, reliable English make, a strong and serviceable family sheeting, recommended for hard wear. Reg. 35c. Friday, Saturday, and Monday 32c

FINAL OFFER OF AMERICAN TABLE DAMASK.

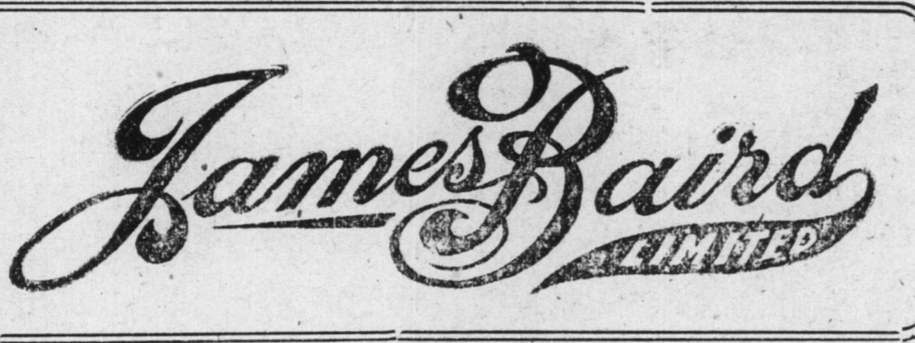
Just about 200 yards of this excellent Damask left; can't say that any more is available at present; it's pure white and beautifully figured; sells readily at the regular price 33c. per yard. Friday, Saturday and Monday 29c

Fluffy-Fleeced BLANKETS, for Children's Cots.

In Pink and Pale Blue, prettily figured showing animals in white button hole edge; size: 30 x 40; they make an ideal blanket for cold weather wear. Special, Friday, Saturday and Monday 52c.

BOYS' WOOL UNDERWEAR.

Regular \$1.00 garments for 49c. A limited quantity, about 4 dozen altogether. Shirts and Drawers; sizes to fit boys from 6 to 8 years. This underwear comes in natural wool weight and especially suitable for cold weather wear. Reg. \$1.00 per garment. Friday, Saturday and Monday 49c



3---Boot Specials---3

LADIES' DONGOLA BOOTS.

Another line of comfortable fitting boots in laced style; Blucher cut, wide last. A perfect boot for the stout foot, the low heel makes it an ideal walking boot; 1/2 sizes to pick from. Reg. \$2.75. Friday, Saturday & Monday, 2.60

LADIES' FELT TOP BOOTS.

A line of boots that many like during the cold weather; these are not like the old fashioned felt boots, but with a finer finish and better shape; lace style, low heel, moderately priced. Reg. \$2.00. Friday, Saturday & Monday, 1.85

CONGOLEUM MATS.

We have had quite a run on these; they are certainly great value and give satisfactory wear. A pleasing range of designs and bright colorings; a bit larger than the usual Linoleum Mats and much cheaper; size 18 x 36. Special Friday, Saturday and Monday 27c

MEN'S TWEED CAPS.

Fashionable London Caps for fall wear. Light, medium and dark shades, silk lined; we are noted for style in Caps; this week's display is smart, neat and attractively priced. Reg. 75c. values. Friday, Saturday and Monday 65c

MEN'S SUEDE CHAMOIS GLOVES.

In natural shade only; sizes 7 to 8 1/2, with one dome fastener; this glove washes perfectly and wears better than any glove near the price. Special, Friday, Saturday and Monday 42c

BOYS' PANTS.

With our Readymades came along a very fine range of Boys' Tweed Pants, suitable for boys from 3 to 9 years, well cut and excellently finished, open knee style, representing 90c. values. Friday, Saturday and Monday 77c

INFANTS' BOOTS.

Made in conformity with the natural foot, Button Style in Crimson leather, with patent leather uppers of the same shade, and others with black tops; sizes: 3 to 6. Reg. \$1.00. Friday, Saturday and Monday 94c

Every Department Has Its Share of Bargains This Week.

TENERIFFE D'OYLEYS.

Are always admired; this lot is particularly attractive, 10 inch size; you wonder how they make them for 30c.; washing will not destroy their original appearance. Reg. 20c. Friday, Saturday & Monday 15c

DUCHESS SETS.

Pretty little 4-piece sets for your boudoir, very dainty with lace edge and insertion to match eyelet centre, the largest piece measuring 11 x 40. Reg. 50c. per set. Friday, Saturday and Monday 42c

PILLOW CASES.

Strong serviceable Pillow Cases, measuring 22 x 33, with deep hem at open end, made of good American wash cotton. Look around and see how many you need; the price is low. Reg. 25c. Friday, Saturday and Monday 22c

TABLE CENTRES.

The nearest little Battenburg centre imaginable, white linen centre, strongly made to stand washing; just a dozen of these to hand. Reg. 45c. Friday, Saturday & Monday 37c

CHAIR CUSHIONS.

Make your chairs comfortable for the coming long evenings; a small cushion is sometimes all that is needed; we have a lot measuring 12 x 16, saten and art coverings, plump little cushions. Special Friday, Saturday & Monday each 15c

MEN'S STUD SCARFS.

A pleasing lot in light and dark mixtures; others in plain; they fit perfect, neat cut, always secure, strong stud fastening. Reg. 25c. value. Friday, Saturday & Monday 15c

Banner Values in Hosiery.

WOMEN'S CASHMERE HOSE. 40 dozen of English and American makes in plain and ribbed, fast Black, seamless finish. Reg. 35c. Friday, Saturday and Monday 29c



MORE VALUES IN LADIES' HOSIERY.

A very fine line in all Black, plain and ribbed finish. No better time to buy your Hosiery than now; this line affords an opportunity you should avail of. Reg. 50c. Hose. Friday, Saturday and Monday 44c

CHILDREN'S HOSE. A nice weight Hose in heavy ribbed Merino; sizes to fit from 7 to 12 years. Regular up to 23c. Friday, Saturday and Monday 19c

MEN'S FALL WEIGHT SOCKS. In a splendid line of Dark Grey and prettiest Heather mixtures, worsted weight. Eager shoppers will pick these. 40c. values. Friday, Saturday & Monday for 33c

10c. Specials.

- Large Sugar Shakers . . . 10c.
- Tortoise Shell Back Combs . . . 10c.
- Tortoise Shell Hair Clips . . . 10c.
- Reliable Boot Polish . . . 10c.
- Children's Table Sets . . . 10c.
- Mendets, mends everything . . . 10c.
- Preserve Dishes, 3 for . . . 10c.
- Hair Combs, strong . . . 10c.
- Toilet Soap, 3 cakes for . . . 10c.
- Tin Cullenders . . . 10c.
- Enamel Soap Holders . . . 10c.
- Coal Shovels, Galvanized . . . 10c.
- Bath Sponge Holders . . . 10c.
- Meat Choppers, Double . . . 10c.
- Dust Pans, Japanned . . . 10c.
- Pot Covers, large size . . . 10c.
- Tin Ladies, heavy . . . 10c.
- Pocket Dictionaries . . . 10c.

GOOD MORNING! HAVE YOU USED Pears SOAP?

We offer you Pears Transparent Soap, unscented, in oval shape cake; the familiar size. Friday, Saturday and Monday 12c

You Can Spend 15c. Profitably Here.

- Pretty Gift Stud Sets . . . 15c.
- Purses, nice assortment . . . 15c.
- Christy's Lanoline . . . 15c.
- Colgate's Cold Cream . . . 15c.
- Peroxide Cream . . . 15c.
- Enamel Cullenders . . . 15c.
- Enamel Wash Basins . . . 15c.
- Enamel Milk Pans . . . 15c.
- Whisks, plump size . . . 15c.
- Boot Brushes . . . 15c.
- Frying Pans . . . 15c.
- Roller Racks . . . 15c.
- Wall Brackets . . . 15c.
- Hair Brushes . . . 15c.

For the Little Boys. Runabout Suits

Finely woven and fleeced suits with cap to match, V-cut neck, and pants extending down to the instep; all Grey shade; they're cut and specially suited for fall wear. Special per suit Friday, Saturday and Monday, 95c.

RELIABLE CLOCKS.

A respectable looking Clock in large light and dark oak case, clearly defined figures on a good open face, and has a nice, melodious sound when striking; suitable for dining room or kitchen. Regular \$2.25. Friday, Saturday & Monday 1.89

Values That Will Crowd Our Showroom.

LADIES' OVERALLS. NIGHTGOWNS.

Simple styles yet attractive and neat, made of strong washing materials, showing stripes and figure fitted effects, large patch pocket in each, straps at back, half sleeves, pipings of white; a morning need about the house. Reg. 70c. Friday, Saturday & Monday 59c

CASHMERE DRESSES.

For infants; nicely shirred at waist, lace edging at neck, long sleeves; the make-ups are very neat and show shades of Sky, Pink, Crimson and Cream. Reg. 80c. Friday, Saturday & Monday 68c

OIL HATS FOR CHILDREN.

Just the season for these; the school children appreciate them; they will stand some knocking about; all black with a shiny finish, full sizes; get one now. Reg. 40c. Friday, Saturday and Monday 36c

SILK SCARFS.

Scarfs of high degree in fine knitted silk, and such a variety of shades to decide from, silk tassel ends; Emerald, Sage, Brown, Terra Cotta, Rose, Pink, Champagne, etc. Reg. \$1.30. Friday, Saturday and Monday 1.13

WATERPROOF CAPES.

The ideal wet weather Cape. Nothing more desirable for the child going to school. They come in Navy and Crimson, each with hood attached with elastic, plaid lined; sizes to fit from 6 to 14 years. Regular \$2.30. Friday, Saturday and Monday 1.95

Children's Underskirts

Strong Flannelette used in the making of these, in shades of Sky, Pink and Cream; made without body, narrow flounce and button hole edge; cheaper than you can make them; assorted sizes. Reg. 25c. Friday, Saturday and Monday 26c

CORSET COVERS.

A corset cover or two is always needed, this party line comes in fine ribbed Jersey with high neck and your choice of long or short sleeves, finished at neck with fine silk crocheted edge; sizes 24 to 42; you'll feel the benefit of these during cold weather. Reg. 40c. Friday, Saturday and Monday 36c

A Clearing Line of \$1.50 Blouses.

And every one of them this year's style, White Muslin, Voile, Crepe; others in Fancy Stripe Crepe, turned down collars and long sleeves, button trimmings. Lateness of season will not prevent purchasers from buying generously from this pleasing assortment; a full range of sizes, making it possible to fit any figure. Remember \$1.50 Blouses await you Friday, Saturday & Monday for 98c

REMNANT SALE

Dress Goods.

Hundreds of yards of pretty Dress Lengths, Skirt Lengths, and even Costume Lengths in this pile of Remnants. Popular materials and fashionable weaves, left over from this season's selling; Tweeds, Serges, Cloths, Lustras and Poplins, etc. Price per yard forgotten in marking these pieces. Come early and see for yourself.