

"Printing Isn't Expensive If You Pay Enough For It"

The task which business stationery has to perform is to convey a message. That is its primary purpose. But it has another. It should convey an atmosphere—a personality—which identifies the business it represents, and it should convey that atmosphere or personality so convincingly, so pleasingly, so substantially, that it makes the same kind of favourable impression that a good salesman or a fine office does.

Business stationery which fails in this particular is too expensive to use, because it is not doing the whole job. That's why printing isn't expensive if you pay enough for it.

We have lately installed an embossing machine which produces beautiful glossy or dull relief work on plain type printing that defies actual die or plate embossing in appearance.

A trial order will convince you of its excellence.

The Evening Telegram, Ltd.,
PUBLISHERS and JOB PRINTERS.

The Chief Feature of Our Business

is to administer Estates, and we have the necessary experience and staff to do it efficiently. If you have appointed a friend as your Executor, we would suggest that you make a Codicil to your will and name this Company as Managing Executor to get with him. This will relieve your friend of the many details connected with the administration of your Estate and will insure the strict observance of your wishes.

Montreal Trust Company

Mr. Herbert S. Holt, President F. G. Donaldson, Gen'l Manager.
A. J. Brown, K.C., Vice-Pres. F. T. Palfrey, Mgr., St. John's



General Post Office.

BRITISH MAILS.

Mails per S.S. NEWFOUNDLAND for Great Britain and European Countries, will be closed at the G.P.O. on Tuesday next, the 3rd November, at 12 o'clock, noon.

Registration and Parcel Post mails will close half hour previous to the general mail.

W. J. WOODFORD,
Minister Posts & Telegraphs.

General Post Office, Oct. 29th, 1925. oct29.nov2

PENSTON & BURT

PLUMBING, HOT WATER FITTING & ELECTRICAL WORK.

Please give us a trial. Our work and prices are right and SERVICE is our Specialty, so kindly keep us in mind the next time you have a rush order. You can put your hand on our latch-string by reaching your telephone. 1570 will bring immediate action. Night or Holiday Phone.

Plumber NO. 2, ADELAIDE STREET. Electrician
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THE LIVERPOOL & LONDON & GLOBE INSURANCE COMPANY, LTD.

CANADIAN DEPARTMENT.

Just few of our many covers:—Accident Insurance, Health Insurance, Employers' Liability Insurance, Elevator Insurance, Teams' Liability Insurance, Public Liability, Workmen's Compensation, Fidelity Insurance and Court Bonds, Burglary, Plate Glass, Cheque Forgery.

ARE YOU PROTECTED?

BOWRING BROTHERS, LIMITED.

AGENTS FOR NEWFOUNDLAND.

Personal

Mr. Harold C. Hayward, representing Messrs. Lever Bros., left this morning for a trip on the South Coast.

We regret to learn that Rev. J. B. Elliott, the rector of St. Thomas's, has been confined to his house during the past few days with an attack of St. Vitus's. His many friends hope to see him out again soon.

S.S. Frost arrived yesterday from Harbor Buffett and completes cargo here for Mediterranean ports.

Can You Use \$2500.00?

If so purchase your tickets now for the sweepstake on the Masonic-B.I.S. Billiard Tournament. Games start in October. Tickets only 10c. each—10 tickets for \$1.00, sent post prepaid. sept24.eod.1f

STOCK MARKET NEWS

Furnished by Johnston & Ward, Board of Trade Building, Water Street

NEW YORK, Nov. 2. TO-DAY'S OPENING.

Am Tobacco "B"	113 1/2
Baldwin	126
Brooklyn Gas	97 1/2
Anacosta	48 1/2
California Petroleum	28 1/2
Certified	53 1/2
Chrysler	24 1/2
Cudahy	100 1/2
Erie 1st Pfd	42 1/2
Fisher Body	120
General Motors	138 1/2
General Petroleum	47 1/2
General Cigar	204 1/2
Happiness Caudy "A"	9
Inter Comb Engineering	48 1/2
Hudson Motors	120 1/2
Marland	55 1/2
Overland Com	33 1/2
Phillips Petroleum	43 1/2
Public Service of N.J.	82
Path "A"	87 1/2
Spicer	32 1/2
Studebaker	65 1/2
Union Pacific	143 1/2
U. S. Steel	123 1/2

WHEAT OPENING.

Chic. December New	148 1/2
Chic. December Old	147 1/2
Chic. May New	144 1/2
Chic. May Old	143 1/2
Winnipeg Nov.	120 1/2
Winnipeg Dec.	125 1/2

MONTREAL OPENING.

Brazilian	77 1/2
Besco 2nd Pfd	128
Can Steamships Pfd	56 1/2
Breweries	49
Con Smelters	164 1/2
Ind Alcohol	16 1/2
Converters	91

(From Halifax Chronicle, Oct. 28th.)

PHILLIPS PETROLEUM.

Earned \$5,554,275 Before Depreciation and Depletion in September 30 Quarter and \$14,012,769 in Nine Months.

NEW YORK, Oct. 26.—Phillips Petroleum for the quarter ended September 30, 1925, reports consolidated net earnings of \$5,554,275, after expenses, Federal taxes, and charges, but before depreciation and depletion, against \$6,090,092 in the preceding quarter, and \$2,561,893 in the third quarter of 1924.

Net earnings for the first nine months of 1925 totalled \$16,012,769 after expenses, Federal taxes and charges, but before depreciation and depletion, and before inventory adjustment, against \$12,609,924 in the same period of 1924.

REPUBLIC IRON AND STEEL.

NEW YORK, Oct. 26.—Republic Iron and Steel reports net profit of \$846,461 after tax, depreciation and charges for September 30 quarter, equal after regular 7 per cent. preferred dividend requirements, to \$1.36 a share on \$30,000,000 common, against \$840,806, or \$1.24 a share in the preceding quarter and deficit of \$45,330 in the third quarter of 1924.

Nine months' net was \$2,499,327, equal to \$3.95 a common share, after regular preferred dividends, against \$1,785,000, or \$1.11 a share in the same period of 1924.

Unfilled orders September 30 last of finished and semi-finished products totalled 123,842 tons, against 102,320 tons June 30, 1925, and 77,998 September 30, 1924.

ILLINOIS CENTRAL.

CHICAGO, Oct. 26.—"Our September net after expenses, tax and all charges was about \$1,700,000," said President Markham of Illinois Central. "Last year September net was \$1,503,805. September will bring nine months' net about \$300,000 behind 1924. October results will make up that shortage and leave us something to the good, and November and December will show further gains over last year. Passenger earnings are now showing increase over last year."

"We ordered recently 75,000 tons of rails and 1,000 box cars and do not expect to place any more such orders for the present. Central of Georgia, however, is ordering 1000 box cars and is in the market for four month type locomotives."

(From Boston News Bureau, Oct. 16.)

GENERAL MOTORS.

Record Third Quarter Net Around 25 Million Despite August Price Reductions—Record Year.

N. Y.—Notwithstanding drastic price reductions in August on practically all models produced by General Motors Corp., bankers are estimating third quarter earnings around \$25,000,000 net for dividends, a decline of only 10% from the record showing in second quarter. Results the past three months exceeded any corresponding period in the corporation's history. "Net of \$25,000,000 for dividends would equal close to \$4.50 a share on 5,161,599 shares of no-par common. During first six months of 1925 General Motors earned \$46,032,236, equal after preferred dividends to \$8.19 a share on the common. It is expected to show over \$70,000,000 or between \$12 and \$13 a share on the common for nine months, exceeding by a good

margin the largest yearly earnings reported, \$62,967,526 in 1923.

Nine Months' Net Doubled.

These figures do not take account of equity in undistributed earnings of either Fisher Body Corp., of which 80% is held, or General Motors Acceptance Corp., owned entirely here. In first six months of the year the equities from these sources were equal to \$2 cents a share on General Motors. Both companies, particularly Fisher Body, have made notable strides in earnings since.

Estimated earnings of General Motors for nine months are practically double the corresponding period of 1924, when net was \$37,416,412 or \$5.13 a share on the common. That net in the third 1925 quarter alone, normally considered a period of receding earnings, is estimated at about two-thirds of this total indicates the marked prosperity developed the past year. It offers decided contrast to previous booms which have usually developed weak spots not apparent at this time. Executives are confident the situation is fundamentally sound, with no prospects of sharp retrenchment that that made necessary by the ebb and flow of popular demand for automobiles.

Extra of \$3 Possible. With a sound basis under it, the phenomenal prosperity of General Motors Corp. and its strong cash position warrant expectation of a liberal distribution on the common when directors met in November. Those expecting as high as \$3 extra, in addition to regularly \$1.50 on the common point out that total payments of \$10 a share on this issue would bear about the same proportion to estimated earnings of upwards of \$15 a share this year as the \$5 paid in 1924 bore no earnings of \$7.37 last year. Therefore such a payment would be in line with the conservative dividend policy of the past.

Arrest Made

IN CONNECTION WITH ANGLIC MOTOR CO. BURGLARY.

At 11 a.m. to-day Head Constable Byrne placed under arrest a young man named Crotty in connection with a robbery which occurred last week at Anglo-American motor car premises on Water Street where a sum of money totalling \$500 was stolen from a safe. At the request of the police the Telegram suppressed publication of this daring burglary at the time to give them a chance to round up the culprit. Access to the premises was gained by a window from the rear. The glass was smashed and the thief released a bolt from the inside which allowed the window to drop about 8 inches, making space large enough for a man to force himself through. The money was then taken from a drawer in the safe. Mr. Cocker, the proprietor of the store, was the first to arrive on the premises on the morning of the burglary, and immediately noticed that the place had been entered and that the trespasser had got away with the contents of the safe. Besides the bank notes, there were also found missing several pieces of gold and a diamond stick pin. All that was left in the box was a fifty cent piece. The police department after investigating the burglary could obtain very little work upon, but since then they have been keeping close watch on the man referred to, hence the arrest which followed.

A Motor Collision

On Saturday afternoon, a motor collision occurred on Quidi Vidi Road near the avenue entrance to the General Hospital when a Studebaker car owned by George Churchill, Malman, Portugal Cove, ran into a Ford car, owned by Mr. Buckingham. Churchill's car, which was heavily laden at the time, suffered little or no damage, while Buckingham's car feared very badly having the front wheels rendered useless, the radiator smashed in, and windshield broken. The Ford was proceeding from the General Hospital with three passengers on board, and upon nearing the Quidi Vidi road, which leads from Plymouth Road, the driver had the presence of mind to slow down his car, and prevented what might have been a very serious accident. The occupants of both cars escaped uninjured. Contrary to a previous report of the accident, there is not a blind corner at this junction and the sweep of the road is considerable.

Furness Pier Damaged

In berthing the S.S. Geraldine Mary at A. Harvey's premises this morning, the ship brushed against the Furness Pier, with such force that the central portion of the wharf, back to where it adjoins the shore, a distance of about 100 feet, was shaken as if by an earthquake. Some of the corrugated siding on the western side of the central storage shed was displaced, owing to the jolt to the wharf on which it is built. A section of the pier was stove in somewhat, where the ship hit. The Geraldine Mary sustained no damage. The accident, it is claimed, was due to a heavy undertow. A survey of the damage is being made this afternoon.

TO-DAY'S MESSAGES

ELVEN'S CREW REACH NEW YORK.

NEW YORK, Nov. 2. The freighter American trader of the American merchant lines reached port yesterday with 22 members of the crew of the Norwegian steamer Elven rescued in mid ocean from the disabled freighter on Oct. 26.

RUMOR OF ATTACK ON BIRKENHEAD.

LONDON, Nov. 2. The story of an alleged plot to attack Lord Birkenhead, Secretary for India, sent to the Morning Post by a Dublin correspondent, is generally discredited.

BRITISH STEAMER A TOTAL LOSS.

PETERHEAD, Scotland, Nov. 2. Going ashore in a dense fog early to-day, the British steamer, Cairn, 5245 ton gross, owned by the Cairn Noble Company, Newcastle, Envaland, on a trip from Leith, Scotland, to Montreal, is a total wreck to-night on the rocks about half mile south of Buchanan's, Aberdeenshire, Scotland. The crew were saved after a trying experience.

\$7,000,000 DAMAGE TO AUTOMOBILE PREMISES.

SEATTLE, Nov. 2. A spectacular fire, which swept a block of an automobile agency and the accessory sales rooms and service garages, last night, and threatened Seattle's automobile row, was brought under control after doing damage estimated at seven million dollars.

11 MINERS KILLED BY EXPLOSION OF FIRE DAMP.

BERLIN, Nov. 2. Seventeen miners were killed and a number injured in an explosion of coal damp yesterday at the Holland pit in Gelsenkirchen.

SARRAIL'S RECALL APPROVED.

CAIRO, Egypt, Nov. 2. The French press here announced that the recall of General Sarrail, French High Commissioner in Syria, has been received with great relief, and the belief is expressed that his recall will ease the turbulent situation that culminated recently in an uprising in which thousands were reported killed.

KING DECIDES TO REMAIN IN OFFICE.

TORONTO, Nov. 2. The Globe this morning gives prominence to a story in which the Liberal supporters back from calling on Premier King at Ottawa declare that the Prime Minister will make an immediate decision to remain in office and meet Parliament.

DAMASCUS THREATENED BY FAMINE.

ALEXANDRIA, Nov. 2. A traveller from Syria declares that Damascus is in danger of famine as all supplies of wheat have been cut off. He says insurgents hold the villages around Damascus.

MUNICIPAL ELECTIONS IN ENGLAND.

LONDON, Nov. 2. The electors in 460 English and Welsh boroughs went to the polls to-day to choose 5,000 Municipal Councillors to represent them in local affairs especially in levying and administering local taxes.

NO SIGN OF CREW OF BURNED FREIGHTER.

NEW YORK, Nov. 2. The freighter Algira was burned off Norfolk last night, according to a wireless from the freighter Birmingham City, which went to the scene of the burning but saw no sign of life about the doomed steamer.

Schooner Alcyone

Total Loss

NEAR NEW HARBOR.

Messages to the Minister of Marine and Fisheries and the Deputy Minister of Customs received yesterday, report the loss of the schooner Alcyone, owned by P. Clarke, at a total loss near New Harbor. The message to the Assistant Collector reads as follows:—"Schooner Alcyone, Critchell master, total loss near New Harbor. Part cargo and gear saved."

(Sgd.) S. MILLS."

Declares Cattle Might Have Been Saved

The following message was received by Mr. Jonas Barter, Inspector of the S.P.A., in connection with the wreck of the Araminta reported in Saturday's Telegram:—"Schooner Araminta, Critchell master, total loss near New Harbor. Part cargo and gear saved."

(Sgd.) S. MILLS."

Fear Boat Upset and Lives Lost

In a message from the Collector at Change Islands to the Deputy Minister of Customs reporting the picking up of several barrels of flour, a keg of molasses and a punts bucket, and fears are expressed that a boat has upset and lives have been lost. The message reads as follows:—"Picked up 3 barrels flour, one keg molasses, one punts bucket. Fear boat upset and lives lost."

SAVE ALL WRAPPERS

FROM

KIRKMAN'S Borax Soap

FOR USEFUL

PRIZES.

COMPETITION CLOSES

DECEMBER 16th.

Supreme Court

(Before Chief Justice Horwood and Mr. Justice Kent.)

In the Matter of the Direct Agencies Ltd., and In the Matter of the Companies Act.

This is an application to the above named company for the following order:

1. That the said reduction of capital to be effected by the special resolutions mentioned in par 8% the petition may be confirmed and that the above mentioned Minute may be approved by the Court.

(2) That the addition of the words and "Reduced" to the Company's name may be dispensed with.

3. or that such other order may be made in the premises as the court shall seem meet.

Mr. L. E. Emerson for the Company is heard in support of the application. It is ordered accordingly.

The Attorney General vs. The N. F. Coal Trading Co.

This matter is set for hearing Nov. 10th at 11 a.m.

H. J. Brownrigg vs. Cyril W. G. Tes-

This matter is adjourned until Monday, Nov. 16th.

J. L. Hamill & T. Perkins, trading as Hamill & Perkins vs. The Great Northern Copper Co.

By consent of the parties, the matter is adjourned sine die.

IT DOES PAY TO BE PROTECTED.

GET IT AT GEAR'S.

THESE ARE DARK NIGHTS, BUT OUR

Bright Star Flashlights and Batteries

TURN NIGHT INTO DAY—GET YOURS NOW!

Write for Wholesale Price List to

GEAR & CO., Ltd.,

PHONE 404

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340 WATER ST.

\$257.15 for \$16.

Insured in a dance hall at a cost of \$16.00 and within three months suffered a serious injury to his right hand, which necessitated ten weeks laid up. We paid the claim of \$257.15 and our assured was very glad we were so persistent. This is the history of a prominent cut-of-town professional gentleman.

IT DOES PAY TO BE PROTECTED.

U. S. FIDELITY & GUARANTY CO.
J. J. LACEY, Nfld. General Agent.

DULEY'S WEDDING PRESENTS

and

PRESENTATION GIFTS.

We have now on exhibition a fine selection of Gifts in China, Silver and Cut Glass. Every piece is of the best material at a reasonable price and in the newest designs:—Cruets, Marmalade Jar, Salad Bowls, Fruit Bowls, Sugar Dishes, Butter Dishes, Cake Stands, 2 Tier and 3 Tier; Salvers, Tea Sets, Entree Dishes, etc.

We invite you to call or write for particulars.

T. J. DULEY & CO., LIMITED.

The Reliable Jewellers & Opticians,

St. John's, Nfld.

"GIFTS THAT LAST."

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