

Just Folks.

By EDGAR GUST.

HINTS FOR THE LITTLE TOT.

When a fairy came and played
With a very little maid,
And the name was "hide and seek,"
Don't your eyes and don't you peek,
For the fairy, and she hid
In a tulip. Yes, she did.

When this little girl so fair
Was called for her everywhere,
Underneath the porch she crawled
And "Hullo!" then she called
This I needn't here explain
When the search is vain.

When she saw a tulip sway
Back and forth, in just this way
She stepped up to see
If the fairy there could be;
For the fairy jumped lissam,
Shouting: "Here I am!"

Then she saw a tulip sway
Back and forth, in just this way
She stepped up to see
If the fairy there could be;
For the fairy jumped lissam,
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Then she saw a tulip sway
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If the fairy there could be;
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For INDIGESTION try Staf-
ford's Prescription A. It will
cure. —Oct 21/25

Wild Exports to U. S. A.

CONSIDERABLE INCREASE.

The volume of declared exports to the United States and possessions from Newfoundland for the nine months ending Sept. 30, 1925, reached \$2,448,000, or \$120,575 less than those for the same period last year. The substantial gain maintained so far this year, notwithstanding the decrease mentioned, principally due to the large gain in exports during the second quarter of the year. The declared exports for the nine months ending Sept. 30th, covering the past five years, are shown below:

1920	\$2,478,131
1921	1,467,975
1922	1,720,461
1923	1,762,185
1924	1,980,094
1925	2,448,000

Can You Use \$2500.00?

To purchase your tickets now for the sweepstakes on the Masonic-B.I.S. Grand Tournament. Games start in October. Tickets only 10c each—10 tickets for \$1.00, sent post prepaid. Sept 24/25

Name of the Hotel

Editor Evening Telegram.

Dear Sir—Some good names have been suggested for the new hotel, but I think it is quite the thing. We want a name that would be national in its character, something historic, with traditional atmosphere about it. The name "Newfoundland Hotel" is much in its favour, but I suggest, rather, "The John Cabot." Not the John Cabot Hotel, or the "Cabot Hotel," but "The John Cabot." That has plenty of atmosphere and historic associations, surely, as well as "tone." Furthermore, it is a name that could easily be remembered by everyone. In Boston, especially, the name would be popular, since the name Cabot is honored one there, as everywhere.

Sincerely yours,
J. R. SMALLWOOD,
Donarista, B.B., Oct. 19, 1925.

Whitbourne and Colinet are now on the Avalon Long Distance Telephone System.—Oct 20/25

Lunenburg Fleet Makes Big Catch

LUNENBURG, N.S., Oct. 14.—The Lunenburg, Grand Banks fishing fleet of 170 vessels has completed its season's work with a catch of 245,373 quintals (27,482,000 lbs.), an average catch of 2,505 quintals per vessel, the highest catch per vessel, on record, according to figures just made public. The schooner W. E. Knock was highest with a total of 5,000 quintals. The Mary Pauline came second with 4,000 quintals. The schooner Blue-bird, holder of the International Schooner Racing Championship, had a catch of 4,200 quintals.

While the greatest total catch ever taken was in 1919, with 295,000 quintals, the number of schooners then engaged was 106, making the average per vessel 2,810 quintals.

McMurdo's Store News.

When the doctor prescribes he expects the druggist to fill the prescription with pure drugs. There is no part of our business which does not receive its full share of attention. The quality of our Drugs, Medicines and Toilet Goods is not surpassed. Have the doctor's prescription filled here and the result will be satisfactory.
"Come here and be pleased."

Fair Weeks at The Royal Stores

MEET MR. BILL SAVER

The many people who remember with pleasure our Bill Saver Sale, during the Fair last Autumn, will be delighted to know that Mr. Bill will be with us again this year. For the next two weeks Mr. Bill Saver will be at The Royal Stores saving you considerable money on every purchase you make. Buy your needs for present and future use during his visit and save.

The Newest Blouses Temptingly Priced

Price lowness is emphasized by the excellent fine quality materials, and all the finer features that are associated with the finer blouses. Choosing for a varied costume is assured, because of the many styles offered; and how much you can save is seen by the prices quoted below.

Tricolette Smocks.

Long and short sleeves, v and round neck, with and without collar; also the new goose neck style; a wonderful collection to choose from in the newest plain and combination shades for Fall and Winter.

Reg. \$2.75 each. Sale Price	\$2.48
Reg. \$3.00 each. Sale Price	\$2.70
Reg. \$3.75 each. Sale Price	\$3.38
Reg. \$5.25 each. Sale Price	\$4.73
Reg. \$6.00 each. Sale Price	\$5.40
Reg. \$7.50 each. Sale Price	\$6.75
Reg. \$8.50 each. Sale Price	\$7.65
Reg. \$9.20 each. Sale Price	\$8.28

Crepe de Chene Smocks.

Shown in all the shades considered smart for Fall, long and short sleeves, convertible collar; others round neck and some with jabot and ribbon; such a selection that choosing is made easy.

Reg. \$3.35 each. Sale Price	\$3.02
Reg. \$3.50 each. Sale Price	\$3.23
Reg. \$3.50 each. Sale Price	\$3.23
Reg. \$5.00 each. Sale Price	\$4.55
Reg. \$10.00 each. Sale Price	\$9.00
Reg. \$13.00 each. Sale Price	\$11.70
Reg. \$14.00 each. Sale Price	\$12.60
Reg. \$15.00 each. Sale Price	\$13.50
Reg. \$16.00 each. Sale Price	\$14.40

Crochet Smocks.

Hand Crochet with heavy fibre silk, shades of Rose, Emerald, Navy, Pansy, Lemon and Grey, also Navy and White; both long and short sleeves; newest neck styles.

Reg. \$15.50 each. Sale Price	\$13.95
Reg. \$17.00 each. Sale Price	\$15.30
Reg. \$18.00 each. Sale Price	\$16.20

Shantung Smocks.

Natural Shantung, shirtwaist style, rolled collar and long sleeves.

Reg. \$6.00 each. Sale Price	\$5.40
Reg. \$6.75 each. Sale Price	\$6.08
Reg. \$7.75 each. Sale Price	\$6.98
Reg. \$8.25 each. Sale Price	\$7.43
Reg. \$9.50 each. Sale Price	\$8.55

Values you should not miss in Charming Stamped Linens

The woman who enjoys working in linens, will find our Art Needlework section a perfect delight. The qualities are of the best, and it is a fascination for the linen lover to handle them. Get your Christmas gift giving supply during Bill Saver Sale and save considerable money.

Buffet Sets.

3-piece Buffet Sets of White Linen, stamped in pretty designs.

Reg. 40c. set. Sale Price	36c.
Reg. 70c. set. Sale Price	63c.
Reg. 95c. set. Sale Price	86c.
Reg. \$1.00 set. Sale Price	90c.

Linen Centres.

White Linen Centres of excellent quality, stamped in new and novel designs ready for working; assorted sizes.

Reg. 75c. each. Sale Price	68c.
Reg. \$1.25 each. Sale Price	\$1.13
Reg. \$1.50 each. Sale Price	\$1.35
Reg. \$1.60 each. Sale Price	\$1.44
Reg. \$2.00 each. Sale Price	\$1.80
Reg. \$2.90 each. Sale Price	\$2.61

Luncheon Sets.

5 and 7 piece Luncheon Sets of White Linen, stamped ready for working.

Reg. \$1.20 set. Sale Price	\$1.08
Reg. \$1.45 set. Sale Price	\$1.31
Reg. \$1.60 set. Sale Price	\$1.44
Reg. \$1.80 set. Sale Price	\$1.62
Reg. \$3.00 set. Sale Price	\$2.70

Tea Cloths.

Real Linen Tea Cloths of very special quality, stamped in beautiful designs. Reg. \$2.00 each. Sale Price

Serviettes.

White Linen Serviettes of good quality, neatly stamped in pretty designs.

Reg. 20c. each. Sale Price	18c.
Reg. 25c. each. Sale Price	23c.
Reg. 35c. each. Sale Price	32c.
Reg. 40c. each. Sale Price	36c.

Cushions.

Fawn Linen Cushions, stamped in exquisite tinted designs, ready for working.

Reg. 60c. each. Sale Price	54c.
Reg. 85c. each. Sale Price	77c.
Reg. \$1.10 each. Sale Price	99c.
Reg. \$1.40 each. Sale Price	\$1.26
Reg. \$1.55 each. Sale Price	\$1.40
Reg. \$1.80 each. Sale Price	\$1.62

Scarves.

Fawn Linen Piano or Table Scarves, plainly stamped in neat designs.

Reg. \$1.10 each. Sale Price	99c.
Reg. \$1.35 each. Sale Price	\$1.22
Reg. \$1.55 each. Sale Price	\$1.40

Guest Towels.

White Linen Huck Guest Towels, plain and hem-stitched, stamped in pretty designs.

Reg. \$1.00 pair. Sale Price	90c.
Reg. \$1.60 pair. Sale Price	\$1.44
Reg. \$1.80 pair. Sale Price	\$1.62
Reg. \$2.35 pair. Sale Price	\$2.12

Men's Footwear at Sale Prices

In our Men's Boot Department you will find every accepted model for Fall and Winter. Footwear that is styled for comfort as well as dressy appearance. Buy your footwear during our Bill Saver Sale and save.

Men's Gun Metal Boots.

In wide, medium and semi-pointed, Blucher and Balmoral styles; all leather, fitted with rubber heels; all sizes.

Reg. \$5.55 pair. Sale Price	\$5.00
Reg. \$6.10 pair. Sale Price	\$5.49
Reg. \$7.95 pair. Sale Price	\$7.16

Men's Brown Calf Boots.

Blucher and Balmoral style, wide and medium fitting; all sizes.

Reg. \$5.60 pair. Sale Price	\$5.04
Reg. \$6.10 pair. Sale Price	\$5.49
Reg. \$6.60 pair. Sale Price	\$5.94
Reg. \$7.75 pair. Sale Price	\$6.98
Reg. \$8.30 pair. Sale Price	\$7.47

Men's Kid Boots.

Black Vici Kid, Blucher style, medium fitting; all sizes; comfortable and dressy.

Reg. \$5.60 pair. Sale Price	\$5.04
Reg. \$7.40 pair. Sale Price	\$6.66

Men's Calf Boots.

Black Calf Boots, English manufacture, guaranteed all leather, wide fitting, heavy sole; all sizes. Reg. \$6.75 pair. Sale Price

New Hats & Caps for Fall and Winter

Our showing of the newer headwear for Fall and Winter is excellent and offers a change you will enjoy, especially will you enjoy the reduced prices in force during our Bill Saver Sale.

Men's Felt Hats.

Newest shapes, shades of assorted Greys, Fawns, Browns, Navy & Black, some with fancy bands; all sizes.

Reg. \$2.75 each. Sale Price	\$2.48
Reg. \$3.25 each. Sale Price	\$2.93
Reg. \$3.75 each. Sale Price	\$3.38
Reg. \$4.00 each. Sale Price	\$3.60
Reg. \$4.50 each. Sale Price	\$4.10
Reg. \$5.25 each. Sale Price	\$4.68
Reg. \$6.00 each. Sale Price	\$5.40

Velour Hats.

The Ideal Hat for Fall and Winter: English Fur Velour, in the newest shapes; colors of Fawn, Beaver, Grey and Brown; all sizes.

Reg. \$4.35 each. Sale Price	\$3.92
Reg. \$5.50 each. Sale Price	\$4.95
Reg. \$7.50 each. Sale Price	\$6.75
Reg. \$9.00 each. Sale Price	\$8.10
Reg. \$10.00 each. Sale Price	\$9.00
Reg. \$12.50 each. Sale Price	\$11.25

Tweed Hats.

English Tweed Hats for men, in assorted mixtures of Grey and Brown; all sizes.

Reg. \$1.65 each. Sale Price	\$1.49
Reg. \$2.10 each. Sale Price	\$1.89
Reg. \$2.50 each. Sale Price	\$2.25

Men's Caps.

New Tweed and Velour Caps for Fall, shades of Grey, Fawn, Green, Mole and assorted mixed Tweeds; new shapes; all sizes.

Reg. 90c. each. Sale Price	81c.
Reg. \$1.20 each. Sale Price	\$1.08
Reg. \$1.50 each. Sale Price	\$1.35
Reg. \$1.85 each. Sale Price	\$1.67
Reg. \$2.20 each. Sale Price	\$1.98
Reg. \$2.70 each. Sale Price	\$2.43
Reg. \$3.10 each. Sale Price	\$2.79

Custom Made Clothing

During our special Bill Saver Sale we offer a 10 per cent. reduction on all made-to-measure clothing. This is an opportune time to get your new suit or overcoat. Our stocks of suitings and coatings are complete in the newest materials for Fall and Winter.

Tweed Suits.

A splendid selection of the newest Tweed and Worsted Suitings. Made-to-measure.

Reg. \$35.00 suit. Sale Price	\$31.50
Reg. \$40.00 suit. Sale Price	\$36.00
Reg. \$44.50 suit. Sale Price	\$39.95
Reg. \$47.50 suit. Sale Price	\$42.75

Serge Suits.

All Wool Indigo Dye, British Navy Serge suitings, quality in unexcelled and prices lowest in the country.

Reg. \$43.50 suit. Sale Price	\$39.15
Reg. \$45.00 suit. Sale Price	\$40.50
Reg. \$47.50 suit. Sale Price	\$42.75
Reg. \$50.00 suit. Sale Price	\$45.00

Winter Overcoats.

A splendid assortment of new coatings for Winter—Blanket Cloths, Navy, Mel-ton, and mixed Tweeds, in all the colors smart for the new season. Made-to-measure in any style you require.

Reg. \$35.00 each. Sale Price	\$31.50
Reg. \$36.50 each. Sale Price	\$32.85
Reg. \$40.00 each. Sale Price	\$36.00
Reg. \$45.00 each. Sale Price	\$40.50

Riverside Coating.

Have a Winter Overcoat made of Riverside All Wool Coating and you will never regret it; a wonderful wearing quality, in pretty Fawn and Green-Heather mixtures Made-to-measure. Special Bill Saver Sale Price

Men's Raglans

Men's Raglans.

Navy and Fawn Raglans, double-breasted style, lined throughout with waterproof lining; full belted, strap cuff; all sizes.

Regular \$25.00 each. Sale Price	\$22.50
Regular \$33.50 each. Sale Price	\$30.15

Men's Raglans.

Double breasted style, full belt, strap sleeve, waterproof lined throughout; also fitted with a detachable all wool lining; colors of Navy and Fawn; all sizes. Reg. \$31.50 ea. Sale Price

Supplying your needs at this Sale, will mean turning a sharp corner on every purchase you make. It was Bill who originated that famous phrase—a dollar saved is a dollar earned.

This Sale embraces practically every article in this great store. Don't fail to take advantage of this unusual offer.

Beautiful Sweaters New and Distinctive

The possession of one of these adorable Sweaters is simplified by the special Bill Saver Sale prices now prevailing. They are in varied styles, weaves and color combinations, each and every one expressive of the present vogue.

Wool Slipons.

Long and half sleeves, with and without collar, newest styles; newest colors.

Reg. \$1.95 each. Sale Price	\$1.76
Reg. \$2.75 each. Sale Price	\$2.48
Reg. \$3.50 each. Sale Price	\$3.15
Reg. \$3.85 each. Sale Price	\$3.47
Reg. \$4.25 each. Sale Price	\$3.83
Reg. \$5.25 each. Sale Price	\$4.73
Reg. \$6.00 each. Sale Price	\$5.40
Reg. \$7.50 each. Sale Price	\$6.75

Women's Sweaters.

Tuxedo and buttoned front, long sleeves, plain and fancy knit, in all the shades correct for Fall and Winter.

Reg. \$2.75 each. Sale Price	\$2.48
Reg. \$3.25 each. Sale Price	\$2.93
Reg. \$4.50 each. Sale Price	\$4.05
Reg. \$5.65 each. Sale Price	\$5.09
Reg. \$6.25 each. Sale Price	\$5.63
Reg. \$7.50 each. Sale Price	\$6.75
Reg. \$13.00 each. Sale Price	\$11.70
Reg. \$15.00 each. Sale Price	\$13.50

Child's and Misses' Slipons.

Wool Slipons, high and low neck, long sleeves, in assorted plain shades, trimmed with contrasting colors; all sizes.

Reg. \$1.50 each. Sale Price	\$1.35
Reg. \$1.80 each. Sale Price	\$1.62
Reg. \$2.20 each. Sale Price	\$1.98
Reg. \$3.50 each. Sale Price	\$3.15
Reg. \$4.50 each. Sale Price	\$4.05

Child's and Misses' Sweaters.

With collar, pockets and belt; shades of Peacock, Sand and Nigger; sizes 22 to 34.

Reg. \$2.75 each. Sale Price	\$2.48
Reg. \$3.00 each. Sale Price	\$2.70

SEASONABLE UNDERWEAR for Women, Lowly Priced

A charming selection of new Fall and Winter Underwear is now being displayed in the Showroom. A selection that should compel every woman to indulge herself; no reason why she shouldn't either, when they are offered at such splendid reductions during our Bill Saver Sale.

Stanfield's Underwear.

Wool Underwear for women in seasonable weights, long and short sleeves, round and v neck, pants are knee and ankle length, closed and open styles; sizes 36 to 44.

Reg. \$1.30 each. Sale Price	\$1.17
Reg. \$2.00 each. Sale Price	\$1.80
Reg. \$2.30 each. Sale Price	\$2.07
Reg. \$3.00 each. Sale Price	\$2.70
Reg. \$3.50 each. Sale Price	\$3.15
Reg. \$4.00 each. Sale Price	\$3.60
Reg. \$4.35 each. Sale Price	\$3.92

Women's Vests.

Stanfield's Wool Vests, with shoulder straps; sizes 16 to 44.

Reg. \$1.20 each. Sale Price	\$1.08
Reg. \$1.55 each. Sale Price	\$1.40
Reg. \$1.80 each. Sale Price	\$1.62
Reg. \$2.00 each. Sale Price	\$1.80
Reg. \$2.25 each. Sale Price	\$2.03
Reg. \$3.00 each. Sale Price	\$2.70
Reg. \$3.65 each. Sale Price	\$3.29

Winccette Nightgowns.

Round and square neck, short and long sleeves, nicely self embroidered; assorted sizes.

Reg. \$2.35 each. Sale Price	\$2.12
Reg. \$2.65 each. Sale Price	\$2.39
Reg. \$3.25 each. Sale Price	\$2.93
Reg. \$3.55 each. Sale Price	\$3.19
Reg. \$4.25 each. Sale Price	\$3.83

Women's Underwear.

Special quality, fleece lined underwear, velvet finish, round neck and long sleeves, pants to match; ankle length, open and closed styles; all sizes.

Reg. \$1.25 garment. Sale Price	\$1.13
Reg. \$1.65 garment. Sale Price	\$1.49
Reg. \$1.50 garment. Sale Price	\$1.35

Fleece Lined Vests