

Snider's

TOMATO CATSUP

adds
zest



Distributed by
F. M. O'LEARY.

Made in Canada

Dear Madam:
Although Snider's is
served at the famous
hotels, it costs no more
than ordinary catsup.

A Great Truth

No one succeeds in Business to any great extent
who misleads or misrepresents

OUR CLAIM.

We claim to make straightforward messages through
the advertising columns of the Press and our Windows
about our merchandise, and every article is marked in
plain figures in our Store, and we are confident that the
prices are the lowest yet offered the public.

OUR BUYER.

His recent trip to all the Foreign markets secured for
us the very lowest prices from mills and jobbers who
required cash.

OUR CUSTOMERS.

Our customers can secure the same concessions here
for Cash as we secured from the mills.

SPECIAL FALL GOODS AT SPECIAL PRICES.

We have BLANKETS specially bought for this Sale,
and we can guarantee the quality. Look at the sizes
and then the prices. They are marked by the pair.

45 x 72 Wool Topped Cotton Blankets. Good serviceable . . . \$2.19	50 x 72 Wool Topped Blankets; 1 d e a l weight. Pair . . . \$2.45
60 x 76 Large, size Grey Cotton Blankets. Real serviceable . . . \$3.40	80 x 108 extra large size Wool Topped Cotton Blankets. See these at . . . \$4.50 pair
Special White Fleece Lined Ladies' Vests and Pants, winter weight 69c. garment	Special Winter weight Corset Cover, long or short sleeve 39c.

ALL WOOL BLANKETS, at all prices from \$7.50 pr.

SPECIAL! MEN'S WOOLLEN HEAVY WINTER
NOVA SCOTIA UNDERWEAR. We have gone
through these bought for seconds, but cannot find any.
All sizes Shirts and Pants . . . \$1.35 gar.

SPECIAL! ALL PURE WOOL HEAVY WINTER
NOVA SCOTIA MEN'S UNDERWEAR; 100 p.c.
Wool; all sizes . . . \$1.75 gar.

Men's Heavy Woollen Socks. Special price. Heather and . . . 27c.	Men's All Wool Cash- mere Socks; all sizes. Pair . . . 50c.
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SPECIAL PURCHASE—100 DOZ. MEN'S HEAVY
ALL WOOL SOCKS, assorted Heathers. Worth \$1.50.
Special . . . 70c.

SPECIAL! BOYS' V-NECK, POWDER BLUE PULL-
OVERS, with sleeves. A beauty for boys 10 . . . 85c.
to 15 years. Each . . .

FOR REAL BARGAINS THIS FALL—SEE OUR
GOODS BEFORE MAKING YOUR PURCHASES.

Bon Marché Cash Store

266 WATER STREET.

oct29,30,nov2

Household Notes.

Serve fried apples and Boston
brown bread with spare ribs.
Give sweet rolls a nice glaze by
brushing them with sweet milk.

With the after-dinner coffee serve
cheese, crackers and guava jelly.
Sausage can be served for supper
with waffles and maple syrup.
Garnish a stuffed crown/roast with
baked, spiced or fried apple.



"Knockers"

"Knockers" lived in every age.
"Knocking" learned poet and sage;
Having no kind word at all
Using pens and words of gall,
I feel sorry now to say.
We have "knockers" here to-day;
At the new Hotel they "clout"
But they'll surely be "knocked out."

When progression's wheels are stirred
That's the time their tongues are
heard;
Censuring that, and censuring this
Viewing everything amiss.
At Fulton's boat those folks did rail
When with steam he made her sail;
It was a great success no doubt
And all the "knockers" were "knocked out."

Let the "knockers" knock away
Progress now has come to stay;
Newfoundland must go ahead
For to progress now she's wed.
Each day sees the Hotel thrice
Growing like a thing alive;
Promoters know what they're about
Soon they'll knock the "knockers" out.
TERRA NOVA.
Oct. 29, 1925.

For INDIGESTION try Staf-
ford's Prescription A. It will
cure. —oct21,17

School Opening Ceremony at Deer Lake

The new school at Deer Lake was
formally opened on Monday morning,
October 28th, at 9.30. The children of
whom there are one hundred and
eighty registered were assembled, to-
gether with their teachers, the mem-
bers of the school committee and
other citizens, when Mr. Mahar, Supt.
of the P. and C. Co. Ltd., at Deer Lake
presented the keys of the building to
Mr. Morey, Chairman of the School
Committee thereby entrusting the
building which was built and equip-
ped by his Company to the school
Committee.

Kipling's Hymn, "Lest We Forget"
was sung and the opening Prayers
said by Rev. G. Camp, after which
Mr. Humphreys, Supt. of the Power
House, in a few well chosen words
declared the building open. Rev. G.
Camp, Mr. Whittaker, Mr. Miller, an
ex-Teacher, Mr. Jennings, the Prin-
cipal of the School, and Mr. Morey
also spoke. Mr. Whittaker speaking to
the children, held their attention in a
remarkable manner and showed them
how going to school could be a real
pleasure. Mr. Morey emphasized the
part that Christian teaching plays
in real education.

The Ode to Newfoundland was
sung, the Maple Leaf in honour of Mr.
Mahar, who is a Canadian, and then
God Save the King which, as Mr.
Morey said, is dear to us all. The
school has three classrooms which are
bright, well lighted, and heated by
electricity.

The people of Deer Lake have taken
a keen interest in Education since
the beginning of operations there,
and the whole settlement is proud of
the new school. The efforts of the
School Committee and the response of
the P. and C. Co. Ltd., is worthy of
praise. The great reward of their ef-
forts will be that in after years many
respectable, intelligent and success-
ful boys and girls will bless them
for the advantages which they de-
rived from the Deer Lake School.

Magic Aids to Beauty

So long as soft cheeks beguile, and
pretty lips, mysterious fragrances and
dancing eyes bewilder—just so long
will women gaily accept the magic
aids to beauty discovered by those who
love to explore for them. Richard
Hudnut's passion for the witchery of
perfumes presented to the world the
captivating Three Flowers odor. Delicate—
subtle—spicy with the breath of
Oriental vapors—this dainty perfume
charms the fastidious ladies of all
lands. You may now obtain this fra-
grant scent in talcum, face powder or
vanishing cream. Every toilet re-
quisite bearing the Three Flowers
name contains this beautiful scent. To
use Three Flowers is a sign of good
taste. —oct20,tu,fr

An Old Friend Heard From

The many old friends of George
W. Ellis, late Superintendent of the
Gas Works, and now residing in Mon-
treal, will regret to learn that he is
at present ill with cancer, but under
the radium treatment by Dr. Craig, a
famed surgeon of that city, is pro-
gressing favorably. Mr. Ellis is well
remembered here, being one of our
older sportsmen. An oarsman, he
rowed in the "Buttercup" and also
the "Iris" in the early days of the
Regatta, and his batting for the Aven-
ion Club was a feature of the cricket
matches that took place at Pleasant-
ville. He was also well known for
his prowess with rifle and gun and
it was seldom that he was not seen
on the Southern Shore grounds dur-
ing the shooting season. Mr. Ellis
was also a mason in high standing.
The Telegram joins with his many
friends in hoping that his fight with
the dread disease will be successful.

Cabbage is excellent scalloped with
cheese and served with a ham omelet.
Garnish cottage cheese salad with
a tart jelly and serve with French
dressing.

Parker & Monroe, Limited

FAIR WEEK VALUES

COUPLED WITH FAIR PRICES

Newest and Smartest Footwear Styles Now on Display at Our Stores

Every item of FOOTWEAR
mentioned in this ad. is real value
in itself. Please remember that
our staff of Shoe Experts are
strictly at your service. Lots of
styles and models to choose from.

SATISFACTION ASSURED.

BOYS' HIGH LACE BOOTS

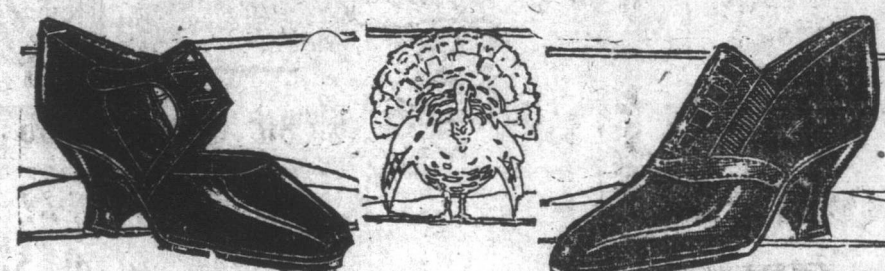
In Brown Grain Leather,
Blucher style, fitted with 2
Buckles and Straps. Exceptionally good value for the
money.

Sizes 9 to 13 \$2.98
Sizes 1 to 5 \$2.98

DRI-FOOT

The waterproof oil for heavy boots. Keeps the leather
soft and prevents cracking.

SPECIAL PRICE, 25c. TIN.



Bigger and Better Values Than Ever in FAMILY FOOTWEAR SPECIAL OFFERINGS FOR FAIR WEEKS



INFANTS' BOOTS

With hard sole
and heel. Black
and Tan, Lace
and Button style.
Sizes 3 to 6.

\$1.10, \$1.20

Men's Dress Boots

AT PRICES BEYOND COMPARISON.

MEN'S DARK MAHOGANY —Blucher style, rubber heels. A very dressy last. Sizes 6 to 10. Special, \$4.20 and \$5.00

MEN'S BLACK KID BOOTS —Blucher style, wide fitting, rubber heels; very comfort-able. Sizes 6 to 10. \$4.50, \$4.75, \$5.00

Men's Patent Oxfords

Plain toe style, low dress heel. A very distinct model.
All sizes \$6.75
Same style with toe piece \$6.75

WONDERFUL VALUES in BOYS' BOOTS

Boys' Boots for knock-around
wear, strong and serviceable,
rubber heels attached. Black
and Brown shades.
Sizes 10 to 13 1/2 \$2.50
Sizes 1 to 5 1/2 \$2.85

Boys' Pegged Sole for hard
wear; Blucher style. All solid
leather.
Sizes 9 to 13 \$2.50
Sizes 1 to 5 \$2.50, \$3.00

Boys' Box Calf Boots—Guar-
anteed all leather. Our Own make.
Blucher style, solid rubber heels.
Sizes 9 to 13 \$3.00
Sizes 1 to 5 \$3.50
Same style in Tan Calf.
Sizes 9 to 13 \$3.50
Sizes 1 to 5 \$4.00

FASHION SAYS

LIGHT TANS FOR FALL
Come in and look over our styles
Ladies' Light Tan Tie Oxfords—
Medium rubber heels; a good
looking model. Special Price,
\$3.50

Ladies' Patent and Tan Com-
bination—Something different
from the ordinary; medium and
high heels, some with ribbon tie
and strap style.
\$4.50, \$5.00, \$6.00

RUBBERS

For the Entire

CHILD'S

Storm Rubbers.

Black

6 to 10 80c.

Roll edge

6 to 10 \$1.00

Red Sole

Roll edge

6 to 10 \$1.05

MISSES' RUBBERS

In Back, Storm, Sizes

11 to 2 \$1.14

11 to 2 95c.

11 to 2 \$1.20

CHILD'S

TAN RUBBERS

6 to 10 85c. 94c.

11 to 2 \$1.00, \$1.10

11 to 2 \$1.10, \$1.20

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