

PROCLAMATION.

By His Excellency
Sir William Lamont Allardice,
Knight Commander
of the Most Distinguished
Order of St. John
Michael and Saint
George, Governor
and Commander-in-Chief
in and over the Colony
of Newfoundland.

Whereas it is desirable that
occasion should be afforded the people
of this Colony to render thanks to Al-
mighty God for the mercies He has
been pleased to bestow upon this Col-
ony during the past year, and to re-
joice because of our National Bles-
sings:

And Whereas Sunday, the Fifteenth
day of November next, would be an
appropriate occasion for the said
Thanksgiving:

I do, therefore, by this my Proclam-
ation, order and direct that Sunday,
the Fifteenth day of November, next;
shall be observed, throughout this
Colony, as a Day of Thanksgiving, as
aforesaid.

And I do further order and direct
that Wednesday, the Eleventh day of
November, next, being Armistice Day,
shall be set apart and observed,
throughout the Colony, as a Day of
Rejoicing and a Public and Bank Hol-
iday, of which all persons concerned
are hereby required to take due notice
and govern themselves accordingly.
Given under my Hand and Seal, at the
Government House, St. John's, this
22nd day of September, A.D., 1925.
By His Excellency's Command,
J. R. BENNETT,
Colonial Secretary.

sept 25, 29, oct 5, 14, 24, 27, nov 4, 10

CITY OF ST. JOHN'S.



St. John's
Municipal Council.

TENDERS.

Tenders will be received up to
Thursday, October 29th, at 3.30
p.m., for supply of 4500 Bushels
of No. 2 Canadian White Oats, in
4 bushel sacks (136 lbs.). Sam-
ples to accompany tenders.

Also for 100 tons of No. 1
Prime Timothy Hay in bundles,
2000 lbs. to the ton.

Quotations to be C.I.F. duty
free. Delivery at the Sanitary
Stables, Hayward Avenue, from
time to time as required.

Tenders will please write
across envelope the words "Ten-
der for Oats" or "Hay" as the
case may be.

Lowest or any tender not nec-
essarily accepted.

J. J. MAHONY,
City Clerk.

Coastal Steamer for Sale

The undersigned offer for sale
the wooden steamer "Fernfield"
employed during the present
season in the coastal trade be-
tween Halifax and Newfound-
land. Built 1921—Gross ton-
nage 439. Strongest wooden
steamer ever built in Canada.
This steamer was built to go
sealing. Splendid carrier—Low
operating cost. Offered less
than one third of cost.

Magdalen Transports
Limited,
Pictou, Nova Scotia.

oct 23, 31

Prescription
Compounding

is the most important work we
do. We take a great deal of
pains to do it right. As soon as
you leave your prescription in
our store it is placed in the
hands of a man of high qual-
ification and special training in
prescription work.

BRING IT TO

PETER O'MARA,
THE DRUGGIST,
THE REXALL STORE.

FOR ACES AND PAINS USE MIN-
ARD'S LINIMENT.

R U INTERESTED?

JOHN CLOUSTON

172-174 DUCKWORTH STREET.

'Phone 406 P.O. Box E-5166

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.

The Favored Four

Because of Supreme Quality, New Performance
Results, Advanced Engineering, Superior
Workmanship.

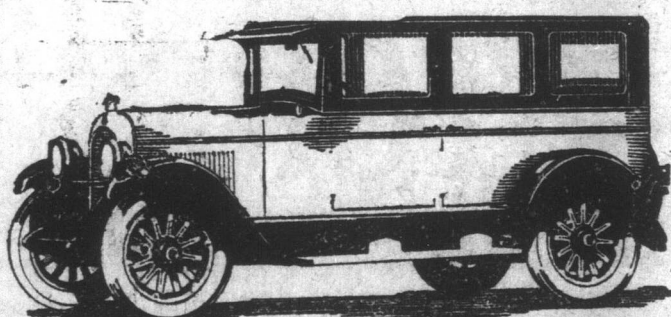
Out of Chrysler engineering and manufacturing skill come the
extraordinary performance and value of the Chrysler Four—
plus quality and beauty never before equalled in its price class.

The Chrysler Four is, in the most precise sense, a fine car—fine
in principle, fine in materials, and fine in its standards of man-
ufacture and assembly.

It is built with painstaking care, and to a degree of accuracy
and precision, heretofore unknown among cars of its price—in
the most modern and scientifically equipped manufacturing plants.

Obviously, when such quality is combined with the unusual
roadability which results from Chrysler designed spring sus-
pension and balloon tires; with low center of gravity, pivotal
steering and the option of Chrysler hydraulic four-wheel brakes
to give utmost safety; and with Fisher bodies for maximum
comfort—the result is unsurpassed motor car value in the
thousand dollar class.

Everywhere, men and women who know motor cars are favor-
ing the Chrysler Four. Women, who like fine things, say it is
a delightful car to drive and to ride in. Men are enthusiastic
over its extraordinary performance, its economy and its dur-
ability.



CHRYSLER FOUR

MARSHALL'S GARAGE.

THE LIVERPOOL & LONDON & GLOBE INSURANCE CO., LTD.

FIRE INSURANCE.

Even the immortal Shakespeare recommended in-
surance by stating:—"I'll make assurance doubly
sure, and take a BOND," meaning thereby Protection.
Fire Insurance is more essential than ever now-
days. Why not ask us to protect you against loss by
fire with our British Fire Offices.

BOWRING BROTHERS, LIMITED
AGENTS FOR NEWFOUNDLAND.

oct 27, 30

Fullness in the frock is put where
the interest and the balance demand
it. An exquisite gown of white crepe
Georgette is embroidered in crystal
and strass.

"Guardian" Returns to the Telephone Charges

Editor Evening Telegram.

Dear Sir,—I note by your issue of
to-day in which you publish my let-
ter re Telephone Rates that you also
publish a statement from the Tele-
phone Co. signed "R. J. Murphy,
Managing Director." Mr. Murphy's
letter answers my question as to
whether or not the company has the
right to increase its rates at will, and
that answer is clearly that it has no
such right. Therefore, the attempt of
the company to increase its rates, as
indicated in the circular sent to sub-
scribers, is illegal and what is techni-
cally known as ultra vires, that is, be-
yond the power of the company. Be-
fore going further I would like to sug-
gest to Mr. Murphy and his associates
to give consideration to the question
as to how far such an attempt to abuse
their franchise renders them liable to
a forfeiture of their charter.

However, that is for the moment an-
other matter, which will defer for the
present. Mr. Murphy informs us that
"the new regulations mean absolutely
nothing to them" (i.e. the majority of
subscribers) "and do not affect them
in the slightest." I must take Mr.
Murphy to task for this statement and
point out to him that it is incorrect.
The "new regulations," as he calls
them, purport to increase the rates of
subscriptions for telephones and as-
sume that the Telephone Co., has a
right to do so; and, as I have already
pointed out, would indicate that the
Company takes the position that it not
only has the right to increase the rates
as now, but that a further increase or
increase in rates may be made any
time the Company desires to do so. I
do not propose to discuss the rights or
obligations of the Company towards
delinquent subscribers, as I am not
concerned with them. I belong to the
class of subscribers who for thirty
years have used a telephone and have
always paid for it.

I can, however, sympathize with Mr.
Murphy in the matter of additional
cost to our various businesses caused
by the necessity of "employing col-
lectors to harry our debtors until their
bills are paid." I have no doubt, that
there are quite a few business men in
this town who have had similar expe-
rience but I have not heard of any who
have increased their charges on that
account.

Whilst I am not sufficiently inform-
ed of the technicalities of the tele-
phone business to be able to state
positively what is the ratio of expense
to the number of telephones used, I
must confess that Mr. Murphy's sug-
gestion that "increased production in-
creased unit cost" is one which will
need some demonstration before I can
swallow it. I can quite understand
that "as the number of subscribers
grows larger capital expenditures for
plant equipment must be made," but it
does not at all follow that the unit
cost increases. According to all the
rules of economics it seems to me that
the result is quite the reverse, unless
indeed extravagance and inefficiency
prevail. I do not for a moment sug-
gest that such conditions obtain in
the affairs of the Avalon Telephone
Company. On the contrary, I under-
stand that the greatest economy is ex-
ercised in the payment of most of the
Telephone staff and I think it only fair
to conclude in other directions of out-
lay.

The whole situation as I view it em-
phasizes the necessity for a Public
Utilities Board with full jurisdiction to
deal with such matters. The Telephone
Co., has its rights, which must be re-
spected, and the public is in the same
position. The action of the Telephone
Co. in attempting to assert a right
which their charter does not give
them, makes me feel that the only way
in which the public can be adequately
protected from such a Corporation is
by having them subjected to a strong
"intelligent and disinterested tribunal
such as a Public Utilities Board would
be."

I have again to ask my fellow tele-
phone subscribers to wake up and co-
operate with me in this matter. Mr.
Murphy's letter, which, in addition to
admitting the absence of right in his
company to increase its rates indicates
that a further increase in rates is
not outside the contemplation of the
Company, makes it all the more nec-
essary that a firm stand should be
taken now and that this imposition
should be "nipped in the bud."

Yours very truly,

GUARDIAN.
St. John's, Oct. 26th, 1925.

STOCK MARKET NEWS

Supplied by Johnston & Ward, Board
of Trade Bldg., Water Street.

TO-DAY'S NEW YORK OPENING.

Adams Express	110 1/2
Am. Smelters	116 1/2
Am. Tobacco "B"	117 1/2
Baldwin	46 1/2
Brooklyn Gas	32
Anacosta	46 1/2
Butte	12 1/2
Ray Copper	14
C. P. R.	148 1/2
Cast Iron Pipe	21 1/2
California Petroleum	29 1/2
Chrysler	220
Erle 1st Pfd.	42
Fishbody	116 1/2
General Motors	135 1/2
General Petroleum	48

The Wonder of That First Step!

The wonder of that triumphant little stagger which is
Baby's first step!

Its all the repayment any mother asks in return for
the care she has given so freely.

The Wonder of YOUR First Steps Into

BISHOPS

at our wonderful exposition of the English weavers
art will be increased a hundredfold at the durability of
the goods we offer.

And further enhanced by the low prices of our Individual
Tailorcraft Overcoats and

Suits to Measure
\$25.00 \$30.00 \$35.00

SEND FOR PATTERNS.

'Phone 250

P. O. Box 920

General Post Office.

FOREIGN MAILS.

Mails per S.S. CARIBOU for Great Britain and
European Countries, Canada and the United States,
will be closed at the G.P.O. Wednesday evening, the
28th inst., at 8 o'clock.

W. J. WOODFORD,
Minister Posts & Telegraphs.

General Post Office, Oct. 27th, 1925.

New Arrivals

We have just opened some very neat and
attractive

Tuscan China

TEA SETS

S. O. STEELE & SONS, Limited.

Opp. Seamen's Institute.

'Phone 192.
aug 15, 18, 5, 4 m

FOR SALE.

HOUSE AND SHOP,
foot of Signal Hill Road.

Property contains 8 large
rooms and shop. Recently re-
paired. Immediate possession. A
snap for quick buyer. For fur-
ther particulars apply to

FRED J. ROIL & CO.,

Real Estate & Insurance Agents,
Smallwood Bldg., Duckworth Street.

Ingersoll
Cream Cheese
"Spreads Like Butter"

sept 18, 3 mos. w. 1 m

MINARD'S LINIMENT FOR D.A.N.
DRUFF.

Local Securities

FOR SALE.

124 Newfoundland Consoli-
dated Foundry Co.

70 Bell Island Transporta-
tion Co.

35 Newfoundland Clothing
Company.

10 Steveston Creamery
Limited.

58 Harbor Grace Boot &
Shoe Co., Ltd.

50 Newfoundland Boot &
Shoe Co., Ltd.

195 Standard Manufactur-
ing Co., Ltd.

Price on Application.

Bernard D. Parsons,

Investment Broker.

Room 12 Muir Bldg.

oct 22, eod. 11

In Stock:

GALVANIZED
WIRE
NAILS

From 1 1/2 to 3 nls.

GALVANIZED
BOAT
NAILS

From 1 to 6 inches.

The Direct Agencies,
Limited

Sole Agents for Newfoundland
Foamite-Childs' Corporation.
June 23, eod. 11

S. G. COLLIER CO.

Undertakers and Funeral
Directors.

ON HAND:

Large stock Caskets,
Coffins and Casket Furni-
ture. Prompt and efficient
service.

S. G. COLLIER CO.

Telephone: 314, 1624, 1696

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MINARD'S LINIMENT FOR DIS-
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