Views of the Avalon Telephone Co.

ovening Telegram per Sir. With reference to letter, ist night's Telegram and editorial thereon; we would be very and to have the Colonial Secretary of the Avalen Company's contract for

SOCIATION

Y, OCT. 28th

ance Hits by 75c.; Ladies

GERS"

29th OCT.

D.F. & C.W.A.

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THE REPORT OF THE PARTY OF THE

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and then only with the Governor-in-Counone rentals are to be the New Year and pays bound to give him six

vice by obliging us to ors to harry them until paid or until their ser-

less the Company has not increase of rates from -in-Council: the time is nt, however, when such have to be applied for increasing number o

clothing, building mabiles, or any other comanada, where you will find rates are regulated by and the more numerous ers the higher the rates. charged by the Avalon ompany for giving a subephone communication with ne of over four thousand telein St. John's, are no higher in 1919, when he could only comwith 800 telephones. As the subscribers grows, larger spenditures for plant equipust be made to enable new subcommunicate not merely another but with the other

t and very temporary relief. Yours very truly, TELEPHONE CO., Ltd., R. J. Murphy. Managing Director. John's, Oct. 24th, 1925.

bers on the system and vice

It becomes, therefore, increas-

difficult to carry on at the old

dvance will help the situation what, but at best it affords only

e prompt payment of accounts

"One Night in Rome"

TRETTE TAYLOR AND AN ALL STAR CAST IN SUPER SPECIAL AT THE MAJESTIC.

thrilling mystery-romance, "One ht in Rome," Laurette Taylor's screen venture out of the field medy-drama, will be shown at the estic Theatre to-night.

This is a picturization of Miss Taystage success of the same name ch was written by her illustrious nd, J. Hartley Manners. Mr. ers himself prepared the film tation, so that adherence to the inal story is assured.

arette Taylor, forsaking the rags "Peg" and "Jenny," appears as the iful young Italian noblewoman is forced to flee Italy and in order earn a livelihood as well as conal her identity, becomes a fortune ler. The "One Night in Rome," which aciting enough, becomes a tame tion compared to the thrilling s that take place later in Engthe castle of a British diplo-

falls in love with the son of diplomat and the two are accially locked in the library. With danger of her being recognized be Duchess by a visiting baritone, dare not call for help, and matreach a grand climax when the or is finally opened, and the two are ered by the entire party.

RDS LINIARNT FOR SPRAINS

ONLY 5 DAYS LEFT IN WHICH TO

Have you'met the popular Mr. Bill Saver yet? He is immensely popular, judging from the crowds of people who came to meet him at The Royal Stores during the first week of the Fair. Everyone was delighted with the amount of money he saved for them on every article they purchased.

SPECIAL TOWEL VALUES Big Assortment to Choose From

During Bill Saver Sale our splendid assortments of Face and Bath Towels are offered at a generous reduction. If you need towels don't overlook this special offer. In each case these towel values are remarkable, for the towels are generous in size.

White Turkish Towels. A big assortment in sizes and prices to suit every need; hemmed and fringed ends.	Colored Turkish Towels. These are splendid towels for ordiuse, in sizes for every need, made Cream Turkish Cloth, with stripes of
Reg. 23c. each. Sale Price	sorted shades. Reg. 20c. each. Sale Price Reg. 25c. each. Sale Price Reg. 30c. each. Sale Price Reg. 40c. each. Sale Price Reg. 45c. each. Sale Price
Turkish Towels. Made from best quality White Turkish Cloth, thoroughly absorbent, hemstitch-	Reg. 50c. each. Sale Price Reg. 65c. each. Sale Price Reg. 70c. each. Sale Price Honeycomb Towels.

ed ends, assorted large sizes.

Reg. \$5c. each. Sale Price Reg. \$1.00 each. Sale Price Reg. \$1.30 each. Sale Price Reg. \$1.40 each. Sale Price

White Honeycomb Towels of excellent quality: assorted sizes 77c. 85c. Reg. 15c. each. Sale. Price Reg. 20c. each. Sale Price Reg. 25c. each. Sale Price

New Fall and Winter Millinery Lower Priced for Fair Week

.18e. .23c. .27c. .36e. .41c. .45c. .59e. .63c.

If you have not secured your new Fall and Winter Hat, now is the time to do so. Our complete stock of the newest style creations, offered at Bill Saver prices. Millinery Hats in all the favored

fabrics and trimmings; Velour Hats and Felt I when choice may be made at such an attract	Hats. Choosing your hat will be interesting, particularly ive saving.
Millinery Hats.	TT T TT TT
Newest modes in charming Millinery Hats,	
colors smart for Fall and Winter wear,	
fabrics, and lowered prices.	
Reg. \$ 3.50 each. Sale Price	\$ 3.15 Reg \$ 4.25 each Sale Price 39 19 fel
Reg. \$ 4.75 each, Sale Price	
Reg. \$ 5.25 each. Sale Price	
Reg. \$ 6.00 each. Sale Price	.\$ 5.40 Reg. \$ 8.25 each. Sale Price
Reg. \$ 6.50 each. Sale Price	.\$ 5.85 Reg. \$ 9.25 each. Sale Price
Reg. \$ 7.50 each. Sale Price	
Reg. \$ 8.25 each. Sale Price	
Reg. \$10.00 each. Sale Price	
Reg. \$11.50 each. Sale Price	
Reg. \$12.50 each. Sale Price	en of
Reg. \$13.50 each. Sale Price	\$19 15 Chic models in Children's Hats to suit all age
Reg. \$15.00 each. Sale Price	\$13.00 hats of Velour, Felt, Velvet, neatly trimmed. Ha
Reg. \$16.50 each. Sale Price	\$14.85 your little girl will like, at prices you are satisfied
Reg. \$18.00 each. Sale Price	.\$16.20 to pay.
Reg. \$19.50 each. Sale Price	\$17.55 Reg. \$1.20 each. Sale Price
Ready-to-Wear Felt Hats.	Reg. \$1.45 each. Sale Price
New shapes correct for Fall and Winter	Reg. \$1.90 each. Sale Price
shown in the newest shades.	
shown in the newest shades.	Reg. \$2.50 each. Sale Price

Reg. \$2.50 each. Sale Price Reg. \$3.20 each. Sale Price Reg. \$3.75 each. Sale Price ..\$2,88 ., ,. .. \$3.15 Reg. \$4.00 each. Sale Price Reg. \$4.50 each, Sale Price84.05 Reg. \$4.75 each. Sale Price Reg. \$5.00 each. Sale Price Reg. \$5.25 each, Sale Price

articles in each department only, but on practically every article in this great store. Meet him during the next five days, and buy your requirements in personal apparel and household needs for present and future use. A dollar saved is a dollar earned.

Beautiful Silk Scarves to Complete Fall's Costume

To lend a charming note to the Fall outfit or to carry out a certain color scheme come these lovely Scarves. Bold patterns give a striking new character to these scarves of silk and wool, in brilliant colors and soft shades; all come to a graceful end in long silk fringes.

Vool Scarves.

Silk Scarves.	Silk and Wool Scarves.
Pretty striped silk knitted Scarves, in	New Silk and Wool Scarves in exquis-
all the shades and combinations new for	ite Oriental designs and colorings, also
Fall.	in pretty stripe effects, fringed ends.
Reg. 55c. each. Sale Price 50c.	Reg. \$2.65 each. Sale Price \$2.39
Reg. \$1.20 each. Sale Price \$1.08	Reg. \$3.50 each. Sale Price \$3.15
Reg. \$1.35 each. Sale Price \$1.22	Reg. \$4.25 each. Sale Price\$3.83
Reg. \$1.45 each. Sale Price \$1.31	Reg. \$5.00 each. Sale Price \$4.50
Reg. \$2.20 each. Sale Price \$1.98	Reg. \$5.65 each. Sale Price : \$5.09
Silk Scarves.	Women's Scarves.
In Heather mixtures also check and	White, Cream and Black Silk Scarves,
neat stripe effects, newest Fall colorings,	very fine knit, assorted sizes, finished
finished with silk fringe	with fringe

eam and Black Silk Scarves nit, assorted sizes, finished Reg. \$1.75 each. Sale Price Reg. \$2.20 each. Sale Price Reg. \$2.65 each. Sale Price Reg. \$1.35 each. Sale Price\$1.22 Reg. \$1.50 each. Sale Price\$1.35 Reg. \$3.00 each. Sale Price Reg. \$3.50 each. Sale Price Reg. \$2.50 each. Sale Price Reg. \$2.85 each. Sale Price \$2.70 .\$3.15 .\$3.83 .\$4.50 .\$5.72 Reg. \$3.50 each. Sale Price ... Reg. \$4.25 each. Sale Price ...

Newest Styled Coats for Women at Prices you Should Take Advantage of

This is an opportunity you should not miss. A sale that offers you your choice of the new Fall and Winter models at a special saving. Our showing is magnificent, featuring the newest in style, trim and color. Beautiful Coats, fine tailoring, individual styles. Black and Navy Velour Coats.

Velour Coats.	Black and Navy Velour Coats.
A splendid assortment of the most favoured shades,	A splendid selection made from high grade Mel-
including Fawn, Grey, Campbell, Rust and Burgundy.	ton and Velour Cloths, splendidly finished, some full
Fur used extensively on collar, cuffs, hem and pock-	lined, others lined to waist, with and without fur
et, confirm to the mode, the most favoured pelts being	collars.
Beaver, Fox, French Lynx and Manchurian Wolf; all	Reg. \$17.50 each. Sale Price \$15.75
sizes	Reg. \$25.00 each. Sale Price
Reg. \$ 18.00 each. Sale Price \$16.20	Reg. \$26.00 each. Sale Price
Reg. \$ 20.00 each. Sale Price \$18.00	Reg. \$41.00 each. Sale Price
Reg. \$ 25.00 each. Sale Price \$22.50	Reg. \$44.00 each. Sale Price
Reg. \$ 30.00 each. Sale Price \$27.00	Reg. \$52.00 eachSale Price
Des e 22 00 coch Sele Price \$28 00	Por \$59.50 coch Solo Prico

Reg. \$ 37.50 each. Sale Price

Reg. \$ 40.00 each. Sale Price Reg. \$ 47.50 each. Sale Price

Reg. \$ 52.00 each. Sale Price Reg. \$ 55.00 each. Sale Price

Reg. \$ 60.00 each. Sale Price

Reg. \$ 75.00 each. Sale Price

Reg. \$ 80.00 each. Sale Price Reg. \$ 89.00 each. Sale Price 80.00 each. Sale Price

Reg. \$ 95,00 each. Sale Price

\$ 71.00 each. Sale Price

Reg. \$102.00 each, Sale Price \$91.80

Reg. \$66.00 each. Sale Price Tweed Coats. A selection of pretty Tweeds in the newest styles. also plain Cloth, colors of Rust. Brown, Fawn and Grey; lined to waist, some having collars and cuffs of Fur; other plain, assorted sizes; warm, serviceable Coats, lowly priced Reg. \$13.50 each. Sale Price

Child's and Misses Coats

Mothers who are considering the children's wardrobe, would do well to remember that we are showing a complete selection of the new style Coats for the new season. Coats for the children, larger girls and misses, we have in abundance; varieties are at their best and at regular prices are very reasonable. Mothers will welcome the opportunity presented during our Bill Saver Sale to secure these stylish and comfortable Coats at much less than regular prices.

at Economy Prices

Just at the beginning of the chilly season we introduce these good value offerings to those women folk, who can use a warm and comfortable robe to advantage. Eiderdown in attractive designs and colors-Flannel in all the new shades-Silk, Crepe de Chene, Cashmere, Flannel, etc., each grade offering the same generous reduction with equal opportunities to save. Here's a hint for the early Christmas shopper, as well.

Shades of Rose, Light Saxe, Camel, Cherry and Dark Saxe; collar and trimmed with silk, girdle at waist. Reg. \$11.50 each. \$10.35 waist; finished with pockets.

Reg. \$2.85 each. Sale Price

Reg. \$5.75 each. Sale Price Reg. \$6.75 each. Sale Price

Reg. \$7.00 each. Sale Price

\$8.50 each. Sale Price

\$3,50 each. Sale Price ... \$4.50 each. Sale Price ...

Reg. \$11.50 each. Sale Price . \$10.35 Reg. \$12.75 each. Sale Price . \$11.48 Reg. \$14.00 each. Sale Price . \$12.60 Reg. \$19.00 each. Sale Price . \$17.10

Flannel Dressing Gowns. Handsome Dressing Gowns, shades Price of Pink, Marone, Light Blue, Helio and Saxe, short sleeves, collar and cuffs, silk trimmed, girdle at waist.

Reg. \$10.00 each. Sale Price ... \$ 9.00 Reg. \$10.50 each. Sale Price ... \$ 9.45 Reg. \$11.00 each. Sale Price ... \$ 9.90 Reg. \$12.50 each. Sale Price ... \$11.25 Reg. \$15.50 each. Sale Price ... \$13.95

Misses' Gowns.

Pretty flowered Flannel Dressing Gowns, to fit ages 8 to 14 years, long sleeves, round neck, girdle at waist, collar and cuffs, nicely trimmed with cord. Reg. \$3.75 each. Sale \$3.38

Eiderdown Dressing Gowns. Silk Dressing Gowns. Charming fancy Silk Dressing Gowns, v neck, short sleeves, belt a

> Sale Price Crepe de Chene Dressing Jackets. Short sleeves, trimmed with dainty lace, shades of Saxe, Pink, and Rose. Reg. \$11.50 each. Sale \$10.35

Silk Dressing Jackets. Shades of Light Blue, Light and Deep Pink, short sleeves, trimmed with silk and lace. Reg. \$6.30

Flannel Dressing Jackets. V neck, long sleeves, braided collar and sleeves, shades of Light Blue, Saxe and Red. Reg. \$1.75 each. Sale Price . \$1.58 Reg. \$3.85 each. Sale Price . \$3.47 Reg. \$4.25 each. Sale Price . \$3.83 Reg. \$7.75 each. Sale Price . \$6.98

Bill Saver Values From the Heavy Section

Here is an opportunity you should take immediate advantage of, hundreds of yards of domestics of all kinds, including Flannelette, Shirting, Sheeting, etc., offered at

mose, buring prices during our bin baver b	
Sheeting.	White Flennelette.
White Twilled Sheeting, assorted widths	Reg. 25c. yard. Sale Price
Reg. 80c. yard. Sale Price 72c.	Dog 900 word Wale Price
Reg. 90c. yard. Sale Price 81c.	Dog 200 word Male Price
Reg. \$1.00 yard. Sale Price 90c.	Dog 250 yard Sale Price
Reg. \$1.25 yard. Sale Price \$1.18	Rog 40c vard Nale Frice
Reg. \$1.40 yard. Sale Price	
Reg. \$1.55 yard. Sale Price 100\$1.40	Reg. 55c. yard. Sale Price
Reg. \$1.65 yard. Sale Price\$1.49	
Plain White, assorted widths.	Striped Flannelette.
Reg. 85c. yard. Sale Price 77c.	Reg. 25c. yard. Sale Price
Reg. 90c. yard. Sale Price 81c.	Reg 30c vard. Sale Frice
Reg. \$1.20 yard. Sale Price \$1.08	Reg 35c vard Sale Price
Reg. \$1.25 yard. Sale Price	Reg 40c vard Nale Price
Reg. \$1.40 yard. Sale Price \$1.26	Reg 45c vard. Sale Price
Circular Pillow Cotton, 40 and 42 inches	Reg. 50c Vard. Sale Price
wide.	Reg. 55c. vard. Sale Price
Reg. 60c. yard. Sale Price	Reg. 60c. yard, Sale Price
Reg. 65c. yard. Sale Price	Reg. 65c. yard. Sale Price
Reg. 70c. yard. Sale Price	SETLIA Chiudiwa
Reg. 70c. yard. Sale Price	White Shirting.
Reg. 95c. yard. Sale Price	Reg. 24c. yard. Sale Price22c
Honeycomb Towelling.	Reg. 28c. yard. Sale Price26c
Good quality, 14 inches wide.	Reg. 30c. yard. Sale Price
Reg. 13c. yard. Sale Price	Reg. 35c. yard. Sale Price32c
Reg. 15c. yard. Sale Price	TI White Chiefing
Reg. 17c. yard. Sale Price 16c.	Horrockses White Shirting,
Winceyette.	Reg. 40c. yard, Sale Price
	Reg. 45c. yard. Sale Price
White, Cream, assorted plain shades and	Reg. 55c. yard. Sale Price
pretty stripes. Reg. 40c vard Sale Price	Reg. 60c. yard. Sale Price
Reg 40C vard Bale Price	Dog 700 vord Nois Price

Handsome Carpet Squares

at Greatly Reduced Prices

doom size Rugs in new patterns, new colorings, and desirable weaves, are offered to home-makers at generously reduced prices during this sale. It's just the opportunity many have been waiting for. Presenting Axminster and other rugs of dependable quality at much less than regular prices.

Axminster Rugs. Beautiful velvet pile Rugs in all the

newest designs and color combina-Reg. \$77.00 each. S. Price ... \$69.30 Size 8 x 12 feet.

Reg. \$61.00 each. S. Price . . \$54.90 Reg. \$62.50 each. S. Price ... \$56.25 Reg. 69.00 each. S. Price .. \$62.10 Reg. \$72.50 each. S. Price . . \$65.25 Reg. \$79.50 each. S. Price : . \$71.55 Size 10 x 12 feet. Reg. \$92.50 each. S. Price . . \$83.25

Reg. \$96.00 each. S. Price . . \$86.40 Size 12 x 12 feet. Reg. \$106.00 ea. S. Price .. \$ 95.40 Size 12 x 13-6".

Reg. \$120.00 ea. S. Price ...\$108.00

Velvet Rugs.

Size 4 x 7 feet. Reg. \$21.00 each. S. Price . . \$18.90 Turkish Squares. These are exceptionally good look-

ing Rugs, soft heavy pile in reversible Oriental designs and color combinations. Size 8-6 x 11-6. Reg. \$30.00 each. S. Price . . \$27.00

Size 9 x 9. Reg. \$64.00 each. S. Price . \$57.60 Reg. \$75.00 each. S. Price . . \$67.50 Size 9 x 12. Reg. \$86.00 each. S. Price .. \$77.40

Tapestry Rugs. Shown in a big assortment of new and novel designs and color combina-

Size 8 x 10 feet. Reg. \$24.00 each. S. Price . . \$21.60 Size 9 x 12 feet.

Reg. \$27.00 each. S. Price . . \$24.30 Reg. \$31.00 each. S. Price .. \$27.90 Size 10-6 x 13-6. Reg. 45.00 each. S. Price .. \$40.50 Reg. \$51.00 each. S. Price .. \$45.90

BUY & SAVE WHERE YOU SEE ME DISPLAYED-Bill Saver

Reg. 40c. yard, Sale Price Reg. 45c. yard, Sale Price Reg. 60c. yard, Sale Price

Reg. 70c. yard. Sale Price . Reg. 75c. yard. Sale Price .

A selection of beautiful Evening Gowns that would charm the heart of any woman; of Fancy Georgette, Crepe de Chene, Charmeuse Satin, Georgette Crepe, etc., in all the shades sponsored by Dame Fashion, as correct for Fall; our entire stock selling at reduced prices, during Mr. Bill

THE ROYAL STORES, Ltd.

Seasonable Hosiery

In our Hosiery section you will find almost every kind of Hose required for Fall and Winter, ranging from fine lustrous silk to heavy wool. Buy your hosiery during our Bill Saver Sale for present and future use and save con-