es Gillis For
Molorist. 3.50 per Roll

ALSO Red Ruberoid Slate and Ruberoid Heary 18 Inches Wide At Lowest Prices THE DIRECT AGENCIIS Ltd

## 路

the Best Companies in all lines, including
, Life, Accident \& Sickness,
Plate Glass, Fidelity, Liability.

TESSIER'S INSURANCE AGENCIES
(WATER STREET. BOX 994 Phone 24 "nsisurance that protects."

Having a long experience in the wriling of In surance, we are able to give you the best protection at lowest rates. No risk too small to quote on. Information cheerfully given. Write or call.

## H. N. S.




LOOK! LOOK! LOOK! SQUARE DEAL-(NOVELTY SALE) OPENING SATURDAY, DECEMBER 19th, AT P PM.
 Electric Wheel in the city.
PRIZES OF. EVERY DESCRIPTION


OUR TRAVEL POLICY

We pay for loss of lift, , ilibse,
fingers, toes, sight of spech.

in connection with any of the above injurres.
$50,000.00$ FOR ONLY $\$ 5.00$. XEALY
S5,000.09 FOR ONLY 85.00 XEARLY.
WHO WOULD BE WITHOUT POTECTION?
U. S. FIDELITY \& GUARANTY CG.


## Flowers for X mas. CuT FLowERs: Por piants: <br> SPECIAL!


Tew. made eurnsaket
Bloming Howere.
XMAS WREATHS:



"The Flower Shop,"
Water Street.
What Have You to Sell?
IPAY CASH DOWN
for Houshold Furriture and
Effetets.
W. E. PEERCIVAL,

Adelide Stetioneer, Phone 1960.
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## 1000 Tons of Our Famous Anthracite COAL

MACHINE MADE and WASHED. FURNACE, EGG, STOVE, NUT SIZES. absolutely no slack. ${ }^{\text {x }}$ M. Morey \& CO.at echistuas cilly
 Fresh Pork, Beef, Mutton


Buy yorr boass heare. Newfoundtand Meat Store

FOR SALE.
 OPENING ANNOUNCEMENT
Cook's Meat Market
LeMARCHANT ROAD.
WILL RE-OPEN ON FRIDAY, 18th BEEF, PORK, LAMB, MUTTON, VEAL,

SAUSAGE, PUDDINGS, EGES. - QUALITY MAINTAINED AS IN PAST -

## Foster \& Shields

Patone 121, PROPRIETORS PHONE 121


## Anthracite

Becst AMEricAN-alea, WEISH
Specially selected by our manager at the mines in Wales
A. Fi. Murray \& Co. Ltd.


 M.G. C. A. $\frac{\text { Boan }}{\text { BOARD }-1 \text { er } 2 \text { Gentlemen }}$ CARD TOURNAMENT

| TO-NIGHT. |
| :--- |
| THE IDEAL XMAS GIFT |

 2nd game at 10 sharp.
TICKETS 25 . TICKETS 25c.
Auction Forty Fives.
decis, $1 i$

Old Artificial Teeth Bought

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| Byrne's Boekslere. aece, eoo.t. |  |
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| REAL ESTATE. |  |
| HOUSES FOR SALE <br> LAND FOR SALE <br> FAND.FOR LEASE FARMS FOR SALE |  |
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| LOANG NEGOTIATED.MORTGAGE INVESTMENTS INTEREST COLLECTED FIRE INSURANCE EFFECTE |  |
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| FRED J. ROIL \& CO, Real Estate \& Insurance Agents,Smallwoed Bldg., Duckworth Stree |  |
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| FOR SALE-1 Side Sleigh and 1 Slid Catamaran Ring 333, o |  |
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## The New De Lixe Ptchcraft Entargement

Wow on display in our window, gives you: SOMETHING ENTRELY NEW and DIFFERENT in Photographic Enlargements, ad is surely from every picture lover's standpoint the

## Ideal Xmas Gift

Wre give 24 -Hour Service on all Printing and Enlarging Work. You give us your Negatives TO-DAY. You get your Enlargements TO-MORROW !

The New Etchcraft Enlargements in which we are now special-
izing, are the last word in Photographic work, and are achieved sing, are ehe last word in Photographic work, and are achieved
by an ertirely new apparatus and process of which we are sole owners and users in Newfoundland
You can' reailize how beautifula an enlargement can be until
you've seen atchcratt" work. Be one of the first to try this new
 process choose some of your best portuaits and and andsa
and let us enlarge them for you to send as Xmas Gifts.

We quote Xmas Prices on enlarging.

| 51/2, | Plain | . 50 | Etchcraft |
| :---: | :---: | :---: | :---: |
| 7 | Plain |  | Etchcraft |
| 9 | Plain | . 90 | Etchcraft |
| $\times 10$ | Plain | . 1.00 | Etchcraft |

.75

| Plain . . . . . 70 | Etchcraft . . . . . . . . . . 1.00 |
| :--- | :--- | :--- |
| Plain . . . . 90 | Etchcraft . . . . . . . . . 1.25 |
| Plain . . . 1.00 | Etchcraft . . . . . . .. 1.50 |

"QualityPrints"
-they come from
 Store

A Gift to Make a Woman Lovely and Happy, too, on Christmas Day

$\qquad$
A lovely Gift is this Three Flowers gold finished Vanity Case-known as
the Boudoir Compact. It is richly finished in gold with space for mono the Boudoir Compact. It is richly finished in gold with space for mono
gram. Fragrantly perfumed with the Three Flowers oolor and supplied
with gram, Fragraty perfumed
with beatifrun lamber wool p
stylish. Tery appealing.
two Sizes: Large for the Dressing Table Small for the Hand Bag .. .. .. ... ... .. ... .81.650.

## $=-5=-2=-2=0$ "Three Flowers"

## 4. Zealand Cautious

trectivg mizeless
stintos


## Give Jevellery this Christmas


T. J. Duley \& Co., Ltd.,

HE RELIABLE JEWELLERS \& OPTICIANS.

\section*{McMurdo's Xmas Store News <br> | XMAS | The Spirit of the great Holiday is in the air. | XMAS |
| :---: | :---: | :---: |
| GREETINGS | Everybody's thinking anxiously about " | WISHES |
| 1925 |  | 1925 |


| Gh CLASS Perfumes | QUaltt bath salts | toieet requisites |
| :---: | :---: | :---: |
|  | Houbigants Bath Cu | Brush and Comb |

high class perfumes ${ }^{\text {QUALITY bath salts }}$ | $\begin{array}{l}\text { Houbigants Le Temps Des } \\ \text { Lilas. } \\ \text { Houbigants }\end{array}$ | $\begin{array}{l}\text { Houbigants Bath C } \\ \text { Houbigants Bath Sal }\end{array}$ |
| :--- | :--- | Quelques Fleur

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Houdhabigants L.Ambre. Houbigants Budaha.
Houbigants E.A.Ambre
Roger \& Gallete Roger \& Giolot Mervile.
Pivers Azureitu LE Sate

 Ashes of Roses Bath Pow. der. $\quad=-2$
Soana Bath Powder
oana Bath Powd
alcum Powders. Brush and Cons.
Manicure Rolls. Meritor Hair Brushes. Baby Brush Sets. Hand Mirrors. Perfume Sprays, Fanin Powder Bowls,
Houbigants Compacts. Houbigants Compact.
Pompeian Compacts. Colgates Compacts?
Beautiful Silk Novelties.

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\begin{array}{ll}
\hline & \text { Pace powders. } \\
\text { HUUBIGANTS } & \text { MORNEYS. }
\end{array}
$$

colgates.


T. McMurdo \& Company, Lid.

yen


## $\pm=$

Ingersoll
Cream cheese

# OUR CHRISTMAS GIFT TO January Prices NOW! With Purchasing at its Height! <br> A XMAS GIFT SUGGESTION. HINGENTE <br> CHEMISE \& BLOOMER SETS Valuest to suo. Everer shate 1.15 <br> London, New York\& Paris Associati'noffashion,Ltd, 

GIFT SUGGISTION. Crepe-de-Chine Step-ins
 all sizee.

Give Something Practical-and Dress Up for Xmas-Here is Your Opportunity!

Women! Buy Now and Save C.O-A-T.S Reduced 30 per cent
 "Fashionably New" and would sell at its regular, price in January, But
this Store's policy standid for "Rrogres,", and the only wayato forge to certain success it to give value in season-giving customers the benefit. COME INTO THE STORE-CHOOSE FROM THE BIGGEST AND BEST RANGE OF LADIES' COATS IN THE CITY-All garments marked in plain figures. Deduct 30 per cent. and the Coat is yours.

## DRESSES

A Timely Christmas Dress event; wonderful values in the season's new-
est and smartest frocks. Values we unhesitatingly pronounce far and est and smartest frocks. Values we unhesitatingly pronounce far and
away superior to those usually found at these bargain prices. Unusually new and smart models.
$\begin{aligned} & \text { Tricolette and Trico- } \\ & \text { sham Dresses }- \text { newest } \\ & \text { shades newest styles; }\end{aligned}$ $\begin{aligned} & \text { sham Dresses - newest } \\ & \text { shades, newest style; } \\ & \text { all sizes wonder values }\end{aligned}, \begin{aligned} & \text { Dresses. Values to } \\ & \$ 14.00 \text { all newest mod- } \\ & \text { els; all sizes. }\end{aligned}$ DRESS VALUES THAT ARE NOT BEING EVEN APPROACHED BY COMPETITION
$\left.\begin{array}{l}\text { Sikk } \\ \begin{array}{l}\text { Dresses, } \\ \text { Twill } \\ \text { Dresses, Flaret } \\ \text { Dresses. } \\ \$ 18.00 \text {. Flannel }\end{array} \\ \text { Values to }\end{array}\right\} .98 \left\lvert\, \begin{aligned} & \text { A splendid group of } \\ & \text { Fashion's latest; all new } \\ & \text { colorss ; ll well tailored } \\ & \text { Dresses. }\end{aligned}\right.$ OTHER DRESSES THAT SOLD UP TO $\$ 35.00$
NOWGETr. न. $\%$. . 8 SOG $\$ 18.00, \$ 23.00, \$ 25.00$ NEVER BEFORE HAS ST. JOHN'S WOMEN SEEN

Children's Wear
 GIRLS' COATS
 4.75, 7.75, 9.98, 12.98 NEW DRESSES



## GIRLS' HATS

A New Hat for Christmas. Our ranges are
complete with the newest modes at lowest complet
1.20 up to 2.98 ?

HATS!
HATS!
AT THESE EXTRAORDINARY LOW PRICES.

2.98and 3.98
A SALE THAT SHREWD SHOPPERS WILL APPRECIATE! Any one of these Hats, because of its becoming shape, charming
garnitures and colours are the very kind to add a refreshing newness to one
Velour IV $\begin{aligned} & \text { color's - unquestion- } \\ & \text { ably the greatest val- } \\ & \text { ue of the year. }\end{aligned}$

SWEATERS
Just opened a magnificent range of the
newest Sweater wear-the roll collar Sweateff, also the mannish style models,
now so fashionable with plenty of Brush now so fashionable with plent
Woollen and other numbers.
$4.98 \& 5.98$
Warm, comfortable Sweaters; shades of
Maroon, Cardinal, Greys, Blues and Maroon, Card
Combinations.
Silk \& Wool Sweaters
$1.98 \cdot 2.98 \cdot 3.98$
Splendid varieties; all shades, all sizes. TIONS $\quad 0$
 U.S. Air Defence
is Below British





Squirrel 3m

Slips and Petiticoals
of Jersey Silik

2.98 to 4.88



 ary Lumcheon MENF:YE: AT THIS STORES FAMOUS LOW PRICESEIIX
Surely, every man wants to feel his best and look his best during the Holiday Festivities-"DRESS UP FOR CHRISTMAS"-that's the Slogan.

# 15 1 .75 

Every Overcoat Confirms to Our Requirements EVERY COAT CARRIES OUR GUARANTEE

- Every Coat tailored for good looks and long service, in these up-to-the-minute styles-
ULSTERS LSTOWN ULSTERS - DOUBLE BREASTED, BOX BACK CONSERVATIVE-FITTED DRESSY STYLES-SINGLE-BREASTED, BOX-BAEK


## Xmas Gift Suggestions

 For Men Men's Caps An exeellent asserment to choose
from-sure to please. 1.98 to 3.98 Stanfields
Underwea
Father, brother or son would welcome this necessity as a gift. All numbers-

Men's Slip-On
Sweaters
All shades and sizese Practical and
1.50102 .75

Men's ${ }^{2}$ Pants
A very large assortment to choose
from-no git that will please a man
the nore than a pair of trousers.
2.25105 .98

## MENS SUITS "THE LOGICAL SUIT STORE ${ }^{\text {F }}$ FOR MEN.

 $19.5025^{.00} 32.0037^{.00} 44.00$ This Store is well lkown for its courteous service, best styles, bighest quality, and wonderful values.IT IS JUST LIKE PUTTING A FEW DOLLARS IN THE BANK WHEN YOU BUY YOUR Clothes here.
the outstanding value event of the year. 750 Boys" ${ }^{\prime}$ 'Coats 1 and 2 Pants Suits
 Extraordinary Christmas Valuess affording notable savings for the MOTHER/TOYS OF COURSE FOR FHE BOYS-BUT-BOYS LIKE MOZHER/IOYS OF COURSE EOR MHE BOYS-
stantiens
UNDERWEAR
$\xrightarrow{\text { BATNER }}$


$\square$
DO YOUR CHRISTMAS BUYING AT BOWRING's

The House of Value


CHRISTMAS DRINKS.
Esene eof Ginger Whe.




Schweppes Wines. (Ginger and Raisin)......
Schweppes Ginger Ale, Lemonade, Ginger Beer

Croskirss Assorted Syrups
Fammy

Blue Rose Syrups ..... .. . . . . . . . . . 30c. and 40c. bot.
CHOICE FRUITS
Callifornia Oranges, Porto Rico Oranges, Table Apples,
Califoria Pears, Pineapples and Grape Fruit
Cucumbers, Tomatoes, Lettuce, Celery, Cocoanuts and
CIGARETTES, CIGARS and TOBACCOS
High Life and Cape to Cairo Cigarettes, 25 s . .1.20 pkg.
State Express 555 Vircinine



"cigairs-".



House of Lords 5's in Case © .....
Hudson Bay Mixture



GIFT SUGGESTIONS FOR HER!


LADIES' UNDERSKIRTS.
 LADIES' SILK KNIT OVER-BLOUSES \& SILK SHIRT WAISTS.
Sin
 tung Shirt Waists-Plain and



> LADIES' SILK UNDERVESTS. Assorted Colours .........1.45, 2.00, 2.10 Assorted Clolurs
LADIES' HOSIERY. Perfect in weave, shapeliness and
quality
Coloured and
Black Cashmere Hose Coloured and Black Cashmere Hose
-75 . 85 . 95 . $1.20,1.25$ to 1.90


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3.0p
Grey Felt
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## GIVE FANCY LINENS

Crash and Linen Centre Cloths, oval and round shapes,
worked in fancy colored silkk 20c. 90.1 .10 , 1.20 \& 1.50 ea worked in fancy colored silk $20 \mathrm{coc} 90.1 .1 .0,1.20 \& 1.50$ ea.
White Tray Cloths-Here you have a large variety to select from in insint herestitctened embroidered vand and lace
edge finish and assorted sizes edge finish and assorted sizes- 27 c . 2 c . 5 c c. 65 c c. 1.05 , 1.15 each White Linen Sideboard Cloths-Lace trimmed, embroidered and hemstitched: 57e. 70c. 900 . 1.05 , 1.10, 1.70 each Crash Sideboard Cloths-Worked with fancy coloured
silk designs $. . .1 . .900 .1 .10,1.25,1.30,1.40$ each silk designss........90. 1.1., $1.25,1,3,1.40$ each
Pillow 4-Prem. ..... ......... ........ .45c. to 1.40 each Laundry Bags . . . ... .............43c. and ...65c. each Fancy and White Cushion Covers-In Mussin, Chintz, Crash and Popin, from ............45c. 10.1 .70 each
Wad Tea Cosey Forms . . . . 58 sc 80c. $1.05,1.10$ each Faney Silk Tea Coseys...........1.85, $2.20,2.50$ each Wad rea Cosey Forms
Lace Edge Doiless. .


HEARTH RUGS
$4.50{ }^{\text {to }} 25.00$ each STAIR CARPETS
5.8 and 314 width, in Tapestry and Axminster qualities, CONGOLEUM SQUARES ALL SIZES.
Floor Canvas, Surface Linoleum, Inlaid Linoleum, Hall Cloth, Spring Blinds Winter Curtains, Tapestry and Velvet Pile Table Covers,

## A Bright and

 Merry ChristmasHouse Wiring is Dur Specialty
We have a staff of Electricians always on hand, who will
do the job with the greatest care and despath. There's
pienty of time yet before Christmas to get it done. pienty of time yet before christmas to get in dime. 1870 and let us give you an astimate.
RING
LARGE ASSORTMENT OF COLOURED ELECTRIC bulbs for decorating

| Our Stock of Chande- | Wartment |
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| liers, Table Lamps, | Could Santa Bring? |
| Reading Lamps, |  |
| Shades and |  |
| Fixtures |  |
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| ntend putting a neer faxure in jou |  |
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| ARGE any Lamp Fi |  |

## Hardware Dept.

CHOICE SILVERWARE GIFTS.
Here are featured GIFTS-not for a day or a week, but a lasting remembrance for many years.
Silver Teapots . . . . . . . . . . . . $\$ 21.50$ to $\$ 33.00$ Silver Teapots


ATTRACTIVE BRASS WARE






Umbrella Holders


## A GIFT OF CUTLERY

 is always appreclated$$
\begin{aligned}
& \text { Table Knives, from } \\
& \text { Desestr Knives } \\
& \text { Table Forks ... ... }
\end{aligned}
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\begin{aligned}
& \text { Table Forks.... } \\
& \text { Talde Spoons... } \\
& \text { Deesert spoons. }
\end{aligned}
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\text { Fish Knife and Fork } \ldots, .
$$

 $\begin{aligned} & \text { Pie Server, s3.70 each. } \\ & \text { Sugar Tongs, } 81.50 \\ & \text { cach. }\end{aligned}$
$\begin{aligned} & \text { Sugar Shells } \\ & \text { Pickle }\end{aligned}$ Forks $\ldots . .51 .10$ ea.


> SKIS, SLEDS AND SKATES.





 Champion Coaste
Baby sielghse
and
 Men's Hockey Skates, 81.20, si.80, $s 2.00$, s.2.25 to 87.45 pr





## Gent's Furnishings

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## MEN'S WINTER CAPS

 Fur lined, plain top, in assort-ed $T$ weeds and Coatings. $\$ 1.32, \$ 1.40, \$ 1.75$ to $\$ 3.00$ each

## MENS HALF HOSE In a splendid variety of Wool Ribbed and Plain Cashmere, in Ribbed and Plain Cashmere, in assorted shades. Prices from <br> 35c, to $\$ 2.00$ pair <br> MENS NECK TIES Double wearing quality, rever- sible, in a nice range of patsible, in a nice range of pat- terns ;a neat gift. Priced at <br> $\$ 1.00$ each

| BOSTON GARTERS <br> Made of high grade elastic, <br> boxes for gift giving <br> 40c. pair | POP GUNS. <br> REPEATING GUNS <br> target guns. <br> TOOL SETS. <br> unburstable balls. |
| :---: | :---: |
| MENS BRACES Asorted makeses; d.: u i ble 50 c . to $\$ 1.00$ pair | TEDDY BEARS. <br> MUSIC BOXES. <br> HORNS. <br> TRUMPETS. <br> SPIN TOPS. |
|  | Mechanical |
| $\begin{aligned} & \text { MENS ARM BANDS } \\ & \text { In assorted sadaes, extra } \\ & \text { strong lasticic webing } \\ & \text { 20. pair } \end{aligned}$ | $10 \sqrt{ }$ <br> GRAMOPHONES STEAM BOATS. STEAM ENGINES |
|  | TRAINS ON TRACKS. <br> . FAIR BUS. <br> MERRY-GO-ROUNDS <br> MOTOR CARS. <br> SPEED CARS. <br> SEWING MACHINES. |
| UMBRELLAS <br> Wood and Steel rods, push and <br> spring opening styles. <br> $\$ 2.00$ to $\$ 4.50$ each | INEANTS' BATH ROBES $\$ 2.40$ each. |


 CHINA TEA SETS ENAMEL TEA SETS. ENAMEL DINNER SETS. HOUSEHOLD UTENSILS. HOUSEHOLD UTENSI
KITCHEN UTENSILS. KNIFE, FORK and KITCHEN RANGES. PIANOS.
DOLLS' CRADLES. SANTA CLAUS STOCKINGS. GAMES.
POP GUNS.


Spring Measuring Tapes In Fancy Celluloid Boxes.

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## Needle Cases <br> Plain and fancy covered. 57 c. to $\$ 1.10$ each

Knitting Pins
metal. Intion Tortoise Sh

## Stationery <br> In fancy boxed styles, with painted scenery on covers. 39 c . box

## Rebuilt Pianos

bv Famous Makers.


## Second Hand RANGES  STOVES

## 1 Enterprise Range

1 Garney
908.

20 ur Owns
1 Bright Acorn
1 No. 10 Silver Moon
3 Tortoises No. 2 and 3 Sizes

Wm. J. CLOUSTON, Ltd. 184 Water St.


[^0]Queerest Turkey mexed Ammenan in cors.
 New Feltol
 Floor Covering. a) dither mend

## $=36 \mathrm{c}$ SALE OF CHRISTMAS GOODS <br> Attractions for <br> Young and old Friday and Saturday Door Mats.  

 (1) Lising dtas 4
4
4
5
51
51 1.05 New Tapestr Hearth Rugs.

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Women's Corsets. Infants' Wool Booties.
 Infants' Muslin and Cambric Bibs.

 Best Granulated Sugar Cocoa.
 Creamery Butter.

 Coffee.



in November Prices




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 Hemeratrefe) rose from 145.2 to




Hhstif itis new, we have it
 bliday Greetings
 Moir's Assorted Chocolates.



## Minced Meat.




| Table Cloths. |  |
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## Wool Gloves. <br> 

## Wisses' Wool Gloves

 Women's Gloves.

## 

 Maids' Aprons.
## white unee mith embroter Wool hose.



XMAS GIFT GOODS
From the Showroom--Price-Savings on Everv Article

## Everybody Invited



## 



Bead Necklets.
$25 \mathrm{c}, 735 \mathrm{c}$., 40 c ., 50 cos c., 65 c c, $80 \mathrm{c} . \& 95 \mathrm{c}$.


## Silk Jersey Princess Slips.

$\underset{\substack{\text { top } \\ \text { man }}}{ }$
$\underset{\substack{\text { top } \\ \text { man }}}{ }$Women's. Step-pins.

| New Table Raisins. <br>  <br>  |
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| yer Figs. |
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 Jute Hearth Rugs.



 Wo men's Ernay \& saturnay 13c.
Women's Hand and Underarm Bags.
$\$ 1.25, \$ 2.40, \$ 3.75, \$ 3.85, \$ 4.00 \& \$ 5.60$
Ifants'
Cashmere Dresses.
cream paie

Cashmere Dresses.

$\qquad$
Women's Budoir Caps.
mint reated forit borest has CHRISTMAS STATIONERY


$\square$
Table
Napkins.


Men'?
Ties.

Tooth Brushes.

 Travellers' Companion Sets.




| Wool Suits. |  |
| :---: | :---: |

## Suits.

 Men's "Excelda" Handkerchiefs.
Men's Negligee Shirts.


Toy Tea Sets.






|  | In Whatioreen, .rown and oriey |
| :---: | :---: |
| Cotton | Sumememe |
| Serge. |  |


| White Enamelled Chairs and Rockers. | Men's Wide End Ti |
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| Knitted Ties. |  |
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| Women's Lustre <br> Wool Hose. | Victor Flo |
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| Women's |  |
| Cashmere Hose. |  |
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## Prescription

Compounding
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PETER O'MARA, the rexali store

CARD !
Dr. Charles Howlett enauto Dinentist pown 203 WATER STREET

## SANTA SAYS

## Give as You Would Like to Receive

 and Your Gift is Sure to Please This graat Christmas store is ilike a fairyland of beauty, sparkling with christmas कheer



## Practical Gifts for Women


 Tricolette Smocks

 Price ............
Dressing Gowns




 Silk Knitted Scarves









## Here are some Bargain Items for Friday,Saturday, Monday, Tuesday, Wednesday and Thursday



## Handkerchiefs The Ideal Gilt

5away Crepe-de-Chene Handkerchiefs.

 Embroidered Handkerchiefs.

 Prners,
Prtemstuten
White Handkerchiefs



## XMAS (ER STIPPERS

चwze Women's Kid Gloves
 Kid Gloves
Woments

 values. Special to ete
Suede Gauntlets
 Women's Gauntlets.
Grey and Brown Suede


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Water St.
St. John's.

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## The Reporter and

 the Lady Traveller On antryns sie New york atter $m$




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## 15 Great Slaughter Sae

 During the Christmas Season!From now until the end of the Christmas season we will stage the greatest Sacrifice Slaughter Sale ever offered in St. John's. We have just purchased

## A. TREMEEOOUS BAIKRUPT <br> stock!

and all must go at Slaughter Prices irrespective of the real values. Every Article is a bargain! Come to-morrow! and come, prepared to Buy, for values such as these are deserving of immediate attention. We cannot mention everything in this advertisement, but we have a really superb gathering of

## Ladies', Mens', Boys', and Girls' Wearing Apparel

## Men's Percale Shirts

 Perfect. Only \$1.29MENS'
SUITN A DGOATN
AT

## BANKRUPT PRICES

## JOB LOT <br> LADIES' CORSETS <br> T YOUR CHOICF FOR

 $79 c$.See Our Ladies' Silk and Wool Hosiery Only 19c. Pair.
$\qquad$

## LADIES'

UNDERWEAR
REGULAR $\$ 2.00$ VALUES \$1.17 Garment.

|  | Lander Values in | Sweaters |
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|  |  | ${ }^{\text {Namaic }}$ |
| $\overline{\text { Boys' Suits }}$ | $\underbrace{\text { Stig.oo }}$ Now | $\xrightarrow{\text { BiOONERERS }}$ |
| ${ }^{5}$ | - | $69^{\text {max }}$ |

## Ladies' Wool Sweaters

The Newest Seasonable Product just from the manufacturer. Now selling from \$1.98 to sp.75 HM Dry Goods Department.

Ladies' Serǵe Dresses At Less Than Half Price. Now $\$ 5.98$

Just Folks - mingens cutr: mot man cimese








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 Thousands mi Dirs of ionts, sions alid Rumpers

Values such as these will act as Magnets in Drawing the Buying Crowds!
Tell Your Neighbours! Tell Your Friends! And I'l TELL THE WORLD that this is the GREATEST SHOE SALE EVER HELD IN ST. JOHN'S

| SALESGIRLS WANTED! Apply Immediátely | Salo Starts To-Morrow ${ }_{\text {a.m. }}^{\text {at }}$. |  |  | SALESGIRLS WANTED! <br> Apply Immediately |
| :---: | :---: | :---: | :---: | :---: |
| mmomenis | ехтва! | ADis | Yoo mism seremimis | MEN: |
| Ladies' Rubbers | Ladies 'Spats | Strap and | Men's | Extra Snecial |
| ${ }^{19} 190$ | Pren | Lace Shoes | Vici Kid Boots | Boots |
| Ladies' | Ladies' | Ja/ S1.49 |  |  |
|  | Vici Kid |  |  |  |
| Black Boots $\$ 1.89$ | Comfort Shoe | Suede Strap Shoe |  | Boys' Tan Boots TO CLEAR |

Thousands of Pairs not mentioned in this Ad. You will find in the Store at BANKRUPT PRICES!



| Quebec <br> Southern |
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| Power Corp., |
| Stion |
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| cent. bonus of common stock, available at 100 , plus |
| Bernard D. Parsons, |
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\% FOR THE CHRISTMAS TRADE
300 BOXES OF RAISINS
FOUR CROWN LAYERS.
200 BARRELS OF APPLES KINGS, WAGNERS, BALDWINS, STARKS, NORTHERN

50 KEGS GRAPES 150 CASES OF SPANISH ONIONS

## 

LOUR
FLOUR
VERBENA, FIVE ROSES, vicTor,
NATIVE and WINDSOR PATE $\$ 9.50$
PER BARREL.


Exorbitant Price


\section*{| $\begin{array}{c}\text { The } \\ \text { Evening Telegram } \\ \text { Limited } \\ \text { Publishers } \& \text { Job Printers. }\end{array}$ |
| :---: |
| Ther | <br> Dental Parlors}



## 1925 . is The Howse of Good Oulality and Right Price \& 1925 CHRISTMAS SUGGESTIONS ${ }^{\circ}{ }^{\circ}{ }^{\circ}{ }^{\circ}$ 's <br> In this list are items which will make an ideal Xmas Gift for either Men, Women or Children

## Silverware

Butter Shells ........ . . 90 c . 1.00, 1.50, 2.10, 2.50 ea.
Butter Dishes
Sugar Dishes. Sugar and Cream

$1.00,1.50,2.10,2.50$ ea
$. .2 .50,2.90,3.90,4.50$ $.2 .50,2.90,3.90,4.50$
$.2 .60,3.30,4.50,5.00$
,
Entree Dishes . . . . . 18.00, 19.80, 22.00, 24.50" Egg Stands . . . . NUO.14. .6.50, 7.40, 10.85, $\mathbf{1 3 . 5 0}$ " Marralade Jars .. .. ....... $1.50,1.80,3.75,4.40$, Cake Stands Fruit Dishes
8.50 and 22.00 "
1.80 and 2.00 "

Jam Dishes . . . . . . . . . . . . . . . . . . . . 1.50, 1.80 "
Muffin Dish . . . . . . . . . . . 10.00 "
Tea Services, Queen Anne Pattern (3 Piece) -
24.50 and 36.00 set
Tea Service, Plain Pattern (3 Piece), 18.90 and 22.80 set

Jam Spoon, Butter Knife \&Pickle Fork .. . . 3.808 "
Tea Knives in Case .. ..... .. .. . . 5.20 and 7.50 case
Jam Spoon . . . . . . . . . . . . . . . . . . . . . . 1.90 ea.
Cake Knife.
Butter Knife
.1 .50 "
Pickle Fork
1.10 case

Apostle Spoons, 6 in Case
Tongs, Pickle Fork, Jam Spoon, Fish Eaters, in Case . .... .. .. . . 6.00 and 8.50 case Fish Eaters, single pair .. ............... . 26.75 pair
Fish Eaters and Garvers, in Case ., .. .. . 26.40 case Fish Carvers, in Case
.6 .00 case

## Stainless Tea Spoons .

Dessert Spoons Table Spoons.
Silver Dessert Forks
Silver Tea Spoons.
Dessert Spoons ..
Table Spoons .. Dessert Forks

## French Ivory

Military Hair Brushes
Handled Hair Broshee Baby Hair Brushes $2.30,2.60,3.10,3.25,4.50,4.60,5.25)^{\text {" }}$ Clothes Brushes Hat Brushes
Crumb Brush and Tray
Soap Boxes
Tond Mirrors
Tooth Brush Racks
Manth Brush io



## Skis! Skis! DIRECT FROM NORWAY.

## Silverware



## Ski Poles

Children's, 2.35 pr. Ladies' 3.20 pr. Men's, 3.70 pr.

## Ski Harness <br> Children's, 1.65 set. Ladies' 2.45 set. Men's, 2.65 set <br> Snow Shoes



Coal Vases \& Scoops

## Japanned Coal Vases, Brass Fittings $4.60,6.50$ and 8.50 ea.

 Japanied Coal Scoops, Copper Fittings $\frac{3.45, ~ 8.40 ~ " ~}{\text { n }}$ Brass Coal Scoop, Helmet pattern, made of heavy , Coal Vase Shovels Galvanized Coal Scoops ............40c. and 45c."
## Slides \&Sleds <br>  Girls' Frame Sleds 1.15, 1.30, 1.65, 1.55, 2.00, 2.50, 2.85, 3.30 each <br> Boys' Coaster Sleds <br> Steering Sleds <br> Baby Sleigns, in assorted colors, neat and attractive its <br> 

Children's and Misses .
Childre,
Ladies
Men's.
Skates Dolls' Sleighs

## Razors

Auto Strop, in Leather and Metal CaseGillette, in Leather, Silver and Gold Plated CaseBlade Razors, from + . . . . . . . . . . 80c. up to 1.75 ea.

Vacuum Flaskefy/ Pintil.

## Electric Percolator

$4.50,5.00,11.50$ ea.

## We have a very nice range of Brass Kerbssranging in

Brass Hearth Sets
Christmas Tree Candles- Price
4 dozen in fancy box. Premen

Limited

## ${ }_{3.00}^{3.00} \mathrm{pr}$.

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Men's and Boys' Skates Union Champ
Acme
Climax .....
Regal Featherwei
Buldog.
Dreadnought ...
Tube Hockey ..
Varsity
'
Dreadnought
Tube Hockey
'Varsity.....
Champion.
Champion $_{1}$. . . . . . . . . . . . . . . . . . . . . . . . . . . . 2.50

## Brass Kerbs

## Electric Toas Cozy Glows

Cozy Gle. Shades.
Electric Shades.
Oak Trays
Nickel Kettles
Nickel Kettles...........
Nickel Waiters-Round
Oval

For the Smoker we have a nice assortment of Pipes,
Pouches, Cigarette Cases and Holders, Ash Trays, etc,


Illis \& Co. Ltd
203 Water St.
 det



 K chete initioum -N.Y. Grese Corn Bee
 Fres. Smomed fadies Freeh Smoleced kimpoesis
 Nard Calitionitio range
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Dessert Apples:
Russet Apples.
Cooking Apples.
Red Grapes.
Green Grapes.
Ripe Bananas.
Rartlett Pears.
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Grebere Fruit.
Ieeberg Lettuce.
Ripe Tomatoes.
New Celery.
New Celery.
Tresh Garlic.
Tariterines.
Swet Potatoes.
Caulifower.

## TOYS!



Toy Reins .. . 40 c , 55 c ., 75 c . 6 tc 1.3 Pluck Cap Pistols
Roll Cap Pistols.
Roll Cap Pistols
Noah's Ark, with
80c., 1.10, $1.40,3.80$
Whistiing Canary Songsters
Whisting Canary Songsters : 0 . ${ }^{35 \mathrm{c}}$. Bell Floor Chimes. $1.40 \mathrm{c}, 60 \mathrm{c}$, , 95 c .
Rubber Balls $25 \mathrm{c} ., 30 \mathrm{c}$., 33 c . 37 c ., 1.20


Tiddedy Winks ..12c., 15c, 20c., 25 c . Italian. Wood Work Toys and
Novelties
8c.,


## The Great Gift-Goods Stores

Windows, Display Counters and Show Cases, displaying in full view HUNDREDS OF DESIRABLE GIFT GOODS,

## CHOOSE HERE FOR YOUR

 a LADY FRIENDS brish, Comb and mirron
 tolier mirroos
1.55, 1.00, 200, 200, 200,270 to 5.10
hand bags
.30, 5.5.0, 6.60, 6.00, 8.00, .9.50

 Assortep wool giovis Soc, Dec. Soc, 1.10, 1.00, 1.00 Assorteb woot gavitiets PERFinues -Choce asortiment feit sippers | FELT SLIPPRRS |
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| Soft soles, cloured. |



\[
8 \mathrm{c} , 10 \mathrm{c} ., 15 \mathrm{c} ., 18 \mathrm{c} c, 20 \mathrm{c} ., 25 \mathrm{c} ., to 1.30

\] | cLort spats-A ssorted shade |
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| 200, 250,270 |
| pair | ${ }^{200,200,2,200 \text { pain }}$

 Work baskers satit lined



## DOLLS CRACKERS CHRISTMAS STOCKINGS <br> TEDDY BEARS


 echanical Steam Boato $1.75,2.10,2.20,2.66,2.75$ to 5.80






| MASKS |  |
| :---: | :---: |
| c., 10 c. | . 35. |
| Santa Claus Masks |  |
| Santa Claus Masks, with Hood | 40c., 60c, 1.30 |



## CHOOSE HERE FOR YOUR UIEN FRIENDS

NECKWEAR-Fancy Wide Ends SUSPE MDERS 80 and $1.20,1,30$
ARTERS and ARM BAND SETS ARTERS and ARM BAND
$65 \ldots$, . 8 c.er.1.10, 1.25 SLLK HDKFS. and TIE SETS milt Ary brush set 5.00, NICKEL PLATEE CIGARETTE 2.00, 2.65, 290, 360, 90, , 5 2.00, $2.65,2.29,3.50,3.90,6.50$
 ASSORTED BRIAR PIPES
$30 \mathrm{c}, 35 \mathrm{c}, 45 \mathrm{c}, 55 \mathrm{c}, 1.00,1.10,2.00$. FANCY NEGLGEE SHIRTS
$1.60,1.90,2.90,4.60$ to 12.00 FANCY SLK HANDKERCHIEFS $1.10,1.30,1.1 .60,2.00,2.60$
SHAVING BRUSHES





## CHRISTMAS

 CARDS Decorations CALENDARS Holly Boxes
Wash Day outhts

Acciana sin
mensions and
ACADIA






## Fine Leather Goods

Know the Joy of Giving an Appreciated Gift.
CARD CASES . . . . . . . . $\$ 1.40$ to $\$ 3.50$
LADIES and GENTS

BILL CASES ......... . . $\$ 2.50$ to $\$ 10.00$
LETTER WALLETS . . . . $\$ 1.50$ to $\$ 9.00$
LADIES BAGS...... $\$ 4.00$ to $\$ 13.50$ LADIES' BAGS $\$ 1.50$ to $\$ 9.00$ FRITING CASES DRESSING CASES . . . . . . . . $\$ 3.75 \$ 8.50$ BRUSH SETS.
. $\$ 4.00$ to $\$ 5.50$
COLLAR BOXES . . . . . . . . $\$ 1.20$ to $\$ 3.00$ AUTOGRAPH ALBUMS ... . 40c. to $\$ 1.50$ LOOSE LEAF NOTE BOOKS . . $\$ 1.80$ to $\$ 5.50$
Name or Initials stamped Free on items costing fron:
DICKS \& CO., Ltd.
BOOKS, STATIONERY, FANCY GOODS.


McGuIRE'S BakERY

McGUIRE'S BREAD-Better than Ever! thats sayivg something DANDYKKAKE is back to its original Quality, in three kinds: FRUIT, GOLD and CHOCOLATE.


## 58 MILES per HOUR

 25 MILES to the GALLON $5 \mathrm{~F}_{2} 25$ MILES in 8 SCEONDS this is performance
 With thesi silient adrantages you get captivating
beaty, riding comfort and diviving ease thought
 -bility that results from the etmost
What car, rezirdless of type, near the Chryser Four
piece can even approximate such a combination of


COAL!
Garage.
the evening telegram, st. joinss, newfoundiand, december 18, 1925-21


| Punishing the Kiddies seyenctry is Sterssary-some. <br>  |  |
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|  | ep the System Clear! CHAMS PILLS <br> NATIONS LAXATIUE |

## Tit fupmant bir <br> CHRISTMAS <br> Renauds

(French) Perfumes No Christmas Gifts could be more appropriate,
more welcome, more significant of the good more welcome, more significant of the good
taste and thoughtulness of the giver, than the
various RENAUD GIFTS. All the packages are graceful and artistic in
desigh, brilliantly decorative in colouring, and design, orilliantly decorative in cole
I CALEAND SEE OUR ASSORTMENT OF
Rerfumes
in the following odours: Narcisse, Jardines
Coiestes, Violette, Jasmin, Lilas, Cour de Russe, Fieur, de Grasse, Foret de France.
from 25 c. up to $\$ 12.00$.
Face Powders and Talcums, in above odours. Crystal Periume Droppers, assorted co
Perfume Atomizers, assorted colours. Eau de Cologne, Brilliantine, Face Creams,
Compacts, etc. Hape you seen the LITTLE FRENCH GIRL-Vanite Compact? - Sometwe entire new,
maay be worn on the hat, the dress, the belt, or
on a wrist ribbon. When needed, compact slips off easily. Price: $\$ 1.0$
You wip be sure to please if you send Renauds
to awy person whose Obristmas you wish to to any person whose Cbristmas you wish to
make especially enjoyable. ONSALE AT EITHER OF OUR STORES. Dr. E. STAFFORD \& SON Ther street West and Theatre Hil.


Majestic Theatre samayday Paullne Frederiok and Lou Tellegan in "LET NOT MAN PUT ASUNDER"
A Stirring Social Vitagraph Melo-Dratma that filled the hig American Theatres at Record prices

## Hope and Menton

"TEN SCARS MAKE A MAN"
in high class instrumental music-the latest and best.
Chapter 2. Don't miss this Serial. Start it to-night. Now is the time to

 PROBLEMS CROWD THICK AND FAST Here is The PLACE TO SOLVE THEM
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PARISIAN NOVELTES．


OR YOU



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    A HalfDozen
KNIVES or
FORKS or
SPOONS





Stainless Knives.
Stainless Knives:




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Handkerchiefs in Cheery Festive Boxes

| Hemstitched While <br> Table Clotis <br> for the day mother serves table ocoris－Half bleach ed Damask Table Cloths， 57 x 64 size，showing wide sems Etitched border．$\$ 2.85$ Xmas Speotal TABLE size，extre sood in quality， Snow White and have a wide hemstitched border．Res．$\$ 4.50$ Xmas Speclal ．． 84.15 ciriciníain ciórùs－Ful size ad and button－holed ed edge． ad and Special ．．．．．$\$ 2.55$ SERViETTEESHemmed White Napidns 22 inch size，in good excellent Xuality Damask． Xias $S$ pecta，each ．． 27 öthers at $45,55,65 \mathrm{c}$ ． |
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## CLOTHES



## If you Want <br> Stanfiall's Wool Underwear

FOR MEN, WOMEN or BOYS
we carry large stiocks

## Low Prices

Also, we can give you many numbers in Stanfield's Underwear; also sizes, which you
may find it diffeult to obtain or cannot get may ind elsewhere. elsewhere.
Time to put on your "Stanfield's."
HENRY BLAIR

Advertise in The Evening Telegram.
For the Indoor Months
"Matchless Products"

Gloss and Flat Paints, in White \& Tints
Shellaes, Varnish, Varnish Stains
and Floor Paints,
Gold, Aluminum and Black Dazzle' Pipe Radiator and Stove Enamels.

## "STANYL" DISINFECTANT.

All qUALITY PRODUCTS at a minnmum of PRICE.
Standard Manufacturing
Standard Manufacturing Co.

Forty-Sir Years in the Service of
the Püblic-The Evening Telegram
SOMETHING NEW IN LEATHERWARE
Direct from the Continent we have
just received a small selection. of useful gift items that will appeal to
Pr
Novelty Vanity Cases Pures and darabble real Gold leaf print pantited
and embossed by hand on fine leathers.
"A GIFT FROM DULEY'S MEANS
A GIFT OF QUALITY."
T. J. DULEY \& CO., LIMITED.

The Reliable Jewellers \& Opticians.



Red CrossLine NEW YORK HALIFAX. ST. JOHN'S SCHEDULE SAILINGS FOR DECEMBER.


FURNFSS LINE SAILINGS


 FURNESS WITHY \& COMPANY LIMITED,
Whane
Water St. Eatit



[^0]:    Advertise in The Evening Telegram

