IXTEEN PAGES
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VOLUME XLVII.


THERE IS NOTHING WHICH BRINGS MORE PLEASURE WHEN ON A SHOOTING EXCURSION THAN A GOOD SMOKE. THIS YEAR ENJOY YOUR TRIP TO THE FULL. TAKE ALONG A GENEROUS SUPPLY OF "CENTRAL UNION" YOU CAN PURCHASE "CENTRAL UNION" AT ANY STORE, IN PLUG FORM AND ALSO REABY CUT IN


THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDE AND, OCTOBER 6, 1925-2


 Page of Bargains for

YOU ARE NOT REQUIRED TO PAY A BIG PRIGE FOR

Overcoats and Raglans at Sale Prices

'Take Time by the Forelock' Let Us have Your GROGERY ORDER Tuesday or Wednesday
















Good Serviceable


Men's Medium Weight Wool Serge Pante

 Men's. Black Gui Metal Boots.


SPECIAL OFFER! Every customer purchasing goods to the value of 55.00
and over in our Dry Goods and Showroom Departments, Tuesday and Wednesday, has the privilege of 10 lbs. of Best Granalated Su-35C WE ARE NAMING SPECIAL PRICES ON
Serges and Costume Materials


Bleack and and Navy Wool Serge

 Wool Skirting Material.

Brown Mixed Coat
or Costume Tweed

 Cotton Dress Serg



## Curtain Materials




## Light Shirts





Work Shirts $\pm$ min invis in


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## Everything that's Neu and Smart in Ladies' Apparel is featured in our Show of Fashions for for Fall and Winter!!

## Felt Ready-to-Wear Hats

The Small Hat Again Favored Hats that compliment the face most prettily-those are the hats that will be worn this Fall. Offered largely in Felt of Beautiful texture. Some are flower trimmed-others with dainty rib-

### 1.90 A11 Shades 2.90

## Fall Styles For Children

Smart Coats for Little Fashionables Coming just when they're most needed, this line of smart little Coats for tinies is a great boon to mothsmart ittre Coaats or tinies is a great boon to moth-
ers who need the best they can get at the smallest prices. Fitting from 1 to 6 years
For bigger girls comes this splendid line of serviceable, stylish Tweed Coats. Exactly right for stormy or cold weather School Coats. Don't pass this up if or cold weather School Coats. Dont pass this up
YOUR girl wants one. Fitting from 6 to 14 vears

## BRILLIANT FALL FASHION SAIE

## LADIES' DRESSES

These are chiefly Misses and small Womer'. Dresses in Navy, Fawn and Brown Tricotine and Serge. On account of sizes, the price is less than cost. A nice account of sizes, the prics
selection of smart Frocks

Stylish simplicity in Black Brocaded Bengaline only. Roomy and easy-fitting House Frocks with dainty White Linen collars and metal button trims. A very smart semi-mourning Dress. All sizes
Cantons, Satins, Crepes, Bengalines and many othè̀ new materials are incluaded in this large assortment of Frocks-Ends of lines and odd lines make the extremely low price possible. Many smart shades and tremery
colors

Very swanky little Fall Jersey Dresses in soft silvertone effects in Rust, Mid-Grey, Fawn, Mauve and Blue. Long sleeves, two or three different styie neck

## 



Fine quality Velvet, this season's Fac, iir Brown and Blue only. Extremely smariuy cut and very quaintly trimmed buttons and lacquered leather. We have only a small quantity of these

## Sample"Chicken"Models

An extraordinary line of Sample Dresses has been sent us by our New York Buyer. They're wonderful in quality, texture, design and color. The blending of shades is exquisite. THERE ARE NO TWO ALIKE. Many are copies of very exclusive French models. All are too beautiful to attempt description. Ask our assistants to show you these lovely Sample Dresses.

## FIFTH AVENUE STORE

314 WATER STREET

# 31) WATER STREET 

## FALL COATS

Such values as these wonderful English Melton Cloth Coats don't happen often. They are genuine "Lifesavers" on a cold day. Splendidly cut and tailored. Fawn, Blue, Grey and Brown only
$8^{n}$ Scotch all-Wool Worsted in very good plaid designs,
warm Dark Greys, Browns and Heathers. These
Coats are well tailored on English lines, and are Coats are well tailored on English line
guaranteed for satisfaction and service

A knock-down value are these Coats of beautiful English Faced Cloth, soft and smooth as Satin, warm 975 as Wool Blankets, and Brown and Navy only
New season's weaves in the widest range of shades
we've ever been fortunate enough to secure. Beauti-
ful styles, Beautiful Fur trims, Beautiful Silk Crepe linings. Beautiful Coats altogether .
The Coats included in this $\$ 29.00$ Rack are really
remarkable in their quality and mode. We are satisfied to compare them with any $\$ 40.00$ Coat in the

## city. Ask to be shown this particular selection

## Rich Fabrics and Luxurious Furs

We have other Coats simply tantalizing in their beauty of texture, color, design and trimming. Lovely rich Furs. Squirrel, genuine Otter, Sea!, Nutria, Opossum and others. Exquisite Satin and Silk Crepe linings, and-Best of all-there are no two alike.

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THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, OCTOBER 6, 1925-6



GET IT AT GEAR'S SPORTSMEN \& HUNTERS! we have the shells that are making the

## U. S. SHELLS <br> DEFIANCE. SMOKELESS. ROMAX. BLACK POWDER.

 GEAR \& CO., Ltd.,40 Water Stree

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## Tailor \& Tailoing


Just to remind you that we have been tailoring
for over thirty years. Ouvr workers have servedfor over thirty years. Our workers have served
their apprenticeships at home and abroad. Our
cutters have kept abreast of the times, andcutters have kept abreast of the times, and
when the latest is out, you can get it a
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y workers' motto is not how quickly it can be
done, but how neatly. New Goods continually
driving. Write for samples.

## JOHN MAUNDER,

TAILOR \& CLOTHIER


A MISS IS AS GOOD AS HER SMILE BUY HER

## Schrafft's Chocolates

Schrafft's Loraine Package
contains one pound of the most delightful Choco
lates, and a Sterling Silver Bon-Bon Spoon. Get the habit of buying Schrafft's "Loraine" Package, and make a collection of those dainty
little Spoons. little Spoons
J. J. ROSSITER

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## Suit or Overcoat

oy having them hand-tailored to
W. P. Shortall
P.OBOX ${ }^{445 .}$ Phe aMERICAN TAILOR.
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Now -- Playing The NICKEL -- Now
he'll steal your heart away
JACKIE COOGAN
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A picaror Youllitiovel
added attraction -
"THE LUCK OF THE FOOLISH" (Comedy Riot) MACK SENNETT
THURSDAY:-DeMilles Production "THE FAST SET" from thee play "SPRING CLEANING."
NEXT MONAY:-Elinor Glynn's Super-Special-"MAN AND MAD."
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the Public-The Evening Teleg
FISHERMEN! NOTHING TAKES THE PLACE OF LEATHER! Buy SMALLWOOD'S Hand-Made Tongul
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anufacturers of Miners' \& Sportsmen's Boot Sold by all reliable deal
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Hea lquarters for
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POPE'S Furniture and Mattress Factory
Makers of Furniture Since 1860.

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THE PICKLING
SEASON IS HERE

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In the Supreme Court.



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Hot Roast Chicken and Partriage served daily,
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## HOW ABOUT YOU--do you drive a <br> $H_{\text {sizeable car, and as if you really }}$

 enjoyed it?Is any part of your travelling off the asphalt and concrete, where the going is sometimes heavy and rough?

Would you like to have tire equipment under you that you can safely forget about, no matter how punishing the route?
Then you're one of the throttle-conscious fellows who should be riding the new Goodyear HEAVY DUTY Cord Tire.
It's no ordinary tire-being perhaps needlessly good for ordinary service.
Through and through, in carcass, sidewall and tread, it's built for day-in-and-
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Its tough sinewy body is made of SUPERTWIST, the celebrated new


Goodyear Means Good Wear

Goodyear cord fabric of superior elasticity and endurance.
It's an extra-heavy body, made that way to insure extreme protection against stone bruise, carcass breaking and the shocks of rough roads.
The tread on this new HEAVY DUTY Goodyear is a thick, deep-cut, full AllWeather, combining maximum traction with long slow wear.
Even the sturdy sidewalls are additionally reinforced against rut-wear by stout concentric rubber ribs.
Yes, it's a HEAVY DUTY tire through-out--costing a little more, naturally.
But if you drive a big or heavy car, or follow a hard route, it's the cheapest tire to buy in the end.
To repeat, how about you--can you use this extra spunk and stamina ?
If you can, this new HEAVY DUTY Goodyear is the greatest tire buy you ever made.

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$\square$ FRED V. CHESMAN, Distributor for Newfoundland


40 million
prescribed portions of VIROL were given in 3,000 Hospitals and Clinics last year

Hospitals. Hospitals. During all this time the effects of $V$ carefully observing termaneni goodrol, and proving is periods of time. The result is that they use of Virol, until increased thescecribed portions in Hospitals and Clinics alone last year reached the colossal figure of 40 million<br>Dectors is based on of Virol b that Virol not only contains those Vitamins, so often lacking in ordinary diect but also supplies " ever clara building material" in just that form builaing mateniar in uast hat form Virol fortifies the whole system, strengthens the "weak spots," and builds up in convalescence.<br>VIROL-the Food for Growth and Development






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#  St, John's, for the People of St. John's. 

## majestic Theatre PONY CONTEST

Will Liberate from the Roof of the Majestic Theatre a Quantity of Toy Balloons Containing ONE TEN DOLLAR-\$10.00--BILL, Fiffy Balloons Containing ONE DOLLAR BILLS
chilimen will please bring back their completed pany pedziles.

## Receipts for $\$ 5.00$ Worth of Merchandise Good at Any of These Stores :

The Royal Stores, Limited G. Knowling, Limited Parker $\mathcal{E}$ Monroe, Limited F. Smallwood Marshall Brothers

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St. John's Gas Light Co., Ltd. London, New York and Paris Association of Fashion Dr. F. Stafford $\mathcal{E}$ Son Broadway House of Fashion WATCH FOR THE BALLOONS ON WEDNESDAY AFTERNOON, OCT. 7TH, AT 3.50 P.M.-Every Other Balloon will contain Free Admission Ticket to MAJESTIC THEATRE.


THE EVENING TELEGRAM. ST. JOHNS. NEWFOUNDLAND, OCTOBER 6, 1925-14
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 2nd ANNUAL MERCANTILE AND INDUSTRIAL FAIR PRINCE'S AND CURLING RINKS Monday, 0ct. 19and continue every afternoon and evening to
October 31st.
Band every evening in Prince's Rink.
Twelve piece Prince's Orchestra in Curling Rink.
Dancing every afternoon and evening One Way Fare on railway and steamers, going
October 16th to 28th, returning October 16th to November 2nd, inclusive.
Come to St. John's, do your Shopping and see
the FAIR.


## * NDRTH SYMNEY ROHL! <br> NOW LANDING

A CHOICE CARGO OF NORTH SYD. NEY SCREENED COAL.
HENRY J. STABB \& CO. 000000000000000000000000

| THE CANADA STEAMSHIP LINES, Ltd. MONTREAL \& CHARLOTTETOWN TO ST. JOHN'S, SAILINGS FOR OCTOBER. <br> From Montreal: S. Hitherwoom Charlottetown: $\begin{array}{lll}\text { Sept. 26th } & \text { S.S. HTHERWOOD } & \text { Sept. 29th } \\ \text { Oct. } & \text { Oth } & \text { Sth } \\ \text { O.S. CEUTA } \\ \text { Oct. } & \text { 24th } & \text { S.S. HITHERWOOD } \\ \text { Oct. } & \text { 2thth }\end{array}$ Oct. 24th S.S. Here, rates, etc. apply to <br>  <br>  |
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Advertise in The Evening Telegram.
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## stans <br> offer Purity FLOUR

 and Victory FLOUR ${ }^{8} 8$ barrelNot more than 10 barrels to a Customer


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Don't Say Paper, Say "Evening Telegram.

## In Our Tag Competition You can't lose

Contestants who have not sent in sufficient Tags to win one of the eighteen prizes offered can redeem Premiums to the value of the Tags sent in. This applies to B.C. and Imperial Tags only
Closing date November 30th


Due Thursday per "SILVIA"

## ONE CARLOAD

 KING ApplesPrice Will Be Right
GEO. NEAL,Ltd.


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## LIPTONS

 Orange Marmaladein one pound clear glass jars
with Patent Metal Air-Tight Caps.

is as
RELIABLE AS IT'S REPUTATION, gained, after half a century's service to the people of Newfoundland. FERGUSON, HOLNESS \& CO., LMMTED. J. B. MITCHELL \& SON, LIMITED, Selling Agents for Newfoundland.
 Our Special

Attention Given!
Orders for Books, etc., for the Night Classes
now being organized at the Memorial College. Special Books and requisites will be obtained
in shortest possible time.
S. E. GARLAND,
"Gravenstein" APPLES

Are now at their BEST for the season, and we offer One Car Load ( 250 Barrels) of this popular FRUIT to arrive ex. S.S. "Rosalind" from Halifax, Thursday forenoon, at LOWEST MARKET PRICES for prompt delivery from steamer's wharf.

GET OUR SPECAL QUOTATIONS ON "GRAVENSTEINS" IN LOTS.
F. McNAMARA
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'MATCHLESS'
IS THE BEST PAINT TO PAINT WITH Also Prepare for the Indoor Months by touching up with'MATCHLESS'

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## Browning's

NEW SODA CRACKER CALLED "CRISBIT"
is the finest Soda made, See the name "CRISBIT" on every Biscuit. G. Browning \& Son,


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 A. E. HICKMAN, CO., LTD.



FREIGHT ! Regular Steamer Saitings from Montreal Mia Summerside, P.E.L., to St. John's.
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We are clearing out a large Job tine

## $\$ 1.20$ each

VALUES WORTH UP TO $\$ 3.50$. The early buy.
WM. SPURRELL
210 Duckworth st. Just east of Prescott Street



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