APAGES TO-DAY THE "PEOPLE'S PAPER"-FORTY-SIX YEARS IN THE SERVICE OF THE PUBLIC-IS A LTVE DAILY IN A BUSY CENYRE-STUDY ITS NEWSY ADVER TISING.
 SUBSCRIPTION RATES:


VOLUME XLVI
S6.00 PER YEAR.

We Represent the Best Companies in all lines, including
Marine, Fire, Life, Accident \& Sickness,
Aufomobile, Plate Glass, Fidelity, Liability.

## TESSIER'S INSURANCE AGENCIES

WATER STREET. BOX 994. 'PHONE 244 "insurance that protects."

Having a long experience in the writing of Insurance, 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.


THE EVENING TELEGRAM. SE. JOHNS, NEWFOUNDL AND, DECEMBER 11, 1925-2

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Further the Mosul Question
rchill's Coal Subsidy to Cost $£ 21,000$, No-Sixty-one Miners Lose Their Lives Alabama Mine--



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Wedding Bells

"Charm"









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wish hr,
of medded happininess.
White many Bacon is the best of food
Ampost any kind is good


Gruesome Discovery Made Near Bonne Bay




LADIES! In order to make OUR FOURTH BIRTHDAY SALE an event that will be long remembered in this City, we have gathered together an astonishing assemblage of values, which we firmly believe represents the most sensation. al BARGAIN LIST ever offered for your consideration.

CCN GOME PREPARED TO BE AMAEED
You will not be disappointed. No effort has been spared-days of preparation-weeks of special purchasing together with price-cutting, on an almost undreamed of scale, will make this Anniversary Sale a unique money-saving opportunity.

## SALE STARTS FRIDAY, DECEMBER 11th, AT 9 A. M.

## Ladies' Northern Seal FUR COATS

(BLACK)
As a Special Birthday Gift, we offer the balance of these beautiful Fur Coats, which we have been sel
$\$ 145.00$, for only

### 98.00

SPECIALS!

| LADIES' |  |
| :---: | :---: |
| COMBINATION UNDERWEAR |  |
| Regular \$2.25 | . Now .. .. . . . . $\$ 1.49$ |
| MISSES |  |
| COMBINATION UNDERWEAR |  |
| Regular \$1.95. | . Now .. . . . . . . $\$ 1.29$ |
| STRIPED TURKISH TOWELS |  |
|  |  |
| LADIES' SILK CAMISOLES <br> Regula $\$ 1.80$. Now …. . . . . . . . 98c. |  |
|  |  |
| LADIES' JAZZ SWEATERS Regular \$6.50. Now .. . . ........ $\$ 3.98$ |  |
|  |  |
| DOLLS |  |
| Anniversary Guctias for the |  |
| Regular | Kiddies. Now |
| \$1.50 for . . . . . . . . . . . . . . . . . 75c. |  |
| Regular$\$ 2.50$ for .... . . . . . . . . . . . . . 51.29 |  |
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PLEASE NOTICE Mail Orders cannot be accepted

## COATS



PLEASE NOTE: The original prices of the Coats offered in these five groups ranged from

$$
\$ 17.50 \text { to } \$ 42.00
$$

$18^{98}$
Here we feature the most dominating values in
Ladies' Coats
ever presented to the St. John's Public.


Every model has outstanding points of merit and attraction. Beauliful fabrics, teautiful linings, beautiful furs at beautifully low prices.
 The season's newest productions, many of them not one week in cur store, all from the highest to the lowest, ofierel as Our Birthday Gift at almost unbelievably low prices.
DRESSES

The countless savings that we offer on Ladies' Dresses will astonish all who see them. Values such as these have made The Broadway famous.


Hundreds of Brand New Models-the very latest and the very smartest. Frocks that will suit every occasion, originally priced from $\$ 15: 00$ to $\$ 30.00$
Embodying every phase of attraction -colors-fabrics and style in rich profusion, it is impossible for you to fail to meet your individual needs.


GOLD!
Is usually found at bed-rock. These are bed-rock prices affording you a Golden Opportunity.

$10^{98}$


## Ladies HATS

You will appreciate this unusual attractively designed Millinery up to $\$ 9.50$.

SPECIAL SALE PRICES
3.98, 498, 5.98

Bargain Basement Specials!

LADIES UNDERWEAR Regular $\$ 1.75$ Now

LADIES' SILK CAPISCITS Regular $\$ 1.20$ Now

## LADIES WINTER COAT

 Regular \$ 7.00 NowRegular $\$ 12.00$ Now Regular $\$ 15.00$ Now Regular $\$ 21.00$ Now

LADIES' CORSEIS Regular \$1.50 Now Regular $\$ 2.00$ Now

LADIES DRESSES Regular $\$ 6.00$ Now Regular \$8.00 Nov Regular $\$ 10.00$ No Regular \$14.00. Now

## LADIES HATS

 Regular $\$ 3.50$ Now Regular $\$ 4.50$ Now Regular $\$ 4.50$ NowRegular $\$ 6.50$ Now <br> \section*{\section*{LADIES' SKIRTS <br> \section*{\section*{LADIES' SKIRTS <br> <br> <br> $\frac{\text { Values up to } \$ 5.50 \text { Now ....... } 8}{\text { LADIES NHCHT COWNS }}$ <br> <br> <br> $\frac{\text { Values up to } \$ 5.50 \text { Now ....... } 8}{\text { LADIES NHCHT COWNS }}$ <br> <br> $\frac{\text { Values up to } \$ 5.50 \text { Now .......... }}{\text { LADIES NICHT GOWNS }}$ <br> <br> $\frac{\text { Values up to } \$ 5.50 \text { Now .......... }}{\text { LADIES NICHT GOWNS }}$ <br> <br> Silk Embrolideref Fette. <br> <br> Silk Embrolideref Fette. Regular $\$ 2.90$ Now} Regular $\$ 2.90$ Now}

Four exceptional groups. Dame Fashion's latest decrees for Milady. The newest and most fascinating color combinations.



MEN! In preparing for Our Fourth Birthday Sale, we have concentrated on our Boysf and Men's Wear Department to an unprecedented degree, as far as Price Reductina are concerned. Shirts, Underweax Neckwear, Hosiery, Collars, Pants, Suits, Single Coats, Caps, Overcoats, Sweaters, Wool Vests, etc.-a genuine Man's Sale at a man's store,

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Respect Your Own Intelligence and During This Anniversary Sale, Spend Your Money"at THE BROADWVAY Where In's Purchasing

Power is Practically Doubled TяA 7~ I IA A

## SALE STARTS FRIDAY, DECEMBER 11th, AT 9 A. M.

## SDHPMAN <br> OVERCOATS <br> MEN'S <br> FLEECED UNDERWEAR <br> Regular 95c. garment. Now … . 79 r <br> bargain basement <br> $19^{98}$ <br> The regular prices of these Coats range from $\$ 25.00$ to $\$ 38.50$ DO NOT FALL TO SEE THEM. <br>  <br> $0^{.98}$

- 00 Iveny Coat in these groups is a 1925-1926 Model All reductions quoted are absolutely genuine. MEN! If you have not already purchased your.New Winter Overcoatin justice to yourselves, inspect our offerings before making your purchase.


FAIRICS.
English and American Blanket Cloths
All Wool-Check Back designsmalso the All Wool-Check Back designsmalso the


## MEN'S SUITS

In Lot 1 we ofier a range of Men's Scotch Bannockburn Suits, all-Wool nita manufatuturer's clearance, easily worth $\$ 27.50$


Lot 2 is represented by English and American Tweed Suits. An Amazing aggregation worth up to $\$ 32.00$

## 38 上OT $^{2} 098$ We have emphasized several group prices on Suits and Overcoats, but during this Anniversary' Sale every article in our stores will be offered at correspondingly low prices. <br> 

 MENSSLEEVELESS SWEATERS
Regular \$1.75 Now .... ....... 98 c
bargain basement.

> EXTRA SPECIAL!

Boys, EXGGIIH PTHEAXD SUIT-Full
Belted, inverted pleat baek. Regular Value .al.
Nown ....................... $\$ 7.58$ MAIN FLODR

Lot 3. America's PRIDE! A genuLot 3. America's PRIDE! A genu-
Inie Amierican-made Two Pants Tweed, Suits all Wool, representing the latest mode of Fashion, in a variety of patterns. The regular price-would be $\$ 42.00$


Lot 4. An all-Wool English Serge Suit, made from genuine Botany yarns. Specially designed for us from newest, most up-to-date model. Our regular price is $\$ 38.50$

## SPECAIS

MEN'S OVERCOATS Regilar $\$ 12.50$ Now Regular $\$ 15.50$ Now
Regular $\$ 18.50$ Now
bargain basement.

| MEN'S SUITS |  |  |
| :---: | :---: | :---: |
| Regular \$12.50 | Now | . 88.98 |
| Regular \$14:00 | Now | . 9.98 |
| Regular \$17.00 | Now | . 811.98 |
| Regular \$21.00 | Now | . $\$ 14.98$ |

bargain basement.
MEN'S SINGLE JACKETS Regular $\$ 6.90$ Now .. .. .. .. . $\$ 4.6$

BARGAIN BASEMENT.

## MENS

ENGLISH WOOL TWEED PANTS ant (Cuff Bottom) Regular $\$ 3.25$ Now.
main floor.
RACE BRAND COAT SWEATERS (For Men)
Regular 84,90 Now
MAIN FLoor.

BOYS TWEED SUITS Regular ${ }^{55.50}$. Now | 52.98 |
| :---: |
| 83.98 |

## The Broadway fiouse of Fashion


Elis\& Co., Ltd. 203 Water St. Fresh















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20 p.c. Off All Toilet Articles 20 p.c. Off. This is the last week of this
Get sour giftes now and save

## Here are at random.

Perfumes:
Coty Pleville, Day Cream

## Powders: Coty, Pleville, Mavis.

Compacts:
Pleville, Mavis, Pompeian

## For the Kidd

L. G. HARSANT,


NEW English
Leather Goods!

Just received from England and now on display, an assortment of Finest Handmadẻ Leathen Goods. New creations in assorted Leathers Marocco, Velvet Calt and Levant Seal and in the new Copper Beach finish. Ladies' Hand Bags, $\$ 6.75$ to $\$ 21.00$ Ladies' Cord Cases, $\$ 1.90$ to $\$ 4.90$ Ladies' Purses, $\$ 1.10$ to $\$ 8.25$ Letter Cases, $\$ 1.90$ to $\$ 7.50$ Leather Wallets, Coin Purses, $\$ 2.55$ to $\$ 3.75$ Pocket Books, $\$ 1.75$ to $\$ 5.75$ Bill Folds, $\$ 1.90$ to $\$ 5.25$ Whiting Davis Fine Mesh Bags, Satin Lined at $\$ 14.75$ Garrett Bynne
 The Maritime
$\qquad$


 Pul Upeer or woiter sote. .). ind Phone 62. P.O. Box E5139. M. S. POWER
$\qquad$ NOTICE-EMim Pentecosta


## December Sale of COATS and DRESSES

 An Event that Will Save Money for Every Feminine Member of the FamilyAnother big shopping event has been planned for the remainder of this month. Our entire stock of women's Coats and Dresses is offered at a substantial reduction in price.

For you, this means a fashion and saving opportunity far out of the ordinary. For us it means adjusting out stocks to its The value are more emphatic when you realize the service this sale
The values are more emphatic when you realize the service of the majority of the garments offered is just commencing. We

## 10 <br> न Befurred Coats of Style and Quality

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 Child Welfare

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Tricolette Dresses
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Newfoundlander
Killed in No. 1 Colliery








## The IPOSQI STOPQS Ltd.

## COAL!

the chearest and best vaiue in coal is BURNSDE SCOTCH
A. H. Murray \&e Co. Lid
the evening telegram. St. john's, newfoundland, december 11, 1925-7

MAJESTIC ${ }^{\text {Commencing }}$ TO-DAY $T$ THEATRE
THE AMAZING, THRILLING, SUPER-SPECIALPATHE SERIAL"TEL SCARS MAKE A MAN"

Starring Allene Ray, Larry Steers, Rose Burdick, Frank Lanning, Lillian Gale and Frank Whitson. -2eation "Hearts of Oak" Hope and Mentom
After a successful engagement at Keith's Theatre, Boston, now at The Majestic Theatre, in a High Class 30 Cents-Majestic is the Pony Contest Theatre-See Her Saturday Afternoon- 30 Cents.

## Monday--The Super-Special "BREAD"



## Complete Change At The POPULLARSTAR To-day

That well known Screen Favourite-ANTONIO Moreno, with helen CHADWICCK, in a Paramount Super-Special in 10 parts
'The Border Legion' a man must be a man
calls for protection.

## Ruth Roland in "RUTH OF THE RANGE

Mr. "Jack" Luby, sings: "June Brought the Roses A high class ballad with illustrated sidides. SATURDAY:-Our usual Big Matinee with the "Fast Steppers" and extra MONDAY:-RINGLING and O'TOOLE, in Circus Feats-Mr. Ringling during this engagement, will perform an entire change, entirely
nnything seen during the engagement at the show in the rink.

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FOR THE CHRISTMAS TRADE

## APPLES.

 POTATOES| Seeded Raisins, Cartons. |  | biscur |
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| Four Crown Layer Rasisins. | Lowest |  |
| Thompson's Seedless Raisins. | Whalesale | Supare |
| California ${ }_{\text {sultana }}$ Raisi |  | $\xrightarrow{\text { Firerata }}$ |
| Cleaned Currants, Cartons. Loose Currants. | Prices |  | Mail Orders given prompt attention and quick despatç..

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 6. Browning \& ATS RESELT. C. Browni
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 GREEN GRAPES. Medium and Heavy
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LADIES' DRESSING GOWNS-Attractive and cosy DIES' DRESSING GOWNSWarm Blanket Cloths LADIES' SILK UNDERWEAR-

Vests, Boaice Tops; Pink, Orchid, Peach
Envelope Chemises; Pink, Orchid, Peach
Bloomers; Pink only (St. Margaret's) ..........
Tricolette Bloomers; Grey, Navy, Saxe, Amethys Tricolette Bloomers; Grey, Navy, Saxe, Ameh yst ..
Pantalettes, with Garter effects, Pink, Peach, Orchid
LADIES BOUDOIR CAPS -
A very attractive assor
DIES' SILK Hosiery-
$\qquad$
ADIES' HANDKERCHIEFS--In Gift Boxes.
Fancy Jazz Silk, 3 in box $\ldots \ldots \ldots \ldots$
Self Coloured, embroidery corner, 3 in box
Self Coloured, embroidery corner, 3 in box . . . .
White Embroidered Lawn, with 1926 Calendar-
3 in box, $1.20,1.30$;
Pure Irish Linen, Hem
Madeira Hand Work.
CHILDREN'S HANDKERCHIEFS- $\qquad$

Never Stop Tops
Musical Tops $\ldots$ $\qquad$ oc. $65 c_{;} 9$
 Stuffed S. S 1.45, 2.20 Stuffed Santa Cla
Teddy Bears-
 Dolls' China Tea Sect.
$15 \mathrm{c} .30 \mathrm{c} .40 \mathrm{c} .50 \mathrm{c} .1 .00,1.2$ Whistling Canary Songsters Tin Drums Rubber Balls, 25 c . 30 c .33 c .37 c . 50 c . Tool Sets.. 50c. 70 c . $1.00,1.20,1.65$
Reins. . $40 \mathrm{c} .55 \mathrm{c} .75 \mathrm{c} .95 \mathrm{c} .1 .10,1.30$
Reins. . 40 c. 55c. 75c. 95 c .
Animal Banks on Wheels

| Sparklers, Box of 10 ..5c. 10 |
| :--- |
| Santa Claus Masks ..25c. 45. |

Animal Banks on Wheels
Building Blocks, 10c. 35 c .
Santa Claus Masks ..25c. 4.
Big Display of Decorations.
Building Blocks, 10c. 35 c .50 c .90 c.
. $1.00,1.30,1.65,2.20,2.70$


# END OF THE YEAR <br> SALI! 

An Extraordinary Opportunity to Purchase Seasonable Goods at End of Season Prices. We Have Cut Prices on Every Article Without Regard to Cost, in Order That Our Sales for This Year May Set Up a New Record
Do Your Holiday Shopping Here, and be Assured of Better Values
LADIES' COATS
OUR ENORMOUS STOCK OF LADIES' COATS GOING NOW AT END OF SEASON PRICES. COATS TO SUIT EVERY TASTE--TO FIT EVERY WOMAN.
Regular Price $\$ 13.50 \quad 18.90 \quad 28.00$ to 60.00


## NEW HATS

MISSES' COATS
of warm Woollen Fabrics, in dozens of Smart Styles, all with durable lining and warm interlining. All at END OF SEASON PRICCES.
$3.98 \quad 5.00$ to 975

The largest variety we have ever assembled to sell at such low prices. Hats for everybody. AT END OF THE YEAR SALE PRICES.
$1.591 .98 \quad 2.98$ to 4.98

## MEN'S SUITS

Nicely Tailored of Standard All-Wool Cheviots, Cassimeres and Worsteds, in all the new stripes and mixtures. These will not last long at our END OF THE YEAR SALE PRICES
$\begin{array}{lrrrr}\text { Regular } & \$ 12.50 & 23.00 & \text { to } & 45.00 \\ \text { In: } & \$ 0.75 & 6.51 & +0 & 35,0\end{array}$
values unieard of in st. Johns! our entire stock of

## Ladies Dresses

'AT ENI) OF THE YEAR SALE PRICES Dresses to fit every figure. In all new materials.
$4.98 \quad 5.98 \quad 7.98$ up to 18.75
"BETTER DRESSES" which sold regularly up to $\$ 55.00$. Now at end of the year sale PRICES .. .. . . $\$ 24.00$ to $\$ 40.00$

## OVERCOATS

made of fine English and Scotch Tweeds in Box, Double-Breasted, Slip-on and Semi-Ulster Styles. All Sizes. AT END OF THE YEAR SALE PRICES.

## $\begin{array}{lll}7.98 & 15.98 & \text { to } 35\end{array}$

## Boys' Suits

Suits that will wear well and look well. Suits that your Boy will like, and extraordinary values AT END OF THE YEAR SALE PRICES.

$$
5.98898 \text { to } 12.50
$$

## Look at the End of the Year Values in Our

## BARGAIN BASEMENT

| MOTHERS : <br> Bring your children to see our wonderful assortment of Christmas Toys. A huge collection now clearing at END OF THE year sale prices. |
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TEA APRONS MISSES' BLOOMERS LADIES' NIGHT DRESSES FLANNELETTE HOUSE DRESSES CHILDRENS BONNETS AND CAPS CORSETS-SMALL SIZES ONLY MISSES' AND LADIES' WOOL SWEATERS CHILDRENS BATH ROBES CHIIDRENS BATH ROBES
KNITED UNDER SKIRTS MENS WORKING PANTS
.29c. PULL-OVER SWEATERS 59c. CHILDRENS UNDERWEAR (Wool) . 1.98 LADIES' UNDERWEAR .98c. LADIES' GLOVES (Suedine) .49c. TURKISH TOWELS
n your cillaren to see our mas Toys. A huge collection now clearing at ENID OF THE yEar sale prices.
the evening telegram, st, Johns, newfound and, decemberf fi, $1925-10$

Enthusiastic Reception to
His Grace Archbishop Roche Thousands of Catholic Citizens Unite in
Impressive Parade Through the CityImpressive Parade Through the City--
Address Presented in the Cathedral and Papal Blessing Given.

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## Duley's for Christmas Gifts!

If you want Goods that are original-GO TO DULEY'S.
If you want Gifts that are sure to please-GO TO DULEY's If you want Value and Quality, no matter what the price-GO TO DULEY'S Our Christmas Gift Stock is complete and at your service. Goods that are
different are to be found here in great variety, and we feel confident Your ift-giving problems can be solved by paying us a visit. We have made a special feature this season of inexpensive Novelty Goods
and can show you a large assortment of beautiful things ranging in price

## A FEW SUGGESTIONS:

A Sterling Silver Inlaid Wood
Serving Tray, hand carved and
decorated The price is 88.0 and

it is exceptional value. | A Pair of Salt and Pepper Shakers |
| :--- |
| cannot fail to be appreciated. We |
| have the in in Cina, Silver Plate |
| and Sterling Siver from 95c. a |
| pair up. |

GIFT FROM DULEY'S MEANS A GIFT OF QUZ ITTY. the reliable jewellers \& opticians.


## Christmas Gifts

In Line with Good Taste and in Keeping .with Friendship

## "Three Flowers"


royal-kendall coal saver

 than last year. \& \& M. BISHOP

## VAN HOUTEN'S COCOA

The Standard Cocoa of the World.
Pure, Soluble, Delicious. Can be obtained at any firstclass sto

## Just Received another car load of PLASTERGON <br> THE WORLD'S BEST WOOD EBBE WALL HORWOOD LUMBER CO., LIMITE

. SHOP AT MILI EY'S-Your chaistuas store is ready WITH BEAUTIFUL PRACTICAL GIFTS

## Sundries

## Novelties

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White $1 .$.



 mens stik kerchiefs. Each $\quad .50$ c. to $\$ 1.50$ each

Give Fancy Work

 FANCY RUNERS, In White and





Handkerchiels | Wave a |
| :--- |

 35c. to $\$ 1.50$

 mevs linen kerchiers. Each $\quad .15$ c. to 40 c. each


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## S.MILLEY, 1 td.

TOYS and GAMES That Will Delight the Children Doll futhe por. Coms Diams
 Boiks Nealle sots ilios



## STATIONERY Will Please

## One of those wonderful large Boxes of Station ively boxed in Holly covered Boxes. Only

STATIONERY FOLDERS-In beautiful flowered and tinted designs-
Our Doll Family is Unusually Large this Year! DOLIS OF ALL SIZES!


- HAND BAGS.




SILK "UNDIES."


There's convenience, pleasare and comfort in Shopping

## Sundries

## Novelfies <br> Suggesting what to give

 AZZ GARTER \& HANDKERCHIEF COMBINATION - In CHIEF Combination
delicate shades In JAZZ HANDKERCHIEFS_-Silk
and Crepe-de-Chene, Crepe-de-Chene,
25 c . ${ }^{\text {ea. to }} 40 \mathrm{c}$. ea. VANITY CASE-Double action,
Rouge and Powder .95 c . vantry combination ser \& Bobsed Hiarid Comb $\$ 2.00$

 vanity purfs - In 30c.
 BARRETTS, from 4 c . ${ }^{\text {to }} 30 \mathrm{c}$. holuy ribbon $\cdot 18 \mathrm{Cc}$. piece. christmas ribBon, 4 cc . ${ }^{\text {d. }}$.

 You wil recerve A by giving UMBRELLA GIFTS

THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, DECEMBER $11,1925-12$




Soothing and Healing
When the ofen door bums opu or the teaketle geald your hand, apply $=\mathrm{Z}=$

> Vaseline (Send for copy of our frie book- "Inquite With")
EBROUGH MANUFACTURING COMPANY (CONSOLIDATED


## 

Findings of Bloo
Pressure Remedy



## Average Monthly Nash Sales Increase is a Full 82 p.c. <br> For the past 13 consecutive months, ending Sep- tember 30 , the average monthly Nash sales gain has been 82 p.c. <br> Those are the plain facts of one of the most phenomenal sales successes known to the industry. <br> No good dealer who is to-day less than 100 p.c. satisfied with the line he handles can afford to overlook the pointed sigenificancee of sunch figures. And, mind you, this refers only to the tremen And, mind you, this refers only to the dous nation-wide demand for Nash cars. <br> The new Ajax is another string to the Nash bow -and already sales and production of this unique motor car value is running well ahead of 100 cars per dey The Nash Advanced Six Series for the upper crust of the popular-priced market; the Nash crust of the popular-priced market; the Nast Special Six Series for the great miadle market; and the Ajax Six for the far greater lower-priced <br> NASH

Churchill Engineering Works
'PHONE 994
istributor.

## LANTIC ICING

## IS MOST ENTICING.

Lantic Icing Sugar in sealed one pound packages comes direct from the Refinery to you, uncontaminated by anything unclean. Lantic is purest and best.

## THE BEST SHOPS SELL

 LANTIC ICINGIN POUND PACKAGES.

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London, New York and Paris Association of Fashion, Ltd.



For The GREATEST CLOTHING VaLUES-You Must Come Here
THE GREATEST ASSORTMENT OF CLOTHING IN ST. JOHNS.

## SILK LINED -- PLAID BACK

OVERCOATS
AND
1\&2PANTSSUITS
Men's Blue SUITS
"A man is always well dressed
with a Blue Serge Suit." 17 different grades of Blue miname
\$25, 29, 33, 39 Every Suit guaranteed to hold
its colour and give every satis-
fater its colour and give every satis
faction or your money back.
BLUE RANGE II. \$44, 48, 50

ALL OUR CLOTHES COVERED by a guarante that is a guarantee.

Over 3,900 Garments at 0.98 Savings of 5.00 to 15.00

 Hundreds of Smartest Overcoats

 Hundreds of Suits 9 -50
 and angervald
every build

MEN'S TROUSERS


## A Forceful Demonstration of Value-Giving

## SALE of DRESSES

Dresses for Street, Evening, Afternoon, Business and Party wear, in "Crepy" Cantons, Flat Crepes, Twills and Charmeuse.
$7^{*} 10^{\prime \prime} 12^{n} 15^{\prime \prime} 19^{\prime \prime} 24$
Again and pgain we have demonstrated our supremacy in the popular price dress field-this time we have gone to even greater heights in obtaining values absolutaly beyond comparison.


TOTS 4-PIECE KNITTED SUTTS

Children's Sweaters


Girls' Dresses Agesin iex in 4.95 anaim sima 4.95
Fur Chokers
 der value.

## Hundreds of Beautiful New

For Misses
For Women
For Stouts


We have competition on its toes trying to compete with our Coat Values
5 Sensational Price Groups Demonstrating Our Superiority with St. John's Best Coat Values !!!
8.98
15.75
22.50
29.00
32.80

Dollar for Doliar our popular price
setcion offers more atyico and quality than anywhere else in the eity.

INDIVIDUAL MODELS and SAMPLE COATS $\$ 36.00$, \$45.00, \$50.00, \$65.00 EXCLUSIVE AND BEAUTFUU IN STYLES and MATERIALS

All the new fabrics-new fur trimsnew colors, and every new style touch -all are here in these low price groups.

200 Girls' Fur- Trimed Coats Misses' Coats


An Extraordinary Sale of Guaranteed
FUR COATS AT 30 P.C. SAVINGS. Fur Coats which can be bought with fullest confidence, and service as well.
HUDSON SEAL COATS.
NORTHERN SEAL COATS. NORTHERN SEAL COATS MUSKRAT COATS.

## 105

 FRENCH SEAL COATS. Self trimnsing and others with Natur-al Mink, Squirrel, Otter and Beaver.
The most aceptabe, practical and
desired Christmas Gift-A Fur Coat. Other Fur Coats 210.00 up to 290.00

"Mr. Speaker"
Tells Tales miories of termeat paria.







 Sothor, who trom 1905) to 1021 ocect




 aref member ot the Howese, but the the hex never were) I could have named The former Speaker's book will ap full of piquant storite wr. spealt
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## $2.98 \quad 3.98$ <br> and 4.98

The new Corset which was awarded the highest DIPLOMA at the International Expositions of England, France, Spain and Italy for being the finest Corset of the day. You will admire the new self-lacing method of the NULIFE CORSET-the fine workmanship and the new modern ABDOMEN and Hip Reducer-only to be found in "Professor Chas. Munter's Nulife Corset." Special makes for the tall type long waisted women or for the medium, average type of women, also for the extra large size women who take sizes up to 40 .

LADIES! If you are in need of a Corset of the finest type, see these-you will at once admire the new modern Corset, only to be found in the "NULIFE"-PLAIN WHITE or PINK COUTLL WITH SATIN BINDINGS- OR THE FINEST SLLK BROCADES, ALL HERE IN SIZES 21 to 33 in REGULAR-OR 34 to 40 in STOUTS.

Regular Values up to $\$ 12.00$ SPECIAL SALE PRICES-

Nulife Corselettes
In conjunction with our "NULIFE" Corset we are showing a complete range of siz from 34 to 50 in the Nulife Corselette-a finer type Corselette known the world over.
2.75

## The Broadway House of Fashion <br> "The Store of Real Values"



Flindu's Vision and licast of Aeroplanes

## STEERS Ltd. <br> 

STEERS Ltd.
STEERS Ltd.
Do Your Christinas Shopping Now Every Item Outlined for Triday de Satrisday
in this Bargain List
is a SEASONABLE NEED-goods you want NOW-not only gift things, but household needs, such as you always require at this season of the year.



Fuji Silk.

 Pillow Cases.
 Jazz Garter Elastic.
 Hand Bags.

## handerrchilf

## Women's Hemstitched and

 Embroidered Handkerchiefs. Men's Handkerchiefs.
 Crimson Silk Handkerchiefs.
 White Silk Handkerchiefs.
 Women's "Excelda" Handkerchiefs. owite with ancog oulored border. Reg. .18e. 3 tor 39 c .

Arabuckle's Coffee.
 Puffed Wheat.
 Wheat Gold.
 New Pin Soap.


Guilty or Not Guilty?






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withot til wil Ponee









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 Induce tro aceuttatis of bornitemo

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released.




Notes for Women !






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## What is your baking powder made of?

The label on every baking powder can gives all the ingredients. Mak sure the baking powder y
contains Cream of Tartar!

## Royal Baking Powder

is made with Cream of Tartar - it adds none but healthful

That is why it is endorsed so strongly by physicians and others who areconcerned wis
the public's health.


Bake it with ROYAL and be sure!

## EILIS' CRAGKERS

 For Ghristmas Fum "The furn of the FairyWhat would Christmas be without them? As they Crack and Snap--as queer hats, caps, toys, jewels and other surprises tumble out--the children are delighted, and grown-up's become children again.
Ellis' Merry Crackers will enliven your Christmas Festivi ties. The designs, colors and varieties this season surpass all previous Christmas's. Come and see!

ELLIS' \& CO., Límited 203 Water Street



## 

DON'T WAIT UNTIL THE LAST FEW DAYS TO DO YOUR CHRISTMAS SHOPPING
Begin right now and lay aside the many littla
things inseparable from this occasion. remember the little ones with a Christmas Stocking, from 10c. to si.60
each. You could not purchase separately the each. You could not purchase separately the
same number and assortment of Toys for $\$ 1.60$
 joy of the little ones in anticipation of the grand
opening of the mysterious package. The same opening of the mysterious package. The same
good value exists right down to the 10 . size. english cheddar cheese-
Pale
EMPEROR GRAPES
malaga grapes
. .65 c . lb.
$.30 \mathrm{c} . \mathrm{lb}$.
MALAGA GRAPES .. .. ... .. .. . . 18c. 1b.
OX'S BRITISH GELATINE (Powdered) -
Sufficient to make 5 quarts, at only $18 c$. pht. ICEBERG Lettuce,

## CALIFORNIA NAVEL ORANGES,

## C.P. EAGAN

## pRCNE NOS:-

## BON MARCHE OPEN EVERY NHSGTT

## Rght here we have the goods, and right now we are sho

OUR XMAS SEASOM

dont delay.
GHOVES, e?c

## GAUATLET GLOYES

vow clearing at

A beautiful rane $\quad .80$ c. $\mid$ and white. Cnly
Men's Special all Wool Aberdeen Knit
Heavy Gloves. $\begin{gathered}\text { Boys' All } \\ \text { Dome fastener .. } \$ 1.15\end{gathered}$
Our selection of Handkerchiefs this year surpasses anything since our opening
ears ago. We have Boxes from 20c. to \$1.40. A large assortment of Crep
Fancy Scallopen Edge Coloure Bigorder
Men's Fancy Border Handererchiefs, at at ....
See our ranye of MEN'S TIES, in Fancy Boxes
ee our range of MEN'S SCARVES, in Fancy. Our Hosiery Department stands out pre-eminent as our best Department
Gifts. We have a wonderful assortment for Men, Women and Children, at all
See our windows-or better still,-ask our assistants to show you. Special Line of Silk Camisoles. No
Speeial Line of Morre, or Sateen Un
Special
 Special!-V Neck Checkered Collar, Blue Sweater
Ladies' Scarves, in a variety of shades in Silk and COME EARLY WHILE THE ASSORTMENT IS GOOD.

## BON MARCHE

## McMurdo's Xmas Store News

 GREETINGS

1925 $\qquad$ We are
for Ch
high class perfumes Houbigants Le Temps Des
Lilas.
Houbigants Quelques Fléurr
Houbigants Buddha. Houbigants Eudaha.
Houbigant LU Ambre.
Rozer Gallett Vinet
Roger De Jade. Marvelle. Pievers Azurea.
Pievers
Le Trefle. Pievers Floramye.
Courvoisiers
Lilly of the Valley. Courvoisiers
Lilly of the Valley.
Lavender Water. Lavender Water.
Eau De Cologne.
(Toilet Waters).
HOUBIGANTS MOREEE POWDERS.

A delightful selection of Candies and Chocolates, Moirs' Cherries, Gingre
Pineapple Cubes. Ganong's G.B. assorted. Fascall's assorted Butter Brazils, Alm
and Creme de Menthe. French Nougatines and Fraisines. Also, Moirs' delightful Ohis mas Packages and Ganong
T. McMurdo \& Company, Itd open pint pmil
cin piry


give christuas presents - OF -

NEEDLER'S CHOCOLATES and CONFECTIONERY.



 Powder Bow, Butterify Box, Diamond Bronzette Casket,
Octagonal Bronzette Casket, Crimson Mirror and many

Confectionery Filled Novelties: Father Xmas, Clown,
sabots. Snowballs, Laughing Cat, Crocodiles, Bengal Sabots, Snowballs, Laughin
Tiger and Fancy Baskets.

## Chocolates in $1 / 2,1$ and $2-\mathrm{lb}$. Fancy Boxes and $4-\mathrm{Bb}$. Fancy Cabinets.

CHRISTMAS CRACKERS, in great variety


A Bright and Merry Christmas
sLisurnactry

## House Wiring

 is Oun SpecialtyWe have a staff of Electricians always on hand, who will
do the job with the ereatest care and despatch There's.
plenty of time vet before Henty of time yet before Christmas to get it done. . RING 1870 and let us give you an estimate. LARGE ASSORTMENT OF COLOURED ELECTRIC
BULBS FOR DECORATING.

## Dry Goods Department

 tieal and permanent. On this page will be foand
problem of what to
 Y. - Wool Skating sete-Cap and Scart, 83.0.0 se
 Dainty Cream sills sarree-Heavy teble





See Our Big Display of Toys and Books


Children's Story Books-
45c. 65 c .75 c . eact Fairy Folls' ${ }^{45 c .}$ 65c. 75c. each Fairy Folks' Annual
Children's Annual .. Tot and Tim Annual School Girls' Annual .. .... $\$ 1.50$ School Boys' Annual ..... $\$ 1.50$

 Holly Ribbon and Xmas Tags.

## See Our Big Line of Dolls

## носкеу bоотs

 fif for the skateBops Hockey Boots-Very serviceable qualty, Sisp pias.

 Players' Special Hockey Boots-Moose hide trimmed, waterproof calf uppers, extra reinforced ankles, extra wide felt backed tongue and large brass eyelets . . . 87.70 pair Men's Dancing Pumps . .. . . . . $\$ 3.90, \$ 5.60, \$ 6.00$ pair
Men's Patent Oxfords . . .. .. .. .. .. .. .. . $\$ 6.00$ pair
MEN'S HOUSE SHOES Stif Leather Sole and Heel Slippers .... 81.80 \& 81.25 pr. Brown Suede Soft Sole Slippers ................. $\$ 2.85$ prir
Brown Kid Sliper Dongola Rompes .. . . .. ...... ........ $\$ 4.00$ \& $\$ 8.20 \mathrm{pr}$ pr.




Ladies' Vanity Cases
Ladies' Handkerchiefs-White and Colored
border ....12c. 16 c .20 c .23 c .27 c .30 c . each Lissue Handkerchiefs . 2 c . 27 c . 30 c . each Fancy Boxed Handkerchiefs - 3 Flowers Talcum Powder Ladies' Ear Drops
..60c. tin 4 8 Ladies' Ear Drops . ....................... 65 c. pair
Ladies' Sleeveless Sweaters and Sweater Coats, in a mar-
velt Ladies Sleeveless
vellous variety of colour effects. Just the thing for Winter
wear, under the coatnder the coat-
$\mathbf{\$ 2 . 5 0}, \$ 2.70, \$ 2$.


## Hardware Dept.

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


ATTRACTIVE BRASS WARE
 Jardinieres ... .. ... .. .. 55.50 , \$6.20, $\$ 6.50$, \$11.00 ea. Cuspidors

 Smokers' Stands :. .. .. ..... $84.25, \$ 6.50$ to $\$ 16.50$ ea.
Umbrella Holders . . . . . . . $\$ 15.00, \$ 16.50, \$ 30,00$

A GIFT OF CUTLERY is always appreciateb.

$$
\begin{aligned}
& \text { Table Knives, from .. . . ........ . . } \$ 3.50 \text { to } 814.00 \text { doz } \\
& \text { Dessert Knives . . . . . . } \$ . .25 \text { to } \$ 11.00 \text { doz. }
\end{aligned}
$$

 Table Forks..................$\$ 1.00$ to $\$ 11.50$ doz.
Table Spoons.
Di2.50 doz. Dessert Spoons .......................00 to $\$ 10.50$ doz.
$\mathbf{5} \mathrm{o}^{\prime}$ Clock Tea Spoons, Boxed Sets of 6 to 50 Clock Tea Spoons, Boxed Sets of $6-$. $\$ 1.25, \$ 2.00$ and $\$ 2.75$ set. Fish Knife and Fork .................... $\$ 15.00$ set. Carving Sets $. . . . . . . . . . \$ 15.00, \$ 17.00, \$ 20.00, \$ 25.00$
Pie Server, $\$ 3.70$ each.
Sugar Shells Pie Server, $\$ 3.70$ each.
Sugar Tongs, $\$ 1.50$ each.
Pickle Forks
St. . . . $\$ 1.10$ ea. Sugar Tongs, $\$ 1.50$ each.
Berry Spoons, $\$ 2.25$ each.
Prearle Forks
Crade

SKIS, SLEDS AND SKATES.
 $\begin{aligned} & \text { Ash } \\ & \text { Pine Skis, }, 4 \text { to } 6 \\ & 6\end{aligned} \mathrm{ft} . . . . . \quad .$.

 Girs' Srams. . $\$ 1.35, \$ 1.45, \$ 1.60, \$ 1.70$ and $\$ 2.25$ ea.
Boys
Champion Coasters $\ldots . . \$ 2.45, \$ 3.00, \$ 3.55$ to $\$ 5.80$ ea. Champion Coasters $. . . \$ 22.45, \$ 3.00, \$ 3.55$ to $\$ 5.80 \mathrm{ea}$
Baby Sleighs .. . .. .. .. .. .819 .00 and $\$ 7.00$ ea.
 Men's Hockey Skates, $\$ 1.20, \$ 1.80, \$ 2.00, \$ 2.25$ to $\$ 7.45 \mathrm{pr}$


Newfoundland Agents for Westinghouse


## BOWVRING BROTHERS, LTD.

## Electrical Department

Our Stock of Chandeliers, Table Lamps, Reading Lamps. Shades and Fixtures



## SPECIAL OFFER-We will put in position FREE OF CHARGE any Lamp Fixture purchased be-

 tween Deeember 1st and December 24thWhat Better Gift Could Santa Bring?

## An Electric Iron . . . . . . . . . . . . . . . 84.50 \& $\$ 4.60$

 An Electric Ketlle .. ... .. . . $\$ 12.50, \$ 16.00, \$ 18.00$ An Electric Curling Iron . . . . . . . . . $\$ 4.50$ \& $\$ 4.60$ An Electric Coffee Percolator ... .. .. $\$ 11.85, \$ 17.00$An Electric Teapot ....... .. .. .. . . $\$ 18.00$ An Electric Teapot . . . . .. . . . . . . . . .. . . $\$ 18,00$ An Electric Warming Pad .. .. . . . . . . . . . . . $\$ 12.00$ An Electric Cozy Glow Heater An Electric, Water Boiler. An Electric Water Boiler . . . . . . 59.70 \& 810.00
An Electric Table Stove
An Electric Washing Mati. . . . . . . A Electric Washing Ma atine ..... .. .. $\$ 25.00$

## COAL!

FINEST QUALITY
North Sydney Gcreened

Q Hickman Co.
inited


## Sel


A. H. Murrayt CO . It

##  <br> c Clider makers expernirxt. <br> Tree Trade Lecic <br>  <br> 

## c

## XIAS CIEARANCESMID

## WE HAVE PUT ON SALE

## Two Hundred Pairs Men's Vici Kid BOOT

 We have too many of them, therefore we take the loss. So we give them to you for \$4.95. See theour window. Never before and never again can you get boots like these at such low prices.

## Come and See Them!

## FOR OTHER SPECIALS SEE PRICES BELOW




## LADIES' FANCY COLOURED HOUSE

 SLIPPERS$$
\begin{aligned}
& \text { As displayed in our window. } \\
& \text { Regular } \$ 1.25 . \quad \text { Now . . . . . . . . . .. .. .. . } 89 \text { c. }
\end{aligned}
$$

LADIES' BLACK BOOTS.


INFANTS EOOTS.
$\frac{\text { Regular } 81.69 . \text { Now .. ................... }}{\text { Some of these .Bots are: worth s2.0. }}$ THE AMERICAN BOOT \& SHOE STOR: 10-12 New Gower Street Open Nights until 9 p.m

LADIES DLACK LACED SZOES.
33.50



CLOTMES

## for the MASTER DRESSER

 büilt by MASTER TAILOR$\qquad$ WOOLLENS FOR WINTER WEAR
W. P. Shortall
A.P.O.Box 445

THE AMERICAN TAILOR.
NORTH SYONEY SCREENG
 This arizo was takf fivitited wie ig

TERACTE:

NOTE:-SYD CHAPLIN, in "THE MAN ON THE BOX" will be shown er.
tra at the Saturday matinee.

Nuwiz


| Hosiery |  | GIFTS IN TME SHO |
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## VISIT TOYLAND <br> A Wonderous Joyfand for the Childiren.

 Time to Select. Assortments vanish quickly.

Christmas Stockings, assorted sizes


## Single Curtains

Cor Large Minedows

Eider Down Quilts
$5=-2=$




sive gift. Xmas specinil......... $\quad$... 85 c .


## SOMETHING NEW IN IEATHERWARE

Direct from the Continent we have
just received a a smal selection of
and
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Yovelty Vanity Cases, Purses and fand Bagsa of artisicio design, in
turable reat Gold leat print, painteen and embesed by hand on fine fee fer
" 1 gift from dulers means a gift of quality:"
T. J. DULEY \& CO., LIMITED.

The Reliable Jewellers \& Opticians.

Just Arrived: DROMEDARY GOLDEN DATES.

Extra Fancy Dates only, are packed under the Dromedary Label, so that when you buy Dromedary Package Dates you can rest assured that you are getting the best that money can

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THE LIVERPOOL \& LONDON \& GLOBE INSURANCE COMPANY, LTD.

The last month in the Old Year. Why not present
vour family with one of our BRITISH FIRE POLI
CITS ravages of fire?
yOU COULD NOT DO BETTER ELSEWHERE IF

BOWRING BROTHERS, LIMITED.
 $x 28$
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$y$

## Viking

## HALL

 STOVE IS POSITIVELY THE BEST. Four Sizes in stock.• Finest Prices.```
SEE THEM IN OUR WINDOW
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8. 12 -171, DUCKWORTH STREET ${ }^{3}$ Phone ${ }^{196}$ P.O. Box E.-166

The New Chrysler Six, with Starting New Results.











Marshall's Garage,



A. HARVEY \& CO., Ltd.


In Stock and to Arrive BEST QUALITY
North Sydney Screened COAL.

MiMOREY \& BO, Limited

## Got Busy, Chilidren!

 Tell Daddy to remember EVERY LID TAK-EN FROM A QUART TIN OF "MATCHLESS" Paint is worth 1,500 Votes in The Majestic Theatre Pony Contest. For every Dollar's worth of other products manufactured by us, you gain 1,000 Votes. When buying insist on "MATCHLeSS" Paints, Varnishes, Enamel, Shelacs, Putty or Oiled Clothing, Leggings,
"STANYL" Disinfeten "STANYL" Disinfectant.
ROLL UP YOUR VOTES.

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Standard Manufacturing Co. Limited


These are the latest styles issuud by the
United States Fashion Co., Publishers of Anitericstiteating Fanhions for Men and Young
Men. Cut and fitted by designers who have studied custom tailoring, and made by tailors
who have been taught and trained how to make who have been taught and trained how tha make
ctailher shop by garments made in our own
taion tailor shop by
JOPIN MAUNDER
${ }_{2}^{\text {TALLOR \& CLOTHE }}$



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 HEW YORK. HALIFAX. ST. JOH SCHEDULE SAILINGS FOR DECEMB

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TO-DETROIT CHICAGO.



R. H. WEBSTER, General Agent.
 FURNFSS LINE SAILI From is. Jobre to pi fationtrux Halifoxt

 FURNESS WITHY है COMPANY

