## IT IS BAD BUSINESS

to allow Schooners and Cargoes on the ocean during the Summer season without adequate insurance protection; but at this period of the year such a course is equal to suicide. Consider what one loss may mean to you. Your business may be crippled for years. In any case your working capital would be greatly reduced. Consider then the small amount of premium asked Tessier's Insurance Agencies, Water St. West.
"Insurance That Protects."

## yction Saies! <br> THE $\quad . \quad$ Futioners

For Sale.

1-6 Cyl. Buick
Farkimarnas
AUCTION.
TOMORROW,
boris Bldg., Queen St.

ReDEOLES 2
AUCTIONEERS.
AUCTIC.

uesday Next, 20th Inst.,

P.C. O'Driscoll, Ltd.,

AUCTION.
1-4 Cyl. Studebaker 1 Ford Sedan.

Royal Garage.
1 Hame sum

VESSELS FOR SALE.

$\begin{aligned} & \text { Both vessels now here and can } \\ & \text { examined. }\end{aligned}$ - ALso-
Schooner "Hazel Minnie,"

Job Bros. \& Co., Ltd
HOUSES FOR SALE.
fines raning from sso..0n

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Friday and Saturday,

M. NIKOSEY,

AUCTION
ToMorrow, Saturday,

 A. Bastow \& Sons, AUCTION. HOP, STOCK, EXTURE
DEER LAKE.
$O_{n}$ Monday, Oct. 19th,



 LeNarchant Road.
ror Sure-pwellins fouse on

CARD
H. A. WINTER,

Barristir and Solicitor,
G.W.V.A. Buiding.
${ }^{\text {octa, imo }} \quad$ Water Street.

W. B. SKINNER
${ }_{36}{ }^{3} 5$ St. Jomms.

## HELLO!

THE MAN
WOMAN or CHILD
IMPAIRED HEALTH Should never be discouraged to
the point hhere the malad is
considerex hhopess. There is is Chiropractic Way.
It has succeeded after ever
 a remarkabie record for getting
sick peopile well.

## DR. C. W. SPICER,



## TO-NIGHT!

C.L.B.-C.C.C.

Promenade Band Concert
 0



Admission, 20 cts.


## PRELIMINARY NOTICE

The Annual Sale of the Ladies' College Aid Society and the Girls' Guild, will take place in
the Sunday School Room of Cochrane Street Church.
2nd and 3rd. Deceember

Queen's Road Congregational Church 150TH ANNIVERSARY SERVICES.






## His Own Trade



## Memorial College

## NEW CLASSES.




## Fee $\$ 5.00$ per term.

DOMESTIC SUBJECTS


[^0]
## WANTED! Schooner

 A. H. Murray \& Co., Ltd WANTED. Several Experienced Seamstresses. Noneapply

| $\begin{array}{l}\text { Standard Manufacturing Co., } \\ \text { oct13,te }\end{array}$ |
| :---: |
| Limited |



## Association.

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Cod Oil See me before selling elseJohn C. Ellis Phone 461


REMOVAL NOTICE.
James O'Neill Conroy,


##         <br> WANTED-Men's Suits /WANTED-Two Young La-      Oethi1, On Sunday After HANTED- Ho Buy, Second  Lis S T-By Way outerin  HELP WANTED              WANTED - Immediately



The Mystery of Rulledge Hall
"The Cloud With a Silver Itining"










 whieh semem to say that he had seen
trouble.
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## Our Shoes are Deeidedly Different

ent In our Fall Shoes. But nextto style comes QUALITY, and
when you choose FOOTWEAR
here you canthat you are buying "mileage"


 as well as style.



|  |
| :---: |

 MENS
MAHOGANY SHADE BOOTS
 Spectial Price, only $\$ 4.20$ and $\$ 5.00$ MEN'S boX, CALP BODTS

 Note the price ...... . . $\$ 4.00$

WOMENS CUSHION SOLE


BOOTS
Just the thing for tender feet.
Rubber heels attached. pecial Price . . . . . ..$\$ 3.25$
ladies' shoe values up.ro-Theminete stiles Ladies' STREET SHOES
 spRCCAL Praces
$\$ 2.50, \quad \$ 2.75, \quad \$ 3.6$ the very newest
 specal prices $\$ 3.50, \$ 4.50, \$ 5.00, \$ 6.00$

 $\$ 3.50$



INFANTS' BOOTS


## PARKER \& MONROE, Ltd., nessonema

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EASTERN TRUST COMPANY

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Sunlight Soap saves clothes.
Chemicals are put into inferior soap to cheapen it
Ifferior soap will damage your clothes.
Pure Soap is best for washing clathes
Sunlight is Putre Soap.
Wery tablet of Sunlight Soap is guaranteed pure
This gaurantee amounts to $\$ \mathbf{5 0 0 0} 00$
Don't be deceived with inferior soap.
Soap which costs less than Sunlight is worth less.
Insist on getting Sunlight Soap
Funlight is best for all household purposes.
The few extra cents which Sunlight costs will save you fifty dollars' worth of clothes. $\%$ wasts ${ }^{2}$,
When you are asked to buy inferior soaps instead of Sunlight Soap,

The reason is-someone wants to make money at your expense.

When Lady this or Lady that aske for Smlicht Soapr wer get she gets Sunlight Soap.
When you ask for Sunlight Soap see that you get it. y .
You know some shopkeepers think any old soap is
good ênough for yeu.
If you don't get Sunlightwhen you ask for it, go to
the shop next door.
Don't waste your moneyon inferior soap which will damage your clothes.

Clothes cost money.
$\qquad$
unlight Soap saves clothes.


Canadian Horses






Advertise in The Evening Telegram.


London's Lord Mayor
sit sotumberapy pat aneten 9.
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 To the suture mue howee is it



 Coty Perfumes \&powders at


## Utilization of Waste

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and




## Men's Guaranteed

 Blue Serge Suits - FADEPROOF -
## "II I hadn't another suit in the warld I'd still be well dressed."

THATS THE PHILOSOPHY BEHIND A BLUE SERGE SUIT-THE MOST BECOMING COLOR TO EVERY ${ }^{4}$ MAN BLIE !

In one a man feels the thrill of GOOD APPEAR ANCE. He knows he can wear his "Blue" on all occasions-on Sociable Afterioons and Evenings-to Church and Business.
YOU should have a "Blue"- the all around, indispensable Suit.
When selecting your Blue Serge Suit it will pay you to see our range of Guaranteed Blue Serges.
It's a fool-proof guarantee-NOT only for color fast-ness-but for anything that could happen to a Suit. And what you say goes.
HAND-TALORED - GUARANTEED FADE PROOF.
Blue Serge ${ }^{s 25,}{ }^{\text {s } 288, ~}{ }^{83} 3$ SUITS ${ }^{536}$, ${ }^{538}$, ${ }^{5} 40$

## 8LUE

SERGE SUITS---Silk Lined
You should see our SILK-LINED BLUE SERGE SUITS -They are easy fitting-Comfortable, well cut and tailored-a Quality shuit throughoutt.

$$
{ }^{5} 46-{ }^{8} 49-53
$$

THE HIGH GRADEE SERGE used these Suits wears well and even when old "looks like new."

SIZES AND MODELS TO MEET THE YOUNG MAN-MEN AND STOUT MEN.

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



ànd Other Matters
Che Eupntry $\mathbb{C l l e g r a m}$

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## A Memorable Year







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Government Boats




## Express Passengers

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## From Cape Race



HE EVENING TELEGRAM, ST. JOHNS, NEGWFOUNDLAND, OCTOBER 16, 1925-


## The True Key That Opens the Door of Real Economy is to do all of Your Buying at

## THE ROYAL STORES

Those who are inclined to economy cannot do better than choose. The Royal Stores as their buying
headquarters. Everything for personal wear and household needs is here in abundance, at prices that make wise for you to anticipate future wants.
New bargains are coming in every day, and they go out in the hands of satisfied customers as fast as Every department in this big store bristles with interesting offerin
fail to take advantage of these rare economizing opportunities offered this

## FRIDAY and SATURDAY

New Fall Dresses and Smocks





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## Home Needs Lower Priced 6




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Consider These Values in Men's Wear
$\underset{\text { Tweed Suits }}{\substack{\text { fiting } \\ \text { ento }}}$
$\qquad$ yavisuaz $=3=2$
 \$26.75

Combinations.
 net shirts


 Ments Bows

Wiver socks
Handsome Scarves



to Complete Fall's Costume

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Men's Gloves
frev sineefe


## New Hosiery

Misses Dresses Serge Dresses Serge Dresses



The ROYALSTORES,Ltd.
The Fish Business

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## October Sale of Wei VVeather Wear FOR MEN, WOMEN and CHILDREN

QMBRELAMA

This week we offer exceptional opportunities to buy wet weather wear-most Our new fall stocks of men's and women's Raglans, Umbrellas, etc., have

We cannot over emphasize to those who are economically inclined the importance
Women's Umbrellas

Men's Navy and Fawn Raglans at Specially Reduced Prices


## Men's

 Umbrellas






$-5=$


Women's Silk Umbrellas



WOMEN'S and MISSES' RAGLANS and Waterproofs at Savings

## Rubber Footwear for all the Family <br> Men's Rubbers -. Youthe Bubbers 








## The ROYAL STORES, Limited

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路 HE Misses' Fawn Raglans
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## NEW BOOK

and New Edition


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Bowring's Grocery Dept.

SPECIAL. PRIIES

## High Class Gracerté



Bowring's Drapery Dept. New Dress Goods For Fall Wear


| SPECIAL REDUCTIONS IN TAFFETTA SILKS. |  |
| :---: | :---: |
|  |  |
| CHILDREN'S KNICKERS, BARGAIN <br>  <br>  |  |
| CHILDRENS SLEEPING SUITS Comfortable garments of warm, fleecy weave, assort-ed sizes . . . . . . . . . . . . . $\$ 1.35, \$ 1.40, \$ 1.45$ Suit. |  |
| Childrens pantalette legGings No fero of taby cathings ocold whein hithas on a pair <br>  |  |
|  | LADIES <br> $S$ and SWEATER COATS |
|  |  | We can give you an endess yariety. Hts no trouble to

make your choice here. sleeveless and coat styped in
Bowring's
Hardware Dept.
Crose-Cut, Combinews, Rip \&Corneres. Braes
Breast Drils.
Breast Drills
Stanley Hand

Hoon Smodif pinasion




 | Nail Sets |
| :--- |
| Rules |
| $25 \mathrm{c} .3 \mathrm{c}, \mathrm{c}$ |




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Lefes
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BOMVRING BROTHERS, LTD.


Fish Business

Valet Nivip
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Razor
Razor:




Bricks Tasteless!

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## A Good Tonic





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when you ask for $i$
\$2 20 PER BOTTLE.
Dr. F. STAFFORD \& Son
CHEMISTS and DRUGGISTS.
 Fads and Fashions I verrs mant por ther right tate and


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## Wedding Bells



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##  THRILL－MORE THRILI MELO－DRAMA． <br> Seven Big Reels of Action with Alma Benneti，Wm．Bailey，Bud Jamison and Chas．Conkiin． <br> Friday and Saturday MAJESTIC THEATRE

Thousands of Children Expected at the BIG SPECIAL MATINEE Saturday Afternoon


FISHERMEN！NOTHING TAKES THE PLACE OF LEATHER！ Buy SMALLWOOD＇S Hand－Made Tongy
Boots．Wellingtons，Tongue Wellingtons，Hivg Bows．Lew ${ }^{3 / 2}$ Boots．
3 Band
Manuacturers of Men＇s，Boys＇and Youths High and Low Laced Boots．Also，
ander Sold by all reliable dealers from coat

## F．Smallwood

The Sign of the Big Boot，Water

 $\underset{\substack{\text { Dressing．} \\ \text { Price } \\ 90 \text { c．per bottle．}}}{ }$

J．J．KIELLEY Water Street East． $\qquad$

cclaimed Everywhere Typical of Chrysler Quality

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MARSHALL＇S GARAGE．

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# Crammed Full of Interest to Housewives A Page That Tells How to Save G. KNOWLING, Limited 

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K Tapestry Table Covers

| TAPESTRY |  |
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| TABLE Covers |  |
|  |  |
| $60 \times 80 \cdots \cdots . . . . . .4 .25$ |  |
| $62 \times 78 \cdots \ldots . . . . . .7 .00$ |  |
| $64 \times 80 \ldots \ldots . . . . . . .7 .70$ |  |
| velvet table covers |  |
| Varieus designs and |  |
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| Art SERGE | d |
| 54 inches wide. Shades of |  |
| Red, Blue and Brown. | FURNITURE CHINTZ |
| Special value at . .1.10, 1.35 | 31 inches wide. Artistic |
| TAPESTRY FURNITURE. designs .. .. . . 45 c. to 1.10 |  |
| COvering 48 inches wide . . . . . 75 c. |  |
| gns. Unbeatable value. | Specia |
| $\begin{array}{lll}90, & 2.20, & 2.40, \quad 2.60, \quad 13.25, \quad 15.60,16.20, \quad 20.00,\end{array}$ |  |
| WADDED QULLT S SLK |  |
| Just the thing for the EIDERDOWN QUILTS |  |
|  |  |
| $46 \times 70$.. .... . . . . 3.15 wHITE COT OU |  |
| $68 \times 76 \ldots . . . . . .4 .60$ Satin finished ..1.75, 2.5 |  |
| $54 \times 66 \ldots . .7 .60,8.00,9.70$ |  |
| PLUSH DOOR MATS |  |

54 inches wide. Shades of FURNITURE CHINTZ
Red, Blue and Brown.
Speinl vel Special value at ..1.10, $1.35 \quad 31$ inches wide. Artistic
 50 inches wide. Splendid
designs. Unbeatable value. $\begin{aligned} & \text { EIDERDOWN QUILTS } \\ & \text { Special values; zood sizes }\end{aligned}$
 Just the thing for the
coming nights.
$46 \times 70 \ldots \ldots$ $\begin{gathered}\text { SILK COVERED } \\ \text { Large size }\end{gathered}$
 PLUSH DOOR MATS


FLOOR COVERINGS, 2 Yards Wide, Special Value, 1.10

Linoleums, Floral Designs, 2 yds. wide
1.70, 2.20, 2.45 yard

Soft Goods Depariment Specials

| WHITE FLANNEL <br> 30 inches wide. Very Spec- ial value. Only .. .. 83 c. <br> .. ..83c. | GREY TwIL SHEETING 62 inches wide... . 59 c. yd. | white <br> FLANNELETTE Special Value. |
| :---: | :---: | :---: |
| FLA | CIRCULAR | 27 in. wide .. . . . . 25 c. yd. |
|  | PILLOW TICK. | 36 in . wide .. . . . 45 c . yd. |
| RT FLANNEL | 37 inches wide . $\ldots$. l 87c. yd. blue and white | APRON CHECK <br> wide. Only .. 32c |
| ${ }^{\text {a }}$ Union make. ${ }^{\text {a }}$ | STRIPED BED TICK |  |
|  | 56 inches wide . . . 888 c. yd. | $\begin{aligned} & \text { EACHED TABLE } \\ & \text { LINEN } \end{aligned}$ |
| natural | L Sheetin | wide. Only 63 c . |
| OL F FANLEL | wide | White table linen |
| inches wide, Only, 83 c . |  | Special value. Mercerized |
| Eri | KK | 62 inches wrdo . .75c. yd. |
|  | Special Value, only 35c. pr. | STRIPED |
| 28 inches wide. . . 28 c c. yd. | RUbBER SHEETING | FLANNELETTE |
| Plain grey sheeting | 36 in. wide . . . . ...... 1.00 | Specially selected patterns. |

Hosiery Specials
LADIES COTTON HOSE
In Marl Mixtures. Very Special value ................. 49c. and 59c. pair
LADIES' SLK and COTTON HOSE, in assorted shades. .70c. \& 95c. pair
LADIES' CASHMERE HOSE, in shades of Siver, Putty, Mole, Niger,
coating, Fashioned Ribs. Special value. Only . .. . . . . 79 . pair . . . . . . . . . 79 e. pair

## Toys Dolls

 Fancy Goods In this Department we have opened the finest range of Dolls, Toys and Fancy Goods Outport customers would do well to get their Xmas well to get their Xmas line of Timepieces, Wrist Watches and Eight Day and Eight Da Clocks.
## COATINGS

for Ladies' Coats

Plaids, Velours, Astrachan, Sealette, at prices
that will pay you to investigate.

Dress Goods and Silk Department
 BLACK
DRESS SERGE Inches way ......89c. FANCY MIXTURE DRESS
DRESS CLOTHS
Grey, Navy, Brown.
TWEERS $\qquad$





## Boot and Shoe Department

WOMEN'S CARPET HOUSE SLIPPERS. Leather Soles and Heels . . . .1.15, 1.00


WWOMEN'S KID 1-STRAP SHOES. Rubber Heels . . . . $1.75,1.90,2.28,2.50$

Wolsey Underwear
For Boys, Girls, Ladies and Gentlemen, in single aor
Combinations. Just opened.
STANFIELD'S UNDERWEAP
In Green, Red, Gold and Black Label for Men,

MAIL ORDERS PROMPTLY ATTENDED TO


Always Study Our Grocery Advertisements

THE EVENING TELEGRAM. ST. JOHN'S. NEWFOUNDI AND, OCTOBER 16, 1925-12



Bon Marche Specials


BON MARCHE
2,
Ladies'
English Footwear
Barratt's and K's


Ladies! Now is the time you need good ment of Brogue Oxfords, in Black and Tan. Also Ladies Tan Calf High Laced Boots and
Patent Strap Dress Pumps.
F. SMALLWOOD

THE HOME OF GOOD SHOE
218 and 220 Water Street.



##  <br> 

## te




## Let's Go To Goobie's

 YOU'LL FIND IT HARD TO MATCH THE VALUES ELSEWHERE $\underbrace{\text { Comatem }}=$


10e. each.
.


Kindly RememberW. R. GOOBIE
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Are Women 100




 Excellent Programine
 Word of Lone Mariner


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## Whepe The Best Bargains Come From

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 LADIES' HOSIERYMENS SWEATER COATS English Cotton Caskmere Hose, Light and Darí In Light Grey only. Two pookets with roll collar

LADIES' FALL HATS
Now Sh In all the latest styles. Priees ranging from
$\$ 1.90$ to $\$ 9.00$ each
LADIES' PULLOVERS In assorted Jazz trimmings scailoped collars and laced Sale
$\$ 3.65$ each.
NEW FALL GLOVES In assorted shades. 65 c . to $\$ 3.20$ Pair.

Plain, 49c. Pair. Ribbed, 54c. Pair LADIES WOOL CASHMERE HOSE $i$ assorted Heather mixtures $\$ 1.00$ and $\$ 1.20$ Pair.
CHILD'S WHITE BEARSKIN BONNETS with Silk Tie and Frilled fronts Special, \$1.55 each.

Special, $\$ 1.85$ each.
MEN'S DARK BLUE SHIRTS Made of extra heary quality Flannelette, tww
pockets with double row stitching. Big value $\$ 1.74$ each

MEN'S FANCY STRIPED SHIRTS American Coat Style.
$\$ 1.35, \$ 1.55$ and $\$ 1.85{ }^{\circ}$ each
MEN'S FANCY STRIPED SHIRTS English Tunic style Double wearing gquality, Specially Priced $\$ 2.39$ each
HIL DHIE WOUL CAPS
Heavy knit, with large Pom-Pom.
$\$ 1.60$ each.

## MEN'S READYMADES

## 3-Special-Bargain-Lots

 MEN'S| MENS | MENS |
| :---: | :---: |
| ENGLISH TWEED SUITS | TWEED |
| OVERCOATS |  |
| In the very latest styles. |  |
| Priced to meet your approval. | Good and comfortable. |
| $\$ 23.00$ to $\$ 31.00$ | $\$ 12.50$ थnehas |

TWEED PANTS In all Dark shades $\$ 3.00, \$ 3.40, \$ 3.55$ and $\$ 4.00$ Pairlaguts

Pice very latest styles.
$\$ 23.00$ to $\$ 31.00$

 The Jamour EASTERN CAP -Itseads ithe field
MEN'S FALL CAPS A splendid line to select from Prices ranging

85c. $\$ 1.00, \$ 1.20$ $\$ 1.45, \$ 1.75$ up.

MEN'S
PULLOVER SWEATERS V-neck styles, Plain and Fancy trimmed collars and cuffs.
$\$ 3.60, \$ 4.20, \$ 4.65$
MEN'S VELOUR HATS $\$ 4.75$ and $\$ 7.00$ each.

VISTT OUR STAND AT THE NERCAAVTLE INDISTRIAL FAIR
SALE

## Dress Goods

Tweeds, Meltons Serges, Coat-inge-Plain and Checked, Skirth Dress Tweed, etc., 950 yatd.

BLACK and NAVY SERGES $\$ 1.00$ yard SKIRTINGS striped Patterns 85c. and $\$ 1.25$ y yad. PLAIN COATINGS in assorted shadees $\$ 2.70$ yard. CHECKED COATINGS $\$ 2.50$ yard.

## WALL PAPERS

16c. 17c. 20c. 25c. and


## Coloured Madras

 MuslinBlack grounc

CREAM CASEMENT CLOTH
$\underset{\substack{\text { with Coloured } \\ \text { Border }}}{\text {. }}$
42c. yard.
CRETONNE a wide range
patterns. 36c. yard. ENGLISH CHINTZ Single width
59c. yard. Double Width CHINTZ $\$ 1.00 \mathrm{yard}$

## Marshall Bros

## Ask Your Neighbour! 7 HF En|P Ask Your Friend! <br> You will be greatly surprised to know how many of your neighbors trade at The Fair. A store that does a little better is always found out. <br> OUR POLICY---WINS FRIENDS <br> <br> Chances are, -she'll tell you that The Fair is the <br> <br> Chances are, -she'll tell you that The Fair is the store where she is sure of quality merchandise, ne store where she is sure of quality merchandise, ne est styles and really low prices. = titt

 est styles and really low prices. = titt}YOU'LL SIMPLY LIKE THESE NEW FALL


These Dresses cannot be bought elsewhere at this These Dresses cannot be bought ${ }^{\text {3 }}$
price. And are by iar worth more.

$\underset{\substack{\text { Correct in line, colour } \\ \text { and trimming }}}{ }$ Dresses that meet the
demand of any occasion. $12^{.98}$ $16^{.98}$

STYLES -Graceful Flares - Long Pouch Slee - High Necks -Hand Painted Flowers

MATERIALS -Crepe Satir -Striped Crepes -Wool Crepes - New Flat Crepes

## Unusual Values in New Fall

 COATSThe assortment is too vast for a description of each group of Coats-however, they are all
new! All stunning! All ranking first with the models that New York shops are showing. new! All sumning! All ranking frist with the modeles that New York shops are showing
Thisis means that colors, styles, treatment are in in step with what smart women will wear this season. And the prices are lowest in the country.

COATS FOR WOMEN-

$$
\overline{11} \text { Fur Trimmed. }
$$ All fir timeane COATS FOR MISSES-

 COATS IN ANY STYLE13.98 15.75 $29^{.75}$
$34^{.50}$
$21^{1.50}$

##  <br> SPORT COATS <br> nom Sport and mannish Coats! They are wearing them now in Ney York. $12^{98}$ <br> WORTH MORE.

Very Special
100 Wool Dresses
These Dresses cannot be bought elsewhere at this price, and are by far worth more.
You will find a dress individually becoming You will find a dress individual
at a price you will like to pay.

## Extra Special MAI's JVArcodts





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snug comfort ...
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THE EVENING TELEGRAM, ST, JOHNS, NEWFOUNDY AND, OCTOBER 16, 1925-18



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