

Fall Opening Display, 1916.

We take pleasure in announcing this Opening Display of FALL and WINTER MERCHANDISE for Season 1916-1917.

This year, again, our efforts have been directed to anticipating the desires of all, with the result that each Department is fully prepared to meet the demands of the most critical.

We will be pleased to have everybody in St. John's and vicinity consider this a personal invitation to visit this Store during the next few days.

NEW FALL DRESS GOODS.

St. John's most complete stock of First Class Dress Goods is ready. By ready we mean that we can now show you the largest and most complete range of correct fabrics for Fall and Winter that it is possible to see in this country. Quality you will find stands out pre-eminently in every piece of Dress Goods we show in Black or Colored.

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| Amazon Cloths,
Habit Cloths,
Box Cloths,
Serge Velours,
Pastel Cloths,
Costume Tweeds,
Shepherd's Plaid,
Scotch Plaids,
Meltons. | Black and Navy Coating Serge,
Black and Navy Atlantic Serge,
Black and Navy Fancy Serge,
Whipcords,
Diagonals,
Gaberdines,
Armures,
Fancy Suitings,
Lustres. | Crepe-de-Chenes,
Eolennes,
Ripple Crepe,
Bengalines,
Ninons,
Nun's Veilings,
Cashmeres,
Volles,
Grenadines. |
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We are proud of our stock of Coatings. You cannot realise the fulness of variety until you see these. There are Heavy Covert Coatings, Blanket Cloths, Honeycomb Coatings, Beaver Cloths, Naps, etc.



The New Fall Coats

St. John's Most Complete Stock.

The new Coats for women are distinctive in Style and Materials. Every Coat in this immense collection is faultless in Quality and Workmanship.

Women's Black Cloth Coats

In a large variety of smart styles. Full range of sizes. Prices... \$6.00 up to \$36.00 each

Women's Colored Tweed and Serge Coats

In popular New Shades. Some very effective styles in light and dark mixed Tweeds. Prices range from... \$9.50 to \$22.50

Fur Lined Coats

In Cloth and Serge. All well made garments, carefully finished in the

latest and most approved styles. High grade materials. Prices range from... \$25.00 to \$50.00

Fur Coats

Muskwans. Prices... \$75.00 to \$90.00
Dogskin. Price... \$50.00
Caracul. Prices... \$20.00 to \$37.50
Astrachan. Prices... \$15.00 to \$17.50

Children's Coats

Light and Dark Tweeds and Cloths, in a large variety of Smart Styles; sizes, 24, 27, 30, 33, 36, 39, 42, 45 and 48 inches. Prices range from... \$1.75 to \$11.00

New Fall Millinery.

We are justly proud of our Millinery Department. The New Fall Styles are here and ready for your viewing.

The store is brimful of the latest ideas in Trimmed, Untrimmed and Ready-to-Wear Hats, and Women who are looking round for their New Fall Hats need not hesitate to make a selection at once.

The beauty of buying here is two-fold. You can get almost any shape and color you want, and the price is considerably less than elsewhere.

We are also prepared for the woman who prefers to trim her own Hat, with a grand selection of Mounts, Wings and Ornaments, comprising most up-to-date effects in Feather, Fibre, etc.

New Corset Models

It is imperative that you select the right model, as on this depends largely the fit of your new Costume or Dress. Fully recognising this important fact, we have selected our stock accordingly.

Our New Fall Models include many well known makes; some of them exclusive to this store.

New Cotton Tapestries, Hangings and Upholstering Fabrics.

Dainty and inexpensive Curtain Fabrics, Casement Cloths, fine quality materials in odd and pleasing designs, rich Tapestries, Repps and Upholstering Fabrics, constitute a stock of high excellence. Among the season's new importations are included:

- Silk Curtain Tapestry, in Gold, Light Green and Sunny Brown.
- Art-tex Curtain Fabric, in Marone, Blue, Green and Gold.
- Brocaded Curtain Repp, in Mid. Saxe, Dark Saxe, Olive & Cardinal.
- Furniture Tapestry, in Fawns, Greens, Reds, etc.
- Furniture Chintz, in all the newest colorings and designs.

New Wall Papers.

Buy your Wall Papers now, while the stocks are large.

We have just received over 70,000 pieces of beautiful Wall Paper in Patterns and Colorings to suit every room in the house. Papers for—

- Dining Rooms, Bedrooms,
 - Parlours, Halls,
 - Kitchens, Libraries, etc.
- Prices range from 18c. to \$1.85 per piece.
Friezes and Borders to Match.

SHOP

BY MAIL.

Our up-to-date Mail Order Service brings this store right to your door.

The Royal Stores Ltd.

A

REMINDER.

This store is no further away from you than the nearest post office.

INTEREST

Just opened, ready to wear, American made, to be found—

Ladies' Pajamas

Silk and Mair Blouses

Silks, Velvets

Very suitable jackets, gowns, plain striped and

GEO. K. sept19,41,1,1

Evening Telegram

W. J. HERDER, - - - H. A. WINTER, B.A.,

TUESDAY, Sept. 26, 1916

THE WAR

The war news... ing, both general in particular, is of importance. The capture of it tells of further British and French on the capture of Comblès; the change of strategy and of forces by both sides in is clearly in preparation for struggle.

The British have taken the French Rancourt. Comblès quite untenable, being drawn long and ever narrower. The Germans appreciate the value of key positions and Comblès is not so dear. Thiepval is, but the last railway town before the St. Quentin line is reached. It has of itself great defensive value. But it is now being surrounded—a much less costly operation to the besiegers. The village is apparently being attempted more important Thiepval, a little village (more correct) three hills that stand behind the whole defence of the German northward rests. It was, in reality, that supported Hamel, which we know made it impregnable. We see the British shortly from Courcellette to Fleres more in behind Thiepval, in a great encircling manoeuvre is one of the chief features of the whole offensive may be treated by history years as the secret of Guillemont, Ginchy and were taken in this saw-tooth and it is being applied, in varying proportions, against Comblès, Peronne and Chateau this way the line can be behind Thiepval and established from Devion to Courcellette anything may happen, from the movement of the Arras salient Germans right up to the of France.

Both events and the thereon in the East conference of last week that Hines at once shown his hand troops are being rushed from of that there can be no doubt. We are inclined to they are being sent to place of first importance, stiffening is apparent in places. Probably Hindenburg too well the enormous power the Saloniki offensive (which yet begun) to take any to be avoided, and will kept protected at all costs. For the severe check administered in Dobruja and successes south of Monastir come news of good augurs.