

## Styles and Effects for Fall and Winter As Seen in Our Gents' Furnishing Store.

In this Store is a stock of the best Gents' Furnishings obtainable in the world's best markets, purchased to meet the keen demand of St. John's shoppers. Our New Fall importations afford wide latitude for individual tastes and preferences. Lines are conveniently displayed and may be easily inspected and quickly purchased.

### Men's Custom Tailoring: Fall Importations.

This Department is now equipped with a remarkable stock of the Newest Weaves in English and Irish Tweeds, Worsteds and Serges, while the Staff of Expert Tailors employed insure correct Style, Fit and Finish.

Men desiring distinctive Fall, Winter or Evening Clothes would be well advised to give their order now, while the Stocks are at their best.

Men's Suits, expertly tailored from superior Materials in American, English & Canadian Styles, as desired.	Fall Overcoats, made in quiet, effective models, or the most pronounced Fashionable Styles, from the highest grade Materials.	Men's Pants, made in any style desired from superior quality Pants Materials, and finished in the most up-to-date way.	Dress Suits, beautifully tailored, in correct Styles, from the finest materials. These Suits possess that dignified, yet dressy, appearance so rarely obtained.
PRICES	PRICES	PRICES	PRICES
\$20.00 to \$27.00	\$19.00 to \$30.00	\$4.50 to \$9.00	\$26.00 to \$40.00



### NEW FALL STYLES in MEN'S

#### Ready-to-Wear Suits and Overcoats.

A complete range of Men's Ready-to-Wear Suits and Overcoats is now being shown in the Men's Clothing Department. These are all made in our own Factory and possess the Fit and Finish that is rarely obtained in Readymade Clothing.

We have also a full line of Men's Raglans in the very latest Styles. Prices ranging from \$11.50 to \$17.50; and a big variety of Men's Mackintoshes, all the latest shades of Fawn and Brown.

Prices ranging from . . . . . \$8.50 to \$16.50

### NAP CLOTH.

Our New Nap Cloths are here and ready for your viewing. They come in pretty shades of Navy, 56 inches wide. These are correct for Men's and Boys' Overcoats and nice Coating Fabrics for Ladies' and Misses' Coats.

Prices range from . . . . . \$3.00 to \$5.10 yard

### Fall FOOTWAER for Men.



Styles now being shown in Fall Footwear, for Men, possess distinctively new characteristics, comfortable, wet resisting boots that are exceptionally smart in appearance, are a distinctive improvement on the clumsy styles of previous years. Handsome evening styles, distinct in Fit and Finish, are also shown in the newest American lasts.

Walk-  
Over  
Shoes  
for  
Men.

\$5.25 to \$7.50.

MAIL ORDERS  
RECEIVE OUR  
PERSONAL  
PROMPT  
ATTENTION.

## The Royal Stores Ltd.

### BOYS' CLOTHING.

This Department is a very prominent feature of our business. We sell everything that a boy needs to wear and at prices low enough to keep you from worry every time your boy needs something new.

We have a tremendous stock of Boys' Clothing for Fall wear. Norfolk, Suffolk, Tunic, Conway, Sports and Rugby Suits, and a big variety of Youths' Suits with Long Pants.

Prices ranging from . . . . . \$3.10 to \$13.50  
Also a magnificent Stock of Boys' Jersey Wool Suits with Cap to match, Crimson, Brown, Saxe, White. Ranging in price from . . . . . \$1.50 to \$3.75  
Boys' Overcoats in all the Newest Styles for Fall and Winter wear. Serges, Tweeds, Cloths, etc. Ranging in price from . . . . . \$2.10 to \$12.00

### Display of New Fall Lines in Men's Furnishings.

The many Novelties in Men's Furnishings for Fall Wear which are now shown by this Store are especially interesting to Men who recognize the value of a smart appearance. Men will find this section devoted to the display of Ties, Collars, Shirts, Underwear, etc.

Those shopping now secure every advantage, and these cool, crisp days of early Fall suggest the necessity of Neckwear, Underwear, Half Hose, etc., in autumn weights.

### MEN'S HATS.

A beautiful stock of Men's Soft Felt Hats is now being shown in the Men's Hat Department, the Newest English and American Styles, made in the very latest and most attractive colorings. These may be obtained at from . . . . . \$1.10 to \$2.00 each



### New Fall Dress Goods.

Take time to visit our Dress Goods Section. Get posted on what's to be worn this Fall. You will not be disappointed in variety of the assortment; you will not be disappointed with the values. Come in and look them all over; we are showing every thing desirable in Fall Dress Goods and Coatings from the Lowest to the Highest priced.

YOU CAN SHOP  
THROUGH THE  
MAILS AS  
EASILY AS  
IN PERSON.

## War News.

### Messages Received Previous to 9 A.M.

#### HEAVY RAIN IN SCOTLAND.

LONDON, Oct. 13. The most violent rainstorm in fifty years has paralyzed railroads, destroyed bridges and damaged crops, over a large portion of Scotland. Traffic between Glasgow, Port William and many places along the western coast, has been completely stopped. Five inches of rain fell during the 12 hours preceding noon on Thursday.

#### DIED FROM WOUNDS.

LONDON, Oct. 13. Viscount Clive Percy Robert Herbert, eldest son of the fourth Earl Fowis, died in London to-day from wounds received in action. He was born on Dec. 2, 1892, joined the Scots Guards in 1914 and in 1915 was Lieut. of the Welsh Guards.

#### AVIATOR, D.S.O.

LONDON, Oct. 13. By an official announcement to-day the King appointed to the Distinguished Service Order, Aviator Second Lieut. Walsan Joseph Tempest, for gallantry and devotion to duty in connection with the destruction of enemy airships.

#### SUCCESSFUL BOMBARDMENT.

BERLIN, Oct. 13. A successful attack by German naval aeroplanes upon Russian transports in the Rumanian Harbor of Constanza, on the Black Sea, is reported in an Admiralty statement issued under date of Oct. 12, as follows: German seaplanes during the night of Oct. 9 and 10, successfully bombarded Russian transports in Constanza.

#### THE RUMANIANS.

BUCHAREST, Oct. 13. Repulse of systematic attacks at several points along the Transylvania front are announced in to-night's war office official. At the customs station of Crasna in Tarland Valley, from which the Rumanians retired, and from the Buxes Valley, Rumanian cavalry frustrated six attacks by hostile infantry, says the statement.

#### ALLIED AEROPLANES SHOT DOWN.

BERLIN, Oct. 13. Nine Allied aeroplanes of a squadron which attempted to pass over southern Germany yesterday, were shot down, the war office announced to-night. Our aviators successfully attacked strong enemy squadrons on their way to southern Germany, supported by our anti-aircraft guns, and brought down nine machines. According to reports to hand, five persons were killed and 26 wounded by bombs. Material damage was slight.

#### APPEAL OF ROUMANIA.

LONDON, Oct. 13. The Temps publishes an interview given to its correspondent with the Rumanian army by the King of Rumania, in which that monarch appeals to the Allies not to permit his country to suffer the fate of Serbia and Belgium. Rumanians will not falter in their allegiance, the King said, to the cause, nor can the enemy wear them from their faith in their Allies, yet Rumanians pray that in spite of their existing exigencies and their own huge problems, the Allies will not allow the affairs of Rumania which has staked her all in this conflict, to pass into the back of their minds, and to suffer, that she may meet the fate of either Belgium or Serbia. King Ferdinand said that Rumania had not been moved to enter the war by mere expediency, but her decision was based on the biggest principles of nationality.

#### SOME ADVANCE MADE.

SALONIKA, Oct. 13. British advance guards made some advance east of the Struma River in Greek Macedonia, says an official statement issued at the Entente Allied headquarters to-day. British armored cars explored the region where the Serez-Demir-Hissar railway joins the Serez-Salonika line, and found the railway line strongly held by the Bulgarians.

#### QUIET REIGNS.

BUCHAREST, Oct. 13. Quiet reigns at Hiralcoe, Simondil, West Predal, south of Kronstadt, and at Predal. The enemy has been repulsed and has retreated to Timos. At Givrala there were patrol engagements. At Caneel there were artillery actions. In the Valley of Jiu and at Orsova on the Danube there were artillery engagements. On the southern front there were artillery duels and infantry fighting along the Danube. In Dobrudja quiet reigns.

#### AUSTRIAN POSITION TAKEN.

ROME, Oct. 13. In the Pasubio region of Trentino, Italian troops have taken a strong Austrian position between Sette Croci and Monte Roita, says an official issued to-day. An Austrian attack in the same region was driven back. Italian troops, it adds, made considerable progress in the Carso plateau, where there has been heavy fighting.

#### URGED TO INVEST.

PARIS, Oct. 13. French soldiers are urged to invest their superfluous cash in the new French war loan, in a general order to the army issued by Joffre.

#### ALLIED ATTEMPT FAIL.

BERLIN, Oct. 13. A great attempt by French and British forces on the Somme front to break through the German lines yesterday, resulted in failure. The war office announces that six assaults near Sailley were repulsed. The battle northwest of Sailley still continues.

### Don't Neglect Your Cough.

A little cold may not seem a dangerous thing—you may feel inclined to let it go on hoping that to-morrow it will be better—but can you afford to take chances? Just as the little insignificant acorn grows if let alone, so the mighty giant oak, that could if not stopped may grow to a very serious illness. When a Cough starts there's no telling where it will end. You know no doubt, of cases right among people you have known, where serious complications and fatal illness have had their start from a neglected cough or cold. "Don't neglect your cough," Stafford's Phorphone Cough and Cold Cure is what you should take. For sale at Stafford's Drug Store, Theatre Hill, and Stafford's Pharmacy, Duckworth Street. Price 25c., postage 5c. extra.

No trouble to take this cough remedy. Prepared only by DR. F. STAFFORD & SON, St. John's, Nfld. Manufacturers of 3 Specialties:—STAFFORD'S LIMNET. STAFFORD'S PRESCRIPTION A. STAFFORD'S PHORPHONE.

#### SWEDISH STEAMERS RELEASED.

LONDON, Oct. 13. The Russian Government has released Swedish vessels which have been held in Russian harbors. The release of the ships is the result of negotiations which have been in progress between the governments for the last two years.

#### U. S. NAVY BUSY.

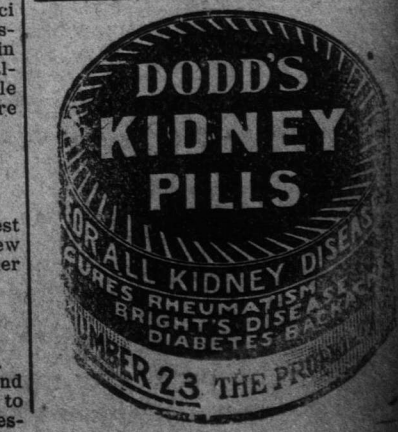
NEW YORK, Oct. 13. A dozen destroyers of the United States navy are patrolling the ocean highways to and from North Atlantic ports to-day but for what purpose is known only to the naval authorities. It is reported that they are sent to maintain the neutrality of American waters, but Rear-Admiral Knight, in authority for the statement that official action toward establishing such a patrol had not been taken. He said, however, that this soon would be done. The seaward dash of eleven destroyers from Newport yesterday caused much speculation. At least one other United States destroyer is known to have been on guard outside New York since the German submarine raid off Nantucket last Sunday. Efforts to explain the activity of the destroyers ranged from reports of the discovery of a foreign submarine base, to the rumor that a liner had been driven into Bar Harbor by a German submarine, stationed off Rockland, Maine. All these stories lacked verification. Rear-Admiral Guver, commander of the torpedo flotilla at Newport, said the sending of the destroyers to sea had no connection with a sailing of a liner from Newport for Liverpool yesterday. There have been important developments, said he, but I could not call them submarine developments, because they are not.

#### DUTCH GOVERNMENT RECEIVES REPLY.

THE HAGUE, Oct. 13. The Dutch Government to-day received from the German Legation a statement to the effect that explicit instructions had been given to commanders of German submarines to sink neutral steamers in no case, unless the ships could be destroyed in accordance with the German prize law. Therefore, it was considered extremely unlikely that the captain of the Bloemersdyke was told by the captain of the submarine which sank the steamer as reported, that he would send to the bottom every ship which otherwise might touch a British port. The Government was also informed that should it be proved that the Bloemersdyke's sinking was not in accordance with the German prize law, Germany would grant indemnity for the vessel and cargo without submitting the matter to a German prize court.

#### AT THE CRESCENT.

Go to the Crescent Picture Palace to-day and see the big variety picture show. Billie Reeves, the celebrated English Music Hall Comedian in "Billie's Double." Gretchen Hartman and Jose Ruben in "Alias Jimmie Barton," a two reel Biograph drama. Claire McDowell and Alan Hale in "Cupid Entangled," a fine comedy drama; and an all star Lubin cast in "Ophelia," a great Society melodrama. Professor McCarthy plays a programme of the newest and best music. On Monday Leslie Austin in "The Greater Wrong," a Lubin feature in three reels.



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values!

Serges,  
c., 65c.,  
75c., 80c.,  
1.00, 1.20,  
1.40, 1.60,  
1.75.

BACK SERGES,  
c., 80c.,  
1.00, 1.30

Green, Grey,  
Saxe,  
per yard.  
Grey, Brown,  
Blue, Pink &  
75c. yard.  
CORDS,  
d \$1.50.  
LINS,  
\$1.00, \$1.10.  
RES, CORK-  
RES, Etc.,  
0 per yard.

CRS.

ogs Head"  
Brand,  
ass Ale" and  
inness's"Stout,  
QUARTS

ve have a large stock of  
QUARTS  
ose of during the re-  
3 months we will ac-  
reduced price to clear.

C. BAIRD.  
Water Street.

ADY for the cold weat-  
in your supply of  
AS COKE is an excel-  
lence for hard coal. We  
OKE of best quality,  
m Pennsylvania Coal,  
e are selling at \$8.50  
at the Gas Works, or  
ton sent home. Send  
order now. ST. JOHN'S  
GHT COMPANY.

ER REPORT.—The weath-  
country is, strong southwest  
air, temperature 30 to 50