

# 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.

- |  |  |   |
|--|--|---|
| Amazon Cloths,<br>Habit Cloths,<br>Box Cloths,<br>Serge Velours,<br>Pastel Cloths,<br>Costume Tweeds,<br>Shepherd's Plaid,<br>Scotch Plaids,<br>Meltons. | Black and Navy Coating Serge,<br>Black and Navy Atlantic Serge,<br>Black and Navy Fancy Serge,<br>Whipcords,<br>Diagonals,<br>Gaberlines,<br>Armures,<br>Fancy Suitings,<br>Lustres. | Crepe-de-Chenes,<br>Eolennes,<br>Ripple Crepe,<br>Bengalines,<br>Ninons,<br>Nun's Vellings,<br>Cashmeres,<br>Voiles,<br>Grenadines. |
|--|--|---|

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 ... \$8.00 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 ... \$23.00 to \$59.00

#### Fur Coats

Muskwans. Prices ... \$75.00 to \$90.00  
Dogskin. Price ... \$50.00  
Caracul. Prices ... \$29.00 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.

SHOP BY MAIL.

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

### 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 \$1.55 per piece. Friezes and Borders to Match.

# The Royal Stores Ltd.

A REMINDER.

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

THE ADT INTO THE



IN THE EVENING TELEGRAM

Evening Telegram

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

WEDNESDAY, September 27, 1916

THE SOMMERSET

The imp capture may be some would be hard to confidence. Not its effect cause inspires and the most unobservant that a great change in fighting on the St. grown accustomed process, and received reports of advances yards. It is barely the French burst between Combes and distance, not of yards miles. Almost immediately followed with an advance front to a depth of miles. Both advances comparative ease, maintained with the usual counter-attack.

Followed then in a number of sharp reduced one by one fences of Combes. this, experience of and Delville Wood had a much longer siege. It has fallen, always. What will the German to persuade its readers sive has failed? The victory will be tremendous; from view it is chiefly via the way to the opera St. Quentin, guarding is the rapidity of the attendant circumstances chiefly to be remarked.

If we consult the the distance merely. French advance has July 1st, we will find that it should now other defences of strength and intricacy made the first one available. And the direct ficers and eye-witness events themselves, tion correct. The weaker and weaker man power but of nature. Being the themselves no treacher remains of taken. It is becoming terms. The German and they know it.

As we write, the news of the capture val reaches us. It is to say whether this more important hind it, but these any case. The result ed by the taking like the victory of Ch unexpectedly soon, which is dangerous has fallen to the French have pushed court. In fact, it gained an impetus mans are nowhere seriously retard. exultation, but victor Wider and wider the lies is being extended steady pressure whole of the new and have its effect. Bapaume are now and with them the salient which they

WIRES INTERRUPTED to the Reid Co.'s disrupted on the west passenger list was press hour.

MINARD'S LINDSAY