
T:IE EVENing telegram, St. JOHN'S, NEWFOUNDLAND, OcTOBER 28, 1916-2



## New Dress Materials!

## High-Class Dress Materials,

Iected stocks to be seen in the city, of which NEW DRESS following are a few:

dRIMS, LININGS, crepe delaines, silk gauze, costume SERGES.
TARTAN POPLIN. Special 65 cts. Reg. value $\$ 1.10$ 4 inch BLACK COSTUME VELYET
FANCY VELVETEEN, PLAIN and STRIPED vel VETEEN, SILK VELVETS, FANCY SPOT and STRIPED SLLKS
ORIENTAL SATIN, HUCHESSE, MOUSSELINE,
CHIFON, TAFFETA, SHANTUNGS, MERVE and JAP. SILKS. BIGGEST VARIETY of high-class DRESS MATER-
IALS, SLES, etc, to be seen in the city
G. KNOWLING'S.




## The War Week by Week.




## 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 Ims. |
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| portations |

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.
 are at their bes

| Men's Suits, expertly tailored from superior Materials in American, English \& Canadian Styles, as desired. PRICES | Fall Overcoats, made in quiet, effective models, or the most pronounced Fashionable Styles, from the highest grade Materials. PRICES | Men's Pants, made in any style desired from superio quality Pants Materials, and finished in the most up-to date way. PRICES | Dress Suits, beautifully tailored, in correct Styles, from the finest materials. These Suits possess that dignified, rarely obtained. PRICES |
| :---: | :---: | :---: | :---: |
| \$20.00 to \$27.00 | \$19.00 fo \$30.00 | \$4.50 to \$9.00 | 26.00ヶ0 \$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 Over 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 for Ladies' and Misses' Coats. Prices range from
$\$ 3.00$ to $\$ 5.10$ yard

Fall FOOTWAER for Men.


BOYS' CLOTHING.

prominent feature of our
usiness. We sell everyprominent feature of our
business. We sell every-
thing that a boy needs to wear and at prices low
enough to keep you from worry every time yo
needs something new We have a tremendous stock of Boys' Clothing for
Fall wear. Norfolk, Suffolk, aall wear. Norfolk, Suffolk,
Tunic, Conway, Sports and
Rugby Suits, and a big varRugby Suits, and a big var-
iety of Youths' Suits with Prices ranging from Prices ranging from ......................10 to $\$ 13.50$
Also a magnificent Stock of Boys' Jersey Whol
Suits with Cap to match, Crimson, Brown, Saxe, White. Ranging in price from 1 Boy Overcoats in all the Newest Styles for Foll $\$ 3.75$
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.




 MEN'S HATS.
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## New Fall Dress Goods.

 posted on whats to be worn this Fall. You will not be
disaponinted in variety of the assortment: you will not disappointed in variety of the assortment: you will not
be disappointed with the values. Come in and look them

 Highest priced.
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personal
PROMPT $\square$ TheRoyal Stores Itd.

> Boys' Jersey Bargains, 100 Dozen, All Wool, Colors: Saxe,

> Cardinal, Brown, White, Navy, At Old Prices.

## Readymades! Readymades!

We are offering the Greatest Readymade Values to be found on the market at the present time. The latest and smartest styles at surprisingly low prices. These goods are now made to sell at considerably higher prices. Every Suit worth a lot more-you must see them.

MEN'S TWEED SUITS, $\$ 5.50$ to $\$ 14.50$
MEN'S BLUE SERGE SUITS, asstd. prices MEN'S OVERCOATS, $\$ 6.50$ up
Boys' Tweed Suits. Boys' Overcoats.
Marshall Bros

## Men's

 Jersey Barga ins, 10 Dozen, All Wool. Colors :Navy,
Grey,
Blue, White, At old Prices.





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THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, OC'IOBER 28,1916

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THE THOUGHTS


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is made of the 1 structed by skill fectly, loose and c sanitary and doe $\$ 1.75$


## UNIVERSAL UNDERWEAR

is made of the best materials，and con structed by skilled workmen to fit per fectly，loose and comfortable．It is highly sanitary and does not irritate．Sizes ： 34 to 40．Prices：
$\$ 1.75$ to \＄3．50


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End Siore， 164 Waier St．
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## THE WIFE HE LEFT BEHIND HIM

Pursues her daily round of Domestic Duties
The homes of our Gallant Soldiers \＆ Saitors are not neglected in times of war．The Motto of Sweethearts and $W_{i v e s}$ is
＂CLEANLINESS AS USUAL＂

SUNLICHT SOAP．
We see to it that their hardships are not of physical nature，for the guaranteed purity SUNLIGHT SOAP enssures AND COMFORT for allwho use it．

Guarantee of Purity on every bar

The Name Lever on soap is a＇ouarantee of Purity 2 Excellence
Lever Brothers Limited Port Snumlight：


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From Constipation


Why not use Dr．Hamiltor＇s Puls
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Just think ot



FOR LADIES．
Made in all Wool Blanket Cloth，in large check effects with Belts．

## $\$ 6.50$ ardil

The smaller sizes would make excellent School Coats for big Girls－taking the place of a sweater and street coat．

SEE THEM IN OUR WINDOW．

## S．MILLEY．



Advertise in the Evening Teiegram
the feoples paper-THE EVENING TELEGRAM, OCT. 28, 1916-10.-read by everyone

 Hello! Have You Got Your 8. Winter Coat Yet?


If not, come and see OUR
Coatings, Blue, Grey and Brown Coatings, Blue, Grey and Brown
Nap of the best quality. Made in Scotland. Also Mixed Blanket Cloth and
Plaid Coatings that are so much Plaid Coatings that are so much
in demand at present. Prices ROBERT TEMPLETON.
${ }^{333 \text { Water St. St. St Johns }}$
STANFIELD'S Wool Underwear,

For Fall and Winter.


HENRY BLAIR



Let Us Fill Your
Order from
FRESH FRESH SUPPLIES. ELLIS \& CO., 203 Water Street.

Just received
Graciana: Ayrshire Bacon. Scotch Beef Ham. Prime Irish Hams. Prime Irish Hams.
Prime Irish Bacon. English Prize Cheddar
Cheese. Almeria Grapes. Spanish Onions. DAMSONS! Last for season Apples ! Apples: Barrels \& Cases.
No. 1 Gravenstein. No. ${ }^{1}$ Kings. Mcintosh Reds. Apples in boxes, most suitable for family
use.

$\qquad$ - Saydars Celebrated 2, 1 and $13 / 1$ libectionerery. | 2,1 and $3 / 1 \mathrm{lb}$ boxes. |
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| REMEMBER OUR |
| TELEPHONES. | Nos. 482 and 786.

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