
the evening telegram, St. John's, newfoundland, january 31, 1917-2


## Ends!

 Ladies Blouses, Camisoles, Etc.

White Muslin Blouses. White Silk Blouses.
White Crepe de Chene Blouses. White Middy Blouses. Nainsook Camisoles. Crepe de Chene Camisoles. Society Satin Camisoles. White Knickers, Nighties, Chemises, Neckwear Boudoir Caps, Kimonos, Wool Underwear-Pants and Combinations. Fleece Lined Corset Covers, And a Huge Display of Corsets.

## WHITE GOODS.

This tremendous display comes just at a time when folk are utilising their enforced
seclusion making up hot weather wearables for the coming Summer BRIDAL WREATH NAINSOOKS, LAWNS, LONGCLOTHS,

CREPE KIMONO CLOTHS, MUSUINS, DRESS LINENS, GINGHAMS
CHIFFON SILKS, CHINTZ, SCRIMS, EMBROIDERIES, LACES,
OVER NETS, FLOUNCINGS, DRESS NETS, LINGERIE BINDING
BIAS TAPE, and an endles assortment of TABLE LINENS, TABLE CLOTHS, TABLE NAPKIN SHEETINGS, TOWELS, BED SPREADS, PILLOW CASES, SHAMS, TEA CLOTHS, TRAY CLOTHS,

Marked at Prices Thal Ensure a Quick Clearance. SEE WIWDOWS.
BISHOP, SONS\&CO.LTD.

Children's and Infants' Wear.

Our Infants' Wear Department, in addition to being fully supplied with all the staple goods for Infants' \& Children's Wear, has a beautiful assortment of English, Hand Embroidered Dresses for Children from six months to two years; also a beauiful line of American Handmade Smocks for Children, two to ten ears old, and other very attrac ive and most desirable handmade garments for Children

## MENT. <br> SERVICE



Hitt and Runn - If This Keeps Up We May Have to Go Back to the Fig Leaf!

the evening telegram. st. Johns, newfoundland, january 31, $1917-$


THE ROYAL STORES' ANNUAL FEBRUARY SALE.

If you appreciate the value of the dollar, you'll let no condition of weather or other
circumstance keep you from THE ROYAL STORES during the early days of this
Sale. Values are more plentiful and even bigger than in any previous sale, and if the
frosty spurt of last week kept you at home, don't fail to be here to-morrow to share in
those most unusual money savings.
This Sale embraces almost every article in our Store, and it is decidedly to your
interest to come and inform yourself as to the remarkable savings you can make on
goods needed for present and future use.


## MEN!

These hard tim s, "How to Economize" is a question that exercises the minds of all. This Sale should be welcomed as it offers splendid opportunitiss to save on cverything needed for Men's wear. Read the accompanying list and note the Low Prices for this Sale.

Myxs focipis




75c.
80c.
85c. 90c. Y.
 3202000202000 URS. sonable offer of .50 each. $\$ 4.20$. $\$ 4.50$ ea.

## REGULAR WALL PAPERS! <br> We have just opened our first shipment of REGULAR WALL PAPERS for Season 1917. <br> BOOKS NOW READY FOR INSPECTION. <br> Marshall Bros





## the peoples pápr- THE EVENING TELEGRAM, JAN

| 5c. The Crescent Picture Palate 56. $\qquad$ <br> "The Mysterious Cipher" <br>  $\qquad$ |
| :---: |
|  |  |
|  |  |
|  |  |




| Cold Weather Foods. |  |
| :---: | :---: |
| OATMEAL (Hunter's Scoteh)-Medium and CoarROLLED OATS, CREAM OF WHEAT.LYLES GOLDEN SYRUP, CORN SYRUP, |  |
|  |  |
|  |  |
|  |  |
| WHITMAN'S INSTATT CHECOLATE |  |
|  |  |
|  |  |
|  |  |
|  | "Our Best" |
|  | Biman isme |
| Bowring Bros., Ltd. <br> Grocery Department |  |
|  |  |


| Aed.Newfounolanid company |
| :---: |

## Hockey

 Skates!| Mic Mac, | Ladies, |
| :--- | :--- |
| Regal, | Glacier, |
| Velox, | Beaver, |
| Chebucto, | Rex. |
| Velox, | Duche, |
| Scotia, | Imperial, |

Skeleton and Acme Skates. Hockey Sticks. Children's Sleighs, etc., etc.
BOWRING BROTHERS, Limited,
Hardware Department.


W. \& R. ENGRISH,


10303000003023303363003032002
Freight for New York!

## ( sail for New York about January 17th, <br> 8 and is open for a limited quantity of <br> 8 Freight. Apply

A. H. MURRAY.

Tue. "Evening Telegram" is read by over 40,000 People dally.

## 1 3 3 3 TORIC CENS <br> are more becoming than    <br> R. H. TRAPNELL, Eyesight Specialist. St. John's.

N

the stemmer Portia Bowring Bros., Ltd., THURSDAY, February 1st, at 10 am .




BOWRING BROTHERS, LTD


JUST ARRIVED
2,700Cases "Supreme" Brand Canned Meats Delicacies.
Sold Everywhere.

Harvey \& Co., Ltd. WHOLESALE ONLY



No matter how the FIRE IS CAUSED
if you're not insured, you's a loser. Take time to se
about your policies. We give you the best companies an easonable rates. PERCIE JOHNSON,
 Nearly every day we sell at least one pair of Skin
Boots to be sent to the trenches.
They are so Much Superior to All Other Kinds of footwear that the wearer of a pair is envied by alf
those who are not as fortunate. You would be wise to send your bory a pair) and be
sure and get he best kind s-sewn with sinew. To be
had at Robert Templeton's.


SOUTH COAST SERVICE
S.S. "Glencoe"
will leave Placentia on THURSDAY, Feb. 1st, after arrival of morning train from St. John's, for ports of call between Placentia and Port aux Basques.

Reid-Newfoundland Co .

"MYSTIC"
Baking Powder
Absolute PURITY Guaranteed. Sold in 4, 8 and 16 ounce Tins.
M. A. Dulfy, sole Agent



## Better Than the Best JOHNSON'S

MARBLE CAKE. SULTANA CAKE. MARBLE CAKE.
SHORT BREAD.
DOUGHNUTS. SHORT BREAD.
$\begin{aligned} & \text { POUND CAKE. } \\ & \text { LEMON LOAVES }\end{aligned}$ CREAM PIES.
LAYER CAKE LEMON LOAVES LAYER CAKE. These are only a few of our leaders. Sounds
good, don't it? Yes, and tastes better. Retail Store: CALVER'S. Phone No. 739 .
ian1.12..od
Your Business
Success in 1917


Men's and Boys' Suits, Overalls, Shirts, etc
lewfoundland Clothing Co., Ltd CORDUROY VELVET !
 Our Price: $\$ 1.10$ per yard.
 Willam Frow. Advertise in the Telegram

WBither for



