

Co., Ltd.


## We Aim To Keep Down Prices.

READ CAREFULLY OUR OFFERS AND YOU WILL SEE MANY MONEY-SAVING OPPORTUNITIES---SEIZE THEM!

Hosiery ! -:- Hosiery!
Our Hosiery Dapartment is well stocked at the present time and can supply the need of every customer.
prices.
6 CYClO ${ }^{\text {s9 THE KING }}$ OF BRACES. Value for $6 c \mathrm{c}$, selling 45c. pair

## HANDKERCHIEF SALE!

150 doz. LADIES' WHITE H. S. HANDKERCHIEFS. 100 doz. LADIES' COLORED MERCERISED
50 doz. LADIES' COLORED BORDER. Selling all one price, 5c. each.

## EMBROIDERIES.

 The largetststok of Embroideries in the city, from 1 inchwide to 36 inches wide. Variety tor arge to itemize.
SELLING AT OLD PRICES. Marshall Bros

DRESS GINGHAMS
20 pieces of Dress. Ginghains, big variety of pat terns; 28 inches wide. Just the thing for Children' Dresses. Only 24c. per yard.

## 

## JOB HAND BAGS.

 dozz Ladies Hand Rags, 8.20 to 82.20
each. Now one price $\$ 1.20$



| Important Items ! |
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| Hay Seed! |
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| Soper \& Moore. friolesale jobbers. 'hone 48 |




## CORKWOOD,

Thick and Thin.
VERY LOWEST PRICES
A. H. Murray.


## War Nem

Messages Received
Previous to 9

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 JUNE PATTERNS! Summer Fashioon Book, Pictorial Review Patterns.

CHARLES HUTTON,



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THEM !
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BAGS.

See this display to-day, the values are most
remarkable. A huge display of Laties' Untrim--
med Hats in a variety of becoming New Shapes
 Our most complete stock of Fancy Mounts,
Winss, Flowers, and rienly
Colored eltifilill surely please the most exacting Home
hiliner
Untrimmed Millinery Dept.
English \& American Hats \& Hat Trimmings. Miliner

English LONGCLOTH UNDERWEAR, 65c. to \$3.00.
 made of the e eielerated

## COLOURED UNDERSKIRTS,

85c. to $\$ 5.40$

 See Window

Bishop, Sons \& Co., Limited,


OPEN TO-DAY - NEW BOOTS \& SHOES See them is all we ask. Ladies New
High Cut, $\$ 6.80$ to $\$ 7.30$. In Havana Brown, Black, White, Cloth Top with Patent Leather, Brown with Ivory Top and Our White Boots and Shoes are also open in
Ladies' and Children's. There will be a big run Ladies' and Children's. There will be a big run
on White Goods this summer. Prepare for it.

Ieaders in smart
styles and fine 80c. to \$4.40 Nightgowns
Camisoles, Knickers and Underskirts to fit all figures and sizes. Muslin and Crepe de Manulactured AMERICAN TNDERGARMENT C

## War News,

 Messages Received Mos


A "sameness" that is most enjoyable - the daily, unvarying goodness of a cup o "SEAL BRAND" COFFEE It never fails to greet you with that same exquisite fragrance, ambe clearness and delightful flavour that win people with the first cup.
In $\%, 1$ nend 2 pound thes. Whole-
GHASE \& R Sccolators. Never sold in

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HITT AND RUNN - Bull Said Ball Three Timus--Tnat Should Have Made ft Clear That He Didn't Mean Strike One!

the evening telecrasi. St. Johns, newroundland, mat 18, 1917-6

| $\underset{\text { FRIDAY, May 1sth, 1917. }}{\substack{\text { W. J. HERNER, ... Proprietor } \\ \text { Hi A. WII IER } \\ \hline}}$ |  |
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## FRESH ARRIVALS !

## Window Glass,

18 and 24 ounce in Strong Cases. This Glass is in splendid condition and the percentage of breakage
remarkably small.

## Black and Galvanized Bar Iron.

BANKING, STREAM and DORY ANCHORS and GRAPNELS
LLOYD'S TEST CHAIN, ORDINARY PROOF CHAIN. ENGLISH OAKUM, HIGHEST GRADE BLOCK CUTCH. COAL and WILMINGTON TAR, WILMINGTON PITCH and ROSIN. In stock: GARGOYLE LUBRICATING OILS and GREASE• In stock: GARGOYLE LUBRICATING OILS and GREASE.
COTTON WASTE, WRENCHES and MOTOR BOAT SUPPLIES. ROOFING FELT, $1,2,3$ ply, and PANAMOID, ROOFING NAILS

G. KNOWLING.

| GEORGE KNOWLING has just reeeived One Hundred Bags POTATO Fertilizer |
| :---: |
| ANIMAL Fertilizer |
| Arsenate of LEAD |
|  <br>  <br> For. Sale at our usual Low Price |
| George Knowling |

## EveningTelegram

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## 6

UNTRIMMED HATS.


25c. each

## Follow the <br> "Royal" Road

 Listor FRIDAY \& SATURDAY VALUESWILL PROVE TO YOU THAT WE CAN SERVE YOU BETTER THAN ANY STORE IN SY. SORN'S.
The extreme lowness of the prices will be more fully appreciated when you realize that each item is genuine "Royal"
quality- the most desirable Merchandise in the land. Every item mentioned here is a standard bearer of satisfaction and
dependableness, and represents a rare money-saving opportunity.

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Specials in House Furnishiags


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## 30 cts .

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GROCEER BARGAMNS et acquainted with these Big Values Smallwares

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Dressmaking
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## SPECIAL SALE OF WOMEN'S HOSIERY !

OVER 10,000 PAIRS IN THE ASSORTMENT. and thou styles and quailitise throughout the great assortment give the widest possible range of sele
the city to-day; in a short while you may have to pay almost double the prices for the same qualities. the city to-day; in a short while you may have to pay almost double the prices for the same qualities. En Space will not permit us to give a detailed description of each line, but in the lot yoo
and full assortments of all sizes in Plain Cashmere, , iibbed Cashmere and Union Mixtures.

TheRoyalStores Itd.

THE EVENING TELEGRAAF, ST. JOHN'S, NEWFOUNDLAND, MAY 18, 1917-8


the svening telegram, st. Johns, newroundland, may 18 , 1917 - 10
and



| SHOW-ROOM CALLS, |  |
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| Attesting Their Worthiness, Timeliness and Economies for FRIDAY, SATURDAY and MONDAY. |  |
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HONEST HOSIERY VALUES
Where 15c.
Wonder' Hosiery.
 and homay...s 23 c or 2 prs. for 42c Infants' Socks. Prety nitie socks with MEN'S SOER ladies' hose.



CLEARING LINE O Tea Cloths and Sideboard Cloths.



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| Sample Line of <br> 3LOUSES <br> For Millinery <br> and Other Purpose |
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FLAGS for




Mail YourOrods.

boys felt hats.




28c. $\begin{gathered}\text { Never before brought } \\ \text { such values in }\end{gathered}$
Pretty Curtain Materials
 hearth rugs.
 dorileys.





## TOWEL SNAPS.

Soid ruate Toreatan pur UNBLEACHED.


## War News.

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to our reputation for Supremacy in VALUE - GIVING FRIDAY, SATURD'Y MONDAY.

Mie reoples papbr- DON'T SAY PAPER, SAY "EVENING TELEGRAM." - read by averrone

## Horses! Horses!

Tomens anameny zais 20 Horses,

GEO. NEAL

## Our New Shoes! <br>  <br>  <br> BIG Shoe SALE <br> MEN'S FINE Boots, Button and Laced Styles, $\$ 300 . \$ 3.50, \$ 400$, $\$ 4.50$ and $\$ 5.00$ <br>  <br> Now only $\$ 2.50$ and $\$ 3.00$ <br>  Now only $\$ 2.00$. <br>  <br> Seare bar sine now <br> F. SMALLWOOD





Smart Blouses !

Our Ladies' Dept. is now displayof Blouses in Crepe de Chine, Silk
and Georgette Crepe. These Blouses are distinctly characteristic in style and iliustrate Fashion's latest
fancy in sleeves and collars the fancy in sleeves and collars, the
former are all long with dainty cormer are alt the latter are very
deep and quaintly cut. deep and quaintly cut.
The new surplice neck is very
much in evidence and the entire stock is as charming and up-to-
date as it can possibly be.
The leading colors are Flesh, Coral and Blue, but there is a wide
choice of hell colons, also Black
and Plack and White.
U.S. Picture \& Porrrait Bo.


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## GADIZ SALT FOR SALE!

Ex Steamer, Hulk or Store, at lowest cash price. Orders can now be taken.
BAINE, JOHNSTON \& CO.


| AMMUNITION NEEDED |  |
| :---: | :---: |
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| Bacon |  |
| Ham ${ }^{\text {\%emmmm }}$ |  |
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| RING BROTHERS, Lim |  |

Let Us Fill Your Order From Fresh Supplies. ELHS\&Co. 203 Water Street.

 Fresh Halibut. Fresh Salmon.

## 

Fresh Smoked Finnan Haddies.


American Beauty Butter, 1.16. blocks.
 $\xlongequal{\substack{\text { Freses. } \text { Port } \\ \text { Self Rastistise. } \\ \text { Rasisg Buckwheat. }}}$ Remember OUR Telephone, 482 and 786.


> TORNIC LENSE
are more recoming than
flat lennes.




| know about Toric Lenses. |
| :--- |
| us explain them. |

## IT'S <br> EXTRAVAGANCE



## Royal Household

Windsor Patent


SOLD EVERYWHERE


R. H. TRAPNELL

Rycus
MNS SATt能
 RELD-NEWFOUNDLAND COMPANY. EMPIRE DAY,

Thursday, May 24th, 1917. For all regular trains of Wednesday and
hursday, May 23rd and 24th, round trip tickets will be issued between all stations at
One and One Third First Class Fare,
For going passage on above-mentioned dates, and for return passage up to and including Friday, May 25th.

Reid-Newfoundland Co:

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[^0]:    Robert Templeton

