


Our Values are Absolutely the Best Obtainable.



s4.90, 5.90, 6.90, 7.90, 9.50 and upwards.
Misses', Children's and Infants' COATS,

Henry Blair


## Spring Suitings!

##  <br> S. E. GARLAND

## "Dogs Head]" Brand,

 "Bass Ale" and "Guinness's" Stout,

## 

J. C. BARD.

| Fountain and Stylographic Pens! |  |
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BOOKS FOR BIGBER

| EDUCATION EXA |
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| and ail otheng sow in stock. |


Gold S: Soap!
\$4 60 Box of 100 Cakes.
Biggest and Best Value on the Market.
Made in Canada.
©
EveningTelegram

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| W. J. HERDER, . . . Proprietor H. A. WINTER, B.A., . . Editor |  |
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|  | Our Stores will be |
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|  | morrow. Will re.open |
|  | on saturday morning, |
|  | Sept. 30th, at 830 am . |
|  | -U. S. PICTURE AND |
|  | PORTRAIT |
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## To Surprise

the lord of the household-

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 bractasat tomoromem:

It may be he hasn't cared for corn flakes; and you, too, may share in that belief from
perience with the old-style, paper-thin kind.
But these new flakes are different. They
don't depend on sugar and don't depend on sugar and cream for their
flavor. And they don't mush down when cream or milk is added.

NEW POST TOASTIES are made by a
wonderful new process which brings out the wonderful new process which brings out the
true corn flavor. They bring you a new taste true corn flavor. They bring
and a new breakfast delight.

The grocer sells
(New)
Post Toasties
For Breakfast Tomorrow

## 1st Nfld. REGIM ENT.

Casually list.

The Missing Annie.






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RedRose TeA "wisatuen
 Royal Theatre, Star Hall. 2 SHOWS NIGHTLY--2.

## Gravenstein Apples, etc.



## BURT \& LAWRENCE.

HAY takes up a lot of room,
And I am in urg
Need of Room.
That's why 1 am Selling Hay Cheap.
All Choice Hay in
Small Strong Bales.
ASK, 'PHONF,
Write, or Telegraph
For my rrice on Hay.
COLIN
CAMPBELL.
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## RANNDOM REELS




## Age Only Improves STEWART'S Cake.

Some housewives demand Lightness in cakes. Some demand Fine Flavor or Appearance. Users of Stewart's Cake demand more and they

get it consistently, because its wholesome quality seldom varies.
Long after ordinary cake is dry and tasteless you
can readily identify Stewart's Cake by its rare fresh-
ness of flavor and a texture still soft and moist. Here again is the economy of Stewart's Cak It prevents waste by keeping fresh. Buy your next cake at Stewart's and let your folks
decide without prejudice. The bright porous texture will win them-the well
erated crumb, the thin tender crust. erated crumb, the thin tender crust.
Its amazing lightness brings no regrets.

Gossage's Soaps!
In stock the following
GOSSAGE'S HOUSEWIFE'S FRIEND. GOSSAGE'S MAGICAL GOSSAGE'S PURIFIED CARBOLIC

GEO. M. BARR, Agent.
Men's Overcoals!
Fall---1916--Models.
Just opened-and ready
for your insecetion and ap proval, a fine range of Men's Winter Overoats in Chinchilas, Tweeds, stc, in Navy,
Grev,, rrewn
and some very smart mixtures.
These overocats, perfect. IV cut and tailored, are all Fall 1916 Models, and are
the productions of first the prouluctions of first-
class Engish and American tailoring houses.
U. S. Picture and Portrait Co. Water Street.

The "Evening Telegram" is read by over 40,000 People daily.

## The Royal Stores Stumesme tuide to Savings. <br>  <br> This Week End a world of New Economy Opportunities open for you here. The quantity of beautiful Goods that are open for you here. The quantity of beautiful Goods that daily pours into this Sture is amazing. Everything fresh and of the newest. The values listed on this page should add fresh of the newest. The values listed on this pase shouid add fresh lustre to our fame of being the givers of Best Values in the City. <br> SIDEBOARD COVERS. 

Hall.
Jabs in a
two songs.

## Improves

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## Soaps!

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Special Underpricings in Ladies and Children's
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## WEAR


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RIBONS.
All pure sill




A Great Saving

## VEL VETS.





Savings for You on Kitchen \& Household Needs

 OPPORTUNITIES TO SAVE ON HIGH CLASS GROCERIES.






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## TheRoyal Stores Itd.

## Linoleum and Mats.

 DOOR MATs.



## LADIES Hose.

 $\begin{array}{ll}\text { LADIES } & 2.25 \\ \text { WALKOVER BOOTS }\end{array}$
## Footwear Bargains.

| LADIES' HOSE. |  |
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| Smay | MEN'S BOOTS. |
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| MISSES' Boots. | LADIES' ${ }^{\text {L }}$ ( moot |
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Stationery, Smallwares, Etc.
Every Item a Bargain.






## Linens, Blankets, Etc.

## Battenburg tEt cioths.



 CUSHION COVERS. LINEN BAGS

 AMERICAN CROCHET QUILTS. $\begin{aligned} & \text { PILLOW SHAMS. } \\ & \text { Frilled }\end{aligned}$

 LACE CURTAINS. TEA COSIES.



| 27 inches, Wide, worth double the price |
| :--- |
| we areankin, Soechi for Frriday |
| and Saturdy, per yard .. |

St. John Ambulance Brigade Hospital Fu

## AMERICAN QUILTS.

One of the best values on the market to-
day. We secured these before late advances
in price and offer them at
$\mathbf{6 0 c}$. per $\mathbf{l b}$.

Job White Lace Curtains.
Regular values $\$ 1.10, \$ 1.20, \$ 1.40, \$ 1.60$. We offer them at an all round clearing price
of 75c. per pair.

## American Scrims.

We are noted for the display in this line of goods. To.day we have the largests dian-
 mark $12,14,16$ to 35 c per yerd

## Our Specials for This Week.

## If you need any of the goods as advertised $t$ <br> 

## BOYS' JERSEYS.

150 dozen. These are all wool, purchased before prices began to soar. We guarantee colors, which are Cardinal, Saxe, Navy, Brown; at old prices.

## AMERICAN BRACES.

20 dozen President Braces at old prices, 35c. per pair.

## MARSHALL Bros.

## Wash Ginghams.

30 bundles in checks and stripes 100. per yarch.

## Americaí Collars.

20 doz. White Muslin. Regular prices $15,18,20$ up to 40 c. each. To-day's price,

## Gent's Silk Neek Ties.

50 doz . Gent's Hook-on Ties. No band around the neek; no tying knots, just hoo them on the stud. A regular time saver. 28c. each.


THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, SEPTEMBER 28, 1916-7






Received by S. S. "Florizel," A large shipment of
Superior Qualily

## Window Glass,

Sound and well packed in strong Boxes. Special Prices to Wholesale Buyers.
Bowing Brothers, tid.



## STEER Brothers

Grocery.
Goods in Stock
200 boxes EVAPORATED APRICOTS.
500 boxes CALIFORNIA RAISINS.
500 half chests CEYLON TEA.
200 cases PURITY MILK.
${ }_{25}$ cases SEA DOG MATCHES
50 cases MAGIC BAKING POWDER
300 bxs. CITRON \& LEMON PEEL- 10 lis. ea.
75 cases LIBBY'S MED. BEANS.
100 cases SUN PASTE.
150 cases LBBYY's miLk.
'Phone 647.
STEER Brothers.



Ladies' Fine Batton and Laced Boots,


F. SMALLWOOD,


ReID-NEWFOUNDLAND COMPANY.

Sunday Excursions. TORS COVE.
Train leaves St. John's Station at 2.00 p.m., KELLIGREWS.
Train leaves St. John's Station at $2.30 \mathrm{p} . \mathrm{m}$. BOWRING PARK.
Train cancelled for remainder of season.

Reid-Newfoundland Co .
Furness Line Sailings!


FURNESS WITHY \& C0., LTD., Water St, East
 North Sydney Coal.

Ex Steamer \$10.00.
Ex Wharf - - 10.20.
Also, all Sizes Anthracite Coal, $\mathbf{\$ 1 5 , 5 0}$. Buy before prices advance.
A. H. MURRAY, Beck's Cove.

After Another Few
Weeks

Cattle owners will be obliged to "HAND contingency we are heavily stocked and fully prepared to supply our Customers with everything in the FEED line.

To-day we offer
Yellow Corn,
Yellow Corn Méal, Cattle Feed, Bran \& Oats. And to arrive we are booking orders for
One Carload
Gluten Meal.
F.McNAMARA,

Queen Street.
Advertise in The Evening Telegram
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We are now show
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Carriage H

NEYLE'S HA
J. J. St.

Before goes higl in your
 Pork, Beef, Jon Spare Ribs at \&
10 lbs . for Tea, Sugar, K Oats, Bran \& Our ECLit
the best in.
at 45 c. lb.
J. J. ST

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We hava to 1000 Scotch Can be packed
shipped to any
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