

THE EV E.IING :ELEGRAM, SI: JHNS, NEWFOUNDL AND, NOVEMBER 12, 1917-2

| Her Home No |  |  | Stomach Acls Fine! No Indigestion, Gas, Hearlburn, Acidity | Evening Telegram Fashion Plates | Sale Prices <br> Now on all Our Stock of LADIES' and MISSES Winter COATS. These Coats are all this season's styles and all British made. This means that they are all Rritish made. This means that they are made of woollen materials, which ifinifes more warm the nd warmth, and that they will hold their colour bet- ter than American made Coats, which as a rule are made of at least 15 per cent. cotton, but which are now being introduced on this market owing to the difficulty of getting British made goods. $\qquad$ late arrival and our being very much pressed for room, we have decided to offer them <br> At Reduced Prices, Thus giving our Customers some <br> Bargains. <br> The Best Value <br> of any Coats, now offering the Newfoundland public. Do not delay making your purchase as and as our Retail Prices are now less than the Wholesale Prices of those of the Wholesale Coat Men, this lot may not last long. <br> Henry Blair <br> 2030000300 <br> R RICH IN BUTIER FAT <br> PURITY MILK <br> is made from Pure, Full Cream Milk, and nothing is added but finest granulated sugar. PURITY is <br> away above the Government Standard for butter fat. INSIST on getting "Purity." the Full Cream Milk. <br> T. A. Macnab \& Co., CITY CLUB BUILDING. <br>  <br> divertise in The Evening Telegiam, |
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|  |  |  |  | JAMES R. KNIGHT |  |
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 Now Playing at the Casino Theatre. $\sim$ GLADYS KLARK ASSOCIATE PLAYERS $\sim$ Monday and Tuesday, "THE WOMAN HE MARRIED. Wednesday matinee at 2.30, "the woman he married.
Wednesday, --" BOUGHT AND PAID FOR."

Italy the Batile Ground



150 Large Cases OPORTO ONIONS,

## GEO. NEAL


 SLATTERY'S Wholesale Dry Goods. 4,500 YARDS AMERICAN COTTON TWEED.

The Patterns you are looking for.
LOWEST POSSIBLE PRICE.
Estate W. A. SLATTERY. Phone 522. Duckworth Street. P.O. Box 236.

Paper BAGS, BURT \& LAWRENCE, unn omu"

and Women we have th all around. Come,
to be cleared at cost.
What do you think

GAIN HOUSE treet,
Monroe's.
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## Leaf"

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## PLUG d BEST <br> oundland. 102002020200 <br> $2003 \times 20203$ <br> R ORGAN, <br> f Organ. end for Catalog. <br> UTTON <br> 2000006000

## Casualty List.





Visft Qur New Corset, Blouse and Underwear Department on the Second Floor.

 conforming to the latest requirements, beaulitully made
and finshed in every respect. of her purse, can allow this ceent to pasas pithout areare

Crepe-de chene \& Blouses
Georgette Crepe Blo Attention is called to the magnifcent collection of exhibition in this Department.
The lines shown embrace many kinds exclusive to this Store, which by their beauty and natty styles,
cannot fail to a arouse the favorable comment of the shopcannot fail to arouss the favorable comment of the shopping public. They are mostly hand embroidered
$\qquad$
Warm and Serviceable
-oats for Ghlldren and Misses.
These Smart Coats were imported from a manufacturer who special-
ized in the production of clothes for children, and whose designs are credited with being the smartest and most serviceable cold weeather coats produced. found to ft comfortably and correclly. Considerable attention has been paid to the selection of materials tin which these coals aret ailored, and only approved fabrics of superior quality, handsome appearance and disectly suited to the Desirable Fall Hosiery for Wome". Fall and Winter wear. Reliable Hosiery means cold wueather comfort and is a real preventative of chills. The Fall and Winter Hosiery sold at thisi Store is the.product of the best mane faccturers. The different grades shown
are the very best obtainable under present conditions

Immense Showing of New Fall Hearth Rugs and Floor Goverings. The Carpet Department is now showing, what is pithout doubt, a
unique display of the mos! desiable Hearth Rugs, the products of the world's best manufacturers.
The immense variety of nev and distinctive patterns constitutes, we be
a record display for any individual house in St. John's.
Our stock of Linoleums and Floor Canvas is particularly complete an
A Remarkably Complete
Display of House Furmishings, House Furnishings is in the Fall. The Fall display of the most beautiful de signs in Fancy Linens, which may be now seen at The Royal Stores, Limited, is decidedly porthy of a visit from women interested in the problem of beautifying the home. The stocks of House Furnishings carried by this Store are unique, and
afford purchasers a selection unequalled anymhere in St. John's.

## NEW FALL HILLINERY.

> This Department is showing an unequalled assortment of the very fnest productions in Fall and. Winter Headvear for Women and Misses, while larg Purchases effected at a considerable reducion on prevaik
Store to offer these high-grade hats at very special prices.
Smart and Useful Sweater Foats.
Every one should have a Sweater Coai. The kinds now shovn at this Wore are distinctively daintly in design, made from the best obtainable materials There are many styles to select from and each style possesses some distinctive feature.

## An Instalment of

New Tweeds and Sorgos:
$\qquad$
These durable fabrics are the backing of London Dressmakers, an are greatly used in New York, together with all kinds of fur trimmings in pro fusion.

Here we have them in a greal variety of makes. They are shown in

## STF "Economy," The Keystone of Success.

Economy is the watchword of the whole world to-day. We are all called upon to economize for the benefit of ouri Empire, and for our own personal benefit. Economy is essential to success. SUCCESS FOLEOWS ECONOMY. The offerings itemized below are real aids to economy.

## Embroideries! Ladies' American Coats! Ladies' Felt Hats!

A Big Job in White Embroideries,
000 yards. Although they have ad10,000 yards. Although they have ad-
vanced over 50 per cent. we are still selling at old prices, according to width, 6 c , to $\$ 1,00$ per Yard. DRESS GOODSS-.-32 pieces Dress
aids. Value for 40 cents. Selling at Plaids. Value for 40 cents.
$\mathbf{3 5 c}$. per yard.

CHECK GINGHAMS--10 bundles Remnants Check Ginghams, just the
thing for Children's Overalls, selling at thing for Children's Overal

Only a few remaining from our Fall shipment Now is the time to secure a serviceable WINTER COAT.
Up-To-I)ate Styles, Newest Materials, from $\$ 10.00$ up to $\$ 34.00$ each.
Maurhall Bros

Big Job, ranging in price from $\$ 1.20$ to $\$ 3.60$, clearing a

90c. each.
$\overrightarrow{\text { Fancy Flannelette Blouses, a Big Job! }}$
40 dozen Ladies' Fancy Flannelette $\$ 1.50$, now $\$ 1.10$ each
LADIES' PETTICOATS---10 dozen Colored Petticoats, well assorted, $\$ 1.20$ to $\$ 3.60$ each.


To-Day' Mess
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To-Day's Messages. 12.50 P. M.

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the evening tere raim, st. John's, newfoundland, november 12, 1917-


Are you prepared to combat this cold climate? e are having a tocch of it now
Let Preparedness be Your Motio.
We have just opened by express from New York A Choice Selection of Ladies' Winter Coats. MILLINERY.

SMART EFFECTS TO CHOOSE FROM. Give us a call, you may see just the article you require.

## S. MILLEY

The Letters B. F. H. T.


## A.\&S. RODGER'S


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Limited, nt.
$0000000 \times 5$

## VICE, <br> St. <br> socoroces

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## $\Rightarrow$ VALUE FOR YOUR MONEY.

Now as never before, is it essential for you to get full value for the money you spend. We have always held the reputation for giving the best St. John's value in the undermentioned goods:

## WHITE TW3 YARDS SHEETING

 80 inches wide, of the best English make. CIRCULAR PILLOW COTTON 38c. yard.ITE LINEN BED WHITE LINEN BEDSPREADS $\$ 2.50$ to $\$ 6.60$ each

WHITE CURTAIN NET Soft, lace-like attractive design white scrim
 AM. ART CURTAINS, $\$ 1.95$ to $\$ 3.50$ pair. CHINTZ, 22c to 46c yard
table centre pieces Whit Embroidered, 45c. to Toc. CUSHON COVERS Whit Frited only Corda ataten,
Cund
Cushion Cords PILIOW C...16. .to to tos. asch


432 CONGOLEUM MATS $18 \times 36$, only 23 c. each.

## STAIR OILCLOTH

16 c. yard,

## BISHOP, SONS \& COMPANY, LIMITED.

Nar News. Messages Received Previous to 9 A. M.
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TEN PAGES ronowro, voon-
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## PAINTS and

 ROOFINGSGuaranteed the best obtainable
GEO. M. BARR, Agt.
 5c. The Crescent Picture Palace. 5 e.

"When the Man Speaks."

reater EARNING Power





1. J. LACEY \& CO., Ltd., investrinat specialists, citry cirinberks. $\frac{\text { (Ore Roprl Baik of Canacil) }}{}$

You could sell more Flour in your town and make more money by handling

## VICTORY

## FLOUR

## I "VICTORY" has established a new stand-

 ard for quality in a family floa sweeter loaf, a tastier loaf.
a sweeter loal, a tastier loa.
fr The "victory" deale
trade even at a higher price.

1. Try to get the account for YOUR TOWN
our Business
Success in 1917




## Men's and Boys' Suits,

 Pants and Overcoats.
William Erew

## 五

 $W^{E}$ are still showing asplendid selection of
TWEEDS

## SERGES.

## No scarcity at Maunder's.

 Howeve However, we beg to remind our cusare selling rapidly, and caninot be replaced at the same price.
## John Maunder,

 Tailor and Clothier, St. John s, Nid


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Public Notice !


CUT IN PRICES. our prices mow abs Steak, 40c. per lb. Roasting Beef, 30 \& 35c. Ib | Frying Beef, 30c. lb. |
| :--- |
| Stewing Beef, 25c. lb. | M. CONNOLLY. THE NEW METHODIST HYMN BOOK








DICKS \& CO., Limited.


## ReDM HEWFOUNDLAM COMPANY.

 Poultry Exhibition, ST. JOHN'SExcursion return tickets will be sold from
all Railway and Steamship points to St. John's
for the above at
One Way and One Third
First-Class Fare.
Good going:
From Monday, November 19th, to Thursday,
November 2nd, and
Good returning:
Up to and including Monday, November 26th.

Reid-Newfoundland Co .

Big Shoe Sale.

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F. SMALLWOOD, , Te leme e o Goo stines
J. J. ST. JOHN.

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$\$ 3.00$ to $\$ 16.00$.
T. J. DULEY \& CO.

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