
the evening telegram, st. John's, newfoundland, december 8, 1916-2




EveningTelegram


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Optimism，Not



G．KNOWLING＇S GENTRAL STORE，

## Special

## Dress Materials．

Prices far below To－day＇s Values．


| Silk and Wool Voiles <br> In following colors，with fancy Silk Stripe： Reseda，Prunella，Heljo，Amethyst，Tan and Crimson． <br> 65c． <br> Would make dainty blouses or dresses． $\qquad$ |  |
| :---: | :---: |
|  |  |
| Silk and Wool Fabric <br> A splendid selection of useful colors as fol－ <br> $\$ 1.50$ <br> per yard | Grey Costume Tweed Special． A good，seasonable 54 －inch Grey Costume Cloth．Wonderful value， 81．35 |

Black Wool CASHMERES－Weann aso offer fiew pieas of Biack Woon

## central G．KNOWLING．central <br> store．U．MNOWLINU． Store．

| The Cat Out of the Bag． |  | Fads and F |
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## 85c.

for Navy or Black Skirts or
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## $\$ 1.35$




VG. Central

Fads and Fashions.


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## The Whole Store is Radiant with the Charms of the Christmas Season

and showing extraordinary fine assortments of Christmas Gift Things in every department. Every little detiil to make your shopping as easy and comlortable as possibie has been arranged. The season of gift giving represents to a great many people a time when economy in buying must be exercised to the fullest extent. Al present we are offering phenomeriat values in every department, affording every purchaser an oppot tunity to buy Christmas Goods at great price advantages.

## THE LIST OF SPECIALS

FOP FRIDAY and SATURAY Gives only a slight idea of the extensiv: preparations made for your bzuefit during the greatest

Christmas Gill Suggestions
Far Women
That will bring happiness and contentment

## LADIES' FUR SETS.




ladies' hand bags.
LADIES' HAND BAGS.

 tas and saturay
LADIES' SKIRTS.

 ART CALENDARS for 1917





SLK AND
VELVET N
VELVET NECKLETS

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HANDKERCHIEFS

 LADIES' APRONS LADIES APRONS



## CHRISTMAS SPECIALS

 From the Fancy Linen Section
## tea cosies.


 table covers
 and table centres.

 tea cloths


-
Here's Your Chance to Buy Serviceable Hardware

## Some 5c. liems.




Seasonable Gift Suggestions


Pretty Hats for Children.

|  |
| :---: |
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Dainty and Inexpensive Neckwear for Christmas.





men's sLippers.
 boys' boots.

 mens half hose.

men's neghigee shirts.

 men's linen collars.
 mens sweater coats.



## TheRoyal Stores Itc.

## MENS WIDE END TIES.




President Suspenders
Although Men's Braces have advanced
per cent., we are still selling at 55c. per pair.

Men's Col'd Felt Hats
5 doz. Men's Colored Felt Hats in the
very latest styles, in colors Brown, Green, very latest styles, in colors Brown, Gre
Navy, Slate. Your choice for $\$ 1.60$.

Child's Wool Overalls

|  |
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BOYS' KHAKI GAPS

Many BARGAINLots Are still to be found at this Store. We will shortly be preparing for stock
many special cuts in prices throughout the Store.

## Men's WINTER CAPS.

 A belated shipment of 100 dozen has just come to hand. We want to reduce this depart-ment and have made special price inducements. Knitted and Fur Bands, 75 c . and $\$ 1.10$ each.

## Patriotic NECK TIES.

20 dozen very pretty Neck Ties, with flowing ends, with flags of the Allies worked in silk,
still running at 35 cc . each.

Cretonnes, Gretonnes
A few pieces of Fancy Cretonnes, just
the fhing for warm curtains for winter.
Old prices from 30 c . to 50 c . yard.
HUMP HAIR PINS! Just received another shipment of 10
gross of this very newest Hair Pin, nongross of this very newest Hair Pin, non-
rusting, satin enamel finish, at 6c. per packet.

White \& Cream Lace Curtains A few pairs of Manufacturer's Samples,
no two pairs alike, selling at Half Price. CURTAIN SCRIMS! $\frac{5 \text { bundles Curtain SSrims, in lengths of }}{5 \text { to } 10 \text { yards, still selling at old price, }}$ 12 c . per yard.


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Reducing the High Cost of Living. BLAIR'S Great Deceember Casis Sale,

Gorg Money Saved on seasonable pry goons.


 many lines cannot stand long, so buy early.
Big Cutting of Underwear Prices Men's Imported Extra Heavy Jaeger Fleece Shirts and Drawers at 45c. each
Men's Wool Shirts and Drawers. Special Value at . . . . . . . . . . . 89 c Men's Nu-Kit Men's and Women's Stanfield Celebrated Underwear at Special Reductions,
Women's Heavy Cream Fleceed Vests and Pants. Big Value at 29 c. each
Wents Women's Extra Heavy White Fleeced Vests and Pants. Reg. $85 c$. at 69. e. ea
Cut Size Women's White Values at 45 c . each.
Women's White Fleeced Corset Covers. Special Price . . .......39.. each Women's White Fleceed Corset Covers. Special Price ........3c. each
Women's Grey Heavy Fleeced Bloomers. Extra Values at ....45c. \& 55c
Children's Cream Ribbed Fleeced Vests and Pants, first quality

Ladies' \& Children's Winter Coats,
Ladies' and Children's FELT HATS.
 THE SMARTEST MLLLINERY YOU CAN SEE ANYWHERE
 big lot of ladies' \& misses newest american fancy -

## Wool Caps and Hoods,

LADIES' COSIUME SKIRTS, at BARGAIN PRICES.
 while ago from a maerer whor was wel prason is we pobed then a. .ood
have them for cut size or large women.

## NAP COATINGS,

Ladies' Flannelette Underwear and Nightdresses,
Special Cut on all Ladies' Blouses in Stock. All Furs and Imitaion Furs at Reduced Priees. Best Quality American Floor Coverings,

$$
\begin{aligned}
& \text { Boys' Heavy Sweaters, }
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