

 consider this a personal invitation to visit this Store during the next few days.
NEW FALL DRESS GOODS.

 We are proud of our stock of Coatings. You cannot realise the fulness of variety until you
here are Heavy Covert Coatings, Blanket Cloths, Honeycomb Coatings, Beaver Cloths, Naps, etc.

## The NewFall Coats

St. John's Most Complete Stock. The new Coats for women are distinctive in Style and
Materials. Every Coat in this immense collection is faultMaterials. Every Coat in this im.
less in Quality and Workmanship.


## NewFall Millinery.

We are justly proud of our Millinery Department. The
ing.
The strer is brimtut of the latest ideas in Trimmed. Untrimed and Read.t-w...Wear Fats, and Women who are looking round for their New
tate to make a selection at once.

The beauty of buying here is two-fold. You can get almost any shape and color you want, and the price is considerably less than elsewhere.

We are also prepared for the woman who prefers to trim her own Hat, with a grand selection of Mounts, Wings Feather, Fibre, etc.

## New Cotton Tapestries, Hangings New and Upholstering Fabrics. <br> Wall Papers.

Dainty and inexpensive Curtain Fabrics, Casement Cloths, fine qual-
ity materials in odd and pleasing designs, rich Tapestries, Repps and Upholstering Fabrics, constitute a stock of high excellence. Among the season's new importations are included:

Silk Curtain Tapestry, in Gold, Light Green and Sunny Brown. Art-tex Curtain Fabric, in Marone, Blue, Green and Gold. Brocaded Curtain Repp, in Mid. Saxe, Dark Saxe, Olive \& Cardinal. Furniture Chintz, in all the newest colorings and designs.

 Dining Rooms,
Pariours, $\begin{gathered}\text { Bedroms, } \\ \text { Halls, }\end{gathered}$



## SHOP

## BY MAIL.

TheRoyal Stores Itd.

THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, SEPTEMBER 26, 1916-5

## INTERESTING to LADIES.

Just opened, ready for inspection, large ship-
ments of New Fall Goods American markets. Among the many lines will
be found-
Ladies'
Pyjamas,
Wincey Gowns,
Wincey Knickers Silk and Moire Underskirts, Blouses,

Neck Ruffles
Frillings, Silks, Velvets, Crepe Dechines, Embroideries,

Laces,
$\frac{\text { Ribbons. }}{\substack{\text { MOLLETONS }}}$ jackets, gowns, etc.; good range of colors in
plain striped and ripple effect.
GEO. KNOWLING.
EveningTelegram anman wis W. J. HERDER, ... Proprietor
H. A. WINTER, B.A, - Editor
TUESDINY, Sept. 26th, 1916. THE WAR. Vौ










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Reids' Boats.


The Big Storm; Toll of the Sea


## Our LEADERS!

Tuesday, Wed. \& Thursday.


Always First in the Class for Distinction. in BLOUSES SILK CREPE-DE-CHENE BLOUSES
in shades of Navy, Sky, Maize, Flesh and White, and
other styes in prety stripe effects, neck style may be worn high or low as desired. Note! Sizes run from
66 to 66 inch busts.

Special, \$2.98.
your fall hat for $\$ 1.50$

## Ladies' FALL HATS.

Velvet covered in such dainty shapes, simple, but effective trimmings, others showing Coloured Siik Crowns.
Some prety Toques find a place in the assortment also.

Special, \$1.50

## BOYS' ${ }^{\text {BLISUSIAN }}$ SUITS.

Enclish Tweas belted Nickel Buckle, overcollar of White Pique, detachable for washing; Pants open
knee style, lined throughout; to fit from 3 to 7 years.

Special, \$3.35

## Gamesis aindi

All the Rage, Ladies' White Spats, $\mathbf{\$ 1 . 5 0}$.

## Age Oinly Improves STEWART'S Cake.

Some hoúsewives demand Lightness in cake
Some demand Fine Flavor or Appearance. Users of Stewart's Cake demand more-and they
get it consistently, because its wholesome quality selget it consis
dom varies.

Long after ordinary cake is dry and tasteless you can readily identify Stewart's Cake by its rare freshHere again is the economy of Stewart's Cake. It prevents waste by keeping fresh.

## Buy your next cake decide without prejudice

decide without prejudice.
The bright porous texture will win them-the well
aerated crumb, the thin tender crust.
Its amazing lightness brings no regrets.

Schr. Maggie Bell


 Tarkeys, Ducks and Chicken




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taken to-day to decide whether the


 McMurdo's Store News


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Hot Drinks at the cee Cream Cent



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mark the new pumps and shoes.

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| TAKE NO OTHER |

## AMERICAN QUILTS.

One of the best values on the market to day. We secured these before late advances in price 60 c . per lb.

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

## American Scrims.

We are noted for the display in this line of goods. To-day we have the largest, daintiest and cheapest stock of Scrims in the
market. They are yours at old prices of 12, 14, 16 to 35 c . per yard.

## Our Specials for This Week.

If you need any of the goods as advertised to-day you cannot do better than visit our Store, and judge for yourself that values are right.

## 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.

AMIERICAN SHEETSS.
Hematichede, reaty for wee, 60c. per lb.

## Wash Ginghams.

30 bundles in checks and stripes,
10c. per yard.

## American Collars.

20 doz. White Muslin. Regular prices 15, 18, 20 up to 40 c. each. To-day's price, Gen's Silk Neck Ties.
${ }^{50}$ doz. Gents Hook-on Ties, No band around the neck; no tying knots, just hook them on the stud. $A$ regular time saver.



One of these wonderful Instruments in the home is a constant source of pleasure to everybody. Always ready for use, it brings to you, no matter where you are, the best Music of every kind you are, the best Music of every kind
sung or played by the world's best Artists.

\$21.00, $\$ 33.50, \$ 53.00, \$ 66.50$ and $\$ 102.00$.
RECORDS
10 in. Double Side . . 75 cls. each 10 in. Single Side . . . $\$ 1.25$ each. 12 in. Double Side . . 8.50 each. 12 in. Single Side - . . 82.00 to 88.00

The ROYAL STORES, Lttd.

5c. The Crescent Pieture Palace. 5e.


> "The Ruse."





TO-DA Messag
10.40 A.M. sitie empuni frima


| GEORGE KNOWLING |  |
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Don't Get Sick !







## Everyday Etiquette.

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## REDROSETEA :3gouteat

 Royal Theatre, Star Hall.

2 SHOWS NIGHTLY-2.
 Dix-Make Uniforms

American Red Cross as well as leading Hospitals, and are
vorn by thousands of well-dreseded

Dix-Make Unitorms to all others.

BISHOP, SONS \& CO., Ltid. *-

'Phone 484.

City Fathers Meet.
Every Garment bearing the Dix

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smart style, good fit and worman-



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are the hed at a a moments sotiee, in
and BISHOP'S LADDES OUTFITTING




DIX-MAKE.-This model has be-
come the most popular Nurse Uni-
form ever designed. Beautifully tail-
ored in one piece of fine, snow-white
material of just the right weight and
finish. With all seams felled and
double stitched, and every line care--
fully proportioned, this Uniorm is
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trim, smart-looking and serviceable
to an unusual degree.

## Price-\$4.50.

Sole Agents for Mild.

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