Stior Rames $=$ IN: MELL.



Molassine Feeding Cake,
d Puppy Biscuits.
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## aiting for Garland's <br>       8, 177.9 \& 353 Water Fstrett May <br> URANCE

RITERS, ol New York. LOWEST TARIF RITSS. Losses in the Least Time gent for Nild. Chambera, Dnelu writs siree
$\square$ The Evening Telegram.
 , mitumiz FOLUME XXXIII PRICE: ONE CENT. ST JOHN'S, NEWFOUNDLAND, FRIDAY, DECEMBER 15, 1911




CIIEAP PAINT 30 Barres Large
Is a Poor Bargain No. 1 HERRING,



NETEOUNDAND POUTHRI ASOCLATIDN
40 Prime Turkeys.
Professor J. P. Landry, Poultry Raising,'
Presbyterian Hall on Monday, December 18th
Sillestrated with lantern slides, Adission 20 cents.
IT
Rich Fruit Cakes.
Rich Sultana Cakes. Rich Citron Gakes.

The Demand for Full Measure.
We All Want the Most Possible for Our Work
Certainly
rames bailisina and We All Want the Most Possible for Our Money

## Makes

## A

 Fine Loaf Victor FLOUR.耳rw․ HENRY BLAIR

A Model's Redemption A story of the gay white waz Jack logan's Dog.
A drama ot the lamber woods. A Bachetor's Finish.

As Usual, Big Bumper Matinee On Saturday.

JAB PRINTING

Use Morey's COAL North Sydney Coal, nHIRRACIE COAL-Furface Ege. Stove, Nut. - You can afifly rely on the Our Coal, its Good Coal. M. MOREY \& 60. unamps tinment Cotit

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LOST-On Water SI.

> Herbine Bitters, areat blion purifier,

In ilgestion, orspepsit ant SlCK heaiche.
For Sale, on easy




There's a Reason. for sur one smat For Sale, 3 Small And
Howoods Sood Wood Goods = = HIGHEST QUALITY, best value.
Horwood Lumber Co'y, Ltd.

Unused Set of Guy an


Hilp Wanted.
Immediately,-A Gene-
 Two Experienced Pants Cooked through and through. They are all selected hand-picked beans with a splendid tomato muce. If you want the beet ask your grocer for Libby's Pork and Beans.

Libby, McNeill \& Libby




The Evening Telegram, St. Jobn's, Newloundland, December 15, 1911 -2


The Evening Telegram，St．John＇s，Newfoundland，December 15，1911．＿－3

By Way of
Pedagogy School Teachers．Have ${ }^{\circ} \mathrm{n}$ Beteren School Teachers Haven Better
Clannee for Statesments






##  <br> Santa Glans SAYS： 

Since I first began my yearly travels over the wide，beautiful world to cheer，comfort and gladden homes，it has remained for me to learn and observe，with great pleasure，on this my approach ing Yuletide visit to Newfoundland，that the people here have a real，genuine and generous opportunity for a very small cash out－ lay to give and bring happiness to all that are near，dear，and those they wish to cheer．
No one need be deprived of a gladdening Xmas remembrance as the Forced Sale of the C．L． affords to send a token that conveys Yuletide＇s message of Xmas Happiness．

The Great Forced Sale of the C．L．March Co．，Ltd．，Entire stock is indeed WATER STREETS ONE BRIGHT STAR for the slim Pocketbook，and also permits the fat purse to observe the Holiday calls on it without noticeably diminishing its rotundity．

The Forced Sale of the $\mathcal{C}$ L．March Co．，Ltd．，Entire Stock is in truth a Sale for Everybody and in Buying here Your IONEY STRETCHES LIKE RUBBER．

Here are some of the more Suitable，Desirable and Serviceable of Xmas Gifts and any amount of Coming to this Store



solid oak spring cushioned rocker Yorced Sacrifice Price morris chairs $\$ 8.00$ to $\$ 12.50$ music cabinets oreced Sacrifice Prices
$\$ 11.50$ to $\$ 13.50$ adies secretaries． Forced Sacrifice Prices，
$\$ 6.95$ to $\$ 16.50$ ． $\$ 6.95$ to $\$ 16.50$ ． oreed Sacrifice Sal 812.00 to 27.50 ． brass beds． Forced Sacrifice Prices， $\$ 15.00$ to 25.00
LOUNGES． Foreed Sacrifice Prices， Sest makes， 810 to 19.50 buffets．
Foreed Sacritice Price Sideboards． Forced Sacrifice Prices， DRESSERS Forced Sacrifice Prices， 86.95 to 53.75 Beautiful Parlor Lamps． 82.50 to 6.00

Never before within the Christmas Shopping Season has an opportunity been offered the public to buy Christ mas Gifts at less than the usual big Holiday Prices．But this Forced Sacrifice Sale of the C．L．March Co．＇s en tire stock taking place at this Holiday Season period gives Ohristmas Buyers the mos remarkable and unheard of chance to buy Christmas Gifts positively at less than actualcost to produce．Thi Forced Sacrifice Sale means a considerabee loss to no alternative，So our Loss is yale，looked over our big and fine Furniture stock and seen the exceedingly until you have visited this great Sale，looked over our bin
sacrifice prices MARKED IN PLAIN FIGURES．

## C．L．MARCH CO．，Ltd．，

The Big West End Store， Corner Water and Springdale Streets．

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## Knight of the Barrow.

Cork Aristocrat Used to Peddle Coal in the Streets.

Sir Thomas Moore, Bart., Whose Family Has Come Upon Evil Days, is One of the Queerest Characters in Romantic Ireland.


Hats! Hats!
$\pm=$ Children's Hats, 25c. to 40 c .. warth up to 80 c .
 HENDERSONS, Theatre \#ill SLATTERY'S

Wholesale Dry Goods, House.

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W. A. SLATTERY, Slattery Build'g,






## By the Way.



## Many Saving Oppoortunities For Chirismas Sthopepers Saturialy,

M E HAVE COMPLETED PLANS to serve this Saturday the greatest number of Holiday Shoppers that were ever before attended to in one day
at this Store. The displays of Christmas Goods, beyond all comparison, the most attractive and comprehensive we ever had, justify our expectations. Extra attendants will be called from the Wholesale Department, that the greatest possible number may be served to satisfaction. With all this we can scarcely hope to meet the requirements of
as many as can will shop in the morning.

Boys' Tweed Tunic Suits Ladies' Liberty Satín Blouses. Beantiluly
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Children's White Cotton Pinafores
Men's Black Cashmere Hose Ladies' Hand Shopping Bags Black weth Tan Leathere Lining. Nickel plated dlasps and trame
Plaited Leatiter handeses.
Ladies' Irish Lawn Handkerchiefs With plian he
spot ceigns.

Men's Aberdeen Knit Gloves Cowand

Litule Bine
Nas.


We are Headquarters CANDIES, \&c. Hard Mixtures, Cream mixiures,



 RENNIE \& Co., Ltd. Biv. Luvectuents.

## $\mathbf{H}^{\text {an }}$ <br> Messis F. J. Hart \& Co  <br> Sydney D. Blandford.

Everyone, Everywhere,


Prussian Oil


## Flower Store <br> Bulletin.



Telegram Ads. Pay.

The Evening Telegram, St. John's, Newfoundland, December 15, 1911-7


## The Everemg Chit-Chat <br> 

CHRISTMAS GIFTS!
(odd chairs and Rockers,
Music Cabincts
Parlor Cabincts,
Parlor Tables Card Tables, Desks, Magazine Stands, etc.
U. S. Picture and Portrait Co
 Proserintion $A^{6 \prime \prime}$
Cures Indigestion and Dyspepsia in all


## A. Faultless Fo Product. <br> EPPS'S COCOA <br>  <br> We Give Presents Free






Romance of
a Diamond.
 -


Ladies' Beaver


German Acme Skates, 45 c . pr. Ger. Skelton Skates, 24c pr Favorite Hockey, 60c. pr. Peerless Hockey, 95c. pr. leader Hockey, 60 c . pr. Improved Hockey Skates, $\$ 1.35 \mathrm{pr}$. Ladies' Charm Skates, \$1.25 pr. Children's Skates, with ankle GEO. KNOWLING.

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Sidewalk Sketches.



The Evening Telegram, St. John's, Newfornolfand, December 15, 1911-- 10


## THE DEATH OF A MODERN JOAN OF ARC

Antoinette Lix, an Intrepid Alsatian Girl -... Reared Precisely as Were Her Five Brothers --- Became a Splendid Athelete---Her Bravery in Franco-Prussian War.

## cor

 vest Rates.|  | Christmas |  |
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What we are offering this week are AMPLES from American and Canadian Factories, and fied at the Landed Cost. They are the VERY LATEST STYLES.
Wh White Lawn Blouses, |LADIES' BELTS, 1-3 off. Fali Price.
Hes' Lace Jabots, Half Price br Collars, 40 per cent. off. ad Bags, $1=3$ off.

Washing Collars, Half Price. LADIES' BOWS, Half Price Ladies' BARRETTES, 1-3 off. Never Before in the History of this Store as Fancy Limen and Lace Goods sold at such LOW PRICES.
now 36c | Lace Sideboard Scarfs, reg. 50c . . . . . now 3 -now 44c Regular 65c
-now 50c Regular 85c

## Special Offerings

lite Table Linen, value 459 .
Tab'e Napkins
Special Price, 25c yard 3c and 4c each 15 per cent. off all Colored Dress Goods. Femous Focheen Sateen, worth 30c



Special 240 450

| Uncle Walt <br> THE POET PHILOSOPHER. |  |
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| Would Like to Say <br> le for Xmas Presents, |  |
|  | Papa's Part. |
| M. DEVINE, <br> The Right House- 167 Water Street |  |

 Glucose.

Reliable Fruit Syrups are made with Pure Fruit and Cane Sugar, and they cost a little more than inferior syrups made with Glucose, Saccharin, etc. BUT don't you think it a mistake to buy injurious Syrups and lose your good health,

## Perhaps Your Life.

"RELIABLE DRINKS ARE BEST."


Intradmatidrdernetry
W- What Shall I Give Her

## For Xmas?

We would suggest that you give her one of those DAINTY

## Sillk Underskirts,

In Black and Assorted Shades, worth $\$ 6.00$, that we are offering at

## $\$ 3.50$ <br> each. These are excellent value and

 would make A CHARMING GIFT. S. MILLEY

"MOLLIE,"
"OCEAN PLOW," 56 Tons
"Louisa Grace,". 64 Tons LILY JOYCE," WILLIAM," JASPER," VICTORIA,
LADY IREN , SANTA CLAUS," 38 Tons
Job Brothers \& Co., Ltd.

## Free, Alsolutiely Free!

From now until Christmas or until our supply is exhausted, we will give fo every one who purchases Two Dollars worth of Fancy or General Dry Good at our Store a copy of

## Pear's Christmas Annual

 ROBT. TEMPLETONSChrisimas G00DS?
HUDSON'S, 367 or 148 Duckworth St.
Xmas Cards; Toys, Dolls, Fc'y Cups and Saucers, Teapots, Jugs, Plates, Cruets, Vases and Fancy Glassware, etc.

## REID TEWFOUNDLAND <br> COMPANY.

## Passengers and Freight for

## Bonavista Branch.

Daily Trains from St. John's (exeept Saturday) connect at Clarenville for points on Bonavista Branch.
CONSIGNEES-Write your shippers to ship your freight by above route thus ensuring prompt and safe delivery.

## Reid Newfoundland Company Job Printing Executed



Our New Burt Shoe
for Women will be the Shoe
of the season.
It is meeting with great favour, and it should, for it is certainly a beauty.
SLIPPERS the Ladies shoe parlour.
F. SMALLWOOD, The Home of Good Shoes.



## We can show you THE GOODS, can give you THE CUT and

 WORKMANSHIP. The
## talloring

 GOODSin the city All
goods UP=T0=D ATE.
Mail orders given prompt attention. Samples and selfmeasuring cards sent to any address. JOHN MAUNEER, $=x=5$

## FIRE INSURANCE

## HDELITY (RIRE) UNDERWRITERS, of New York

 CAPITAL: $\$ 4,500,000.00$. LOWEST TARIFE RATES Ever Ready to Meet the Largest Losses in the Least Time. OYRIL J. CAHILL, Agent for Nfld.

Simplex Roofing NAILS
CAN BE HAD atall the HARDWARE STORES

## COLN CAMPBELL -- Distributior

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## Overcaats

 CHESTERFIELD STORMAWAY.Nild, Clohing Fery,, Ltd. 2258, 227 Duckworth St, st. Jolm's.


Are Your Hands Chapped? It will Cure Them, Have You Rhe
give You Ease. the Shat Do the Sharp 'Ninds Cause Your
Face to Spray? MENTHOLATUM Will Heal
and Beautify Your Complexion. Ask YOUR DRUGGIST FOR IT.

## J. B. MITCHELL,

## THE CHARACTER

of my companies well warrants the
abundant success. Their strength, theiv abuidant success. Their strength, their careful selection of risks and their promptness of settlement recommend them to sll insurer

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Lower Rates,
weatubr forecast.

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 everywhere through theattractive mild mess, lightfui Fragr
High Quality. High Qu
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