

The Evening Telegram, St. John's, Newfoundland, August 28, 1911.. 2


North Sy yhing Coal
Cheapest and Best in the city. 168 tons Best North Sydney
ing ex sccooner Nina L.
$\mathbf{\$ 6 . 4 0}$, sent Home. Newfoundland Produce Co
$\xrightarrow{\text { Limited. }}$ Late Duder's Premises.
 200



Baby Carriages and


You certainly will want to take
bright sunshiny days, and this
BABY CARRIAGES and that can be secured anywhere.
AT ALL PRICES.
U. S. PICTURE \& PORTR

## Pianos \& O

EVERY INSTR GUARANTE

Chesley W

NEW POTA
160 barrels CHOICE NE GEOR
Sixty Years on th
'Goliten Pheast
The best 600
J. B. MITCl

NO THOUGHT BEAC

and ins ind inesemy
PEEREIE JOBNSON Ins

The Evening Tetegram, St. Joln's, Nertowadaed, August 28, 1911.- 3


Baby Carriages and E 0 -Carts
 You certainly will want to take the Baby out these
bright sunshiny days, and this store is ready to fur Biber maraces and 60 -Chiris UT ALL PRCTCES \& PORTRAIT Company.

## Pianos \& Organs!

 EVERY INSTRUNENTGUARANTEED.

Chesley Woods.

## NEW POTATOES,

160 barrels CHOICE NEW POTATOES. GEORGE NEAL.
Sixty Years on the Market登d hav not fivera p poor Cup of TTa
'Gollden Phensann' Toa,
 J. B. MIFCHELL, no thumbit beamer


 and PERCle Joumsen Insurance Aq.

The Evening Chit-Chat



$\Rightarrow$ The Tenderfoot Farmer




 Fashions.

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$x+x=0$

 There is a strong vergencen to taror

## EDODDS KIDNEY PILLS



## JUST ARRIVED, bY "Ftorizel,"

 2.000 PatresMen's, Women's and Guilden's BOOTS, At Prices that were never known in the city before. And if you want to get your Footwear at half
and the best value for your money call At The White Shoe Store, s. mexter propicar
 CHEAP WIDEDWEAR \& INCE FOR THE HOT WAVE. ynum sut


 -xan





 For Underwear and Hose of all kinds HENRY BLAIR SLATTERY'S

Wholesale Dry Goods House.
WE OFFRR io our Customers, the Trade and Outport Buyers , tisis Spring, the best select.
ed Stock of Dry Goods of all kinds-American and English-yet put on the market
Embe our Stock of Fleeced Underwear, Muslins, Embroideries and Dress Goods belore purchas
W. A. SLATTERY, Slattery Buildg, Duckworth and Geareés Streat-near cin thall

The Evening Telegram, St. John's Newfoundland. August 28; 1911-4

## 6. KNOWLIMG. NEM WALL PAPRRS.

DAINTY and EXCLUSIVE DESIGNS, at specially attractive prices.
". New Cult-Out Boridering. A large selection of Special Values, 12 cts. to 25 cts. per Piece. Other Prices-5 cts to. 85 cts. per piece.
GEO. KNOWLING

| $\begin{aligned} & \text { J. HERDER. - - Proprietor } \\ & \text { F. LLOVD. - Editor. } \\ & \text { MONDAY, August 28. 1911. } \end{aligned}$ | Horse Goes Over Wall. <br> Hon. J. D. . yarais borese and cart |  |  |
| :---: | :---: | :---: | :---: |
| Forest Fires |  |  |  |
|  |  |  |  |
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|  |  | Train Notes. |  |
|  | Police Court News. |  |  |
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|  |  | Here and There. |  |
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|  |  | $\begin{array}{r} \text { Apply Stafiord's Liniment to the } \\ \text { forehead for headache-aug } 19, \text { tf } \end{array}$ |  |
|  |  | (e) |  |
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|  | A Fireman III. <br> Mr. Bart Hagerty, the well known | Sirerd' Uniment fancoa Nallen. Ete |  |
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|  | Personal. |  |  |
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| Robbery of \$8.00. |  |  |  |
| Priay nikh omen miet orleres |  |  |  |
|  |  | $\begin{aligned} & \text { Brazil this season is being sent for- } \\ & \text { ward to-morrow by Messrs. A. Good- } \\ & \text { ridge \& Sons. This will go in the } \end{aligned}$ |  |
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|  | uxines | MINARD'S LINIMENT CURES GAR- |  |




 GASOLENE Steel Barrels, Wood Barrels and Cases,
 Lubricating Oils and Greases, H. J. STABB \& Co. SGHOOL SUPPLIES









DICKS \& Co

An English Chemist Ias Dis covered How to Grow




| Now is the time for travelling. <br> Before starting see our |
| :---: |
| Portmantraux, Gladstone, |
| Kit and |
| Brief Bags, <br> Carryalls and |
| Trunks, <br> in all sizes \& at prices to suit everyone. |
| Bowring |
| Brothers, <br> Limited. <br> Drapery Department. |
| Teachers and Scholars |
| should book iheir orders now for Booss requird for the Higher Soden |
|  |
| s. e. garlindo, |
| ANYONE, anywhere <br>  |

The Evening Telegran St. Joha's, Nawloundland, August 28, 1911.-6



The Evening Telegram, St. John's, Newfoundland, August 28, 1911 .-7


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HERE are many points in connection with advertising that must of
necessity-if success is desired - be studied carefully by the merciant who desires to reach new customers and to please those he has already gained.

The goods he wishes to advertise must be of the right kind --. THE KIND THE PEOPLE WANT $\cdots$ and the price must be of the honest kind -good value for good money. Every merchant of course, knows this; but every merchant doesn't think of it when making copy for his advertising space. Here are

## Four <br> Cardinal

## Points

FOR THE MERCHANT TO CONSIDER: 1. The Right Goods ; 2. The Right Medium ; 3. The Right Copy ; 4. The Right Time. With this combination any merchant or manufacturer may enter the field of publicity with confidence.

Many merchants who have goods to sell are fearful of investing a dollar in makiog known to the pubjic the lines of goods they are dealing in, with the result that much of the goods remain on their shelves for an indefinite period to the deterioration oi the materials and consequent loss to the owner. This state of things in a merchant's store ought never to be heard of; but the fact remains---and facts are very stabborn things. There is a way oust, however, and we point the way.
Take a space in the EUENING TELEGRAM.
No troube will be experienced in unloading the goods from off your shelves that otherwise must remain there for an indefinite prrion.

Try an ad, in The Evening Telegram, THE PEOPLE'S -PAPER, and watch your business grow.
 $3 \times 3$

## BARR. ALS!

y. c. meal.
r, (Tins.)
lbs. eac
ueen St .

kites.
Paper Kites, 3 anu 12a.4.42 Linen Kítes,
 Garrett Byrne,


Tuesday is
Bargain Day LARACY'S,


Tueadey.
LARACY'S
TO FISHERMEN
AND FARMERS: wanted at grano falls,

## Fresh Fish,

Freeh Salmon,
Caplin, D
Fresh Meat,
Fow,
Vegetables,
Berries, etc.

foundand Develomenet co. temiter BEAU BROCADE-Cloth 30c.




## borai. wo tow



Cheap Motor Engines ! Tea Aprot1s
 Two Cycle Gasolene Engine.
 $\mathrm{x}^{2}=2=5$ Ancel enginernig \& stppiy cot, limite.
 Our 10 Cent Sale closes WED NESDAY. TEN CENTS NOW is as good as 15 cents after wards. Some wonderful bargains are to be had.
ROBERT TEMPLETON'S.
WEDOING PRESENTS


The Latest Designs in Hall Marked Silverware and Novelties. Also Platedware from the best makers in London, Birming JOSEPH ROPER
By S.S. Florizel To-Day, Aug 24th,


## 

THE JOHNSTON WOOD COMPANY FACTORY: Long Pond Road:

 The JOHNSTON WOODCO

Made of Fine Quality White Lawn with Deep Frill-worth 30c.
OUR PRICE .- 15 CENTS. HENDERSONS - - Theatre Hill.


## FOCO MAIL SERVICE.

 the s.s. Fogota
 Freight received until $60^{\circ}$ clock Tuesday Evening.
NEWFOUNDLAND PRODUCE CO, Ltd, Agenils,

## Fresh Shipment of IRISH BUTTER,

10 cases SUNLLGHT SOAP.......... ..............6c. bar, reataif 5 cases LUX-the great Washing Powder.........4c. pkg., retail 10 cases Finest Scotch Soap-large bars.............2c. bar.
5 cases Monkey Soap, 10c. bar. 60 dozen Southwell's Lemon Crystals................ 98c. doze
J. J. ST. JOHN, Duckworth-st.

REID NEWFOUNDLAND
COMPANY


Canadian National Exhibition, Toronto, Ont.

Excursion Tickets will be issued from
Reid Newfoundland Company's system.
Keid Newfoundland Company's system.
Good for going passage from August 22nd to 29 th, and Septèmber 3 rd and 5 th inclusive.
Returning, good to leave Torônto not later than Septem
FARE: St. John's to Toronto and return . ..... $\$ 44.90$.
SPECIAL NOTICE!
Tickets will be issued on August 2 2nd, 27 th and Septem-

## Best Value Obtainadile eaid Nerroundand Comanan

## Ladies' White Embroidered BELTS. <br> Paiterith Splendidi! Materiar Gooid! <br> These Belts have detachable Buckles and are WASHABLE. <br> With White Metal Buckes, only

 12 c . and 15 c . вach. with white Pearl Buekeses, onty 20 c ., 25c. \& 30c. вach. worth half as much again.HAVE YOU TRIED
Morris \& Company's Barned Meat Products? Ask your Grocer for MORRIS
Cooked Corned Beef, Whits ped mand God Lable Once Thied Always Used.

To ARRIVE EX S.S. FLORIZEL THURSAAYY,
50 barrels Apples-Early Williams.
68 butches
60 buhches Banaanas, 70 barrels Potatoes.

## ${ }^{50}$ barrels Cabbage, 2 barrels Cucumbers.

 AUCTION SALES: $F$
$\qquad$



Notice.


BOWRING BROS., LTD., friday, 1st September, Calling at the following



 ${ }_{T}^{\text {Freiepht recired until } 6 \text { p.m. on }}$ For freight or pasagge apply so the
Costal ofice of BOWRING BROTHRRS, Limited

THE NICKEL. Menbay and tuesoar. Manger. Ridy mananues the
"THE SPY."

Cast Up By the Sea.

Bot Were Stung.



THE CASINO.
Mon, Tues. and Wed.
A Scheming Pair,





Illustrated Songs, Vaudeville features, Moving Pietures.

