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## IE Meat. <br> $=$ <br> $=$ <br> $=$ <br> wism <br> OMPANY, <br> PLES, Etc <br> 

BLACK DIAMONDS
is shooner ""lieetey" 350 Tons of Genuine North Sydney COAL.
J. J. MULLALY \& CO

| ARoyal Smoke |
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| $\begin{array}{c\|} \text { BENGAL } \\ \text { Little Cigars } \end{array}$ |
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| CASH'S |

## SPECIALS

## Christmas,

Empire Grocery Store. Toc..... PEKOETEA....60.,


Reid Newfoundland Co.
Notre Dame Bay Service. s.s. OLYOE:

Passengers for South Side Notre Dam Bay, leaving St. John's by 6 p.m. Train To-Day, Thursday, Dec. 14th, will connect with S.S. Clyde at Lewisporte. Special Freight Notice ! Until further advised shipments will no be received for Botwood. REID NEWFOUNDLAND COMP'Y. LANGS FANCY BISCUIIS! 20.5 200 Gross Lemon CHEESE, Apples, Grapes and Onions,
 THOS. SMYTH CO., LTD.

Hannah's Coftie, 17 c., 35 c . bottle -
the finest beverage the world knows. Fry's Cocoa, 15c., 30 c.

Thorne's Cocooa, 15c.
Thorne's Cliocolates, 40 c .
Fry's Chocolates, 40 c .
Breakftast Bacon,

Windsor Bacen, 30.c. Ib.
Best Molasses, 50c. sallon.
Flake Tahioce, 20c th.
Flake Tabioca, 20 e.
Potato Flour, 150 .
Empire GROCERY STORE



## JUST RECEIVED GUBE SUGAR, in $1-2$ cwl, cases, <br> Granulated Sugir, in 2,1 and $1-2$ cwt. sax. Rice, in $1 \mathrm{cwt}, 2 \mathrm{cwt}$., 14 lb . bigs. samson Cement. <br> A. H. MURRAY.

## Free, Assolitely Free!

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

## Pear's Christmas Annual

## ROBT. TEMPLETON'S

 80 cases ORANGES, 30 cases ONIONS. 30 kegs GRAPES.. BURT \& LAWRENCE, 14 New Gower St. P.O Bocz26

Telegram Ads Pay

## THE NICKEL.

Mider-Week Show. Florence Tumer in

The Shazow of the Guillotine.
$\left\{\begin{array}{l}\text { TTHE PRGPLES } \\ \text { AUCTONEER }\end{array}\right.$ For Sale-1 Very Su-

 FOR SALE. Two Fine Schooners发 "Rathleon," 49 Mons, "发 "Callant,", 56 Mois, AYRE \& SONS, LTD


Monuments and
Headstones.
 324 Water, St. St. John's B. C. lavectmants.

Messis F. J. Hart \& Co
of New Westminter,

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Sydee D. Blandford. menef


Howlett \& Armstrong,

JOHT T Kitucy,


To Let. - The Suile of
 Fir SALE. One Small

 WANTED-To Purchase


## Unused Set of Guy and

Help Wanted.

## A General Servant-

Immediately, a House-
Two Experienced Pants
An Experienced Cater-
$\frac{1}{2}$



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The Evening Telegram, St. John's, Newtowndland, December 14, 1911-2

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The Erening Telegram, St. John's, Newfoundland, December 14, 1911.- 3

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Pianos and Organs

JOSEPH NUNNS

Address---5I Long's Hill, St, John's,
Best I. S. Coal!
Now Landing Ex S. S. SPICA 1,800 Tons North Sydney Screened Coal $\$ 6.50$ per ton, sent Home. Phones. 748 and $? 0$.
Newfoundland Produce Co.
THE BIG FURNTURE STORE !




What we are offering this week are

## SAMPLES

From American and Canadian Factories, and Marked at the Landed Cost. They are the VERY LATEST STYLES.
Ladies' White Lawn Blouses, |LADIES BELTS, $1=3$ off, Half Price.
Ladies' Lace Jabots, Half Price Sailor Collars, 40 per cent. off. Washing Collars, Half Price. LADIES: BOWS, Half Price. Hand Bags, $1=3$ off.

Never Before in the History of this Store was Fancy Linen and Lace Goods sold at such LOW PRICES.

## Lace Table Centres, reg. 50c Regular 60c <br> now 36c $\mid$ Lace Sideboard Scarfs, reg. 50c now 44c $\quad$ Regular 65c now 50c $\mid$ Regular 85

## Special Offerings

White Table Linen, value 450 .
Table Mapkins
Special Price, $25 c$ yard

| White Hemstitched linen Towels, worth 220 c each............. 15 ner cent. off all Colored Dress Goods. |
| :--- |

3c and 4 c each

The Famous Rocheen Sateen, worth 30c
Men's Fleece Lined Shirrs and Drawers

| 1-4 off every Ladies JACKET. | 340, 342, 344 <br> WATER STREET. | Ladies' Skirts worth $\$ 5.00$ selling at $\mathbf{\$ 2 . 0 0}$. |
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P. EAGAN, Duckworth St. \& Queen's Rd.
now 36c
now 63c



## Your Money or Your Life.

 Reliable Syrups Containeliable Fruit Syrups are made with Pure Fruit and Cane Sugar, and they cost a little more than inferior syrups made wit buy injurious Syrups and lose your good health,

## Perhaps Your Life.

" RELIABLE DRINKS ARE BEST."

## inderumbrowtrouth 15 What Shall I Give Her For Xonas?

 We would suggest that you give her one of those DAINTY Silk Underskiris, In Black and Assorted Shades, worth \$6.00, that we are offering at
each. These each. These
are excellent
VALUE and VALUE and

## would make A CHARMING GIFT.

S. MILLEY




## XMAS HOUSECLEANNG

Housekeepers, we are ready! Are You?

If you want the best that your money will buy we want to sell it
to you. We have many things here for your desires and always know to you. We have many things here tor your desires and always klnow
that what we sell we suarantee to be worth just what we ask. You
will find no chances taken in dealing with


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## Tapestry Table Covers

 Floor Canvas, at 48c. yd. Our Showing of Hearth Rugs,Such Reasonable Pricing

| SPRING BLINDS. <br> (Our Vsual Bargain Lot) Two yards long with spring rolthing out of joint evecept 27 c . the price which is only with tringed end $5 c$. extra tion n Fringe \& Lace Inser 43c. |
| :---: |
| CURTAIN POLES, with fitinns. Oalk or. Hohogany Polest that have tossed 30 profits to the wini 30 c |

## MARSHALL BROS.

| A Lucky Accident. It was onuite by accident that An Elegant Line of Lace Curtains. at extremely favorable prices and the accident will prove a ing them for the xmas housecleaning. Over 200 pairs At Various Prices. |
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## the Storm

DAYS.


Newspaper Boys.

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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 approaching Yuletide visit to Newfoundland, that the people here have a real, genuine and generous opportunity for a very small cash outlay to give and bring happiness to all that are near, dear, and those they wish to cheer.
No one need be depived of a pladdening Xmas remembra ce as the Forced Sale of the C. L. March Co, Lta.. Entire Stock enabes all to indulge in the execeedingly smal.
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 Pocienebook, and, aldo, permits the fat purse to observe the Holiday
calls on it without noticeably diminishing its rotudity calls on it without noticeably diminishing its rotundity.

The Forced Sale of the C. L. March Co., Ltd. Entire Stock is in truth a Sale for Everybody and梌 Here are some of the more Suitable, Desirable a
other gouds are to be seen by coming to this Store.

| Travelling Toilet Cases, $30 c$. to $\$ 150$Traveller's Dress Cases, $\$ 1.50$ to 3.00 Traveller's Dress Cases, $\$ 1.50$ to 3.00Sewing Boxes, 50 c value, for 25 cVery Fine Jewel Cases, reg $\$ 5$ going |  |  | SOLID OAK SPRING CUSHIONED ROCKER |
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| Very fine Jewel Cases, reg $\$ 5$ going |  |  |  |
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| Dessert Spoons, per doz., 50 c |  |  |  |
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| Fancy Teapots, for only 45 C . 21 piece China Tea Sets, China print- |  |  |  |
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| Cheese Dishes, beautiful assortment, up from 40 C . |  |  | autiful Parior Lamps |
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Never before within the Christmas Shopping Season has an opportunity been oifered the public to buy Christ mas Gifts.at less than the usual big Holiday Prices. But this Forced Sacrifica Sale of the C. L. March Co.'s en tire stock taking place at this Holiday Season period gives Christmas Buyers the most remarkable and unheard of chance to buy Christmas Gifts positively at le is than actualcost to produc 3 . This Forced Sacrifice Sale means a considerable loss to the C. L March Co, Ltd, but grim necessity admitted of
Under no consideration buy any Christmas Gifts low no alternative, SO OUR LOSS IS YOUR GAIN. Under no consideration buy any Christmas Giits low until you have visited this great Sale, looked over our bity
sacrifice prices MARKED IN PLAIN FIGURES.

## C. L. MARCH CO., Ltd.,

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

3aby Sleighs!

We can show you IIE GOODS, can give THE CUT and FYLEand THE EXPERT ORKMANSHIP. The TALLORING GOODS

## the city Al ods $\mathbf{U P}=\mathbf{T 0}=\mathbf{D} \mathbf{A T E}$ <br> ail orders given rompt attention. imples and selfeasuring cards nt to any address. <br> IHN MAUNDER, <br> S! <br> y in the water.

ARR, Agent. ED.


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The Evening Telegram, St. Jotin's, Newfoundland, December 14, 1911.-10

## Use Qur Alds to Your Chiristmas cooking: <br> Eclipse Bread Mizers makes perfect bread.. $\mathbf{\$ 2 . 2 5}$ Eclipse Cake Mixers INCERS Baking Pans, Sargent Food Choe G. KNOWLING <br> 

For the Boys:
British Empire Tool Sets,

75 cts. $\$ 1.10,1.50,2.30$ HOBBIE'S FRET WORK SETS, 35,55, 75 and 90 cents,

Carving Sets, \$1.25, 1.80.

## Geo. Knowling

## KNOWLINC'S GROCERY DEPARTMENTS!

 on-the porited ior tene coming jestive sea

Nelson's or Coxs Gelatine
Potate Flour, Healll Brand
rystallized Cherries
inest Mascale Table Raisins
Best Quality Nonpareils-hundreds and thousands
Sullana Seediless Raisisis Shelled Wainuts-pertec Shelled Valentia Almon
Desiccated Cocoanut
Prepared icings-as' Td celors \& flavers Cadbury's Chocolate Icing Finest Icing Sugar Carraway Seeds Genuine Ground Mace British Refinted Cream Tartar-guaranteed 98 per cent
Bice Flour
Chiver's Lemon Curd-for Cheese Cakes $-1-1 \mathrm{~b}$. glasses.

12c. pht p pt. c. lb. 28c. lb.
$17 \mathrm{c} . \mathrm{lb}$. 17 c . lb. c. Ib. c. lb. 5c. Ib. 42c. lb. 17c. lb. 2c. pkt. 2c. pkt. 35 c . lib. 12c. lb. 9c. oz.

Hunter's Gold Medal Midlothian Oatmeal,
English Cheddar Cheese, GEORGE KNOWLNG.
Anniversary of Storm.




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Electric Restorer for Men
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Tea contains a drug-caffeine-which fogs the brain and upsets the nerves of a great many naturally bright persons who don't suspect he cause. and go on

## POSTUM

thing made of wheat, and contains including the Phosphate of Porash grown in the grain) which Nature requires for the rebuilding of Brain and Nerves, as well as other parts of a healthy body.

There's nothing in this world quite equal to being perfectly well.

## possible.

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There's a Reason "for POSTUM

Comadint Patum Cereal Company, Lta, Wiadsor,

## you are ambitious to "be somebody," try quitting tea for a while

LADIES' and MIISES Ladies and Mises' ama<br>Yout choice for $\$ 1.20$ NOW DON'T<br>Grear Bargains in Rubers rbest quality at HaLF PRIC Price and Christmas Preen

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The Evening Telegram, St. John's, Newfoundland, December, 14, 1911-11

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## fogs the brain and ups <br> s," try quitting tea for a whil <br> UM



##  <br> 

We Give Presents Free Christmas Present. We Wave selected the Choicest
Thys for Children that money could buy-toys that cannot
be equalled in the city. Buy at the White Shoe Store and be equalled in the city. Buy at the White Shoe Store and
receive ycur Bill and be entitled to a present from amongst

Good for December Month.
SALE ON EVERY DAY and holds good for December
oth. Ask salesman for Bill of purchase. All must be nitilled for Christmas Presents.
By the Stephano we have received 200 cases Boots, Shoes
Ry Rubbers, 1500 pairs Samples in Men's. Wopn's
and Rubbers, 1500 pairs Samples in M
Misses, Children's and Infant's Boots.
READ OUR PRICES:
Men's Working Boots, sale price ...
Men's Fine Boots, reg. $\$ 2.50$, now....
Boys' Boots, reg. $\$ 2.25$, now.....
sys' Boots, reg. $\$ 2.25$, now . . . .
le Gents' Boots, reg. $\$ 1.50$,
Ladies' Boots, all sizes, reg. $\$ 1.75 \& \$ 2.00$, now
Ladies' Pat. Cloth 'Top, reg, $\$ 2.50$, now.......
Ladies Pat. Cloth Iop, reg. $\$ 2.50$, now. ....
Ladies' Tan Shoes, Velvet Top, reg. $\$ 2.50$, now.
L.adies' Hobble Boots, 15, 17, 19, button, r
$\$ 3.50$, now ... $\ldots .$.
Ladies' High Cuts, butt
Misses' High Cuts, reg. $\$ 2.00$, now.
Children's High Cuts, reg. $\$ 1.50$, now.......
Infants' Velvet and Cloth Top, all fancy Shoes
Iniants Patent and F
Infants' Soft Shoes..

BOOTS IN GALORE.

LADIES' and MISSES' SAMPLES. - We have about 1500 pairs
Ladies and Misses 'Samples, at $\$ 2.00, \$ 3.00, \$ 4.00$ per pair,
yout choice for $\$ 1.20$ per pair.
 beest quality at HALL PRICE. Re,
fice and Christmas Presents FREE.

## TIE WHITE SHOE STORE,

304-306 WATER STREET.

S. B. KESNER.


Job PRINTING Neatly EXECUTED

German Navy
to be Made
Stronger.



## Christmas Stockings,

 Christmas Crackers. ALL NEW STOCK.

Grocery Dept.
Pitts' Building.

Last Week of the BIG SALE!

| A Record in Bargain Giving. Sweeping Clear Out of Odds and Ends. you cant afford to miss this opportunity. $\qquad$ <br> be astonished at the astounding cheapness of the clearance lines. <br> There will be a special rush for the bargains in Striped and Plain Flannelettes extraordinary offers in Dress Goods. You will be delightfully astonish Shirt Stuffs. See the Every article in the Gents' Furnishing Department going at genuine money saving prices. $\qquad$ dOWT MISS the chance of a llfetime. |
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A. \& S. RODGER.


## BLAIR'S OPEWMG ANOOUCEMENT! Women's Cream Ribbed Fleeced Vests, <br> THE bURT SHOE (FOR I.ADIFES, AT OUR NEW STORE.

## 27. . aach only

They are all Splendid Garments. No Jobs or Seconds amongst them, but all of first Quality. These Vests are Buttoned in front---Pearl Buttons---have Long Sleeves and are good fitting full size garments. Sizes in this line: 4,5 and 6
You cannot secure anywhere, value equal to this,
Then! Then! Then! Then! We will all. GO to the Store where there has always been given The Best Value in Underwear ! ! !

## Henry Blair's

BUY That piano

## BEDMENOUTDLAND COMPANY.

That Bright Window that attracted your attention last night was lighted by

Westinghouse Wire Type Tungsten Lamps. How about the windows of your own store? Don't you
wat to have them bright and attractive too? Do you kyow
how little it will cost you do
Wire Typ Tungsten Lamps woull you know that Westing ouno twand a halif timesese as
much light for the money as ordinary Incandescent Lamps?
Might use them to brighten up the store, mightn't you? lephone for our lamp men, and talk it over.
Reid Newfoundland Company Xmas FRUIT :


100 cases Valencia Oranges, 100 kegs Sweet Grapes,
20 cases Large Lemons. And in stock: 300 brls No. 1 Red Apples, Wagners, Spys, 100 cases S. P. Ońions, 50 cases canned Fruits.

Job Printing Executed !



To All Live Stare Mminel MOLASSINE MEAL.

Fresh Stock, Fruit, Ett,
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This House of Cood Shoes takes pleasure in announcing its readiness urnish its Lady Patrons with the Best of Footwear the World Produces. The Choice Productions of the most noted Makers of Shoes for Ladies have been
velected with the greatest care. Every price named will be a pleasing one, and Your Consideration is Solicited.
F. SMALLWOOD, the Home of Gool Shoes.



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& \text { CAREW STREET SCHOOL, St. John's } \\
& \text { Shingles Treated with SOLIGNUM. }
\end{aligned}
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FRED. V. CHESMAN, Agt.


