efreshing Beverage,
AD
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ot oyer 2 per cent.
C. STRANG, ributor.

Trade.



elencia Rasisns.
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-3Assorted Spices, 7 bss, each

TH CO., LTD.
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*king Plant,
WoodWorking Co.

TON, Prescon Street.
(E PEOPLE
protect their property in way possible, and most hese good folk come to Chese good folk come to
many reasons. Rates SON, Insurance Agt.

## a Reason.

Wood Goods s=
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ALE SPECIALTY CO
$=$ The Evening Telegram. VOLUME XXXIII. PRICE: ONE CENT. ST JOHN'S, NEWFOUNDLAND FRIDAY, OCTOBER 20, 1911. \$3.00 PER YEAR

## USE "HAMMER BRAND" Poriland CEMENT!

| - |  |  | Ormamental Houses |  |
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| Fine Phoo Posi Cards |  |  |  | 全 |
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| APPLES! |  |  |  | fersal |
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The Evening Telegram, St. John's, Newfoundiand, October 20, 1911..- 2


## All FOR RICHISS.

## StopI ThinkI

The rush and roar of deadly modern life is everywhere.


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 has been proved by inde-
pendent scievific investiga pendent scientific investiga-
tion to be from 10 to 20 times the amount taker
T. J. [DENS Sole Agent for Nfld. for
Bovril and Virol.


FOR SALE!
Raspbery Canes,


## $\$ 3.50$ PER HUNDRED, Casti ouly.

A. H. MAFTIN, AGENT,
Cavendish square.
Phianc Gus






\section*{id Line of Dolls， <br> | WSHINE！ |
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## PORTRAIT CO，

\＆Costumes
inter Wear

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## ENED <br> T HATS <br> 05.00

IPLETON，
Iney Coal
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sent Home．

Produce Co．

The Erening Telegram，St．John＇s，Newfoundland，October 20，1911．－3


## P．F．COILIINS＇

The Lowest Prices for General Dry Goods in St，John＇s：

| The Boys＇Overcoats | OUR BUYER |
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|  | dman ur |
| comen | American Scrim |
| 为成成fom |  |
| UNDERSKIRT |  |
| UNDERSKKRIS | Extra Special |
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| F．COLLII | The Store of Satislactio |

New Fall Styles in Ladies’ Jackets．
Children＇s Jackets． Splendid variety of the Newest Creations in Ladies＇Millinery，
MARVELOUSLY LOW PRICES A．Q S．RODGER．

The Evening Telegram St.'John's, Newfoundland, October 20, 1911. 4


The Evening Teiegram, St. Iohn's, Newfoundiand. October 20, 191 1...5


## ExCPDtiond Soturdav Bardoing: EvERY ITEM AT CROWD-DRAWING PRICES.

Many Times
Any 0ther
Mat Made

## 

Girls
KIRTS
\$1.30,
O.
$\mathrm{NGI} \overline{\text { East End. }}$

## 

| Saturday's Cut Prices in Men's Wear. |
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| IEX'S GLOVES-We have just received a splendid line <br> of Men's Buckskin Gloves, well dressed, in assorted tan and light shades; sizes 7 to 9. Reg. $8 \% 0$ $\$ 1.00$ value. Saturday, pair |
|  |
| MEN'S COLLARS-50 doz. Men's Collars, in double and turn dows styles; all sizes: specially priced for saturday, each $\ldots \ldots$ |
| $\begin{aligned} & \text { MEV'S HANDKERCHIEFS-11 doz. Men's Linen Cambric } \\ & \text { Handkerchiefs, machine hemmed; extra } \\ & \text { quality. Reg. 20c. value. Saturday.... } \end{aligned}$ |
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Ties and Shirts At Remarkable Savings.


Savings in Showroom.

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| :---: | :---: |

Ladies' Hose At Quick Clearance Prices

Linen Specials For the House-Keeper.

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Special October Values In Curtains and Nets.

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Genuine Bargains Here.

Faultless Boots \& At Faultless Prices.

Low Priced Groceries.

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We Never Tire of Looking After Your Interests.
This Ribbon Bargain
Proves Our Stateritent.

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| :---: |
| Try One of Our Celebrated BattersbyHats |
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## Great ... .:

 Sensation!50 Pieces Dress Goods, 50 cts, ner yard, SEE WINDOW.
Marshall Bros.,
THE ALWAYS BUSY STORE.


## CHIPS STILL FIYMGG FROM REGULAR PRICES！

BIGGER STORE， BIGGRGER STOCK， BETTER BARGAINS THAN EVER． A Cut Price Sale Un－ limited in Scope \＆Money Saving Opportunity．

## A HUCE PRICE－SMASHIING！

## Enormous Cuts to Induce You to Buy Now at this Store．

THE ONLY STORE that Saves You Big Money in the heart of the shop－ ping season on the goods you need at the very time of the year you want them．
Don＇t Buy Your Fall and Winter Needs until you have
visited this Sale－where quali－ ties and Very Low Prices make goods taik for themselves．
C．L，MARCH CO ${ }^{\text {，Limited }}$ Springdale and Water
West End．

Fisherman Run Down．

## （2）

PRICEES NOW DOWN TO A WHISPER．
And，Remember！Every department on the same grand bargain basis．

| $\begin{array}{ll} \text { ing Dark } & 35 \mathrm{c} \\ \hline \text { ngy Neek- } & 16 \mathrm{c} \end{array}$ |  | Chopping Prices Into |
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| \％Rubber ${ }^{\text {25 }}$ 16 |  |  |
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| 48c | Nighturesese for only ．．．．．85c | （3） 2 ） |
| Work 63c | Blomers at only $\quad 6.65$ | $1{ }^{1}$ |
| $\substack{\text { Plain } \\ \text { Pants }} 1.10$ |  | $4 \times 1$ |
| Pants $\$ 1.05$ |  |  |
|  | Leades extra auality Black and ciolered | － 1 |
| sale $\$ 1.50$ |  | 厚 |
|  | ties handsome White and | 3 |
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| \＄5．25 | Clouts for but ． | 易边 |
| ol suls，comprising |  | That Produces the Best |
| Si．These suts ane | coly | Bargains in all St．John＇s． |



At no time have values on Standard Merchandise been reduced to such astonishingly low figures as this store is NOW OFFERING． qualities．Therefore－Mr．and Mrs．－Dry Goods and Furniture Buyer－Can you in justice to yourself defer buying the goods you qualities．Therefore－Mr．and Mrs．－Can you afford to hesitate or delay buying when by buying now you gain a Big Saving？
need now or will need later on？waiting till later to buy，but isn＇t it better to go to the Bank and draw out the money，if you haven＇t it at hand use it at this great selling occasion for the buying of your Fall and Winter Goods，because no Bank pays such interest as we are allowing you for it during Our Gigantic Autumn Sale．And kindly remember that every article here priced，as also every item in this shop，is absolutely THE BES 「 BARGAINS IN ALL ST．JOHN＇S

NO WTaitin $\mathbf{O}^{\circ}$ ！A large force of Trained Salespeople in readiness to give you immediate service and undivided attention for BEST SHOPPING RESULTS．

## THEBIG WEST END STORE． <br> C．L．MARCH $\mathrm{C}_{\text {io }}^{\circ}$ <br> Cor．Springdale and Water Sts．



Fresh Fruits!
Canned Fruits! 300 BRLS. FINE RED APPLES,

20 BRLS. INDIA ORANGES,
50 CASES NEW PEACHES,
50 CASES NEW PEARS, 50 CASES NEW APRICOTS red ane yellow onions, 100 KEgS green grapes, Edwin Murray Storm Boots.

## EADIES:

## Popular Motor Hat,


$\$ 1.00$ each. S. MILLEY


 We Show Models
For Men, Women, and Children. Extra high cut: water proofed,
sort leathers. Bellows tongue.
Water proofed Oak tanned


Men's Storm Boots, $\$ 2.50, \$ 2.90, \$ 3.50$, to $\$ 5.5$

Women's Storm Boots, $\mathbf{\$ 2 . 2 5 , \$ 2 . 5 0}$, to C
$\mathbf{~} 2.75$.
huidren's Storm Boots, \$2.00, \$2.50,
B
S. B. KESNER

Next io ycur GUN the most important part', ofl your shooting outfit
is your DOG.
"MOLASSINE" DOG CARES

[^0]company.

Low Rates Farm Produce. Farmers \& Market Gardeners Take Notice Low Rates---Local Vegetables.

## per <br> 



NOTE-The samm

. Reid Newfoundland Company


## To The Trade

$\qquad$
75 Kegs Grapes.
200 Brls. Gravenstein Apples. 30 Cases P. E. I. Eggs. 100 Cases Starch, Blue and White,
200 Cases Condensed Milk. 200 Cases Condensed Milk,
300 Boxes Assorted AUCTION SALES TTHE PRbpliEs a AUCTIONEER

 EASTERN BRAND ©APS knitted band.

OUR PRICES
70c., 90c., \$1.20., \$1.50.
Robert Templetoin.

T. J. DULEY \& Com'ny,

The Reliable Jewellers and Opticians.
KING APPLES
150 Barrels Choice KING APPLES In stock: A few Gravensteins apples left, now is y $y=$,
time to get a cheap barrel, as we are clearing of oud
. BURT \& LAWRENCE, 14 New Gower 8

A Delightul. \& Refreshing Beverager
"MEAD BEER,"
Guaranteed not over 2 per cent
MRS. J. C. STRANG, Distributor.

FOR SALE!

## 29 Tierces Labrador Herring,

12 Barrels Labrador Herring, $\frac{1}{2}$ Barrel Labrador Trout.

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"Auto Wagons"

tional Harester Co.," whose name
on any yactine stand for Supe-
rior Exceillence.
$\qquad$
 $\star$
Theatre Open MONDAY, Oct. 23 rd .

and Dances.
No Children admitted at
night wilthout the ir par-
$\underbrace{\substack{\text { No Chi } \\ \text { night } \\ \text { ems. }}}$
Prices: Hic.
Reserved Seats, 20c.
notice.


HOW IT WAS DO VF?
My business leads all others
ways give because 1 have al-
made
made tiberal settements.
PERCIE JOHNSON,
$\overline{\text { JAB PRINTING }} \mathrm{H}$


[^0]:    deserves to be cared.jor.
    "Molassine" Cakes are iust what he wants.

    ASK YOUR GROCER for THEM.

