## wij

 Products
## ttage

 Beef
 indland Gompan

```
IN the most imporfan
```

our shooting outfic

## ASSIN"

 CAKIS$\mathrm{He}^{-}$wor
Cakes are iust what
cwants.
ROCER for THEM.

## THE RATES

ore Insurance you can If $\$ \mathrm{r}, 000.00$ with me her fellow, with whom Johnson,

T The Evening Telegram,


$\$ 3.00$ PER YEAB

No. 264 nuctoo sales
$\xrightarrow{\substack{\text { THE PEDPLES } \\ \text { AUCTONEER }}}$


Klark-Urban Go.'y tonight. "SOLD INTO SLAVERY. Special Matinee To-Day, for the Benefit of the Orphanages. "ACROSS THE DESERT.

The Girl From Out Yonder. Negular Matinee Saturday.
An entire change of Vaudeville.


## LOOK HERE!

Fine Photo Post Cards The are only $\$ 1.50$ pr doz,



## A Magazine offer




## FALL

## and <br> and




## motor cifine  We don't bind ourselves to any particular make, because we want to be honest with the purchaser and give him the Engine which will suit him best. <br> We Sell GASOLINE, and <br> KERO. OIL ENGINES, <br> $\qquad$ <br> Be sure and find out from us which Engine will suit you best before buying. We have had the exsite you best before buying. We have had the perience and know what will suit your work. <br> Angel Engineering and Supply Co.

THE BIG FURNITURE STORE

Centre Tables, ur Furniture, Centre Therk Tea Tables, Couohes,
50 'Clock
Lounges, Everyihing for Every Home! Rockers, Easy
Flower Stands,

## CAL LAHAN, GLASS \& Co. 



## ARoyalSmoke

BENGAL Little Cigars every
attrac
tightf
High
cent

## CASH'S

TOBACCO STORES

## HOW IT WAS DONE?

My business leads all others

## rays mivene finir mitement

PERCIE JOHMSON,
T. A, hall.

 IHE STANDARD MFG., CO., LIMITED.
$\qquad$
Aifor Sale, on easy
52 barrels Red Apples. Fi. For Sale-A House

EDWIN MURRAY, 13 NEW GOWER STREET. Uus omeni
4,000 pieces Job Canadian ROOM PAPER,
12c. and 14e. a Roll.
ROBT. TEMPLETON'S

## A SIX YEARS TEST.

six years ago on a timber shed, and found it very
satisfactory. The timber was only white deal, but I find it is as sound to-d
Yours faithfully

## HALF THE PRICE OF PAINT.

COAL!
NORTH SYDNEY SCREENED COAL Sent home at
CURRENT RATES. J. J. MULLALY \&Co SCHOONERS
Wanted Immediately!
 ire Wood-Working Co., Ltol. tor mibuines man terue of
\#TO LET, House S

OFFICES TO LET---In
 fral Horse; semeis old, apply Public Notice-I here-
LOST - 4 weeks ago-

PICKED UP..-On Sept. Holn Wanted
At the Crosbie Hotel, a
Immediately, a good
A Good General Ser-
Pants Makers, Machine

S. B. KESNER, Proprietor. $\$ 2$ Job Printing Neatly Executed.

The Evening Telegram, St. Johu's, Newfoundland, November 16. 1911-2

## ALL FOR RICHES.




## What

And other Brit of the

The reviews, from w whelming evidence BRITANNICA is ind come as one review $p$ millions of people.

But it is also, as i.e., a possession whi A Great Achievement

yond inis pria
A New Method


Historical Incident


"Iication of the kind.

Incomparable


A Great Undertaking

Up-to-Date


Universal Knowledge

"The Right Thing
at the Right Time."





## GER. PS,

 thing, GER.
## f <br> e Tower <br> BINET <br> IAN, Agent. <br> COAL!

## 600 Tons

orth Sydney COAL
Anthracite, ut, Stove, Egg and Furnace sizes. ${ }^{-}$
J. STABB \& Co

\section*{| No |
| :---: | :---: |
| Aprcbation. |
| ala |
| 1010 |}

$\$ 3.20$ $\$ 3.60$ $\$ 3.30$ $\$ 2.40$
mome meme
NS.
thea

## maat The Times

 millions of people." i.e., a possession which everyone can afford.A Great Achievement

|  |
| :---: |
| A New Method |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

A Historical Incident

## Incomparable




## Treasure

|  |
| :---: |

## A Material Feature <br> 

A Book to be Read

| A Book to be Read |  |
| :---: | :---: |
| ainly one of the world's master- in editing, printing and publishing. |  |
| $\cdots .11$ is a thook to real -rad with com. |  |
|  |  |
|  |  |
| $\begin{aligned} & \text { the things for which } \\ & \text { is the publication } \end{aligned}$ |  |
|  | orem at |
| comer |  |
|  |  |
| Not only are its conten |  |
|  |  |
| A Miracle of Cheapness | an their |
|  | some ot tie doubleweven met |
|  |  |
|  |  |
| ner |  |
|  |  |



And other British newspapers say of the lith edition of the Encyclopaedia Britannica.

The reviews, from which portions are quoted on this page, afford overwhelming evidence that the new edition of the ENCYCLOPAEDIA BRITANNICA is indeed a book "that one ought to have." It will become as one review phrases it, "an indispensable part of the life of

But it is also, as another review says, "a miracle of cheapness,"

## Cable News. $x=2=$

The Evening Chit-Chat

## 




$\rightarrow$ mizama $1=2$
$m=4$
$=m=0$
$m=m$
$\qquad$

## What Ails You?

Here and There. Steamers Arrive.

The Evening Telegram St. Joho's, Newfoundland, November 16, 1911. 4


## TLING dozen ERNS,

 ch.

## Toum <br> Bargain <br> $\exists$ <br> gach.

## 




The Evening Telegram, St. John's Newfoundland, November 16, 1911-6

## Housekeepers!

Prepare for the cold Weather.

## W00L BLANKETS,

All a Maker's Samples,

OUHTS,
Sateen and Eiderdown.

## $\$ 1.80$ to $\$ 15.00$

MARSHALL BROTHERS.

$\$ 25$ in GOLD Given Away | Heep Doum Your |
| :---: |
| Home cail |
| Bill |

To-Day's News.


This Lady Gives
a Splendid Reason

RELD NEWFOUNDIENDD COMPANY.
Pime Majle of Bunaisid Bamed
The Cadets Band will play at the Fair in the British Hall

## Reliable

## Logger Beer and Noxall

Stout for sale in the Sh ing Gallery and Canteen.
Smoking allowed in the

## Logger Beer and Nox

 all Stout are made with Pure Fruit, Cane Sugar andBemember, RELIABLE.


|  AT HOME ! |
| :---: |
|  |  |



RELIABLE MANUFACTURING COMPANY, LTD.
Claims $\$ 18,828$ From the Government. To-Night. Canteen Filtered Water

This honing hien entwo of th
 bein dow

HEALTH RESTORED
TO THIS FAMILY

C. P. EAGAN

Duckworth St. and Queen's Road.

Band will play e British Hall

## able

 and Noxall in the ShootCanteen.lowed in the
er and Nox-
e made with
ne Sugar and
ELIABLE.
MPANY, LTD.
OUNOLAND
COMPANY.
maxisid Brame

## paty membens. <br> land Company <br> IEO BOOTS, <br> Boot, in Blucher <br> rined throughout. <br> , Boot. <br> WOOD <br> iood Shoes.

## RATES

surance you can 1,000.00 with me llow, with whom

Terible Forced Sacrifice Sale

## 

# I Terrific Crush.  

 BUYING--BUYING--BUYING. prepare Accordingly \& Come How and Get Your Share.

It Has Come! We could not help it! The conditions stated below in this There is no alternative--The C. L. MARCH, CO., Ltd., entire $\$ 75,000$ tock MUST be sacrificed to quickly meet a PRESSING EMERGENCY.
Read every word in this Ad. It will pay you big in many dollars sa ing on goods you need to buy.
Read carefully---Then Act Quickly --REMEMBER---SALE IS NOW IN FULL

## A Pressing Emergency that necessitates the Most Stupendous Sacrifice of the C. L. March Co., Ltd., Entire $\$ 75,000.00$ Stock of Dry Coods and Furniture. 203

## RELD THE REASON,

 head the facts,The Compelling Cause.

Owing to a stockholder's death and also the business changes demanded by the retirement of the principal stockholder of the C. L. March, Co., Ltd., together with backward season and disastrous money stringency C. L: March, Co., Ltd., are compelled to at once sacrifice their big $\$ 75,000$ Stock to raise a required amount of cash in 30 days time. Now $=$ It Has Come-We Could Not Help It=-We tried to meet this crisis but find no alternative-We are actually forced to at once sacrifice this fine all new, fresh, inter stock of DRY GOODS and FURNITURE to immediatey realize a required amount of CASH to meet the emergency, and we come before the public with a plain statement of our predicament and appeal to you, by unmercifully cutting and lowering PRICES DOWN TO LESS THAN COST TO MANUFACTURE, to come and now buy as much as you can use of the GOODS.
The opening day of the forced Sacrifice Sale of the C. L. MARCH Co., Ltd., entire $\$ 75,000$ Stock of DRY GOODS, FURNITURE, Etc., witnessed a Terrific Crush of Buyers. Never has there been such a stupendous business anywhere in one day's selling.
When the order went out to sacrifice the C. L. MARCH Co.. Ltd., stock, to at once realize a large amount of Cash, to meet a pressing emergency, the
 barriers.sonly SELL...-SELL-..at all hazards to raise the CASH requirements.
The result has been miraculous.-.Seling has been fast and furious... We havent a moments intermission…Being most phenomenally busy SELLING.
This stock must be turned into CASH-NOW-ato once..no matter what the loss...We have hammered down prices to the very bone to meet this crisis
$\cdots \cdots$ and the goods are now being sacrificed at any PRICE that will bring the CASH.

| CLOTHING. <br> Men's Suits. |  | A FORCED SACRIFICE SALE <br> THAT COMPELS THE C. L. MARCH CO., Ltd., <br> To sacrifice prices so awfully that <br> They Compel YOUR Attention! <br> Here are more than Bargains-they a re ABSOLUTE, ACTUAL, THROBBING SACRIFICE, and they are surely turning everybody's teps toward this store. BE ONE OF THE CROWD AND BENEFIT GREATLY. <br> Read These Sacrifice Sensations. | URNITURE <br> Dressers. <br> $\$ 6.95$ <br> $\$ 9.95$ <br> aid <br> $\$ 12.98$ <br> $\$ 15.50$ <br> Sideboards. $\qquad$ <br> $\$ 14.70$ <br> $\$ 18.55$ <br> Dining Extension Tables. <br> $\$ 8.25$ <br> $\$ 9.95$ <br> Chairs. Chairs. <br> 45 <br> ardood |  |
| :---: | :---: | :---: | :---: | :---: |

Wrestling Match
Middle Weight Championship of the World. Sall Anderson vs. Young oison.
tor Ringside Seats, 82.00 , 8.00 and 75 cents, at Atianic

NEW ARRIVALS.
Ladies', Misses
COATS
$\$ 1.30$ up. Misses $-\$ 2$.
HENDERSON'S, Theatre Hill
FleceedUnderwear
Rock Bottom Prices.



Girls' Cream Ribbed Fleeced Vests \& Pants, Men's Jaegar Feleced Shirts \& Drawers,





## Henry Blair.



TED



One Carload "Windsor" Table Salt, all sizes.
T. A. MACNAB \& CO., Selling Agents.




Grocery Departm No. 1 Large Herring. Pickled Salmon, $\%$. Sinclair's Best Ham Bacòn, at
LARACI

What's in a Nam
 lameson's litish 23 yeara
Wmishtr
Smiths clentivet 13
 Perssee lrish
Whisky Smith's. Linilithow
old whiksy. The elelebrated old Whisky.
Ben Nevis
whisky

NAMES C. BAIR
water street.
R 3.

- $20^{\circ}$

ST. JOHNS
MUNICIPAL COUNCI
Yoateo is herebe burn


THE PEOPLES
AUCTIONEER
PIANO FOR SAL


| Oranges, Pears, Banamas, |
| :---: |
| Celey, |


JAS. STOT

