The Evening Telegram, St. John's, Newfoundland, March 25, 1912-2


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## ving <br> The Evening Chit-Chat

## Dry Goods Dept. SALE!

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Soper \& Moore
phone sas.





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## Advertisers Should Remember!

That
The Evening Telegram goes into the homes, and is read by all the members of the family circle to a greater extent than any other Newfoundland newspaper. That The Evening Telegram has a much greater value to the advertiser than its circulation figures indicate. That advertising in The Evening Telegram increases sales and profits at less cost than any other medium in St. John's, and its influence with the public is growing day by day, and wise advertisers avail of its columns.

## The EVENING TELEGRAM Leads Them All.

EnRPEAN abencr SLATTERY'S

Wamaniow may ※uw avawaym


Nox a Cold in One Day
A Mishap


## rughir misom a sme <br> BLACK DIAMONDS <br> The schooner "Fleetle <br> 350 Tons of Genuine North Sydney <br> COAL. J. J. MULLALY \& CO.

WE OFFRR to our Customers, the Trade

See our Stock of Fleeced Underwear, Muslins
Embroideries and Dress Goods before purchas
Wholesale Dry Goods House. WE OFFER to Custers, the Trade


## MISSEE-HARRIS $60 . \mathrm{S}$ <br> Farming Implements!



Wo ar no book siom oider tor

MARTIN HIPDUMTEO
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The Evening Télegram, St. John's, Newfoundland. March 25, 1912... 4


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## ES! ATOES, <br> Ladios hopdy to Mpar Ifats.



For SPRING 1912, at


Man Dies on The Police Court. An Experimental Shipboard. Voyage.

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## \&





Scenic Artist
Coming Here.



## The SECRET OF DUSTING.

## Ye Dust Flies

When using an ordinary duster, and how often you can write your name on the PIANO right after the room has been carefully dusted, and your work has gone for nought. Now, to stop the dust trom flying and therefore thake your work effectual

## Use Liquid Veneer.


LADIESI Free trial
sample on application

Ayretsond

A Timely Sermon





## Firemen

 Delay Ship.A. \& S. RODGER. New Goods ! ladies \& Chilidren's
 Latest Styles and Creations,
From English and Foreign
Markets.
A. Q S. RODGER.


## American BLOUSES!

## We are now showing a big rarge of American White Lawn Blouses, many styles to seiect Irom, induduing Plain Shirtwai t. Kimnona, Side Frils, Lace and

 styles to seiect from, including Plain Shirtwait. Kimnna, Side Frils, Lace andEmbroidery Trimmed. Alo, Handsome Silk Blouses, at remarkably Low Prices.


White Lawi Blonises,

| 95c. | \$1.20 | $\$ 1.40$ |
| :---: | :---: | :---: |
| \$1.60 | \$1.75 | \$2.30 |
| SILK Blouses ! |  |  |
| amombirsm |  |  |
| \$1.80 | \$200 | \$2.50 |
| \$2.75 | \$3.30 | 33.9 | C. L. MARCH Co., Lttd.

## New Goods! New Goors!

A festival of Dainty, Up-To-Date and Fashionable Novelties are now ready for in inspection. Every line is marked much below regular selling prices, which is bound to result in a Speedy Clearance.

| Ladies' Job Collars! <br> About 100 dozen of this line 15c. to 40 c . | Ladies' Job Belts! <br> 150 dozen of this useful article. All one price : 25c. each. |
| :---: | :---: |

A splendid assortment of American Dress Fabrics, consisting of the LATEST productions, viz. : Lucille, Batiște, Passiac, Silk Stripe Voile, F'cy Mongoles, Shadow Plaids, Aberfoyle, Tissue, Nouveaute, Sterling Dress Ginghams. Prices:

12c. to 50c. per yard.


| A LIMITED LOT OF |
| :---: |
| Ladies' White Muslin EMBROIDERED DRESSES, |
| Prices: $\mathbf{\$ 3 . 2 0}$ to $\mathbf{\$ 9 . 5 0}$ each. |
| A FEw sPECIAL |
| Ladies' Muslin Dresses--66 Jobs.", |
| Clearing at $\mathbf{\$ 5 . 0 0}$; reg. price, $\$ 8.00$ each. |

AN ASSORTED LOT OF
Men's Yaching Shirts, 500 . to $\$ 1.00$ ea.
Curtain Ends! Curtain Ends:
Our usual Spring offering. Price: 30c. Each worth 50c.
MARSHALL BROS.

$\left|\begin{array}{c}\text { Misdirected } \\ \text { Energy. }\end{array}\right|$
$\mid$ Hr. Grace Notes.


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The Evening Telegram St. Jobn's, Nzwfoundtand, March 25. 1912. 7
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By wat mason.

7 Nova Scotians The Best Month of the

## Drowned, Year for Genera

Cable News.

ARoyalSmoke BENGAL Little Cigars

Star Society
Savings Bank.

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Canter-W. F . Trearen
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Fecundity
of Fishes.



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Alterations
in Star Hall.

Savings Bank department. The pre-
sent ocmitite room will be divided
int sections by means of partitions.
and arrangements are being mer

Secures Seal-
fishery Films.


The Evening Telegram, St. John's. Newforndland, March 25, 1912-8

## RUBBER Shoes,





Woneris Loon Cit fumbers, noem 55 ants.

R. TEMPLETON, 333 Water Street.

## REID NEWFOUNDLAND <br> COMPANY.

IF YOW NEW TO SRED MNEEI
To pay your Insurance Premium,
To pay. your Publication Subscription, To pay your Assessments to any Benefit or Fraternal Organization;
To make payments of any kind, or remittances an
Where, or to send Money to Relatives or BUT
Newfoundland Express Company's MONEY ORDERS. Reid Newfoundland Company

| To Amateur Photographers !$\qquad$ Priees: Bromide Enlargements from Original Negatives. Unmaunted THE HOLLOWAY STUDIO, Phone-7cos. |
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FIRE INSURANCE
FIDELITY (FIRE) UNDERWRITERS, of New York CAPITAL: $\$ 4,500,000.00$. LOWEST TARIFF RATES. CYRIL J. CAHILL, Agent for Nidd.



## RUBBERS



Wo's Rubbers, 55 c . Men's Rubbers, 80 c .
PARKER \& MONROE, Ltd
THE BIG FURNITURE STORE

## OUR INYIfition is extended to yon to tome to our 1 SIG Store

Unquestionable Den Furniture, High-Class Parlor Furrishings Numerons Styles in Dinining Room Chairs, If pou have put of byying till noin or of olitice furailure. Save just reecived a ner shipmentor of Bureaus, wosh Stants, Exten.

CALLAHAN, GLASS \& Co.,

Marine Motors.

## Therés SOLDD Comiont

 IN A CUP OF TEA.
## Well, that depends

And it all depends upon the quality of the tea
the Tea is flat and flavorless- no comfort But-il it has a deep golden brown color But-

And-a line, rich, satisfying flavor,
Then, you are sure of your solid comfort.
OLD HOME TEA combines a deep, golden brown color with a fine, rich, satisfying If you steep Old Home Tes
If you steep Old Home Tea carefully and ac. will surely get solid comfort and rare enjoyment One Cup Means Many More. For sale at all Grocers.
40 c . and 60c. per lb. ANTHRACITE COAL

326 Tons Egg and Nut Lehigh at $\$ 8.80$ per Ton sent home.

Newfoundland Produce Co., Ltit

## LIPTON'S

ESSENCE of COFFEE \& CHCOXX
THE FIRST of its kind, and still remains FIRST in its kind.


1-High Quality.
2--Delicacy of Flavour.
3-Simplicity of Making 4-Low Price.

A trial will convince anyone who may not have previously used it.

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HENRY BLAIR,
Wholesale and Retail Agent for Lipton, Limited.
in the city All A . - hed goods UP-T0-DATE. Mail orders given prompt attention. Samples and selfmeasuring cards sent to any address. JOHN MAUNDER

