

R. C. ASH \& Co., St. John's Wholesale Distributors

The Brapd and

> Buther Mises.


## LIPTON'S ESSENCE of COFFEE \& CHICORY

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.
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proviously

## $\hat{\lambda}$

## HENRY BLAIR,

Wholesale and Retail Agent for Lipton, Limited.
SLATTERY'S
Wholesale Dry Goods House. WE OFFER to our Customers, the Trade and Outport Buyers, this Autumn, the best select ed Stock of Dry 3oods of all kinds
and English-yet put on the market. and English-yet put on the market.
See our Stock ol Fleceed Underwear. Musins See our Stock of Fleeced Underwear. Mustins
Embroieries and Driss Goods belore purchass
ing elesewheret
W. A. SLATTERY, Slattery Builo'g,
netivorth and Goprese's Street-near citv Hall
MaSSEY-HaRRIS CO, Farming Implements!





## POTATOES!

200 Sacks ENGLISH POTATOES,
F. McNAMARA, Queer St

## The Public

Demand

## is in value as big as a cart-wheel. Ask

ny of my policy holders how long it ha
taken me to fuare up their losses. PERCIE JOHNSON


Pag only a trifle more for Then you will have a a cabi-1
net that does all
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FkED. V. CHESMAN, Agt
BOVRIL
IS ALL BEEF
Questions we are often asted.


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T. J. EDENS,

ANYONE, anywhere


The Evening Telegram St. John's, Newfoundlaed, March 30, 1912-3

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The Eveuing Telegram, St. John's, Newfoundland. March 30, 1912... 4

## JACKMAN'S

 Salle Continuing.25 per cent. off everything.

We have one thousand Sample Suit lengths to select from in our Custom Tailoring Department. This is a splendid chance for a man to get a highclass Custom Tailor Suit at a bargain.

JACKMAN whe talur. The Mail Order House.


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| EASTER EGGS, <br> All Sizes. | SPECIAL THIS WEEK END! | Soodless |
| :---: | :---: | :---: |
|  |  | Raisins, |
|  | 12 cts. <br> per dozen. | Delicious in Bread, |
| Mcir SEE WINDOWS. Tun |  |  |

 New Gools!

Per S.S. "Durango" and
". Rappahannock"
Latest Styles and Creations, $\underset{\substack{\text { From } \\ \text { Markets. }}}{\substack{\text { Engish and } \\ \text { Foreign }}}$ Ladies' \& Children's Hats, F'cy Neckwear, Children's Overalls and Frocks, Special Lines of Dress Stuffs.
A. Q S. RODGER.
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The Eiening. Telegram, St. John's. Newfoundland, March 30. 1912.-5
and

## New Goods! New Goods!

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


## A splenclid assortment of American Dress Fa brics, consisting of the LATEST productions, viz. : Lucille, Batiste, Passiac, Silk

 Stripe Voile, F'cy Mongoles, Shadow Plaids, Aberfoyle, Tissue, Nouveaute, Sterling Dress Ginghams. Prices12c. to 50c. per yard.


- A LIMITED LOT OF

Ladies' White Muslin EMBROIDERED DRESSES,
Prices: $\$ \mathbf{3 . 2 0}$ to $\$ 9.50$ each.
Ladies' Muslin Dresses-=66iJobs."
Clearing at $\mathbf{\$ 5 . 0 0}$; reg. price, $\mathbf{\$ 8 . 0 0}$ each.
AN ASSORTED LOT OF
Men's Yachining Shirts, 50c. to \$1,00 ea.
Curtain Ends! Curtain Ends!
Our usual Spring offering. Price: 30c.
Each worth 50c.
MARSHALL BROS.



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| 37,000 Seals. | <br> |  |
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The Chinese
Famine Fund.

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Hundreds of Years
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THE BRANCH RAILWAY LOAN
They've added now Two Millions more.
Splendid Poultry Here and There.


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## There's SOLD Comfort

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

And it all depends upon the quality of the tea It Tea is flat and flavorless-no comfort. But-il it has a deep golden brown color in the cup,
nd-a line, rich, satisfying flavor Then, you are sure of your solid comfort. OLD HOME TEA combines a deep, godaen, and full body in the liquor.
If you steep Old Home Tea carefully and ac
cording to directions enclosed in each packet you cording to directions enclosed in each packet you
will surely get solid comfort and rare enjoyment. One Cup Means Many More.

40c. and 60c. per lb.

The Miners'

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The Evening Telegram，St．John＇s，Newfoundland，March 30，1912－7
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A Neglected Cold May Cause Consumption
MITHIVES SYRIP






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## Latiess＇Ready to Wear Hats．



For SPRING 1912，at MILLEシY＇S．

## Balance Stock

FFill Coals，Furs，Mults， PersininLamb Capas，Collars，sto

Will be cleared at a Discount of from 20 to $331-3$ per cent．

OFF REGULAR FRICE
U．S．Picture \＆Poritrait Co，



THE NEARSIGHTED OR MYOPIC EYE，GLASSES NEEDED
R．H．TRAPNELL，${ }^{\text {tyejeght }}$ wite Secralise AI kinds of frames an Mountings kept in slock All kinds or Lenses ground at an hour＇s noilice．

The Evening Telegram, St. John's, Newfoundland, March 30, 1912-8

| To Amateur Photographers !$\qquad$ Bromide Enargements from Original Negatives. Prices:ronted Unmounted THE HOLLOWAY STUDIO, Phone-76s. |  |
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Some New Arrivals!


The Popular Quaker Girl Waist,
 $\$ 1.60$ R. TEMPLETON, 333 Water St. prominimury


COMPANY
S.S. 'Bruce'

Will Sail from the Dry Dock wharf, St. John's, this (SATURDAY) evening, at $60^{\text {P }}$ Clock, for North Sydney calling at Port aux Basques.

Reid Nowfoundland Company

## Neve Sring Goovs!

| NEW |
| :---: |
| DressGoods, |

Stylish Fabrics, Newest Strades.

NEW
Goli Coats, Assorted Colors.

## New Hats

Ready-to-Wear
Untrimmed, and
Millinery
HATS.
21 only Ladies' Sample Costumes, at $\$ \mathbf{6 . 0 0}$ and $\mathbf{\$ 7 . 5 0 ;}$

## 

New Corsets! Best Makes! New Figures:
NEW HOSIERY : Black and Cold
Cashmere, Embroidered Ànkles.
NEW SUITINGS and TROUSERINGS. $\square$

NEW MAT PATTERNS--All Sizes.

## STEER BROTHERS



BENSDORP'S COCOA


## Pineapple Chunks

## 0 cases Pineapple Chunks, 1-lb, tins

40 cases Pineapple Chunks, 1 1-2 lb. tins. A. J. HERDER, B.A.s , Or26,


THE BIG FURNITURE STORE
 Unquestionable Den Furniture, Hight-Class Parlor Furnishings, Numerous Styles in Dining Room Chairs, If you here Pretiy Showing of Office Furnilure. have just received a new shipment of Bureaus, Wash Stands, Exte sion Tables, Sideboards, Chairs, Rockers, Etc. CALLAHAN, GLASS \& Co.



We can show you THE GOODS, can give you THE CUT and STYLE and THE EXPRRT workmanshir. The largest stock of

## TAILORING

 G00DSin the city All goods UP-TO-D ATE, Mail orders given prompt attention. Samples and selfmeasuring cards sent to any address. JOHN MAUNDER,

mentien forgeint
 ROPER'S, Noon.-Bar. 29.15; the VOLUME XXXI AUCTION SALES: (On account of whiom it may concern.)
AUCIION. Io-Morrow, Tuesday, the 2nd o April, at II D'Clock,
Messis. Peters \& Sons,
P. S. -3 Cases Cocoa.


may concern. A. S. RENDELL, Not. Pub. AUCTION: To-Morrew, TUESDAY, 2nd April

The Newfonndland Produce CC.
SURPLUS STORES,
anded ex s. s. "F
85 Half Bass of Bread
3 sacks of Oinions.


4 Boxes Tea containi
4 Sacks Beans.
3 Sanks peas.
i Br. split teas.

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A, RENDELL \& CO.. Brokers.
By Public Auction,
thursoay, at II o'clock,
D. J. MeKENNA,

4 Milch Cows -1 springer
14.Wheel Farm Tru

1 Milikt Express,
1 Mik Waggon, 1 Milk Slide
1 Sleigh, 1 Plough,
1 Set Double Harness
1 Set Single Harness,
1 Bedstead and Spris
MI. A. BASTOW, Auctioneer.

Business Chance!
Fix For Sale or to Let-

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THE NICKEL.
chan
and nement
John Kelly, English Tenor.


Harry R. Leekot, Baritone


seleet from
Big thinge during Easter
Big things daring Easter Week.
Watch for detalis

## Old Scotch Whisky

The kind jou get at home in
Minluns ToDo \&


