

The Evening Telegram, St. John's, Newfoundland, August 29, 1911..- 2

"BEAVER FLOUR"





 R. G. ASH \& CO., St. John's. Sole Ags
foundland, will be pleased to quote nrice

At the Eleventh Han!

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| put up another candidate, and theopposition will carry the State with |  |
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| 'Stephen Belcourt is surely guiltyof the crime of murder, and mustsurely be convicted at his trial, which |  |
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| Novemer. |  |
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| sixth of November-that day whenhe had hoped to be elected to the |  |
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| and cowardly-the taking of a feebl woman's life! |  |
| Put him outside hie pale of your |  |
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| think of him only to shudder with ab- horrence at his crime. You know him <br> but one week--surely not long enoug |  |
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| ments to make an indelible impression on your heart. |  |
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| Mistakes MayHappen |  |
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## North Sydney Coal Cheapest and Best

WAX TISSUES,
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## $\frac{\text { Newfoundland }}{\text { Limited. }}$

| Kes. <br> continued the woman | ARoyalSmoke |
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| $\begin{aligned} & \text { It to death. } \\ & \text { It was horrible, horrible, to be } \\ & \text { onised to one man and in love with } \end{aligned}$ |  |
|  | Bovril and Virol. |
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|  | $\begin{aligned} & \text { Freeth Supplie by bs. Rappahan } \\ & \text { Ocos, Augut tht. } \end{aligned}$ |
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|  | BOVRIL- |
| her thoughts on anyone but stephen Belcourt. She thought of him by day and | $\pm$. |
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|  | VIROL: : <br> SMALL, MEDIUM, Larger. |
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| til after the trial, something mighthappen to prove his innocence. Andthen-oh, then, if he were not guilty. |  |
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| Be Warned by Headache | Sole Apent for Nild. |
|  | EUROPEAN AGENCY |
| by Headache <br>  |  |
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|  | WILLLAM WILSON \& SONS |
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The Eventrg Telegram, St. Jotm's, Newfoundtaed, Augme 29, 1911,-3

|  |  <br> WePoint the Way! <br> H1HERE are many points in connection with advertising that must of Hecessify-If suceess is desired-be studied carefully by the mer= chant who desires to reach aew customers and to please those he has already gained. <br> The goods he wisties to advertise must be of the right kind -.. THE KIND THE PEOPLE WANT' --. and the price must be of the honest mind-ngood value for good money. Every merchant of course, krows this; but every merchant doesn't thínk of it when maling copy for his advertising space. Here are <br> Four <br> Cardinal <br> Points <br> FOR THE MERCHANT TO CONSIDER ; 1. The Right Goods; 2. The Right Medium ; 3. The Right Copy; 4. The Right Time. With this combination any merchant or manufacturer may enter the field of publieity with confidence, <br> Many merchants who have goods to sell are fearful of investing a dolfar in makfog knowa to the pubjic the lines of goods they ate dealing in, with the result that much of the goods remain on their shelves for an indefinite period to the deterionation of the materials and consequent loss to the owner. This state of things in a merchant's store ought nevee to be heard of; but the fact remains-and facts are very stubbere things. There is a way out, however, and we point the way. <br> Take a space in the EUENING TELEGRAM. <br> No trouble will be experienced in untoading the goods from off your shelves that otherwise must remain there for an indelinite perios. <br> Try an ad. in The Evening Telegram, THE PEOPLE'S PAPRR, and watch your business grow. <br>  |  | $\begin{aligned} & \text { Wan Choted Io Death. } \\ & \text { mos. } \end{aligned}$ |
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The Evening Telegram, St. John's, Newfoundland, August 29. :911- 5


Baby Carriages and Eo-Carts

certainly will want to take the Baby out these BABY CABRILGES and GO-CARTS that can be secured anywhere. WE HAVE THEM
AT ALL PRICES. U. S. PICTURE \& PORTRAIT Company

## Pianos \& Organs!

EVERY INSTRUNENT GUARANTEED.

Chesley Woods.
NEW POTATOES,
160 barrels CHOICE NEW POTATOES CEORGE NEAL.
Sixty Years on the Market
'Gollen Pheesannt' Tea,
 J. B. MITCHELL

## NO THOUGHT READER



The Evening Chit-Chat
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| IT MAKES WEAK WOMEN STRONG. |  |  |
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Household Notes.





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## FOR MAKING SOAP  FOR SOOTLIMIMG WATER FOROSNHECIIGG SIIIS COSTISDRNIIS EIC. EW. GILLETTGCALID. TORNTO-ONL WNNIPEG MONTREAL

JuST ARRIVED, BY "FLDRIZE," Men's, Women's and Children's BOoTS, At Priees that were never known is the city before. And if you want to get your Footwear at half price
and the best value for your money call
At The White Shoe Store, 304 and $\mathbf{3 0 6}$ Water Street. $\begin{gathered}\text { S. B. KENNER, Proprietor. }\end{gathered}$

## TRUEFIT

 registered brand sulis. nose solk your Deater for
tRUEFIT, AMERICUS, FITREFORM, PROGRESS, STILENFIT, THE MODE, 8. 11, ETC. [HE NFLD. CLOTHING FACTORY 225 and 227 Duckworth Street


## CHEAP UNDERWEAR \& HOSE

FOR THE HOT WAVE.
Yien's Balbriggan Slirts and Drawers an sizos, olls 35 cts. garment.
$\qquad$ Children's Black Rib Cotton Hose, sizes: 5 finch to $9 / /$ inch, only 10 to
 the Blacks are seconds
Women's Short Sleeve White Cotton Vests, assorted sules, all good Atting Women's Long sleeve White Cotton Vests, Buttoned Fronts, only 30c. and Childrenen's short sleeve White Cotton Vests, 20 inch to 28 incch, 1ic. to 13 c .



 Women's Coloured Striped Casbmere Hose in the very newest styles

For Underwear and Hose of all kinds
HENRY BLAIR SLATTERY'S

Wholesale Dry Goods House. WE OFFER to our Customers, the Trade and Outport Buyers, this Spring, the best selected Stock of Dry Goods of all kinds-American
and English-yet put on the market. and English-yet put on the market. See our Stock of Fleeced Underwear, Muslins,
Embroideries and Dress Goods before purchas
W. A. SLATTERY, Slattery Build'g, Duckworth and George's Street-near Citr Hall

The Evening Telegram St. John's, Newfoundfand, August. 29, 1911...




P. F. collins, The Maif Order Man- 340,342 , 344 Water 5 t.


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THE POET PH


206
Opens SATURDAY
and will contiı ONE WEE ONLY.

The public will keep us bus
week handing out 20 cent bar week handing out 20 cent bar
well prepared for the e emand a completet liss
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C.L.March

The Big West Er
Corner Water and Sprii
Job Printing

The Evening Telegram, St. John's, Newfoundland, August 29, $1911 .-7$


## Pianos and Organs

Tuned and Repaired. Satifaction Guaranteod.

JOSEPH NUNNS Late head Tuner and Repairer with

Address---5I Long's Hill, St. John's.

Water filase for Proservind Hofos


THE WHOLESALE SPECIALTY Co.,


## [WALTHAM WATCHES!



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from $\$ 7.60$ to $\$ 50.00$.
T. J. DULEY \& Co,

THE JOHNSTON WOOD COMPANY. FACTORY: Long Pond Road.



The JOHNSTON WOOD CO.

By S.S. Florizel To-Day, Aug 24th,

T. J. EDENS, Dunk wioth st

Alumombile fire lisurancer
The Hartiord Pire lasurance Co. Will Insure your Car against Fir whether on road or in Garage. moderate rates.
GEO. M. BARR, Agt. HAVE YOU TRIED हCleaning, Pressing and Reparifing Service Yet? If not give us a Trial Order To-day.
Let us demontrate o oou what Perlect Cleaning
and Pressing Service means. $\mathrm{F}_{\mathrm{F}}$ Goods called for and delivered.
 See Our Window Display of Special Brand

Gents' Boots and 0xiords,

 STEER BROTHERS Fresh Shipment of IRISH BUTTER.

10 cases SUMLIGht soip
10 cases SUNLLGHT SOAP.......... .............6c. bar, retait
5 cases LUX-the great Wasting Powder....... 4c. pkg., reail 10 cases Finest Scotch Soap -larre bass ...........25c. par 5 cases Monkey Soap, 10c. bar. 60 dozen Southwells Lemon Crystals. as.
J. J. ST. JOHN, Duckworth-st.

THE BIG FURNIUURE STORE



CALLAHAN, GLASS \& CO.





DICKS Q Co
Teachers and Scholars



GASOLEEE
Steel Barrels, Whad Barrels and Cases,
High ( $\left(7^{\circ}\right)$ and Low Tests.
 Lubricating Dils and Greases, H. J. STABB \& Co
"FDGETIIL" GHUCC SEHOOL FOR GIRIS, Wiadsor, M.S. Noth Biahope of Noot scour

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| Rev, H. A. Harley, M.A |
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Teachers and Students The Nem Matrioulation Ouide



IADIMS! Have You Seen Our INew Styles in World Known Footwear?


THEY MRE GERTAMMYY MaMMFICENT.



F. SMALLWOOD,

Gravenstein APPLES.
Onc Carload (200 Barrels) duc Thursday Forenoon ex Stephano

F. McNAMARA, Queen St.


TO ARRIVE EX S.S. FLORIZEL THURSDAY,
5o barrels Apples-Early Williams.
69 bunches Bananas, 70 barrels Potatoes. ${ }^{50}$ barrels Cabbage, 2 barrels Cucumbers. BURT \& LAWRENCE, 14 New Gower St.
$\qquad$
NEW FLOOR CANVAS.
FLOOR CANVAS, Neat and Pretty Designs,



RATHER roikeas. onoxto , hanambat- stron
 Volitive xxyil


Brat. "Lake Simcoe" 536 Tons of Spiecially Selectea OUD MINE
NORTH SYDNEY COAL
 J. J. MULLALY \& C 0 . Folig tite , 41 prescott Street. Chitese launory

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