

Annual WINTER SALE

CHEAP UNDERWEAR.

Stanfield's & Eureka
Unshrinkable Wool.



Regular, per garment:	Sale Price, per garment:
\$1.00	90c.
\$1.15	95c.
\$1.30	\$1.15
\$1.45	\$1.25
\$1.60	\$1.40
\$1.70	\$1.45
\$1.80	\$1.55
\$1.90	\$1.65
\$2.00	Fine \$1.70
\$3.00	Fine \$2.60

ALL SWEATERS MARKED DOWN for This Sale.

COAT SWEATERS AND SOME WITH BUT-TONED COLLAR.

Regular:	Sale Price:
\$1.00	90c.
\$1.50	\$1.30
\$2.00	\$1.80
\$2.25	\$1.85
\$2.60	\$2.25
\$3.00	\$2.60



We have just opened a new line of **Boys' Overcoats,**

which arrived too late for the Fall trade. We are offering them now at a **Big Reduction** to clear. Also,

Mens' Overcoats & Winter Caps
at **Reduced Prices.**

STEER BROTHERS

Winter Hats!

OUR DISPLAY OF LADIES' **VELVET and FELT HATS** ARE EXCELLENT, STYLISH AND UP-TO-DATE.

Call and See Them.

G. T. HUDSON,
367 and 148 Duckworth Street.

FIRE INSURANCE

FIDELITY (FIRE) UNDERWRITERS, of New York,
CAPITAL: \$4,500,000.00. LOWEST TARIFF RATES.

Ever Ready to Meet the Largest Losses in the Least Time.

CYRIL J. CAHILL, Agent for Nfld.

Offices: Law Chambers, Duckworth Street,
P. O. Box, No. 8. Telephone, No. 374.

Afternoon Teas!

We are now opening some VERY PRETTY

English China,

Of the Latest Patterns, personally selected,

Consisting of:

Cups and Saucers and Tea Services.

An early inspection invited.

S. O. STEELE, 100 Water St.

jan23, tin, eod

BIG WRESTLING MATCH.

Bob Berry versus Young Olson,

To a Finish.

C. L. B. ARMOURY, FRIDAY, Jan. 26th, at 8.30 p.m.

Tickets at Atlantic Bookstore. Ringside, \$2.00. Second Row, \$1.00. Third Row, 75c. General Admission, 50c.

jan23, 4in

SERRAVALLO'S TONIC

(BARK AND IRON WINE)

GIVES HEALTH and STRENGTH.

At all leading Druggists, and

HAYWARD & Co., Distributing Agents.

jan16, if

Household Coal

Now in store and landing ex S.S. Galveston,

2100 Tons North Sydney Screened COAL,

At **6.50** per Ton sent home. And in store,

900 Tons Cardiff Household Coal, at \$6.20

per Ton sent home. Due per brgtn. Aureola, from Troon,

250 Tons Scotch COAL;

And per schr. General Laurie, from New York.

300 Tons Anthracite COAL.

Phones No. 20-748.

NEWFOUNDLAND PRODUCE CO., LTD.

This is to give notice that we have purchased all the right, title, interest and good-will of the Tea Business of the H. W. De FOREST TEA CO. and Mr. F. V. CHESMAN.

On and after January 1st, 1912, the business will be conducted from our office.

All debts due to the said Company will therefore be payable to us.

HARVEY & COMPANY.

Job Printing Executed!

FRUITS

From the land of sunshine.
All new choice stock.

50 cases

Evaporated Apples.

75 cases

Evaporated Apricots.

75 cases

Evaporated Prunes,

60's to 70's.

AT LOWEST MARKET PRICES.

JAMES C. BAIRD,

Grocer and Wine Merchant,
WATER STREET.

MAGAZINES

For the Month.

The Red Magazine
Munsey's Magazine
The Popular Magazine
Physical Culture Magazine
The Grand Magazine
Fry's Magazine
The Scrap Book
Metropolitan Magazine
Everybody's Magazine
American Magazine
T. P. Magazine
Scribner's Magazine
Cosmopolitan Magazine
The Red Book Magazine

NEW BOOKS

The Following of the Star, by Mgr. Barclay;
Under Western Eyes, Joseph Conrad;
The Queen's Fillet, Rev. P. A. Sheehan;
A Giver in Secret, Thos. Cobb;
Mington, Violet Jacob;
Adrian Savage, Lucas Malet;
The Prodigal Judge, Vaughan Kester
Other Sheep, Harold Begbie;
The Case of Richard Magnell, Mrs. Humphrey Ward;
In a Cottage Hospital, Geo. Trevelyan;
The Garden of Resurrection, E. Temple Thurston;

Garrett Byrne,
Bookseller & Stationer.



THE EYE

Is the Window of the Soul.

You either pay a small penalty in money now, or a large penalty in eyestrain later.

If wisdom guides your choice, we will be pleased to meet you in our Optical Department.

It costs you nothing to have your Eyes tested.

If the services of a Physician is needed we will tell you so.

R. H. TRAPNELL,
Eyesight Specialist,
St. John's.

HEADQUARTERS

FOR

ACCOUNT BOOKS

AND

OFFICE REQUISITES.

We carry the largest and most varied stock of Account Books in the city. Any ruling not in stock we can supply to order.

Cash Books, Day Books, Journals and Ledgers, from 100 pages to 1000 pages, in quarto, foolscap, demy and medium sizes.

Day Books, Journals, Ledgers and Cash Books—small sizes—in sets.

Counter Books, from 5 cents.

Shannon, Dove, Broadway, Falcon and Apron Files.

Try the Ottawa File, similar to the Shannon, only 50c.

Copying Letter Books, from 60c.

Easterbrook's, Gillet's, Hewitt's and other favorable Pens. We have a pen for every hand.

All the popular and reliable grades of Lead Pencils.

Richard Faber's world renowned Rubber Bands.

Let's and Collins' and Collins' Pocket and Office Diaries.

Office requisites cannot be had to better advantage than at

DICKS & CO.,
Popular Bookstore.

This is a Snap.

WE ARE OFFERING:

100 barrels No. 2 Winter APPLES,
100 Kegs Choice GRAPES
AT COST to clear up sales. Both these goods are advancing. Also,
Small bundles HAY. Heavy Black OATS.

Edwin Murray

"A Dish that I do Love to Feed Upon."

Jacob's Asstd. Biscuits, Hartley's Asstd. Jams,
Evaporated Apricots, Evaporated Apples,

(From the land of sunshine.)

Lazenby's Pickles and Chow Chow,
Heinz's Baked Beans,
Royal Palace Baking Powder—20c. lb.,
Magic Baking Powder,
Lea & Perrin's Sauce,
Choicest Pulled Figs—from Smyrna.

J. J. ST. JOHN, Duckworth-st.

A HEAVY SURPLUS STOCK OF

Men's Winter Overcoats

Compels us to offer them at

Much Reduced Prices. They are the Newest in Style and Material. We have reduced them 20 per cent. all round.

ROBERT TEMPLETON.

333 Water Street.



Handsome White Silk Blouses.

HERE is a Blouse that should appeal to hundreds of women in Newfoundland.

A Blouse made of Pure Japanese Silk, cut to fit as a blouse should—with handsome, new, full length, tucked sleeve, and four inch tucked cuffs—neat panel-front, artistically and richly embroidered in a Greek and eyelet-hole design, worked with pure washing silk. Finished with a hipper band which prevents slipping from beneath the belt. An ideal occasional blouse, suitable for evenings or social gatherings.

Your choice of a Lace or Silk Stock-Collar or with a wide turned down Silk Collar edged with Lace. Price, each, \$1.80.

Sizes 36, 38 and 40 inch bust. Call or Mail your order for one of these dressy Blouses to-day—the style will enrapture you.

ANDERSON'S, Water St., St. John's

NEW GREEN PEAS,

In Cooking Nets.

You can have New Peas now or at any time of the year, if you buy **Farrow's Patent Net Peas**, and cook as directed.

No dangerous cans, and the flavor is delicious, like Peas fresh from the garden.

Ask for **Farrow's Net Peas.**

WEATHER FORECAST.

TORONTO, Noon.—Fresh north westerly winds, generally fair and decidedly cold to-day and on Saturday.

ROPER'S, Noon.—Bar. 29.10; Ther. 22 above.

VOLUME XXXIV.

Newfoundland Board of Trade

Notice is hereby given that an Extraordinary General Meeting of the Newfoundland Board of Trade will be held in their Rooms on Monday, 29th January, 1912, at 4 p.m., for the purpose of considering certain proposed alterations in the Bye Laws and the election of a President, 2nd Vice-President, and Six Councillors.

G. C. FEARN,
25th January, 1912. Hon. Sec.-Treas.
jan26, 21

BLACK DIAMONDS!

The schooner "Fleetley" is now discharging

350 Tons of

Genuine North Sydney

Screened

COAL.

J. J. MULLALY & CO.



ARTIFICIAL TEETH!

It is almost impossible to obtain better filling or more natural looking Teeth than can be obtained at the

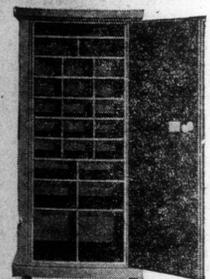
Maritime Dental Parlors,

176 Water Street, 176
Teeth extracted without pain,
25 cents.

Artificial Plate - \$12.00
All other Dental work in proportion.

J. W. SILLIKER,

D. D. S., Dentist,
Phone 62 jan23, eod



Pay only a trifle more for The Safe-Cabinet

Then you will have a cabinet that does all a wooden file can do plus this most important thing—protects your papers from fire, theft, dust and moisture. Measured by price alone, anyone can afford to buy The Safe-Cabinet. Measured by value, no one can afford to be without it.

FRED. V. CHESMAN, Agt.

Per S.S. "Stephano,"

CALIFORNIA ORANGES, BANANAS,

PEARS, GRAPES, TANGERINES,

PINE APPLES, DESSERT APPLES,

CLEARY, TOMATOES,

NEW YORK CORNED BEEF,

NEW YORK TURKEYS,

NEW YORK CHICKEN,
Per S. S. Mongolian:
FINEST DESSERT RAISINS, DATES,

JAS. STOTT