

SACRIFICE SALE

—OF—

ALL KINDS of DRY GOODS!

Greatest Bargain Opportunity of the Year.

We offer ALL and EVERY ARTICLE of DRY Goods in our Splendid Assorted Stock of Well Known Superior Value at Tremendous Reductions, and this right in the midst of the Shopping Season.

ROOM is WANTED! STOCK must be GREATLY REDUCED!

This is the Chance to Save on your Winter Shopping! This is the Place where you will be helped to purchase more than you ever thought possible with your Christmas Shopping Money. Time and space only permit us to specialise on or quote prices here for a few things, but we wish to say again right here, that you will find

BIG REDUCTIONS

on EVERY ARTICLE of Dry Goods in Our Store; some goods being cut to Cost and to Half Price to make a Clearance of that particular line.

You don't save a little money on just a few lines at This Sale, but a lot of money on Every Article of Goods you buy.

RUBBER FOOTWEAR

wanted right now and we offer for your benefit:—

Women's Plain Rubbers at 50c. and 60c. pair—Sale Prices
Women's Storm Rubbers at 60c., 80c. and 90c. pair
Men's Storm Rubbers, very special values, at 78c. and 90c. pair
Men's Storm Rubbers, of Best Quality Canadian Manufacture. Reg. \$1.25 value.
Sale price \$1.10
Men's Plain Rubbers, First Quality Canadian make. Reg. \$1.20 value. Sale Price, \$1.05
Lot of Men's Grain Leather, Patent Leather and Carpet Slippers and Patent Leather Dress Shoes. Reg. \$1.20 pair, at 85c. pair only
Lot of Women's Kid and Patent Dress Shoes. Reg. \$1.15 to \$1.60 pair. Now only 80c. pair all round.
Lot of Women's Black and Tan Dongola Lac: Boots. Reg. \$2.00 pr.; clearing at \$1.50 pr.

OUR UNDERWEAR AND HOSIERY DEPARTMENT

is one in which, at our ordinary prices, we always give BETTER VALUE THAN OBTAINABLE ELSEWHERE.

Now we have bettered Our Better Prices. In this Department we now Offer:—
Women's Cream Ribbed Fleece Vests and Pants. Reg. 33c. garment, at 25c. only. Reg. 45c., at 35c. Reg. 50c. at 45c.
Women's Heavy Fleece Lined Vests and Pants. Regular 80c. garment at . . . 65c.
Men's Heavy Jaeger White Fleece Shirts and Pants, all sizes. Regular 50c. values; now only 40c. garment
Boys' Heavy Jaeger White Fleece Shirts and Pants; size 24 inch, 26 inch, 28 inch, 30 inch, 32 inch, 34 inch, only 26c. 28c., 30c., 32c., 34c., 36c. per garment
All our Stock of Men's and Boys' Shetland Lambs' Wool Underwear we are offering at 20 per cent. Discount as we are making changes in numbers carried in stock. We are also making Special Reductions in Men's and Women's Stanfield Unshrinkable Underwear, according to the Qualities. Some excellent values we have made in Women's Black Rib Fingering Hose at . . 13c, 15c, 18c, 23c, 27c, 32c, 36c, 42c, and 50c. pair, which you will be well advised to take advantage of while they last.
Men's Local Knit Socks we offer now. Reg. 25c. at 20c. Reg. 30c. at . . . 25c. pair
H. B. Black Crescent Wool, 4 Ply and 5 Ply. Now only 65c. head
Women's and Boys' Wool Gloves only 18c. pair
Men's Wool Gloves, two special values, at 35c. and 40c. pair
Women's Tan Kid Gloves, all sizes, perfect. Reg. 55c. at 33c. pair
Women's Tan Kid Gloves, all sizes, perfect. Special Line, at 55c. pair
Women's Tan and Coloured Kid Gloves, mostly size 5½; spotted. Reg. \$1.20 pr. Now only 39c. pair.

BIG BARGAINS IN LADIES' FELT HATS.

All these HATS are being cleared regardless of Cost. Prices from . . . 35c. each only, upwards
Misses' Felt Hats. Clearing prices from 25c. each, upwards
Children's White Bear Tams and Caps, all offered at Cost.
Men's Black Hard Felt Hats at dirt cheap prices, as we are going to make a complete clean up in this Department.
Men's Tweed Golf Caps, two Special values, at 35c. and 50c. each
Men's Ties in String, Handkerchief and Knot makes. Reg. 25c. and 30c. each; all at . . . 18c. each
Men's Low Turn Down Linen Collars. Reg. 13c. each. Sale Price 10c.
Special Line of Men's Silk String Ties only 13c. each
Men's Wincey, Flannel, Flannelette and Heavy Wool Shirts, all Heavily Reduced in Price.
Floor Canvas, 2 yards wide, very special patterns, as sold at 55c. and 60c. yard. Our Sale Price only 48c. yard
White Table Oil Cloth, in Remnants. Reg. 30c. value; only 20c. yard
Some Extra Special Values we are now offering in White Shirtings, at . 7c., 8c., 10c., 11c. and 15c. yard
Some Splendid Values we are also giving in White, Cream and Pink Flannelettes, at 9c., 11c. and 13c. yard and upwards.
Bargains in Heavy Pink London Smoke. Reg. 11c. yard, at 8c. Reg. 15c. yard at . . . 12c.
Dress Tweeds and Cheviots, all offered at 20 per cent. to 50 per cent. discount. This is a rare chance.
Big Lot of Dress Remnants, all at Cost Price and under.

All Laces and Dress Trimmings in stock offered at 20 per cent. discount.

Curtain Cretonnes, Curtain Serges and Ball Fringe for same at very low prices.

A Special in White Cotton Blankets, Large and Heavy, only 89c. pair

All our stock of Warm Woollen Blankets offered at Hot Prices.

All Wadded and Down Quilts in stock very much Reduced in Price.

All Stair Carpetings and Druggets in stock reduced to Cost Price to clear.

Lot of Ladies' Newest Fancy Silk Neckwear. Reg. 25c. and 30c.; now only 18c. each. These are very suitable for Xmas Gifts.

Lot of Ladies' Lace and Embroidered Neck Wear for very small prices.
Big discounts on all Ladies' Flannelette, Cambric and other Underwear and Night Dresses in Stock.

HANDKERCHIEFS! HANDKERCHIEFS! HANDKERCHIEFS!

We have quite a stock, and you may as well save yourself money by buying, at our Reduced Prices, what you may require for the Xmas Season.

NOW IS THE TIME TO BUY WHEN EVERYTHING IS AT ITS BEST.

N.B.—We wish to say, as per usual, that we cannot give Sale Goods on Approval, and we cannot make entries for goods at sale prices which are in many instances Cost Price and even less.

HENRY BLAIR

Wedding Bells.

Despite the stormy weather, a pretty wedding took place on Tuesday, 3rd inst., at St. Mary's Church, Rev. H. Uphill officiating, when Miss Janet Penny, daughter of Capt. and Mrs. Joseph Penny, of Carbonear, and Cyril Chafe son of Mr. and Mrs. Alan Chafe, of the Goules, were united in Holy Matrimony. The bride was gowned in cream silk and carried a bouquet of carnations, and was attended by three little flower girls, Marjorie, Catherine and Margaret Campbell, who carried baskets of hyacinths. The bridesmaids were Miss Belle Chafe, sister of the groom, and Miss Mary Williams, both dressed in white, with large black picture hats. The groom was looked after by his brother, Mr. Harry Chafe, and Mr. Walter Oliver. The groom's present to the bride was a beautiful gold locke; to the bridesmaids gold pendants, and gold pins to the little flower girls. Among the numerous and useful presents was a set of furs from G. Fisher, Esq., a substantial gift in gold was received from the groom's parents and other friends. A reception was held at Mrs. John Campbell's, 13 Hamilton Street, where the bride has made her home for several years, and afterwards the happy couple left by the evening express accompanied by a number of friends.

The New Champion.

Twenty years ago Jim Corbett was champion in the followed Fitzsimmons and Jeffries, these were good enough, until plain black JOHNSON arose. The same is true of Motor Engines, the champions good enough in the day vanished when the plain "has been" and would be who copy our advertisements and make claims to simplicity, strength, and durability make themselves ridiculous when prospective buyers compare their machine trilled with pipings to get out of order with the plain FRASER without a trill. Nine out of ten who examine all engines and their records, buy a FRASER.
Buyers get catalogues and compare cuts, or if possible see the machines for yourselves before buying, and common judgment will tell you the FRASER is the Fishermans Engines. dec5,tf **FRANKLIN & CO.**

Here and There.

The FAIRBANKS is king of them all.—dec3,tf

FOR ST. PIERRE.—The French Consul left here yesterday by the Sagona on a visit to St. Pierre.

Watch the FAIRBANKS sale increase here.—dec3,tf

LOADING HERRING.—The schr. Bohem reached Bonne Bay yesterday to load herring for Gloucester.

Over 100,000 FAIRBANKS in satisfactory use to-day.—dec3,tf

ONE ARREST.—The police only arrested one drunk last night. Matters have been quiet in police circles during the week.

Anyone who sees the FAIRBANKS realizes its superiority over all others. dec3,tf

FINE SALMON.—A number of salmon caught at Witless Bay and Petty Harbor sold in the city and were bought by grocers at good prices.

Simplicity, Durability and reliability are features of the FAIRBANKS. dec3,tf

TWENTY DAYS OUT.—Job's auxiliary vessel Earls Hall, Capt. McCree, is twenty days out from Glasgow and should soon put in an appearance.

More FAIRBANKS ENGINES in the Maritime Provinces than all other engines put together.—dec3,tf

ORE SHIPMENT.—The S.S. Bridgeton vessel Earls Hall, Capt. McCree, left yesterday for Philadelphia with 10,300 tons of ore, which was sent by the Nova Scotia Company.

Just in: A good assortment of the new Chocolates "Nylo." The best Chocolate Cream in the city, at STAFFORD'S.—nov30,tf

ALLAN LINER OFF.—The R. M. S. Sardinian, Capt. Hatherly, sailed last evening for Philadelphia direct, omitting to call at Halifax. She took a small outward freight but no passengers.

Dr. de Van's Female Pills. A reliable and powerful in regulating the generative portion of the female system. These pills are sold at 25c. per box, or three for \$1.00. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

CARD TOURNEYS.—Next week in the B. I. S. Club Rooms a series of card tournaments will take place among the members for special prizes donated by certain individuals of the society.

Nylo's Chocolates.—Try a box and prove for yourself that they are the best Chocolate Cream in town. STAFFORD'S DRUG STORE.—nov30,tf

MORE MEN ARRIVE.—Over 200 men returned from Sydney and other places by the express yesterday for the Christmas holidays. These will return to work when the season closes.

WITH THE ADVENTISTS.—Readers, you are invited to come out Sunday night to the Adventist Church, Cookstown Road. The subject of universal interest will be: "The Man of Calvary." Service at 6.30. All seats free.

Type "M" FAIRBANKS which is the fishermans engine is waterproof. dec3,tf

SECURED PROMPT RELIEF

From Severe Neuralgia of Eight Years' Standing.

Mr. James Tait, of Westmeath, Ont., writes: "I have been a dreadful sufferer for the past eight years. The doctors said I had neuralgia of the muscles of my back; the pain was so great it would draw me all up. I tried different doctors, but could find no cure until I used Egyptian Liniment, which was highly recommended by Mr. Fraser, of this place.

It had the desired effect, and I secured prompt relief and have had no relapse in over 15 months. I only used one bottle, and can now load my own produce, pressed hay, etc., myself. Egyptian Liniment has made my old days brighter, and I trust others may be benefited through the publication of this letter."

You will find it splendid for rheumatism, sciatica, and all bruises, sprains, burns and frost-bites. 63
25c. at all druggists. Free sample on request. Douglas & Co., Napance, Ont.

OUR XMAS SLOGAN!

BUT EARLY AND OFTEN. THE NEW CHRISTMAS VERSUS THE OLD.

You probably remember the story of the man who prayed, "Dear Santa Claus, if you send me another of those green neckties this Christmas I'm going to punch your head, Amen!" That man's prayer characterized the spirit of the new Christmas. The day of *gaw-gaws*, of useless trinkets, and valueless trumperies is gone. The spirit of Christmas is no less ideal simply because the intrinsic value of its gifts has become more real. There is a whole lot more sentiment in a good warm Winter Overcoat or a nice rich set of furs than in many of those silly, useless gifts with which we used to clutter our closets the following day.

Of course with the children there is nothing that quite takes the place of bright red paint with plenty of sound inside. But even with the little ones, warm gloves and snug little refters, and dainty dresses are certainly not to be scorned.

No; Christmas is certainly not less ideal because it has become more real. You will find the spirit of this new Christmas reflected here in the advertising of this paper. You will find merchandise advertised here as gifts, which no merchant would have thought of offering ten years ago. This does not mean that jewelry and *bon-bons* and gloves have been relegated to second place, but it does mean that nice cloths and furniture, rugs and other necessities that are also attractive as luxuries, have finally come into their own.

The advertising in this paper to-day will help you wonderfully in making up your Christmas list. Use it to the fullest extent. It may save you many hours of time and a great deal of worry.

Of course you are in the midst of your Christmas shopping now. Most people are ashamed of allowing their Christmas shopping to go until the last moment, because most of us are becoming less inclined each year to heap a last hour's inhuman burden on those who serve us.

You see the spirit of Christmas is not waning. It was never so bright as it is this year, because it was never so thoroughly wholesome and sane.

"Remember!"



"Remember—" cried King Charles, undaunted, as on the block he laid his head; and men with doubt have since been haunted, concerning what he would have said. The headman, in too great a hurry, cut off the sentence at its start; what message meant that man whose worry had not subdued his kingly heart? His farewell message to the people we'll never know till we are dust, and every British tower and steeple are crumbled into drifting dust. We can but guess, and grope, and ponder, and wonder what the monarch meant, while he, among the bright stars yonder, is looking down in calm content. Some kind advice, some admonition, he meant his dying words to be, to help his stricken land's condition, and set its wearied people free. "Remember—" cried King Charles, the martyr; then fell the ax, with awful thud, and Cromwell won, who learned to barter for honors in the marts of blood. "Remember—" and adown the ages adherents of the royal cause, the statesmen, soldiers, writers, sages, will wonder what his message was a s. "Remember—" through his ringlets curly the broad-ax shore his life away, "to do your Christmas shopping early," was doubtless what he meant to say.

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REMEMBER YOUR FRIENDS ABROAD and send them some of our Local View Calendars and Xmas Cards. These are the daintiest and most original ever offered.

S. H. PARSONS & SONS, Corner of Water & Prescott Sts. nov30,61

SLATTERY'S

P. O. Box 236 PHONE 522

The Leading Wholesale Dry Goods House

OF ST. JOHN'S. WE STOCK:
All kinds of Men's & Boys' Fleece Lined Underwear. All kinds of Regular Piece Goods & Pound Remnants. All kinds of Men's Cotton Tweed and Denim Overalls & Jackets.

SLATTERY BUILDING
Duckworth and George's Streets St. John's.



To bring out your good points and hide your defects is always our aim. We spare neither trouble nor expense in giving you warranted materials and expert workmanship. Made at "Maunder's" is the sterling mark of tailor made clothes. A large and varied stock of New Suitings and Overcoatings just in. Samples and Self-Measuring Cards on application.

JOHN MAUNDER.
Tailor and Clothier, 281-283 Duckworth Street.

OUR TWO FACTORIES
are working overtime supplying the demand for our popular branded Suits and Overcoats.



FITREFORM.
AMERICUS.
TRUEFIT.
THE MODE.
STILEN FIT.
PROGRESS.

These brands represent our high-class make and style only. We make a large assortment of prices in each.

Wholesale only.
Ask your dealer for these brands and get the best.

Newfoundland Clothing Co.'y, Ltd.

Telegram Ads Pay