

ck=
g Sale!

re the 15th of Janu-
rk, we make the fol-
Fresh and Seasonable
addition to the articles
e from 20c. to 25c. on
PER CENT. REDUC-
cash in our store be-
d 13th. This includes
n whatever.

Black Cloth Coats, regular
\$50, \$4.00, \$8.50, our latest ship-
Sale prices \$2.80, \$3.20, \$6.80

Coats, in Navy, Green
Scarlet, all reduced to
\$4.00 Coats for
\$3.00. Other prices
at similar re-
ductions.

Team Bear Coats, regular prices
\$1.75, \$2.50, \$3.50
Sale prices \$1.30, \$2.20, \$2.50

Wool and Velvet Coats, regular
\$5.00, and \$2.30 in Green, Cardinal,
V. Rose. Sale price \$1.40, \$1.0

Hats and Caps.

Hats, in Felt, Velvet and Satin,
\$1.20, \$1.30

Clearing at 90c.
western window for styles.

Cream Bear Caps and Bon-
to be cleared at 25 per cent.
off regular prices.

and Messes' Wool Rinker Caps,
fashionable cap this season, in
green, cream, cardinal, reg. 45c.
Sale price 35c.

Tweed Motor Caps, newest
reg. 70c. Sale price 55c.

DRY GOODS — 10 per
cent on every cash purchase
January 2nd to 13th

ember — This sale is for TEN
only.

EMBER — This sale is for cash

ember — That this sale is abso-
lute.

alance of our stock of
Squirrel, Marmot, Hare
our regular price.

of the above SPECIAL
PER CENT DISCOUNT

CK EVERY EVENING
TO 13th.

COTT,
ew Gower Street.

that we have
nt, title, inter-
the Tea Busi-
De FOREST
F. V. CHES-

ry 1st, 1912,
conducted from

said Company
able to us.

COMPANY.

oment of
NETS,

2-5-8 in mesh.
and 60 rans.

in Town.

ted on Wholesale
ng Delivery.

PLETON'S.

WEATHER FORECAST.

TORONTO, Noon — Gales from
N.E. with snow, chiefly to-night
and on Friday.

VOLUME XXXIV.

PRICE: ONE CENT.

ST JOHN'S, NEWFOUNDLAND, THURSDAY, JANUARY 4, 1912

\$3.00 PER YEAR.

No. 3

The Evening Telegram.

IF it is only because they are so
interesting—apart from the
practical opportunities they offer—the
small advertisements in the Peo-
ple's Paper, the EVENING TELE-
GRAM, are well worth studying.

Annual GREAT Sale WINTER CAPS

Ladies & Misses Furs,

SALE NOW ON.

Former Price. Now Selling for

BROWN MARMOT STOLE.
\$1.60 \$1.05
\$2.00 \$1.24

BROWN MARMOT COLLARS.
\$6.00 \$3.50
\$8.00 \$5.00
\$10.00 \$6.40
\$11.00 \$7.20
\$12.00 \$7.60

CANADIAN MARMOT COLLARS.
\$13.00 \$8.10
\$14.00 \$8.75
\$16.00 \$10.13
\$22.00 \$14.18

**CANADIAN MARMOT STORM
COLLARS.**
\$13.00 \$8.10
\$22.00 \$14.18

GREY HARE COLLARS.
\$2.00 \$1.33

BLACK HARE COLLARS.
\$1.40 88c.
\$1.50 92c.
\$7.50 \$4.75
\$5.00 \$3.38

BLACK HARE STORM COLLARS.
\$4.00 \$2.70
\$11.00 \$6.75

BLACK HARE STOLE.
\$1.00 60c.
\$2.00 \$1.00

WHITE HARE COLLARS.
\$3.00 \$1.50

LLAMA COLLARS.
\$2.50 \$1.52
\$3.00 \$1.87

LLAMA STOLE.
\$3.00 \$1.87

DYED SQUIRREL STOLE.
\$4.00 \$2.47

SQUIRREL STOLE.
\$5.00 \$3.23
\$6.00 \$3.99

BLACK DOGSKIN STOLE.
\$2.00 \$1.11

BROWN GOAT STOLE.
\$3.50 \$2.25

GREBE COLLARS.
90c. 61c.
\$1.50 95c.
\$2.00 \$1.24
\$2.50 \$1.49
\$3.00 \$1.87
\$4.00 \$2.25

BLACK BEAR SETS.
\$8.00 \$4.91

BROWN BEAR NECKLETS.
50c.

MARMOT MUFFS (Round Shape).
\$8.00 \$5.13
\$9.00 \$5.70
\$12.00 \$7.60

MARMOT MUFFS (Bag Shape).
\$12.00 \$7.60
\$14.00 \$8.78
\$16.00 \$10.13

BROWN HARE MUFFS (Bag Shape).
\$2.00 \$1.16

BLACK HARE MUFFS (Bag Shape).
\$2.00 \$1.10
\$2.50 \$1.50
\$3.50 \$2.23

GREBE MUFFS (Round Shape).
\$2.00 \$1.33
\$2.50 \$1.49
\$4.00 \$2.25

GREBE HATS (Toque Shapes).
\$3.00 \$2.00
\$3.50 \$2.14
\$4.50 \$2.86
\$5.00 \$3.30

BLACK HARE HATS.
\$2.00 \$1.32

BROWN HARE HATS.
\$2.75 \$1.76

IMITATION SEAL HATS.
\$2.75 \$1.76
\$3.50 \$2.20

BROWN MARMOT HATS.
\$2.00 \$1.32
\$3.50 \$2.20
\$4.00 \$2.64

BROWN MARMOT CAPS.
\$2.00 \$1.00

FUR COATS, IMITATION SEAL.
\$45.00 \$27.55
\$50.00 \$30.50

DYED SQUIRREL COATS.
\$50.00 \$30.50

**NO FURS ON APPROBATION DUR-
ING SALE.**

STEER BROS.

WINTER CAPS AT LESS THAN COST

CAPS—our usual price from 70c. to 90c.—


in order to make room,

Now **50 cts. Each.**

Those are Fur Lined and Knitted Band.

This offer only holds good for the next 10 days.

ROBERT TEMPLETON,
333 Water Street.



FUSSELL'S
FULL CREAM
CONDENSED MILK
IS THE
CREAM OF MILKS

POSTAL TELEGRAPHS.

Reduction of Fifty per cent to Great Britain.

On and after January 1st, 1912, the Newfoundland Postal Telegraphs will transmit, subject to the conditions of acceptance, messages written in plain language at a reduction of 50 per cent. from the charges for an ordinary message.

The message must be written in French, or in the language of the country of origin, or in the language of the country of destination. The sender must declare which of these languages is used. The sender must write before the address and pay the charge on one word for the letters L, F, L, C, O, or L, C, D, according to his declaration. This is a stipulation of the European Governments, and of the Postmaster General of Great Britain.

The message must have an address and a text; a signature is optional with the sender, but we will not be able to make unpaired enquiries about the senders of unsigned messages.

The messages will not be subject to artificial delay in transmission or delivery; their transmission will only be delayed until full rate messages have been despatched, and not more than twenty-four hours.

Under these provisions a cable message of four chargeable words may be sent for a minimum charge of fifty cents, eight words for one dollar, and twelve words for a dollar and a half.

Registered addresses admitted and recommended.

Until further notice only messages for Great Britain and Ireland can be transmitted at the reduced rate, but it is hoped to announce extensions to other countries shortly.

DAVID STOTT, Superintendent.

dec21,23,26,29,Jan24

THE BIG FURNITURE STORE!

A GIFT OF FURNITURE is the surest and safest way to make one happy, whether it is for a Lady or Gentleman.

FURNITURE is the only line in which you can make no mistake, it is always appreciated.

We have the following to select from:— Centre Tables, Book-cases, Card Tables, Lounges, Hall Stands, Music Cabinets, Whatnots, Worktables, Morris Chairs, Desks, Settees, Rockers, Flower Stands and lots of other nice goods suitable for New Year Gifts.

CALLAHAN, GLASS & Co.,
Duckworth and Gower Streets.

NEW Floor CANVAS.

We have Just Received another large shipment of
FLOOR CANVAS, — ALL WIDTHS,

And are offering them at our usually **LOW PRICES.** A big variety of neat and pretty patterns to choose from.

WILLIAM FREW.

Oranges, Onions and Grapes!


To arrive ex S.S. "Mongolian,"

80 cases **ORANGES,**

30 cases **ONIONS,**

30 kegs **GRAPES.**

BURT & LAWRENCE, 14 New Gower St.
I. O. Bx 245. Telephone 759.




**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 pro-
portion.

J. W. SILLIKER,
D. D. S., Dentist.
Phone 62 Jan 2, 3m, eod



**THE EYE
Is the Window of the Soul.**

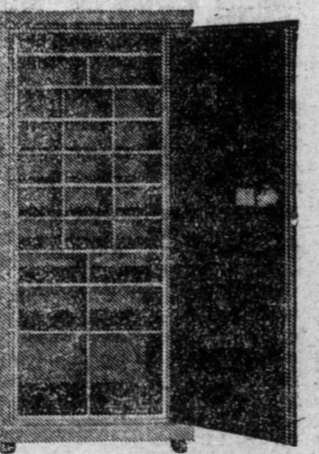
You either pay a small penalty in money now, or a large penalty in eyestrain later.

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



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.
office assortment to be had at
Mrs. Mahon's, 61 Harvey Road,
Head of Log's Hill, opposite Parade Ground. Outpost orders receive special attention. oct10, eod, tf

**BIGGER GALLONS
FOR**



**LESS MONEY.
MATCHLESS PAINT
IS GOOD PAINT.**

Prescription "A"


Cures Indigestion and Dyspepsia in all its Forms.

It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach heaviness and headache, I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing. I often have a pain in the pit of the stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SONS,
Duckworth St. and Theatre Hill.
Small size, 25 cents; postage 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—dec 7

Every Man Needs Them



To keep the feet warm and comfortable. To prevent colds and all ill effects arising from cold and wet feet, every man should wear **GAITERS.** Men's one buckle Arctic, heavy lined. Price: **\$1.60.**

Men's two buckle **GAITERS,** extra good quality, can be worn over or under trousers. Price: **\$2.60**

PARKER & MONROE, Ltd

THE CHARACTER

of my companies well warrants their abundant success. Their strength, their careful selection of risks and their promptness of settlement recommend them to all insurers. Consider also their favourable rates.

PERCIE JOHNSON,
Lower Rates. Insurance Agent.

Advertise in the TELEGRAM

THE NICKEL.

Home of Variety—High-Class Entertainment—Music and Song—Novelty and Fantasy.

Wednesday & Thursday.
A Moving Picture Show, Par Excellence, comprising:
A Cowboy's Devotion; or, For His Sister's Sake.
Arizona—Land of daring—is the scene of this fascinating Photo-Play of a brother's sacrifice.

"Autumn Leaves."
Botanical Subject.
Beautifully Coloured.

The Letter with the Red Seal.
The thrilling melo-drama of an exile's trust and a friend's danger.

The City of Awaffii.
Travelogue.

The Widow Visits Sprigstown!
A Vitagraph Comedy of a love-lorn village.

FOR SALE—Freehold
property situated on Freshwater Road, Dwelling and Outhouse, absolutely new. Land 50x200 feet more or less; wire fencing around property. Dwelling contains bath room, hot and cold water, electric light and all the modern improvements. Rooms all large and well ventilated; concrete basement; containing Spring with force pump, in addition to city water supply. **GOING CHEAP.** Inspection can be made at any time. For particulars apply to S. D. BLANDFORD, 280 Duckworth Street. dec 13, tu & fr, tf

FOR SALE or to Let
that freehold property, known as "Franklin Place", situate on Mundy Pond Road, at present in the occupancy of A. Lindstrom, Esq. Possession given January 1st. For further particulars apply to S. D. BLANDFORD, 280 Duckworth St. dec 13, tu & fr, tf

**TO RENT—A Stable, situ-
ate McDougall Street. Apply to CYRIL J. GABRIEL, Solicitor, Law Chambers, Duckworth St. Jan 5, 4 & 6 p.**

**WANTED—Immediately,
Board and Lodging for a Lady.** Apply to S., stating terms, to this office. Jan 3, 2 p.

Help Wanted.

An Office Boy, as junior
office clerk. Apply, by letter, stating age and qualifications. **ANGEL ENGINEERING & SUPPLY CO., LTD.** Jan 4, tf

**Housekeeper, Under-
standing the care of Children.** Apply immediately to TELEGRAM office. Jan 4, tf

At once, a Young Girl,
for light housework. Apply at 121 Military Road. Jan 4, 2 p.

A Cook; apply to Mrs.
**NORMAN OUTERBRIDGE, 28 Monks-
town Road.** Jan 2, 3 p.

**A Sober, Honest and
Industrious Man,** to follow an express. Apply at this office. Jan 2, tf

**Immediately, a General
Servant or a Young Girl,** willing to make herself useful. Apply to **MRS. ROSE RENNIE, Rennie's Mill Road.** dec 29, tf

**A Messenger Boy; ap-
ply to J. MACGREGOR, City Club
Building.** dec 29, tf

**By the end of January,
a Good General Servant,** who understands cooking; must have references. Apply to **MRS. McNEIL, Waterford Bridge Road.** dec 29, tf

**By the 20th January, a
good Plain Cook; also, a House-
maid.** Apply to **MRS. RICHARD GOODRIDGE, 9 Church Hill.** dec 24, tf