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SPECIAL REDUCTIONS!

UNTIL ALL SOLD OUT.

STOCKTAKING just finished has brought to light many broken lines, Odd Sizes and Remnants from every department, which must be cleared at once to make way for our White and Annual Sales, shortly to commence. To ensure a speedy clearance, many of the lines have been reduced ridiculously low, and we advise all intending purchasers to make their selections as early as possible.

English Striped Worsted Suitings,

70 yards only, colors of Mole and Fawn, 54 inches wide. Reg. \$1.25,

FOR 65 cts. YARD.

Heavy Weight Cheviot Suitings,

90 yards, colors of Fawn, V Rose and Green, 52 inches wide. Reg. 75c,

FOR 60 cts. YARD.

Striped Canvas Cloth Suitings,

heavy weight, colors of Brown, Lt. and Dk. Navy and Green. Reg. \$1.20,

FOR 75 cts. YARD.

Heavy English Homespun,

54 inches wide, Fawn only, splendid material for Ladies Costumes. Reg. 1.10,

FOR 55 cts. YARD.

Brown Striped Suitings,

20 yards only. 46 inches wide. Reg. \$1.25,

FOR \$1.00 YARD.

English Striped Suitings,

colors of Navy, Saxe, Brown, V Rose and Olive. Light weight. Reg. 70 and 75c,

FOR 59 cts. YARD.

Fancy Check Armures,

colors of Fawn, Navy, Grey and Pale Blue, 42 inches wide. Reg. 70c,

FOR 55 cts. YARD.

Fancy Striped Lustres,

Colors of Navy and Black only. Reg. 40c,

FOR 30 cts. YARD.

Accordeon Pleated Nuns Veiling,

In ends of 1 1/2 to 6 yards long. Assorted colors. Reg. 60c,

FOR 30 cts. YARD.

Striped Cotton Voiles,

Colors of Black and White and Pink and White. Reg. 50c. yard, for 10c. Cream only. Reg. 45c,

FOR 25 cts. YARD.

Fancy Head Rests,

Silk Covered, assorted shades. Reg. \$1.35 and \$1.50,

FOR 75 cts. EACH.

Colored Lace Antimacassars,

Assorted fancy designs. 55c. values for 30c. 90c. values,

FOR 45 cts. EACH.

American Lace Curtains,

Slightly soiled, used for Christmas decorations. Reg. \$2.75,

FOR \$1.60 PAIR.

Dress Trimmings,

Silk, Oriental and Lace. 25 to 60c. values for 10c. yard. 30c. values for 15c. 45c. values

FOR 20 cts. YARD.

Brocaded China Silks,

100 yards of White and Cream Brocaded Silks, in ends of 2 1/2 to 5 yards. Reg. to \$1.40,

FOR 50 cts. YARD.

Many other lines reduced, which for want of space we are unable to detail at present, include Ladies' and Children's Millinery, Coats, Costumes, Ribbons, Blouses, etc. We will also make a clean sweep of all Remnants, of which there are an abundance, including

Flannelettes, Shirts, Regattas, Dress Goods, Sheetings, Table Linen, Curtain Muslins, Curtain Nets, Blindings, Cretonnes, Etc.

ALL
MAIL
ORDERS
PROMPTLY
FILLED.

THE ROYAL STORES LTD.

ALL
MAIL
ORDERS
PROMPTLY
FILLED.

Golden Jubilee Celebration

At Placentia.

On Wednesday, January 3rd, was celebrated in the Parish Church of Placentia, the Golden Jubilee of Rev. Mother Joseph O'Dowd.

Although the celebration had to be postponed from September when her fifty years of Conventual life were accomplished, because the Archbishop and the Parish Priest, Monsignor Reardon, were then away at the Eucharistic Congress in Montreal, yet the entire congregation engaged in the joyful celebration with undiminished enthusiasm.

The spacious Parish Church, most beautifully and richly decorated for Xmas, was crowded to the doors; all the inhabitants of Placentia without exception, wishing to testify by their presence to the love, esteem and veneration with which their hearts were filled for this most exemplary religious who for the past half century has labored indefatigably for the Christian education of the female youth of Placentia. They hung upon the words of the Archbishop, and seemed ready to break forth in expressions of applause and sympathy as His Grace eloquently and touchingly unfolded the history of her religious career.

The Jubilarian was assisted throughout the ceremony by two others of the devoted sisters of the Community. In the Sanctuary assisting the Archbishop, were the Right Rev. Monsignor Reardon and the Very Rev. Fr. St. John, of Argentina. The school children who were tastefully and beautifully attired in white took part in the procession from the Convent to the Church at the commencement of the beautiful and interesting function, and had special seats reserved for them. Two tiny tots, Misses Madge Kelley and Gladys Young, most charmingly attired in white silk bearing, respectively, the Jubilee Crown and Staff, preceded the Rev. Mother and Sisters, the whole forming a beautiful tableau as the procession slowly passed up through the centre aisle and onwards to the richly decorated Sanctuary.

We dare not in this imperfect sketch attempt to give a synopsis of the beautiful and truly edifying discourse given by the Archbishop on this occasion of Rev. Mother Joseph's Golden Jubilee; let us hope your readers may have the privilege of reading it "in extenso" in a later issue of your widely read paper.

After the Jubilee ceremony, Benediction of the Blessed Sacrament was given, His Grace again officiating. The music and singing by the choir were particularly good, the soloists being Alicia Power and Mrs. Dr. Lynch, Monsignor Reardon accompanying both ladies with a violin obligato which was much appreciated by the large congregation. After the singing of the "Odyne Præses" and the "Laudate Dominum" the procession reformed and passing down the centre aisle proceeded to the Convent, thus bringing to a close this beautiful religious celebration which will form a Red Letter Day in the future annals of the Church History of Placentia.

We learn that the Jubilarian was the recipient of numerous and costly Jubilee gifts from her old and present pupils and other friends, both clerical and lay, not the least prized amongst them all being a valuable and unique clock thoughtfully and kindly presented to the Jubilarian by His Excellency Sir Ralph Williams, our highly esteemed and popular Governor.

The writer most cordially unites in the many congratulatory offerings tendered the revered Jubilarian, and expresses the hope that she may be still spared to celebrate her Diamond Jubilee—Com.

Placentia, January 9th, 1911.

A Lady Says:

"Those Magic are wonderful powders for relieving headache. I don't think I ever took anything which relieved me so quickly and without any ill after effects." They can be had only at W. T. COURTENAY, corner of Duckworth and Prescott Streets—Jan. 7, 11.

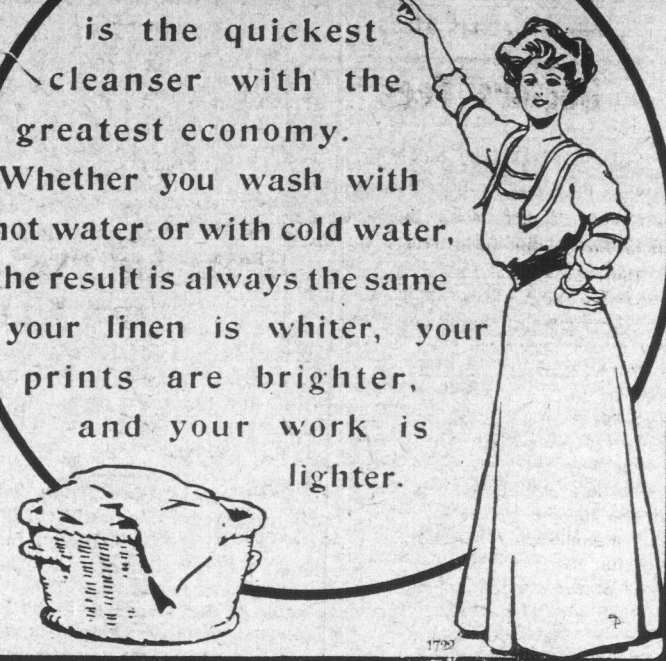
"Not Dead, But Very Much Alive."

Editor Evening Telegram.
Dear Sir,—The Evening Telegram of the 22nd ult., records the death of N. J. Flynn at New York. The same Mr. Flynn was in Portland, Maine, and a rumour got around Boston that he was dead. From there it went to St. John's. I was with him on Xmas Day, and I met him on Court Street, Boston, on Dec. 27th. So Mr. Flynn is not dead but much alive. By giving this little item a space in your paper Mr. Flynn's friends in the West End will be glad.

Yours truly,
JAS. J. COONAN.
East Cambridge, Mass., Jan. 4, 1911.

SUNLIGHT SOAP

is the quickest
cleanser with the
greatest economy.
Whether you wash with
hot water or with cold water,
the result is always the same
your linen is whiter, your
prints are brighter,
and your work is
lighter.



S.O.E. Installation.

At the regular meeting of Dudley Lodge last night the officers for 1911 were installed, viz.:

W. P. P.—Bro. R. A. Squires.
W. P.—Bro. J. McCoubrey.
W. V. P.—Bro. N. Andrews.
Chap.—Bro. A. Moore.
R. S.—Bro. C. W. Udale.
F. S.—Bro. J. Taylor.
Treas.—Bro. G. P. Hutchings.
First G.—Bro. P. Way.
Second G.—Bro. J. Barter.
Third G.—Bro. S. Merrills.
Fourth G.—Bro. G. LeDrew.
Fifth G.—Bro. J. L. Noonan.
Sixth G.—Bro. A. Whitten.
I. G.—Bro. T. Winsor.
O. G.—Bro. J. Bishop.

The ceremony was conducted by District Deputy Bro. S. G. Collier, P. P., assisted by Bro. H. LeMessurier, P. P., of Empire Lodge as Grand Guide. A Past President's Jewel was presented to Bro. R. A. Squires as a small recognition of his work during his term of office. The Lodge is now in a high state of prosperity.

St. Thomas's Men's Bible Class

St. Thomas's Men's Bible Class resumed its meetings last night at Canon Wood Hall. The Rector, Rev. Canon Dunfield, was present and delivered an address from the text: "For ye have not passed this way heretofore."—Jas. 3: 4, which was full of encouragement and advice for the year just begun. At the close of his address he introduced Rev. Mr. Hewitt, who in future will lead the Class. In a short address Rev. Mr. Hewitt expressed the hope that the Class would continue its good work, and that it would in the future be even a greater power for good among the men of the parish than it has been in the past, and that every man would make an effort to attend its meetings regularly. The Class meets every Tuesday night during the winter months in Canon Wood Hall.

ON THE CALYPSO—There are now 94 reservists on the Calypso putting in a term of drill.

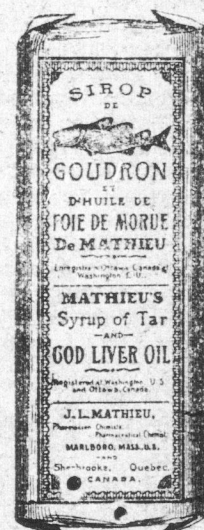
PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persisting cough which exhausts you,

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs:



Waterville, N.S., Dec. 27, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—Herewith we enclose our cheque \$15.00 in settlement of our account to date.
W. O. COOK & SON.

ST. JOHN, N.B., Jan. 10, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—We telegraphed you to-day to ship immediately 5 Gross Mathieu's Syrup. We hope you will send it promptly, but if you are not able to send the whole amount at once, please send us some as our stock is getting low.
NATIONAL DRUG & CHEM. CO.

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co., Ltd., Amherst, N.S.
Dear Sirs,—We have nothing but good to say of Mathieu's Syrup and can conscientiously describe it as the most popular and successful Cough Medicine we handle. Owing to the absence of any drug store in this vicinity there is a great variety of proprietary medicine sold in the course of the year, and Mathieu's Syrup pre-eminently leads in its own class. Yours sincerely,
D. MARTIN.

AGAINST HEADACHE there is no remedy so active as Mathieu's Nervine Powders which contain no opium, morphine or chloral. 25 cts. per box of 18 powders.

J. L. MATHIEU CO., Sherbrooke, Can.
708. McMurdo & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

Marine Notes.

The Dorothy Baird, Capt. Keeping, arrived at Pernambuco yesterday after a run of 33 days.

The schr. A. M. Fox sails for Oporto to-day with 3,066 qtls. fish shipped by Baine Johnston & Co.

The s.s. Bellaventure, Capt. Randall, will leave here on the 27th inst. for Sydney for a supply of coal for the sealfishery.

The s.s. Carthaginian sailed this morning for Halifax and Philadelphia taking a small freight and Messrs. Brocklehurst and Malone as passengers.

CHILD INJURED.—A little girl named Stevens was injured about the face while sliding on Long's Hill last night, by colliding with a sleight. She was taken home and a doctor was called in.

Captain of Police Shot.

Spokane, Wash., Jan. 6.—A vigorous search is being made here for some clue to the identity of the would-be assassin who, last night, shot and fatally injured Police Captain John Sullivan.

Sullivan's assailant fired through the window of the captain's home, where the captain was seated reading the evening newspaper. Sullivan was taken to a hospital and cannot recover. He was formerly chief of police here, and is well known throughout the Northwest.

The police are looking for a convict whose capture and conviction for robbery was brought about by Captain Sullivan, and who was recently paroled against the vigorous opposition of the police captain. He is alleged to have declared that he would "get" Sullivan.

WORK WITHOUT FATIGUE

You won't feel exhausted when you take
EPPS'S COCOA FOR BREAKFAST!

It will sustain you as nothing else will—there is strength in every particle of it. As a supper beverage it is perfect.