

**JUST IN TIME!**

## Christmas Stockings, Christmas Crackers.

**ALL NEW STOCK.**

*Ayre & Sons*  
LIMITED

**Grocery Dept.      Pitts' Building.**

### Last Week of the BIG SALE!

**A Record in Bargain Giving.  
Sweeping Clear Out of Odds and Ends.**

**YOU CAN'T AFFORD TO MISS THIS OPPORTUNITY.**

Marvellous values were given away last week, but for the next few days customers will be astonished at the astounding cheapness of the clearance lines.

There will be a special rush for the bargains in Striped and Plain Flannelettes. Unheard of reductions on Twill Sheeting, Blouse Stuffs, Flannels and Shirt Stuffs. See the extraordinary offers in Dress Goods. You will be delightfully astonished.

Every article in the Gents' Furnishing Department going at genuine money saving prices.

REMEMBER: This Great Clearance Sale lasts just a few short days longer.

**DON'T MISS THE CHANCE OF A LIFETIME.**

## A. & S. RODGER.

### Newfoundland Illustrated Christmas Number

Will be issued Dec. 20th. 24 pages, handsome cover, 10 pages beautiful illustrations, 1011, will prove a welcome souvenir.

Articles and sketches by distinguished writers among which are the following: Romance of the Law Courts, by Right Hon. Sir E. P. Morris, K.C.; Academia Ministeria, by H. W. LaMessurier; Wreck of the Krona; Christmas Sketches, by A. A. Parsons; Tourist Traffic; Bate in the Woods; A Visit to Edinburgh; Lectures on Placenta; Humor and Musical Skill of Seals; The Future Recreation Grounds of America; The Old Town Trinity; The Pharmaceutical Society; Where Our Fish Goes; Progress of Agriculture in Nfld.; Brief Mention; Seating Home; Song of Down; and many other poems and sketches by local writers. Photo engravings—The Honored Dead, Religions and Political History. Scenery, Industrial Buildings, in a word up to the standard of all previous issues since 1886 to 1911, making quarter century of excellence. Copies, 15 and 10c. At all bookstores.

### NEWFOUNDLAND POULTRY ASSOCIATION

**Professor J. P. Landry,**  
Superintendent of Poultry Department, Nova Scotia Agricultural College, Truro,  
will deliver an illustrated lecture on

## 'Poultry Raising,'

—IN THE—

Presbyterian Hall on Monday, December 18th

The Lecture will be illustrated with lantern slides. Admission 20 cents. Doors open at 8:30 p.m., commence at 9 p.m. Tickets may be obtained from Messrs. Barnes & Co., Water Street; Mr. M. A. Bastow, Beck's Cove; Mr. Walter Reid, Water Street; Mr. George Gushue, Mr. Percie Johnson, Mr. Otto Rusch, Mr. J. Dempster, Mr. W. Barker, Secy., S. O. Steele Water Street East, or any member of the Newfoundland Poultry Association. dec13, 15, 18

## We Would Like to Say

a lot of nice things about all the nice things we have

### Suitable for Xmas Presents,

but we'll be very brief.

Some of Them for "Him."—Phoenix Mufflers, Neck Ties, Lined Kid Gloves—so warm, Broadway Shirts—pleated fronts, Initial Handkerchiefs, Silk Hdkis—ass'd, President Suspenders, Buckled Gaiters, and a Coveral,—a good warm Overcoat.

Some of Them for "Her."—Silk Blouses—ass'd shades, Fancy Lace Collars, Queen Mary Hair Combs, Sweater Coats, Fancy Handkerchiefs, Kid Gloves, etc.

## J. M. DEVINE,

The Right House—167 Water Street.

### A Royal Smoke

## BENGAL Little Cigars

Win immediate favor everywhere through their attractive mildness, Delightful Fragrance and High Quality. Ten for 20 cents.

## CASH'S

-TOBACCO STORES.

### Per S.S. "Stephano."

Oranges, Pears, Bananas, Celery,  
New York Chicken,  
New York Turkeys,  
New York Corn Beef,  
Finnan Haddies.

## JAS. STOTT

## Chicken!

Choice  
**Corn-Fed  
CHICKEN.**  
KILLED TO ORDER.

A. R. MARTIN, care of  
**A. H. MARTIN, AGENT,**  
Cavendish Square.  
Phone 609.

### \$1,250,000 for 1,200 Ostrichs.

Pioneer in Plume Business Now Has Money Enough to Buy Feathers for His Own Wife.

Los Angeles, Cal., Dec. 3.—The Cawston ostrich farm, probably the best known in the world, has been sold to a syndicate of Los Angeles bankers for an approximate consideration of \$1,250,000 by Edward Cawston, principal owner. The deal disposes of the South Pasadena and San Jacinto establishments, embracing a total of more than 1,200 birds.

Mr. Cawston retains a part of the stock, sufficient to insure him a place on the directorate. The company will do business on an enlarged scale.

The Cawston farm is twenty-five years old. It has grown up about a nucleus of fifty birds brought from Africa by Mr. Cawston, who originally employed six men to care for them and for the farm. The success of the enterprise was so marked that within the last decade twenty-one other ostrich farms have been started in the United States, all modeled more or less after the South Pasadena place.

Five years ago the Cawston company was reorganized and incorporated for \$1,000,000. Mr. Cawston holding the majority of stock. It is stated that dividends since paid aggregate the total paid for stock in the company at that time.

It is the intention of the new company to establish a chain of feather stores, one to be located in each of the principal cities of the country.

### Do You Think Prices High?

If you do just make a habit of studying the store ads. published in the "People's Paper," the "Evening Telegram," every day. You will be surprised at the offerings being made by the progressive shop-keepers to our thousands of readers. No other paper enjoys so much confidence from progressive business men of this city, as the "People's Paper."

### Policeman Beat Pastor

Chicago, Dec. 4.—The Rev. Dr. Howard Plunkett was preaching on the liquor question, he said: "The police know more about the evils of intemperance than I do, and I'll send for a policeman to address you." He telephoned to the nearest station, and Policeman James Doolittle arrived. He took the situation in hand, entered the pulpit and induced four men and three women to sign pledges.

### Take Aeroplane in Search for South Pole.

Hobart, Australia, Dec. 2.—The Australian Antarctic expedition, under the leadership of Dr. Douglas Mawson, sailed for the South in the ship Aurora, commanded by Capt. J. K. Davis, to-day.

The Aurora is a sailing ship fitted with auxiliary engines. The members of the expedition comprise a number of experienced explorers, including Dr. Wilde, who participated in the Shackleton and Scott expeditions. Lieutenant Nimmo, of the Royal Fusiliers, an expert on surveying and sledging, is also on board, while a Swiss, Dr. Merz, who won the ski jumping championship in 1908, takes part as an expert for ice work.

The Aurora also carries a monoplane which Dr. Mawson considers will be very valuable in the effort to find the South Pole.

Upon an average, Scotsmen are the tallest men in the United Kingdom; Irishmen come second; Englishmen third, and Welshmen last.

Six members of a Parisian club took six cigars out of the same box, lit them simultaneously and tried to make them last as long as possible. The winner smoked his for 2 hours 17 minutes.

A Boston paper says: Two farmers living near Georgetown, Del., made a wager last summer as to who could raise the bigger hog. Each farmer selected the healthiest and largest hog in his pens, and the race began. The hogs were of unequal size at first, but the smaller gradually gained on the other until recently, when the time limit expired, both hogs weighed exactly the same to an ounce, and neither owner could claim the bet.

## C. C. C.

The Battalion will parade at the Armory TO-NIGHT, at 9:30, sharp. All must attend. No uniforms. By order,  
M. F. SUMMERS, Lieut. and Adj. dec13, 11a

**Our ROOM PAPER**  
Is going very fast.  
**Borderings, 10c.**  
a piece.

Just in Time for  
**Christmas**  
Everything in the way of  
**Fancy Goods!**

Every Parcel Sent Home Promptly by Express.

What we are offering this week are

# SAMPLES

From American and Canadian Factories, and Marked at the Landed Cost. They are the **VERY LATEST STYLES.**

- |   |                              |
|---|------------------------------|
| Ladies' White Lawn Blouses, Half Price. | LADIES' BELTS, 1-3 off.      |
| Ladies' Lace Jabots, Half Price         | Washing Collars, Half Price. |
| Sailor Collars, 40 per cent. off.       | LADIES' BOWS, Half Price.    |
| Hand Bags, 1-3 off.                     | Ladies' BARRETTES, 1-3 off.  |
- Never Before in the History of this Store was Fancy Linen and Lace Goods sold at such LOW PRICES.**

- |  |   |
|--|---|
| Lace Table Centres, reg. 50c.....now 36c | Lace Sideboard Scarfs, reg. 50c.....now 36c |
| Regular 60c.....now 44c                  | Regular 65c.....now 49c                     |
| Regular 70c.....now 50c                  | Regular 85c.....now 63c                     |

### Special Offerings:

White Table Linen, value 45¢.....	Special Price, 25¢ yard
Table Napkins.....	3c and 4c each
White Hemstitched Linen Towels, worth 20c each.....	Special 15c
15 per cent. off all Colored Dress Goods.	
The Famous Rocheen Sateen, worth 30c.....	Special 24c
Men's Fleece Lined Shirts and Drawers.....	45c

**1-4 off every Ladies JACKET.**

## P. F. Collins

340, 342, 344  
**WATER STREET.**

Ladies' Skirts worth \$5.00 selling at **\$2.00.**

### Test of Drunkenness.

A novel test of drunkenness was tried by a doctor at Halesowen, Worcestershire, in a case in which a man was charged with being drunk in a hotel. When a police sergeant arrested the defendant, he insisted upon being examined by a doctor, who put him through tests in buttoning up his waistcoat, standing on one leg and walking along a straight line. He failed in the first two tests and was successful in the third. The magistrate said that the first test was certainly original. He held that the defendant was drunk and ordered him to "pay" a nominal "penalty."—Dundee Advertiser.

### Perfect Babies is Their Aim.

Iowa Woman Goes Ahead to Study Them.

As a part of the campaign to increase the physical welfare of the people of the state, Dr. Margaret Vaupel Clark, of Waterloo, has been selected by the club women of Iowa to visit Europe to learn how to rear more perfect babies.

Dr. Clark will sail from New York on Dec. 12th and will spend a year in the study of the subject.

"Perfect baby" contests are to be arranged throughout the state during the coming year, and mothers in each part of the state given instructions on how best to care for their babies.

The state will be divided into districts and prize contests held in each for the most perfect babies. These will be followed by a state contest at which the prize winners of the various districts will compete.

### Action Against McNamara.

Los Angeles, Cal., Dec. 7.—James B. McNamara, under sentence of life imprisonment, had other troubles added to his lot to-day when he became defendant in a \$50,000 damage suit. The suit is brought by Louise M. Sawyer, widow of Robert L. Sawyer, a telegraph operator employed by the Los Angeles Times, and killed in the explosion which wrecked the building Oct. 1, 1910.

**MAN HURT.**—James Meaney of Avondale, was knocked down by a horse and slide last Monday and seriously hurt.



### AGAINST HEADACHE

There is no remedy so active as Mathieu's Nerve Powders which contain no opium, morphine or choral. 25 cents per box of 18 powders.

J. L. MATHIEU Co., Sherbrooke, Can.  
THOS. McMU RDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

### CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

### MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other Medicinal Extracts made it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:

THOMPSON, N.S., Feb. 29, '06.  
Fillmore & Morris, Amherst, N.S.  
Dear Sirs,—Yours of the 27th to hand re Mathieu's Cough Syrup, and would say it gives the best results of any cough syrup we have ever handled. The Medicine is all right.  
Yours truly,  
ARMOUR & MATTINSON.

Port Hawkesbury, C.B., Apr. 3, '06.  
Fillmore & Morris, Amherst, N.S.  
Dear Sirs,—I rec'd yours of the 27th with regard about Mathieu's Syrup. It is an excellent Medicine for coughs, cold and consumption. Please send me another lot of 2 doz. bots with samples. Enclosed find \$3.00 the amount of my bill.  
Yours truly,  
A. F. DICKSON.

SPRINGHILL, N.S., April 4  
Fillmore & Morris, Amherst, N.S.  
Dear Sirs,—In reference to your inquiry as to the selling qualities of Mathieu's Syrup, we might say that it is of no use whatever for us to keep any other Cough Medicine in stock. When you first began to sell it here, the Druggists did not handle it, and now every Druggist in town has it, and we are sure they find a ready sale for it. Mathieu's Syrup is sold by at least 18 Dealers in Springhill.  
FERRIS & FEELE.

### Perfect Babies is Their Aim.

Iowa Woman Goes Ahead to Study Them.

As a part of the campaign to increase the physical welfare of the people of the state, Dr. Margaret Vaupel Clark, of Waterloo, has been selected by the club women of Iowa to visit Europe to learn how to rear more perfect babies.

Dr. Clark will sail from New York on Dec. 12th and will spend a year in the study of the subject.

"Perfect baby" contests are to be arranged throughout the state during the coming year, and mothers in each part of the state given instructions on how best to care for their babies.

The state will be divided into districts and prize contests held in each for the most perfect babies. These will be followed by a state contest at which the prize winners of the various districts will compete.

### CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

### Use ME

Are You Cure T Have Give Yo Do the Face to MENT and Bes Ask YO

**J. B.**  
nov. 21.

"And be

## Famous

Heinz's Mince  
Heinz's Peanut  
Durkee's Salad Dressing

BE BURE

**J. J. ST. J.**

Any Gentleman who to inspect my New R terms you ever saw. made to order, at goods. I have for the city and if you leave entire satisfaction. We also turn and like new; at a moderate The Reliance Tailor

**WM. SPURRELL**  
On the Beach.