

**Money Saved
Is Money Earned**

You may find "Some Bargains" anywhere—"Nothing but Bargains" at OUR Store.

The Sample Bargain Store
J. P. Maher & Co., Ltd.
167 Water Street East.

Only 3 More Weeks

OUR LEASE EXPIRES.

We Must Sell Our Goods---Regardless of Cost.

Don't Miss Your Chance of a Lifetime

to purchase your Holiday Needs at our Store at prices such as have never been offered before to the public and never will be offered again.

Mail Orders

Filled Promptly

on receipt of cash—YOUR Money refunded—if not satisfactory.

The Sample Bargain Store
J. P. Maher & Co., Ltd.
167 Water Street East.

Ladies' Winter COATS.

We offer the balance of our stock of

Manufacturers' Sample Coats--**NOT TWO ALIKE**
At Half Price--50c. on a Dollar

Values That Have No Equal
in St. John's.

Prices to Suit Every Pocket Book.

Our Prices are

\$2.45, 3.45, 3.95, 5.25, 5.95, 8.45,
\$9.45, 13.45, 17.95.

**Misses and
Children's Coats.**

Clever new models made of ends of High Grade Novelty Coatings. Sizes 24 to 39—at a saving of 50 per cent. to you.

\$1.00 to \$7.00 each

**Ladies' and
Children's Furs**

Made for Comfort and Style. An assortment of Samples which we sell below actual cost.

In various prices.

From 98c. to \$9.98



**A Gramophone
In Every Home**

We offer a
GRAMOPHONE
with Horn (like cut)

Size	Reg. Price	Now
Size 1	\$13.00	\$7.98
Size 2	\$15.00	\$8.98
Size 3	\$17.50	\$9.98

GRAMOPHONE
without Horn (like cut)
at \$7.48, \$8.98, \$13.00, up to
\$65.00.

GRAMOPHONE RECORDS.

The most complete assortment in Town—Comic Songs, Band and Instrumental Music—to suit our or any other Machine.

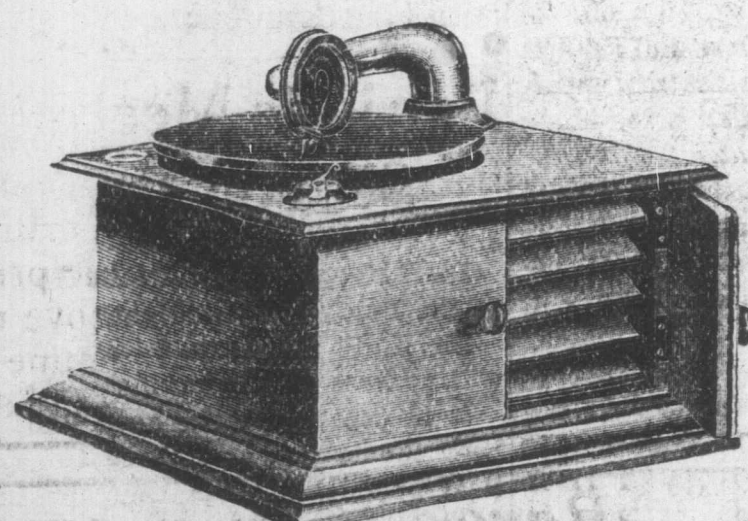
10 inch, Double Sided. Reg. 70c. Now 40 Cents.
12 inch, Double Sided. Reg. \$1.00. Now 60 Cents.

**GRAMOPHONE
NEEDLES.**

At 10c. for Box of 200.

We guarantee safe delivery of these Gramophones & Records to any place within the Island.

They make the most suitable Christmas Gift to your Family.



Sensational Reductions

—IN—

Ladies'

Costumes, Scarfs, Hosiery, Gloves, Handkerchiefs, Woolen and Silk Petticoats, Hair Ornaments, Underwear, Embroidery and Laces, Half Ready Blouses and Dresses.

Men's

Sweaters, Pyjamas, Underwear, Gloves, Watches, Fancy Vests, Suit Cases.

Children's

Coats, Dresses, Sweaters, Caps, etc.

**Ladies' Silk
Umbrellas !**

A Sample Collection of Original Designs as never shown before in St. John's. Not TWO alike—worth twice as much.

Our SAMPLE Bargain Price
\$1.48, 1.98, 2.65 & 2.98
Each.

**Ladies'
Top Skirts.**

In Navy, Brown, Grey and Coloured Fancy Tweeds and Serges. They Retail in St. John's from \$1.50 to \$5.00 each.

Our SAMPLE Bargain Price
98c. to \$2.48.
Each.

Ladies' Morning Wrappers

—OF—

High Grade Quality

Made from all Wool heavy materials, smartly tailored. Colours: Saxe, Sky, Navy, White, Crimson, Grey, Rose and Helio. They were imported to sell at \$6.50 each.

Our SAMPLE BARGAIN Price

\$3.48.

Ladies' Dresses

Included in this Sale are Latest Styles of Fashionable Silk, Crepe Muslin, Voile and Cotton Lace Dresses, at prices that will appeal to our PATRONS.

We had to forget our PROFITS. We must sell these Dresses at a loss below the price that you could buy them for in London.

Prices: \$2.48 to \$11.98.

**Ladies' Leather
HAND BAGS**

A small

SAMPLE ASSORTMENT of very Exclusive Designs with vanity outfits,

At Original Cost Prices

From

\$6.75 to \$12.00
Each.

A Christmas Toy Means Christmas Joy

A splendid assortment of up-to-date Toys for Children of all Ages from 2 Cents to \$25.00.

Railroads, Flying Machines, Battle Ships, Automobiles, Teddy Bears, Mechanicals, Drums, Guns, Swords, Buliding Blocks, etc.

Bring your Children to our Window to see the ELECTRIC TRAIN. It is the talk of all Little Folks in town.

Ladies' Sample Blouses

At Half Price

Starting to-morrow we are putting on Sale the balance of our SAMPLE BLOUSES at further reduced clearing prices.

They include the newest shades in the following materials: Silk, Wool, Lace, Voile, Delaine, Crepe Cloth, etc.

NOT TWO OF THEM ALIKE.

We have to part with these BLOUSES at prices that cease to be Bargains but become Christmas Presents to our Customers.

ALL BLOUSES UP TO \$4.50 REDUCED TO \$1.98.
Equal Values at \$2.98 and \$3.98.

You will be wise to take advantage of this offer early in the Day.

**Ladies'
SWEATERS!**

We Are Proud Of Our Assortment.

Our Knitted Silk Sweater at \$3.98 can't be duplicated for less than \$6.00. We have them in higher grades up to \$10.00, equal to qualities shown elsewhere for \$15.00.

Ask to see our All Wool Sweaters with Caps to Match, they are the smartest novelty that came here this season. OUR CHALLENGE PRICES for these Sweaters are

\$1.48, \$1.98, \$2.48 & 2.98.

**Hand
Sewing Machines**

Our ORIGINAL EXPRESS is a little wonder at

\$6.48

We have a few more Samples of Regular Size

SEWING MACHINES which are reduced from

\$19.50 to

\$14.50

GOOD NEWS TO MEN

MEN'S TWEED PANTS.

Reg. \$1.40 Our Challenge Price \$1.00.
Reg. \$1.75 Our Challenge Price \$1.25.
Reg. \$1.90 Our Challenge Price \$1.10.
(All Sizes and Patterns.)

MEN'S WORK SHIRTS

In Heavy Material.
Regular 70c. Our Challenge Price 50c.
Regular 60c. Our Challenge Price 40c.

MEN'S CAPS.

Greatly Reduced.
Selling from 20 cents to 38 cents.

Men's SILK UMBRELLAS.

Well Known "Dura" Brand.
None better. Sold for \$4.00. Now \$2.65.
Most suitable Christmas Gift.

MEN'S NECKTIES.

Very Special.

Regular 50c. Values... 39c. each.
Regular 60c. Values... 39c. each.
Regular 70c. Values... 48c. each.

MEN'S BRACES.

Police and Firemen's.
Regular 35c. Our Challenge Price 20c.

Men's KHAKI OVERALLS.

Coats and Pants.
Regular 85c. Our Challenge Price 60c.

MEN'S BLUE OVERALLS.

Sterling Brand.
Regular 85c. Our Challenge Price 60c.

Men's NEGLIGEE SHIRTS.

Regular 75c. Our Challenge Price 50c.

Bargains at Our Notion Counter

Talcum Power, large tin, 10c.
Toilet Soap, large cake, 4c.
Parisian Face Powder, 9c. box.
Quinine Hair Shampoo, 2 for 5c.
Hair Brushes, 10c. and 15c. each.
Clothes Brushes, 20c. each.
Shino, Big Tin, 18c. each.
Men's Tobacco Pipes, 15c., 25c. up to \$2.50 each.
Pocket Knives, 15c., 20c., 25c. & 48c. each.
Scissors, all sizes, 20c. & 25c. each.

Sterling Silver Hat Pins, 20c. each.
Sterling Silver Hat Pin Holders, 48c. each.
Magnifying Mirrors, 48 cents to \$1.50 each.
Large Table Lamps, 78c. each.
Playing Cards, 9c. pack.
Aluminum Cooking Dishes, 60c., 70c. and 90c. each.
Vanity Pocket Books, 5c., 10c., 20c. and 30c. each.
Pocket Books (Samples), 98c. each.

We have on display in our Store a Sample Assortment of Fancy Goods of all kinds, making most suitable presents for Christmas. The prices quoted are very low, in many cases Below the Original Cost. We invite your kind inspection of this Department which offers many suggestions for the thoughtful Christmas Shopper.

**Edison Wire Drawn
Tungsten Lamps**

NONE BETTER MADE.
28 Cents Each.
16, 25, 32 and 50 Candle Powers.
Better Light at a Saving of 60 per cent.
On Your Light Bill.

THE SAMPLE BARGAIN STORE

J. P. MAHER & CO., Ltd.
167 Water Street, East.

Electric Fixtures

For Dining Room with lovely Silk shades in different colours.

Reg. \$12.00 now \$7.40 each.

Bed Room Shades

Reg. \$4.50 now \$2.25 each.