

**GREAT
Midwinter
SALE.**

SOPER & MOORE

Don't Mind the Blizzard, A warm
welcome awaits you at our
Store.

**BEGINS
Saturday
February
First.**

This is not a hot air story, but a snow drift of frigid facts.
FACT No. 1—We have more stock on hand than we had a year ago at stock-taking.
FACT No. 2—Surplus stock in our warehouses and retail fixtures will not buy fresh supplies for the next season's selling.
FACT No. 3—We want a lot of ready money for our buyer so that he may secure for us the best possible values in the home market, as money talks with manufacturers to-day louder than it ever talked before.
FACT No. 4—To realize this money at once we are freezing prices so low that our patrons will glow with delight when this sale begins.
FACT No. 5—New bargains will be added every day of the sale, so that every day will be a special day.
 This advertisement gives but a small idea of how the prices are going. You need to come as we have not space to tell you all to-day.

DRESS GOODS

Changing styles and fashions make smaller quantities needed for skirts and costumes. To sell our usual amount we have cut profits to zero.
 8 pieces, assorted colors, Heavy Melton. Reg. 25c. Here for 21c.
 9 pieces, assorted colors, Heavy Melton. Reg. 35c. Here for 27c.
 10 pieces, newest effect in Fancy Stripes and Checks, Reg. 45c. Here for 36c.
 6 pieces, newest effect in Fancy Stripes and Checks, Reg. 50c. Here for 38c.
 Full range of Amazon Cloths in all colors—Black, Navy, Brown, Cardinal, Greens. 45c. here for 39c.
 45c. here for 39c.
 71c. here for 71c.
 Alpaca, in Navy, Black, Brown and Green. 60c. here for 52c.
 Navy and Black Serges, in fine and heavy makes. 80c. here for 71c.
 Full stocks of Whip Cords, Fancy Plaids, Fancy Stripes, Checks, and Cashmere, at Reduced Prices.

Blouses

We find about 15 doz. assorted Blouses too many and will mark them at prices to clear quickly.
Black Saten—\$1.00, here for 75c.
 \$1.25, here for \$1.02
 \$1.50, here for \$1.18
Black Cashmere—\$1.00, here for 75c.
 \$1.25, here for \$1.02
 \$1.50, here for \$1.18
White Lawn—\$1.00, here for 75c.
 \$1.25, here for \$1.02
 \$1.50, here for \$1.18
Flannellette—14 only at one price 82c.
 Value up to \$1.75.

Corsets

We have secured a lot of travellers' samples that we are selling at less than factory cost. Sizes 18, 19, 20 and 21 only.
 Prices 60c. 75c. \$1.20 \$1.50 \$2.00
 here here here here here
 for for for for for
 45c. 55c. 75c. 87c. 92c.

FEBRUARY

Smallware Bargains

10 doz. assorted Neck Lengths Frilling, 8c. for 3c.
 Ladies' White and Cream Mufflers, 35c. for 25c.
 3 doz. only Ladies' new Collars, 15c. for 9c.
 2 doz. only Ladies' new Collars, 25c. for 16c.
 5 doz. Fancy and Plain Back Combs, 25c. for 19c.
 7 doz. assorted Side Combs, 25c. for 19c.
 3 1/2 doz. White and Colored Dressing Combs, 25c. for 19c.

Mantle Buttons, extra large, 65c. doz. for 48c.
 Ladies' Linen Embroidery Collars, 20c. for 16c.
 Ladies' Black and Colored Leather Belts, 45c. for 36c.
 40 pieces new Ribbons, assorted shades, 25c. for 21c.
 Ladies' Handkerchiefs, Values to 14c. for 7c.
 Cards Mending Wool, assorted, 3 cards for 7c.
 Blocked India Tape, all widths, 3 pieces for 7c.

Children's Bargains

7 only Children's Muffs to clear at 25c.
 11 only Children's Collar and Muff Sets, 65c. for 36c.
 5 doz. Children's J. L. Hygiene Vests, 30c. for 24c.
 10 doz. Children's Felt Hats, 75c. to \$1.20 for 30c.
 4 1/2 doz. Child's Wool Gloves, Out they go for 11c.

5 doz. Child's Wool Stockings, 25c. for 20c.
CHILDREN'S COATS.
 We have a good range of Children's Heavy Winter Coats, too many to keep. Cut prices will sell them.
 \$2.50 \$2.75 \$3.00 \$3.25 \$3.50 \$3.75
 for for for for for for
 \$1.92 \$2.16 \$2.38 \$2.64 \$2.98 \$3.15

Woolen Goods

We have just opened ex s.s. Tabasco 12 doz. Ladies' Wool Caps, 4 different styles, in colors of Black, Navy, Cardinal and White. 45c. here for here for here for 30c. 32c.
Wool Boots—20c. here for 16c.
 25c. here for 19c.
Wool Motor Scarfs—\$1.00, here for 42c.
Child's Sweaters—25c. here for 29c.
 \$1.10, here for 83c.
 \$1.20, here for 98c.

Ladies' Coats

Only 16 left from our splendid assortment, and these have been given the knife in prices.
 3 only Navy Blue, full length. \$4.50 here for \$6.00
 here for here for \$2.68 \$3.68
 3 only Brown, trimmed Green. \$8.00, here for \$5.20
 10 only ass'd. Tweed. \$3.00 \$5.00 \$5.75 \$6.50
 here for here for here for here for \$1.92 \$3.26 \$3.32 \$4.32

Blankets

Plenty of cold nights yet. Get in out of the cold in warm Wool Blankets.
 11 pairs only left to clear out. \$2.50 \$3.00 \$3.25 \$5.50
 here for here for here for here for \$2.18 \$2.48 \$2.78 \$4.68
 43 pairs Blue Border Cotton Blankets, \$1.00 for 88c. pair

Blouse Materials

We have a splendid range of newest Blouse Goods.
 15 pieces, asst. patterns, newest designs, 25c. for
 17 pieces, asst. patterns, newest designs, 20c. for
 13 pieces, asst. patterns, newest designs, 15c. for
 7 pieces Heavy Wrapper Flannellette, in dark and light Stripes & Checks, 22c. for

4 pieces Heavy London Smoke, in Brown, Pink and Grey. Splendid value, 16c. for 13c.
BLEACHED TABLE DAMASK.
 2 pieces, different patterns, 35c. for 29c.
 2 pieces, different patterns, 40c. for 34c.
 2 pieces, different patterns, 55c. for 47c.
FLANNELLETTE.
 Our Sale would not be complete without this useful article. Large stock, good values.
 Pink, White and Striped, 18c. here for 8c.
 Pink, White and Striped, 15c. here for 11c.
 Pink, White and Striped, 20c. here for 17c.

Other lines of equal values will be added each day. Sale prices for cash only. Mail orders with cash and get full benefit. Parcels delivered any part of city limits.

SOPER & MOORE

Marine Notes.

The S. S. Durango is expected to leave Halifax to-night for here.
 The S. S. Portia left St. John's last midnight.
 The Adriatic left Sydney on Tuesday last coal laden to J. J. Mullaly & Co., and is no doubt delayed by adverse winds.
 The Euphrates left here to-day for Conception Bay ports including Bell Island with a full cargo.
 The Sagona left here last evening for St. Pierre. Capt. Baxter Barbour, of the Fogota, left in the ship for the round trip.
 The Fogota will not go north again this season and will be made ready for the sealfishery while laying up.

The Police Court.

A drunk was discharged. A vagrant was held over. A laborer who pleaded guilty to assaulting a Chinaman, was remanded for eight days.
 The enquiry into the death of the late John W. Green, is being continued this morning. Two witnesses, fellow employees of the deceased, are being examined.

An Intelligent person may earn \$100 monthly corresponding for newspapers. No extra. Ing. Send for particulars. Press Syndicate 21113 Lockport, N.Y. Dec 18, 11

MINARD'S LINIMENT CURES COLDS, ETC.

IN STOCK:

95 cases Tinned SALMON, 1912 pack.
 30 brls Choice Red Apples.
 50 sacks P. E. I. Potatoes, 90 lbs. each.
 Onions, Parsnips, Carrots.

A. H. MURRAY,
 O'DWIYER'S COVE

British Sorice.

Last night the British Society held their annual soiree in their hall and it was as successful as anything yet held by the Society. The ballroom was artistically decorated and reflected credit on those in charge of the arrangements. At 8.30 dancing commenced to the strains of Myron's orchestra. At eleven o'clock the company repaired to the lower flat where a sumptuous supper was served by the lady friends of the Society. At 3 o'clock this morning the affair terminated.

Beothic at Glasgow.

The S. S. Beothic which is now at Glasgow getting repaired is having a new rudder post put into position, also twenty-five new plates will be put on and others that were bent will be adjusted. Before leaving the other side the Beothic will get her sealing supply of coal either at Newcastle or Cardiff.

Here and There.

POLICE RECRUITS.—Two recruits joined the police force yesterday; one is a native of Liverpool.

Stafford's Liniment for sale at "The Broadway Store," No. 2 Cookstown Road.—Jan 18, 11

ENQUIRIES HELD.—The authorities are now holding enquiries into all the fires that occurred within the few weeks.

FISH SHIPMENT.—The S. S. Balme was expected to leave Harbour Breton last night for Halifax with a cargo of fish for Job Bros.

Delicious Ice Creams, 10c. dish, at J. W. Campbell's, Ltd.—Jan 27, 11

BROUGHT TO HOSPITAL.—A woman named Haytor was removed to Hospital yesterday in the ambulance; she is suffering from appendicitis.

For Pure Milk, delivered daily, try J. W. Campbell's, Ltd.—Jan 27, 11

BUOY RECOVERED.—The buoy in the harbour which was sunk some time ago by the S. S. Morwenna was raised to the surface yesterday by Diver Squires.

Only One "BROMO QUININE"
 That is LAXATIVE BROMO QUININE. Look for the signature of E. W. GROVE. Cure a Cold in One Day. Cures Grip in Two days. 25c.—Oct. 11, 11, 11

WEATHER FINER.—Last evening the weather became finer and milder across country and the drift had ceased. The temperature ranged from 5 to 20 above zero.

Another shipment of Wool Blankets, extra good value, received at THE NATIONAL STORES, Greaves & Sons, Ltd. Jan 13, 11

VESSEL DELAYED.—One of the men of the schr. Castor absented himself from the ship yesterday and she could not sail. The police will try and locate the absentee.

Electric Restorer for Men Phosphor
 restores every nerve in the body to its proper tension; restores man and vitality. Premature decay and all sexual weakness averted at once. Phosphor will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Phosphor Store, 10, St. Catharines, Ont.

CURLING NOTES.—On Monday next the Point Competitions for Mr. R. G. Reid's medal and the Taylor medal, will take place. The Charity Committee meets to-morrow night to arrange as to the distribution of money to the poor.

Our prices are cheaper than all advertised sales. Every day is bargain day with us. Try and see for yourself. THE NATIONAL STORES, Greaves & Sons, Ltd.—Jan 13, 11

LARGELY ATTENDED.—The United Services each night this week have been largely attended. A large congregation was present at Wesley Church last night, and the service was bright and inspiring. This evening's service will be at Gower Street Church.

VESSEL ALL RIGHT.—The schr. Ionla, which was reported missing in the foreign and local press, has arrived at Halifax. She left Piacentia three weeks ago laden with codfish; and much anxiety was felt for her safety. She met terrific weather but harbored en route.

We have just opened a very pretty assortment of Silver Deposit Ware. This is glassware consisting of Jugs, Sugar and Cream Sets, Plates, Salts, Tobacco Jars, Vases, etc., having pure silver firmly deposited directly to the glass in beautiful designs by an electrical process. R. H. TRAPNELL, Dec 28, 11

MINARD'S LINIMENT CURES GARTS GET IN COWS.

GIVE SUNLIGHT SOAP A TRIAL.

No argument in favour of Sunlight Soap is more convincing than a trial of the soap itself. Sunlight Soap is made to help, and does help. It makes hard work easy—saves rubbing and scrubbing—and does the work easily and well. Sunlight Soap is a good worker and will save you money, labour and clothes.



TRY IT.

Lever Brothers Limited,
 Port Sunlight, England.

James G. Blaine

BY H. L. RANN.



On this date, in the year 1830, James G. Blaine, statesman, was born near Brownsville, Pennsylvania, at a youthful age. He was the second son of his parents, who would have felt better about it if he had been a daughter, but who shook hands with him cordially and allowed him to do all the chores. James had a very positive, vanadium steel character, and if he had been born in the female tense we would have had woman suffrage long ago.

In order to fit himself for the joys and trials of matrimonial life, James wielded the rod over a country school and later signed out as a printer's "devil," two occupations which brought out the qualities most needed in a husband. Soon after his marriage he was stung with deadly accuracy by the political bee, which attacked him every time there was an election and deprived him of his

peace of mind. This insect drove him into the Maine legislature, then into the national house of representatives and finally into the United States senate, and it narrowly escaped landing him in the presidency, to wrestle with the blood-sucking post office candidate and the fish-mouthed infant industry.

In 1884 Mr. Blaine came within 1,000 votes of being elected president, a result which put a deep maroon dent in several thousand republican postmasters, who were removed from office with the aid of a scoop shovel. Some time before this Blaine had taken occasion to refer to Rosebud Conkling as a turkey gobbler, and although Mr. Conkling denied that he had any relatives in that direction a great many people believed it. Hence, when the election was held Conkling sulked in his tent and organized one of the most expensive sulks in American politics, as Blaine lost New York by an eyelash.

James G. Blaine was a popular idol with every attribute of greatness except luck. Great-hearted, great-brained, he was the beau ideal of the scholar, the orator and the statesman in politics. Since Clay there have been few worthy to wear his mantle, none his superior in intellect or patriotism. He died in Washington in January, 1883, rich in the affection and undiminished confidence of millions of his countrymen.

P. E. I. POULTRY.

50 Selected Dressed Turkeys
 25 do Geese
 50 do Ducks
 10 cases P. I. Rock Chicken.

Received by S. S. Florizel, Jan. 28th, 1913.

T. J. EDENS,

Duckworth Street and Military Road.



"Clan Mackenzie"

SCOTCH WHISKY,
 OLD and MELLOW
 In Bottles or on Draught.

HAYWARD & CO.

WHEN YOU SKATE

you will experience a comfort and sense of security unknown before if you are wearing the

Perfection Steel ANKLE SUPPORT

By a simple sliding attachment, permits the foot to move freely backwards and forwards, but never sideways. Prevents fatigue experienced by so many skaters.

The Photo Supply Co.,

(3 Doors East of Court House.)

Telephone 32.

180 Water Street.