## Special Stock= Taking Sale!

In order to reduce our stock before the 15th of January, when we finalize our year's work, we make the following very special reductions on Fresh and Seasonable Goods, which we mention below. In addition to the articles named, in which the reductions range from 20c. to 25c. on the dollar, WE WILL GIVE A 10 PER CENT. REDUC-TION on any article purchased for cash in our store between the dates of January 2nd and 13th. This includes everything we handle. No exception whatever.

#### Underwear

25 Ladies' Black Cloth Coats, regular prices \$3.50, \$4.00, \$8.50, our latest shipment ...... Sale prices \$2.80, \$3.20, \$6.80 Misses' Fleece-lined Underwear, 26c. Ladies' Cream Fleece Lined Underwear, Vests, button front, nicely trim-29c. med, regular 35c......Sale price 29c. Ladies' White Fleece Lined Underwear 

Ladies' White Fleece-lined Corset Covers, heavy, long sleeves, regular oc. Sale prices \$1.30, \$2.20, \$2.50 Childs' Cloth and Velvet Coats, regular Men's Fleece-lined Underwear, good, hea y garments, regular 500. Sale price 43c. Boys' Fleece lined Underware all 29c. sizes, 24 to 34, reg. 33c. Sale price 29c.

Men's and Boys' Underwear, in better qualities at greatly reduced prices.

Men's Heavy Grey Flannel shirts. 45c. with rands, reg 55c.... Sale price 45c. Men's Heavy Grey Flannel Shirts, with eollar attached, regular 75c, 60c. Men's Fancy Neglige Shirts, 75c.

Ladies' & Children's Coats. 25 Only Ladies' Knitted Jersey Coats, reg. \$1,60 and \$3.30 in Navy, Green and Cream......Sale prices \$1.20 and \$2.50

Hats and Caps. Ladies' Hats, in Felt, Velvet and Satin reg. \$1.10, \$1.20, \$1.30 .. Clearing at 90c. (See our western window for styles.) Children's Cream Bear Caps and Bonnets to be cleared at 25 per cent. off regular prices.
Ladies' and Messes' Wool Rinker Caps,

the most fashionable cap this season, in navy, green, cream, cardinal, reg. 45c Sale price 35c. Ladies' Tweed Motor Caps, newest shapes, reg. 75c......Sale price 55c. GENERAL DRY GOODS - 10 per

Misses' Coats, in Navy, Green

and Scarlet, all reduced to

clear. \$4.00 Coats for

\$3.00. Other prices

at similar re-

ductions.

Childs' Cream Bear Coats, regular prices \$1.70, \$2.80, \$6.50

prices \$1.80, and \$2.30 in Green, Cardinal. Navy and V. Rose, Saleprice \$1 40, \$1.80

Sale prices \$1.30, \$2.20, \$2.80

cent reduction on every cash purchase from January 2nd to 13th. DAYS only.

12 Ladies' Tweed Coats, reg. price; \$4.00 and \$7.50 all this season's styles Sale prices \$3.20 and \$6.00 lutely genuine. FURS and MUFFS. — The balance of our stock of

Furs and Muffs, which include Squirrel, Marmot, Hare and Grebe, selling at three-fourths our regular price. If you are not interested in any of the above SPECIAL reductions, REMEMBER the TEN PER CENT DISCOUNT

on any article from our stock. STORE OPEN UNTIL 9 O'CLOCK EVERY EVENING FROM JANUARY 2nd TO 13th.

## ALEX. SCOTT.

# FITTINGS.

WE wish to intimate that we have been appointed Agent for Motor Boat Fittings and would be pleased to give estimates for the following articles: - Binnacles and Compasses, Patent Logs, (specially made for motor boats), Barometers, Brass Scuttles with glasses from three to six inches, Deck Lights, Small Brass Rouse Chocks.

People intending to build this winter would do well to get our prices.

## JOSEPH ROPER,

Marine Optician, Water Street.

Now Landing Ex S. S. SPICA. 1,800 Tons North Sydney Screened Coal

\$6.50 per ton, sent Home. Phones, 748 and 20.

Newfoundland Produce Co. Late Duder's Premises.

## THE NICKEL.

TO-DAY!

A Picture FEAST for the Masses. Music, Song and Entertain-

"Flo. the Show-Girl."

#### The sadder side of an Actress' Life. Grandmother's War Story.

A Poem in Films. A beautiful drama of the conflict between the North and the South.

"NAPOLEON IN 1812."



The Laundry-Girls' Luck. Comedy.

And other Attractions.



#### 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,

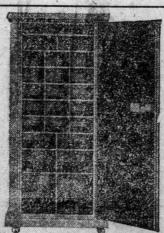
we will be pleased to meet you in our Optical Department. It costs you nothing to have

your Eyes tested. If the services of a Physician

R. H. TRAPNELL, Eyesight Specialist,

St. John's

is needed we will tell you so.



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 im portant thing-protects you papers from fire, theft, dusc and moisture. Measured by price alone, anyone can afford to buy The Safe-Cabinei. Measured by value, no one can afford to be with-

## Anglo American Telegraph Company, Limited.

## Half Rate Transatlantic Tariff.

Commencing January 1st messages will be accepted for the following places at all the Company's Stations, subject to conditions at ONE-HALF CURRENT RATES

GREAT BRITAIN and IRELAND,

GERMANY, FRANCE including ALGERIA and TUNIS, PORTUGAL, SIERRE LEONE, SOUTH-ERN RHODESIA and TRINIDAD, ADEN in ARABJA, ASCENSION ISLAND, BATHURST in BRITISH AFRICA, BRITISH NORTH BORNEO, CEYLON, COCOS ISLAND, CYPRUS, EAST AFRICA, UGANDA, GOLD COAST, INDIA and BURMA, LABUAN ISLAND, NEW ZEALAND, NORTHERN NIGERIA, SOUTHERN NIGERIA, PERIM ISLAND, ST. HELENA, SOMALILAND, SOUTH AFRICA UNION, STRAITS SETTLE-MENTS and MALAY STRAITS and ZANZIBAR.

Messages must be written in plain language, either in French or the language of country of origin or destination.

#### CODE ADDRESSES may be used.

This traffic is liable to be deferred in favor of that paid for at full rates for a period not exceeding 24 hours, if delayed beyond that time it takes turn with full paid business.

Conditions and full particulars may be had at any of the

R. C. SMITH, Gen. Superintendent.

And bears the Palm alone.'

Heinz's Mince Meat, tins. Heinz's Peannt Butter, Heinz's India Relish, Durkee's Salad Dressing, Lazenby's Pickles & Chow Chow Halifax Sausages.

BE SURE YOU BUY OUR TEAS.

J. J. ST. JOHN, Duckworth-st.



We spend over one-third of our lives in bed and yet how many people give any thought to their bedroom except as a place to go when

Take the average gas-lighted bedroom for instance, with one or possibly two lights in the center of the room. You can't see to read, or comb your hair, or shave, or anything except to go to bed and get up.

Why deny yourself these comfirts when they may be had as cheap as oil or candles? The secret of present day Electric Lighting Economy IS THE HOLOPHANE REFLECTOR.

Our representative will call any time that is convenient to you.

## Reid Newfoundland Company NEW Floor CANVAS. G

We have Just Received another large shipment of

FLOOR CANVAS, - ALL WIDTHS. FRED. V. CHESMAN, Agt. And are offering them at our usually LOW PRICES. A big variety of neat and pretty patterns to choose from.

## DR. WILSON'S Herbine Bitters, GREAT BLOOD PURIFIER,

INDIGESTION, DYSPEPSIA and SICK HEADACHE.

## 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 ordi-

nary 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 LCF, LCO, or LCD, according to his declaration. This is a stipulation of the European Governments, and of the Postmaster General of Great Brit-

al with the sender, but we will not be able to make unpaid enquiries about the senders of unsigned messages. The address may be a cable address; house and street numbers may

expressed in figures. The text must be written entirely in plain language without figures commercial marks, groups of letters, abbreviations or mutilations. Num bers except in the address must be written in words. Genuine words, spelled according to established usage with not more than fifteen letters, will

be charged as single words.

Messages written in the manner prescribed will be counted and charged according to the International Regulations.

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

dec21,23,26,29,jan2,4

DAVID STOTT, Superintendent.

This is to give notice that we have purchased all the right, title, interest and good-will of the Tea Business of the H. W. De FOREST TEA CO. and Mr. F. V. CHES-MAN.

On and after January 1st. 1912. the business will be conducted from our office.

All debts due to the said Company will therefore be payable to us.

HARVEY & COMPANY.

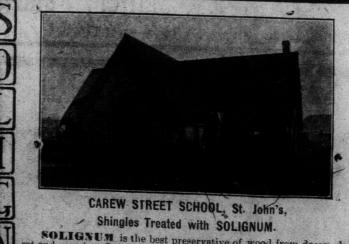
Another Shipment of

## Herring NETS,

2 3-8, 2 1-2 and 2 5-8 in mesh. 35, 40, 45, 50 and 60 rans. Lowest Prices in Town.

Special Prices Quoted on Wholesale Orders for Spring Delivery.

## ROBT. TEMPLETON'S.



SOLIGNUM is the best preservative of wood from decay, dry and vermin. It is easily applied, has great covering power, and addition to its preserving properties makes a most artistic covering or all woodwork, whether inside or out. Solignum is death to Sea Lice and Wharf Worm.

HALF THE PRICE OF PAIN

WEATHER FORECAST

winds, fair and cold to-da

VOLUME XXX

## A Royal Smoke

## BENGAL Little Cigars

Win immediate favor everywhere through their attractive Mildness, Delightfui Fragrance and High Quality. Ten for 20

CASH'S

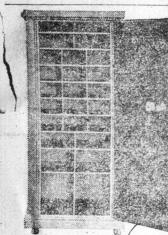
# Beef, Pork, Mutton

Your Sunday or Xmas ding

#### Fresh BEEF. PORK and MUTTON.

only be realized by eating this your tender meat, grown and killed with t

'Phone 608 A. H. MARTIN, Agi



## The Safe-Cabinet

ou will have a cabiat does all a wooden do plus this most im om fire, theft, dusc ire. Measured by e, anyone can afv The Safe-Cabisured by value, no. fford to be with-

#### FRED. CHESMAN, Agt

Per S.S ·Stephano, CALIFORNI

PEARS, GI ES, TANGERINES. PINE APPLI ESSERT APPLES CELE TOMATOES, NEW YO ORNED BEEF. NEW Y TURKEYS, NEW CHICKEN.

FINEST DESSI RAISINS, DATE ZED FRUITS, BON BONS.

#### JAS. TOTT

MISS BESS late pupil er, Esq., Profess phony Chamber open classes to tea ture and sin ing January 8th, 74 Duckworth Str For particulars BESSIE

## Poultr

jan2,2i,tu,s

A few th Cockerels for C. Minorca Orpingtons an Island Reds.

PERCIÈ JOH