

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. REDUCTION** 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
Mises' Fleece-lined Underwear, regular price, 30c. Sale price, **26c.**
Ladies' Cream Fleece-lined Underwear, Veisik button front, nicely trimmed, regular 35c. Sale price **29c.**
Ladies' White Fleece-lined Underwear, good heavy garments, regular 40c. Sale price **35c.**
Ladies' White Fleece-lined Corset Covers, heavy, long sleeves, regular 47c. Sale price **42c.**
Ladies' White Fleece-lined Corset Covers, heavy, long sleeves, regular 33c. Sale price **29c.**
Men's Fleece-lined Underwear, good, heavy garments, regular 43c. Sale price **38c.**
Boys' Fleece-lined Underwear all sizes, 24 to 34, reg. 33c. Sale price **29c.**

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 cent reduction on every cash purchase from January 2nd to 13th.
Remember — This sale is for **TEN DAYS** only.
REMEMBER — This sale is for cash only.
Remember — That this sale is absolutely genuine.

Ladies' and Children's Coats.
25 Only Ladies' Knitted Jersey Coats, reg. \$1.00 and \$3.30 in Navy, Green and Cream. Sale prices \$1.20 and \$2.50.
12 Ladies' Tweed Coats, reg. price \$4.00 and \$7.50 all this season's styles. Sale prices \$3.20 and \$6.00.

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,
Popular Drapery Store, 18 New Gower Street.

MOTOR BOAT 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 Checks.

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

JOSEPH ROPER,
Marine Optician, Water Street.

Best N. S. Coal!

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. Limited.
Late Duder's Premises.

THE NICKEL.

TO-DAY!

A Picture FEAST for the Masses.
Music, Song and Entertainment.

"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"

A romance of one hundred years ago.



The Laundry Girls' Luck.

Comedy.

And other Attractions.

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, SIERRA LEONE, SOUTH-EAST RHODESIA and TRINIDAD, ADEN in ARABIA, 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 SETTLEMENTS 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 Company's Offices.

R. C. SMITH, Gen. Superintendent.
jan 2, 6in

"And bears the Palm alone."

Another Shipment of our,

Famous Irish Butter.

Heinz's Mince Meat, tins, Heinz's Malt Vinegar,
Heinz's Peppant Butter, Heinz's India Relish,
Duncker's Salad Dressing, Lazenby's Pickles & Chow Chow
Halifax Sausages.

BE SURE YOU BUY OUR TEAS.

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

REID NEWFOUNDLAND COMPANY.



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 they're sleepy?

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 comforts 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.

We have Just Received another large shipment of **FLOOR CANVAS, — ALL WIDTHS,** and are offering them at our usually **LOW PRICES.** A big variety of neat and pretty patterns to choose from.

WILLIAM FREW.

DR. WILSON'S Herbine Bitters,

THE GREAT BLOOD PURIFIER,
CURES
INDIGESTION, DYSPEPSIA and SICK HEADACHE.
nov10, efd, 3m

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 ordinary 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 LCP, LCO, or LCD, according to his declaration. This is a stipulation of the European Governments, and of the Postmaster General of Great Britain.

The message must have an address and a text; a signature is optional 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 be expressed in figures.

The text must be written entirely in plain language without figures, commercial marks, groups of letters, abbreviations or mutilations. Numbers 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 to other countries shortly.

DAVID STOTT,

Superintendent.

dec 21, 23, 25, 29, jan 2, 4

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. CHESMAN.

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.

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CAREW STREET SCHOOL, St. John's,
Shingles Treated with SOLIGNUM.
SOLIGNUM is the best preservative of wood from decay, dry rot and vermin. It is easily applied, has great covering power, and in addition to its preservative properties makes a most artistic covering for all woodwork, whether inside or out.
Solignum is death to Sea Lice and Wharf Worm.

HALF THE PRICE OF PAINT.

WEATHER FORECAST
TORONTO, Noon — Mod
winds, fair and cold to-day
on Thursday.

VOLUME XXX

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.

Beef, Pork, Mutton

Your Sunday or Xmas dinner will not be complete without a joint of our specially selected Meats from Cooroy Valley.

Fresh BEEF, PORK and MUTTON.

With just the right amount of beautiful fat to give it that delicious, brown, crisp appearance which makes your mouth water. And the taste is such that it can only be realized by eating this young, tender meat, grown and killed with the greatest possible care.

'Phone 608.
A. H. MARTIN, Agt.

Pay only a trifle more for The Safe-Cabinet

This you will have a cabinet that does all a wooden file can do plus this most important thing — protects your papers from fire, theft, dust and moisture. Measured by price alone, no one can afford to buy The Safe-Cabinet. Measured by value, no one can afford to be without it.

FRED. VCHESMAN, Agt

Per S.S. Stephano.

CALIFORNIA RANGES, BANANAS, PEARS, GRAPES, TANGERINES, PINE APPLES, DESSERT APPLES, CANTALOUPE, PEACHES, NEW YORK CORNED BEEF, NEW YORK TURKENS, NEW YORK CHICKEN.
Per S.S. Stephano.
FINEST DESSERT BANANAS, PATES, FIGS, CRISTALIZED FRUITS, BON BONS, MINTS.

JAS. STOTT

CALL!

MISS BESSIE ALIX — late pupil of Art N. Fish-son, Esq., Professor of Music, Symphony Chamber Music, Sym-phony classes to be held in the hall of the Central Hotel on Monday evening, January 8th, 1912, commencing at 7:45 o'clock in the afternoon. For particulars, write to Miss Beattie, 74 Duckworth Street, St. John's.

MISS BESSIE ALIX, jan 2, 21, 4in, 8

Poultry

A few the bred Cockerels for sale. S. C. Minorca, Black Orpingtons and Rhode Island Reds.

PERCIE JOHN