

## SPECIAL PRICES

From now until the end of the present year we intend to offer to the buying public special inducements to buy from us. As 9 out of every 10 dollars' worth of goods bought on retail is bought by ladies, we will give special attention to lady purchasers.

**HOSIERY.**  
Child's and Misses' Wool Hose. Value for 25 & 30c. pair. Special, 20c. & 25c.

**HOSIERY.**  
Ladies' Rib and Plain Cashmere Hose. Reg. 30c. Special, 25c. Reg. Wool Hose, 35c. Special, 27c.

**DRESS GOODS.**  
We have a small lot of Remnants of New Dress Goods to go at big reductions.

75c.	\$1.00	\$1.25	\$1.31	\$1.48	\$2.93
Special	Special	Special	Special	Special	Special
33c.	72c.	92c.	\$1.02	\$1.14	\$1.82

**New Season's Dress Tweeds at Special Prices.**

35c.	45c.	50c.	75c.	\$1.00
for	for	for	for	for
31c.	41c.	42c.	68c.	92c.

**Our Choice Selection of Blouse Flannelette go at following Special Prices:**

15c.	18c.	20c.	25c.	30c.
Special	Special	Special	Special	Special
12c.	15c.	17c.	22c.	27c.

**PLEASE REMEMBER**  
That all our large stock of Felt Hats, Child's, Misses' and Ladies' Coats have been reduced in price to clear.

### Soper & Moore.

### Maritime Telegraph and Telephone Company, Limited.

**CUMULATIVE PREFERRED STOCK.**

Dividends at the rate of 6 per cent. per annum are payable 1st of January, April, July and October.

This stock may be exchanged for an equal amount of Common Stock at par at any time by the holder. Thus the holders of the Preferred Stock are afforded an opportunity of sharing in the future prosperity of the Company by securing the Common Stock at a favorable rate should it at any time pay more than 6 p.c. dividends.

PRICE 106, YIELDING 5.66 p.c.

**F. B. McCURDY & CO.,**

Members Montreal Stock Exchange.

**C. A. C. BRUCE, Manager,**

St. John's.

## The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

**C. A. C. BRUCE, Manager,**

St. John's.

**IN VARIETY.**

## ORGANS

**PARLOR,  
CHURCH,  
SCHOOL**

**and HALLS.**

**REDUCED PRICES.**

### CHESLEY WOODS & Co.

Telegram ads. Give Satisfaction

## Cold Baths and Disagreeable Duties.

BY RUTH CAMERON.



A friend of mine had been trying to make up her mind to pursue a certain course of action which she felt was her duty but which was very unpleasant to her. From day to day she had put off any action in the hope that something would happen to render it unnecessary for her to make the sacrifice involved. And she was very unhappy.

The other day I met her and was surprised to be greeted in a thoroughly cheerful voice and to look into a serene and happy face.

"Oh," I said, "I know things have come out all right for you. Tell me what has happened?"

"Yes," she said, "things have come out all right, but nothing has happened. It's simply that I've made up my mind to give up struggling and fighting and just do what I ought to do. I decided that way before I went to sleep that night I was talking to you, and I've felt happier since then I have for weeks. And do you know, I don't think it's going to be half bad after all."

If there is any one among my reader friends who is struggling against some disagreeable duty, some difficult course of action, I wish he could have seen that girl's serene face and heard

her happy voice as she told me of her simple solution of her difficulties.

I am sure he would begin to wonder if he too might not find serenity and peace by ceasing to struggle for some other way out and simply starting to do whatever it was he dreaded.

Did you ever take a cold bath on a winter morning?

If you have, you know that it is the plunge that is disagreeable, not the bath itself. Once you have taken that much-dreaded jump into the cold tub you are all right—but oh how hard it is to make that plunge!

And so it often is with unpleasant tasks and duties—the actual doing isn't so bad, it's dreading them, struggling against them, nervously yourself to take the plunge and then running away from it, that takes so much effort and makes us so miserable and unhappy.

Try it my friend.

Stop struggling; stop hoping for something to happen that will make it unnecessary to face that disagreeable duty; make up your mind that you are going to do it; burn your bridges behind you so that you can't get back to that miserable state of indecision, and then see if the blessed peace and serenity that come to you isn't a far happier state of mind than you have known for some time.

It does sound rather like a sermon, doesn't it? But perhaps you'll forgive me if I promise to be more careful in the future.

Ruth Cameron

## TWENTY YEARS.

Makes a great difference in most women. They are troubled with "nerves"—they suffer from headache, sleeplessness, a sensation of irritability or twitching, hot flashes, dizzy spells, or many other symptoms of female weakness. The local disorder and inflammation should be treated with Dr. Pierce's Lotion Tablets and the irregularity and weakness of the female system corrected and strengthened with Dr. Pierce's Favorite Prescription. The strain upon the young woman or the woman of middle age—upon the nerve and blood forming structures—may be too great for her strength. This is the time to take this restorative tonic and strength-giving nerve and regulator. For over forty years sold by druggists for woman's peculiar weaknesses and distressing ailments. The one remedy so perfect in composition and so good in curative effects as to warrant its makers in printing its every ingredient on its outside wrapper. The one remedy which absolutely contains neither alcohol nor injurious or habit-forming drugs.



Mrs. Scott.

Following letter selected at random from a large number of similar ones and cited merely to illustrate these remarks:

"In the winter of 1898, I became greatly run down and irregular," writes Mrs. Henry Scott, of Swan Creek, Mich., Route 1, Box 43. "I slowly but surely grew worse and, at last, resolved to apply to the doctors for help. The doctor said I had inflammation, enlargement and laceration. I was in bed eleven weeks and got no better. The doctor said I would have to have an operation, but to that I would not listen. My husband purchased two bottles of Dr. Pierce's Favorite Prescription. When I started to take this remedy I could not walk across the floor, but after I had taken three bottles I could feel myself gaining, so I dropped the doctor and took Dr. Pierce's Favorite Prescription. Only for it I think I would have been dead—I really believe it saved my life. I feel better now than in twenty years."

## Fashions and Fads.

Among the latest fashions in mantles and fur wraps, the three-quarter and short lengths seem to be most popular.

Curious embroideries and brocades of all styles and colors adorn fur velvets, satins and the most delicate fabrics.

A new and very chic afternoon costume is made of white velvet. The coat is cutaway; the shawl collar and cuffs are of skunk.

Fashionable street coats are fashioned of black cheviot, with large collars of fur. White pearl buttons are used to fasten these coats.

When tailored suits are trimmed with fur, the effect is complete if a large soft muff is carried to match the fur trimming of the suit.

The plain frocks of black, dark blue or grey charmonise are charmingly relieved by cuffs and collars of Venetian and Bohemian lace.

A very pretty muff for the young girl is made of velvet, of a shade to harmonize with her suit. Shivered hands border the plain center.

Jabots seem to be growing larger. Many of the newest types spread over the entire front of a blouse and extend around over the shoulder.

The very smart afternoon gowns are made of velvet and trimmed with fur. Such furs as caracul, Persian lamb and skunk are effectively used.

The latest fashion of dressing the hair is the French twist, caught with an up-to-date comb. The front is parted or worn in a flat pompadour.

It is a season of combinations in colors and materials. Velvet is used with net, satin is combined with cloth, headed nets are added to everything.

Black and tan boots are very much in vogue, but the patent leather shoes with cloth tops which match the costume are decidedly the proper thing.

Separate blouses made of white crepe de chin, satin or mouseline de soie are effectively trimmed with pale yellow, old gold or amber-colored velvet.

Hats for the growing girl are unusually smart this season. A model of beige beaver is trimmed with a broad bow made of raspberry pink velvet.

With plain blouses of chiffon, lace or net are worn the high-necked collarettes of lace, with deep rounded or pointed fronts, bordered with lace ruffles.

A charming gown for the debutante is made of cream satin embroidered in old gold and trimmed with cream lace. The girdle is of bright blue tulle.

One of the most practical garments of fashion's fancy at the present is the immense stole. It is almost sufficient outdoor covering in itself for mild days.

Hats made entirely of fur are very much in fashion. They are made of moleskin, ermine, caracul and ermine. Pompons of marabou are used as trimming on these.

There are handbags of moire and velvet, elaborately embroidered or headed. Some have metal clasps adorned with jewels, while others are closed with a heavy cord.

Necklaces are long and fall low around the neck; the tight dog collar

## Tested the Whole World Over

and through three generations Beecham's Pills are universally looked upon as the best preventive and corrective of disorders of the organs of digestion and elimination ever known. They give speedy relief from the headaches, sour stomach, indigestion due to biliousness or constipation.

### BEECHAM'S PILLS

are no experiment. They are too well known for that; and their mild and gentle, but sure action on the bowels, liver, kidneys and stomach, too well approved.

If you are out of sorts take at once this famous remedy and you will endorse the good opinion of thousands—you will know why Beecham's Pills so deservedly

### Have Unequaled Reputation

Sold everywhere. — 25c. The directions with every box point out the road to health.

## Malevolence Unmistakable.

Editor Evening Telegram.

Dear Sir—I notice that a writer in the Daily News of the 25th inst., over the nom de plume of "Fort Louis," and under the heading "Slanders Refuted," in reply to "Argentia Fisherman" about the seventeen jobs created by the Morris Government since its advent to power. Of his criticism of "Argentia Fisherman" we have only to say that when he turned aside from his subject to make a most diabolical insinuation against an unoffending individual a resident of this place, that we take issue with him, in speaking of Mr. J. R. Collins' employment by the Customs. The malevolence of the writer is unmistakable, for he says, "The Government or J. R. Collins need not be one bit ashamed of the engagement, and it is better for the so-called 'Argentia Fisherman' and some of his would-be friends to let the circumstances of that appointment be shrouded in mystery. It would be charitable to one at least, as every person hereabout knows the reason why J. R. Collins was employed."

One can easily recognize in the foregoing the trail of the serpent, who, afraid to strike openly, must needs have recourse to a nom de plume to hide his identity. He makes his stab in the dark and gloats over his action with thug-like glee; and what makes his action more reprehensible is that he is aware of the real facts. He knows that the man whom he so treacherously attempts to injure was severely injured in July last through no fault of his own, and he knows that he is feeling and showing the effects of that injury to-day. These facts are well known here, but the man who is so grossly libelled is well able to defend himself, and I have no doubt will do so at the proper time and place. But it is the fear that such creatures might be living in our midst which makes us feel that nothing should be left undone to unearth them, and when unearthed given to understand that attempts to injure their neighbour will not be profitable.

Yours truly,  
FAIR PLAY.  
Placentia, Nov. 27, '12

### On Second Thought.

Geraldine Farrar is said to be greatly annoyed because stories announcing her engagement have been circulated. How the people will snort with indignation when they learn Miss Farrar has been annoyed.

Accurate information makes very little progress. More than half the people believe a circus divides its attractions and shows in two or three towns every day.

This, at least, may be said for King Alfonso. Very few young men of his age are able to support a wife and three children in the style in which Alfonso's family lives.

And rows of pearls are out of fashion at present. Chains of pearls to hang over the shoulders are preferred to anything else.

Colored sashes with gold and crystal fringe falling at one side of the back are also features of the newest models, and flowered mouselines, brocades and rich moire soule are favored materials.

Odd side trimmings are noticed in some of the prettiest evening gowns. A band of the fur will ornament the shoulder and cross the bust at one side, while the other is simply draped in lace or tulle.

The latest whim concerning paradise favors the use of a few strands instead of a full sweep. These scanty paradise trimmings are very graceful when perched upright on the edge of the brim or at the base of the crown.

A most striking costume is of black and white. The white satin skirt buttons down the side and is draped on the other with black velvet. With this is worn a black velvet coat gathered slightly into a high waist belt.

A charming little toque is made of white plush. The brim of ruby velvet is raised up and bordered with skunk fur. An osprey and red velvet rose on one side of the small toque complete this becoming and petite chapeau.

The most attractive collarettes are made by combining a band of fur with velvet and lace. For instance, a band of skunk fur forms the foundation of the collar and a frill and graceful bow at the side is of tobacco brown velvet and lace.

One of the attractive models of the season is the flat sailor of velvet or plush, trimmed with a ribbon band extending around the front portion and ending in three flat loops at either side, which extend backward almost parallel with the brim.

Opera bags of white fur, edged with silk-knotted fringe, are flat in shape and lined with a soft satin in a pale shade of old gold. Each one is fitted up with tiny pockets to hold the necessary vanities which women must provide themselves with nowadays.

MINARD'S LINIMENT RELIEVES NEURALGIA.

## Banquet At Bell Island.

Regatta Committee Terminate Season's Work.

The Bell Island Regatta Committee terminated their work for the season of 1912 by holding a dinner in Wabana Hall, Wabana, Bell Island, on Tuesday evening, November 26th, when some 32 gentlemen sat down to a sumptuous menu. Mr. J. T. Eagan being the caterer. The Magistrate, P. F. Power, Esq., occupied the chair, having on his right Mr. T. A. Brown, Manager of the Dominion Iron & Steel Co., and on his left Mr. F. Burrows, Manager of the Nova Scotia Steel & Coal Co., while as guests there was also present: Messrs. J. J. McDougall, J. B. Greene, David Fraser, Thomas Blackwood, John T. Lawton, Capt. Anderson, of the S. S. Stordard, and Leo C. Murphy, late of the St. John's Regatta Committee. The dinner had been arranged by the executive and at 10 p.m. the party sat down to enjoy the good things.

After ample justice had been done the menu, the toast list was then taken up, when a brilliant display of oratory gushed forth from the various speakers.

**TOAST LIST:**  
"The King"—Prop. Magistrate Power; resp. "God Save the King."

The Bell Island Regatta Committee—Prop. Mr. Leo C. Murphy; resp. President C. F. Taylor.

The Land We Live In—Prop. Mr. J. B. Greene; resp. Mr. F. F. Jardine.

The Dominion, Nova Scotia and

Wabana Boat Clubs—Prop. Mr. R. J. Costigan; resp. Messrs. Proudfoot (N. S.), D. J. Jackman (Wabana) and Jardine (Dominion).

The Winners—(Nova Scotia Boat Club) and Dominion A. A.)—Prop. Mr. John Lawton; resp. Dr. W. Carnochan and Mr. Joseph M. Greene.

The Ladies—Prop. Mr. R. T. Pine; resp. Mr. David Fraser.

Our Guests—Prop. Secretary J. M. Greene; resp. Mr. John McDougall.

The Chairman—Prop. Mr. C. F. Taylor; resp. Mr. P. F. Power, J.P.

During the evening the committee were honoured with speeches from President Taylor and Assistant Manager McDonald, of the D. I. & S. Co., regarding next year's regatta. Several musical selections were given by the following: Messrs. J. B. Murphy, R. Burnham, P. O'Brien, F. Jardine and L. C. Murphy, while a supplementary toast of The President Managers of the Nova Scotia and Dominion Companies proposed by Mr. R. J. Costigan and responded to by Managers Burrows and Brown was a feature of the evening. It must have been pleasing to the committee to have from the Managers themselves their expressions of hearty co-operation, sympathy and support.

At 11.15 am this brilliant social function was brought to a pleasing termination by the rendition of the National Anthem and Auld Lang Syne, and with it the last chapter of the 1912 Regatta was brought to a close.

We have been asked to state that this dinner was financed personally by the members of the committee.



## Instant Postum

--the new table drink

**Saves time**

**Saves Health**

**Saves Money**

Housewives:

Stir a level teaspoonful of Instant Postum (direct from the tin) in a cup of hot water; add sugar to taste and enough cream to bring the color to a golden brown. You have a wholesome drink with a fascinating flavour.

Postum is a pure food beverage, absolutely free from caffeine or tannic acid, the harmful drugs in tea and coffee which causes so much nervousness, biliousness and indigestion.

There are many reasons why you should ask your grocer for

## Instant Postum

It is economical to health and purse.

If your grocer does not have Instant Postum, send his name and address and a 2-cent stamp to cover postage, and we will mail you a 5-cup sample tin.

Canadian Postum Cereal Co., Ltd., Pure Food Factories, Windsor, Ont.