

SACRIFICE SALE

ALL KINDS of DRY GOODS!

Greatest Bargain Opportunity of the Year.

We offer ALL and EVERY ARTICLE of DRY Goods in our Splendidly Assorted Stock of Well Known Superior Value at Tremendous Reductions, and this right in the midst of the Shopping Season.

ROOM is WANTED! STOCK must be GREATLY REDUCED!

This is the Chance to Save on your Winter Shopping! This is the Place where you will be helped to purchase more than you ever thought possible with your Christmas Shopping Money. Time and space only permit us to specialise on or quote prices here for a few things, but we wish to say again right here, that you will find

BIG REDUCTIONS

on EVERY ARTICLE of Dry Goods in Our Store; some goods being cut to Cost and to Half Price to make a Clearance of that particular line.

You don't save a little money on just a few lines at This Sale, but a lot of money on Every Article of Goods you buy.

RUBBER FOOTWEAR

wanted right now and we offer for your benefit:—

Women's Plain Rubbers at50c. and 60c. pair—Sale Prices
Women's Storm Rubbers at60c., 80c. and 90c. pair
Men's Storm Rubbers, very special values, at78c. and 90c. pair
Men's Storm Rubbers, of Best Quality Canadian Manufacture. Reg. \$1.25 value.
Sale price \$1.10
Men's Plain Rubbers, First Quality Canadian make. Reg. \$1.20 value. Sale Price, \$1.05
Lot of Men's Grain Leather, Patent Leather and Carpet Slippers and Patent Leather Dress Shoes. Reg. \$1.20 pair, at85c. pair only
Lot of Women's Kid and Patent Dress Shoes. Reg. \$1.15 to \$1.60 pair. Now only 80c. pair all round.

Lot of Women's Black and Tan Dongola Lace Boots. Reg. \$2.00 pr.; clearing at \$1.50 pr.

OUR UNDERWEAR and HOSIERY DEPARTMENT

is one in which, at our ordinary prices, we always give

BETTER VALUE THAN OBTAINABLE ELSEWHERE.

Now we have bettered Our Better Prices. In this Department we now Offer:—
Women's Cream Ribbed Fleece Vests and Pants. Reg. 33c. garment, at 25c. only. Reg. 45c., at 35c. Reg. 50c. at 45c.

Women's Heavy Fleece Lined Vests and Pants. Regular 80c. garment at . . . 65c.
Men's Heavy Jaeger White Fleece Shirts and Pants, all sizes. Regular 50c. value; nw only40c. garment

Boys' Heavy Jaeger White Fleece Shirts and Pants; size 24 inch, 26 inch, 28 inch, 30 inch, 32 inch, 34 inch, only26c. 28c., 30c., 32c., 34c. 36c. per garment

All our Stock of Men's and Boys' Shetland Lambs' Wool Underwear we are offering at 20 per cent. Discount as we are making changes in numbers carried in stock. We are also making Special Reductions in Men's and Women's Stanfield Unshrinkable Underwear, according to the Qualities. Some excellent values we have made in Women's Black Rib Fingering Hose at . . 13c, 15c, 18c, 23c, 27c, 32c, 36c, 42c., and 50c. pair, which you will be well advised to take advantage of while they last.

Men's Local Knit Socks we offer now. Reg. 25c. at 20c. Reg. 30c. at . . . 25c. pair

H. B. Black Crescent Wool, 4 Ply and 5 Ply. Now only65c. head

Women's and Boys' Wool Gloves only18c. pair

Men's Wool Gloves, two special values, at35c. and 40c. pair

Women's Tan Kid Gloves, all sizes, perfect. Reg. 55c. at33c. pair

Women's Tan Kid Gloves, all sizes, perfect. Special Line, at55c. pair

Women's Tan and Coloured Kid Gloves, mostly size 5½; spotted. Reg. \$1.20 pr. Now only 89c. pair.

BIG BARGAINS IN LADIES' FELT HATS.

All these HATS are being cleared regardless of Cost. Prices from . . . 35c. each only, upwards

Misses' Felt Hats. Clearing prices from25c. each, upwards

Children's White Bear Tams and Caps, all offered at Cost.

Men's Black Hard Felt Hats at dirt cheap prices, as we are going to make a complete clean up in this Department.

Men's Tweed Golf Caps, two special values, at35c. and 50c. each

Men's Ties in String, Handkerchief and Knot makes. Reg. 35c. and 30c. each; all at . . . 18c. each

Men's Low Turn Down Linen Collars. Reg. 13c. each. Sale Price10c.

Special Line of Men's Silk String Ties only13c. each

Men's Wincey, Flannel, Flannelette and Heavy Work Shirts, all Heavily Reduced in Price.

Floor Canvas, 2 yards wide, very special patterns, as sold at 55c. and 60c. yard. Our Sale Price only48c. yard

White Table Oil Cloth, in Remnants. Reg. 30c. value; only20c. yard

Some Extra Special Values we are now offering in White Shirtings, at .7c., 8c., 10c., 11c. and 15c. yard

Some Splendid Values we are also giving in White, Cream and Pink Flannelettes, at 9c., 11c. and 13c. yard and upwards.

Bargains in Heavy Pink London Smoke. Reg. 11c. yard, at 8c. Reg. 15c. yard at12c.

Dress Tweeds and Cheviots, all offered at 20 per cent. discount. This is a rare chance.

Big Lot of Dress Remnants, all at Cost Price and under.

All Laces and Dress Trimmings in stock offered at 20 per cent. discount.

Curtain Cretonnes, Curtain Serges and Ball Fringe for same at very low prices.

A Special in White Cotton Blankets, Large and Heavy, only89c. pair

All our stock of Warm Woollen Blankets offered at Hot Prices.

All Wadded and Down Quilts in stock very much Reduced in Price.

All Stair Carpets and Druggists in stock reduced to Cost Price to clear.

Lot of Ladies' Newest Fancy Silk Neckwear. Reg. 25c. and 30c.; now only 18c. each. These are very suitable for Xmas Gifts.

Lot of Ladies' Lace and Embroidered Neck Wear for very small prices.

Big discounts on all Ladies' Flannelette, Cambric and other Underwear and Night Dresses in Stock.

HANDKERCHIEFS! HANDKERCHIEFS!

We have quite a stock, and you may as well save yourself money by buying, at our Reduced Prices, what you may require for the Xmas Season.

NOW IS THE TIME TO BUY WHEN EVERYTHING IS AT ITS BEST.

N.B.—We wish to say, as per usual, that we cannot give Sale Goods on Approval, and we cannot make entries for goods at sale prices which are in many instances Cost Price and even less.

HENRY BLAIR

Were Three Days Adrift.

The S.S. Beatrice which sailed from North Sydney for Newfoundland at 4 o'clock this morning with a cargo of coal, arrived back in port shortly before noon, having picked up two fishermen, Robert Dixon and his son, Thomas V. Dixon at 20 minutes to eight this morning in a famishing condition.

The story of the two men as told the Post this morning is one of terrible hardship and suffering. For two days the father and son were adrift in their fifteen foot fishing sloop with only four slices of bread and not a drop of water. Thinly clad, they were washed with the flying spray and their clothes frozen stiff upon their backs by the chilling wind.

Sailed on Monday.

They left White Point, Victoria County at 5 o'clock Monday morning in their fifteen foot fishing sloop and sailed three miles off shore, where they fished till ten o'clock, having then on board about 700 pounds of fish. About that time a heavy snow squall sprung up. They hauled up their gear and started for home. The blizzard was so blinding and having no compass they completely lost their bearings and drifted about all that day until dark. They then put out their drag to keep them heading to the wind and remained thus till 2 o'clock Tuesday morning, when, it being fine, they put up their jib, and ran, as they thought for land.

No Sign of Land.

All day Tuesday they tacked about without a sign of terra firma, and by time darkness had fallen, acknowledged that they were lost, and that hopelessly. With their provisions gone, and with no water, what little hope they had of being saved gradually evaporated.

"Tuesday (last) night there was a big sea running, and a heavy breeze blowing, and they drifted about on the ocean till twenty minutes to eight this morning, when they were picked up, badly frozen, by the S.S. Beatrice 20 miles E.S.E. of Low Point light."

They were treated well on the Beatrice, and as it was thought that if they were taken to Wabana, too great a time would elapse before their friends heard of them, the ship was put about, and returned to North Sydney arriving shortly before noon. All their needs were attended to on the rescue ship, they were given new under and outer clothing, and plenty of food and drink. Their boat was also brought to South Sydney by the Beatrice. From the time the snow squall first struck them, on Monday, until picked up by the Beatrice they had drifted 50 miles.

Dixon states that when the squall came on, there were fishing near his three other small boats, manned by crews also from White Point. Two of these boats had compasses, the third did not. It is not yet known whether or no these men succeeded in making land—Sydney Post.

Only One "BROMO QUININE," that
"Laxative Bromo Quinine"
cures a Cold in One Day, Grip in 2 Days

Parents Fiendish
In Their Cruelty.

Cerebee, France, Dec. 10.—A man and wife living in the village of Gave in Catalonia, were yesterday caught in the act of gouging out the eyes of their five year old child with the object of rendering it more pitiable and thus able to obtain, as a beggar, more sympathy from the public. The other inhabitants of the village were attracted by the child's screams and when they arrived on the scene found that it had already been blinded and otherwise mutilated. Man and woman were arrested.

THE NEW FRENCH REMEDY

TRADE MARK THERAPION

This successful and highly popular remedy, as enjoyed by the Canadian Hospitals by Kikard, Koutant, Robert, Velpeau, and others, combines all the desiderata to be sought in a medicine of this kind and surpasses everything hitherto employed.

THERAPION No. 1 maintains its world-renowned and well-merited reputation for derangements of the kidneys and bladder, pains in the back, and kindred ailments, affording prompt relief where other well-tried remedies have been powerless.

THERAPION No. 2 for impurity of the blood, acry, pimples, spots, blotches, pains and swelling of the joints, gout, rheumatism, and all diseases for which it has been too much a fashion to employ mercury, sarsaparilla, etc., is the destruction of sufferer's teeth and ruin of health. This preparation purifies the whole system through the blood, and thoroughly cleanses every poisonous matter from the body.

THERAPION No. 3 for exhaustion, sleeplessness, and all the distressing consequences of dissipation, worry, overwork, etc. It possesses surprising power in restoring strength and vigour to those suffering from the enervating influence of long residence in hot, unhealthy climates.

THERAPION is sold by all Chemists and Druggists throughout the world. Price is England 2/6 & 4/6. In ordering, state which of the three numbers is required, and observe above Trade Mark, which is a fac-simile of word "Therapion" as it appears on British Government Stamp (in white letters on a red ground) affixed to every package by order of His Majesty's Hon. Commissioners, and without which it is a fake.

Therapion may now also be obtained in Dragee (Tasteless) form.

Mr. Hodder Shot

Tuesday.—What might have been a fatal accident, and which was quite bad enough as it was occurred at the Union Trading Company's Store this morning about 10 a.m. The two clerks at the store have a 22 calibre rifle there and were shooting from the shop across the road at a barrel. Mr. Hackett, of Leading Ticksles, who was there took the gun, and standing inside the door shot across the road. At the moment that he shot Mr. Edgar Hodder was walking down the street towards the Coastal Wharf and received the bullet in his right side on a level with the shoulder.

He was able to walk up the hill to his house, and Dr. Smith was immediately summoned and probed for the bullet, but was unable to reach it. Mr. Hodder suffered a good deal of pain, but was made as comfortable as possible.

Hackett was so frightened at what he had done that he nearly collapsed and two men were necessary to help him on board his schooner.—Twillinghim on board his schooner.—Twilling-

Rheumatism and Sprains.

Zam-Buk is a Cure!

When you have a sprain or feel the aching, gnawing pain of rheumatism or the acute agony of lumbago, rub Zam-Buk well in.

Mrs. Frances Wyatt, of 25 Guy Avenue, Montreal, says: "I have found Zam-Buk most soothing and valuable for rheumatism and stiffness of joints and muscles. I suffered long and acutely from rheumatism and tried one liniment after another in vain. I also took medicines internally, but it remained for Zam-Buk to effect a cure. It seemed to penetrate to the very seat of the pains, driving them completely out, and I am now cured."

Zam-Buk is also a sure cure for piles, ulcers, cold sores, chapped hands, cuts, burns, scalds, scalp sores, babies' rashes, and all skin injuries and diseases. All druggists and stores, 50c. box, or Zam-Buk Co., St. John's for price. Refuse substitutes.

Inventions Of To-Morrow.

"What will be the next epoch-making invention? Which department of scientific research will be first to startle the world with a revolutionary discovery and carry on the remarkable developments of the last half century?" asks the Standard.

"The possible applications of electricity alone offer a range that no mental vision can clearly scan."

"Recent developments in wireless control suggest that the time is not far distant when remote sources and storehouses of energy may be manipulated with the greatest ease and certainly without the slightest physical connection between the energy and the operator. The science of war will be complicated and the art revolutionized. Means may also be established through electrical agency of transferring energy from place to place, even over remote distances, with an economy hitherto declared to be physically impossible. This, if realised, would give such an impetus to the more complete utilisation of machinery that the whole conditions of labor would have to undergo economic reconstruction."

"The intimately allied phenomena known as sound, light, and heat all offer fields for remarkable development. The time may not be far distant when heat may be distributed under slot-meter control, as is artificial light to-day."

"Chemistry is considered by many to hold the 'dark horse' in this great area of scientific discovery. Philosophic scientists, who see a steady decline in the fertility of our lands and the virility of our people, are looking also to the chemist for the world's salvation. The recent synthetic production of rubber has led to reasonable speculations on the economic synthesis and the replenishment of the land with its virgin fertility by definite and systematic means."

"Wind power, wave power, and tide power have all to be developed and placed on a higher plane of utility than they occupy at present, and new forces whose existence is only indicated by such rare and wonderful substances as radium have yet to be examined and brought to human aid."

Transfusion Failed

Son Gave Pint From His Veins in Effort to Save Life.

Milwaukee, Wis., Nov. 30.—J. Hiram McGill, 53, superintendent of the second division, Postal Telegraph Company, died to-day, the result of stomach trouble.

An effort was made to save his life by the transfusion of a pint of blood from the veins of his sons.

It can also be said for John D. Rockefeller that kerosene is much cheaper than electricity.

ALLOW ME TO PRESENT MY BEST FRIEND

ROYAL YEAST CAKES

IN BUYING YEAST CAKES BE CAREFUL TO SPECIFY ROYAL YEAST CAKES. DECLINE SUBSTITUTES.

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W. V. DRAYTON'S PIANOS and ORGANS are the Best.

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POSITIVE PIPE ORGANS, London.

WEAVER ORGANS, U.S.A.

DOHERTY ORGANS, Canada.

Terms to suit purchasers.

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256 Water Street, St. John's.

Our Overcoats are Winners.

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We Pay Highest Prices for

Codfish,
Cod Oil,
Herring,
Canned
Salmon, etc.

A. H. MURRAY, St. John's.

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