

OUR CHRISTMAS GIFT TO YOU!!

January Prices NOW! With Purchasing at its Height!

A XMAS GIFT SUGGESTION.

LINGETTE

CHEMISE & BLOOMER SETS

Values to \$2.00. Every shade extra quality. Per Set **1.15**

London, New York & Paris

Associati'n of Fashion, Ltd.

GIFT SUGGESTION.

Crepe-de-Chine Step-ins

Finest quality, all new shades, beautifully trimmed all sizes. **2.20**

Give Something Practical--and Dress Up for Xmas--Here is Your Opportunity!

Women! Buy Now and Save

C-O-A-T-S

Reduced 30 per cent

Every garment would make an ideal Xmas Gift—every garment is "Fashionably New" and would sell at its regular price in January. But this Store's policy stands for "Progress," and the only way to forge to certain success is to give value in season—giving customers the benefit.

COME INTO THE STORE—CHOOSE FROM THE BIGGEST AND BEST RANGE OF LADIES' COATS IN THE CITY—All garments marked in plain figures. Deduct 30 per cent, and the Coat is yours.

DRESSES

A Timely Christmas Dress event; wonderful values in the season's newest and smartest frocks. Values we unhesitatingly pronounce far and away superior to those usually found at these bargain prices. Unusually new and smart models.

Tricolette and Trico-sham Dresses—newest shades, newest styles; all sizes—wonder values **4.98** Poiret Twill and Serge Dresses. Values to \$14.00; all newest models; all sizes. **8.98**

DRESS VALUES THAT ARE NOT BEING EVEN APPROACHED BY COMPETITION.

Silk Dresses, Poiret Twill Dresses, Flannel Dresses. Values to \$18.00. **12.98** A splendid group of Fashion's latest; all new colors; all well tailored Dresses. **16.98**

OTHER DRESSES THAT SOLD UP TO \$35.00

NOW \$18.00, \$23.00, \$25.00

Children's Wear

MOTHERS! Girls like something nice to wear for Xmas.

GIRLS' COATS

Mothers will recognize in these Coats the most exceptional values offered this season. Sizes 7 to 14 years.

4.75, 7.75, 9.98, 12.98

NEW DRESSES

The Children's Dresses, ages 7 to 14 years, in these groups make a very acceptable gift.

Beautiful little Dresses, newest styles and well finished. **4.75**

GIRLS' HATS

A New Hat for Christmas. Our ranges are complete with the newest modes at lowest prices.

1.20 up to 2.98

NEVER BEFORE HAS ST. JOHN'S WOMEN SEEN SUCH STUNNINGLY STYLED

HATS! HATS!

AT THESE EXTRAORDINARY LOW PRICES.

2.98 and **3.98**

A SALE THAT SHREWD SHOPPERS WILL APPRECIATE! Any one of these Hats, because of its becoming shape, charming garnitures and colours are the very kind to add a refreshing newness to one's winter costume.

Velour **4.98** Values to \$10.00—all the latest styles and colors—unquestionably the greatest value of the year.

SWEATERS

Just opened a magnificent range of the newest Sweater wear—the roll collar Sweaters, also the mannish style models, now so fashionable with plenty of Brush Woollen and other numbers.

4.98 & 5.98

Warm, comfortable Sweaters; shades of Maroon, Cardinal, Greys, Blues and Combinations.

Silk & Wool Sweaters

1.98 - 2.98 - 3.98

Splendid varieties; all shades, all sizes.

XMAS GIFT SUGGESTIONS

WHY NOT A USEFUL GIFT THIS YEAR? EITHER OF THE ARTICLES FEATURED HERE CAN BE RELIED UPON TO GIVE GREAT PLEASURE TO THE RECIPIENT.

Squirrel

Fur Chokers

Finest grade of Fur—a very pleasing gift. **14.98**

Slips and Petticoats of Jersey Silk

A dainty, serviceable Gift—sure to be appreciated.

2.98 to 4.98

SKIRTS

Every woman needs an extra Skirt. You cannot err in sending one of these. **3.98** **5.98**

Scarfs

Rayon Silk, all new shades. Very acceptable. **98c** **1.98**

"Tots" Teddy Bear Coats

A Gift that will please mother and delight the child. **3.98 to 5.98**

"Tots" Knitted Suits

Ages 2 to 6 years. Knitted and Brush Woollen makes Coat, Mitts, Cap and Leggings. **4.98** **5.98**

Waists

Practical and desired. Sure to please.

2.98 **4.98**

Child's Coat Sweaters

Best grade Wool knit. All shades. Ages 2 to 6 years. **2.98**

Walter O'Toole

Canadian Welter-weight Champion

AND AL RINGLING MAKE A BIG HIT.

Large audiences attended the popular Star last evening as it was expected that Professor Seeley would make his appearance to meet Walter O'Toole to the challenge issued by the latter in this paper last evening, and the unanimous opinion of the audience was that though the Professor by his absence admits defeat yet he was well advised in not appearing, as to all appearances he would have been but a toy in the hands of Mr. O'Toole. It may now be stated that Mr. O'Toole is the welterweight champion of Canada and during his career has met amongst others Jim Smart who is well known here from his engagements with Otto Oppelt. Mr. O'Toole has also met and defeated George Nedoff, Dan Macdonald and others who have visited here, so Professor Seeley MADE GOOD by failing to attend.

Mr. Ringling then went on and gave a very interesting bout, and by so doing showed himself to be the real sportsman and show man that he is. Mr. Ringling is perhaps one of the best groomed athletes we have yet seen perform here, and in his hand balancing, Fringing, etc. last evening he was roundly applauded. By request they will remain over for tonight when they will positively make their final appearance, and those who were unable to attend last evening should make an effort to see it.

Buy your Savory for Xmas, and save money, from J. J. WHELAN, No. 2 Colonial St. Phone 969.—dec22,11

Peculiar Problems of Street Car Service

Confused Hamilton Electors Create Predicament by Adverse Vote.

Hamilton city faces a problem because of the electors having turned down the proposal to purchase the street railway from the Dominion Power and at the same time refused to approve of terms of a new franchise. The result was that immediately after the vote the company gave the city notice that it would withdraw service forthwith. A temporary 60-day agreement has been reached, and in the meantime the city and company will get together to try and reach a permanent agreement.

St. Thomas, which has been losing heavily on its street car system for years, has voted to abandon the system and give bus franchise.

Peterboro is not yet ready to take the street railway off the hands of the Hydro-Electric Commission. The proposal was that the city pay \$150,000 for the system, and spend \$70,000 in fixing it up. The city council agreed that Hydro should fix up the system and put it on a paying basis before the city would buy. They want Hydro also to demonstrate the feasibility of a combination of street cars and buses.

Hydro Commission is asking Windsor to buy buses from the city streets, and when this is accomplished, will place buses in operation in certain districts with free transfers to cars. London Street Railway is making plans to approach the city for a new franchise.

At LANGMEAD'S you can get a very dainty French Ivory Pen or a cut French Ivory Pen Knife.—dec22,11

Fox-Trot as Divorce Issue

BELFAST, Dec. 12.—Gipsy Smith, the evangelist, made a bitter attack on dancing at a Belfast mission meeting.

Here are a few of his comments:—If you did in the drawing-room without music what you do in the dance room, husbands would sue for divorce.

You tolerate in the dance room what you would not tolerate anywhere else in the world. That is why lots of people like it, because it gives them licence.

The jazz craze is putting the musical taste of the British Empire back fifty years.

You will soon want jazz music to get you to a communion service!

Never depend on cheap shortening. It may spoil your cooking. Crisco can always be depended upon. The best homes use Crisco.—dec22,11

Fads and Fashions

The fur trimming on the bottom of the new coats does not follow a straight way, but is set on in scallops, diamond shapes or as a circular sounce.

A very pretty two-piece suit has its blouse scalloped around the bottom and is bound in a contrasting color. The skirt is treated in same manner.

PREVENT GRIPPE WITH MINARD'S LINIMENT.

NEW English Leather Goods!

Just received from England and now on display, an assortment of Finest Hand-made Leather Goods. New creations in assorted Leathers—Morocco, Velvet Call and Levant Seal and in the new Copper Beach finish.

Ladies' Hand Bags, **\$6.75 to \$21.00**

Ladies' Card Cases, **\$1.90 to \$4.90**

Ladies' Purses, **\$1.10 to \$8.25**

Letter Cases, **\$1.90 to \$7.50**

Leather Wallets, **\$6.15**

Coin Purses, **\$2.55 to \$3.75**

Pocket Books, **\$1.75 to \$5.75**

Bill Folds, **\$1.90 to \$5.25**

Whiting Davis Fine Mesh Bags, **\$14.75**

Satin Lined at **\$14.75**

Garrett Byrne Bookseller & Stationer.



Benl. Franklin invented eight glasses. They were crude to say the least, two lenses cut in half and placed in an unsightly frame.

To-day you can enjoy the comfort that comes from wearing invisible Bifocal Glasses, consult your Eyesight Specialist when he advises Bifocals ask for IMPERIAL KRYPTOKS (test invisible Double Vision Glasses).

Above GUARANTEE supplied with genuine IMPERIAL KRYPTOKS.

Made in Canada.

SOLD THE WORLD OVER

Imperial Optical Co.

406 Bldg., St. John's Wholesale Only.

dec1,12,60d

Shipping

S. S. Rosalind leaves Halifax

day for here.

S. S. Silvert leaves New York

26th for this port via Halifax.

S.S. Alcedale is due here on Thursday from Quebec.

CUPS & SAUCERS by S. O. S.

Sons, Ltd., opp. St. James' Institute.

dec21,11