

PURE MADE WHOLESOME
IN CANADA
MAGIC BAKING POWDER
CONTAINS NO ALUM
RELIABLE ECONOMICAL

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
Misses' Fleece-lined Underwear, regular price, 30c. Sale price **26c.**
Ladies' Cream Fleece-lined Underwear, regular price, 35c. Sale price **29c.**
Ladies' White Fleece-lined Underwear, regular price, 40c. Sale price **36c.**
Ladies' White Fleece-lined Corset Covers, regular price, 40c. Sale price **33c.**
Men's Fleece-lined Underwear, good, heavy garments, regular price, 40c. Sale price **36c.**
Boys' Fleece-lined Underwear, regular price, 24 to 34, reg. 35c. Sale price **29c.**
Men's and Boys' Underwear, in better qualities at greatly reduced prices.
Men's Heavy Grey Flannel shirts, with bands, reg. 50c. Sale price **45c.**
Men's Heavy Grey Flannel Shirts, with collar attached, regular price, 60c. Sale price **50c.**
Men's Fancy Nightgown Shirts, regular price 85c. Sale price **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
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.

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.

The Evening Chit-Chat



Last Sunday at church there sat across the aisle from me a broad shouldered, clean shaven, fine looking six foot, a man of a bout twenty-two or three years of age—the kind of young man you often see in a college football team, but not so often in a church. I believe that there is an idea prevalent among young men and boys that it is not manly to go to church—that religion and church going are things that should be left to women and old men, and that a religious man is usually a weak and ineffectual person. Men and boys let me tell you something. I am not ashamed to say that I looked again and again with great pleasure at that young man. And I want to assure you that I never saw anyone look so fine and manly as he did, as he threw back his head and lifted up his strong bass voice in the hymns, or sat listening attentively to the sermon, or bowed his head to receive the benediction. Men think that a woman admires the dare-devil, the irreligious, the skeptical, free-thinking type of man, and dislikes the church-goer. I suppose some women do. Just as do a few young girls, the half-grown youth with a cigarette or cigar lolling out of his mouth, seems more manly than the clean-smelling, fresh-looking boy who does not stunt his growth by smoking prematurely. But I believe that the right kind of woman is overjoyed to find a man who can add to qualities of manliness and strength, the even finer qualities of a sense of reverence and worship.

and the healthy humility that comes from recognition of a vastly greater power than himself or his kind.

A young girl wrote to me the other day—

"There are a great many boys in the world, and I have liked all of them I have ever known, but when one finds a boy who isn't afraid to be a Christian, or at least respects Christian principles, it makes a big difference. Last week I attended a vaudeville performance, and sitting next to me was a boy of seventeen or eighteen years old, a stranger to me. Part of one act was rather questionable in character, but enough people laughed to make the room pretty noisy. I looked out of the corner of my eye at the boy next me, and he wasn't laughing. Before I had seen his face I hadn't thought so much about the act, but then I wanted to stand up and tell everybody there that I hadn't laughed just then."

That shows the impression a man who is not afraid to have respect for Christian principles and to show it makes on a girl. And I believe this girl expresses the feelings of a great many girls and women.

The desire to appear to be even less religious than we are, the tendency to feel a strange shame over any emotion and to hide it just as deeply as we can, is a queer but almost universal quirk of the American character.

But down in that deep where we keep our finer selves I am sure that almost all women admire as I do, a big manly man who has a sense of reverence and a respect for Christian principles, and isn't afraid to show that he has, both by religious observance and in any other ways open to him.

Am I not right?

Red Cannon

Dr. Pierce's Favorite Prescription

Is the best of all medicines for the cure of diseases, disorders and weaknesses peculiar to women. It is the only preparation of its kind devised by a regularly graduated physician—an experienced and skilled specialist in the diseases of women.

It is a safe medicine in any condition of the system. THE ONE REMEDY which contains no alcohol and no injurious habit-forming drugs and which creates no craving for such stimulants.

THE ONE REMEDY so good that its makers are not afraid to print its every ingredient on each outside bottle-wrapper and attest to the truthfulness of the same under oath.

It is sold by medicine dealers everywhere, and any dealer who hasn't it can get it. Don't take a substitute of unknown composition for this medicine of known composition. No counterfeit is as good as the genuine and the druggist who says something else is "just as good as Dr. Pierce's" is either mistaken or is trying to deceive you for his own selfish benefit. Such a man is not to be trusted. He is trifling with your most priceless possession—your health—may be your life itself. See that you get what you ask for.



Fads and Fashions.

The new colors are prune, plum, raisin, Bordeaux, stone and taupe gray, and are very stylish both in plain and in changeable taffetas. White and ecru are strong favorites in cotton fabrics.

Latest suit jackets 22 inches long, with the loose, straight back, showing no curve waist line.

Newest suit skirts show slight increase of width.

There is an increasing representation of fancy trimmed styles in tailored suits.

Fabric trimmings are largely used in small, finger-thick tubing or colored cord, also in motifs and buttons; very elaborate in detail.

One-piece silk dresses are highly regarded.

In Dread of 'Something'

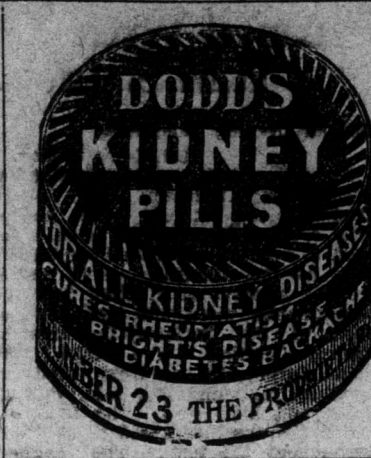
You can scarcely tell what—it may be Mysteria, Insanity, Nervous Collapse.

You can only throw off this depression when the nerve cells are restored to health by such treatment as Dr. Chase's Nerve Food. Your digestive system has failed to supply proper nourishment to the nerves and you are compelled to seek aid from other sources.

It will take some patience and persistent treatment, but there is no way by which you can so certainly restore health and vigor as by the use of Dr. Chase's Nerve Food.

The best time to restore the nervous system is long before such a critical condition is reached. Such symptoms as sleeplessness, headaches, nervous indigestion, muscular weakness, loss of energy, failure of memory and power of concentration, irritability and discouragement tell of a failure of the nervous system and warn you of the approach of serious trouble. Dr. Chase's Nerve Food 50 cents a box, 6 boxes for \$2.50; all dealers, or Edmondson, Bates & Co., Toronto.

The old-fashioned light-colored sat-



in and kid slippers are no longer in use. Evening footwear is wholly in metal effects.

Sheer silk stockings in silver and gold shades are greatly in demand. Nothing in the way of fancy hosiery is worn in Paris. The simple clocked stocking of sheerest quality is most fashionable. A limited demand is noted, however, for lace patterns, instep panel or boot style, in black.

The high-crown hat has not yet seen its day, in spite of the fact that most of the new forms are low and flat.

An interesting feature in millinery is the use of the Hindoo turban. This idea is also running in evening head-wear.

The newest corsets preserve or mold the natural figure lines—the low unconfined bust, the curvaceous waist with the diaphragm slightly full, the perfect curveless and slender hip line. All of the new corsets are more flexible than ever.

Generally speaking, millinery colors remain dark. Black and white combinations are expected to hold strong.

Only One "BROMO GUININE," that is **Laxative Bromo Guinine** Cures a Cold in One Day, Grip in 2 Days!

E. W. Brown
on box, 25c

Warning to Tourists In Switzerland.

A few days ago the Zurich police authorities issued a notice warning ladies against wearing dangerous hats. A lady whose hatpin protrudes any distance beyond the hat itself without the point being protected so that it cannot stick into any one, will be liable to have the hatpin confiscated and to pay a fine of 15 francs to the police.

One lady with a very fashionable hat and two highly ornamental hatpins which stuck out a long way and certainly constituted a danger to the public was pounced on by a policeman and the pins taken from her, so that she was obliged to go home holding on her hat with both hands. English ladies going to Switzerland for the winter season and having to pass through Zurich will do well to bear these new police regulations in mind, for the Swiss police are no respecter of nationality.

Grateful Mothers.

What Zam-Buk Did For Their Little Ones.

Thousands of mothers in Canada owe a debt of gratitude to Zam-Buk for its cure of their children, and hundreds of them are not slow to recognize the claim.

Mrs. J. Quilting, of Ninette, Man., says: "My little boy was suffering very badly from a form of skin disease over his eye. I applied Zam-Buk to the affected part, and in a very short time the sores were completely healed."

Mrs. F. Miners, of 311 Suffolk St., Guelph, Ont., says: "My little daughter Lorinda (6), contracted a skin disease. This first broke out like tiny water blisters, afterwards taking the form of dry scabs. These would disappear for a short time, and then re-appear worse than ever."

"We tried Zam-Buk, and with each application the irritation and soreness were greatly relieved and the child rested easier. Perseverance with Zam-Buk worked a complete cure."

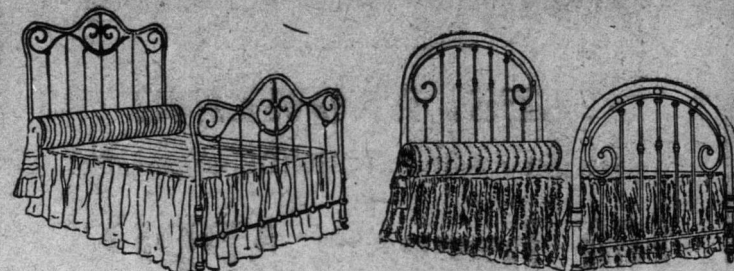
All druggists and stores sell Zam-Buk at 50c. box or post free from Zam-Buk Co., St. John's, Nfld., upon receipt of price. Refuse harmful substitutes.

Fatal Joke.

A joke played in a butcher's shop at London one night recently ended in the death of one of the jokers, John Minter, sixteen years old. The boy was employed in the store, and in fun he stuck a pin in another assistant named Wicks, who was cutting a piece of beef. Wicks turned round suddenly and his knife, which had a heavy handle and a long, slender blade, was jerked out of his grasp. It struck Minter in the side and penetrated between the ribs of his right side. He died a few hours later.

Minard's Lignum Cures Garget in Cows.

BRASS and IRON BEDS.



Most magnificent display of all Brass and Iron Bedsteads in the City.

Unparalleled values and unprecedented showing.

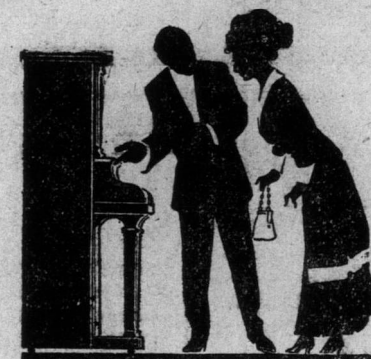
It is worth while just to see the beauty and variety of these Beds.

In no store will be found the number of different designs now being displayed on our second floor.

U. S. Picture and Portrait Co.

Complete House Furnishers.

Dear Madam!



A PIANO such as this will give every satisfaction and bring joy in your home. **REDUCED** under our great CLEARANCE SALE of 120 Pianos and Organs. **SECURE** one early this week.

CHESLEY WOODS.

THE CHARACTER

of my companies well warrants their abundant success. Their strength, their careful selection of risks and their promptness of settlement recommend them to all insurers. Consider also their favourable rates.

PERCIE JOHNSON,

Lower Rates. Insurance Agent.

Ladies' White Fleeced CORSET COVERS,

(LONG SLEEVES.)

Only **45 cts. each.**

These are Superior Value

and are Garments which are sure to be popular, having been made specially to our own Pattern, at so low price, to suit the requirements of our large and ever increasing Underwear Trade.

They come in sizes **4, 5 and 6**, are good weights and splendidly finished garments.

Ladies Cream Ribbed Vests & Knickers

In a Superior Quality of Seconds.

Sizes 4, 5 and 6, only **33c.** Garment.

Then of course there is THAT EXAMPLE OF SUPERIOR VALUE,

Our Ladies' Cream Ribbed Fleeced Vests, First Quality, at only **27c.** garment.

HENRY BLAIR