

SACRIFICE SALE

ALL KINDS of DRY GOODS!

Greatest Bargain Opportunity of the Year.

We offer ALL and EVERY ARTICLE of DRY Goods in our Splendid 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 at65c.
Men's Heavy Jaeger White Fleece Shirts and Pants, all sizes. Regular 50c. values; now 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 at13c. 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. at25c. 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 5 1/2; spotted. Reg. \$1.20 pr. Now only 39c. pair.

BIG BARGAINS IN LADIES' FELT HATS.

All these HATS are being cleared regardless of Cost. Prices from35c. 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. 25c. and 30c. each; all at18c. 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 Winsey, 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 Shirts, 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. to 50 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 Carpetings and Druggets 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! 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

She Knew.

He remarked that just three years ago There was a heavy fall of snow. But his wife said quickly: "That's not so. It's four years since that storm, you know."

He ventured to say that very night A cat was yowling with all her might; Said his wife: "He isn't telling it right; Two neighborhood dogs began to fight."

"It was one o'clock in the morning, when The racket began," he spoke up again. But his wife exclaimed: "What nonsense Ben!"

"I carefully picked up my old boot-jack, To the front door went in my dressing sack." But his wife cut in with: "Alas! alas! I'm positive that you went to the back."

"As I was saying," said he once more, "I flung wide open the big front door!" But his wife asked: "What are you fibing for? You went to the back as I told before."

Whether fighting dogs, or feline yell, At front or back, I cannot tell, They couldn't agree on just what he fell, But they certainly contradicted well.

The Ladies of St. John's Now May Have Beautiful Hair—All First-Class Druggists Sell SALVIA and Guarantee It to Grow Hair or Refund Your Money.

Your druggist is backed up by the manufacturers of SALVIA, the great Hair Grower. It is guaranteed to grow hair. SALVIA destroys dandruff in ten days.

The roots of the hair are so nourished and fed that a new crop of hair springs up, to the amazement and delight of the user. The hair is made soft and fluffy. Like all American preparations SALVIA is daintily perfumed. It is hard to find an actress who does not use SALVIA continually. Ladies of society and influence use no other.

SALVIA is a non-sticky preparation, and is the ladies' favorite. A large generous bottle 50c. McMurdo & Co., Wholesale Agents.

The Mighty Onion.

A Tribute to This Vegetable With an Artistic Temperament.

Kill the onion and you leave a gap in the universe. Kill anything else and there is a substitute. The potato is akin to the cereals; squash and cabbage and turnips and cauliflower are of the same family; beans are elongated peas; the lemon is a pessimistic orange; beef reincarnated grass; watermelons just the survivor of a very fit cucumber, and so on.

But the onion is sui generis, alone, unique, triumphant. It is a special creation to tempt the palate of a weary world.

The onion proves the utility of man's wisdom. He might have guessed at everything else under the sun, but he would have never guessed an onion. Science may deduce a new star before it comes visible or radium before its discovery, but this succulent, starchy vegetable would have gone uninvited forever had not its own insinuating yet not bashful qualities forced themselves into tear brimmed eyes and luscious anticipatory lips.

With what a mixture of gratitude and awe should we view the spectacle of nature turning her energies to the transmuting of mere clay into a vegetable with an artistic temperament!—Richmond Time-Dispatch.

Nox a Cold Now

Don't Let a Cold Take Hold of You—"Nox a Cold" Will Nox It Now.

"Nox," known as "Nox a Cold," is a safe and effective specific for weak lungs and bronchial troubles. Use it as prescribed by a leading English physician, whose prescription it is, and quick relief will come to you. Dr. A. A. Hall, Detroit, says: "I have used Nox in my practice and have found it gave beneficial results." Sold by leading Druggists, 25c. per bottle.

FISHERY NEWS WEST—The Portia brings very unfavourable reports of the fishery to the westward. Very little is doing with codfish and there is also a marked drawback in halibut fishing.

Electric Restorer for Men—Phosphorol restores every nerve in the body to its proper tension; restores vim and vitality. Premature decay and all sexual weakness averted at once. Phosphorol will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Phosphorol Drug Co., St. Catharines, Ont.

OUR XMAS SLOGAN!

"SHOP EARLY AND OFTEN."

This is the Big Christmas Shopping Week for Men and Boys.

Next week you will get what want. Next week you will get what want. Next week you will get what want. After that you'll get left.

As it is, the only reason you are not late already is because this season is late. If we had had a month of cold weather as is usual by this time, you would already be dotting the landscape with odd sizes and misfits.

But because autumn did have the bad taste this year to linger longer than propriety would warrant in the lap of Winter, you will find your best buying opportunity now.

You will find stocks high and prices low. You will find every merchant eager to sell, and you will also find that he has already made concessions as to price.

You need not be afraid of buying useful things this year because Christmas has become a useful as well as an ornamental holiday, and the more useful your gifts the more grateful the recipient will be.

We have come to the time when a man would rather have one complete and entire pair of pants than six knitted mufflers; when he would rather see a good warm Overcoat hanging from the Christmas tree than a box full of hand embroidered suspenders littering up his bureau drawers.

Even the children have caught this spirit of useful gifts, with the result that the average boy is far happier with gifts of mechanical toys, of fine new clothes, and of all the many other things of intrinsic worth than ever we used to be with our orchestra of tin horns.

The advertising in this paper to-day reflects the spirit of the stores, and the stores with their merchandise reflect the spirit of the people.

The best stores are giving you through their advertising what you want and they have discovered exactly what you want by the things you have been asking for during the past few years.

Christmas and Winter merchandise are going hand in hand to-day. This should be the biggest Christmas shopping week for men and boys, because all the stores have full of stocks.

So go over your advertising now. Pick out the merchandise and the values that appeal to you most. Make up your winter and your Christmas shopping list from this advertising, and go into these stores now, while your buying opportunity is at its best.

Right now is the time to make Christmas a happy event.

Note of Thanks From Mrs. McDonald.

Editor Evening Telegram.

Dear Sir,—Please accept my sincere thanks for your kind letter. Will you please convey my sincere thanks through the columns of your valuable paper to that kind and generous detective, P. Power, of Halifax, for his kindness in sending me the sum of five dollars for an act I did six years ago in saving the lives of Capt. C. Bond and his crew of four men. I am indeed for ever thankful to him for his kind act, and I trust that he will meet his reward from Him who does all things good. I would wish to say more, but am not able at present, through the shock of my dear husband's death. Both I and my six little fatherless children sincerely thank Mr. Power, of Halifax.

MRS. PATRICK McDONALD.

Golden Bay, Nfld., Dec. 6, 1912.
Mrs. Patrick McDonald, of Golden Bay, wishes to thank the many kind friends for letters and other kindness sent to her by them on the death of her husband, Patrick McDonald:—

Rev. Father Fyame, St. Bride's; Hon. W. C. Job, St. John's; Mr. R. J. Devereaux, M. H. A.; Mr. George Hutchings, St. John's; Mr. W. B. Slater, St. John's; Const. J. Morrissey, Deli Island; Const. A. Conway, St. John's; Mrs. Porter, St. John's; Miss Bride Young, of C. L. March's, St. John's; Mrs. McDonald and Sons, Salmonier; Mr. and Mrs. Hayden, Petit Fort; Mrs. P. B. McGrath, Patrick's Cove; Mrs. L. Lundrigan, St. Bride's; Miss Mary Lundrigan, R. C. Teacher, St. Bride's; Miss Katie Conway, Operator, St. Bride's; Mr. J. T. and R. Young, St. Bride's; Mr. and Mrs. J. T. Young, Lear's Cove; Mr. Thomas Young, Lear's Cove; Mr. and Mrs. Albert Young, Lear's Cove; Mr. Linehan and Messrs. Carreen, Point Lance; lastly but not least I thank the fishermen who frequent Golden Bay for their kindness to my husband in his illness during last summer.

MRS. P. McDONALD.
Golden Bay, Nov. 1912.

We can make your Overcoat to order from \$18.00 up. Trimmings and workmanship guaranteed. Cut in latest American style. W. H. JACKMAN, West End Tailor, 39 Water St. West. Phone 795.—nov27,tu,w,tey

CHRISTMAS GIFTS.



SIR H. W. TUCKETT'S SLIPPERS.

Women's Felt Kosy Slippers,

Blue, Gray, Claret.

Women's Felt Juliettes,

Gray and Black.

MEN'S SLIPPERS.

Wool, Felt and Kid.

PARKER & MONROE, Ltd.

The Shoe Men.

The New Humphrey

Intensified Incandescent Gas Lamp.

Using Ordinary Gas Pressure.

The excellent results obtained with the above lamp are worthy the consideration of all business men who desire to obtain the most light at the least cost.

A good example of this system of lighting may now be seen at the West End premises of the Hon. George Knowling, where the new lamps have recently been installed.

We invite comparison, and will be glad of the opportunity to prove the merits of the "Humphrey" Lamp, which we will instal free of charge on trial.

ST. JOHN'S GAS LIGHT COMPANY.

Give Your Wife a Bond As a Christmas Gift

Yes, it is a little early to talk of such matters, but we want to call your attention to it before you make other arrangements. Have you ever thought of giving such a handsome and enduring gift? Just think what it would mean to her—every six months a little coupon to cut off and money coming in—a practical and welcome reminder of your thoughtfulness. And this will continue year after year until the bond is due, then she will have the face value of the bond to re-invest. She will also have joined the "BONDHOLDER" ranks—a distinction that any thoughtful and careful woman would be glad to attain.

We offer a number of safe bonds in as low a denomination as \$100. Think it over. Better send for our list to-day.

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.

NOTICE.

RY SERVICE.

St. John's.

vice has been es-
Harbour of St.
be in operation
Wednesday, 11th
to be as follows:
Tharf, South Side,
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turning to public
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Public Wharf,

continuous, wea-
conditions permit-
By order,
AMES HARRIS,
Secretary.
Public Works,
R.F.,
ember, 1912.

XMAS GIFT.

no more lasting
than your Photo
Xmas Card.
will appreciate
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any other present
its value.
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best poses, and
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and give us a call.
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ON

OGRAPHIC
STUDIOS,
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Street West.

Sharon Officers.

Sharon Preceptory held
ting last night and
for the ensuing year

Sr. Kt.—R. A. Squires.

tor, Sr. Kt.—J. C.

—John Norman, re-

Kt.—R. J. Ivany, re-

Kt.—John Badcock.

Sr. Kt.—Albert Har-

Sr. Kt.—Thos. Nose-

Kt.—James Wheeler,

Kt.—W. K. Mercer,

Kt.—Willis Driscoll.

Kt.—Thos. Spooner.

John Whitten, elected.

Thos. Adams, elect-

Kts. W. H. Stirling,

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and, J. Snigrove.

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ANKLIN'S.—dec10,t