
 Within reach of the man of moderate means.
1913 PRICES LANDED OF FORD CARS. Astonishing value consistent with low price Touring Car Torpedo R
Delivery Delivery.
$\qquad$ How can they do it? Well, when you take in200,000 cars this year, suppose for are building sake they make \$10.00 on each car, that would give them a profit of about two million dollars. Come up and let us tell you the new improvePARSONS the Automobile Man,
 Soper \& Moore

## Soper \& Moore.

## Crisco!

A scientific discovery which will affect every home in Newfoundland.

Use in cooking wherever you would use lard or butter.

Crisco is an absolutely wholesome and delicious material made under hygienic conditions from vegetable oils, and contains no animal fats.

It is crisp, flaky-just the proper consistency to make it ideal for creaming in cake or for working into pastry.
Put up in attractive airtight $11 / 2$ pound tins with a book of recipes on top of each tin.
bUY A TIN TO-DAY

| 30 cases FLORIDA ORAN 20 cases JAFFA OR 10 cases VALE | NGES. <br> ANGES. <br> NCIA ORANGES |
| :---: | :---: |
| 1 TON | 20 cases |
| Citron, Orange, Lemon Peel. | Edens' Pure Sol. Coc 1/4 tb. tins. |
| otch Oatmeal, 7 lb . tins. ROBINSON'S | Bonnie Belle Baking Powder, |
| Patent Barley . . . . . . . . . 25c. | 1 fb . tin, 20 c . |
| Patent Groats . . . . . . . . 25 c. | Also in |
| 10 CASES | 1/2 lb, 1/4, lb. and jc . tin |
| Skipper Sardines. |  |
| Vidar Smoked Sardines, |  |
| Halley Smoked Sardines. Vidar Smoked Herrings. | 5 lb . box |
| Dutch Cheese, Edens' Dutch | Signet Chocolate Drops, |
| Cream Cheese. | 5 lb. box |



e Evening Telegraim, St. Johin's, Newfoundland, Decemiber 10, 1912 ... 3


The Evening Teiegram, St. John's, Newroundland, December 10, 1912 --5

## NG!

to $\$ 3.90$. Men's


You will select some of your presents here. You ought to precure some from our Dry Goods.

## GIRLS' AND BOYS'

## Underwear,

FLEECE LINED.


## Cable News. <br>  GIFTS! <br> $\underset{\substack{\text { Special to the Evening Telegram. } \\ \text { LoNDON, Dec. } 9 .}}{\text { So }}$

## What's

 Nicer? yamem matatat and wion inem vo

## Baird's

LARACY:S DISCOUNT SALE:
mis mimaze nome tum Sheetings, Toys, G la s s w a re,
Chinaware, and Dress Goods and Fancy Goods, Monday, Tuesday and Wednesday, and save FIF-
TEEN CENTS ON THE DOL-

## LARACY'S


 Landing This Day,

NORTH SYDNEY COAL. Morys Coal is coor Coal. M. MOREY \& CO.


Our Waich Repairing is Second to None.
and we will Wateh with us
overhauling. D. A. McRAE.
EVERY OFFICE MAN Should enquire about
my handy, labor saving, my handy, labor saving,
filing devices, at the earriest opportunity
Details gladly supplied PERCIEJOHNSON

## WHEN SHOPPIMG TO-BAY <br> REMEMBER OUR Annual Sale Honsfuminsinuss MARSHALL BROTHERS.

| The Champion Won | Vessel Puts Back <br> The barque Earlshall. Capt. Mc ney. which was twenty two days u:: from Glasgow to this port, has put wack to Swansea, reaching there on saturday last. a message to the above fob Bros.. the owners of the vessel $\qquad$ $\qquad$ $\qquad$ <br> Ja lshall, but she behaved splendidy $\qquad$ <br> (Lisgow fellows the vessel will leave | A Fine Vessel. <br> The schr. Novelty arrived here yes terday afternoon coal laden to the 3 days and provéd herself to along in sailer and a vessel of the best sea go- ing qualities. The vessel is a splendid addition to our mercantile marine, be $\qquad$ and Capt. Benson, who formerly com- <br> Cruel Treatment. <br> horse standing at Adelaide apimal. The beast had been there |
| :---: | :---: | :---: |
| Juvenile Meeting | A Reminder for Xmas. | officer placed it in Mr. John Fitzgerald's stable. The owner will likely be prosecuted for cruelty |
|  |  | Seamam Hurt. <br> The sher. Nellie M. which arrived on <br> mday from Maceo via Barbadoes and <br> arlottetown had variable weather. <br> med, then had it stormy and lost <br> $r$ foresail and mainsail. While at <br> remiah Osmond of this city cut his <br> severely with a drawing knife <br> SECURED FIVE OTTEIR |
| Simplicity, Durability and reliability are features of the FAIRBANKS dec3,tf |  | Johnson, of Caplin Bay, recently trapped a fine otter there. It was one of Shore largest taken on the Souther shore for some time. |

## A. \& S. RODGER. <br> Great December Sale!

## Tops and Fancy Xmas Gools,

 AT RECORD SALE PRICES.Sensational Bargains still offering in Flannelettes and Curtain Lace.
A. \& S. RODGER.


## 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 righ in the midst of the Shopping Season.
R00M 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 Christma Shopping Money. Time and space only permit us to specialise on or qu
for a few things, but we wish to say again right here, that you will find

BIC REDUCTICNS
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
RUBBER FOOTWEAR
$\qquad$
Women's Plain Rubbers at
Women's Storm Rubbers at
50 c . and 60 c . pair-Sale Prices Women's Storm Rubbers a Men's Storm Rubbers, very special values, at ................78c. and 90c. pair Men's Storm Rule Ruality $\$ 1.25 \begin{gathered}\text { value. } \\ \$ 1.10\end{gathered}$ 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
 80 c . 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 hoisery department
one in which, at our ordinaty prices, we always give
better value than obtainable elsewhere. better value than obtainable elsewhere. Now we have bettered Our Better Prices. In this Department we now Offer:-
Womn's Cream Ribbed Fleeced Vests and Pants. Reg. 33c. garment, at 25c. only. Reg. Women's Heavy Fleeced Lined Vests and Pants. Regular 80c. garment at ... . 65c

s. Heavy Jaeger White Fleeced Shirts and Pants; size 24 inch, 26 inch, 28 inch, 30
inch, 32 inch, 34 inch, only . . ...26c. 28c., 30c., 32c., 34c.. 36c. per garment

All our Stock of Men's and Boys' Shetland Lambs' Wool Underwear we are offer ing at 20 per cent. Discount as we are making, hanges in nunbers carried in stock. We are
also making Special Reductions in Men's and Womer's Stanfield Unshrinl able also making Special Reductions in Men's and Women's Stanfield Unshrin able
Underwear, according to the Qualities. Some excellent values we have ma le in Women's Black Rib Fingering Hose at $\quad .13 \mathrm{c}$, $15 \mathrm{c}, 18 \mathrm{c}, 23 \mathrm{c}, 27 \mathrm{c}, 32 \mathrm{c}$, 36 c , 42 c , and
50 c . 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 only. . .. .. .. .....65c. head H. B. Black Crescent Wool, 4 Ply and 5 P
Women's and Boys' Wool Gloves only ..

Men's Wool Gloves, two special values, at . ....... . . . . . . . . . . 35c. and 40c. pai Women's Tan Kid Cloves, all sizes, perfect. Reg. 55c. at .. .. .... . . . . . .33c. pai Women's Tan Kid Cloves, all sizes, perfect. Special Line, at $\ldots \ldots$. .... 55 c. pair
Women's Tan and Coloured Kid Gloves, mostly size $5 \%$, spoted. Reg. $\$ 1.20$ pr. Now only 39 . pair.
 All these HATs are being
Miselt Hats. Clearing prices from $. . . . . . . . . . . . . . . . . . . . . . . . . . .25 c . ~ e a c h, ~ u p w a r d s ~$ Men's Black Har
Department.


 yargains in Heavy Pink $\qquad$ Big Lot of Dress Remnants, all at Cost Price and under.
All Laces and Dress Trimmings in stock ofiered at 20 per eent. discount. All our stock of Warm Woollen Blaukets offered at Hot Prices.
All All Wadded and Down Quilts in stock very much Reduced in Price. L.ot of Latioes' Newest Fancy suitale for Xmas Gitts.

Big discounts on all Ladies' Flannelette, Cambric and other Underwear and Night
HANDKERCHIEFS! HANDKERCHIEFS! HANKERCHIEFS!

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. now is the time to biy when everythine is at its best. Now IS THE TTME TO BUY WHEN EVERYTHiNe IS AT MS BEST.

## HENRY BLAIR




## 6．KNOWLIIGS＇S

 SHOE DEPARTMEITS．Our Shelves，Counters，Windows and Display Fixtures are teeming with all kinds of Fancy Footwear to suit all occasions and the require－ ments of everybody，including the very Daintiest Parlor Pumps，Bedroom Slippers，House Shoes，Evening Dress Shoes，Fancy Felt Furlined Juliets， in Cherry，Beaver，Cardinal，Navy，Saxe－Blue and Fancy Checks．

The goods are so displayed and the excellent service at your disposal in our Shoe Departments by experienced help makes your selection easy and your Buying a real Pleasure．


BOYS＇HOUSE SHOES．
60 c ． 55 c ． Boys ARCTIC Cloth
bedroom slipers 46c．，48c．50c．to 68 c ． CARPET SLIPPERS． $20 \mathrm{c}, 30 \mathrm{c}$ ．to 80 c ．

Ladies＇DONGOLA JULIETS，
Rubber Heels．
NURSE PRINCESS WARD SHOES，$\$ 2.20$ ．



CHILDREN＇S MEN＇S
$25 \mathrm{c} .35 \mathrm{c} ., 50 \mathrm{c} ., 60 \mathrm{c} ., 95$ CARPET SLIPPERS． MEN＇S
LACED DRESS SHOES． LACED DRESS SHOES．
$\$ 1.25, \$ 1.80, \$ 1.90$. $\$ 1.25, \$ 1.80, \$ 1$.
BOYS＇PATENT DRESS PUMPS
$\$ 1.65$ to $\$ 1.85$ ，



6 STRAP ROMAN SANDALS
$\$ 1.15, \$ 1.20, \$ 1.25, \$ 1.30, \$ 1.35$, ．cafilipiys


Ladilies＇Cloth Gilitilis，


35 c ． $60 \mathrm{c} ., 85 \mathrm{c}$ ．
ADIES＇ $3 / 4$ CLOTH GAITERS $\$ 1.00$ ．
LADIES＇JERSEY LEGGINGS． $80 \mathrm{c}, \mathrm{s}, 22 \mathrm{C}$ ． chlidrens


Children＇s Stockinette Gaiters， 20c．，25c．30c． 350 anm and Cardinal． Children＇s SOCKING ：TIE GAIIERS，


Children＇s
Black Jersey Leggings．
466．，48c．，50c．to 70 c
Children＇s DRAWER LEGGINGS， Black and White． 60 c ． 65 c ．， 70 c ．to $\$ 1.00$ ． CHILDRENS CROWN SNUGLETS， $\$ 1.20,1.25,1.30,1.35,1.40$ ． C．KNOWLING＇S Shoe Departments．

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BLAIR'S Big December Clearance Salle, NOW IN FULL SWING The Biggest Money Saving Sale of the Year.

EVERY Article of Dry Good's in Stock Greatly Reduced in Price.
Get Our Prices, They speak for themselves.

## Ask Your Shoemaker

## ENGLISH

Oak Tanned LEATHER
They wear better, resist the water better, and are more
ROBT. TEMPLETON'S.


Big Shipment P. E. I. Produce.
500
500 sacks P. E. I. BLUE POTATOES
50 cases FRESH EGGS.
600 bushels BLACK OATS.
PARSNIPS,
Get your order filled before the next and BEET.
EDWIN MURRAY.

 Le大 380 Tons bouble Scre
North Sydney Coal. Send your orders whilst resel MULLALX \& CO'Y

## TO-DAY!

 GOOD THINGS ID PLENTY

 CLisultroct chocourares



 From the Land of Sunshine.

| TINNED APRICOTS. TINNED EGG PLUMS. <br> TINDED PEACHES. TINNED PEARS. <br> DRIED APRICOTS. DRIED PRUNES. | PASCALL'S GOLDEN MALTEX A delicious bottled Candy, invigorating and nutritious. It ontains 25 per cent. Pure Malt Extract. $\qquad$ $\qquad$ us a visit. |
| :---: | :---: |
| LOOSE RAISINS. SEEDED RAISINS. | i. E. CANNING |
|  |  |

## THE GIDEON MOTOR



TASKER C00K, Waier Street, St. John's, Nild.


## Your 0vercoat

 Exclusive!Not Another Like It in the Country The LATEST LONDON OVERCOATINGS We give you an exclusive pattern of the Finest Overcoatings this town has ever seen. It will when made up have the CHAPLI Style, Fit and Finish. What the Hall Mark means on Silver, the Chaplin Cut means on clothes.

## CHAPLIN,

THE STORE THAT PLEASES. 潞



## OUR REPUTATION

For Low Prices. perfect fitting Clothes, made from the
best selected material, is well known. Our offerings are best selected material, is well known. Our
greater than ever. Inspection solicited.
T. J. AYLWARD, The Popular Tailor.

Farm for S
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Mares For $S$ One Grey Mare, about
One Brown Mare, about tion, of stocky build,
in every particular stock. Apply to
ing Telegram, St.
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