


A Clearance Sale With Us Means To Clear Out Every Winter Hat We Have-Regardless of Cost
See The Hats in the Windows OurNew Address is 747 Yates
Year-End Clearance Sale of All WINTER HATS Clearance sales are customary to begin on the day after New Year's. We commence our Millinery morning, December 27, so as to enable you to buy one of these Hats at clearance price
and have your new Hat for and have


DO you needa-new Hat for New Year's? If you don't, show this to JE heren early in the morring to choose your Hat, as sich hats at such
Bot

## The South African Plume Shop

## BIGTOPE DEAL TOTALLS $59.000,001$

Rothschild and Co . Chicago
Holdings Holdings Bought by Ma
shall Field and Co.
Will be Operated Independently of Big Field Store



## A Few Bargains

50 c
$\$ 1.85$
$\$ 2.85$
$\$ 3.95$
$\$ 4.95$




## Shanus lamimblelvo leaclith

Exceptional Values in Women's
Knitted Woolen Underwear

| ev's Wintor Weight Yestis) | Harvers. All |
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| ${ }_{\text {sty }}$ | navy, rose, grey |
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| At, per pail ........ $\$ 3.75$ | In the warited styles |
| Watson's Winte | 8 |
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| \$s.eges, Priced at, per suit, |  |
| Englieh Kantsirink All Pure | qualities. At, per sult, \$1.00 |
| withe thort |  |
| Wool Vests, with short sileve | Velva Bloomers, for women. |
| Sieeves and eirap shoulders. |  |
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|  | EXTRA SPECIAL! |
| :---: | :---: |
| Morley.s | English All Pure Wool |
|  | Combinations |



| WS AND NOTES <br> OF THE MINES | encountered. This vein of na- |
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| daly-alaska |  |
| Work has been resumed on the |  |
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| extend the crosscut tunnel 150 feet. Ediae Hambeton, company director. |  |
| arrived Sunday to make the arrangements. Five men are employed. DOME MOUNTAIN |  |
|  | HIP SULP |
| (eute satestatcory and encouraging | FROM ISL |
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LEAFLETS SET OUT REASONS TO SUPPORT AMUSEMENT CENTRE




##  <br> <br> The Selection of Party Frocks Offered <br> <br> The Selection of Party Frocks Offered Are Values That Will Surprise You

 Are Values That Will Surprise You}

Corsets andBrassieres-Special FaluesThursday


## Women's Knit

 Underwear Values of Importance Women's Opera Top Com.binations, with ribbon


 A suit ... Harvey Bloomers, with elastic at waist and
Women's Hate, and made with gusset. A well known brand. Sizes
knee, knee, and made with gusset. A well known brand. Sizes
36 to t2, Cream only, a pair $\$ 1.25$ and $\ldots \ldots . . \$ 1.50$
Wityl.s bias
 Hemstitched and Embroidered Pillow Cases-The Best Possible Value Hemstitched Pillow Cases, Irish Embroidered Pillow
$46,44,42$ and 40 -in... priced
Cases, stiperior grade and
fine work; a pair. $\mathbf{\$ 1 . 7 5}$
 and
Horrockses, English HemHorrockses, English Hem- $\$ 3.00$ and
stitched Pillow Cases at, Pure Linen Pillow Cases,
each, 42 and 40 -in., 65e, embroidered, 42 -inch: each, 42 and $40-\mathrm{in} .$, 65e, embroidered, $42-\mathrm{inch}$.
$\mathbf{5 5 e}$ and
and Irish Day Pillow Cases, Fine Linen Embroidered open each end, beautifnlly
embroidered, at $\mathbf{\$ 3 . 5 0}$ inch. A pair, $\$ 7.50$
and $\ldots$. and
Babies' Wear for New Year Gifts Infant
Coatee
Hand Hand trimmed with erochet edg. large assortment to select ing in silk, and ribbons, Wool Bonnets, knitted and Infants: Sweater Coats, in crochet, many neat styles,
 Babies' Coatees of silk and All-wool Hone ycom Wool. will not slirink. All-wool Honeycomb
Special value at ....98e Shawls, medjum weight and
and Coatees of white wool, finished with heavy fringe,
made in Tuxedo style and
assorted sizes. At, \$1.75


For the New Year's Festivities
$525^{m} 522^{35} 5325^{50} 415^{m}$ Dresses of Shot Taffeta, Georgette and Grepe de Chine, suitable for small women. The models feature dainty trimmings of flowers, ribbons and picot edged ruch-
ings, and shades prominent are -Turquoise hluc, cherry, daffodil, rose, green-and white. Sizes 16 to 20. Remarkable value
Dainty and Select Frocks of Canton Crepe and Georgette Crepe, attractively trinmed with beads, accordian pleating, floral embroidery, velvet and moire ribbons, make a dainty finish at the waistline. Shades, orchid, peach, rainbow, jade and turquoise. Sizes 16 to 20. Special value Distinctive Gowns of Chiffon Velvets, Georgettes, Canton Crepe and Satin. They are richly beaded and trimmed with touches of fur and metallic flowers and ribbons. The models feature draped and straight Tine styles in shades of Turquoise, jade. brown, henna, black, orchif, cherry, peach. These are suitable for Matrons
or Misses. Size 16 to 44 . Remarkable values at, $\mathbf{\$ 3 2 . 5 0}$ and ...... \$45.00


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Flannelette Blouses-New Styles at Girls' Bloomers-

## $\$ 1.75, \$ 2.25$ and $\$ 2.95$

Flannelette Blouses, designed in plain tailored effects, with convertible collars, long sleeves and button cuffs. Very dressy blouses, pattern-
ed in stripes, including shades of mauve, pink, ed in stripes, including shades of mauve, pink,
blue, black and rose on a white ground. Sizes

New Style Gloves


Our Special Police Boots for Men

## $\$ 6.85$ a Pair

Men's Velour Ha ts, $\$ 5.00$ Another shipment of Velaur Hats brings this big special value to those who want a
stylish, highigradee hat at a low price. The hats are well made, of excellent quality, and.
in popular shades, including natural, fawn, slate and dark grey. A real big value


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Capeskin Gíuntlet Gloves of exceptional quality and with newe
lare reverible cufte, with strap encircling writet, trimmed wit


| We have just received another of this big selling boot. Absolutely the best boot value ever offered. The hardest wearing and most comfortable boot you can buy. <br> All Solid Leather throughout, and best English box calf uppers. Calf leather lining, full double soles of best quality oak tanned leather. Goodyear welts ensuring flexibility, and smooth inside. Selling at, a pair .......86.85 <br> -Men's Boots, Main Floor <br> Velour Ha ts, $\$ 5.00$ <br> ats brings this big special value to those who want a $w$ price. The hats are well made, of excellent quality, and natural, fawn, slate and dark grey. A real big value $\$ 5.00$ |
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The New Luxor Sweater, $\$ 4.50$
Pull-over and Jacquette Style Sweaters; fine
knit. The pull-over styles knit. The pull-over styles have in nelt, and shown in the new
long, sleeves and belt Luxor colors. The. Jacquettes are finished with fancy rimekles. Very neat sweaters and
excellent value at ................ $\mathbf{\$ 4 . 5 0}$


Offering a Great Selection of MEN'S PYJAMAS





DAVID SPENCER, LIMITED

Specials For Thursday

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## Yowr cup wild telt your that BLUE RIBBON TEA



CHRISTMAS GIIFTS TO
CHHLLDRNS ADOME HOME
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## Evening Wear <br> Demands Faultlessly <br> Laundered Linen

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The Sandman Story The Sandman Story
For To-night

 Promising $\begin{aligned} & \text { Young Son Sue } \\ & \text { cumed on Christmas Day }\end{aligned}$


## Christmas Specials

$\qquad$
HEINTZMAN \& CO.
1113 Government st.
We-Wish to take this Opportunity of wishing our friends and patrons a very Happy Christmas and Prosperous New Year

The Famous Store, Ltd.

Audacity Wins

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\begin{aligned}
& \text { Aggressive advertiers usally encounter the }
\end{aligned}
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merchants in question aro makiog a foolish
splarge.
The truth is the aggresive advertisor has
$\begin{aligned} & \text { already learned the eleson of real prudenee. In } \\ & \text { adveretisng it it is true ethat the man who does }\end{aligned}$
dacity Wine.
Peoplo have a way of sitting up and takting
tion; and if his agegreesiveneses sems to be in the

- interests of all conecreed why hit personal pro-
- treasiveness means real service to the people, is:
is aleays hite caas when a stor takes ho onten:
$\begin{aligned} & \text { In stiore. .making. as in in ail lines of endeavor, } \\ & \text { the brave spirit tenguers. } \\ & \text { Assuming, of course, }\end{aligned}$

> the sound prrinipiple of \& wise expenditurue of his money.
> $\begin{aligned} & \text { Ites. a prety serfe policy to spend moro for } \\ & \text { neivpaper ajuertising than your competitor }\end{aligned}$ hiuks you can afford to spend.


## AT THE THEATRES



## COLUMBIA

"TheManof the Forest"

| PLAYHOUSE <br> George Arliss in "The Ruling Passion From Earl Derr Biggers' Story in The Saturday Evening Post. TO-NIGHT, COUNTRY STORE 40 PRIZES |
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## PANTAGES ${ }^{\text {nas miniz }}$

 BOXING DAY ROBINSONS-SYNCOPATORS EVANS, MERO AND EVANS HARMON AND SANDS Many pabwe co
## STOP! -

## ROYAL

## Christmas Pantomime

"Peter Pan's Dream"

## Parnan

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SAN CARLO
Grand Opera

| Royal Victoria Theatre | Willis Pianos, Ltd. <br> 1003 Gov't. St. Phone 514 |  |
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| WED. and THURS, JANUARY 2 AND 3 |  |  |
|  |  |  |
|  | "Rigoletto" |  |
| With Escohar, Onofrei, Basiola, |  |  |
|  |  | \% |
| "Madame Butterfly" |  |  |
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|  | HOCKEY "THE MESSIAH" |  |
|  | HOCKEY |  |
|  | vs. VICTORIA |  |
| ROYAL ${ }_{\text {Jan, } 9 \text { and }}^{\text {comind }} 10$ | FRIDAY, December 28 8.30 p.m. |  |
|  |  |  |
|  | Usual Prices. Admission 75e, Children 25e Reserved Seats, \$1.10, $\$ 1.25$ |  |
|  | - All Prices Include Tax. Seats ${ }^{\text {N }}$ Now on Sale at |  |
|  |  |  |
|  | 707 Fort St. ${ }^{\text {ARENA }}$ ( Phone 2400 | $\text { Friday, } 8 \text { p.m. }$ |




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BALYHMNHEF AUTHOR REPORTED SAFE AND PROCEEDING NORTH

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## OCEAN AND COASTWISE SHIPPING-

| is now at st Pauls Hospital The man was lining the hold of the | Wi |
| :---: | :---: |
| vessel, when by some means he lost | Air Pump Dislocated Main Steam Feed Pipe; Ship |
| thrty feet, infuring hity back | Now Proceeding at Two Knots an Hour; Sea Mon- |
| possible internal in- | arch Was Expected to Reach Ship at $10^{\prime}$ 'Clock |
| The aceldent is the second during the past week on the vessel, an em- ployee being fatally hurt a few days ago by a similar fall | To-day . |
| EST MOVEMENTS OF C.G.M.M. SHiPS | latest advice reeeived to-day from the Harrison-Direct steamship Author, Captain William Page, which was reported in distress |
| Canandion Britsher anted Cai- | off the mputh of the Columbia River Monday night. |
|  | The Author, which is bound for Victoria from the United Kingdom, was eighty-five miles from Cape Flattery at 11.30 |
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|  | Sea Monarch, dispatehed from Seattle |
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| dian | r. Th |
|  | is 145 miles from Yictoria an |
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## ITHLLINS NOW <br> LOOKTOGMED

THREE WERE LOST WHEN TUG FOUNDERED IN GALE
remier Mussolini Greatly In

 Atill, Ship's Cook; Assumed Drowned When Tug Tyee Sank in Gale Off Pedder Bay; Capt. Archie Stor
How three of the crew of the tug Tyee lost their lives during
Monday night's storm and how the talg itself fought a losing
battle with the elements, was the narrative related by Archie Pike, owner and ehief engineer of the Tyee, to The Times to-day at the
St. Joseph's Hospital. Mr. Pike himself put up a desperat in making the 600 yard swim to shore aut was in such an ex-
hausted condition that he had to be taken to the hospital.
To-day'he had fully recovered and was able to relate his story Capt. John Anderson, well known in the towing and tug busi-
ness; Jimmy Davis, second mate, and Jack Atill, the ship's cook,
 were still clinging to the upturned
ileoboat when Mr. Pike saw them


- WODD'S


## KHDNEY

PILLS


## THE BIG NEWS

Everybody believes in those who believe in themselves. Most people believe that real enthusiasm in advertis ing must be based upon something real and desirable And most people arê right.
The merchant who half-advertises his store emprasizes his half-belief in it
But the merchant who knows that he has the thing wanted, and that he can sell it, at a lower pree than his competitor, tonches the town's self-interest, and thus centres-attention upen his store. He convinces every body that his store means something DEFINITE
The mèrchant's advertising müst carry enthusiasm and conviction-or it cannot DELNER THEM.
His advertising is his point of contact with his possible customers. It must be charged with truth, with facts with NEWS.
And it must not be stinted in space-for this is an "interest-killer." The reader is accustomed to finding the big news story of the day treated in a big way. And the stores.
Then, to be really effective, productive, the big adver tising stories must be carried in the HOME Paper.

The Victoria Daily Times



Trans-Atlantic
Trans-Pacific
OCEAN
SEREICES ALL LINES


## Something New!

Ten-day stopover on all tickets ab

San Francisco-Los Angeles
And many other points on the Sunny SouthernStates Travel to California via the
Scenic Shasta Route, providing through serviee from seattle, Tacoma and Portland to San
Franeisco and Los Angeles. Take your choice of three
routes from California to the East, with through sieepin,
 Arizona. tails of your trip.
B. C. TAYLOR
General Agent

14 Unjon Sineral Agent, Boattle, Wash.
Southern Pacific Lines

May a Merry, Merry Christmas Usher in a New Year of Joy and and Prosperity to All

MAYHARD'S SHOE STORE
649 Yates street Phone 1232

## BICYCLE SALE <br>  <br> VICTORY CYCLE WORKS

## Selected Fir Millwood LEMON GONNASON CO., LTD.



Remember 1923 | paid rent. Plan to |
| :--- |
| puild a home in 1924 | Well help you-gladily

C.P.S.

Chinese Fancy Goods For Christmas harge stook to Choose From

 Wing saig lung $\& 60$.
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| LAYRITZ NURSERIES, Ltd. Holly Trees for Christmas Gifts |
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NEWS IN BRIEF PLAYS at J.B.A.A. dANCE TO-NIGHT MISS BOOTHTI


| $\begin{array}{l}\text { Spanish Prisoner } \\ \text { Letter Included in } \\ \text { Christmas Mail }\end{array}$ |
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RIGHTFEEDING



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|  | COMING TOVICTOAIA |
| MGR. T. O'OONNELL |  |
| SMADE | Notatit Man |
| President of Catholic ChurchExtension Society Comesto Victoria |  |
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- baseball, golf TIMES SPORTING NEWS bexing, swimaing -



## WIS MEMBER OF

ir Albert Browne, Who Died Wednesday, Was Visitor Was Delegate to Gatherings Union Was Created

 Nhemin ill proty nuatiok



## Year-End Sale of Women's Ready-to-Wear Millinery, Footwear, Children's Wear and Men's and Boys' Clothing

Extrardunary Aargand in Women':
Fur-trimmed Coats


|  | Fur-trimmed Suits Half Price |
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| Women's PiccadillyTrench Coats, $\$ 9.98$ |  |
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Girls' Coats and Dresses Greatly Reduced


Girls' Winter Coats Special



Men's English Overcoats


Handoome French Tunics Men's
They
田
Hundreds of Beautiful Winter Hats Selling at One-Third and One-Half-Regular Prices.
yater to soor $\$ 1.50$

Yatue 1on ineo $\$ 3.50$

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$\xrightarrow{s}$ Suits Whith Two Pairs of Trousers

 $==$ $\$ 19.85$

Purity Groceries


Oxfords, Strap Shoes and Lace Boots at Year-End Reductions

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## Year-End Millinery Sale

Thissoris bau Company.

## THE TIMES DAILY PICTURE PAGE



## THE LATEST NEWS EROM FINANCIAL CENTRES



## TELEPHONE YOUR CLASSIFIED ADS. TO 1090 TIMES-WE WILL DO THE REST




Dictionta Marily ©fics

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## REAL ESTATE-HOUSES, LOTS, ACREAGE, DAIRY, FRUIT, and CHICKEN RANCHES FOR SALE

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Give "Her"a Brand
New Range
For New Year

## Albion Stove Works

2101 Government St. Limited Phone 91

READ THE ADVERTISEMENTS Wise Shoppers Do It



## After the Feasts and Excitements of Christmas, then comes ENO'S

CHRISTMAS is the festival of happiness. But it brings a departure from our regular habits of diet. It is a time of excusable gver-indulgence sometimes for the old-for the young invariably! ENO'S is so indispensable in the home 'round Christmas time, that those who Remember not be without the guardianship of this world-famed laxative health-drink. Remember, too, that Summer vitality, the power of Nature to resist disease, is on the wane after Christmas, and the custom of "fresh air and exercise" is difficult to maintain in the long winter months. The result is greater susceptibility to many minor ailments which impair health. ENO'S "Fruit Salt" by its cleansing, purifying effect on the digestive organs and the blood, prevent these disorders.

# To guard the health of your family this winter-establish in your household the custom of starting the day right with <br> ENO ${ }^{\text {FRAUT }}$ 



##  <br> Affer Christmas Specials

Clearance of Ladies' High-Grade Coats, Dresses and Skirts

Flannel Dresses
Regular to $\$ 12.50$
Separate Skirts
Regular to $\$ 7,50$
\&3.95

| A good selection of plain and |
| :---: |
| ploated |
| combination ctes, in in prs. |

Smart Dresses Party Frocks

## $\$ 15.00 \quad \$ 25.00$

Our regular selling lines and many sample dresses in poiret 10 only

in pink
black.

## Bathrobe Blankets

 Regrasar 50.50.Sale
$\$ 5.95$


## - Pure Silk Hose


Per Pramil Muilt and


Women's Rib Vests



## Silk Umbrellas




## Specials in Staple Goods

Fancy Tur
$\$ 1.35$. For 79 c ..... 33c
Fine woven quality in plain and jacquard
weaves; with pink, blue, mauve and gold
borders.borders.36 inches wide, in neat stripe designsColored Turkish Towels, reg. 85c. 59 C
Each.59 c
ready for use. size $18 \times 36$ incheWhite Flannelette, reg, 50 e._....35C
Yard ...........................
Exceptionally fin
36 inches wide.

