

OF SPECIAL INTEREST TO XMAS SHOPPERS.



STEER BROTHERS' BIG SALE!

The things you want, just when you want them, at 20 per cent. Discount. Genuine Sale right in the height of the Christmas Trade. Join the crowds that are buying fresh, seasonable merchandise at prices that cannot be beaten. Useful and Practical Christmas Gifts, all at ONE-FIFTH OFF.

The only exceptions being Rubber Footwear, Wools and Trunks. Off these we are still giving Ten per cent. Discount.

Showroom Bargains.

Winter Coats, Hats and Furs at HALF PRICE.

BLOUSES.

White Voile and Organdie, neatly embroidered and lace trimmed.

Usual Price \$2.60 to \$6.00
Sale Price \$1.90 to \$4.30

GEORGETTE BLOUSES.

Usual Price \$3.00 to \$9.00
Sale Price \$2.25 to \$6.75

FURS.

As a Christmas Gift, nothing would be more acceptable.

BLACK DAKOTA WOLF COLLARS
Usual Price \$15.00. Half Price \$7.50
Usual Price \$25.00. Half Price \$12.50
Usual Price \$32.50. Half Price \$16.25
Usual Price \$75.00. Half Price \$37.50

MUFFS to Match.
Usual Price \$20.00. Half Price \$10.00
Usual Price \$30.00. Half Price \$15.00
Usual Price \$75.00. Half Price \$37.50

MINK MARMOT COLLARS.
Usual Price \$25.00. Half Price \$12.50
Usual Price \$30.00. Half Price \$15.00
Usual Price \$65.00. Half Price \$32.50

MUFFS to Match.
Usual Price \$30.00. Half Price \$15.00
Usual Price \$35.00. Half Price \$17.50
Usual Price \$45.00. Half Price \$22.50

MUFFS to Match.
Usual Price \$40.00. Half Price \$20.00
Usual Price \$35.00. Half Price \$17.50
Usual Price \$55.00. Half Price \$27.50

MUFFS to Match.
Usual Price \$40.00. Half Price \$20.00

LADIES WOOL SWEATERS

Coats and Pull-Overs, all smart styles and leading shades.

Usual Price \$6.00 to \$17.00
Less 20 p.c. \$4.80 to \$13.60

LGE. SCARVES & WRAPS

Monarch knit in beautiful new shades and combinations.

Usual Price \$7.50 to \$25.00
Less 20 p.c. \$6.00 to \$20.00

GIRLS'

WOOL CAP SCARF SETS.

Usual Price \$6.50 to \$5.20
Less 20 p.c. \$5.20 to \$4.16

A Lot of SILK SCARVES at Half Price.



Xmas Gift Suggestions.

Among Our TOYS

are:
TOOL SETS,
FURNITURE SETS,
TIN TEA SETS,
CHINA TEA SETS,
MOTOR CARS, LOCOMOTIVES,
CHARLIE CHAPLINS, REINS,
BEDS, DRUMS, BOOKS, ETC.

HANDKERCHIEFS.

Handkerchiefs in great variety: Ladies', Gent's and Children's in Plain White, White Embroidered and Colored Border.

Cream Japanette with Initial.
Usual Price 37c. Less 20 p.c. 30c.
Cream Silk with Initial.
Usual Price 60c. Less 20 p.c. 48c.

PRESENTS FOR EVERYONE



HAND BAGS.

In Leather and Silk.
Purses, Companions,
Beads, Pendants,
Brooches, Silk Scarves.
NECKTIES.
In Fancy Boxes.
MEN'S WINTER CAPS.
SWEATER COATS.

GLOVES.

Ladies' Heather Wool.
Usual Price \$1.80. Less 20 p.c. \$1.44
Usual Price \$2.20. Less 20 p.c. \$1.76
Usual Price \$2.60. Less 20 p.c. \$2.08
Usual Price \$2.75. Less 20 p.c. \$2.20

Unlined Nappa Kid.
Usual Price \$4.50. Less 20 p.c. \$3.60
Usual Price \$5.75. Less 20 p.c. \$4.60
Usual Price \$7.50. Less 20 p.c. \$6.00
Usual Price \$10.00. Less 20 p.c. \$8.00

Tan Kid, Wool Lined.
Usual Price \$4.75. Less 20 p.c. \$3.80
Usual Price \$10.00. Less 20 p.c. \$8.00
Usual Price \$12.00. Less 20 p.c. \$9.60
Usual Price \$15.00. Less 20 p.c. \$12.00

Men's Heather Wool.
Usual Price \$1.00. Less 20 p.c. 80c.
Usual Price \$1.60. Less 20 p.c. \$1.28
Usual Price \$2.00. Less 20 p.c. \$1.60
Usual Price \$2.20. Less 20 p.c. \$1.76

Tan Kid, Wool Lined.
Usual Price \$5.50. Less 20 p.c. \$4.40
Usual Price \$7.50. Less 20 p.c. \$6.00
Usual Price \$10.00. Less 20 p.c. \$8.00
Usual Price \$12.00. Less 20 p.c. \$9.60

Grey Undressed, Wool Lined.
Usual Price \$4.00. Less 20 p.c. \$3.20
Usual Price \$5.00. Less 20 p.c. \$4.00
Usual Price \$6.00. Less 20 p.c. \$4.80
Usual Price \$7.00. Less 20 p.c. \$5.60

Tan Undressed, Fur Lined.
Usual Price \$9.00. Now \$7.20
Usual Price \$10.00. Now \$8.00
Usual Price \$12.00. Now \$9.60
Usual Price \$15.00. Now \$12.00

Black Astrachan Mitts, Kid.
Usual Price \$2.50. Now \$2.00
Usual Price \$3.00. Now \$2.40

CHINTZES.

In Fancy Art Shades.

Usual Price 50c. Less 20 p.c. 40c.
Usual Price 60c. Less 20 p.c. 48c.
Usual Price 75c. Less 20 p.c. 60c.
Usual Price 85c. Less 20 p.c. 68c.
Usual Price \$1.00. Less 20 p.c. 80c.
Usual Price \$1.20. Less 20 p.c. 96c.

BORDERED CRETONNE.

Usual Price \$1.20. Less 20 p.c. 96c.
Usual Price \$1.60. Less 20 p.c. \$1.28

ART MUSLIN.

In pretty White, Cream and Buff grounds.
Usual Price 55c. Less 20 p.c. 44c.

HEARTH RUGS.

In Velvet and Tapestry.

Usual Price \$4.00. Less 20 p.c. \$3.20
Usual Price \$6.00. Less 20 p.c. \$4.80
Usual Price \$8.00. Less 20 p.c. \$6.40
Usual Price \$9.50. Less 20 p.c. \$7.60
Usual Price \$11.00. Less 20 p.c. \$8.80
Usual Price \$13.50. Less 20 p.c. \$10.80

CARPETS & RUGS



STAIR CARPETS.

Jute Tapestry in Crimson and Green.

1/2 yard wide—
Usual Price \$1.40
Less 20 p.c. \$1.12
5/8 yard wide—
Usual Price \$1.60
Less 20 p.c. \$1.28

Wool Tapestry.

1/2 yd. wide—Usual Price 1.90. Less 20 p.c. \$1.52
5/8 yd. wide—Usual Price 2.20. Less 20 p.c. \$1.76

CURTAIN SETS.

LACE SETS.

Usual Price \$6.00. Less 20 p.c. \$4.80
Usual Price \$7.50. Less 20 p.c. \$6.00
Usual Price \$8.00. Less 20 p.c. \$6.40

MUSLIN and SCRIM SETS.

Usual Price \$3.35. Less 20 p.c. \$2.68
Usual Price \$4.00. Less 20 p.c. \$3.20
Usual Price \$5.20. Less 20 p.c. \$4.16
Usual Price \$6.00. Less 20 p.c. \$4.80
Usual Price \$7.50. Less 20 p.c. \$6.00
Usual Price \$11.00. Less 20 p.c. \$8.80
Usual Price \$13.00. Less 20 p.c. \$10.40

TAPESTRY TABLE COVERS

in Crimson and Green.

Usual Price \$5.50. Less 20 p.c. \$4.40
Usual Price \$7.00. Less 20 p.c. \$5.60
Usual Price \$11.50. Less 20 p.c. \$9.20
Usual Price \$15.50. Less 20 p.c. \$12.40

WHITE LINEN TABLE COVERS.

Usual Price \$3.50. Less 20 p.c. \$2.80
Usual Price \$4.00. Less 20 p.c. \$3.20
Usual Price \$4.50. Less 20 p.c. \$3.60
Usual Price \$5.50. Less 20 p.c. \$4.40
Usual Price \$5.75. Less 20 p.c. \$4.60

TABLE NAPKINS.

Usual Price 27c. each. Less 20 p.c. 22c.
Usual Price 35c. each. Less 20 p.c. 28c.
Usual Price 40c. each. Less 20 p.c. 32c.
Usual Price 45c. each. Less 20 p.c. 36c.
Usual Price 60c. each. Less 20 p.c. 48c.

MEN'S OVERCOAT SPECIAL.

We would like to mention our special city wear Overcoat. Formfit, single breasted; Chesterfield, with or without velvet collar, in dark and light mixed tweeds.

Usual Prices \$45.00 and \$55.00
Less 20 p.c. \$36.00 and \$44.00

BOOT DEPARTMENT.



All BOOTS and SHOES, Ladies', Men's, Boys' and Girls', at 20 per cent. off.

LADIES' FELT FUR TRIMMED JULIETS.
Usual Price \$3.75. Less 20 p.c. \$3.00

MEN'S FELT SLIPPERS—Tan and Black Romeos.

All RUBBERS and GAITERS at 10 p.c. off.

TRAY and SIDBOARD CLOTHS, PILLOW SHAMS, BUREAU SCARVES and CUSHION COVERS, all at 20 Per Cent. Off.

STEER BROTHERS.

As the North Sees It.

(Twillingate Sun.)
SUGAR.

In the city papers last week appeared the following announcement: "If the Government will remove immediately the restrictions on the importation of sugar, I will import one thousand barrels and sell it at thirteen cents per pound."

A. E. HICKMAN.
Sugar at less than half we are paying to-day! such a consummation devoutly to be wished. What says the Government in reply?

The Advocate uses up the best part of two columns "replying" to Mr. Hickman, the weight of that reply being to call him a "Jew" and sundry other polite (?) names.

That is not answering the question. The people of this country have been stung, and badly stung, because of the stupidity, incompetence or carelessness—we care not which—of the Board of Control. The Board of Control has been told that all other departments of the Government are to be supplied with sugar at a price of thirteen cents per pound.

It is a question that affects every person in the island, and it is a question that is due to the incompetence, carelessness and complete—of those who are elected, and in whom we put such confidence.

DISLOCATING TRADE.

With the arrangements for cutting the bill-props on the three mile limit in White Bay we have no dispute, as the destination exists there according to accounts, though it should not be forgotten that W. F. Coaker, who used up all the billingsgate in and out of Webster on those who did the same thing in this bay, is the responsible head in this case.

The serious part of the business is the diverting of the "Prospero" from her coastal service at the most difficult time of the year. It will mean that that ship will now make only one trip more from St. John's, will be too late to get in Christmas goods for the business firms, and will entirely upset the coastal service.

Thirteen cars can be carried on the Clyde. Why not let that ship, which is at present aimlessly wandering around the coast, do the work. Mr. Coaker could ship her off to St. John's for his hour; why not send her to White Bay now? Moreover 13 cars is not a quarter load for the "Prospero."

What is the Government's idea, anyhow? Is it deliberately trying to kill out every man who does business, and to drive up the costs to the consumer of all he needs?

The Better Day.

The "Giving Christmas" has been tried in George Street Sunday School for twenty-five years. The old order was the "Getting Christmas." It always failed to give the Christmas Festival the right flavour. Not what we get, but what we give, is felt in this Sunday School to be the criterion of Christmas fun. All the gifts are to be parcelled and deposited during a grand march round the Church. Young and old alike enjoy it. The gifts are homes where Christmas cheer is not otherwise known. All kinds of things are given, suitable for the old or the young, the healthy or the infirm, the rich or the poor. Every one who attends the meeting in George Street Sunday School has a good time. Even poor old George or any of his tribe of stinging kill-joys, if they attend this meeting, will become infected with the fun of giving. The meeting will have an entertaining programme and is free and open to all.

Men's \$13.50 Boots in Black and Tan Leathers, for \$10.00, at Smallwood's—dec13.14

Xmas 1920.

THE BROWNIE CAMERA

A Brownie Camera will make an ideal gift for your boy or girl. Don't forget to give them one for Xmas. Have your list headed with a Brownie Camera. We have a complete stock of Brownie Cameras, prices from \$3.50 up. A visit to our store is sure to solve some of your Xmas problems.

TOOTON'S

The Kodak Store.
Phone 131. P. O. Box 562.
For Your Xmas Gift.