

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 . . . \$9.00
Usual Price . . . \$6.50
Usual Price . . . \$10.00
Sale Price . . . \$7.20

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

NATURAL COON COLLARS.

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

GOLDEN FOX COLLARS.

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 . . . \$2.00 to \$6.50
Less 20 p.c. . . . \$1.60 to \$5.20

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 \$2.50. Less 20 p.c. \$2.00
Usual Price \$2.75. Less 20 p.c. \$2.20

Unlined Nappa Kid.
Usual Price \$4.50. Less 20 p.c. \$3.60

Silk Lined.
Usual Price \$5.75. Less 20 p.c. \$4.60

Tan Kid, Wool Lined.
Usual Price \$4.75. Less 20 p.c. \$3.80

Tan Undressed Kid, Wool Lined.
Usual Price \$4.10. Less 20 p.c. \$3.28

Grey Undressed, Wool Lined.
Usual Price \$3.75. Less 20 p.c. \$3.00

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 \$2.30. Less 20 p.c. \$1.84

Tan Kid, Wool Lined.
Usual Price \$6.50. Less 20 p.c. \$5.20

Usual Price \$7.50. Less 20 p.c. \$6.00

Tan Undressed, Wool Lined.
Usual Price \$3.50. Less 20 p.c. \$2.80

Grey Undressed, Wool Lined.
Usual Price \$4.00. Less 20 p.c. \$3.20

Tan Undressed, Fur Lined.
Usual Price \$9.00. Now . . . \$5.00

Tan Undressed Mitts, Fur Lined
Usual Price \$6.00. Now . . . \$3.00

Black Astrachan Mitts, Kid
Palms.

Usual Price \$2.50. Now . . . \$1.25

Usual Price \$3.00. Now . . . \$1.50

HOME FURNISHINGS.

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 \$13.00. Less 20 p.c. . . . \$10.40

CARPETS AND 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.

Address to Union Member

Quoth the worthy President,
"Was I not from heaven sent
To lead you in the way you ought
To go:
I am not on mischief bent,
And I don't give a red cent
For all the people that have told
So."

Now you know I'm not a blow,
I'm not fond of pomp and show;
But when attacked I must protect
Self.
From the ravings of the foe,
Who does tell you that I slow—
Away all sorts of coin and worldly
square.

To myself I must be just,
And although I have your trust,
I'd better p'raps make my post
clear:
Not for worldly things I lust,
For I always get the crust,
And you will ever find me on
square.

Now my foes I'll not abuse,
"Though they always do accuse
Poor me of doing ev'rything
bad;
But in you I shall infuse,
With assistance from the Muse,
The feeling that I'm really quite
"lad."

'Twas I that formed the Union,
That's making all the bullion,
In which you all will some day
share:
Let them not think me a scullion,
Am I not the new Napoleon,
Who in my foes inspire most de-
fear?

I 'gainst enemies e'er fight,
Who my work attempt to slight;
And ev'ry more I make do critics,
But my hopes they do not blight,
In imagination's flight
I see myself above them ever rise

Many government's I've made,
And though 'oft I've been betrayed,
Still have I got the power in
hands:
To hold o'er my foes the blade
Of Damocles, who afraid,
Obey my most imperious demands

Now I have no more to say,
So you'd better shout "hurray!"
To prove all the goodwill that
bear to me:
But why is there this delay?
Silence fills me with dismay.
Is it true that no more you do
me?"

I must be found out at last,
For I feel the icy blast
Of chill displeasure, which for me
hold:
All my misdeeds of the past
Seem to make you stare aghast
At last I've let the sheep stray
the fold."

—TOUCHSTONE

Millions Hidden Under Nfld. Ground

ST. GEORGE'S COAL AREAS PRO-
GOOD.

During his recent visit to New
Sydney to see his son, who is a pa-
tient in the Hamilton hospital, J. P. He-
rald of Brigus, Nfld., and one of the ex-
perienced surveyors in the area
colony, made many friends here,
left with golden opinions of New
Sydney and its people.

In speaking to the North Syd
Herald Mr. Herald said the devel-
opment of Newfoundland's vast min-
eral areas is just in its infancy.

"It is a land of untold wealth,"
the geologist, "whose hidden mines
is estimated to run into millions
in money, the uncovering of which
will attract the eyes of the world
the newest dominion."

Asked about the St. George's
fields, which is now being developed,
Mr. Herald told the North Syd
Herald that these areas were
owned by the late Capt. Cleary,
claim expired in 1912 and was
taken up by T. J. Freeman, who for-
mally a local company and pros-
pects the property on the geological
reports of the late James P. How-
land. It consisted of the following
seams viz.:

1st, Jukes; 2nd, Howley; 3rd, M-
ray; 4th, Cleary; 5th, Tom Diamond
6th, Furlong, and a couple of small
seams. There is about four or five
hundred tons taken from the seam
and the seams can be worked for
long time without the use of pump.

It is situated between the Barrage
and Robinson Rivers, a little over
miles from the Newfoundland
way. It is the intention of the Com-
pany to build a railway to Lape-
Bay, a distance of 38 miles to one
of the best harbors in the island, and
open port the whole year, being free
from ice. The formation is similar
to the Cape Breton coal areas.

Mr. Herald said he compared the
walls and it is nearly impossible
tell one from the other. It is the
highest coal measure in the island
and all that is required at the pre-
sent time is a railway to the ship-
ping port to make it one of the best
ports in Newfoundland.—New
Sydney Herald.

Prospero's Passengers

The S.S. Prospero, Capt. Field, re-
served from the Northward at 11.30
night bringing the following pas-
sengers:—Messrs. Murrell, Budden, De-
gan, Miles, Campbell, Redman, Bro-
Short, Roberts, Parsons, Norris, Pay-
Norris, McKenzie, Bishop, Salsbury,
Messrs. Hadden, McKenzie, Nor-
Barbour, Misses Marcor, Field, B-
bour, Hewett, Barbour and Haynes
saloon and 20 in steerage.

MINARD'S LINIMENT RELIEVES
DISTEMPERS