

STEER BROTHERS.



CUT PRICES A Grand Display of WHITE GOODS

In all Departments, at Marvelous Reductions. It will pay you to visit our Store during our **GREAT WHITE SALE** and secure some of the many Bargains we are offering. Below we mention a few. **NOTE THE BIG REDUCTIONS.**

TABLE LINEN.
Pure White.

Regular 30c.	Sale Price	27c.
Regular 35c.	Sale Price	31c.
Regular 40c.	Sale Price	35c.
Regular 50c.	Sale Price	44c.
Regular 60c.	Sale Price	50c.
Regular 80c.	Sale Price	70c.

WHITE SHEETINGS.

Regular 25c.	Sale Price	22½c.
Regular 30c.	Sale Price	26c.
Regular 40c.	Sale Price	35c.
Regular 50c.	Sale Price	42c.

WHITE FLANNELETTE.

Regular 10c.	Sale Price	9c.
Regular 12c.	Sale Price	10½c.
Regular 14c.	Sale Price	12c.
Regular 17c.	Sale Price	15c.
Regular 20c.	Sale Price	17½c.
Regular 25c.	Sale Price	21c.

LACE CURTAINS.
2½ yards long.

Regular 50c.	Sale Price	42c.
Regular 1.20.	Sale Price	1.05
Regular 1.50.	Sale Price	1.30
Regular 2.00.	Sale Price	1.70
Regular 2.50.	Sale Price	2.10
Regular 3.00.	Sale Price	2.60

3 yards long.

Regular 1.20.	Sale Price	1.05
Regular 1.50.	Sale Price	1.30

3½ yards long.

Regular 2.00.	Sale Price	1.70
Regular 2.50.	Sale Price	2.10
Regular 3.00.	Sale Price	2.60

CURTAIN NETS.

Regular 10c.	Sale Price	9c.
Regular 11c.	Sale Price	10c.
Regular 12c.	Sale Price	10½c.
Regular 14c.	Sale Price	12c.
Regular 15c.	Sale Price	13c.
Regular 17c.	Sale Price	15c.
Regular 20c.	Sale Price	17c.
Regular 25c.	Sale Price	22c.
Regular 30c.	Sale Price	26c.
Regular 35c.	Sale Price	31c.
Regular 40c.	Sale Price	35c.

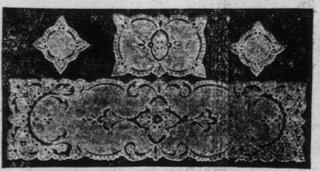
WHITE BLOUSES & SHIRT-WAISTS.

In Silk, Lawn and Net. Embroidered and Lace Trimmed.

We are practically giving away many of these, so that you had better secure one or two as soon as possible. You can get a

\$1.00 Blouse now for	50c.
\$1.50 to \$2.00 Blouse now for	75c.
\$2.00 to \$2.50 Blouse now for	1.00
\$2.50 Silk Blouse now for	1.00
\$3.00 Silk Blouse now for	1.50
\$3.50 Silk Blouse now for	2.25
\$4.50 Silk Blouse now for	3.00
\$5.50 Silk Blouse now for	3.50

SIDEBOARD and TRAY CLOTHS.



We have an excellent assortment of these goods in Embroidered and Lace trimmed and H. S. Tambour, &c.

Regular 30c.	Sale Price	25c.
Regular 40c.	Sale Price	34c.
Regular 50c.	Sale Price	42c.
Regular 60c.	Sale Price	50c.
Regular 80c.	Sale Price	70c.

REMNANTS.
Lawns, Nainsooks, Shirtings, Longcloths, Muslins, &c.
2 to 12 yard lengths.
They run from 5c. to 12c. yard.

GREAT ANNUAL WHITE FAIR NOW ON.

Embroideries, Insertions, Laces.

All-over Embroidery,
Flouncing Embroidery,
Corset Cover Embroidery,
All-over Laces.

We have an endless variety, bought especially for this Sale, from 3c. per yard up.



STEER BROTHERS.

WHITE FOOTWEAR.



This is one of the greatest bargains we have ever offered. Owing to the dullness of the weather last summer we have a larger stock of White Footwear left over than we care to have. We are determined to get rid of these during the next few days and so have cut a big slice off the prices.

CHILD'S WHITE DUCK 2-STRAP SHOES.
Sizes 5 to 8. Reg. \$1.10 to \$1.25. Sale Price. 95c.
Sizes 5 to 8. Reg. 75c. to 90c. Sale Price. 65c.
Sizes 9 to 11. Reg. 95c. to \$1.10. Sale Price. 80c.
Misses', 12 to 2. Reg. \$1.15 to 1.30. Sale Price. 95c.

CHILD'S WHITE DUCK BUTTON BOOTS.
Sizes 9 to 11. Reg. \$1.30 to \$1.40. Sale Price. \$1.05
Misses' 12 to 2. Reg. \$1.45 to 1.60. Sale Price. \$1.15

LADIES' WHITE DUCK STRAP SHOES.
Regular \$1.00 and \$1.20. Sale Price 90c.
Regular \$1.50. Sale Price \$1.15

WHITE DUCK PUMPS.
Regular \$1.80. Sale Price \$1.30

WHITE NU-BUCK OR KID PUMPS.
Regular \$2.00. Sale Price \$1.70

WHITE DUCK BUTTON BOOTS.
Regular \$2.00. Sale Price \$1.70

WHITE NU-BUCK OR KID BUTTON BOOTS.
Regular \$3.00. Sale Price \$2.25

White Shirtings, Calicos, Longcloths,
Butcher's Linen, Embroidery Linen,
Circular Pillow Calico, &c.,
all marked down for this Sale.

White Quilts.

White Honeycomb.

Regular 80c.	Sale Price	70c.
Regular \$1.00.	Sale Price	90c.
Regular \$1.20.	Sale Price	1.05
Regular \$1.50.	Sale Price	1.30
Regular \$2.00.	Sale Price	1.70
Regular \$2.50.	Sale Price	2.20
Regular \$3.00.	Sale Price	2.60

White Marcellas.

Regular \$1.50.	Sale Price	1.30
Regular \$2.00.	Sale Price	1.70
Regular \$2.50.	Sale Price	2.10
Regular \$3.00.	Sale Price	2.60

Whitewear.

A big mark down in price of all Skirts, Camisoles, Knickers, Night-dresses, Aprons, Child's Dresses, Pinafores.

Handkerchiefs.

We have them in abundance, Hem-stitched and Lace trimmed, Plain H. S. and Col'd Border, Excelsa, from 3c. up.

Ladies' Underwear

Cream Fleece Lined.
Regular 30c. Sale Price 26c.
White Fleece Lined.
Regular 50c. Sale Price 41c.
Extra Heavy Velvet Fleece'd
Regular 60c. Sale Price 50c.

Striking of this be Marvel Men's READ of a

The s ta



Exce As

This s the newe fabrics for Gowns, e dainty S has decid Season.

SUL These o shades of Cream an leading s Regular Price . . .

SURA These s much as Dresses, e this is a wide. Re Sale Price

WOO Here y array of Cream g this is a Blouses f Reg. 45c.

VI Ask to inches w land, Nat a very du ing mat ed for th dresses o 30c. yard.

"SAM Someth from the This mak name, be pare; 28 stripes a Reg. 20c.

G 10 piec reliable B wide in a and small Blue and and Brov Reg. 16c.

\$20.00 REWARD

THE FIRST 20 Cash Purchasers

Who can prove by any manner of means that they didn't receive at least

20 Per Cent Reduction

on our original Retail Prices for any Fur Necklets, Throwover, Muff or Set, bought and paid for by them,

Our Big Fur Sale

From January 14th to January 21st.

This is to prove that our Tremendous Reductions on all these Furs of from 20 per cent. to 50 per cent. as advertised are bonafide.

HENRY BLAIR

Advertise in The People's Paper.

Harbor Grace Notes.

To-day being Ash Wednesday, services were held in the Anglican and Roman Catholic Churches.

In the guessing contest at the K.E. Brigade Armoury, last night, the five-storey cake was won by Mr. L. Ash, he making the nearest guess to the number of peas in a jar.

The Pancake Party at the Brigade Armoury last night, was well patronized and a most enjoyable affair it proved to be. There were "rings" around to find out who secured the buttons, many of the latter not turning up. Several old maids surprised themselves by getting a ring; they could scarcely believe it. Dancing was indulged in after the party had partaken of the seasonal dish, and kept up until 11.45, when all retired to their homes, tired out no doubt, but happy.

The solo rendered by Thomas Hanrahan, Esq., at the Knights of Columbus Ball on Friday night, last was very highly spoken of by those present; as it helped in no small way to make the social gathering the great success that it proved to be.

Miss L. Davis, teacher of the South-side, while crossing the harbor on Tuesday morning, fell through the ice and was rescued after much trouble and taken to the home of a friend.

The Please U. closed last night with a very nice selection of pictures, pretty songs well sung by Mrs. Jones and others. This theatre will open again after Lent.

A car load of hay arrived to the Agricultural Society on Tuesday. Mr. Munn, who has the distribution in hand thinks there is some mistake in this car load, as it is of inferior quality. It is said that quite a large quantity of hay is now on the road between here and Port aux Basques. Cattle owners generally are anxious to get their hay along. Hurry it up, Mr. Reid, and save people from grumbling and cattle from suffering.

—COR.
Harbor Grace, Feb. 5, '13.

Wedding Bells.

O'NEIL—CURTIS.

A happy and interesting event took place at Long Beach, on Tuesday, Jan. 7th, when Josephine O'Neill, daughter of Mr. and Mrs. Thomas O'Neill, of Long Beach, was married to William Curtis, son of Mr. and Mrs. William Curtis, of Trepassay.

The Rev. Father Renouf officiated, the wedding taking place at the residence of the bride's father, at 8 p.m. The bride was handsomely attired in a princess dress of fawn and carried a pretty bouquet of white flowers, and was attended by Ellen O'Neill, her cousin, Margaret Myrick, Ellie F. Curtis and Annie Molloy. The bridegroom was supported by John O'Neill, brother of the bride, assisted by Nicholas O'Neill, her cousin, George Wadleton and Jerry Molloy.

About one hundred guests assembled, and after the ceremony sat down to daintily laid and well filled tables, after which dancing and singing were vigorously indulged in throughout the night and well into the next day—everyone enjoying themselves to the utmost.

On Saturday, Jan. 12th, the happy couple left Long Beach for their home at Trepassay, where they were welcomed by numerous friends and relations who passed the night happily dancing, etc., which was continued until the "wee sma' hours." The presents were very numerous and of a useful character.

Delicious Ice Creams, 10c. dish, at J. W. Campbell's, Ltd. —Jan 27, 11

Vics'-Crescent Match.

To-night's hockey match between the Crescents and Victorias promises to be a stiff struggle and ought to prove of more than ordinary interest to the onlookers. In the last meeting of these two teams a splendid exhibition was witnessed and it is hoped that to-night's match will be no exception. The ice was never seen in better condition than it is at present, so that a fast game is looked forward to.

Another Night Prowler

Breaks into Holy Cross Schools, Uses Matches and Endangers Building.

Yesterday morning when the Christian Brothers teaching the schools at Holy Cross, Patrick Street, opened the building they were surprised to notice that the place had been entered the previous night by some marauder who was bent on theft and was especially on the quest for money. The class rooms in Brothers Hearn and O'Flanagan teach were given special attention, and the fellow, whoever he was, ransacked the building pretty thoroughly. Matches were scattered over the floors of the class rooms showing that he used them to afford light while he went through the place. He "prized" open the presses in which books and requisites for the pupils are kept, burst open a safe in his search

UNUSUAL REDUCTIONS IN PHOTOGRAPHS.

We are very pleased to state that, owing to the large amount of patronage we received at the hands of the public during the past year, we have been able to secure a good reduction on our 1913 year's stock. To make room for this splendid stock we have decided to share this profit with you as

A BONUS during the coming two weeks.

Reg. Cabinets, usually 3 for \$1.50. Now 4 for . . . \$1.50
Large Cabinets, usually 3 for \$2.50. Now 6 for . . . \$4.00
Small Paris Panels, usually 3 for 75c. Now 3 for . . . 50c.
High Grade Post Cards, usually 1 doz. for \$2.00. Now 1 doz. for \$1.50
Photo Stamps 15 for . . . 50c.
Photo Buttons, 6 for . . . \$1.20
A small lot of Photo Jewellery left over from the Christmas season at half price.
We can fit your photo in that locket you received as a Christmas present.
Come early to avoid the rush.

TOOTON PHOTOGRAPHIC STUDIOS, Houses of Superior Quality.

Almost Indispensable

To all members of Literary Institutes, Debating Clubs and Reading Rooms,

A GOOD ENCYCLOPAEDIA.

No one can have a full knowledge of every subject that comes up for debate at these weekly meetings unless he has a good Encyclopaedia. HERE IT IS. Twenty-five volumes of it. Price for the complete set only \$6.25. 'Tis Nelson's, the latest and best of all the low-priced Encyclopaedias. Right up to the minute and thoroughly reliable. With it you have the necessary information to fit you to talk convincingly on nearly every topic that can be discussed. A word to the wise is sufficient. We have only five sets left, and for the benefit of those who did not hear us the first time, the complete set is only \$6.25.

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Furness Liner's Experience

The Furness Liner Almeriana, Capt. Fairclough, reached port yesterday afternoon after a very stormy passage of a fortnight from Queenstown where she put into for repairs to her machinery after being a week out from Liverpool to this port. After leaving Queenstown the ship met terrific weather. A succession of strong westerly gales, accompanied by heavy seas, were encountered and for nearly a whole week the ship was "lay to." She was badly buffeted but came through without mishap. She brought a large mail and six hundred tons of cargo.

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