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# This is the BANNER BARGAIN WEEK of this Store In EVERY Department



Velvet Hats. Also Duvetyn, in big variety. Regular \$5.50 each. Sale \$4.15

## Soft Striped Flannelette

13c.

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In bright new stripes on White grounds. Here is a nice selection of patterns in a good wide width, being 37 inches. Reg. 38c. yard.

Sale Price

GINGHAM AND LINEN BUNGA-LOW APRONS—Square neck Aprons with short sleeves, neatly trimmed with ric-rac braid around the neck, sleeves and down the front; some with colored silk stitching across front. The colors are: Grey, Pink, Mauve, Black and White, Pale Blue and other pretty mixed shades. Reg. \$1.00 each. Sale Price

Sale Price 85c

### Men's Fleece Lined Underwear

Good quality Fleece Lined Underwear in the popular natural color so much in demand; all sizes from 34 up to 44 inch, offered at a very low price during Fair Week. Reg. \$1.00. Sale Price

80c garment

Although real cool weather has not begun, down go the prices on many lines of Women's Coats. This, is a special offer for Fair Week, that every woman visiting St. John's should take full advantage of.

	Reg. \$6.50 each Sale Price	-19-3 6 9 6 9
	Reg. \$7.50 each Sale Price	\$6.55
	Reg. \$8.25 'each	\$7.25
	Reg. \$9.75 each.	\$7.85
	Reg. \$10.50 each Sale Price	\$8.30
	Reg. \$10.90 each	\$8.60
	Reg. \$12.00 each	\$9.50
	Reg. \$14.50 each Sale Price	\$13.15
	Reg. \$17.75 each Sale Price	\$14.95
-	Reg. \$18.50 each	\$15.50
	Reg. \$20.50 each Sale Price	\$17.00
*	Reg. \$22,50 each Sale Price	\$18.75

Reg. \$24.00 each \$19.85

Reg. \$25.00 each \$20.15

#### Fleece Lined Bloomers.

A nice medium weight with self-adjusting, elastic band at walst and knee. Colors Cream, Camel, Grey, Navy, Pink and Natural. Sizes 36, 38, 40. Reg. \$1.20 \$1.08

Princess Slips.

Of Silk Jersey. Fashionable kick pleat Skirt: wide hem at top, elastic-gathered underarm. A Slip that will appeal to every well dressed woman, Colors: Copenhagen, Sand, Grey, Rust, Nigger, Navy, White and Black. Regular \$3.25 \$2.65 each. Sale Price .....

MEN'S WOOL TWEED PANTS Asa full range of sizes. Reg. \$6.60 sorted Brown and Fancy mixtures, in \$7.35 pair. Sale Price ... STANFIELD'S WOOL UNDERWEAR-Good medium weight, in all sizes from 34 to 44 inch. Special per \$1.90 Garment NAVY and BLACK WOOL SERGE-A fabric that is much in demand for women's costumes and skirts. It is a very close texture and measure 54 inches in width. Reg. \$1.48 \$1.95 yard. Sale Price ....

Women's

**Black Coats** 

Distinctive styles in up-to-date Coats.

The materials and styles are too varied to

give a description. We cordially invite you to come and see them.

Reg. \$20.00 each. Sale Price \$16.85

Reg. \$22.50 each. Sale Price \$18.95

Reg. \$17.25 each. Sale Price \$14.95

Reg. \$15.00 each. Sale Price

#### 22, 25 & 30c LADIES' CASHMERE and FLEECE LINED GLOVES-Beaver and Grey Reliable quality. Just right for present wear. Regular 20c. pair. 17c. Sale Price ..... CHILDREN'S DRESSES-Jersey Wool and Fleece Lined, in Dark Navy; sizes to fit girls of 2 years. Regular 84c.

Wholesome

Groceries

CALIFORNIA RAISINS - 1

1b. packages. Reg. 17c.

LOOSE CURRANTS - Reg.

18c. lb. Sale 20c.

CHOICE LARGE PRUNES-

Reg. 20c. lb.; 2 30c.

SUNRISE JAM-1 lb. glass

jars. Reg. 45c. 40c.

FRY'S ENGLISH, BREAK-FAST COCOA-

tins. Reg. 45c. tin. ½ lb. tins. Res. 40c.

In 8, 4, 5, 6 and up to 12

piece lots.
Some of these papers sold formerly at prices up to 70c. a piece. Others we have just opened, which are in-

cluded in this assortment, are

even better and comprise

Burlaps, Ingrains, Grounded,

etc., in the choicest patterns.

We have grouped them all in three lots and priced them

as follows:-

WOMEN'S BLACK VICI KID BOOTS-A very comfortable high leg shape with rubber heels; all sizes \$3.91 Reg. \$4.25 pair. Sale Price \$3.91 MEN'S FINE RIBBED UNDERWEAR-Suitable for present season's wear. All sizes from 30 to 42 inches. Regular \$1.35 garment. Sale \$1.20 \$1.00 each. Sale Price .... 04C.
MEN'S BOX GRAIN LEATHER BOOTS— WOMEN'S SILK SCARVES-In beautiful combination and contrasting stripes. Size 48 inches long and 12 Goodyear welt and solid leather inner soles. Good serviceable quality. All sizes. Regular \$4.65 pair. \$4.26 inches wide. Reg. \$1.90 \$1.53

#### Women's Silk & Wool Hose.

Women's Angora Wool Scarves.

Beautiful soft quality in Grey, Green and

Wine. Finished with long Wool fringe at

ends. Length 58 inches, width 12 \$1.10

With corded ribbon streamers and trim-

mings of Merve Silk. Colours: Pale Blue,

Tomato, Fawn, White and Cream. A

great value for the money. Reg. 92c.

inches, Reg. \$1.35 each. Sale Price

\$1.20 each. Sale Price .....

Baby's Bear Bonnets.

Manufacturers' Seconds. in a weight most suitable for Fall and Winter wear. Some are slightly imperfect, but many of the imperfections are not noticeable. colours. Values to 90c. pair. Sale 47c. Price .....

WOMEN'S HOSE-Of Lustre Wool in good heavy quality for present season's wear. They have good appearance, are com-fortable and warm and will give lasting wear. Regular \$1.35 pair. \$1.08 Sale Price ..... WOMEN'S WOOL and SIR MIXED HOSE-

In Russian Tan, Grey and Camel. Fancy ribbed styles with high spliced heels, double toes and wide garter tops.
All sizes. Reg. 95c. pair. Sale Price

HEATHER TWEEDS OR MELTONS

—In Blue, Brown, Grey and Purple effects that are so much in demand

for Costumes, Skirts and Children's

Costs - Bossonshly nrived at 90c

STRIPED WOOL SKIRTINGS -

Shart and fashionable materials of

heavy quality. Most suitable for

Autumn and Winter wear Skirts

and other uses; 40 inches wide,

Special Sale Price .....

yard,

54 inches wide, 82c.

#### Heavy Sale of **English Blankets** Children's With Blue striped borders and wool overstitched edge; size 60 x 76 inches. Reg. \$3.75 pair. Sale Price 3.25

COATS Charming

Youthful Styles.

Coats with the blush of newness upon them are offered this week at Bargain Prices. Styles that are just as dainty in effect and as serviceable in material as one could possibly wish them to be.

Reg. \$3.90 ea. S. Price. \$32.0 Reg. \$4.20 ea. S. Price. \$3.50 Reg. \$4.50 ea. S. Price. .\$3.90 Reg. \$5.00 ea. S. Price. \$4.25 Reg. \$5.60 ea. S. Price. .\$5.00 Reg. \$5.80 ea. S. Price. . \$5.10 Reg. \$6.00 ea. S. Price. .\$5.20 Reg. \$6.45 ea. S. Price. . \$5.65 Reg. \$7.00 ea. S. Price. \$6.10 Reg. \$7.40 ea. S. Price. . \$6.30 Reg. \$7.80 ea. S. Price. . \$6.75

Reg \$8.00 ea. S. Price. . \$6.90

Reg. \$8.40 ea. S. Price. .\$7.10

Reg. \$8.80 ea. S. Price. . \$7.25

Reg. \$9.60 ea. S. Price. . \$7.85

Reg. 10.00 ea. S. Price. .\$8.20

Reg. 10.40 ea. S. Price. .\$8.50

Blue, Grey, Fawn and Brown. You'll be delighted with these ma-

terials, and at the special price

STRIPED WOOL SKIRTINGS in a

very close weave with a soft warm

finish. Women particularly admire

this line whenever we show it; 40 inches wide. Regular \$1.25 yard.

## Heavy **Suit Tweeds**

MEN'S KNITTED SILK AND WOOL TIES — In beautiful

stripes and fancy cross-bar-

out question the most service-

cial Sale Price, each 17c.

able Tie you can buy. Spe

MEN'S PULL-OVER SWEAT-

ERS—We never bettered quality than these. They are one

of the plums for this week's

sale. They come in Camel,

range: Reg. \$2.50. \$2.10 trimmed Brown; a full size

red effects. These are with-

Dark Greys, Blue and Brown, in very serviceable quality for Men's and Boys' Suits, Pants or Overcoats; 56 inches wide. Reg. \$1.10 yard. Sale Price

Sale Price 96c

Soft, absorbent quality in plain, pure White Towelling that is always popular for making towels, face cloths or rollers; 15 inches Regular 35c. yard. 29c. STRIPED TURKISH TOWELSgood large size and serviceable quality. Clean new goods, the best of their kind. Size 19 x 40

guaranteed all Wool Blankeet. Surely a much needeed Blanket when most Wool Blankets at this price are so much smaller and lighter in weight. Size 72 x 88 Sale Price ... Zyc. inches. Regular \$13.50 \$11.80 pair. Sale Price pair. Sale pair. Sale Price pair. Sale pair. inches. Regular 50c. each. 44c. and sell regularly at \$1.00 85c.

WHITE TURKISH TOWELLING- ENGLISH WOOL BLANKETS-A FANCY PLAID BLANKETS-WITH grounds in Buff, Pink, Blue and Grey. Good, warm, heavy quality Cotton Blankets that will launder STAIR CANVAS-Block and Floral

well and prove very warm and com-fortable. Size 66 x 76 inches. Regular \$5.00 each. Sale \$3.90 designs, finished with borders to match. A very good quality and Sale; 22½ inches wide. Reg. 48c. 55c. yard. Sale Price ...

% lb tins. Reg. 25c tin. Sale Price ... 22c. 10 lb. tubs \$3.40 Creamery ... \$3.40 i lb. blocks, per lb. 34c. BEST QUALITY PEA BEANS -Reg. 8c. lb.; 5 33c. BEST QUALITY SPLIT PEAS—5 lbs, for 32c. CAMPBELL'S TOMATO

\$13.15

SOUP-Reg. 15c... 13c. ST. CHARLES' EVAPORAT-ED MILK-Reg. 15c. tin 2 tins for .... 25c. MILKMAID MILK-Reg. 15c. tin; 2 tins for 25c. ROBERTSON'S S C O T C H choice ripe fruit and pure 1 lb. crocks. Reg. 25c. ea. Sale Price ... 22c. already reduced to 78c. 68c. yard. Sale Price Sale Price ..... \$1.08

WORCESTERSHIRE SAUCE - Prepared with the finest ingredients from a celebrated recipe. A delicious and appetising relish. Regular 15c. bottle. Sale Price FINEST SPANISH SILVERPEEL ONIONS In medium sizes. All new stock. Regular 4c. lb.. 10 lbs. for 28c. CRANBERRIES—Fresh new stock of large size Cranberries. Very popular for making home-made Jams, etc. Reg. 75c. appetising article for lunches, sandwiches, etc. Small size tins ready for immediate use. Special 2 tins for 13c.

## **Smallwares**

SHAVING BRUSHES-Reg. 17c. ea. Sale Price 14c. FOOTH BRUSHES—Regular 22c. ea. Sale Price 17c. HAIR BRUSHES - Regular 35c. ea. Sale Price 28c.

'AIRFLOAT' TALCUM POW-DER—Reg. 17c. ea. 14c. "PALM OLIVE" SHAVING CREAM—Reg. 55c. 49c. tube. Sale Price BLUE BIRD BROOCHES— Regular 10c. each. 8c. Sale Price .... OC. BABY BROOCHES—Regular 5c. each. Sale Price 4c.

BOXES OF STATIONERY-Reg. 22c. each. 19c. WRITING TABLETS — Reg. VRITING TABLES 15c. Sale Price 12c. ENVELOPES — Regular Wc. pkg. Sale Price 6c.

CROWN EXERCISE BOOKS Regular 7c. each. 6c. Sale Price ... UC. "OUR LEADER" EXERCISE BOOKS—Reg. 9c. ea. 7c. Sale Price, 2 for .. 5c.

BLERS Regular 7c. each. Sale Price ... 6c.

MELTONS In assorted mixtures of SHIRT wanter or except fine quality, made soft and fine in very desirable stripes and colors Regular 97. 30c. yard. Sale Price ..

quoted below, they should be picked up quickly; 42 inches wide. DRESS and COSTUME TWEEDSRegular 90c. yard. Sale 83c. Very neat checked patterns on Dar
Blue and Brown grounds. Mother Very neat checked patterns on Dark Blue and Brown grounds. Mothers will find this material very desirable for making Girls' and Misses' Costumes and Skirts, even though it is made for women's wear. it is made for Wolfe Regular 75c. yard. Sale 63c. Price .. .. .....

### **English All-Wool Blankets**

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6 ft. wide by 71/2 ft. long. This is the largest size and best quality we carry. They are good enough for anyone to use. They are made by a reliable English firm and guaranteed to be all pure wool. Reg. \$13.50 pair. Sale Price

11.46

#### Men's Negligee Shirts

Made from fine quality Per-cales in assorted pretty stripes; tunic style with seft double cuffs and stiff collar bands; sizes 14 to 16. Reg. \$1.75m each to \$1.57 Reg. \$2.90 each. \$2.42 Sale Price ..... \$2.42

We are giving FREE OF CHARGE with every Man's Suit or Overcont purchased here up to October 21st a beautiful Gold Plated Watch or strong serviceable Fibre Suit Case.
These Watches are going quickly.
Did YOU get out off not come and
avail of this opportunity NOW while this offer is on.

MEN'S ALL WOOL JERSEY PULL-OVERS — Comfortable, cold-reisting garments for Fall and Winter wear; made in a snug fitting style from soft qual-ity all wol yarn; Navy only. Reg. \$3.00 \$2.25 ea.Sale Price ... \$2.25 MEN'S CASHMERE HALF

HOSE—Broad ribbed with plain seamless feet; a real high grade Sock and considered very reasonable at the regular price of \$1.00 pair; all sies. Sale Price . . . . . . . 83c. MEN'S WORK SHIRTS -Plain Khaki and Dark Striped Cotton; full cut, roomy shirts with strongly

sewn seams; an ideal shirt for working men; sizes 14½ to 17. Reg. \$1.95 each. Sale \$1.75 MEN'S ALL WOOL KNIT-TED VESTS-Warm, comfortable garments of pure wool varn, in a nice Fawn shade with trimmings of Brown and Purple; sizes 36 to 42. Reg. \$2.80 each. Sale Price ... \$2.48

M E N'S COMBINATION
OVERALLS or UNION
SUITS—Of Blue Drill with
White stripes. These garments are in great demand for boilermakers, engineers or anyone working where there is much dust or grease; sizes 4 to 7. Reg. \$3.90 pair. Sale \$3.52 MEN'S LINED KID GLOVES A very reliable quality of Tan Calf Skin with double thread, reinforced un-der thumb and strongly der thumb and strongly stitched seams; sizes 8 to 10½. Reg. \$2.50 \$2.10 pair. Sale Price

CALIFORNIA SEEDLESS RAISINS-All new stock only opened to-day. High grade, good. Reg. 18c. 2 to for 30c. lb. Sale Price .. .. MOCHA TEA-Choicest Ceylon, broken

Orange Pekoe Tea, especially chosen for its very agreeable, flavor, Regular 80c. b. Sale Price 65c. CAMPBELL'S PORK & BEANS-With Tomato Sauce. An American product of superior qualty; one pound two ounces in each tin. Reg. 2 tins for 29c.

"STELNA" COOKED CORNED BEEF-A very nutritious article, 'sliced in any thickness you require, by our cutting machine. Regular 30c. tb. 27c. Sale Price .....

TOUTHS' BROWN CALF BOOTS-A real good quality. Will give great service and wear well. Sizes 9 to \$4.11 MEN'S KNITTED WOOL VESTS-In quiet shades of Camel. Lovat and Grey. Well made, stylish, serviceable Autumn and Winter garments that will protect you from the cold now and later on. They are the most comfortable garments a man could wear. All sizes. Reg. \$3.60 \$3.00

each. Sale Price .....

Lipton's Coffee Essence.

It has the delicate, fragrant rich brown

quality which is demanded by people of particular taste. It has been carefully

aged when green, then roasted and put up in packages, which preserve its fine full flavour and strength. Regular 70c. 64c.

Combined with the finest chicory, roasted, ground and prepared in their own works on the latest and most scientific

principles, guaranteed free from all preservatives. Regular 30c. bottle. 26c.

Arbuckle's Coffee.

MEN'S TOP SHIRTS-In assorted colored stripes. Made from fine quality Percale; all sizes. Reg. \$2.40 \$1.82 each. Sale Price MEN'S ALL WOOL SWEATER COATS-In Camel and Brown, with comfortable, long roll collars. Reg. \$2.94 STANFIELD'S WOOL UNDERWEAR-Heavy quality, guaranteed unshrink-able, Sizes 34 up to 44. Regular \$3.00 garment. Sale Price \$2.70

Floor Linoleum

2 yards wide

Plenty of bright, medium and dark patterns to choose from, in block, fibral and wood designs; good quality, 2 yards wide. Regular \$1.90 yard. Sale Price,

1.90 yard

2 lb. crocks. Reg. 47c. ea.

Sale Price 40c.

PANTS-Dark patterns. A real good quality for evening wear. \$3.90 Reg. \$4.50 pair. Sale Price MEN'S HEAVY TAN GRAIN LEATHER BOOTS—A serviceable quality with sprigged and sewn soles. Sizes 6 to 10. Regular \$3.50 pair. \$3.17 MEN'S BLACK VICI KID BOOTS-A

# MEN'S FINE QUALITY CASHMERE

real good serviceable quality in Black only. Sizes 6 to 9. Special \$4.75

MEN'S "POLICE" BRACES-Very durable

quality for men requiring a Brace that will give extra wear and comfort. We sell a big quantity of these every week. Regular 50c. pair. Sale 40c.

## HUMP" HAIR PINS Reg. 8c. box. Sale Price 6c.

PLAIN 'STANDARD' SCRIB-BLERS—Regular 5c. ea. Sale Price, 2 for 9c. RULED 'STANDARD' SCRIB-

## Heavy Dark Blankets

With dark colored borders and wool overstitched edges; especially suitable for loggers, lumbermen, etc., or even for household use: size 84 by 60 inches. Reg. \$3.30 pair. Sale Price

Sale Price 2.97

#### Baby's Cashmere Dresses.

Nicely trimmed with fine ace edging around the neck and sleeves. We have sold doz-ens of these during the past few days because of their extremely good value.; Pink only. Regular 67c. each. Sale Price

Sale Price 59c

## Striped Flannele'te

a good assortment of dark colors, most suitable for making Men's Shirts; 27 inches wide, Reg. 30c. yard. Sale Price

Sale Price 26c

STEERS Ltd. oct28,31

serviceable stitch from all-Wool yarn of high grade. Color: Camel trimmed Tan. Sizes 38, 40 and 42. Regular \$4.75

STEERS Ltd.

-STEERS Ltd.

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