

SALE DISCOUNTS

May Sound Very Well,

BUT IN THE END

—'TIS PRICES TELL!

Our Sale Prices will tell you that the universal demand for Lower Prices is met to the fullest extent at

BLAIR'S

We have reduced prices of all Dry Goods down to a point where they are on a par with replacement values, or with what we figure will be next year's prices. In so doing we are not considering whether these prices show us a profit or a loss. We do this because we consider it sound merchandising and will encourage and help prospective buyers who may have been holding off buying, waiting for lower prices.

THE SMALLEST REDUCTION WE HAVE MADE ON MEN'S WOMEN'S, BOYS' AND GIRLS' READY-TO-WEAR IS

20 Per Cent.

We did not buy these goods at the top of the market, and in pricing we priced leaving a very small margin of profit. We thought we would go "easy", as we knew it was going to be a hard year with the prices of all kinds of "grub" so high, and the price of fish dropping. We are now selling.

WOMEN'S WINTER COATS from\$8.50 each
CHILDREN'S WINTER COATS from\$3.60 each

But despite all low prices some people may not be able to "reach" to a New Coat this season. You may be fixing up an Old Coat; if so, New Lining and Smart New Buttons will brighten it. We offer

American Fancy Floral Sateen Linings, reg. \$1.20, for 95c yd
All Buttons in stock Reduced 25 Per cent.

Shopkeepers can get lots of bargains in this department, as well as in our others.

Men's and Boys' Readymades at Lowest Prices.

MEN'S AMERICAN WINTER OVERCOATS that will fit like tailor-made goods, from \$16.00 and \$17.50 each.

BOYS' OVERCOATS Reduced at least 20 per cent. in price.

MEN'S WOOLEN TWEED PANTS from only\$2.00 pair

MEN'S BLUE OVERALL COATS AND PANTS. Reg. \$2.25 at\$1.79 each

MEN'S BLUE STRIPED OVERALL COATS & PANTS, extra heavy, at \$2.00 ea.

MEN'S OIL COATS AND PANTS, Patched; best quality, at\$2.75 each

MEN'S and BOYS' LONG BLACK OIL COATS, RUBBER COATS, SHOWER and TRENCH COATS at very lowest prices.

Some Other Golden Buying Opportunities Are:

CHINTZ, 36 inches wide; superior quality. Reg. \$1.20 for89c. yard

LONG ENDS STRIPED and CHECKED FLANNELETTE. Reg. 40c. for 29c. yard

GREY LONDON SMOKES (or Mottled Flannel), heavy. Reg. 60c. for 43c. yard

ENGLISH WHITE FLANNELETTE. Regular 65c. for49c. yard

ENGLISH WHITE HAND TOWELING. Reg. 35c. for25c. yard

LOTS OF REMNANTS OF DRESS GOODS at Low Prices.

LADIES' and MISSES HATS of all kinds, reduced 25 per cent.

LADIES' WHITE and FLESH COLOURED SILK BLOUSES. Regular \$4.80 for \$3.50 each.

LADIES' SILK GEORGETTE BLOUSES. Reg. \$17.50 for\$10.00

LADIES' ENGLISH SERGE SKIRTS in Navy & Black. Reg. \$11.50 for \$7.90 each

LADIES' SILK and LACE BOUDOIR CAPS, very special at45c. each

GEORGETTE SILK CREPES in all leading and fashionable shades. Reg. \$3.75 yard. Sale Price \$2.95 yard.

LADIES' TAN LINED KID GLOVES. Reg. \$4.00 pair. Sale Price ..\$3.50 pair

MEN'S TAN LINED KID GLOVES. Reg. \$3.50 pair. Sale Price ..\$2.95 pair

MEN'S VERY HEAVY KID GLOVES. Reg. \$6.50 pair. Sale Price ..\$5.50 pair

LADIES' WHITE FLEECE VESTS and PANTS as sold elsewhere at \$1.10 to \$1.35. Our Sale Price 89c. each.

"NEW KNIT" and "STANFIELD" UNDERWEAR for Ladies at prices that will defy any competition.

THIS IS THE PLACE FOR

Men's Stanfield Wool Underwear

Our usual bottom-of-the-market prices have been further reduced for this Sale. Don't be persuaded into taking a substitute this season because of a matter of cheapness or you are told it is just as good. We know there is a lot of Cotton Underwear on the street this season, masquerading so to speak in sheep's clothing. "Caveat Emptor"! Let the buyer beware of it! Stand by the good old reliable Stanfields and be glad.

See our STANFIELD WOOL UNDERWEAR for men at \$2.65 and \$3.15 garment.

We carry MEN'S STANFIELD COMBINATIONS in four weights.

We have the largest variety in "Stanfields" obtainable anywhere.

You will find many other Golden Opportunities here for buying all useful and necessary things. You will get good service in this store, and you will find all Discounts and Prices as stated in our advertisements. That is what, despite all the numerous sales, is bringing the crowd to

Henry Blair.

Official Opening of Workmen's Houses.

The official opening of the thirty new houses, built by the Dominion Housing Association on Merrymeeting Road, to relieve the acute housing problem, took place at three o'clock yesterday afternoon before a large and representative gathering. A great many, however, must have been kept away by the very unpleasant weather, and on their account, the houses will be thrown open for inspection on Saturday afternoon. The ceremony, which was performed in one of the finished buildings, heated and lighted for the occasion, was presided over by Hon. J. D. Ryan, the President of the Dominion Building Association, Ltd. After Lady Harris had given the name of Harris Terrace to the Houses, which are additionally classed as Bowring Row, Anderson Row, Ryan Row, Gibbs Row and Parker Row, His Excellency the Governor delivered a gracious speech in which he lauded the undertaking of the Association, emphasized the value of good housing to the community, congratulated the directors on the splendid buildings they had provided, and expressed the pleasure it gave him to declare them open. Hon. John Anderson followed outlining the work that had been accomplished, and intimating among other things that the Association purposes completing one hundred houses, defraying the cost by issuing six per cent Housing Bonds. Mr. Anderson is the sponsor of this housing scheme, and it was a great satisfaction to him to find that its success was assured. Congratulatory addresses were made by His Lordship Bishop White, Sir Joseph Outerbridge and Hon. Dr. Campbell, all of whom spoke in eulogistic terms of the work of the Association and of the splendid class of houses that had been provided. A vote of thanks to His Excellency and Lady Harris for their attendance and gracious interest was proposed by Hon. M. P. Gibbs and seconded by Hon. S. Milley. Among the notes of regret received by the Hon. John Anderson, was the following from His Grace Archbishop Roche, which evidences his kindly interest:

The Palace,
St. John's, Nfld.,
Dec. 1, 1920.

My dear Mr. Anderson:
I have your note of yesterday's date asking me to be present at the opening ceremony of the new houses on Thursday.

I regret very much that as I am just recovering from an attack of illness I shall be unable to have the pleasure of being present on this important occasion.

I wish to tender to the Directors associated with you as well as to yourself my very cordial congratulations on the completion of this work. As you are aware, for very many years past I have been deeply interested in the question of providing better housing accommodation for the labouring classes in St. John's, and it is to me a source of the highest gratification that such a substantial and promising beginning has been made. That so much has been done is due in no small degree to your persistent advocacy of the cause and persevering efforts in which you have been undeterred by hostile criticism and difficulties of every kind.

Wishing the Dominion Co-operative Building Association every success in its future efforts, I remain,

Sincerely yours,
(Sgd.) H. P. ROCHE,
Archbishop of St. John's.

Two-Fifty will buy a pair of our twelve button Spats for Ladies (formerly \$3.20); all shades, in Brown, Fawn and Grey. PARKER & MONROE, LTD.—Nov 27, 21.

Successful Sale of Work.

What was probably the most successful sale ever held by the L.C.A.S. came to an end last night. From early yesterday afternoon until 9.30 o'clock the sale was continued, the amount realized very nearly approaching that of the first day's sale. All the stalls were very well patronized, but special mention should be made of the work done by the ladies in charge of the candy stall, who having sold out all their stock on the first day, nevertheless, contrived to make a further supply in time for yesterday's sale. A new stall was added to the others yesterday, at which toilet articles were sold. It was presided over by Misses Allison Mews and Olive Bishop. Over 294 teas were served on Wednesday, but yesterday this was eclipsed and the ladies in charge of the tea tables were kept very busy for a couple of hours. At 8.30 a short concert was held, the programme being as follows:
Piano solo—Mr. Gordon Christian.
Song—Mr. A. Williams.
Song—Miss Marguerite Mitchell.
Song—Mr. Harold Foster.
Song—Mrs. Gordon Christian.
The concert was highly appreciated by the audience, every performer being encored.

The total amount realised is in the neighbourhood of \$2500 and the energetic ladies of the Committee are to be congratulated on the ultra successful conclusion of their sale.

Ladies' Tan Calf Laced Boots, worth \$10.00, only \$7.50 at SMALLWOOD'S.—2p25, 11

FEELS IT HER DUTY TO TELL THE FACTS.

Moncton Woman Says Tanlac Has Made Life Pleasure To Her And Will Always Bless Day She Got It.

"I was so sick and suffered so much I feel like I wouldn't be doing right if I did not let everybody know what Tanlac has done in my case," said Mrs. Margaret Buckle, 37 Fleet St., Moncton, New Brunswick, formerly of Yarmouth, Me.

"For some time I was in a run-down condition, nervous and weak, and had indigestion perfectly awful. I went down in weight in just a few months from one hundred and sixty-five pounds to one hundred and twenty-five. I could scarcely eat anything at all, and what I did eat seemed to do me little good. Lots of days I would have awful pains in my stomach that extended all through my chest, and was badly bloated with gas from food not digested. I got so nervous I couldn't get restful sleep, and many a night I never closed my eyes. The least little thing would set my nerves on

edge, my energy was all gone, and I felt so tired all the time I never cared to leave the house. I took lots of medicine but just kept going from bad to worse. I became alarmed at my condition and wondered if it was the beginning of the end.

"Then my son-in-law advised me to take Tanlac, and before I had finished the first bottle I was feeling just fine. I have finished my fifth bottle, regained fourteen pounds of my lost weight, and am still gaining. I relish everything I eat and feel stronger and better than I have in a long time. Tanlac has made life a pleasure to me and I will always bless the day I bought my first bottle of it."

Tanlac is sold in St. John's by M. Connors, in Paradise by Mrs. Martin F. Byrne, in Upper Gables by Heber Andrews, in Portland by H. C. Haines, in St. Joseph, Salmoner, by Mrs. J. Gushue, in Millerton by Exploits Valley Royal Stores, Ltd., in Flat Island by William Samson, in Jamestown by Christopher Haines, and in Lewisport by Uriah Freake.—adv.

Salvage Notes.

S.S. Watchful made a hurried call here on her way to Port Union with the F.P.U. delegates. It was too bad, however, that the union meeting here previous to the arrival of the boat, did not function, as there were not enough members present to form a quorum, thus no delegates have gone from Salvage. Boss Coaker is able to do as he pleases, undoubtedly. To such a chief it meant nothing to take the S.S. Watchful off his weekly route simply for his own convenience, and the interests of a private trading concern.

The arrival of the schooners from St. John's has brought many and varied accounts of the meetings in the city lately. From what we can gather much more of Mr. Coaker's doings would have come out in the first meeting had the men lived up to what they said entering the hall. (Such, of course, is nearly always true of any meeting). Among other things, apropos of this, we are tempted to ask (Socrates like) if Mr. Coaker (M. of M.F., et al) ever gave schooner owners bonuses for shipping their fish to him, such bonuses going into the hands of the owner or skipper only?

The schooner Norah S., Job Stead, master, arrived from St. John's on Tuesday morning.

The schooners captained by Wm.

Brown, B. Oldford and A. Hunter, respectively, arrived from the city a couple of days ago.

Mr. W. Brown's schooner had her foremast carried away on her voyage from St. John's, and had to run from within a few miles of Catalina, to Harbor Grace.

Thanksgiving services were held here last Sunday. Unfortunately, many of the men were away. The offerings, however, were proportionately the same as last year.

The schooner, owned and mastered by Geo. Parsons, Alexander Bay, was in here Wednesday on her way from St. John's.

Mr. E. Brown arrived from the city yesterday.

In connection with the appointment of commissions, one cannot help feeling sceptical of the benefits to accrue from the men appointed. Political jobbery is far toooth in its zenith in Newfoundland history, but it is extremely doubtful if the vagaries of Coaker are yet at an end. The convention doings will assuredly give him inspiration, and we trust the delegates may in their wisdom and generosity, donate William another thousand a year to spend on a new "Mutt".

—COR.

Salvage, Nov. 25, 1920.

T. J. Edens

All persons indebted to the Estate of the late T. J. EDENS are requested to make IMMEDIATE payment. The office will be open to receive such payments. All bills outstanding will be placed in our Solicitor's hands for collection.

FOR SALE.

One Horse, about 8 years old, weight about 1100 lbs. Suitable for express work or carriage.

Also, two Large Express presses; one with rubber tyres; and one Express Sleigh. Will be sold at bargain.

Particulars may be had from

F. A. EDENS,
411 Duckworth St.

nov26, 11

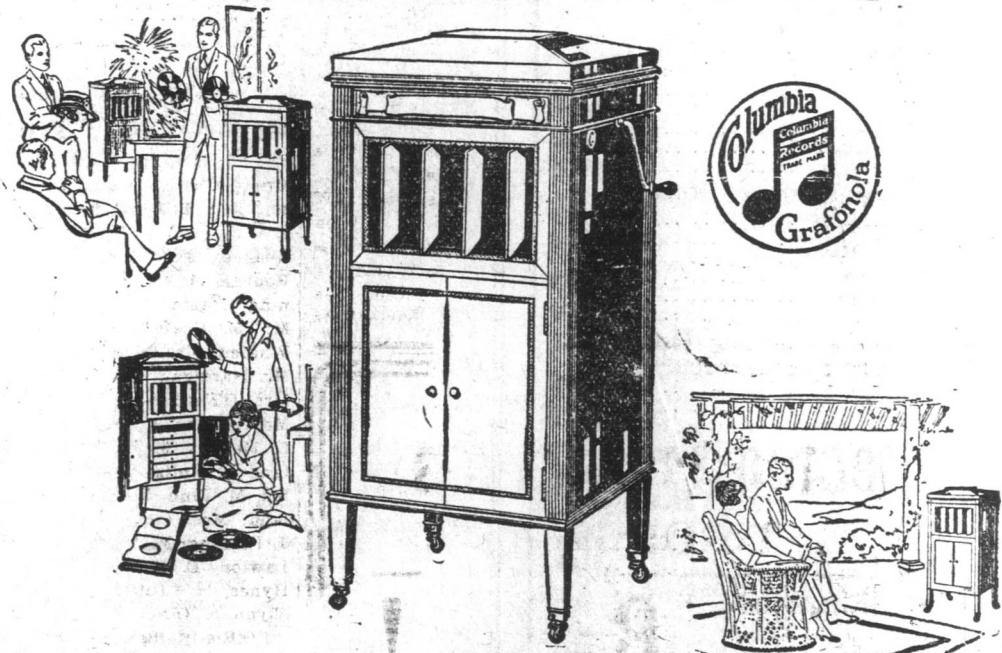
Shipping Notes.

S.S. Castle Point which is making for this port in a disabled condition, not expected to reach here before tomorrow.

The repairs to the schooner "Jack" have been completed, and sails for Gibraltar as soon as an opportunity offers.

S.S. Meigle, Capt. Cross, 38 hours from Sydney arrived in port yesterday evening at 5.30 o'clock. The ship brought a full cargo of coal as freight for the Government Railways Commission.

Columbia Grafonola



Make Every Month as Merry as This

The Columbia Grafonola and Columbia Records are the real combination to give you not only a Merry Christmas, but also a Happy New Year.

They will give you songs and dances, the very latest popular hits, gems of Grand Opera, fairy tales, quaint animal recitations for the kiddies—joy and mirth for all the family every day of every year.

U. S. Picture & Portrait Co.
Grafonola Dept.

