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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 Sale \$4.15 each.

# Soft Striped

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 32c

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.

80c garment

# Sale of Coats

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	\$5.60
Reg. \$7.50 each Sale Price	\$6.55
Reg. \$8.25 each Sale Price	\$7.25
Reg. \$9.75 each Sale Price	\$7.85
Reg. \$10.50 each. Sale Price	\$8.30
Reg. \$10.90 each, Sale Price.	\$8.60
Reg. \$12.00 each. Sale Price	\$9.50
Reg. \$14.50 each Sale Price	\$13.15
Reg. \$17.75 each	\$14.95
Reg. \$18.50 each Sale Price	\$15.50
Reg. \$20.50 each	\$17.00
Reg. \$22.50 each Sale Price Reg. \$24.00 each	\$18.75
Sale Price	\$19.85

Reg. \$25.00 each \$20.15

#### Fleece Lined Bloomers. A nice medium weight with self-adjusting, elastic band at waist and knee. Colors Cream, Camel, Grey, Navy, Pink and Natural. Sizes 36, 38, 40. Reg. \$1.20 \$1.08 pair. Sale Price.....

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: Copen-hagen, Sand, Grey, Rust, Nigger, Navy, White and Black. Regular \$3.25 \$2.65 WOOL TWEED PANTS As-

Brown and Fancy mixtures,

a full range of sizes. Reg. \$6.60 STANFIELD'S WOOL UNDERWEAR-Good medium weight, in all sizes from Good medium weight, in the 34 to 44 inch. Special per \$1.90 NAVY and BLACK WOOL SERGE-A fabric that is much in demand for costumes and skirts. It is of a very close texture and measures 54 inches in width. Reg. \$1.48 \$1.95 yard. Sale Price .... \$1.48

Women's

Reg. \$15.00 each. Sale Price \$13.15

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

22, 25 & 30c LADIES' CASHMERE and FLEECE LINED GLOVES—Beaver and Grey. Reliable quality. Just right for present wear. Regular 20c. pair. Sale Price

WALL PAPERS

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 included 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:—

CHILDREN'S DRESSES-Jersey Wool and Fleece Lined, in Dark Navy; sizes to fit girls of 2 years. Regular \$4c. MEN'S BOX GRAIN LEATHER BOOTS-Goodyear welt and solid leather inner soles. Good serviceable quality. All sizes. Regular \$4.65 pair. \$4.26 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

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 Merye 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.

WOMEN'S SILK SCARVES—In beautiful combination and contrasting stripes. Size 48 inches long and 12 wide. Reg. \$1,90 \$1.53 inches wide. Reg. \$1

#### Wholesome Groceries **Black Coats**

Distinctive styles in up-to-date Coats. CALIFORNIA RAISINS -The materials and styles are too varied to give a description. We cordially invite 1b. packages. Reg. 17c. you to come and see them.

Reg. \$20.00 each. Sale Price \$16.85 LOOSE CURRANTS - Reg. 18c. lb. Sale 20c. Price, 2 lbs. for .. Reg. \$22.50 each. Sale Price \$18.95 CHOICE LARGE PRUNES-Reg. \$11.90 each. Sale Price \$ 9.95

Sale Price

Reg. 20c. lb.; 2 30c. lbs. for .. .. .. SUNRISE JAM-1 lb. glass jars. Reg. 45c. 40c. each. Sale Price FRY'S ENGLISH BREAK-1/2 lb. tins. Reg. 45c. tin.

14 lb. tins. Reg. 25c. tin. Sale Price ... 22c. BUTTER—
10 lb. t u b s \$3.40 1 lb. blocks, per lb. 34c. BEST QUALITY PEA BEANS -Reg. 8c. 1b.; 5 33c. lbs. for ...... BEST QUALITY SPLIT PEAS—5 lbs, for 32c.

CAMPBELL'S TOMATO SOUP—Reg. 15c... 13c. ST. CHARLES EVAPORAT. ED MILK-Reg. 15c. tin 2 tins for ... 25c.

........... sugar.

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

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

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

WOMEN'S WOOL and Silk MIXED HOSE-In Russian Tan, Grey and Camel. Fancy ribbed styles with high spliced heels, Reg. 10.00 ea. S. Price. . \$8.20 double toes and wide garter tops.
All sizes. Reg. 95c. pair. Sale Price Reg. 10.40 ea. S. Price. .\$8.50

### Sale of Children's 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

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

#### Heavy **English** Blankets

wool overstitched edge; size 60 x 76 inches. Reg. \$3.75 pair.

#### Sale Price 3.25

MEN'S KNITTED SILK AND WOOL TIES - In beautiful stripes and fancy cross-bar-red effects. These are without question the most service-able Tie you can buy. Special Sale Price, each 17c.

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, trimmed Brown; a full size range. Reg. \$2.50. \$2.10 Sale Price ...

# Heavy

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

Sale Price 96c

WHITE TURKISH TOWELLING-Soft, absorbent quality in plain, pure White Towelling that is always popular for making towels, face cloths or rollers; 15 inches face cloths or rollers, wide. Regular 35c. yard. 29c. Sale Price ... STRIPED TURKISH TOWELS-

Fancy Pink and Blue stripes in a good large size and serviceable quality. Clean new goods, the best of their kind. Size 19 x 40 inches. Regular 50c. each. 44c.

guaranteed all Wool Blankeet. Surely a much needeed Blanket, when most Wool Blankets at this

36 inches wide and 72 inches long

and sell regularly at \$1.00 85c.

each, Sale Price .....

price are so much smaller and lighter in weight. Size 72 88 inches. Regular \$13.50 \$11.80 pair. Sale Price .... \$11.00 Price .... \$50.00
SPRING BLINDS We have a big STAIR CANVAS—Block and Floral stock of these and our values are good at all times. These measure

ENGLISH WOOL BLANKETS—A FANCY PLAID BLANKETS—With guaranteed all Wool Blanket. grounds in Buff, Pink, Blue and Surely a much needeed Blanket. Grey. Good, warm, heavy quality Cotton Blankets that will launder well and prove very warm and comfortable. Size 66 x 76 inches. Regular \$5.00 each. Sale \$2 00 Price .. .. .. .. ..

designs, finished with borders to match. A very good quality and very reasonably priced for this Sale; 22½ inches wide Reg. 48c. 55c. yard. Sale Price .....

.. .. .. .. .. ..

MILKMAID MILK-Reg. 15c.

HEATHER TWEEDS OR MELTONS MELTONS In assorted mixtures of Blue, Grey, Fawn and Brown. You'll be delighted with these ma-—In Blue, Brown, Grey and Purple effects that are so much in demand for Costumes, Skirts and Children's Reasonably priced at 90c yard, 54 inches wide. 82c. STRIPED WOOL SKIRTINGS -

Shart and fashionable materials of heavy quality. Most suitable for Autumn and Winter wear Skirts and other uses; 40 inches wide, already reduced to 78c. 68c. Sale Price ..... \$1.08 yard. Sale Price .. .. .. .. .. .. .. .. ..

terials, and at the special price quoted below, they should be picked up quickly; 42 inches wide.
Regular 90c. yard. Sale 83c. 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.

SHIRT WINGE -OI exceptional fine quality, made soft and fine in very desirable stripes and colors; 32 inches wide. Regular 97. 30c. yard. Sale Price . . . DRESS and COSTUME TWEEDS-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.
Regular 75c. yard. Sale 63c. Price .. .. .. .. .. ..

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

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 soft double cuffs and stiff collar bands; sizes 14 to 16. 

### Free!

with every Man's Suit or Overcoat purchased here up to October 81st atiful Gold Plated Watch or strong serviceable Fibre Suit Case.
These Watches are going quickly.
Did YOU get one? If not, come and avail of this opportunity NOW while this offer is on.

MEN'S AUL WOOL JERSEY PULL-OVERS — Comfortable, cold-reisting garments for Fall and Winter wear; made in a snug fitting style from soft quality all wol yarn; Navy only. Reg. \$3.00 \$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 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, com-fortable garments of pure wool yarn, in a nice Fawn shade with trimmings of Brown and Purple; sizes 36 to 42. Reg. \$2.80 each. Sale Price ... \$2.48 EN'S COMBINATION

OVERALLS or UNION SUITS Of Blue Drill with 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. 33.90 pair. Sale \$3.52 MEN'S LINED KID GLOVES A very reliable quality of Tan Calf Skin with double thread, reinforced under thumb and strongly stitched seams; sizes 8 to 1042. Reg. \$2.50 \$2.10 pair. Sale Price CALIFORNIA SEEDLESS RAISINS-AIL new stock only opened to-day. High grade, good. Reg. 18c. 2 no for 30c. m. Sale Price .. ..

MOCHA TEA-Choicest Ceylon, broken Orange Pekoe Tea, especially chosen for its very agreeable flavor. Regular 80c. Ib. Sale Price 65c. CAMPBELL'S PORK & BEANS-With To-

"STELNA" COOKED CORNED BEEF-A very nutritious article, sliced in any thickness you require, by our cutting machine. Regular 30c. 1b. 27c. Sale Price ............

YOUTHS' 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 pretect you from the cold. now and later on. The are the most comfortable garments a man could wear. All sizes. Reg. \$3.60 \$3.00 each. Sale Price.

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.

mato Sauce. An American product of superior qualty; one pound two ounces in each tin. Reg. 2 tins for 29c.

tin; 2 tins for. 25c. ROBERTSON'S SCOTCH MARMALADE Made from choice ripe fruit and pure 2 lb. crocks. Reg. 47c. ea. Sale Price ....40c. .. .. .. .. .. ..

MEN'S TOP SHIRTS-In assorted col-

ored 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 unshrinkable. 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, floral and wood designs; good quality, 2 yards wide. Regular \$1.90 yard. Sale Price,

1.90 yard

\$3.75 each. Sale Price .. ..

with the finest ingredients from a celebrated recipe. A delicious and appebrated recipe. A dencious tising relish. Regular 15c. bot- 13c. In medium sizes. All new stock.
Regular 4c. lb.. 10 lbs. for 28c.
CRANBERRIES—Fresh new stock of large 80c. gallon. Sale Price ...... PURE LARD—Manufactured from

WORCESTERSHIRE SAUCE - Prepared

size Cranberries. Very popular for making home-made Jams, etc. Reg. 75c. pig's fat. One pound packages. 37c. LIBBY'S POTTED MEATS—A delicious and appetising article for lunches, sandwiches, etc. Small size tins ready for immediate use. Special 2 tins for 13c.

MEN'S FINE QUALITY CASHMERE PANTS Dark patterns. A real good quality for evening wear. \$3.90 Reg. \$4.50 pair. Sale Price

Sale Price .. .. ..

MEN'S "POLICE" BRACES-Very durable

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

quality for men requiring a Brace will give extra wear and comfort. a big quantity of these Regular 50c. pair. Sale sell a big quantity of MEN'S ALL WOOL "STANFIELD'S". UN-DERWEAR—Good heavy quality anteed all Wool and unshrinkal 44 to 44. Regular \$3.45 garment. Sale Price serviceable stitch from all-Wool yarn of high grade. Color: Camel trimmed Tan. Sizes 38, 40 and 42. Regular CA 75 \$5,60 each. Sale Price ..

### **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. Sale Price .. . 14C. "PALM OLIVE" SHAVING CREAM—Reg. 55c. 49c. BLUE BIRD BROOCHES-Regular 10c. each. 8c.
Sale Price
BABY BROOCHES—Regular

5c. each. Sale Price 4c. 'HUMP" HAIR PINS Reg. 8c. box. Sale Price 6c. BOXES OF STATIONERY-Reg. 22c. each. 19c. WRITING TABLETS — Reg. 15c. Sale Price 12c. ENVELOPES — Regular 7c. pkg. Sale Price 6c. CROWN EXERCISE BOOKS Regular 7c. each. 6c. Sale Price EXERCISE BOOKS—Reg. 9c. ea. 7c.
Sale Price
Sale Price, 2 for . 5c. PLAIN STANDARD SCRIB-BLERS Regular 5c. ea. Sale Price, 2 for 9c.

# **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 lace edging around the neck and sleeves. We have sold dozens of these during the past few days because of their extremely good value.; Pink only. Regular 67c. each. Sale Price

Sale Price 59c

#### Striped Flanneleite

Also checks and plain white and 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

STEERS Ltd.-

Lipton's Coffee Essence.

STEERS Ltd.

STEERS Ltd.