

# Sensational Sale OF CLOTHING.

We are offering Men's Suits and Overcoats nearly half the price what they are sold at their regular everyday sale price.  
Everybody talks values now but not everybody gives it—except now and then. Here you are sure to get values now.  
To avoid argument, everybody admits they are worth more—a lot more, as you will see when you see them. But, profit or no profit, we are determined to sell this surplus stock as a Sensational Sale.  
**COME HERE AND SAVE DOLLARS ON YOUR CLOTHES.**

**The English-American Clothing Co.,  
312 Water Street.**

## MEN

Who move quickly will have smart new SUITS and OVERCOATS without paying the prices that they usually would have to if they keep in step with the crowd.

We are ready for you right now with the clothes you want to wear—at the price you want to pay.

## Here Now

Thousands of Men's Suits. Styles that satisfy the critical tastes of the most fastidious; fabrics that are lovely and luxurious; tailoring of the highest class. Their keynote is one of refined elegance.

Note the Price:

**\$12.00, \$15.00, \$19.00,  
\$24.75.**

We feel certain that you'll find it wise to get your clothes NOW from US. There will have to be a decided set-back in prices before the values can be duplicated which we offer.

It is not necessary to pay high prices for high grade clothes.

**Saxon & Co.,  
252 Water St.**

(Just a few steps West of the Bank of Montreal.)

## Trade Notice!

"HOMCO" is a superior grade of Cornmeal, inasmuch as the grain is hulled before being milled, and the husks are not ground up as is ordinarily the case.

It is the ideal meal for horses and cattle and is a great milk producer.

**HARVEY & Co., Ltd**

Distributors for Newfoundland.

### Remarkable Adventures of the Saucy Diamond.

When the late William Waldorf Astor, Viscount Astor of Haver Castle, gave the Clivedon estate to his son, the present Viscount, on the occasion of the latter's wedding with Mrs. Nancy Langhorne Shaw, he presented to his new daughter-in-law a magnificent "flat-top" pear-shaped brilliant, rather off color and with a white feather flaw, said to weigh 53% carats," to quote the experts. It was also said to be valued at \$75,000, and to be the Sancy, a stone as well-known to Europe history as to European gem fanciers. The new edition of the Encyclopaedia Britannica states of the Sancy that "it now belongs to the son of the late Viscount Astor."

But W. R. Cattelle, author of the interesting book "The Sancy," as cautious a collector as he is an expert, raises the question by declaring that there are but two things upon which writers agree, viz. that the first owner was Charles the Bold, Duke of Burgundy, and that later it came into the possession of Nicholas de Barly, Baron de Sancy, after whom it was named. Following Mr. Cattelle's relation of the conjectural history of this unusual stone, according to some it was an heirloom in the family of Charles the Bold, and was brought from Constantinople by an ambassador. Its history between Charles and the Baron de Sancy is uncertain. Some say it was lost with the former's other treasures at the Battle of Granson, in 1476, when the Swiss soldiers who looted his tent had no idea of the value of the things they found. They supposed his vessels of gold and silver were of tin and copper, and they parted with his diamonds for trifling sums.

#### Another Account.

Mr. Cattelle speaks of another account which says that Charles wore the Sancy in his helmet at the battle of Nancy, in 1477, and that the Swiss soldiers who found it on his dead body two days after the battle sold the precious stone to a priest for two francs. Other writers assert that the Sancy was bought by King John II. of Portugal in 1479, but as Alfonso, his predecessor, did not die until 1481, he must have bought it either before he became king or acquired it with the crown jewels at his accession. It is said that he sold it to the baron, acquiring it toward the end of the sixteenth century, and tells how he lent it to his sovereign, Henry III., to pawn to the Swiss Government that money might be raised to hire an army of Swiss mercenaries.

On the way to Henry the Sancy had its oddest adventure of all, when the messenger was assassinated in the Forest of Dole and his body buried by a cure in the village cemetery. Knowing his man, De Sancy ordered the body to be opened, and the diamond was found in his stomach.

It is said also that the Sancy was sold by Baron de Sancy to James I. of England in 1684; and that during the civil war in England, Queen Henrietta Maria, wife of Charles I., carried it to France and pledged it with another to the Duke of Epemon. In 1657 Cardinal Mazarin, with the Queen's consent, paid the Duke and took possession of the stone. The writer of this account thinks the diamond referred to be the Sancy of the French crown jewels, inventoried in 1791, stolen in 1792, recovered in 1794, and probably disposed of in 1798 to meet the expenses of the great campaign of that year. Louis XV. had worn it at his coronation in 1722. It was owned in Spain in 1809, and later passed into the possession of the Demidoff family of Russia.

Purchased by Indian Prince. Another account says that it was among the Spanish crown jewels about ten years after it left France and that Prince Demidoff owned it from 1823 to 1865, when he sold it for about \$100,000. In 1867 Prince Demidoff's stone was exhibited at the Paris exhibition and later purchased by the Maharajah of Puttiala.

Then there is a tale which has the Sancy stolen from among the crown jewels of France, as related, recovered by Fouche for Napoleon and sold by him to Prince Paul Demidoff, next owned by the Earl of Westmeath, and afterwards passing into the hands of the multi-millionaire, Sir Jamesjee Jejeebhoy. Sir Jamesjee's beautiful stone now adorns a tiara which is the pride of Viscountess Astor, who sits in the House of Commons.

Beautiful but is it the Sancy? With Mr. Cattelle one gathers from the multiplicity of contradictory stories about the history of this diamond that there may have been several stones known by the name. It is also possible that the irregular cut stone of Charles the Bold has been at some time since re-cut without public mention, and that the stone perfectly cut pear-shaped diamond long among the French crown jewels is the same as the larger stone which originally bore the name of Sancy.

The Young Man's Boot! Men's Dark Tan Laced Boots with rubber heels; makes an excellent Fall Boot, for \$13.50 at SMALLWOOD'S.—sep25,tt

# SALE DISCOUNTS

May Sound Very Well,

BUT IN THE END

IT'S 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 WOOLLEN TWEED PANTS from only . . . . . \$2.00 pair

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

MEN'S BLUSH 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 for . . . . . 89c. yard

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

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

ENGLISH WHITE FLANNELETTE. Regular 65c. for . . . . . 49c. yard

ENGLISH WHITE HAND TOWELING. Reg. 35c. for . . . . . 25c. 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 at . . . . . 45c. 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.

v.l.s.