

THE SALE OF GOLDEN OPPORTUNITY!

"OPPORCHUNITY"

By PETER FINLAY DUNNE, et al.

As the poet says,
Opportunity knocks at every man's door
On some men's doors it hammers
Till it breaks down the door,
An' then it goes in and wakes him up,
If he's asleep,
And ever afterwards it warruks fr him
As a night-watchman.
On other men's doors it knocks,
An' runs away,
An' on the doors iv some it knocks,
An' when they come out
It hits them over th' head with an axe.
But ivrywan has an opporchunity.
Th' porr are th' people that've been at worruk
Whin Opporchunity knocked,
And there are others
That have been star gazing.
But now we tell of an opporchunity for everybody,
And we want you to tell your friends
And your acquaintances
That the greatest opporchunity
There is to-day is
BLAIR'S GREAT SALE,
For it is a Sale
That is full of Golden Opporchunities.

The Public Demand for LOWER PRICES

finds

The Very Lowest Prices

at

BLAIR'S GREAT STOCK - REDUCING SALE!

In order to reduce our stock we are reducing prices to a minimum. But together with lowest prices for all kinds of goods you will get SERVICE and VALUE, and the discerning public of Newfoundland, though it likes bargains, likes service with them. It is not concerned with trashy bargains. Our stock is an up-to-the-minute one and value is the keynote of our buying, and so you get double value for your money when we call a sale.

MEN'S and BOYS' WINTER OVERCOATS.

SMART AMERICAN STYLES — BIGGER RANGE OF SIZES AND THEREFORE BETTER FIT.

These Overcoats were bought under the market, marked under the market, but are now marked down to to-day's cost of production. We guarantee you they won't be any cheaper next year, if as cheap, but we would sooner have the money than carry them over.

Men's Winter Overcoats, marked \$22.00, now \$17.50.

Men's Winter Overcoats—A few marked \$25.00 to \$30.00, now \$17.50.

Men's Winter Overcoats in the new skirt model, marked \$35.00, now \$28.00.

Men's Heavy Grey Overcoats, with Black Astrachan Collar, a tremendous favourite, marked \$35.00, now \$28.00.

All our Men's Winter Overcoats marked \$40.00, and which were good values at \$50.00 to \$60.00, are now marked down to \$32.00.

There is no need now to fearfully consider a high priced Tailor-made Overcoat. The large range of sizes we carry and the smart American cut gives you the distinction of a tailor-made article, without cutting too largely into your pocketbook.

MEN'S MACINAWs.

We thought we were marking these low at \$20.00, but now, to help out the working man, we are marking them down to \$15.90.

Prices of BOYS' OVERCOATS and MACINAWs are Low

but are too numerous to detail on account of so many sizes and qualities.

MEN'S READYMADE SUITS and PANTS.

Selected from the standpoint of Good Value from your Local Factories, and also the New York Markets.

NOW ALL REDUCED 20 PER CENT.

You can be assured no store is buying Ready-mades keener than we are, and the saving is yours. Prices of Suits if quoted don't signify much, but we are selling Suits from \$12.00 each.

We have a lot of Men's Woollen Tweed Pants mostly size 5, at \$2.00 pair only.

Lots of other good values as regards Men's Pants.

MEN'S BLUE OVERALL COATS and PANTS.

As sold elsewhere at \$2.25. Our Price \$1.79. Men's Extra Quality Blue Striped Overall Coats and Pants. Price \$2.00.

MEN'S OIL CLOTHES—Coats & Pants..

Best American makes, patched; as sold for \$3.25 to \$3.50. Our Price \$2.75.

MEN'S TRENCH SHOWER COATS

only \$15.00 and \$20.00 each. Better qualities in Men's Trench Shower Coats at prices that will be below those of next year.

MEN'S and BOYS' BLACK RUBBER COATS and OIL COATS at unbeatable prices.

MEN'S WEAR.

Men's Negligee Shirts. Reg. 3.00 ea. Now \$2.50

Men's Negligee Shirts. Reg. 3.50 ea. Now \$2.95

Men's Arrow Collars only33c. each

Men's Silk Neckties. Special at89c. each

Men's Heavy Grey Wool Socks only 50c. and 65c. pair.

Men's Cashmere and Fingering Hose in Blacks and Coloured, all at Reduced Prices.

LADIES' WINTER COATS.

ALL BOUGHT MUCH UNDER THE MARKET AND PRICED AT THE OPENING OF THE SEASON MUCH UNDER THE MARKET.

But Reductions in these Opening Prices now range from

20 per cent. to 40 per cent.

Ladies' Coats in fashionable long lengths range from only \$8.50 each upwards.

CHILDREN'S and MISSES' Winter COATS Dirt Cheap.

They range from around \$4.50 each upwards, according to size. We defy any competition as regards prices of Ladies' and Girls' Winter Coats.

LADIES' and MISSES' FELT and VELVET HATS.

The pick of the British and American markets. ALL REDUCED NOW 25 PER CENT. AT LEAST.

Our Hats are always priced low, and 25 per cent. is equivalent to Half Price in some places. These are all new, fresh goods, nothing shop-worn and no soiled samples.

LADIES' HOSIERY.

We are the Home of Good Hosiery, and the value we give is well known. In this Department our prices are so fine we are only able to cut 10 per cent in some cases. See our range of

LADIES' PLAIN and RIBBED CASHMERE. SELF COLOURED & HEATHER MIXTURE SPORT HOSE.

See the line of WOMEN'S BLACK HOSE we offer at 29c. pair.

LADIES' READY-TO-WEAR GOODS.

ALL AT DISCOUNTS OF AT LEAST TWENTY PER CENT.

When you consider this and realise as an economical buyer how cheaply by comparison we have always priced our goods, you will understand this is a big cut in price and eliminates all profits.

Ladies' Ready-to-wear Goods include:—

Ladies' Skirts and Underskirts of all kinds. Ladies' Blouses, Dresses and Costumes. Ladies' Raglans, Shower Coats & Rubber Coats. Ladies' Flannelette and Cambric Nightdresses. Knickers, Camisoles, Combinations, Teddies, etc.

Ladies' Aprons, Overalls and Wrappers. Ladies' and Children's Wool Sweaters and Scarfs.

LADIES' FLEECE and WOOL UNDERWEAR.

Ladies' White Fleece Vests, Knickers and Corset Covers, as selling elsewhere as high as \$1.35. Our Sale Price only 89c. each.

We have also other superior values in Ladies' Fleece Underwear.

LADIES' WOOL VESTS & KNICKERS

only \$1.80 each and upwards.

To-day's cost for these goods is more than this and it will be a long while before the regular selling price falls to this.

LADIES' STANFIELD WHITE CASHMERE VESTS and KNICKERS.

Our Opening Price was \$4.25 each. Sale Price \$3.75 each.

LADIES' STANFIELD COMBINATIONS.

Sale Prices \$3.50, \$5.50 and \$6.00.

The Buying Opportunities mentioned above are only a few of the Golden Opportunities you can take advantage of at this Store. There are many others, and there are many more that we will tell you about in later advertisements.

Watch Your Opportunities!

HENRY BLAIR.