

# STEER BROTHERS SALE

Unusual Opportunity for Profitable Buying. ONE FIFTH OFF ALL CASH PURCHASES, Whether Large or Small--Every Day Needs at a Saving of 20c to the DOLLAR.

## Cut Prices in Dress Dept.

**FINE NAVY SERGES.**  
 Reg. \$2.00. Sale Price . . . \$1.60  
 Reg. \$4.00. Sale Price . . . \$3.20  
 Reg. \$4.50. Sale Price . . . \$3.60  
 Reg. \$5.00. Sale Price . . . \$4.00  
 Reg. \$5.50. Sale Price . . . \$4.40  
 Reg. \$6.00. Sale Price . . . \$4.80  
 Reg. \$6.50. Sale Price . . . \$5.20  
 Reg. \$7.50. Sale Price . . . \$6.00

**ENGLISH WOOL COSTUME TWEEDS.**  
 Reg. \$2.00. Sale Price . . . \$1.60  
 Reg. \$2.20. Sale Price . . . \$1.76  
 Reg. \$3.00 and \$3.10. Sale Price . . . \$2.00  
 Reg. \$3.25, \$3.50 and \$3.60. Sale Price . . . \$2.50  
 Reg. \$4.00 and \$4.50. Sale Price . . . \$3.00  
 Reg. \$5.50. Sale Price . . . \$4.00  
 Reg. \$6.50. Sale Price . . . \$5.00

## Underpricings in Showroom

**LADIES' JERSEY KNITTED UNDERSKIRTS.**  
 Reg. \$2.00. Sale Price . . \$1.40  
 Reg. \$2.60. Sale Price . . \$1.90  
 Reg. \$3.00. Sale Price . . \$2.10  
 Reg. \$4.25. Sale Price . . \$3.10

**SILK UNDERSKIRTS.**  
 In Taffeta, Merve and Tricollé; Rose, Navy, Green, Sapphire, Purple, Shot and Plaid.  
 Reg. \$12.00. Sale Price . . \$ 8.55  
 Reg. \$14.50. Sale Price . . \$10.40  
 Reg. \$15.00. Sale Price . . \$10.90  
 Reg. \$16.00. Sale Price . . \$11.40

**SILK CAMISOLES.**  
 Flesh color; ribbon and lace trimmed.  
 Reg. \$1.60. Sale Price . . \$1.28  
 Reg. \$2.00. Sale Price . . \$1.60  
 Reg. \$2.50. Sale Price . . \$2.00



**LADIES' SWEATER COATS.**  
 Heavy soft wool with Angora collar and belt, in shades of Rose, Nile, Saxe, Black.  
 Reg. \$12.00. Sale Price . \$9.60

**SWEATER COATS.**  
 In Brown, Navy and Grey, with belt.  
 Reg. \$5.50. Sale Price . . \$4.40

**SLIP-ON SWEATERS.**  
 In American Beauty, Rose, Saxe and Black, trimmed with White.  
 Reg. \$9.00. Sale Price . . \$7.20

**LADIES' & CHILDREN'S WINTER COATS, HATS and FURS AT HALF PRICE.**



### White Voile Blouses

Pretty styles, neatly trimmed with lace.

Regular \$2.60. Sale Price . . . \$1.95  
 Regular \$2.85. Sale Price . . . \$2.15  
 Regular \$3.00. Sale Price . . . \$2.20  
 Regular \$3.60. Sale Price . . . \$2.65  
 Regular \$5.25. Sale Price . . . \$3.85  
 Regular \$6.00. Sale Price . . . \$4.30

### Children's Sleeping Suits

To fit from 5 to 12 years.  
 Regular \$2.60 to \$3.00. Sale Price \$2.08 to \$2.40

### MEN'S SWEATER COATS, WINTER CAPS and SOCKS

**MEN'S SWEATER COATS.**  
 In Brown and Khaki shades, with roll or military collar and some without collar.  
 Regular \$3.00 to \$10.50.  
 Sale Price \$2.40 to \$8.40

**WINTER CAPS.**  
 Maritime and Eastern brands in Mixed Tweeds and Plain Cloths, with turndown inside band.  
 Regular \$2.10 to \$3.20.  
 Sale Price \$1.68 to \$2.56

**WOOL SOCKS.**  
 Fine Heather Wool.  
 Regular \$1.10. Sale Price . . . 88c  
 Regular \$1.25. Sale Price . . . \$1.00  
 Regular \$1.40. Sale Price . . . \$1.12  
 Regular \$1.65. Sale Price . . . \$1.32

**HEAVY CANADIAN KNIT.**  
 In Grey and Khaki shades.  
 Regular 60c. Sale Price . . . 48c  
 Regular 75c. Sale Price . . . 60c  
 Regular 85c. Sale Price . . . 68c  
 Regular \$1.00. Sale Price . . . 80c  
 Regular \$1.10. Sale Price . . . 88c

**LOCAL KNITTED SOCKS.**  
 Sale Price . . . 85c.

## BOOT DEPARTMENT

**ALL BOOTS and SHOES AT 20 P.C. OFF.**

Men's Gunmetal Blucher, broad toe; good easy fitting shape.  
 Reg. \$8.00. Sale Price \$6.40  
 Police and Postman's Gunmetal Calf Blucher, broad shape; an ideal walking boot.  
 Reg. 15.50. Sale Price 12.40

**MECHANICS' WORK BOOTS.**  
 Dark Grained Blucher, built for wear.  
 Regular \$6.75. Sale Price . . . \$5.40  
 Regular \$9.00. Sale Price . . . \$7.20

Black Grained Blucher.  
 Regular \$8.50. Sale Price . . . \$6.80  
 Regular \$9.50. Sale Price . . . \$7.60

**GUNMETAL BUTTONED.**  
 Goodyear welt, spool heel.  
 Regular \$5.50. Sale Price . . . \$4.40  
 Vici Laced, spool heel; superior quality.  
 Regular \$6.00. Sale Price . . . \$4.80  
 Black and Brown Kid Laced, Military heel.  
 Regular \$12.50. Sale Price . . . \$10.00



**ALL RUBBERS and GAITERS AT 10 P.C. OFF.**

Boys' and Youths' Box Grained Blucher, Nos. 9 to 5  
 Regular \$6.40 to \$8.20.  
 Sale Price \$3.20 to \$4.10

Boys' Tan Kang, Grained, 10 in. leg with strap at top; sizes 1 to 5 1/2.  
 Regular \$6.90 to \$7.30.  
 Sale Price \$5.52 to \$5.84

Youths' ditto, 8 in. leg, Nos. 9 to 13.  
 Regular \$5.80 to \$6.20.  
 Sale Price \$4.64 to \$4.96

**SOME OLD TIME VALUES.**  
 Ladies' Vici High Laced, spool heel.  
 Regular \$4.50. Sale Price . . . \$3.60

Patent Vamp, Dull Kid Top Laced, Good-year welted, spool heel.  
 Regular \$5.50. Sale Price . . . \$4.40

Patent Vamp, Dull Kid Top, Buttoned, Goodyear welt, spool heel.  
 Regular \$5.00. Sale Price . . . \$4.00

## Household Needs

**ROLLER TOWELING.**  
 White and Fancy Huck.  
 Reg. 30c. Sale Price . . . 24c.  
 Brown Crash.  
 Reg. 35c. Sale Price . . . 28c.  
 Striped Turkish.  
 Reg. 55c. Sale Price . . . 44c.  
 Reg. 60c. Sale Price . . . 48c.  
 Reg. 65c. Sale Price . . . 52c.  
 Reg. 55c. Sale Price . . . 60c.

**White Twilled.**  
 Reg. \$1.20. Sale Price . . 96c.  
 Reg. \$1.55. Sale Price . . \$1.24  
 Reg. \$1.60. Sale Price . . \$1.28

**WHITE FLANNEL.**  
 Reg. \$1.35. Sale Price . \$1.08  
 Reg. \$1.60. Sale Price . \$1.28  
 Reg. \$1.70. Sale Price . \$1.36

**FLEECE CALICO.**  
 Unbleached.  
 Reg. 40c. Sale Price . . 32c.  
 Reg. 50c. Sale Price . . 40c.

**WHITE FLANNELETTE.**  
 Reg. 40c. Sale Price . . 32c.  
 Reg. 45c. Sale Price . . 36c.  
 Reg. 50c. Sale Price . . 40c.  
 Reg. 55c. Sale Price . . 44c.

**NATURAL FLANNEL.**  
 Reg. \$1.35. Sale Price . \$1.08

**SHEETINGS.**  
 White—Plain.  
 Reg. \$1.05. Sale Price . . 84c.  
 Reg. \$1.40. Sale Price . . \$1.12  
 Reg. \$1.75. Sale Price . . \$1.40

**CIRCULAR PILLOW COTTON.**  
 Reg. \$1.05. Sale Price . 84c.  
 Reg. \$1.10. Sale Price . 88c.

### Bannockburn Tweed

Good heavy weight for men's or boys' suits in Mottled Brown.

Regular \$6.75. Sale Price . . . \$5.40  
 Green Heather Mixed Tweed, all Wool.  
 Regular \$6.00. Sale Price . . . \$4.80

### My Column.

(By the CUB-EDITOR.)  
**NEW YEAR RESOLUTIONS.**  
 After a great deal of experimenting I have come to the conclusion that New Year Resolutions are made for only one purpose—to be broken. Everybody makes them, but how many keep them? I ask you? Even young Horace, who, in case you don't know, is my office boy and an officious one at that, even he, as I was saying, made resolutions this year. For a time my life became almost happy a rara avis! in the existence of an editor. The blight of my life was actually going to reform! It was too good to be true, but true it was—for a time! For the first few days after the New Year, Horace turned up

on time at the office. When I arrived there was a roaring fire awaiting me, a clean blotter was on my desk, all my papers were nicely arranged and the whole place looked as if it were scrupulously swept and cleaned. I stared in amazement at this unaccustomed sight, then I saw Horace. But it was not the old Horace that I saw, for here, before me, stood a boy with the face, alas of the old Horace, but otherwise different altogether. His hair was brushed back nicely with the aid of a superfluity of water, and a spotless white collar encircled an equally spotless neck. The ink usually found on his fingers was absent, and his boots were properly shined and laced. In fact, he presented so neat an appearance that so surprised me as to make me stare at him for fully five

minutes before being able to speak. "Well Horace, my lad," I said. "May I ask the reason for this sudden change in your appearance?" "It's me Noo Yur reselooohunn, guv'nor," replied the regenerated Horace. "Your what?" I asked. "Reselooohunn, guv'nor, then wot people makes ev'ry Noo Yur."  
 "Oh," I said, seeing light at last. "You mean, resolutions, Horace?" "That's it guv'nor," replied Horace. "Good work, Horace. I never thought of it, you." I said. "I only hope you keep it up and here's half a dollar for you." With a muffled "thank you, guv," he departed.  
 This pleasant state of affairs continued for a week. Then, one morning, I came down to my office to find it in its old state of chaos. It was a cold morning and there was no fire,

and no Horace. Five minutes later, the young scamp turned up. His appearance was as dirty as it used to be. "Why, Horace," I said, "What about your resolutions?" "Me doctor advised me to 'em 'em 'em," replied my incorrigible. I said no more. If you knew Horace, you'd know it's no use arguing with him. I now have to put up with the old state of affairs, but my faith in New Year's resolutions is gone. Undoubtedly, they were made to be broken and

therein lies the pleasure of making them.—THE CUB-EDITOR.  
**P.S.**—The above is a skurrilous libel. I didn't do no such thing and the old blither nose it. One of those days I'll leave him and then he'll have to komit soociaide.—HORUS.

**THE NEW DOPE.**  
 (A new Rhythm of the Times.)  
 Oh, dopes of all kinds have we seen From Eau de Cologne to Bay Rum; But the best one of all, though its name may appal, Is "Balsam and Honey," by Gum!  
 "Two in one"—was once looked up to As being a very good dope. But "Balsam and Honey," though it may seem funny, Is the only one now with a hope. I don't know where you can get it, But if you will search you will find,

or cake that you could spare an unfortunate wanderer?"  
 "Lady of the House: 'No, I'm afraid not. Wouldn't some bread and butter?"  
 The Tramp: "As a general rule it would, ma'am; but, you, see, this is my birthday."  
**WHO LEFT THE DOOR OPEN?**  
 (From the Washington Star.)  
 The ex-Kaiser does not desire to live in Holland and Holland is justified in sarcastic inquiry as to who invited him.  
**THE MARCH OF PROGRESS.**  
 The public be damned—1880.  
 To hell with labour—1890.  
 To hell with labour and the public—1900.

Crusaders say their plans are r i p e, they've hitched their wagons to some stars, and soon they'll take away my pipe, and shut me off from long cigars. When I am smoking I am mild, I never raise a fuss or rant, I am as gentle as a child, and harmless as my maiden aunt. But when they take my pipe away I fear I'll train with savage men; I really am afraid to say what tragedies may happen then. Our lives are full of ugly curves and what we suffer for no one knows; tobacco soothes the tired man's nerves, and gives his jaded soul repose. There's peace in forty million homes because Tired Fathers puff and puff, with wreaths of smoke around their domes, the know tobacco is the stuff. They do not care to beat their wives or break the crockery and chairs; for smoking calms their troubled lives, as it would heat sore heads of bears. In moral fits, at divers times, I've thrown my trusty pipe away; then I wrote pessimistic rhymes and scrapped with neighbors every day. I'd sternly say, "No stack of puff will ever make me smoke again"; and then I'd sit and hate myself, and also hate my fellow-men.



**STOP THAT COUGH.**  
 A good many people have thought that a cough did not amount to much—most excellent people whose friends were sorry to lose them. Now don't make this mistake—a cough is the first step towards serious and often fatal sickness. Stop it right there. Stafford's Phosphate Cough and Cold Cure has proved a marvellous cough stopper. Price 35c. bottle. Postage 10c. extra.  
 Manufactured by  
**DR. F. STAFFORD & SON,**  
 Wholesale and Retail Chemists and Druggists,  
 St. John's, Newfoundland.  
**ANTI-TOBACCO.**

### MUTT AND JEFF

### THE P. S. G. S.—I.E., THE POOR SAP GOT SOAKED.

—By Bud Fisher.

WHENEVER A RAINY DAY COMES I LOVE TO GO THROUGH JEFF'S OLD TRUNK! WELL, WHAT'S THIS? IT'S AN ENGRAVED CARD. IT SAYS: JEFF, A.J., HARVARD, '08.

MM!

BY THE WAY, JEFF, I NEVER KNEW YOU HAD A RELATIVE WHO WENT TO HARVARD!

I'M THE ONLY HARVARD MAN IN THE JEFF FAMILY! WHY DO YOU ASK?

THEN THIS IS YOUR CARD, IT SAYS:—JEFF, A.J., HARVARD, '08. WHAT'S THE 'A.J.' STAND FOR?

A.J.'S THE DEGREE I GOT AT HARVARD, OLD THING!

WHY, I NEVER HEARD OF SUCH A DEGREE!

SURE! A.J.—ASSISTANT JANITOR!

YOU POOR SAP!

### Household Notes.

Serve boiled halibut with an egg sauce.  
 Stewed figs make a good fruit for breakfast.  
 Raisins are an excellent addition to gingerbread.  
 Hot gingerbread is delicious served with tea.  
 Roast lamb and currant jelly are served together.  
 Steamed and baked vegetables are best for children.  
 Steamed fig pudding is delicious with hard sauce.