

STEERS Ltd.

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FAIR WEEK IS HERE!

And Now for the Shopping

Every day during Fair Week we will offer some very attractive bargains.

You can make our Stores your shopping headquarters, or a meeting place for your friends.

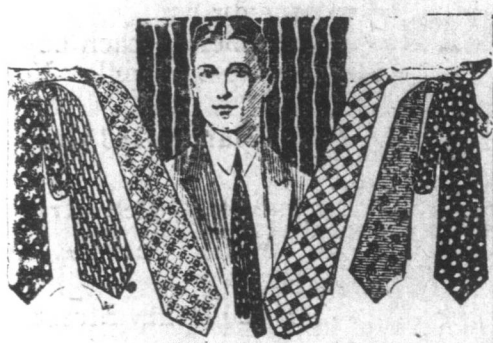
Come in and look around, stay as long as you like. Whether you buy or not you are welcome at all times.

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Another Panel of Gent's Furnishings Prices Tell the Story

MEN'S NECK TIES—A swell assortment of the very best color combinations in Stripes, Checks, Florals, Paisley and Fancy effects. Regular 80c. ea. **65c.** Sale Price

MEN'S KNOT TIES—With stud attached for quick and easy fitting. All quiet color effects in blocks, stripes and fancy designs. Regular 35c. each. Sale Price **30c.**

"PRESIDENT" BRACES—Here is one of the most popular braces ever sold in St. John's. They are neat in color, perfect fitting, and correspond to every movement of the body. Regular 55c. pair. Sale Price **48c.**

MEN'S PULL-OVER SWEATERS—We never better 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 each. Sale Price **\$2.10**

MEN'S KNITTED SILK AND WOOL TIES—In beautiful stripes and fancy cross-barred effects. These are without question the most serviceable Tie you buy. Special Sale Price, each **17c.**

MEN'S WOOL CASHMERE HALF HOSE—Broad ribbed, seamless Half Hose of a perfect quality Wool, soft and durable. Assorted colors and Black. All sizes. Regular \$1.00 pair. Sale Price **83c.**

MEN'S HEATHER HALF HOSE—Heavy quality worsted yarns are used in the manufacture of these serviceable Hoses. They wear even better than the finer grades and are more suitable for present season's wear. Regular 65c. pair. Sale Price **53c.**

Did You Take Advantage of the Watch or Suit Case Offer? If Not You Should do so immediately

We are giving FREE OF CHARGE with every Man's Suit or Overcoat purchased here up to October 31st, a beautiful 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 COMBINATION OVERALLS or UNION SUITS—Of Blue Drill with White stripes. These garments are in great demand for boiler makers, engineers or anyone working where there is much dust or grease. Sizes 4 to 7. Reg. \$3.52 \$3.90 pair. Sale Price **\$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 10½. Reg. \$2.10 \$2.50 pair. Sale Price **\$2.10**

MEN'S "POLICE" BRACES—Very durable quality for men requiring a Brace that will give extra wear and comfort. We sell a big quantity of these every week. Reg. 40c. 50c. pair. Sale Price **40c.**

MEN'S ALL WOOL "STANFELDS" UNDERWEAR—Good heavy quality, guaranteed all Wool and unshrinkable. Sizes 34 to 44. Regular \$3.45 garment. Sale Price **\$3.15**

MEN'S SWEATER COATS—Knit in a very serviceable stitch from all-wool yarn of high grade. Color: Camel trimmed Tan. Sizes 28, 40 and 42. Regular \$5.60 each. Sale Price **\$4.75**

MEN'S ALL WOOL JERSEY PULL-OVERS—Comfortable, cold-resisting garments for Fall and Winter wear. Made in a snug fitting style from soft quality all-wool yarn. Navy only. Regular \$3.00 each. Sale Price **\$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 sizes. Sale Price **83c.**

MEN'S WORK SHIRTS—Pain Khaki and Dark Striped Cotton. Full cut roomy shirts with strongly sewn seams. An ideal shirt for working men. Sizes 14½ to 17. Reg. \$1.75 \$1.95 each. Sale Price **\$1.75**

MEN'S ALL WOOL KNITTED VESTS—Warm, comfortable garments of pure wool yarn, in a nice Fawn shade with trimmings of Brown and Purple. Sizes 36 to 42. Regular \$2.80 each. Sale Price **\$2.48**

HEAVY WOOL UNDERWEAR—"Stanfelds" unshrinkable quality in a full range of sizes from 34 to 44 inch. Regular \$2.25 garment. Sale Price **\$1.95**



MEN'S NEGLIGEE SHIRTS—Made from fine quality Percales in assorted pretty stripes; tunic style with soft double cuffs and stiff collar bands; sizes 14 to 16. Reg. \$1.75 each. Sale Price **\$1.57**
Reg. \$2.80 each. Sale Price **\$2.42**

Women's Coats

Distinctive styles in up-to-date Coats. The materials and styles are too varied to give a description. We cordially invite you to come and see them.
Reg. \$20.00 each. Sale Price **\$16.85**
Reg. \$22.50 each. Sale Price **\$18.95**
\$3.00 each. Sale Price **\$2.42**

Children's and Misses' Coats



Charming Youthful Styles

Coats with the blush of newness upon them are offered all this week at Bargain Prices. Styles that are just as dainty in effect and as serviceable in material as one could possibly wish them to be.

Reg. \$3.30 each. Sale Price **\$3.30**
Reg. \$4.20 each. Sale Price **\$3.50**
Reg. \$4.50 each. Sale Price **\$3.50**
Reg. \$5.00 each. Sale Price **\$4.25**
Reg. \$5.40 each. Sale Price **\$4.95**
Reg. \$5.60 each. Sale Price **\$5.00**
Reg. \$5.80 each. Sale Price **\$5.10**
Reg. \$6.00 each. Sale Price **\$5.20**
Reg. \$6.45 each. Sale Price **\$5.65**
Reg. \$7.00 each. Sale Price **\$6.10**
Reg. \$7.40 each. Sale Price **\$6.20**
Reg. \$7.80 each. Sale Price **\$6.75**
Reg. \$8.00 each. Sale Price **\$6.90**
Reg. \$8.40 each. Sale Price **\$7.15**
Reg. \$8.80 each. Sale Price **\$7.25**
Reg. \$9.60 each. Sale Price **\$7.85**
Reg. \$10.00 each. Sale Price **\$8.20**
Reg. \$10.40 each. Sale Price **\$8.50**

Smallwares at Little Prices

SHAVING BRUSHES—Regular 17c. each. Sale Price **14c.**
TOOTH BRUSHES—Regular 22c. each. Sale Price **17c.**
HAIR BRUSHES—Regular 35c. each. Sale Price **28c.**
"AIRFOAT" TALCUM POWDER—Regular 17c. each. Sale Price **14c.**
"PALM OLIVE" SHAVING CREAM—Regular 55c. tube. Sale Price **49c.**
BLUE BIRD BROOCHES—Regular 10c. each. Sale Price **8c.**
BABY BROOCHES—Regular 5c. ea. Sale Price **4c.**
"HUMP" HAIR PINS—Regular 5c. box. Sale Price **4c.**
BOXES OF STATIONERY—Reg. 22c. each. Sale Price **19c.**
WRITING TABLETS—Regular 15c. Sale Price **12c.**
ENVELOPES—Regular 7c. package. Sale Price **6c.**
CROWN EXERCISE BOOKS—Reg. 7c. each. Sale Price **6c.**
"OUR LEADER" EXERCISE BOOKS—Regular 9c. each. Sale Price **7c.**
LEAD PENCILS—Regular 3c. each. Sale Price **2c.**
PLAIN "STANDARD" SCRIBBLERS—Regular 5c. each. Sale Price **4c.**
RULED "STANDARD" SCRIBBLERS—Regular 7c. each. Sale Price **6c.**

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. Regular \$1.20 pair. Sale Price **\$1.08**

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: Copenhagen, Sand, Grey, Rust, Nigger, Navy, White and Black. Regular \$3.25 each. Sale Price **\$2.65**

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 **59c.**



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 inches. Regular \$1.35 each. Sale Price **\$1.10**

BABY'S BEAR BONNETS—With corded ribbon trimmings and trimmings of Navy, Silk, Colors: Pale Blue, Tomato, Fawn, White and Cream. A great value for the money. Regular \$1.20 ea. Sale Price **92c.**

GINGHAM AND LINEN BUNGALOW APRONS—Square neck aprons with short sleeves, neatly trimmed with ric-rac braid around the neck, sleeves and down the front. Some with coloured silk stitching across front. The colors are: Grey Pink, Mauve, Black and White, Pale Blue and other pretty mixed shades. Regular \$1.00 each. Sale Price **85c.**

A Choice Array of Wholesome Groceries at Sale Prices

CALIFORNIA RAISINS—1 lb. packages. Reg. 20c. each. Sale Price **17c.**

LOOSE CERRANTS—Regular 13c. D. Sale Price **20c.**

CHOICE PRUNES—Reg. 20c. D. 2 lbs. for **30c.**

SUNRISE JAM—1 lb. glass jars. Reg. 45c. each. Sale Price **40c.**

FRY'S ENGLISH BREAKFAST COCOA—1 lb. tins. Reg. 75c. tin. Sale Price **70c.**
½ lb. tins. Reg. 45c. tin. Sale Price **40c.**
¼ lb. tins. Reg. 25c. tin. Sale Price **22c.**

BUTTER—16 lb. tins Creamery **\$3.40**
1 lb. Blocks, per lb. **34c.**

CHOICE CANADIAN CREAM CHEESE—Reg. 40c. lb. Sale Price **37c.**

BEST QUALITY PEA BEANS—Reg. 8c. 1 lb. 5 lbs. for **33c.**

BEST QUALITY SPLIT PEAS—5 lbs. for **32c.**

CAMPBELL'S TOMATO SOUP—Reg. 15c. tin. Sale Price **13c.**

LOCAL DAMSONS—Ideal for home-made jam. Reg. \$1.00 gal. Sale Price **80c.**

ST. CHARLES EVAPORATED MILK—Reg. 15c. tin, 2 tins for **25c.**

MILK MAID MILK—Reg. 15c. tin, 2 tins for **25c.**

Inviting Prices on Household Goods

ART SATENS—The soft satiny finish of this material makes it very desirable for many purposes. The scroll and floral patterns are very nice and the prices at which they are marked make them very good sellers; 27, 30 and 36 inches wide. Reg. 45c. yard. Sale Price **38c.**

WHITE AND ECRU SCRIM CURTAINING—With openwork and imitation hemmed borders. The value shows up easily in this material; 26 inches wide. Reg. 17c. yard. Sale Price **14c.**

WHITE COTTON BLANKETS—With gay striped borders in Blue or Pink. A good heavy weight. Size 60 x 76 inches. Regular \$3.70 50c. each. Sale Price **\$3.08**

SPRING BLINDS—We have a big stock of these and our values are good at all times. These measure 36 inches wide and 72 inches long and sell regularly at \$1.00 each. Sale Price **85c.**

STAIR CANVAS—Block and Floral designs, finished with borders to match. A very good quality and very reasonably priced for this sale; 22½ in. wide. Reg. 55c. yd. Sale Price **48c.**

CANVAS MATS—Of fairly heavy quality. New Block patterns with attractive borders. Size 18 x 26 inches. Regular 19c. each. Sale Price, 2 mats for **35c.**

ENGLISH WOOL BLANKETS—A guaranteed all Wool Blanket. Surely a much needed Blanket when most wool blankets at this price are so much smaller and lighter in weight. Size 72 x 88 inches. Regular \$13.50 pair. Sale Price **\$11.80**

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

WADDED QUILTS—Good, warm, thick Quilts, covered with bright floral cottons of soft quality. For cold, nippy nights no better quilts can be found. Size 50 x 70 inches. Regular \$2.65 \$3.00 each. Sale Price **\$2.65**

FANCY PLAID BLANKETS—With grounds in Buff, Pink, Blue and Grey. Good warm heavy quality Cotton Blankets that will launder well and prove very warm and comfortable. Size 66 x 76 inches. Reg. \$5.00 each. Sale Price **\$3.90**

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 60c. each. Sale Price **44c.**

Sale of Women's Coats for Fair Week



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. Sale Price **\$14.95**
Reg. \$18.50 each. Sale Price **\$15.50**
Reg. \$20.50 each. Sale Price **\$17.00**
Reg. \$22.50 each. Sale Price **\$18.75**
Reg. \$24.00 each. Sale Price **\$19.85**
Reg. \$25.00 each. Sale Price **\$20.15**
Reg. \$31.90 each. Sale Price **\$9.95**
Reg. \$35.00 each. Sale Price **\$13.15**
Reg. \$37.75 each. Sale Price **\$14.95**



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