

START THE NEW YEAR RIGHT BY BUYING RIGHT

And Save Money on Your Purchases. STEER BROTHERS' SALE will help You.

OUR ENTIRE STOCK OF DRY GOODS AT 20 PER CENT. OFF. Boots and Shoes at 20 per cent. off. Rubbers and Gaiters at 10 per cent. off. Wools at 10 per cent. off.

The following lines at Half Price--
Ladies' and Misses' Winter Coats, Furs, Hats, Blouse Flannelettes, Bordered Cretannes, Fancy Art Ticks,

Ready Made Dept.
Men's and Boys' Suits and Overcoats,
All stylish and well tailored,
at 20 p. c. off

Unusual Values in Dress Tweeds.

English Wool Tweeds in light, mid and dark mixtures. The right weight for costumes or skirts.

Reg. \$2.00. Sale Price	\$1.60
Reg. \$2.10. Sale Price	\$1.68
Reg. \$2.20. Sale Price	\$1.76
Reg. \$3.00 & \$3.10. Sale Price	\$2.00
Reg. \$3.25, 3.50 & 3.60. Sale Price	\$2.50
Reg. \$4.00 & \$4.50. Sale Price	\$3.00
Reg. \$5.50. Sale Price	\$4.00
Reg. \$6.50. Sale Price	\$5.00

COATINGS.

Navy, Brown and Grey Nap.	Reg. \$5.50. Sale Price	\$4.40
Blanket Cloth, in Navy, Cardinal and Grey.	Reg. \$6.00. Sale Price	\$4.80
Black Blanket Cloth.	Reg. \$5.60. Sale Price	\$4.48
Dark Red, Navy and Brown Plaid.	Reg. \$6.50. Sale Price	\$5.20
Grey Plaid.	Reg. \$6.00. Sale Price	\$4.80
Brown and Green Plaid.	Reg. \$7.00. Sale Price	\$5.60

MEN'S SWEATER COATS.

All good value, with military or roll collar, in Brown and Khaki shades.		
Reg. \$ 3.00.	Sale Price	\$2.40
Reg. \$ 3.20.	Sale Price	\$2.56
Reg. \$ 3.50.	Sale Price	\$2.80
Reg. \$ 4.00.	Sale Price	\$3.20
Reg. \$ 4.50.	Sale Price	\$3.60
Reg. \$ 6.00.	Sale Price	\$4.80
Reg. \$ 7.00.	Sale Price	\$5.60
Reg. \$10.50.	Sale Price	\$8.40
Norfolk Belted Style.		
Reg. \$6.00.	Sale Price	\$4.80
Reg. \$6.50.	Sale Price	\$5.20

MEN'S WINTER CAPS.

Maritime and Eastern Brands.		
Reg. \$2.10.	Sale Price \$1.68.	
Reg. \$2.40.	Sale Price \$1.92.	
Reg. \$2.75.	Sale Price \$2.20.	
Reg. \$3.10.	Sale Price \$2.48.	
Reg. \$3.20.	Sale Price \$2.56.	
Knitted Wool Nansens.		
Reg. \$1.65.	Sale Price \$1.32.	
Reg. \$1.90.	Sale Price \$1.52.	
Reg. \$2.00.	Sale Price \$1.60.	
Reg. \$2.65.	Sale Price \$2.12.	
Reg. \$2.80.	Sale Price \$2.24.	

GLOVES.

Men's Scotch Knit, Heather Wool.	
Reg. \$1.00.	Sale Price 80c.
Reg. \$1.30.	Sale Price 1.04
Reg. \$1.60.	Sale Price 1.28
Reg. \$2.10.	Sale Price 1.68
Reg. \$2.30.	Sale Price 1.84
Ladies' Heather Wool.	
Reg. \$1.80.	Sale Price 1.44
Reg. \$2.00.	Sale Price 1.60
In Beaver and Smoke Shades.	
Reg. \$2.25.	Sale Price 1.75
Reg. \$2.75.	Sale Price 2.00

BLOUSES.

leather	BLACK ASTRAL
.. 80c.	Kid Palm, V
.. \$1.04	Regular .. .
.. \$1.28	Sale Price .. .
.. \$1.68	Regular .. .
.. \$1.84	Sale Price .. .
ool.	
.. \$1.44	
.. \$1.60	
hades.	
.. \$1.75	
.. \$2.00	

SKATING SETS.

Angora Wool Scarf and Tam.	Reg. \$4.25. Sale Price	\$3.40
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BLACK ASTRACHAN MITTS.

Reg.	75c.	Sale Pr
Reg.	85c.	Sale Pr

HEAVY WOOL SOCKS.

Reg. \$1.10.	Sale Pr
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LOCAL KNIT SOCKS.

Reg. \$1.00. Sale Price	85c.
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BOOT DEPARTMENT SPECIALS.

Men's Kangaroo Grained Blucher with heavy sheepskin lining.	Ladies' Brown Calf High Laced, Fawn Cloth Top, Military Heel.
Reg. \$11.50. Sale Price \$9.20	Reg. \$10.00. Sale Price \$8.00
Dark Tan Grained Mechanic Blucher.	Brown Calf High Laced, Military Heel.
Reg. \$6.75. Sale Price \$5.40	Reg. \$11.00. Sale Price \$8.80
Reg. \$9.00. Sale Price \$7.20	Reg. \$14.50. Sale Price \$11.60

REMEMBER 10 PER CENT. OFF ALL RUBBERS A

REMEMBER 10 PER CENT. OFF ALL RUBBERS and GAITERS.

BED COMFORTS.

COTTON and WOOL BLANKETS.

WADDED and DOWN QUILTS.

ALL AT 20 PER CENT. OFF.

STEER BROTHERS.

Side Talks by Ruth Cameron

HOW THEY PAT THEMSELVES ON THE BACK.

A friend of ours was telling the other night of going to see a play with some mutual friends. The play was given by a very good stock company. The friend who told about the happening had seen it before, given by an exceptional star cast.

When the friends with whom he attended the play (the "went Dutch" by the way, and was not their guest, which would have made the situation quite different, of course) asked him how he liked the play, he said he liked it very well but not quite so well as when he had seen it with the stars. Whereupon his friends were very indignant. They are very fond of that stock company, they attend all its productions, and they assured him that there isn't a star in the land any better than those actors and actresses.

A Joy Forever.

Now it is unquestionably true that a stock company which is really first class is a great joy, that it is a pleasure to watch it, and that many stars graduate from stock. Nevertheless it seems to me to be going rather strong to claim that he could not have seen a production any better than that one, and to be indignant because he thought he had.

I thought the little incident an unusually good example of the funny way people have of identifying their talents and their dressmakers and their favorite movie actresses and their pet doctors and their favorite shops with their own personalities, and of taking it as a personal offense when anyone does not agree with their opinion.

Many people even go further and have the same feeling about their possessions. If they honor a thing by selecting it, it thereby becomes the standard of utility and taste. I know a man who has just bought

a plaster house and who takes as much pride in it as if he himself had invented plaster houses. To suggest that you do not think plaster houses in every way superior to wooden houses, to admit that you are not intending to buy one just as soon as you can get rid of your own wooden domicile, is to insult him.

These people do not seem to realize that they are making a frank display of vanity in this kind of championship. If they stopped to analyze their feelings, surely, they would know that at least half of their fervency is caused by the fact that these things represent the expression of their judgment, and that in praising them to the skies they are praising their judgment.

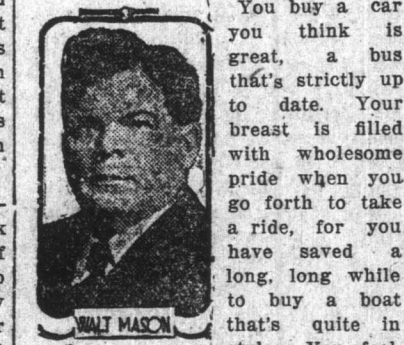
"And With How Little Satisfied."

Self approval is at the bottom of so many of our manifestations, and so often we haven't the least idea that is what we are showing.

There is a little poem that amuses me much. I am not sure whether I have quoted it before but I'm going to risk it:

"Self satisfied are most of us
Except when singled out for praise,
And then the largest host of us
Put on youth's most embarrassed ways,
Disclaiming any marked success
And claiming all unworthiness—
And to, not one in ten has lied;
Self satisfied are most of us,
And with how little satisfied!

THE KNOCKER.



You buy a car you think is great, a bus that's strictly up to date. Your breast is filled with wholesome pride when you take a ride, for you have saved a long, long while to buy a boat that's quite in style. You feel, while gliding down the street, that life is sumptuous and sweet; you're bubbling over with genial mirth, good will to men and peace on earth. And when you park your car downtown, up comes J. Pumpnickel Brown. "Great Scott!" he cries: "Jehosophat! I wouldn't own a van like that! Oh, why in blitzen did you buy such a cheese—the hard-earned dough? Of all the lemons that's the worst; among the gold bricks it is first. Its working parts will break like glass. It is a swine for oil and gas." And so this omnipresent jay has knocked the pleasure from your day, and pulled a cloud across your sun, and spoiled your little slice of fun. In every street of every town there is a Pumpnickel-Brown who can't be satisfied or glad unless he makes another sad. His cheap remarks should not destroy the cheer-

ful neighbor's honest joy, but jay's a thing that soon looks sick when some one hits it with a brick. And so this Pumpnickel-Brown distributes sorrow up and down.

A smart fad in jewelry is the bracelet worn above the elbow. Straight-line effects are emphasized by elaborate embroideries.



CUTICURA PROMOTES THICK HAIR
Cuticura Soap shampooes preceded by touches of Cuticura Ointment to spots of dandruff, itching and irritation are most successful. These fragrant emollients save the hair, clear the skin and meet every want of the toilet and bath.
Sole U.S. Distributors: J. C. Ayer & Co., Lowell, Mass. Sold throughout the Dominion. Canadian Depot: Toronto, 10-12 St. St. Paul St., W. Montreal.
Cuticura Soap shaves without nuzz.

Mainly About People.

President Wilson is rapidly assuming all the official social functions of his office, such as receiving the judges of the Supreme Court, the foreign ambassadors and other distinguished visitors. He is alert of speech and ready with smile and handclasp.

Charles E. Cobb, who, in his 72nd year, has just retired as foreman painter of the Boston and Maine railroad after a service of 50 years, is known as "Parson" Cobb. His experiences cover the development of car painting from the days when they were rolling chronos to the present day. He has been prominent in several railroad organizations.

The hobby of Tom Taggart, the Indiana political leader, millionaire owner of the French Lick Springs and maker of "Taggart Crackers," is the collecting of ships' models. He has a beautiful summer place at Hyannisport, and there he has many quaint works of "old salts" of the Cape made during long whaling voyages.

Charles D. Humphries, who is the only Lynn officer to wear a traffic officer's chevron, has done much in framing traffic regulations in that Massachusetts city. He went to Boston, New York and Philadelphia

and brought home the best points of regulations to be found in those cities.

Major George D. Rice, chaplain's corps, U. S. army, who has just been made a lieutenant colonel, started as a loom fixer in the Lowell mills. He paid his way through the Tufts Divinity school by doing editorial work. He won military honors in the Philippine Islands and went overseas in the world war.

Captain Louis Arthur Brunelle, of Haverhill, is an athletic star in the American army now in Germany. Walter Camp selects him as the best football player in the army of occupation. He is only 20, and will return home to enter West Point Military Academy.

Editor Charles S. Parker, of the Arlington Advocate, is 82, and is still at his desk. He was a printer's "devil" in his native town of Woburn in 1859. He worked with Rand & Avery, Alfred Mudge and Wright & Potter in Boston. He was in the Civil war, and took over the Arlington paper in 1874. He has written Arlington's town history.

Lord Northcliffe, newspaper man, and Sir Charles Campbell Stuart, author, united in an effort to break the enemy's will to fight during the big war by creating a 48-hour news service to the enemy's trenches. Every time the allies scored a victory the news was pretty sure to be dropped from the air all along the German trenches. The German cause was made as hopeless as active brain workers could make it.

Take Notice.

We publish simple, straight testimonials from well-known people, not press agent's interviews.

From all over America they testify to the merits of MINARD'S LINIMENT, the best of Household Remedies.

MINARD'S LINIMENT CO., LTD.,
Yarmouth, N.S.
Branch Factory, St. John's, Nfld.

Dissolve 1 1/4 lbs. sugar in 3 quarts of water and add contents of one bottle Stafford's Ess. Ginger Wine.—dec104f

Minard's Liniment For Diphtheria.

Just Folks

TO J. L. WHO PRESENTED THE WHITE WITH A SILVER MOUNTED CANE.
Here is a prop against grim Time's decay.
A staunch, straight friend on which some day to lean;
A brown malleo—as a palm tree seen
The sun of Asia rise to mark the day
Then dusky natives cut its trunk away
And toiled until its sides were polished clean,
Oceans, and skies great spaces stretched between
Its forest birthplace and our USA
Men toiled for money when they were it down,
For money it was carried to town,
For money it was hatched in the town,
The jeweler who grinded it to his feet,
But here at last the tide of commerce end,
Tis now the priceless symbol of a friend.

"I Should Worry."

SAYS SLAYER OF ELEVEN VICTIMS.
Paris.—(Associated Press).—Contrary to general expectation, the court that Henri Landru, whom the police call the Gambais Bluebeard, is allowed to be tried on the charge that he murdered his 11 fiancées and will be left off with a five years' sentence and subsequent deportation to Devil Island which he has already received for swindling.

The indictment, which forms volume of 475 pages, has been sent to the Assizes Court and the investigating judge, Bonin, hearing great sigh of relief, announced that the case was now out of his hands. Maître de Moro-Giafferi, who was of the defense for Caillaux, will counsel for the accused Gambais. Landru has appealed to the court of cassation against the sentence of swindling. Judge Bonin told the appeal would delay his trial and murder and thus deprive him of chance to prove his innocence before next March.

"I am in no hurry," replied Landru, whose dry wit has made him a hard customer for the judge. "the way, just to set matters right, have not the slightest desire to prove my innocence; I understand it is to you to prove my guilt."

"All right," replied the judge, "postponed until the March assizes."

"I should worry," Landru retorted as a parting shot. "my alleged crimes, myself or you will have died old age before the assizes have any one of us."

No "Scrips" Required

FOR STAFFORD'S ESSENCE OF GINGER WINE.
DIRECTIONS:—Dissolve 1 1/4 lbs. sugar in 3 quarts of water and add contents of one bottle of Stafford's Essence of Ginger Wine.
This will make 120 ounces of Ginger Wine. One wineglass contains two ounces. Just imagine, 60 glasses for 53 cents. Practically one cent a glass. The proof:—
1 1/4 lbs. sugar at 25c. 37.50
1 bot. Stafford's Ess. Ginger Wine 15.00

We have over ten thousand bottles (10,000) ready for sale at the present time. The past two years we have not been able to supply the demand, account of the difficulty of procuring the ingredients, but this year we have been able to obtain large stocks. Stafford's Essence of Ginger Wine only 20c. bot. Postage 10c. extra.

DR. F. STAFFORD & SON
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.

Christmas Greetings.

We wish to extend to our customers in the city and outports, and the public in general, our very best wishes for a very Merry Christmas and a Happy New Year.

We also wish to remind them that as Christmas Day is the only one for family reunion, not to forget their Cameras and a full supply of film for that day. Get them at

TOOTON'S
The Kodak Store.
Phone 131. 309 Water St.

"REG'LAR FELLERS"



By GENE BYRNES

Minard's Liniment For Diphtheria.