



The Plug Gift

Every pipe smoker who uses plug tobacco will be more than pleased to receive a plug of

British Colonel

The "Utmost" In Plug Smoking.

Imperial Tobacco Co.



Served in Good Homes
Gaden's Drinks Always

XMAS HAMS & BACON!

In providing your XMAS Supply of good things, do not overlook your requirements of our

Delicious "Berkshire" Brand of HAMS AND BACON!

"BERKSHIRE" HAMS and BACON are remarkable for their excellent quality and flavor, and in addition to "melting in your mouth" are sold at our well-known modest margin of profit.

MAY WE HAVE YOUR XMAS ORDER?

F. McNamara,
Phone: 393 Queen Street.

Early Morning Blaze.

THREE DWELLINGS AND BARN DESTROYED.

Three dwelling houses and one coach house situated on Pearce Avenue, off Mundy Pond Road, were razed to the ground in an early morning blaze. The fire, which originated in the residence of Mr. Alf King, was discovered at 2.30 o'clock, when the owner was awakened by the crackling of wood. Jumping out of bed he proceeded downstairs only to find the lower portion of the premises in a mass of flames. Hurrying back he succeeded in removing his wife and five children to a place of safety. All were dressed in their night attire, there being no time to put on other clothing. Mr. King then alarmed some of his neighbours and hurried to the Ropewalk, several hundred yards distant and telephoned to the Central Fire Hall for assistance. On his return, his home was a mass of flames while the adjoining house occupied by his father was also burning. When the neighbours assembled a bucket brigade was formed and water from a nearby well was applied, whilst some others threw snow on the flames. Although they worked with a will, the efforts of the volunteers were of little avail and both dwellings and a coach house were burned to the ground. The contents of all three buildings was also burned. The firemen, who had been summoned ten minutes after the outbreak, made valiant efforts to reach the scene, but owing to deep snow their apparatus became bogged, and only a hose reel reached the scene. About 2.15, the residence of John Fitzpatrick, which was situated about 10 or 15 yards west of King's houses, caught fire and despite the efforts of those assembled, this also was consumed by flames. The heat became so intense at this time that the volunteer workers could not go within yards of the burning buildings, and all that could be done was to stand by and watch the devouring flames. Only a few pieces of furniture could be saved. Residents further West became alarmed and started to move their belongings to the nearby fields. Fortunately the nearest house was separated by a break of fifty yards, otherwise the destruction would have been greater. At 4.30 all danger had passed, and only the ruins of what a couple of hours before were comfortable houses, remained. The loss is extensive and it is understood that Mr. King carried only \$1,000 insurance and Mr. Fitzpatrick \$1,500.

Curling Season Opens.

The St. John's Curling Rink opened for the season last night. A large number of members were present, while several games were played. The ice was in excellent condition, and many good shots were recorded. The opening of the rink so early in the season, almost constitutes a record, and the committee are to be heartily congratulated on their initiative. The opening game of the season resulted as follows:

L. Stick F. R. Clark
L. G. Chafe T. Hallett
P. M. Duff C. J. Fox
A. Reid (skip) J. Hanlin (skip)

Curling enthusiasts are looking forward to a successful season.

PNEUMONIA and other Lung Diseases
Claims many Victims in Canada and should be guarded against.

MINARD'S LINIMENT is a great preventative being one of the oldest remedies used. Minard's Liniment has relieved thousands cases of Grippe, Bronchitis, Sore Throat, Asthma and kindred diseases. It is an enemy to Germs. Thousands of bottles being used every day. For sale by all druggists and general dealers.

Minard's Liniment Co., Ltd., Yarmouth, N. S.

Shipping.

S.S. Canadian Sapper left Halifax yesterday morning for this port with a full general cargo.

Schr. E. L. Borden arrived at Little Bay Islands yesterday where she will complete her fish cargo, and sails for Malaga during the next couple of days.

Schr. Richard B. Silver sails for Pernambuco to-day, taking 3950 drums of codfish shipped by James Baird Limited.

Schr. Jean Smith has entered at Wood's Island to load a cargo of frozen herring for Lunenburg.

Fads and Fashions.

The suede gloves which generally match the costume are decidedly plainer this year.

Sprays of green paradise are used on each side of a large picture hat of black velvet.

Corded shirring was used on the collar and hip band of an evening wrap of white velvet.

A great deal of color is used in the new overblouses which are becoming more lallered.

Turban head-dresses of silver, gold, bright chiffons and velvets are replacing jeweled tiaras.



HE SEES FIRE

only at Christmas time down the chimney, but you may see fire at any time of the year, night or day, and in your own home, office or building. The best Christmas gift—the most sensible—to yourself and family is our policy of fire insurance.

TESSIER'S Insurance Agencies, St. John's.

dec19,th,s,tu,tf

Hides and Furs Wanted.

50,000 Muskrat Skins; also Silver, Cross, White & Red Fox, Martin, Mink, Bear, Weasel and Lynx Skins, Cow Hides.

Scrap Brass, Copper, lead and Old Rope.

Highest Market Prices.

North American Fur, Hide and Metal Co.

Phone 367. Office 17 Water St. West, next Reids' Electric Store.

nov3,tf

Among evening costumes, metallic laces, and fabrics rich in metal are outstanding features. Wraps too, are heavy with metal.

Still Going Strong—STAR MOVIE To-Day

THAT DAINTY AND POPULAR STAR DOROTHY GISH, IN

"Little Miss Rebellion,"

A Paramount Special in six parts. She may be a rebel or what else you like, but she is some star. "Miss Rebellion" is one of her best.

Mr. Leo Dillon

(NEWFOUNDLAND'S COMING MacCORMACK) SINGS—"QUEEN OF THE EARTH."

CARMEL MYERS AND WALLACE McDONALD, IN EPISODE FIVE OF

"BREAKING THROUGH"

COMING--That Wonderful Picture 'FOOLISH WIVES' in Twelve Parts.

NEW GOODS

WE HAVE JUST OPENED

New Dresses
New Hats
New Skirts
New Waists

WHICH ARE TO BE SOLD IN ACCORDANCE WITH OUR

FINAL SMASHING OF PRICES

Ask any one of the hundreds of people who purchased goods here at our final smashing of prices, the value they got. If you wish to obtain the same value, come, while the sale is on.

NOTICE.—All lace, Embroidery, veiling, Tulle and Chiffon, which is almost given away, will be sold from 9 to 11 a.m. only.

We beg to notify the Outport Trade that we will not attend to any more MAIL ORDERS during this sale.

Ladies Reliable Outfitters

282 WATER STREET (formerly Miss Kelly's). Kindly remember the number—282.

Local Mining Exchange. Labrador Claims.

Believing that a number of prospectors and claim holders will desire to sell or exchange their claims during the next few months, we have inaugurated a Central Exchange in St. John's on which sellers and buyers may list their claims or enquiries. We will advertise same from time to time to a selected list of mining investors and in the press, thus affording a market to both parties. Correspondence treated confidentially if desired.

Brokerage—5 p.c. of Sale Price.
J. J. LACEY & COMPANY, LIMITED,
CITY CHAMBERS.

CROWN LIFE!

Some Special Features offered you under a CROWN LIFE Policy:

- (1) No Medical Examination required up to \$2,000.00.
- (2) In case of Total and Permanent Disability, the Company will pay all future Premiums under your Policy.
- (3) In addition to paying your Premiums, the Company will pay you a Monthly Income.
- (4) In case of death by accident, the Company will pay DOUBLE THE FACE VALUE OF THE POLICY—\$10,000 OR A \$5,000 Policy, for example.

WE WILL BE GLAD TO SHOW YOU.
Crown Life Insurance Company of Canada
Law Chambers, St. John's.
CYRIL J. GIBILL,
Manager for Newfoundland.

osing Exerci Method

ILLS PRESENT PERETTA—HIS AND SUITE

the closing exercises College took place afternoon the p... were given all their own let off until Jan 8 o'clock in the for and the College H... a large gatheri... and relation... Excellency the... Alardyce, who... by Miss Viti... berforce-Bell and... also honoured t... presence. The... of the College... the stage with M... rman. Mr. S... amaster of the... report for the... the examination... age of passes an... were the high... The Jubilee scho... pupil of the M... Reynolds. Two... A.A. and 19 pass... maining distinction... Latin. In the... of 58 passed with... Preliminaries pass... Excellent... the Primary Grad... pupils passed w... tions. The work... the Guild was... ate was paid fo... es had done. Mr... ed a warm welc... ency the Govern... yce and hoped... agst us would be... se prizes were... His Excellency and... received their... rily applauded... had been dis... ency addressed t... right speech he us... take full advanta... y to secure a... on. His Excellen... on the parents... ent, the necessar... children were... s and they show... studies. His... ed with earnest... anks to the Gov... Rev. Hammon... ded by Dr. J... was carried by... rman then call... ts who briefly... fering. Sir J. C... ffered to again... each to the pup... est aggregate... exhibition of... iminary boys v... e chorus of yo... ented a delightf... "The Seven Old... r Town." The... n were particula... costumes were... lence of the pro... of credit on M... A.M. musical dir... Between the... Jean Taylor... e chorus sang... "in perfect voi... the "Ode to New... National Anthem... eedings to a suc... The holidays... 9th, 1923. Fol... list: F... HODIST COLLEGE SHIPS: spherson A.A. 10—George Rob... spherson A.A. Sc... aces Soper. spherson Intern... \$50.00—Hilda W... spherson Intern... \$50.00—Jack G... hall Scholarshi... e Howse. hall Scholarshi... Meadus. ur Pitts Intern... \$15.00—Margar... oway Science... e Young. d Preliminar... Allan Gillin... el Leamon Sch... Earle. el Leamon Sch... Eriksen. B. Mitchell S... bert Pottle. Margaret H... rship, \$33.00—... \$50.00—Alma H... L.L. Scholars... ed. Bradbury Pr... Nelson Thom... Wyatt Schol... ock. Jean Cro... Mariel Small... Sir John Cro... \$25.00—Allan G... \$25.00—Hild... \$25.00—George... \$25.00—Cecil R... Bell P... between Sad... Preliminar...