

Have
Your Friends
Enjoy
A MERRY



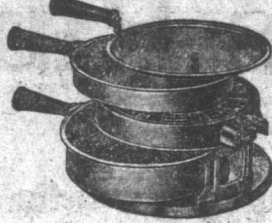
Below We
Illustrate
a Few
"Worthwhile"
Christmas Gifts



Electric Heater.
Take the chill off the
Bathroom or similar
small places.



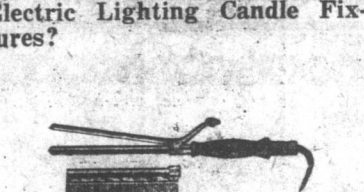
What could be nicer for the
home than one of our beautiful
Electric Lighting Candle Fix-
tures?



Electric Grill.
Cooks a complete meal
for one or two persons
right at the table.



Heating Pad
is a boon and blessing
both as a pain reliever
and bed warmer.



Electric Curling Iron.
A dainty practical necessity
on every dressing table.



Tea Ball Pot
ensure a beverage of
refreshingly even qual-
ity.

St. John's Light & Power Co., Ltd.

SHOW ROOM ANGEL BUILDING.

dec13,15,17,19,20,22

A CHRISTMAS CONTEST!

\$10.00 first prize, \$5.00 second prize, \$2.00 third prize, and 10 tins of "ARMADA" Tea will be given those who send in the best two lines of missing poetry in the verse below describing the praises of this wonderful high grade tea.

THERE IS NOTHING TO DO. JUST FILL IN AND MAIL TO
"CONTEST DEPT., HARVEY & CO. LTD., ST. JOHN'S, THIS FORM.
The prizes will be awarded on December 15th, and the lucky winners' names announced in the daily press.

A tea from Ceylon's sunny clime,
Renowned for flavour rare.
Makes the subject of this rhyme
A
D
And "ARMADA" is its name.

(Sender's name)
Address
nov13,15,17,19,20,22

U.S. Lays Pole Flight Plans

LIEUT.-COMMANDER R. A. BART-
LETT, OF NEWFOUNDLAND AND
NEW YORK, WILL HEAD THE
NAVY'S AERIAL EXPLORATION
OF THE NORTH POLE REGION
NEXT SPRING.

WASHINGTON, Dec. 3.—The Navy
Department to-day launched plans for
a dash by air to the North Pole re-
gion.

Secretary Denby received from
President Coolidge cordial written in-
dorsement of the project and appointed
a board to work out the details.

The flight will start in the Spring.
Rear-Admiral Moffett, Chief of the
Bureau of Naval Aeronautics, will
head the board, which will include
distinguished naval officers and Dr.
Gilbert Grosvenor, president of the
National Geographic Society.

The expedition will be headed by
Lieut.-Commander Robert Abram
Bartlett, of the Navy Reserve Force,
who has been ordered back to active
duty in his old rank.

Assisted Peary.

Bartlett is a native of Newfound-
land, which is his present home ad-
dress. His New York headquarters
is the Aero Club. He assisted Rear-
Admiral Peary in the 1909 dash to the
North Pole, reaching personally the
eighty-eighth parallel, and is known
as an intrepid explorer.

While the details have not been
worked out, it can be said with as-
surance that the dirigible Shenan-
doah, now in her hangar at Lakehurst
N.J., will be used, and that a moor-
ing mast or series of masts will be
erected in the far north to extend the
range of her activities.

Seek S.S. Roosevelt.

An attempt will be made to buy the
relief ship Roosevelt, now in service
on one of the Commercial Steamship
Lines. It was commanded by Bart-
lett in the Peary expedition. This
falling, a vessel of similar type will
be bought.

Seaplanes with special gear for
landing on ice and on water will be
used. They will carry sled runners
to skim along the ice for great dis-
tances.

Co-operating with the air forces
and the relief ship will be a land force
of Americans and Eskimos with sleds,
dogs and food. Food will be ached
at convenient spots. About 35,000
square miles of land in a pie cut
shape have never been explored.
New York American, Dec. 4.

Liquid Light

"Wonders never cease" is an old
saying, and certainly as true to-day
as ever it was. The simple electric-
light switch by means of which a
room can be flooded with brilliant
light, or even a whole town illuminat-
ed in a moment, was a tremendous
step in advance, but we are now
promised a light which never goes
out. There is nothing to pay, except
the original cost of buying, say, half
a pint of liquid light.

You pour your liquid light into a
bulb, and the resultant light is said
to be superior to electric or any other
known light, except Nature's own
brand of daylight. This light, being,
in fact, radio-active, will remain good
for seven years or more, when the
bulb may require re-filling.

It is claimed also that this liquid
will eventually make coal and oil
power a thing of the past. If that is
the case, the real abolition of smoke
seems to be in sight, for although
electric power is smokeless, there
will be smoke as long as fuel is ne-
cessary for its generation.

EGGS—Strictly fresh Cana-
dian Eggs. Every egg guaranteed
selling during the holiday sea-
son at 60c. dozen. W. E.
BEARN'S 2 Stores, Hay Market
and Rawlin's Cross. dec14,15

Carbon-Dioxide in Butter

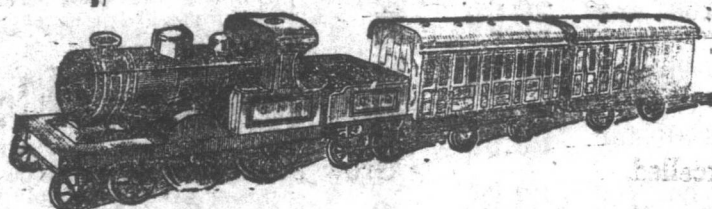
A more durable butter is being pro-
duced in Holland by churning in an
atmosphere of carbon dioxide. The
acid is easily withdrawn from the
churn and replaced with the heavier
gas, and the portion of this worked
into the butter remains a long time
with ordinary handling, thus keeping
out the oxygen to which natural de-
terioration is chiefly due. The in-
creased expense of churning is stated
to be very small.

Use Sam Eddy, The Taxi Man
open and closed cars. Phone
1551J. nov15,16

Improved Glass

The new glass of V. Horak is claim-
ed to be more easily worked than
quartz, while having like resistance
to high temperatures, breakage and
chemical action. It is made by mixing
60-70 per cent of sand, 15-20 of anhy-
drous boric acid, 1-2 of sodium car-
bonate, 3-5 of potassium carbonate,
2-6 of kaolin, 1-4 of mica, 1-3 of zir-
conia and 1-3 of titanic oxide, and
fusing at a temperature of about 1400
degrees C.

Try us for Fresh Killed Beef,
Mutton, Pork, Veal and Lamb;
prices right.—ST. JOHN'S MEAT
CO., LTD.—dec14,15



Imperial Tobacco Co.

Tag & Coupon Store, Water Street

Out to Win

No matter how little he's getting,
No matter how little he's got,
If he wears a grin and is trying to
win.
He is doing a mighty lot.
No matter how humble his job is,
If he's trying to reach the crest,
The world has a prize for a fellow who
tries—
The man who is doing his best.

The fellow who never surrenders,
And is taking things as they come;
Who never lets go of his work or his
smile
When the whole world's looking
down.
The fellow who stays to the finish,
That nothing can hinder or stop,
And who works like a man, is the chap
who'll win.
And some day he'll land on top!

He expects to encounter hardships,
And he gives a knock or two;
It's part of the "game," but just the
same
He's going to see it through
And those who have won will wel-
come him—
The ones who have reached the
crest,
And they're holding out hands, till he
safely lands.
To the man who is doing his best.
James E. Hungerford, in Tit-Bits.

Yes we have no Rolls-Royce
Pig fresh killed, but we have
choice Canadian Pork.—ST.
JOHN'S MEAT CO., LTD.
dec14,15

Italian Torrent Drops Little Boy Unhurt

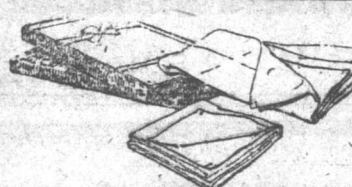
Gergamo, Italy, Dec. 6.—(United
Press).—A tiny Italian boy, survivor
of the devastating flood loosed in the
Glens Valley when a power dam went
out Saturday, was found in a ravine,
three kilometres from his home yester-
day.

How he was carried there, uninjured,
by the torrent and how he sur-
vived the drizzling rain and snow
without food or shelter, for four days
is one of the wonders of the disaster
that took 500 lives.

Try us for Fresh Killed Beef,
Mutton, Pork, Veal and Lamb;
prices right.—ST. JOHN'S MEAT
CO., LTD.—dec14,15

'When Xmas comes it brings good cheer'

**The BON MARCHE sends
this Special Sale of useful
Xmas presents as good
Cheer to their many friends!!!**



OUR SELECTION THIS YEAR BEATS ALL PRE-
VIOUS ATTEMPTS TO PLEASE YOU.
Special for Children, Hemstitched Handkerchiefs 3c. ea.
Colored Border and Picture Handkerchiefs4c. ea.

Xmas Boxes, containing 2 Hkfs.20c.
Xmas Boxes, containing 2 Hkfs.25c.
Xmas Boxes, containing 3 Hkfs.35c.
Xmas Boxes, containing 6 Hkfs.55c.
A VERY SPECIAL GIFT—6 FANCY EMBROIDERY HANDKERCHIEFS in Box55c.
LADIES' LONG BRUSHED WOOL SCARVES. All Colors85c. ea.
LADIES' EXTRA LONG STRIPED END SCARVES. All Colors\$1.25 ea.
A Marvellous Bargain in CHILDREN'S SCARVES for School Wear45c.

Fancy Boxes, containing Hkfs. with
Brooches, Scent and Bracelets for
Ladies, and Safety Razors for Gents.
From45c. to \$1.95
A VERY SPECIAL GIFT—6 FANCY EMBROIDERY HANDKERCHIEFS in Box55c.
LADIES' LONG BRUSHED WOOL SCARVES. All Colors85c. ea.
LADIES' EXTRA LONG STRIPED END SCARVES. All Colors\$1.25 ea.
A Marvellous Bargain in CHILDREN'S SCARVES for School Wear45c.

Men's Wear Dept.

A WONDERFUL RANGE OF MEN'S
NEGLEGEE SHIRTS
In the Newest Designs from England and
the States.
SPECIAL. All Sizes at\$1.35
SPECIAL. Self Color\$1.75 ea.

HOSIERY!

Our Hosiery Department
has been the talk of the
town, and we are well stocked to take
care of anything you require.

Men's Woollen Hea-
ther Sox, 27c. pr.
All Wool Cashmere
Sox25c. pr.
Other Lines at50c. 70c. 90c. pr.
Special range of
Ladies' Cotton
Hose; all Colors
.....25c. pr.
Cashmere Hose,
Colored85c. pr.

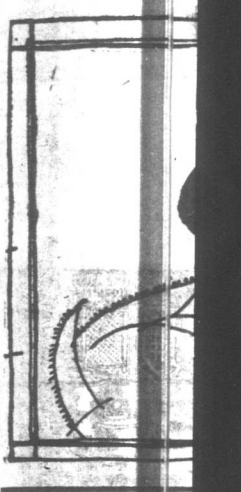
SPECIAL LINE OF SILK CAMISOLES—Beautifully trimmed. Ideal Gift\$1.40
SPECIAL LINE OF MOIRE & SATEEN UNDERSKIRTS—All colors\$1.35
SPECIAL LINE OF BOYS' & GIRLS' WOOL PULL-ON SWEATERS\$1.40
SPECIAL LINE OF HAND PAINTED PICTURES—New Scenes. From25c. up.
MAIL ORDERS SENT SAME DAY AS RECEIVED.

BON MARCHE CASH STORE

For outdoor wear, a fawn suede waistcoat is worn with brown tweed vest and silver lame is a head-dress ruffles of green taffeta peak demure knickerbockers and short coat of and the made of delicate sprays of from within a furing cuff of blaireau fur. white paradise. broadcloth.

SPEC PRIC

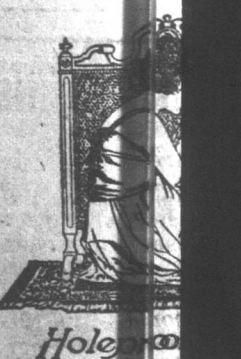
Attractive
Child's C...
Child's C...
Rubber Sp...
Needle Book...
Dressing Co...
Barbers' Co...
Nail Brushes



which for
PYJAMA FI...
COLOURED FI...
KIMONA FI...
WHITE TA...
BLAY TAB...
CUP TOWER...
WHITE CAN...
GLASS TOV...
BLUE DEIL...
COTTON TV...
GREY SHIR...
BROWN DU...
CIRCULAR

Fleece Speci

Full fashioned
duced for an...
and Lisle...
from 1.50 to 4



Receiv

dec13,14,15