

Steers Limited

FOR Xmas Groceries

We are fully prepared for the Christmas appetite with as choice a collection of seasonable goods as was ever shown here.

CASE APPLES,

Rome Beauties.
Delicious
Baldwins.

Mackintosh Reds.
Winesaps.
Newton Pippins.

BARREL APPLES

No. 1 Kings.
No. 2 Kings.

Baldwins.
Starks.

SAUCES

Holbrook's V.C.
H.P. Sauce.
Black Duck Sauce.
Lea & Perrins.

CATSUPS

"My Own" Tomato.
Libby's Tomato.
Heinz Tomato.
National Tomato.

MOIRS' CAKES

Sultana, Marble,
Cherry, Fruit
and Plain.

HUNTLEY and PALMER'S BISCUITS LIPTON'S BISCUITS LOCAL BISCUITS

LIBBY'S CANNED FRUIT

Sliced and Crushed Pineapple,
Strawberries, Raspberries,
Apricots, Peaches, Pears,
Cherries and Salad.

Finest Malaga Lemons, Finest Almeria Grapes, Red Emperor Grapes, California Navel Oranges, Grape Fruit.

PICKLES

SWEET MIXED MIXED
Heinz, Libby's, White's,
Swan and Staple & Strong's,
Maconochies, and Pan Yan.

CHOW-CHOW

White's, Staple & Strong's.

ROBERTSON'S JAMS

Strawberry and Black Currant.

CHIVERS JAMS

SUNRISE JAMS

Gooseberry, Damson, and Greengage.

MARMALADE

Hartley's 1's, 2's, 4's and 7's.
Keiller's Little Chip, 1's.
Lipton's, 1's only.

CEREALS

Kellogg's Bran Flakes.
Kellogg's Corn Flakes.
Jersey Corn Flakes.
Shredded Wheat.
Quaker Oats.
Grape Nuts, Puffed Wheat.
Quaker Corn Flakes.
Cream of Wheat.
Roman Meal.
Wheat of Gold.

TEA in 1 and 1/2-lb. Packets.

Golden Pheasant.
Estabrook's Orange Pekoe.
Blue Bird and Luxura.

TO ARRIVE BY THE NEXT "ROSALIND"

Turkeys

Geese

Steers Limited

Chicken
The Best
to be had.

Vanishing Sea Beaches

SHORES CLEARED OF SAND AND SHINGLE.

BLAMING OUR Milder WINTERS

A mystery of the sea, hitherto baffling all attempts at solution, is engrossing the attention of scientists and engineers.

Hundreds of millions of tons of shingle and sand have disappeared from the coast of England—no one knows where: no one knows why. It is the coast from the Bristol Channel round the Lizard to St. Margaret's Bay, in the east of Kent, that is chiefly affected.

At Sidmouth, Devon, practically all the shingle has vanished from the foreshore, leaving the town defenceless against the assaults of the sea; at Lyme Regis, Dorset, the cliffs are crumbling and the promenade collapsing; and at Swanage, Dorset, the bay has been robbed of great quantities of its wonderful sand. What has been said of these places applies to nearly every coast town from Minehead, in Somerset, to Dover.

These are the facts, as ascertained by Mr. Ernest Latham, an authority on coast erosion, whose advice is being sought by many of the local authorities in the threatened area. Mr. Latham states that he has discovered that during the last 20 years the foreshore from Somerset down the coast of Cornwall and up the English Channel to Kent has disappeared to a depth of from 2ft. to 20ft.

It has been suggested that the southern portion of England is tilting or gradually subsiding, but Mr. Latham does not support this theory. He has discovered that high-water mark is to-day no nearer the top of sea walls or groynes than it was 20 years ago: the difference is that there is more water hammering at the cliffs and defences, the "bottom" being so much lower down. Another theory, that the Channel currents are running with greater force, finds no corroboration.

Climate's Effect

Mr. Latham attributes present conditions chiefly to the lack of replenishing supplies of shingle, the great bulk of which comes from our rocks and cliffs. He says:

"I think it is a fact that we have had milder winters for the last 20 years than we did for the preceding 20 years. That means that the frosts, which do more than anything else to disintegrate cliffs and rocks and so maintain the shingle supply have been less severe, and the material which has so mysteriously disappeared has not been replaced by this means. I do not suggest that this is the sole cause, but it may be a contributory one.

There is no known sure way to stop this vertical erosion. We can but build groynes and stockades, and hope for the shingle to come back. Personally, I believe it will, for I have discovered that this kind of thing happens in cycles. While building a sea wall near Chapel Cleeve, Somerset, an ancient oak stockade was found which had perhaps been there for a hundred years or more, showing that in those times the same problems had to be dealt with.

Give a nice box of Chocolates. Our stock is complete and the designs are beautiful. L. G. HARSANT, G.W.V.A. Building, Water Street.—dec18,31

"Selling-off" Surndles

TRAPS FOR BARGAIN-HUNTERS After establishments where bogus auctions are carried on, the most dangerous traps for bargain-hunters are shops that are always "selling off."

With their flaming placards announcing alarming sacrifices and expiration of lease, their studied disorder, their general air of "here to-day and gone to-morrow" they con-

stitute a lure against which members of the public should be on their guard.

Of late the staple "lines" of many of these booby traps have been "surplus stores"—that is, commodities specially made to magnify the sweepings of the war. Tons of stuff from which even Army buyers would have turned in disdain have been foisted on the public as Government stores.

But usually the mainstay of such shops are job lots and inventions that have failed. Manufacturers turn out articles in quantities, and, if they will not "go" through the ordinary channels of trade, dispose of them to selling-off shops, where as a rule, they find customers because they are "cheap." Actually, they are dear at almost any price.

Still more deceptive is other stock in selling-off shops. The silver plate, cutlery, clocks, and so on are rubbish made for the trade. Respectable shopkeepers never deal in such wares.

"Salvage stock" is of the same character. If there is a fire in some well-known business house, the windows of selling-off shops are next day plastered with the announcement, "Great Fire in Street. Purchase of the Stock." But often the articles displayed have never been within miles of that street.

Often they are old stock of the very establishment in which they are displayed, though more frequently they have been ordered by telegram from a wholesale house. After one disastrous fire in London the owner of a certain shop immediately wired for a supply of the articles in which the burnt-out firm dealt, in spite of the fact that he had only a general idea of the nature of those articles.

The same story is often attached to "bankrupt stock." A certain amount of realism is given to the fiction by displaying in the window a telegram to the effect that "your tender for Messrs. Pillow and Bolster's stock has been accepted" at a specified discount. But, obviously, there need not be any difficulty in arranging this detail.

Not Worth Buying

Equally simple is the production of a shop-soiled effect on "salvage" and "bankrupt" stock. Such articles as handkerchiefs and lace curtains are sometimes thrown on the floor and sprinkled with the watering-pot used by those who sweep out the shop. When the things are dry the result is convincing.

Just as elementary are other methods of giving commodities a more or less damaged appearance. Not long ago, for instance, some account books were specially made for bargain shops, and before they were dispatched they all went through a special "process." Taking one from a pile, a workman threw it along the floor to another man at the other end of the shop, who returned it in the same way. Thereupon it was ready for delivery.

That was the finishing touch—the touch that made it fit to be displayed to a customer as "shop soiled, but otherwise perfect, and really, you know, quite as good for all practical purposes as a book costing three times the money."

See our stock of French Ivory before buying. Our prices are right. L. G. HARSANT, G.W.V.A. Building, Water Street.—dec18,31

"Nfld. Quarterly"

CHRISTMAS NUMBER.

The Newfoundland Quarterly Christmas Number, which has just been issued, is, as usual, replete with interesting articles penned by well-known local writers, and the photographic illustrations are especially attractive. In a contribution by Mr. A. A. Parsons, entitled "What Lady Glover Says About Us," a summary is given of her "Memoirs of Four Continents," which contain certain references to various incidents which occurred during her stay in Newfoundland. The Newfoundland Hotel has also been dealt with by this talented writer and in addition are interesting accounts of important events of recent date.

Value of Advertising

Reference was made at an Andrews (Isle of Man) public meeting of the remarkable development of the island as a health resort during recent years, this being attributed to newspaper advertising.

It was stated that 50,000 people landed at Victoria Pier, Douglas, one day last summer, and it was calculated that each one spent at least £10.

Household Notes

It is best not to boil coffee. Cereal with dates is a good breakfast dish.

Cream of wheat is delicious with sausage gravy.

A hot dessert is best to serve on a wintry night.

Banana shortcake is a pretty and palatable dessert.

Milk should always be scalded for bread making.

GEORGE SAYS:

YOU CAN'T GO WRONG if you Get His Gift at Kearney's BECAUSE:

You have the benefit of expert service from my assistants and personal attention from me, as I am in my store at all times and I've had over a quarter of a century's experience in catering to St. John's best dressers.

The quality of my merchandise is undoubtedly the best procurable. A peep into my windows will convince you of this. My prices are reasonable.

HERE ARE A FEW OF MY SUGGESTIONS:

Give him a Hat. It's a necessity. I will attend to the size . . . \$2.50 up.

OR,

Give him a TIE, nicely boxed, 75c. up.

OR,

A HANDKERCHIEF or two. They are always going astray . . . 30c. up.

OR,

A CAP. I have thousands to select from, with or without ear bands, \$1.50 up.

OR,

A pair of CUFF LINKS. If he has them, an extra pair will always fit in . . . 50c. up.

OR,

A pair of GARTERS. There is always room for another pair in his drawer . . . 50c. pr.

OR,

A pair of PRESIDENT BRACES, extra quality, nicely boxed, \$1.00 pr.

OR,

A set of BRACES, GARTERS and ARM BANDS . . . \$1.75 up.

OR,

A pair of SILK SOX for evening wear, famous Holeproof make. 90c. pr.

OR,

A JAZZ SILK HANDKERCHIEF, they are beauties . . . \$2.00 up.

OR,

A nice SHIRT, with neat stripes, for . . . \$2.25 with silk stripes . . . \$3.25

OR,

A pair of all WOOL SOX for . . \$1.00

OR,

3 SEMI-SOFT COLLARS, for \$1.00

OR,

A pair of heavy silk knitted GLOVES for . . . \$2.00

Scan this advertisement well, and study the prices closely. Compare them with any other prices in town and take quality into consideration, then see how much better off you will be to buy your

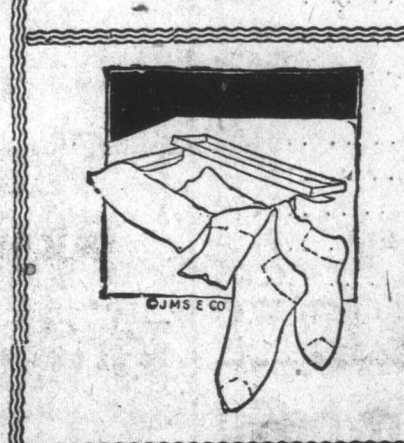
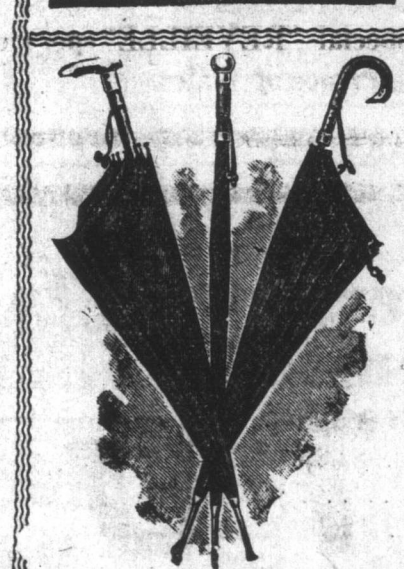
CHRISTMAS GIFTS FROM

KEARNEY'S

THE LEADING MEN'S WEAR SPECIALIST.

P.O. Box E-5299
Phone 726
dec18,31

173 Water Street.
St. John's, Nfld.



Play

"GEORGE"
I'm here
That's
introduce
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