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
Heinz', Libby's, Swan and Maconochies.

MIXED
White's, Staple & Strong's, 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 ½-lb. Packets.

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

TO ARRIVE BY THE NEXT "ROSALIND"

Turkeys
Geese
Chicken
The Best to be had.

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Steers Limited

Figs for catarrh when melted in a spoon or snuffed up the nose and vapors inhaled.

Head and Chest Colds Relieved In a New Way

A Salve which Releases Medicated Vapors when Applied Over Throat and Chest.

Inhaled as a vapor and, at the same time absorbed through the skin like a liniment, Vicks VaporRub reaches immediately inflamed, congested air passages.

This is the modern direct treatment for all cold troubles that is proving so popular in Canada and the States where over 17 million jars are now used yearly.

Splendid for sore throat, tonsilitis, bronchitis, croup, head and chest colds, catarrh, asthma or hay fever.

Just rub Vicks over throat and chest and inhale the medicated vapors. It quickly loosens up a cold.

VICKS VAPORUB

OVER 2½ MILLION JARS USED YEARLY

Why We Explore the Poles

ONE REASON IS THAT BOTH NORTH AND SOUTH POSSESS GREAT WEALTH.

The widespread interest taken in the recent aerial epedition to the Arctic brings up afresh the question of the practical value of Polar research.

The common idea that such research has a purely sentimental value is very far from the truth, for from the earliest days Polar eploration has always had its value.

The first Arctic expeditions were made for the purpose of finding a short cut to india, and although they failed in this, they resulted in the discovery of the whole coast of North America.

The voyages of Barents, Hudson, and their successors, opened up the northern whale and cod fisheries, and were the making of the great ports of Holland, and of such important British towns as Hull, Whitby, Dundee and Peterhead.

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Polar research of the present day has a two-fold object, one scientific, the other industrial.

Weather experts are becoming more and more convinced that climatic changes in the Polar regions are largely responsible for those in lower latitudes. If we are ever to be able accurately to forcast weather we must first have a complete knowledge of the conditions around the Poles. The past history of our earth is an important study, and research in the far Northern and Southern regions has already added greatly to our stock of knowledge to this direction.

For instance, we have learnt from the fossils and coal deposits of these regions that they once enjoyed a temperate, even a semi-tropical climate.

Speaking of coal, the coal resources of Spitzbergen are already being tapped, but these are small compared with the eight hundred miles of thick coal seams discovered in Antarctica. Seams of copper ore and gold were also found in the South Polar continent.

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The Antarctic seas swarm with life, fish being so plentiful that they can be caught on an unbaited hook.

The whaling industry grows at both "ends" of the globe, and so does seal-hunting and the making of oil from penguins. On Macquarie Island, in the Antarctic Ocean, there are estimated to be eight millions of penguins.

There is much profit to be had by the Arctic explorer. A ship that returned from the far North brought £2,500 worth of furs, 3,000 pounds weight of fossil ivory, 250 pounds of whalebone, and a hundred white and blue fox-skins, to say nothing of a very valuable collection of photographs and cinematograph films.

Having put it to the test, shouts Wilson's Certified is best.
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What Executives Should Know

A successful organization must be composed of executives who know several things:

1. Detailed knowledge of their own specific department and the principles governing the functioning of every other department.

2. The principles underlying all business procedure. Business is no longer a game of chance but is governed by laws.

3. The ability to think in terms of the business as a whole instead of in terms of their own department.

4. The ability to train their understudies to handle their jobs.

5. The necessary training and judgment to step in as pinch hitters in any other department should circumstances require it.

In order to carry out such a plan the active head of the industry must believe that, if he will devote the time to it, he will have executive who will measure up to his job should it become necessary to use them.—Robert Julius Anderson, in Forbes Magazine.

Settling the West

WINNIPEG, Man., Dec. 10.—Totalling 572,960 acres, 3,144 homesteads and 437 soldier grants were taken up in Western Canada from January 1, to October 30, of the present year, according to figures just released.

In the corresponding period last year 3,152 homesteads and 488 soldier grants, totalling 582,120 acres were taken up.

By provinces the figures are for soldier grants and homesteads: Manitoba, 413; Saskatchewan, 1,740; Alberta, 1,289, and British Columbia, 139. The greater part of the entries during the past ten months were made at Edmonton, Alta, and Prince Albert, Sask.

During October, 528 free grant homesteads were recorded, 46 in Manitoba, 359 in Saskatchewan, 111 in Alberta and 12 in British Columbia. This is an increase of 164 compared with the same period of 1924. Homesteads and soldiers grants total 97,440 acres, against 58,240 for October last year.

The Moose Jaw division recorded 233 homesteads and 43 soldier grants in October. Officials point out that this activity is probably due to the reopening for entry by actual residents of certain areas withdrawn from homesteading two years ago.

CONFEDERATION LIFE.—nov23,tf

Britain Can Consume All Canada's Foodstuffs

WINNIPEG, Man., Dec. 10—There is at all times a market in Great Britain for all the foodstuffs Canada can produce, providing they are of good grade. This is the opinion of A. W. Cliffe, merchant of London, England, who is making his forty-fifth visit to the dominion. Grading, Mr. Cliffe declared, is now playing an important part in the Old Country markets.

The visitor made an earnest plea for greater inter-Empire trade. "I believe," he said, "if such a policy were thoroughly pursued, it would solve the immigration problems of the dominions. With the exception of cotton, the Empire could become self-supporting. Such a scheme would materially stimulate an influex of settlers, for additional population would be required to produce the necessary agricultural demand."

THE NEW FRENCH REMEDY.
THERAPION No. 1
THERAPION No. 2
THERAPION No. 3
No. 1 for Bladder Catarrh. No. 2 for Blood & Skin Diseases. No. 3 for Chronic Weaknesses. SOLD BY LEADING CHEMISTS. PRICE IN ENGLAND 3s. DR. LECLERC Med Co., Haverstock Rd., N.W.5, London. SEE TRADE MARKED WORD 'THERAPION' IS ON GOVT. STAMP AFFIXED TO GENUINE PACKETS.

Funeral of the Late Mrs. Pynn Held

NORTH SYDNEY, Dec. 13.—The funeral of the late Mrs. Grace Pynn, a native of Fortune, Nfld., and mother of His Worship Mayor Pynn, was held this afternoon. It was largely attended, as the old lady was well and favorably known by a large number of friends. Funeral services were held at the home of the Mayor, where the funeral was held by Rev. K. M. Munro, after which the remains were laid to rest in their last resting place in Lakeside cemetery.

Free! At Smallwood's!!—Buy your Hockey Boots from us and we will attach your skates free of charge.—dec17,tf

P.E.I. Farmer Frozen to Death

CHARLOTTETOWN, P. E. I., (C.P.)—Dec. 15.—J. A. McLeod, a young and prosperous farmer, was found frozen to death on the road near his home at Darling, a few miles from here last night.

The Shoe worth while—"K" at F. SMALLWOOD'S.—dec17,tf

Apricot-colored moire silk shot with gold makes a pretty evening coat.

MAVIS
de Vivaudou
TALCUM POWDER

Use Mavis Talcum Powder freely after your bath—it gives a luxurious sense of perfect comfort. Its sweet perfume adds to the effect.

V. VIVAUDOU, INC.
Paris - New York

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,

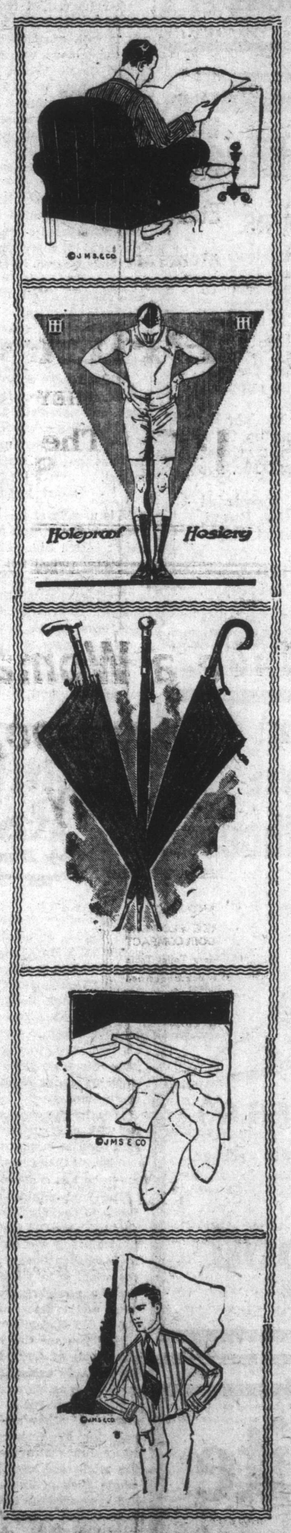
A pair of all **WOOL SOX** for . .$1.00

OR,

3 **SEMI-SOFT COLLARS,** for $1.00

OR,

A pair of heavy silk knitted **GLOVES** for $2.00



OR,

A PULLOVER SWEATER in great variety of shades, best value in town $3.50

OR,

A COLLEGE JAZZ BOW at New York prices . . . . . .50c.

OR,

A nice **WOOL SWEATER COAT,** not cotton or bull's wool, but pure wool, for $6.50

OR,

A pair of **JAEGER** all WOOL **GLOVES,** for $1.00

OR,

A JAEGER SWEATER COAT, for $7.50

OR,

Some **ARROW COLLARS.** Any Style, any size, for . . . . . .30c.

OR,

A nice **UMBRELLA,** for $4.00

OR,

A suit of extra quality **PYJAMAS,** for $5.00

OR,

If he is one of the good old stock, give him a **NIGHT SHIRT,** $2.75, $3.00

OR,

A WALKING STICK, from $1.00 up.

OR,

A VELOUR HAT, for $4.50

OR,

A pair of **FABRIC GLOVES,** for . . . . . .$1.00 up.

OR,

A pair of **BLACK EVENING SOX,** good and strong, lisle thread for . . . . . .50c. pr.

OR,

A JAEGER all WOOL MUFFLER, for $2.00

OR,

An **ENGLISH OVERCOAT,** all wool, beautifully tailored, for $22.50

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 - - - - - - 173 Water Street.
Phone 726 - - - - - - St. John's, Nfld.
dec18,tf