

C. L. B. Cadets



Although the business places are open this week for the Christmas trade, Tuesday's parade was in good strength, with following officers on duty, Lt. Col. Walter F. Rendell, C. B. E., Major Herbert Outerbridge, M.B.E., Major Williams, Captains P. B. Rendell, S. S. Horsley, Harold Hayward, Lieut. Ern. Chafe, Eric Jerrett, John Andrews, and Regt. Major E. W. Best. Eighty of all ranks answered the roll. Twenty-five recruits are in training, and we have lots of room for more. All lads desiring to join are asked to apply at once to the Quartermaster's office and ask for Sergt. Hammond, for enrollment.

There were no parades last week, owing to the Armory being hired to the Nfld. Poultry Association. Five lads have been dismissed as per recent official orders, for non-attendance.

Sergt. C. W. Cook of the Bugle Band has been granted a ten year good conduct long service medal. Lieut. Eric Jerrett is orderly officer this week and Rev. Arthur B. S. Striding, Rector, of St. Mary's, is Duty Chaplain. Lieut. E. Mallam, of Heart's Content, has been promoted to the rank of Captain, to date from December 1st. Corps. V. Cranford and G. Stone, St. John's, are promoted to the rank of Acting Sergeants. Lieut. H. King, our popular official of Lamaline, and Naval veteran is also on this week's honours list and is gazetted 1st Lieutenant of Lamaline Company.

Sergt. Edgar Hillier has also been promoted Second Lieutenant, at Lamaline. Congratulations everybody! The Old Comrades annual statement of finances has been published and shows strength. A balance of our two thousand dollars is on hand and accounts have been duly audited by Old Comrades A. Wright, T. Hall, and G. Burnell. We congratulate Comrade A. S. Thomas, Treasurer, on his great results for the year. Carry on, lads, carry on!

A company lads have formed a social club—it will be known as the "Live Wires." At this meeting the following officers were elected, President, Corporal Reginald Morgan; Vice-Pres. Corp. Gower Stone, Secretary, Wm. England, and Treasurer, Charles Thomas; Executive committee, Corporals Victor Reid, Charles James, and B. Marshall, H. Holwell, F. Learning, W. Pike. A hearty vote of thanks was given to Lieut. Col. Walter Rendell for a donation of twenty chairs for the "Live Wires!"

Voices of thanks were also given to Captain Harold Hayward for generous gift of gramophone records, and to Lieut. Eric Jerrett for a copy of rules of Basket Ball, to ex-Corporal William Seymour for magazines. Their annual dance will be held on January 13th, and the "Live Wires Club" will have their own Jazz Orchestra, under "Captain" Herb Holwell, as Bandmaster, with ten instruments. The Colonel has offered a trophy for the basket ball competition. Four teams are organized by Captains Jua French, Herb Holwell, Jack Snow, and Harry Thorne. A bagatelle board has been purchased and a "live wire" programme of social events is well under way. Well done, lads of C. B. This is a move in the right direction.

The Officers Commanding and staff at Headquarters, St. John's, take this opportunity of sending hearty Christmas greetings to all Old Comrades, at home and abroad, and all ranks on active service in Newfoundland, wishing each and every one "A Very Happy Christmas."

They also thank Mr. Ambrose Gosling for supplies of tea, and Mr. W. W. Wills, for sugar. The Girl Guides who helped and artists who provided the programme were also voted a meed of thanks. All ranks were very pleased at the work of Pte. H. Holwell, No. 4 section, A. Co., who was Bandmaster of "Our Own Jazz Band." We hope our Radio Officer, Captain Len Stick, will arrange that they will soon contribute to the broadcasting programme.

Captain Horsley recently gave the N.C.O.'s of C. and K. Companies, an examination. His lads of the N.C.O.'s class are making good progress in saluting, drill with arms, exercises, games and breathing exercises.

The Rev. Mr. Noel, of St. Anthony, and Canon Smart of Heart's Content, paid a visit to Headquarters Armory on Thursday night. They were pleased with the lads on duty and Rev. Mr. Noel will organize a detachment at St. Anthony, and has given an order for supplies to the Quartermaster's department. Trinity East—Port Rexton reports for November, with fifty-six on the roll and an average of 45 attendance. The Company paraded to the Confirmation Service, December 1st, and were congratulated by the Bishop of Newfoundland, also our Regt. Chaplain. Capt. Fitzgerald, O.C., reports many lads suffering from La Grippe at present. Headquarters, St. John's, are delighted to have such good news from Port Rexton, Trinity East Company. This company is doing wonderful work.

Grand Falls also reports for November with 53 on the roll and 31 average attendance, and five parades held. No news from other companies this month.

All ranks were sincerely sorry to note the passing to rest of ex-Regt. Sergt. Major, Matthew Noseworthy, who was laid to rest on Saturday, December 12th, in God's Acre. The late R. S. Major was one of the keenest and hardest workers in his day for the Brigade's welfare. His "Old Comrades" sent a wreath and a large number of his old Brigade friends attended the funeral. The Brigade tenders their sympathy to his widow and family.

"Overseas" news brought a letter from Lt-Col. W. H. Franklin, D.S.O., Imperial Trade Commissioner for British East Africa. The letter was dated 30th November from the Royal Automobile Club, London. He is planning to sail from London to East Africa. He wishes all his old friends a very merry Christmas and the best of luck.

All ranks will be glad to note that Lieut. Hubert Rendell and his brother, Arthur, are steadily improving and we hope shortly to see them back again "on the job." Lieut. Hubert Rendell has been suffering from pleuro-pneumonia, and everybody is delighted to know how well he is "carrying on" against great odds.

The N.C.O.'s and Warrant Officers have had a splendid photo taken recently at the Holloway Studio. They have made a presentation of two framed copies to Majors Outerbridge and Williams, who wish to acknowledge the courtesy and gift with sincere thanks.

The Officer Commanding and staff at Headquarters, St. John's, take this opportunity of sending hearty Christmas greetings to all Old Comrades, at home and abroad, and all ranks on active service in Newfoundland, wishing each and every one "A Very Happy Christmas."

A wholesome, light food for the robust, or the delicate—Wilson's Certified Bacon. dec2.13.25, eod

A black velvet piped with gold thread makes a charming afternoon frock.

Majestic Theatre To-Day.

"A Woman of Paris"

A DRAMA OF FATE, featuring Edna Purviance

Written and Directed by Charles Chaplin

Hope & Menton

MUSICAL ARTISTES.

in the following Instrumental Programme:

Cornet and Xylophone Solos—"A Quaker Down in Quaker Town," Fox Trot, "Follow the Swallow," Killarney, Operatic Rag

Who Pays for Advertising?

Live advertising makes live merchants and live newspapers; these make live cities.

Complete candor with the public is a development of the day's business enlightenment. One of New York's big stores, the other day, advertised in page spaces that October sales were 25 per cent. over last year's October sales. Another instance of business candor was exhibited in San Francisco last week by Granat Bros., jewellers, who took a five column newspaper space to explain to the public that advertising is not a tax upon the consumer.

This piece of copy, signed by Jay Haight, the advertising manager of the store, is a classic. In heavy display it asks: "Who Pays the Advertising Bills?" A Granat advertisement in a newspaper, it was shown, cost \$800, and Mr. Haight declared:

"That advertisement brought \$18,000 in sales, costing 5 per cent. It is so year in and year out. Does it raise the price of the diamond ring you select? Does it add a further tax upon your pocket book? We believe not. The advertising increases sales and, as a result, the ratio of other expenses is lowered. Whether we sell \$100,000 a year or \$100,000 a year, the rent is the same."

This remarkable store publicity then goes on to show that the average overhead expense of 334 retail jewellers last year, as certified by the Harvard Bureau, was 38.3 per cent. of their sales, but Granat Brothers' expense was 25.2 per cent. Many of these jewellers did not advertise. Their combined sales reached \$34,378,000 and their net profit was only 1.2 per cent. of sales. Granat Brothers sold their goods at about 8 1/2 per cent. lower gross profit than the average, but made 6 1/2 per cent. on sales. Mr. Haight wrote:

Advertising increased sales to a point where we could afford to sell our diamonds and jewelry at lower prices to you and still make a large and net profit for ourselves. That is having your cake and eating it, too. So our customers did not pay for the advertising in increased prices. Our competitors in the jewelry business, chiefly those who do not advertise, paid for our advertising. They paid for it in the new customers we got which they might have had. They paid for it in high expense, low volume, high gross profit and low net. They paid for it in small turn-over.

Mass selling and mass distribution are this era's contribution to humanity. They provide higher wages, shorter working hours, more profit to the distributor and, most important of all, lower costs to the consumer.

Must Have Escorts

University College Girls Forbidden to Go Out Alone at Night.

"Mashing" of Toronto college girls on numerous occasions recently has led to an edict forbidding co-eds of University College from going out unattended after dark. It has been issued by Mrs. M. M. Kirkwood, dean of women at the college and head of the Women's Union, and reads:

"Women students are asked not to go out after dark without a companion. There have recently been several cases of annoyance and assault, the danger of which is infinitely lessened if a woman is accompanied. You are reminded that anyone accosting you from a motor car or on the sidewalk may be detaining you with intent. Too great care cannot be taken in obeying this precept."

The visit of an unknown nocturnal intruder to Annesley Hall is only one of a series of unpleasant incidents that have occurred lately. "The Variety" states that twelve Victoria girls were accosted on the street, near their residence in the course of one evening last week.

Boys Wanted Saturday morning at 10 o'clock. JOHN J. EVANS, Printer, Publisher & Proprietor, 38 Prescott Street, St. John's. Phone 1287. dec15.25

PREVENT GRIPPE WITH MINARD'S LINIMENT.

Highroads Commission Case

The evidence in the charge of obtaining money under false pretences, preferred by the Highroads Commission against Messrs. Snow and Griffin, was concluded yesterday afternoon at the Magistrate's Court, when Mr. Snow was recalled and cross-examined by Mr. Cramm, and re-examined by his Counsel, Mr. W. R. Vidrum. The witness stated that he had seen in the pay sheets as requested by the Commission, but received no further communication on the matter.

In October he heard that there was some trouble about the pay-sheets and he came to town a few days later and calling on Mr. Hall, was told that the matter was in the hands of the solicitor and nothing could be done about it at that time.

At 6.45 adjournment was taken until this afternoon, when Counsel will address the Court.

Lighthouse Keeper Explains

Editor Evening Telegram.

Dear Sir:—Could you permit space in your esteemed paper to correct a rumor which has been circulated through the city this past week.

On the 7th inst. the schooner "Notice" whilst making port during a dense fog, reported that she barely avoided being lost owing to the Fog Alarm not being in operation. Through a misunderstanding, I as keeper at Fort Amherst was asked for an explanation. I wish to state that the Alarm at Fort Amherst was in operation at that time as the captain and crew of the above mentioned schooner have certified to this.

Thanking you in anticipation, I am, Sir, Yours truly, R. C. SHEPPARD, Keeper.

Personal

Miss Florence Kean, daughter of Mr. and Mrs. E. J. Kean, Bonavista Bay, leaves here by S.S. Silvia on Friday for New York. Miss Kean's many friends here wish her every success in the land of Uncle Sam.

Miss Annie Kennedy, who has been dangerously ill at her home in Holyrood is, we are glad to learn, much improved and her many friends will be pleased to see her around again.

"The Nfld. Quarterly"

CHRISTMAS NUMBER, 1925. Established 1901; 24th edition; the oldest general magazine published in the Colony will be issued Saturday, December 19, and for sale at all the Bookstores and Agents in the Outports at 50 cents per copy. Subscription, 50 cents per year for Newfoundland and Canada. Foreign Subscription, except Canada, 90 cents.

Contents:—Front Cover, "A Merry Christmas to All"; "What Lady Glover Says About Us—In Her Memories of Four Continents"; Illustrated by A. A. Parsons, J.P., "An Interesting Photo"; Memorial to Little Betty Munn, with photos; "The Late Hon. J. D. Ryan," with photo; "Nonia," with photos; "Newfoundland Wins Team Shield in the Halifax Ten-Mile Road Race, 1925"—group photo; "The Newfoundland Hotel and Its Delightful Site and Surroundings"—On the Threshold of the Sportsman's Paradise and the "Happiest Hunting Ground in the World," with specially selected photos, by A. A. Parsons, J.P.; "Pax Romana Atque Pax Locarno"—sonnet, by Robert Gear Macdonald; "It. Rev. W. P. Kitchen, Ph. D., D.P." with photo; "The Pika Proplet," with photo of inventor; "Mund-Wa-Gee"—poem, illustrated by A. J. O'Reilly; "Big Dave Goes to the City"—poem, by P. Florence Miller; "The Sea in Fiction: Some Great Romances—The Club Hauling of the Diomedes," by Dr. Arthur Selwyn Brown; "His Grace Archbishop Roche Returns from Rome—Huge Demonstration Envelopes the City—Address," with photo of His Grace the Archbishop; "What Inducement has a Mercantile Fair for the Exhibitor?" with photo, by Geo. F. Kearney.

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The Salvation Army

"CHEERIO."

James Baird, Ltd. \$20.00
C. A. Hubley 10.00
J. P. Carey (Furness, Wilby Co) 10.00
Fop's Furniture Factory 10.00
E. G. C. Cousens 5.00
The Hudson Bay Co. 5.00
W. H. Cave 5.00
Mrs. Anna M. Ryan 5.00
David Courtney 2.00
Ed. Spurrell 2.00
W. B. Jennings 2.00
W. O. Carnell 2.00
T. J. Malone 1.00

Colonel Cloud desires to acknowledge receipt of the above donations with thanks.

On the Air To-Day

CNRO (435 Metres), OTTAWA, ONT. Wednesday, Dec. 16, 1925.

7 p.m. (E.S.T.)—Children's Half Hour—Aunt Bessie. 7.30 p.m.—Dominion Department of Agriculture Market Reports.

8 p.m.—Chateau Laurier Dinner Concert, direct from Main Dining Room, Chateau Laurier Hotel.

9 p.m.—UNE VEILLÉE DU CARILLON CANADIEN Par Charles Marchand, artiste chanteur, et Ernest Patience, pianiste compositeur.

1. (a) "Au Joli Printemps" (Robert Choquette et Ernest Patience). (b) "Mignonne" (Robert Choquette et Ernest Patience). (c) "Le Petit Pont de Bouleau" (Robert Choquette et Ernest Patience). (d) "Doux Temps Canadien" (Folklore Canadien, harmonisation d'Oscar O'Brien)—Charles Marchand.

2. "Deux études" (Chopin)—Ernest Patience.

3. (a) "Les Deux Grenadiers" (Schumann). (b) "Petits Gas, Petits Oiseaux" (Bottrel). (c) "Blanche Comme La Neige" (Folklore Canadien, harmonisation d'Ernest Patience). (b) "La Grand d'mande" (Maurice Morisset et Oscar O'Brien)—Charles Marchand.

4. (a) "Barcarolle en sol mineur" (Ernest Patience). (b) "Etude de Concert" (Ernest Patience)—Ernest Patience.

5. (a) "Les Trois Bossus" (Conte Canadien). (b) "Les Noms Canadiens" (R. P. G. Dupaigne, F.S.S.). (c) "La Radiomane" (M. Morisset et H. Latour). (d) "Le Tremblement de Terre" (M. Morisset et H. Latour). (e) "Les Rattmen" (Folklore Canadien, harmonisation d'Oscar O'Brien)—Charles Marchand.

6. (a) "Nocturne en mi mineur" (Chopin). (b) "Valse en do dièse mineur" (Chopin)—Ernest Patience.

7. (a) "Reves Canadiens" (J. C. Nadaud, P.S.S.). (b) "La Claire Fontaine" (Folklore Canadien, harmonisation d'Ernest Patience). (c) "Quand Vient Chez Mon Père" (d) "Folklore Canadien, harmonisation d'Oscar O'Brien). (e) "Bonne Nuit" (Folklore Canadien, harmonisation d'Oscar O'Brien). (f) "C'est La Fille de Notre Voisin" (Folklore Canadien, harmonisation d'Oscar O'Brien)—Charles Marchand.

8. (a) "Mazurka en la Bémol" (Chopin). (b) "Valse de Concert" (Ernest Patience)—Ernest Patience.

Chateau Laurier Dance Orchestra, direct from Grill Room Chateau Laurier Hotel.

9. (a) "Mazurka en la Bémol" (Chopin). (b) "Valse de Concert" (Ernest Patience)—Ernest Patience.

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SHIPPING

LOCAL and FOREIGN

S.S. Rosalind, arrived at Halifax, from this port, on Monday night, and was expected to leave there for New York last night.

S.S. Sackem sails from Liverpool tomorrow.

S.S. Ustairle sailed last evening for Sydney.

S.C. Alredale is being temporarily repaired at Quebec and will probably get away for here at the end of the week.

S.S. Fernfield has sailed from Wood's Island, for Halifax, with 712 bbls. Scotch, 228 bbls. split herring, and 185 bbls. codfish, shipped by various people at Wood's Island.

Schr. Max Horton has cleared from Bay Bulls, for S. Yrille, with 4,600 qts. dry codfish, shipped by B. Borrero.

The members of Cochrane St. Choir will please meet for practice to-morrow, Thursday evening, at 8 o'clock, in the usual place.—dec16.25

AT THE VALLEY NURSERIES. —The thermometer at the Valley Nurseries last night registered 15 degrees of frost.

Kyle for Cook's Harbor

S.S. Kyle, Capt. Tavernor, sailed on the Cook's Harbor service at 10 a.m. taking a full freight, and the following passengers:—Miss Andrews, Miss Bousnell, Miss Carey, Miss Winsor, Mrs. A. Winsor, Mrs. Hancock, Miss Collins, Miss B. Brown, Miss Cleveland, Miss Hirtle, Miss Foote, Miss S. Steere, J. Jones, W. Barbour, J. Reeves, B. McDonald, E. P. Parsons, W. G. Rowe, F. J. Brady, J. Young, W. J. Parsons, A. J. Gillette, A. Hancock, C. Bayley, R. Vivian, P. Bungay, and 30 in steerage.

Arrived just in time for Xmas. French Ivory. It will pay you to see our stock. L. G. HARSANT, G. W. V. A. Building. Phone 1358.—dec15.25

From Cape Race

CAPE RACE, To-Day.

Wind north, fresh, with light snow squalls. The steamer Hoosac passed west yesterday afternoon and the steamer Arammore arrived from Sydney this a.m. with coal and other supplies for this station. Bar. 29.20, ther. 30.

Put a Ban on Dancing

UNDER AN ANCIENT LAW

LONDON — The Surrey council, acting apparently under an act of parliament of 1751, are going to allow dancing after 12 o'clock in Epsom and other districts within 20 miles of London which are in the county borders. This act the council has come as a step promoters of dances.

The question has arisen in way. At Epsom there is a hall licensed for dancing. The act in one of the principal streets, the occupants of the neighboring houses have complained of being disturbed by motor-cars away people in the early hours of morning.

Several dances have already been cancelled, the promoters saying if they are not permitted to dance after 12 o'clock the dances will be a financial failure.

Give Jewellery this Christmas

GIFTS THAT PLEASE are GIFTS THAT LAST.

A GIFT OF JEWELLERY is the Gift Ideal. Could any other Gift express the personal touch more pleasingly than a piece of fine Jewellery of exclusive design and unsurpassed Quality. Our stock this season is very complete and contains a host of suggestions for the gift seeker who is looking for something worth while.

Bracelet Watches—Give Her one of our guaranteed "Hafs". We have them in Gold-filled and Solid Gold in a great variety of styles, and finishes at prices ranging from \$20.00 up.

Solid Silver, fitted with Black Ribbon Band — 15-Jewel Swiss Lever movement, \$14.00

Men's Bracelet Watches, in Nickel, Gold-filled and Solid Gold, from \$18.90 to \$40.00

Watches—Give the Boy one this season. He will be proud of it. It need not be expensive to be reliable, so why not start him with a "Pocket Ben." They only cost \$2.00. Others are here as well costing up to \$40.00.

Cuff Links, in Silver, Gold-filled and Solid Gold—useful and practical. Have them engraved with his initials, \$2.00 to \$12.50.

Gem Set Rings—A Ring is the Gift of Gifts. Our assortment is large and the styles sufficiently varied to permit a selection that will suit every taste. You can get a little Gold Ring for a kiddie at \$1.75, and Stone Set Rings, from \$4.50 to \$300.00

Bracelets for the youngster, from 75c. Misses sizes in Silver and Gold-filled, from 1.00 up.

Slave Bangles, in Silver, Gold-filled and Solid Gold, from \$2.25 up.

Sterling Silver, flexible styles, from \$4.50 up.

Earrings, Signet Rings, Watch Chains, Necklets, Pearls, Bar Pins, Watch Fobs, Onyx Rings, Cameo Brooches, Sautoirs, Hair Slides, Hat Ornaments, Birthstone Rings, Tie Pins.

A GIFT FROM DULEY'S MEANS A GIFT OF QUALITY.

T. J. Duley & Co., Ltd.,

THE RELIABLE JEWELLERS & OPTICIANS.

ROYAL contains no alum—it leaves no bitter taste!

Royal is the cream of tartar baking powder

Royal Baking Powder

is the world's standard. It is endorsed by physicians, dieticians and professional cooks in every country in the world. Absolutely pure.



Bake it with ROYAL and be sure!

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Know

In the

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Butter Shell
Butter Dish
Sugar Dish
Sugar and C
Salad Bowls

Preserve Dis
Sardine Dis
Toast Racks
Cruets, Bre
Cruets, Dim
Biscuit Bar
Cake Dishes
Entree Dish
Egg Stands
Flower Vase
Marmalade
Cake Stands
Fruit Dishes
Jam Dishes
Muffin Dish
Tea Services

Jam Spoon
Jam Spoon,
Tea Spoons
Tea Knives
Jam Spoon
Cake Knife
Butter Knife
Pickle Fork
Apostle Spo
Combination
Tongs,

Fish Eaters
Fish Eaters
Fish Eaters
Fish Carver

Stainless T
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" Tabl

Silver Tea
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Baby Hair
Clothes Bru
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