

Perfume The Popular Present.

Perfume was always popular at gift giving time, and **THREE FLOWERS** Perfume possesses a distinctive charm that makes it a particularly pleasing holiday gift. This fascinating odor is found also in the Face Powder, Vanishing Cream and Talcum, all of which make appropriate and dainty gifts.

in our Showroom
Jas. Baird, Ltd.

Flowers!

We can supply on short notice—

**CHRYSANTHEMUMS,
SWEET PEAS,
CARNATIONS,
FERNS and
POT PLANTS.**

We are booking orders now for Xmas Flowers. If you wish some reserved, please notify us promptly.

**Valley Nurseries Ltd.,
St. John's.
Phone 1513.**

Eggs

Our price is the cheapest in the City.

**BAIRD & CO.
Water St. East.**

Health and Comfort in the Home.

Many a chill can be avoided by the wise use of heating with ready gas stoves. An inset fire can easily be installed in any ordinary coal grate, and will provide the necessary warmth at any time.

Gas Fires make no work. There is no coal to carry up stairs, and no ashes to be cleared away. They are ideal for use in daintily appointed rooms. There is no smoke or dust. They ventilate the room. Enquiries solicited.

**ST. JOHN'S
GAS LIGHT COMPANY.
PHONE 81.**

ALL ONE PRICE \$24.00 Men's Tip Top Tailoring.

Press Suit \$24.00
Tuxedo Suit \$24.00
Tweed and Serge Suits \$24.00
Winter Overcoats \$24.00
Dark Grey Overcoats, light weight \$24.00
Trousers \$5.00
Made to your measure in Tuxedos or Overcoats \$24.00
Suits to land \$13.92
Fustage \$1.25
Cost Landed \$39.17

**W. H. JACKMAN,
AGENT,
39 Water Street.**

**MILNARD'S LINIMENT RELIEVES
NEURALGIA.**

OVERHAULING —and— PAINTING!

I have just added a well equipped Paint Shop to my Garage, where customers can have their cars overhauled and painted under the one roof which insures you against delay when you want your car. No need to lay up your car for two or three weeks after it has been put in commission.

Prices reasonable, good service, Painting guaranteed not to turn white under extreme conditions.

Winter Battery Service.—Batteries looked after and charged during winter months for \$5.00.

Storage Space for a few more cars. **NO STORAGE** on cars left in for repairs or painting.

I am in a position to **OVERHAUL** and supply **GENUINE PARTS** for any make car. Satisfaction guaranteed.

**Parsons The Auto Man,
Phone 109.
dec2, eod, tf
King's Rd.**



BEFORE—NOT AFTER is the time to apply for our policy of fire insurance. You cannot cover your fire loss by wishing and hoping that you had taken out our policy. "If's" are often fatal. Don't delay any longer—take out that policy with us right now.

**TESSIER & CO.,
Water St., St. John's.
s, tu, th**

Say it with CALENDARS this year.

We are offering our stock of Calendars at reduced prices.

**THE COWAN
BROKERAGE CO.,
LIMITED
276 Water Street.
Phone 24.
oct22, eod, tf**



GET YOUR HEATING RIGHT in preparation for the winter. Don't let the cold weather find you without heat, but let us examine your furnace now and overhaul it if necessary in plenty of time for cold weather. You will be thankful when nothing goes wrong next season.

**Edstrom & O'Grady,
Plumbers.
Phone 955. 66 Prescott St.
apr5, sat, tf**

NOTICE.

All persons owing accounts to the Estate of the late Roger Callahan, of Saint John's, Tinsmith, are hereby notified that from this date the same are payable only to Mrs. Eliza Callahan, Administratrix of the said estate, or to the undersigned on her behalf, and that no payments on account of the said Estate will henceforth be received at the business premises, No. 384 Water Street.

**JOHN FENELON,
Solicitor for Administratrix,
Bank of Montreal Building,
December 14th, 1923. dec15, 31 eod, tf**

England's Most Famous Cigarettes!

We have in Stock a shipment of the famous

**Bear's
Virginia Cigarettes.
COMPRISING:**

Bears No. 1 First Quality, tins of 50.

Bear's No. 1 First Quality 10's packages.

Bear's Ark Royal First Quality, tins of 50.

Bear's Elephant Best Quality, tins of 50.

The above Cigarettes are considered by Smokers to be the very best high class Virginia on the market.

**CASH'S
TOBACCO STORE,
sept29, eod
Water St.**



FUSSY WITH YOUR TRY-ON?

We care not a jot, because we are fussy too. We won't let a suit go out of our shop that is not just so in every seam and line, every pocket and button. We realize that our reputation as tailors depends upon your personal satisfaction.

**J. J. STRANG,
LADIES' & GENTS' TAILOR,
Corner Water & Prescott Sts.
apr17, eod, tf**

Let the slogan be GIVE HALLEY a LIFE POLICY

**GEO. H. HALLEY.
Phone 1284, P.O. Box 782.
nov16, f, m, tf**

JUNKS AND

Kindling Wood

Birch junk, finest quality for sale cheap; also dry kindling wood delivered daily to any part of city.

**West End
Wood Factory.
Box 1366
dec12, eod, tf
Phone 1186**

FOR SALE!

**6 Surreys,
5 Buggies.
C. F. LESTER,
HAMILTON STREET.**

Touching Wood

Many people, after they have boasted of their good luck, proceed to "touch wood." So did our remote ancestors, the tree worshippers.

An authority on such matters wrote: "The remarkable similarity in customs all over Europe points to the conclusion that tree-worship was an important element in the early religion of mankind, especially of the Aryan stock, and the similar uniformity of rites and ceremonies which can easily be shown to exist in widely separated countries warrants us in believing that they cannot have changed much from very remote ages; and that the practices continued down to a very recent period." Some even among ourselves were substantially identical with the rites and ceremonies observed by Egyptians, Etruscans, Greeks, and Romans.

The primitive belief was that spirits resided in trees. Without this basic idea being entirely lost there came the period of the Sacred Groves and the Druid's Oaks, and then the dedication of certain sorts of trees to the earliest and simplest form of the superstition.

We touch wood to call the attention of the tree spirit to the fact that we recognise his influence in the good luck of which we boast, and in order that he may not feel slighted and change our good fortune into bad; at least, that is why our ancestors touched wood.

Anniversary Services

AT GOWER STREET CHURCH.

Sunday School anniversary services were held at Gower Street Church yesterday. In the morning the preacher was Rev. R. E. Fairbairn, and the special soloist was Miss Pike. At the evening service, the Pastor, Rev. Hammond Johnson, delivered an inspiring address to the young folks, and Miss Glendenning was the soloist.

At the afternoon service, Mr. W. H. Peters, Superintendent, presided, and an interesting programme was carried out. The speaker was Mr. Arthur Mow, C.M.G., whose use of the blackboard made a fine address more interesting to the smaller ones. Mrs. Harrington gave a pretty Christmas story, and there was additional items from scholars. The Christmas gifts for the more unfortunate ones were also presented yesterday, each scholar bringing some little thing with which it is hoped to make some home happier during the Christmas season. There must have been nearly four hundred gifts made yesterday, and it was an interesting sight to watch the children file past the rostrum and deposit their parcels. All departments of the school participated. The services concluded with the benediction by the pastor.

Men's and Women's leather ankle supports: all sizes. PARKER & MONROE, East End Branch.—dec17, 61

Express Passengers.

The following passengers arrived at Port aux Basques by S.S. Kyle yesterday morning, and are now on the incoming express—S. Rowell, P. Rowell, G. Rowell, P. Roberts, G. Lee, J. Maloney, R. Wither, J. Keating, J. W. Fisher, M. Cheeseman, M. March, J. Howard, J. D. Gilmore, W. Keeping, Mr. Loon, Mrs. D. Munn, Miss M. Chafe, D. E. Taylor, J. C. Crocker, Miss F. Parsons, Mrs. J. Littleton, W. Rodgers, A. Earle, G. H. Badcock, J. P. Burnell, A. Vatcher, L. Battiste.

BIG ACCIDENT TUESDAY NIGHT.—When a man fell and broke his neck in the rush for the prize at St. Joseph's Card Party, Tuesday, Dec. 18th. 1/2 Ton Coal, 1 Tub Butter. Tickets 30c.—dec15, 31

Household Notes.

An attractive way to serve a creamed vegetable, such as carrots, is in timbale cases.

Muffins left over from breakfast can be split, toasted and buttered for luncheon or supper.

Flax baking powder biscuits served with stewed cabbage, take the place of dumplings.

Small red candles and leaves cut from citron can be used to decorate the Christmas cake.

When stuffing hard-boiled eggs, add a few finely chopped nut meats to the mashed yolks.

Balls of pop-corn stuck together with sugar syrup are a wholesome sweet for the holidays.

Rice cooked with raisins and served with sugar and milk is a wholesomely delicious dessert.

Slices of firm cornmeal mush are good when sautéed and served with maple syrup and butter.

Stoned dates are delicious when stuffed with peanut butter, shredded coconut or chopped nuts.

White icing spattered on the chocolate icing of a jelly roll results in a snowy looking "Yule Log."

MILNARD'S LINIMENT USED BY PHYSICIANS.

Whether You Belong to the Idle Rich or Not—Don't Miss the NICKEL To-day

METRO PICTURES Present

"Bert Lytell" in "THE IDLE RICH"

Story by June Mathais—a Maxwell Karger Production.

"THE PATHE NEWS" "NO MORE GASOLINE" "AESOP'S FABLES"

THURSDAY:—Raymond Hatton, in "HIS BACK AGAINST THE WALL," and

NEXT MONDAY:—"RAGS TO RICHES," a Warner Bros. Classic, starring WESLEY BARRY.

Don't Miss this Big Programme AT THE CRESCENT TO-DAY

DOLLIE MOORE & JIMMIE CLAYTON

In all New Programme
of Classy Dances.

VIOLA DANA in

"HOME STUFF"

A great story of Stage Life.

WEDNESDAY NIGHT

Big Challenge Dance Contest
Michael O'Neill, Leo Pierce and
Vincent Burton.

FRIDAY NIGHT—BIG AMATEUR CONTEST NIGHT—A Big Entertainment.



Christmas Music In the Home Christmas Morning brings Joy to the Whole Family

Adeste Fideles, Oh, Come All Ye Faithful (in Latin); Lost Chord (Procter Sullivan) \$2.50 ea.
—John McCormack

Adeste Fideles (Chimes with Organ Accompaniment); Lead Kindly Light; Nearer My God to Thee—Chris Chapman 75c.

Adeste Fideles (English)—Hayden Quartette; Home Over There (English)—Harry McDermott 75c.

Bible Reading, A Christmas Carol—Humphrey; It Came Upon the Midnight Clear—75c.
Victor Orchestra

Noel, (Holy Night), (Adam) in French—Caruso; Sancta Maria — (Bertrand Faure) in French—Caruso \$2.50

Santa Claus—Tells of Mother Goose Land; Part 1 & 2—Girard; Santa Claus—Tells of Mother Goose Land; Part 3 & 4—Girard 75c.

Hallelujah Chorus—Victor Mixed Chorus; Christmas Songs and Carols—Victor Mixed Chorus \$1.50

He Shall Feed His Flock—Elsie Baker Come Unto Me—Lucy March \$1.25

Comfort Ye My People (Messiah)—Evan Williams; Every Valley Shall be Exalted (Messiah)—Evan Williams \$2.50

ELIJAH.

O Rest in the Lord (Elijah)—Louise Homer; St. Paul—But the Lord is mindful of His Own—Louise Homer \$2.50

If With all Your hearts (Elijah) (Mendelssohn)—Evan Williams; (1) Thy Rebuke, (2) Avia—Behold and See (Messiah)—Evan Williams \$2.50

Repeat it with a Gold Seal

Gold Seal Phonograph Record Repeaters; made of Celluloid, in colors of Green, Blue and Old Rose; simple in construction with nothing to get out of order. Ideal for dancing. Just lay a repeater on the record, and it will play for \$1.35 you as long as you like. Special Price

The Ideal Child's Gift

"His Master's Voice" Nursery Rhymes, in the music, picture and story combined, in handsome book form. The 10 inch record, the album, the picture story book. Parts 1, 2, 3, 4, 5 and 6. Price each \$1.25

Bubble Books

3—6-inch Records to each book, containing all the favorite Fairy Tales, in books 1 to 14. Ideal for children. Regular \$1.35 each for \$1.00

Record Albums

Nicely bound, made to hold 12 Records each. One of these Albums would make a very acceptable Christmas Gift for anyone. To hold 12—10 inch Records. Price \$2.50 To hold 12—12 inch Records. Price \$3.00

SPECIAL

Every purchase of 3 or more Records, will be packed in a pretty Christmas Box, free of charge.

Buy your Records now, insert your card and we will deliver them for you, at any appointed time, between now and Christmas Eve.

The Royal Stores, Ltd. Gramophone Parlor

Don't say Paper, say The Evening Telegram.