

SIDE TALKS.

By Ruth Cameron.

WINDOW SHOPPING IN YOUR MAGAZINE.

Two friends of mine were comparing the advantages of living in the city and the country. Said the city lover: "It isn't only things that cost money that the city offers. There's the fun of window shopping that one can have free in the city. Don't you think it's fun to look at all the lovely things in the shop windows and on the counters. And country women don't have that fun."

"Perhaps not," said the country lover. "But of late years we have some thing almost as good—we can go window shopping in the magazines."

Compare With an Old One.

If you have any doubt what she meant, take up one of the magazines from your table and look through the back pages and see with what wonderful skill the spirit of all the lovely things in the windows and on the counters has been caught and imprisoned in the advertisements.

If you happen to have, by any chance, a magazine printed five years ago you could enhance your appreciation of the wonderful strides which have been made in the direction of art and beauty in advertising by comparing the advertising section of the old magazine with that of to-day's.

A Lovely Picture.

Just the other day I found a conservative elderly lady—the sort who a few years ago would probably have said: "I never look at advertisements"—going carefully through the advertising section. "I really think," she

said, "that some of these advertisements in color are the loveliest thing in the whole magazine."

And I agreed with her. In our little summer cottage we have a picture of a grove of beech trees. We cut that picture from the advertising section of one of the magazines where it was used to call attention to the work of a tree surgeon. It is a copy of a famous painting and excellently reproduced in tones of brown and green and yellow, and we have framed it in a close gold frame. I think that picture has been admired more than any other we have.

Of course such a business as that of tree surgeon lends itself inevitably to artistic advertising, but a thing does not need to be artistic in itself to be advertised in an artistic way these days.

Those Hypnotic Advertisements!

In fact it seems to me, from my own window shopping in magazines, that it is the toilet articles, creams, powders and soaps that get the most exquisite settings. If the toilet article itself is pictured at all, it is only most incidentally. The aim of the artist is evidently to suggest luxury and beauty and identify it with the name of the product. Here a wonderful woman with the misty beauty of Egypt in face and figure seeks to cast upon you her spell and hypnotize you into thinking you will be like her if you use a certain soap; there a pair of revellers marvelously set forth in blue and red and orange fix the name of a face powder in a red box in the corner of the picture in your mind.

If there still are any left of that old genius which took pride in saying: "I never read advertisements!" my heart quite aches for them. What a feast they miss by their wilful stupidity!

EARLY CABLES.

BARRICADES ERECTED IN THE STREETS OF MULHEIM.

MULHEIM, April 20. The business section of Mulheim is in the hands of armed unemployed to-night, about three thousand have thrown barricades across the principal streets. There have been numerous clashes with the police and at least three men killed, and forty to fifty wounded, according to figures of the Red Cross. The total dead since the demonstrations began yesterday, number five. The Town Hall with three hundred police within, is besieged by the unemployed, who are armed with rifles obtained by looting. All the stores are closed, the owners have barricaded the doors and windows. Police effective are much reduced and there are no French soldiers in Mulheim. The unemployed are using paving blocks from the streets, and bricks from the buildings to erect barricades. A delegation was received by the Burgomaster, who declared he was unable to grant increased doles, unless instructed by the Reich. The delegation decided the unemployed would await Berlin's decision behind barricades. All traffic is at a standstill and all activities controlled by the rioters, who, led by members of the Communist Party, are confiscating foodstuffs. It is expected the police will have to surrender unless they receive assistance from the outside.

OTTAWA AND LABRADOR.

OTTAWA, April 19. The Federal Department of Mines has taken steps to get information regarding the possibilities of gold in Labrador, it was stated by the Hon. Charles Stewart, Minister of the Interior, in the Commons to-day, in reply to a question.

NOVA SCOTIA M.P. ADVOCATES SECESSION.

HALIFAX, April 20. Secession from the confederated provinces of the Dominion of Canada, and setting up of Nova Scotia as an independent, self-governing British Dominion, was advocated in the House of Assembly to-day by H. W. Corning, Conservative member for Yarmouth, in a resolution calling for a referendum vote of the electors and to ascertain whether or not the people of the Province were in favor of such a move. Mr. Corning said that the spirit of the Confederation Pact had been violated in respect to the Inter-Colonial Railway, now a part of the Canadian National System, and the Nova Scotian part of the Dominion was not receiving fair treatment in the matter of freight rates, railway shipping, and other activities, upon which the prosperity of the Province depended. By her remoteness from populous centres he declared Nova Scotia could not compete with Quebec and Ontario in marketing farm products in those Provinces which did not offer a reciprocal market for Nova Scotia products. Nova Scotia was forced to support a policy of protective duties that were mainly beneficial to Upper Canada, while increasing the cost of living at home with no balancing benefits. He re-

ferred to the neglect of Atlantic ports owing to the indifference of Quebec, Ontario and the Western Provinces, impairing of home markets and those abroad, due to Confederation, the burden of taxation that was becoming intolerable, enforced share in loss in operation of the huge railway system which was building up commerce for American ports at the expense of Canadian Atlantic ports, and the Inter-Colonial Division of the system. He declared that Nova Scotia as an independent, self-governing British Dominion would be able to protect its farmers, fishermen and industrial workers through trade treaties and tariff measures, preserve home markets, and furnish employment for its people, profitable investment for its capital, and build up enterprise and population.

A BLOW AT SUGAR SPECULATING.

WASHINGTON, April 19. Injunction proceedings, completely to shut off trading in sugar futures, have been instituted in New York to-day.

Arsenic for Husbands.

3 BERLIN WOMEN ON TRIAL.

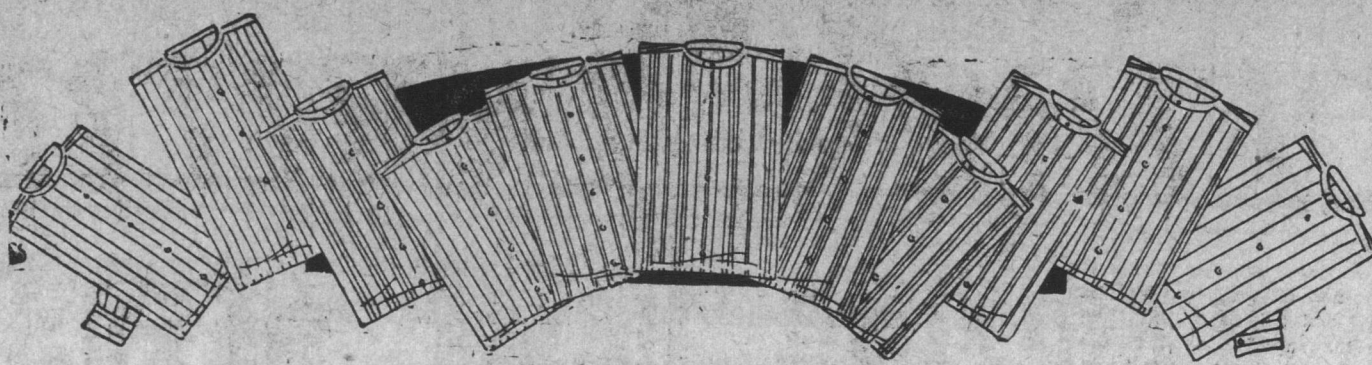
The trial of three women for arsenic poisoning began here to-day. One is Frau Klein, a cheerful-looking woman of 26 with faxen hair and innocent blue eyes. She is accused of killing her husband with arsenic. Her friend, Frau Ribbe, a thin woman with white hair, Frau Marie Riemer, the mother of Frau Ribbe, who is accused of knowing her daughter's intentions and of taking no steps to prevent the crime.

The two young women were great friends, and 600 letters which they wrote to each other have been impounded and are to be read in court. They both declare that their husbands treated them badly and that they wanted to rid themselves of them. The position of the Public Prosecutor is that they entered into a deliberate agreement to poison both.

MUTT AND JEFF.



THE MEN'S DEPARTMENT IS READY



With every detail necessary to complete the Spring Wardrobe from head to foot

Men as a rule are less fussy than their wives or sisters about dress affairs. Yet they possess that keen desire for something new at this season. The feeling is in the air—it gets you, so to speak, gets you longing for new apparel and creates a desire for ridding yourself of the old and donning the new. The following list will therefore serve to help you in deciding what you are really going to wear now that joyous Spring fills the air.

Tailored Suits

Full of Springtime Freshness

Gentlemen we assure you absolute perfection in fit, and materials in our new Tailored Suits, these two lines particularly give you absolute value as well, choice of pretty Greys and Browns. Special

33.00 and 35.00

SPRING COATS

The latest in English Tweed Coats for Spring wear, loose hanging style, inset sleeve, cuffed, patch pocket, semi-lined, real spring like. Special \$24.50

Belted Raglans

Distinctive shades in mens English Raglans, cuffed, belted, double breasted, plaid lined, comfortable when style, loose hanging effect. Special \$24.00



Underwear

Nice medium weight to change right into to-day, fine mottled finish, extraordinary good value, vests with buttonless neck, pants sateen 89c. KIT BAGS—English Tan Leather Kit Bags, the most serviceable made, patent clip fastening, nickel mounting, always respectable looking, two sizes \$12.50 and \$13.50. SOFT COLLARS—Semi-Soft Collars, need no ironing, simply wash them and hang them up overnight, ready in the morning, all white, smart peak front. 7 for 50c.

SHIRTS

Shirts you will like to sport summer-time, white on shantung shade with detachable collar to match swaggar shirts. Special

2.15



Fleeced Linings

Detachable fleeced wool linings, to be worn under Raglans or Spring Coats, ideal for motoring, we have but 5 left. Special \$6.80



Velour Hats

Smart appearing London Velours, Gentlemen, in snapp Hues, Silver, Pearl, Beige and Nut, you'll like them. Special \$6.85. SOFT FELTS—Lightweight Soft Felt Hats, in the new medium widthleaf, inexpensive every day Hats, in shades of Fawn, Slate and Stone. Special \$2.85. NOBBY CAPS—In pretty mixtures, your choice of pleced or one-piece solid leather throughout. Regular looking and Spring like. Special \$1.10

James Baird LIMITED

Appareling & Outfitting--the Order of the Day at BAIRD'S!

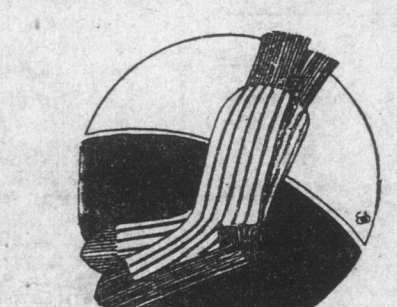
Everyman's SUIT

Even better Suits than those of last Spring showing at \$14.85. Well made, well found in linings, and the materials—English Tweeds made for service giving and hard wear. They meet the requirements of men needing an extra suit for every day wear, very favourably commented upon by those who have already seen them, and they save your better suits. There is real economy in buying such suits. Special

12.75

Men's Raglans

Single breasted Raglans, in new shades, useful coats for rain or shine, shower proof, and comfortable when its chilly, plain cuff, plaid lined, neat reverse front, looks good. Special \$21.00



Spring Socks

MEN'S SOCKS—Broad ribbed Cashmere Socks, in shades of Slate, Brown, Sand, Purple and Saxe. Extraordinary value. Special 48c.

MEN'S SOCKS—Woolsey Unshrinkable Wool Socks, heavy ribbed tops, mending Wool with each pair. Special 79c.

MEN'S BOOTS—Dark Tan Boots, blucher shape, rubber heel, Good-year welt, fancy side stitching, solid leather throughout. Regular \$8.00. Friday, Saturday Regular \$7.55 and Tuesday \$7.55

SHIRTS

FOR BIG MEN. The extra large sizes in soft fronted, soft, cuffed, top shirts, nifty striped patterns, on assortment grounds, they were specially ordered for the bigger men. Special

2.65

Dogs Talk With Their Tails.

Professor Giuseppe Renato, some time ago published an exhaustive study on the various functions of animals' tails, and the learned dissertation of the Italian scientist has aroused wide interest all over the world.

Dogs' tails occupy an important chapter in Professor Renato's book. Passing lightly over the fact that in the Arctic regions the tail performs the functions of respiratory organs while the dog is asleep, Professor Renato considers it important that this appendage, rather than a dog's vocal apparatus, is the seat of his conversational faculty.

Above all, says the Professor, the tail of a dog is an index to his psychological state. The animal raises and wags it under the impression of joy, lowers it when afflicted, and trails it between his legs when frightened.

One may actually believe that dogs have a casual language, and that the wagging of the tail is the method of communication between them. Amongst cattle and beasts of burden, the professor points out that the tail is a weapon of defence against flies and other insects, which, in the natural state of those animals, meant often the saving of their lives.

He states that in the early struggle for existence in cattledom and horsemanship, the question of the survival of the fittest was purely a question of which had the strongest tail. This resulted in the development of the tail muscles of the cow and horse to a remarkable degree.

When a horse is struck on the back with a whip it switches the spot with its tail. The horse knows it was a whip and not an insect, but the reflex muscles of its tail are so highly developed that it instinctively switches before the horse has time to telegraph to his brain and put in a stop order.

A cow finds it less fatiguing to keep up a perpetual up and down, side to side motion with its tail rather than the nervous, energetic one which the horse employs only when there is actual occasion.

CONFESSION.

When I was crippled by the flu, it seemed my end was near, and every time I sneezed, kerchoo, I thought of hearse and bier. By day and night I coughed and barked, w i t h dull and sickening thud: I re- Doc Casket, I re-

marked, "I guess my name is Mud. You've done your best with pill and yarb to save me from death's snare; but I must don the ghastly garb that only dead men wear. When I have heaved my final smile, I wish you'd see James Skow, and tell him I'm the sinner vile who shot his bob-tailed cow. And kindly tell old Mrs. Pete re- nance is in my cup; I scattered chunks of poisoned meat, and killed her Maltese pup. And Greer Jimpon will recall a certain bogus V; I turn my shamed face to the wall—he got that bill from me. And tell Assessor Jinks, kerchoo, when I the ghost shall yield, that what I told him wasn't true—my assets I concealed. Tell all these people I regret these crimes and many more; confession is the safest bet, when one is at death's door. I'll sleep much better 'neath the dew, in solitude unfenced, if you will bear my words, kerchoo, to these. I've stoned against. What's that you say? The crisis past, and I'll recover soon? Well, just forget those pipe-dreams vast you lately heard me croon. One cannot keep the truth in view when he is racked with pain, and, as you know, kerchoo, kerchoo, I was not strictly sane."

If you want good tasted Ice Cream, go to COLLETT'S, 106 Duckworth St., East Cochrane Street.—April 20, 1923

ST. JOHN'S GROCERY STORE

Local Potatoes

Parsnips

Beet.

Pilot Biscuits

Cooking Apples

Large Soft Green

Bake Apples

No. 1 Family Soap

Caro Corn Syrup

Orange Peko Tea

J. J. ST. JOHN

Duckworth St. & Leinster Road.



YOU FEEL SMALL

when your clothes don't fit you are out of date, lack elegance. Put on one of our Made-to-Order Suits and feel like a big man, as big as the biggest in your town. Our clothes do make such a difference to a man.

J. J. STRAIN

LADIES' & GENTS' TAILOR

Corner Water & Prescott Sts.

You Should En

the administration of your Will only to those experienced in such matters.

Administration of Estates is this Company's business, and its officers are especially trained for all duties involved and will be glad to discuss this subject with you.

Appoint this Company to act either as your sole Executor or jointly with your friends.

Montreal Trust Company.

ROYAL BANK BUILDING

St. Herbert St. 8th Floor

A. J. Brown, E.C., Vice-President

F. G. Donaldson, Gen. Mgr.

F. T. Palfrey, 11 Manager, St. John's

J. J. and T.

BEST WISHES

BENNETT FAMILY

The Evening Telegram

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Yours truly,

SOUTH SH

April 18th, 1923

Charlie Yang

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—April 18th, 1923