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Outport customers will find it very much to their advantage when in need of goods, to avail themselves of our

Mail Order Department
which guarantees prompt and efficient Service.**SIDETALKS.**

By Ruth Cameron.

THE FEAR OF BEING BUSINESSLIKE.

"The ring of coin is often the knell of friendship."—Old Proverb.

In my paper the other morning I read a heartening little item.

At least it seemed so to me, though there was nothing dramatic about the telling, nothing in the wording to suggest the poignancy of suffering and disillusionment that lay behind those facts.

The gist of the item was this. A widow, 74 years old, infirm, with no other property and no relatives to care for her, was trying to get back the title of a 14 room house, which for 7 years she had run as a lodging house.

She had given a bill of sale to the

house to a man who had gained her confidence and promised her certain things in exchange for it.

She understood that the house did not pass to him until her death, and then only if he had fulfilled the conditions. And what were the conditions?

Just Imagine This! That he should provide her until her death with "the back parlor furnished suitably, together with clothing, board, and a reasonable amount of spending money."

Can you imagine anything more unbusiness-like, more heartrenderingly open to misconstruction than such conditions?

What is a suitably furnished back parlor? What is reasonable spending money? Who is to say if she needs clothing?

And apparently even these conditions were only understood and not put into writing.

When I finished it I sat brooding over it, trying to understand how any woman could have been foolish enough to do such a thing.

Honesty Would Have Welcomed Safeguards.

And gradually I reconstructed it in my mind. The new friend (apparently he was a friend of recent date) had probably boarded with her. He had been very kind, he had pitied her for having to work so hard. He had probably talked about his own mother. He had done kind things for her, won her confidence, and finally suggested this arrangement. Very likely he had made it appear as a favor to her.

In short, he had kept the whole thing on such a friendly basis that when any doubts assailed her she was ashamed to entertain them. And as for asking him for references, or safeguarding herself in some way, or having a lawyer—why, it seemed like insulting a good friend and she couldn't bear to do it. Maybe she did tentatively suggest some such safeguards, and he promptly adopted a

grieved, hurt air that made her retract.

Of course this is constructed from the meagre information in the little item by the science of psychology, just as the scientist reconstructs the picture of the dinosaur from the fragments of its bones that he finds. But tell me, in what other spirit could she have done the thing? She wasn't utterly ignorant of business ways. She could hardly have been that and run a lodging house for 17 years.

Open Door To Fraud.

I think this fear of hurting people who are courteous and kind, by doing things in a businesslike manner, is one of the most potent sources of financial misunderstanding and actual fraud.

I have a great objection to mixing business and friendship. Talk about oil and water!

But if you must mix them, conduct your business in the same businesslike way you would with a stranger. If you lend money, take a note; if you borrow money, insist on giving a note; if you are going to work for a friend, have the whole arrangement as definite and business-like as if you were to work for a stranger. That gives you the best chance of preserving your friendship through the hazards of the business transactions.

ter of such writings cannot be put down to "spirits" until it is proved that it is not being derived from the buried stores of memory.

Sleep walking is another example of unconscious action, and so, too, are those actions which are carried out owing to hypnotic suggestion.

Mt. Cashel Garden Party.—
Entries for Three Mile Road and Junior Football Relay Race must be made to C. J. Ellis, 302 Water Street, not later than 23rd; Pony Race entries will be received at Mt. Cashel.—July 16th.**Don't Give In.**Square your shoulders to the world! It's easy to give in—
Lift your chin a little higher!
You were made to win.
Grit your teeth, but smile, don't frown.
We all must bear our bit.
It's not the load that burdens us
Down
It's the way we carry it!
Waldorf Window.**Omelet Hints.**

Keep a special pan for making omelets; one of the best kinds to use is made in aluminium. The pan should be washed as seldom as possible. Rub it out with paper after use, and then with a cloth. Coarse salt removes pieces. A new pan, or one that has been washed, should be seasoned by putting in a little fat or butter, making it quite hot over the fire, then pouring it off; finish by rubbing the pan over with a paper.

A long blunt knife or palette knife is a great help, but not a necessity. See that everything is ready before beginning to mix the omelet. Never let an omelet stand, but serve it the moment it is cooked. See that the butter is quite hot before putting the eggs into the pan, and do not use margarine for greasing the pan as it is apt to burn.

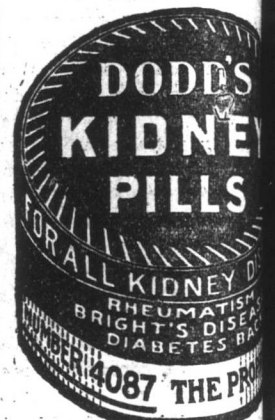
Do not beat the eggs too much, and if inexperienced practise with two or three eggs at first. It is not wise to use more than six eggs when a large omelet is necessary.

Cancelling Our Debt.

At a dinner given in honour of Mr. Wide Ellis, the distinguished American lawyer, who is over here on a visit, the guest of the evening told a good story of a brilliant reception given by Sir Auckland Geddes at the British Embassy.

A very famous American admiral, now retired, had had few opportunities of quenching his thirst in a legitimate manner, but at Sir Auckland's reception he was under the British flag.

After about his seventh Scotch "highball" the admiral walked over to a group of America's most distinguished public men and said: "Boys, I'm going into the drawing room to find the British Ambassador and I'm going to tell him that his country don't owe us a darned cent!"

League Football—St. George's Field, this evening at 7.30 Guards, vs. Saints. Admission 10c. Ladies free. Grandstand 10c. extra. Boys free.—July 20th.**ST. JOHN'S GROCERY STORE****Best Grade Flour Per Stone****Ham Butt Pork 16****Fat Back Pork 16****Choice Family Beef 16****Spare Ribs 16c.****Choice Bacon 40c.****Armours Beans 18****Potatoes Very Best 18c.****Rhubarb 8c. Bush****New Green Cabbage 10c.****J. J. ST. JOHN'S****Duckworth St. & Leinster Road.****Reasonable Phone****Issue Revive****may be had at The****time Drug Store in****variety and effective****We recommend****bury's Facial****Woodbury's Facial****der, Day Dream****Water, etc. Try****let preparations and****will be convinced****great merits.****Maritime Drug****6, W.F.A. Bldg. Water St.****June 21, 1923, mod.****We are offering—****OUR COMPLETE STOCK****—OF—****Ladies' and Children's****Millinery and Ready-to-wear****HATS**
—AT—
HALF PRICE**RIBBONS—Plain and Fancy. On sale at greatly reduced prices.**
BLOOMERS—Ladies' Pink Jersey. Special Price . . . 29c. pair
MARQUETTE—Special line in good designs, 34 inch. 24c. yd.
GINGHAMS—27 in. American, Plain and Fcy. Plaid . 29c. yd.**Ayre & Sons**

July 20, 21

The Psychology of Subconscious Acts.

What is the subconscious mind of which we have lately been hearing so much?

There is perhaps no subject in psychology about which there is greater difference of opinion.

Not the least difficulty lies in deciding what we mean by the "unconscious."

We are only fully conscious at any given time of those factors in our surroundings upon which our attention is directly focussed and partly, conscious of many others which we speak of as being on the outer fringe of our consciousness, writes a physician in the London Daily Mail.

Further, in concentrating on any given action, such as playing golf, we repress all other factors which tend to interfere with our play—we concentrate on the ball.

We speak loosely of being unconscious of that part of our surroundings on which our attention is not focussed. Thus people are commonly heard to declare that they did a thing unconsciously, when they mean that they did it without paying attention, and such actions can usually be subsequently recalled.

The term unconscious is better reserved for experiences which have been repressed and cannot be remembered in the ordinary way, but only emerge from the subconscious under conditions such as sleep, hypnosis, or psycho-analysis.

This subconscious mind is full of memories, ideals, and wishes of which we are totally unaware, but which may nevertheless powerfully affect our opinions and behaviour.

We call these acts "automatic," which, though voluntary in the beginning, have been so frequently carried out that they can be performed without arousing attention, or subconsciously.

Everyday life provides us with many examples, and walking, winding up a watch, and even turning out the light at night are all acts which may be performed automatically.

Automatic or unconscious writing is the power which some individuals possess of letting their hand write while their attention is focussed elsewhere.

Such writing is often senseless, but some people acquire the power of writing in prose, verse, and even in foreign languages. The subject mat-

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