

BIG STOCK-TAKING SALE.

Generous reductions on every article of Dry Goods in stock and any Oddments and Excess Stock we offer at cost and under to make a clearance. We can only quote a few of the prices and reductions here, but remember that on anything and everything you buy from us during this Sale you are saving money. Now is the time to buy for later requirements also.

Large Stock of Rubber Footwear-CHEAP

Women's Plain Rubber Shoes, good hape and finish. Now only 49c. pr. Women's Storm Rubber Shoes. Now only 59c. pr. Women's "Rubber Leaf" Brand extra quality Rubber Shoes. Now only 68c. pair.
Men's Storm Rubber Shoes. Only 78c. pair
Men's Storm Rubber Shoes in the very highest qualities, such as "Protection." Regular \$1.25 pair Now \$1.10 pair
Ladies' Highest Class Rubber Shoes both with Ideal and Cuban Heels; and Child's and Misses' Rubber Shoes of all kinds, all at Reduced Prices.

Ladies' "Rubber Leaf" Brand extra quality Waterproof Button Gaiters, now only \$1.80 pair.

Ladies' "Carnival" Button Gaiters, which represents the very highest quality; all sizes from 3 to 7, with half sizes, at \$2.45 pair.

We Can Suit You to Underwear

And we can suit you to prices of same.

Ladies' Cream Ribbed Fleece Vests and Pants, only 24c. garment
Ladies' Cream Ribbed Fleece Vests and Pants. Reg. 40c. & 45c. Now 35c. garment
Ladies' White Ribbed Fleece Vests and Pants. Reg. 60c. & 75c. Now 50c. & 60c. gar.
This White Fleece Wear at 60c. garment is heavy and certainly wonderful value. All Ladies' Stanfield and other Wool Underwear at 20 per cent. under regular prices. Lot of Ladies' Stanfield Vests, sizes 3 only. Reg. \$1.30 value. Only . . . 75c. each
Lot of Ladies' Stanfield Knickers, all sizes. Reg. \$1.30 value. Only . . . 75c. each

Our Sale Price for Men's Stanfield Underwear are:

Sizes	34-32	36-34	38-36	40-38	42-40	44-42
Prices only	89c.	95c.	\$1.05	\$1.10	\$1.15	\$1.20

We have a Lot of Odd Garments in Men's Scotch Lambs Wool Underwear

which we offer at 25 per cent. off Regular Prices, and they were good values at regular prices. You will never be sorry if you purchase from this lot.
Men's Jaeger Heavy White Fleece Underwear. Reg. 55c. value. Only 45c. garment
Boys' White Fleece, all the sizes from 20 inch to 34 inch, offered during Sale at all round price of 30c. garment.
Boys' Scotch Lamb's Wool and Stanfield Wool Underwear, and Girls' Wool and Fleece Underwear, all greatly reduced.
Ladies' Flannelette Underwear of all kinds at cost to clear.
Lot of Ladies' Moore Underskirts, odd lines, offered to you at prices that ought to be quick clearers. Prices 60c., 75c. and \$1.15 upwards.

HOSIERY

Women's Black Ribbed Fingering Hose. Special values for this Sale at 13c., 22c., 27c., 34c., 40c. and 50c. pair.
Men's Black and Heather Fingering Hose. Special values, 22, 27, 32, 35 & 40c. pair

Great Values in Dress Goods

Amazon Cloths, 45c. at 35c.; 65c. at 50c.; 80c. at 65c.; \$1.00 at 75c.
Call and inspect our stock of Dress Tweeds, Whipcords, Serges, Lustres, etc., etc., and see how you can save money on our prices.
Dress Muslins, Lawns, Linens and Zephyrs in White & Colored, all offered at Sale Prices.
Serge Curtains in various shades, from \$2.90 pair only. Regular \$3.75 pair.
Curtain Serge in Blue, 52 inches wide. Now only 30c. yard
Floor Canvas, 2 yards wide; good quality. Only 48c. yard

Ladies' Colored Striped Winsey Shirt Waists at Special Prices.
Ladies' White Silk Blouses at surprisingly low prices. Prices are \$1.25, \$1.50, \$1.70, \$1.90 and \$2.50.
Ladies' Black Silk Blouses at \$1.70 and \$2.65 each, only.
Lot of other Blouses in stock will be offered cheaply during Sale, to which we shall add a lot of samples of New Spring and Summer Blouses. See our Blouse Offerings.

CLEARANCE OF LADIES & MISSES HATS and CAPS.

Lot of Ladies' and Misses' Felt Hats, only 25c. each to clear.
Lot of Ladies' and Misses' Wool Rinking Caps. Clearing Prices only 20, 25 & 35c. ea.

Ladies and Misses Coats, Ladies and Misses Furs.

All heavily reduced to make a complete clearance.
Big Lot of Ladies' and Children's Belts. Get our prices on these.
Ladies' Hand Bags from only 18c. each.
EMBROIDERIES and LACES—If you are making up any white work, remember we are making a straight 20 per cent. discount on all our stock of Laces, and large reductions on a large lot of White Swiss Embroideries.

Men's and Boys' Eastern Caps, fitted with knitted bands for the wintry weather. Now only 55c. each.

Men's Patent Dress Shoes and Slippers. Regular \$1.10 and \$2.00 pair. Now only 85c. and \$1.70 pair.

Get our Prices on Winter Gloves of all kinds. N.B.—Sale Prices are for cash only.

HENRY BLAIR.

Doctoritis.

By RUTH CAMERON.



I met an acquaintance on a trolley the other day looking unusually well and animated. I commented on this fact and asked her what she had been doing to herself. I've just come from the doctor's, she said; "I'm trying a new doctor."

I'm surprised that I look so well, for I'm really quite tired out with the long examination he gave me."

She drew down the corners of her mouth and tried to look properly depressed, but her eyes shone and I knew why. Let me whisper a secret to you. This poor lady is a victim of a new disease which is quite prevalent among women, and especially among women of the leisure class—the disease of doctoritis.

Do you know anyone who is afflicted with this dread disease? Its chief symptom, in case you do not recognize it by that name, is a terrible appetite on the part of the victim for doctors. That sounds cynical, but I don't mean that she eats them, merely consults them. A patient in the advanced stage is never satisfied with one doctor, but goes from one to another; as the drug eater requires a stronger and stronger dose, so the victim of doctoritis continually requires the stimulus of a new doctor to listen to her symptoms and prescribe new potions and new courses of treatment.

Once upon a time there was a woman who began by having nervous indigestion and ended by having doctoritis, although she didn't recognize the latter disease until too late. This woman went from doctor to doctor for several years; she had a homeopath, two allopaths, an osteopath and a mental healer. She was a nervous invalid and the life of the family soon came to center about her and her digestion. Finally she tried a great stomach specialist and he actually cured her indigestion. She was

perfectly well physically; there was no longer any occasion for her to consult doctors, and the family life ceased to revolve about her. Now what do you think happened? Six months later she up and died of doctoritis struck in. You see it had been like taking her drugs from an opium patient too suddenly.

The psychology of doctoritis is easy to understand. The victims are usually people who have little to think about and who find it difficult to get their share of that precious commodity which we all crave—the limelight. When the victim goes to a physician he asks her about herself, her family history, her previous diseases, her symptoms, etc., etc., and she has the exquisite pleasure of being the centre of attention and of talking about herself as freely as she likes, and being listened to.

The experience delights her and she repeats it as often as possible; so doctoritis gradually develops.

The woman I met on the trolley car was always perfectly well, very busy and reasonably happy until she was about fifty-five. Then her husband inherited some money and her daughter married and went away from home, and she was left alone with too little to think about. Whereupon she developed doctoritis.

A few doctors think doctoritis is a splendid institution because it fills their pocketbooks, but more of them dread it and avoid the patients who have it. A doctor's secretary once

told me that when a patient developed that disease her employer would have her tell the patient, whenever she called, that he was out.

And now a warning. Unsympathetic people are not to sitze upon this to account for all the illness in the more delicately constituted members of their family. It is far more likely that some real ailment of the body, the mind or the soul is the trouble, and unsympathetic folks will do well to be sure that none of these is present before they make the diagnosis of doctoritis.

R. C.

LONDON GOSSIP.

LONDON, Jan. 28th, 1914.

ROYAL UNDERGRADUATES.
The Prince of Wales has now returned to Magdalen College, Oxford. It has further been decided that Prince Albert, the King's second son, shall go up to Cambridge in October. It is not yet announced which College he will join, but if precedent is followed he will, of course, go to Trinity, though the older Royal foundation at Cambridge is King's College, founded by Henry VI. in connection with Eton, and it takes precedence over Trinity, which was not founded as a College till the reign of Henry VIII. But King Edward, as Prince of Wales, was at Trinity in 1861, after he had come down from Christ Church, Oxford. It will be interesting to see whether Prince Albert lives in college or out. The custom at Oxford is for them to move out into lodgings. At Cambridge Freshmen go first into lodgings, and move into college as rooms become vacant. King Edward, as an undergraduate, lived, I believe, at Madingley Hall, a mansion some distance outside Cambridge, but in the case of Prince Albert one would think that was a precedent hardly likely to be followed if, like the present Prince of Wales, he is to take part in the ordinary life of the college.

ANKLE PURSES.
After the ankle watch comes the ankle purse! When a Londoner sees a young lady bend down and apparently commence to unlace her shoes he finds that she is probably reaching down to take some money from her purse. The ankle purse may now be obtained at some West-end shop. It is made of leather, and straps round a woman's foot just above the boot. Thus the manufacturers think that they have overcome "the problem of the pocket." At one time when skirts were made considerably wider than at present, there was little difficulty in providing a pocket somewhere. But in the modern skirt there is no room for anything of that sort. So women kind have been forced to carry their purse and their handkerchief in a little hand bag which is, however, apt to be in the way when a large muff is in use. Many people will, of course, regard the ankle purse as out. Certainly the ankle watch has by no means become "the rage." A walk in London yesterday showed that men, too, have a difficulty in regard to pockets. In cold weather no one wants to take his gloves off to get at his money which is usually kept in an inner pocket. So tailors are now "building" ulsters and heavy coats with little pockets concealed in the larger outside pockets. The former can be utilized for small change, which can easily be extracted without removing one's gloves.

THE HYMN TUNE QUESTION.
For a good long time there has been much discussion in church circles here about hymns and just now many churchmen are complaining of our hymn tunes, especially the "sugary" ones. But there has always been a good deal of difference on the subject of hymn-tunes and some curious reasons have been given for liking or disliking certain hymns. It was Archbishop Temple who associated the "Church's One Foundation" with cold chicken and country parsonages. A more sentimental bishop

that have ever left these shores to attend a great function at a foreign Court will accompany Prince and Princess Alexandra of Teck, when they go to represent the King at the Coronation of the Emperor of Japan in November next. Field-Marshal Lord Methuen will represent the Army and Lord Fisher the Navy, while the Prince will carry with him the decoration of the Order of the Bath to present to the Mikado.

ROYALTY AT THE MIKADO'S CORONATION.
One of the most imposing suites

Headaches and Heart Trouble

Nervous Prostration of Three Years' Standing Cured a Year Ago by Dr. Chase's Nerve Food.

Anyone who knows the discouragement and despair which accompanies the helplessness of nervous prostration will appreciate the gratitude felt by the writer of this letter.

Mrs. H. C. Jones, Scotch Lake, C. B., writes: "I suffered from nervous prostration for nearly three years. I had frequent headaches, had no appetite and was troubled with my heart. After consulting two doctors, without obtaining satisfactory results, I began the use of Dr. Chase's Nerve Food, and was completely cured by this treatment. It is nearly a year since I was cured, and I want others to know of this splendid medicine. I now attend to my household work with pleasure and comfort, and am glad to have the opportunity of recommending Dr. Chase's Nerve Food."

At least some benefit is bound to be derived from each dose of this great food cure, as day by day it forms new blood, and builds up the system 50 cents a box, 6 for \$2.50, all dealers, or Edmanston, Bates & Co., Limited, Toronto.



In Stock To-Day:

150 Fresh Frozen Mackerel
1,000 lbs. Fresh Frozen Halibut.
15 boxes Newly Smoked Finnan Haddies.
10 boxes Kipperd Herring
Fresh Rabbits, Fresh Eggs.
New shipment of our Famous Block Butter.
POTATOES.
To householders! We have 500 bbls. P. E. I. Potatoes, 1/2 bags.

SOPER & MOORE

expressed his pleasure at being awakened in the morning by the strains of "Rock of Ages." "That was cook," explained a young member of the host's family. "She always sings Rock of Ages to boil the eggs; three verses for soft-boiled, five for hard." It was a London clergyman who once complimented his cook on her selection of a hymn for prayers. "Yes," was the ready answer; "it's the number of my policeman."

HOSPITAL TREATMENT FOR INSANITY.

The London Medical Legal Society at its last two meetings has been discussing in some detail the question of the hospital treatment of acute and incipient insanity which now seems likely to be put into operation by the London County Council. This system, by which a large and important class of persons liable to mental afflictions may be successfully treated without incurring the stigma of being placed on the register of lunatics, has been advocated by many alienists, notably Dr. Maudsley, who a few years ago, presented a considerable sum of money to the London County Council towards the establishment of suitable wards. Progress has been hindered by legal obstacles, but meanwhile medical and legal opinion has ripened, and there is now practically unanimity that the system should be adopted generally by local authorities. In France and Germany it is general, but in this country the only case is in Glasgow where the local authorities have had a complete system of hospital treatment of the acute and incipient insanities in full operation for some years. Dr. Carswell, the physician to the hospital, described its working at a recent meeting of the Medical Legal Society. There is, of course, no compulsion on any patient to enter the wards, but in practice none make objection. The period of treatment is limited to six weeks. During last year about 750 patients were treated, of whom only 250 he ultimately to be certified insane and transferred to the asylum. If legislation is secured for this new form of treating the mentally deranged we shall then have three systems—the lengthy and formal system of treatment under the Lunacy Act, the more immediate system under the Mental Deficiency Act which comes into force at the beginning of April, and the new hospital treatment.

UNIVERSITIES AND MILITARY EDUCATION.

In higher military circles much interest is being taken in the spirited attempt which the University of London is making to provide a special institution for systematic education in military subjects, particularly for officers of the Volunteer Force and for students of the University in question. It should be mentioned that some good work in the direction indicated has already been done by the Military Education Committee of the London University, at whose instance the important conference held yesterday was convened. A special series of military lectures has been recently instituted, the sixth of which

will be delivered on January 28th. A fortnight later Major-General Sir W. R. Robertson, the Director of Military Training, will himself give a lecture at the London University on "The Demands of Modern War," and it may be taken for granted that many others besides Volunteer officers and students will attend this particular discourse. Incidental to these lectures and to the conference is the large question whether other universities, more particularly those in our great cities, may not adopt, and possibly expand, the idea to which the London University is now giving practical expression. In any such schemes the War Office—which was specially represented at the London University conference—would assuredly co-operate.

Hr. Grace Notes.

A baby boy was born this morning to Dr. and Mrs. Cron—Congratulations.

The harbor is now frozen over, the upper portion sufficiently solid to permit people to cross from one side to the other.

Miss Susie Stowe, daughter of Mr. Eli Stowe, died on Tuesday forenoon after a long illness, aged 22 years. Miss Stowe had been living with her uncle at St. John's, and returned home sick last fall. The disease turned out to be consumption, and despite the best medical attendance nothing could be done to save the young life. She had no dread whatever of death, and was quite reconciled to leave this world of cares.

The Bell Island steamer arrived yesterday afternoon with the remains of Mr. John Nichols, whose death took place on Monday, after being sick nearly a year. The remains were accompanied by Mr. Walter Nichols, son of the deceased, who holds a responsible position on the island. Mr. Nichols was 62 years of age, and leaves a widow and family to mourn their loss.

The K.E.B. are holding a Valentine Party and Dance at the British Hall to-morrow night. A pleasant time is anticipated.

The officers of the K. E. Brigade request us to thank Harvey & Co., St. John's, for a handsome calendar, and Mrs. Holt, Harbor Grace, for papers for the K. E. reading room. Other donations will be thankfully received. Magazines, papers, etc., are always welcome at the table of the rooms.

Hr. Grace, Feb. 12, 1914.

The Greatest Invention Of The Age

NOW IN USE BY LEADING MERCHANTS IN ST. JOHN'S.

By the use of this latest invention you can have, in one second, speech with any or all of your staff, located anywhere on your premises, without saving your desk, without wasting time your employees use in going from their station to the private office, without any bell to ring or their attachment to handle. You may have callers attention without admitting them to your room and all the time your hands are disengaged and you may speak from three to ten feet from your instruments and be perfectly heard at the other end of the line. If you are interested in this service Mr. Percie Johnson will furnish detailed information on request. This service has been tested by six months perfect working in St. John's.

Wedding Bells.

A very quiet and pretty wedding took place at the residence of the bride, 68 McFarlane Street, when Miss Lillian May Harris was united in matrimony to Mr. George J. Spittell, by the Rev. Mr. Bartlett. The bride wore a lovely gown of pale blue tulle, silk trimmed, with silver beaded shifon. Her veil arranged in cap effect with orange blossoms. Miss Blanche Harris acted as bridesmaid and was dressed in a suit of white. Mr. John Baldwin, cousin of the bride, acted as best man. The newly wedded couple will leave shortly for New York, their future home.

Arthur Walker, 27 Charlott Street (off Springdale St.), Groceries and Provisions, School Supplies and Stationery, Fruits, Nuts, Candy and Soft Drinks, Stationery, Valentines, Cakes & Pies, Bread, Milk, useful household novelties, Daily Papers, Tobacco, Cigars, Cigarettes, Thread, Laces, Perfume, Liniment, Needle Packages, Picture Post Cards, Postage Stamps, etc. Autoharps and Zithers tuned and re-stringed. Agency for Columbia Zithers and Pathé-phones; no needles required. Call and investigate.—j6,w.f.s,t

ANYONE CAN DYE THEIR CLOTHES WITH DYOLA

The Dye that colors ANY KIND of Cloth Perfectly, with the SAME DYE.

We Cleanse of Grease, Clean and Starch. Ask your Druggist or Dealer. Send for Booklet. The Johnson-Richardson Co. Limited, Montreal.

COUGH MIXTURE

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