

YOUR CORSET and ITS UNSEEN VALUES.

Do you select your Corset for its own appearance or for the effect that it will have upon your figure? If for the former reason, you will not always get the service that you expect, but if you want a Corset that will fit you comfortably, shape in lines of fashion and still be serving you long after an ordinary Corset would have gone to pieces, we recommend that you make your selection from our

Warner's Rust-Proof Corsets.

Strong, soft fabrics; thin double Rust-Proof boning; double inter-linings; the highest class workmanship; and excellence in design that enables them to withstand all the hardest strains and wear, give Warner's Corsets at popular prices a superiority that the woman who has once tried them realizes.

It is a pleasure to us to see our friends who have once worn a Warner's always demand a Warner's in the future. This is why we like to recommend them.

Are You in the Warner Class?

A splendid range now in stock.

Marshall Bros

AGENTS FOR NEWFOUNDLAND.



"This Once."

By RUTH CAMERON.

Once upon a time I ran across a magazine article in which readers were asked to send in what they considered the most terrible word in the English language. 'Blood', 'Death', 'Alone', 'Forever', were some of the words that were submitted by the largest number.

It is some one would run a contest asking for the word that has done the most harm, and would admit phrases as well as single words, I would have a contribution ready to submit. It would be "This Once."

The Child Uses It In His Teasing. "Mayn't I stay up later this once?" "Mayn't I skip my practising this once?"

So the child teases until one comes to hate the sound of "This Once." But it was not so much of the child's use of the phrase that I was thinking, as of the grown-up's. Children say "this once." Grown-ups think it. Children use it to tease with. Grown-ups use it to excuse themselves to themselves for doing something wrong or foolish or inefficient.

You Ought to Clean Your Teeth Again. For instance. You have your teeth all cleaned for the night. Some one prevails on you to take a bite of an apple or a sweetmeat. You know you ought to clean your teeth again but you say to yourself, "This once it won't hurt me."

Or you discover at night that you haven't been outdoors all day. You know you ought to have some exercise and you consider the thought of a walk, but it would mean changing

your shoes, and you'd really rather sit by the fire and read that tempting new magazine and so you say to yourself, "Well, I guess it won't do any harm if I do go without exercise this once."

All the King's Horses and All the King's Men. Or you hear some enticing bit of gossip and are tempted to repeat it. It is against your principles but you know the person to whom you are talking would be so interested and excited over it. "This once" you say to yourself—subconsciously perhaps—and open your lips and let out the words that no power on earth can bring back again.

"This once" is a screen that we put between ourselves and the truth. Next time you catch yourself saying "This once" (or words to that effect) push the screen aside and look the truth in the face.

What are you doing for that Eczema? "Nothing; I've about given up trying to cure it."

"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylex at your druggists."

Zylex, 50c a box; Zylex Soap, 25c a cake. Zylex, London. eod:tf

Everyday Etiquette. "Is it proper to speak to a young man on the street whom I met at a private party, but to whom I was not introduced?" inquired Jessie. "Since you met this boy at a private party you may speak if you wish; if at a public affair you should not recognize him, replied her sister.

Your New Year BIRD!

Limited quantity of CHOICE DUCKS, GEESE and TURKEYS.

10 only Geese, 10-14 lbs.
25 only Turkeys, 7-10 lbs.
40 only Ducks, 3-6 lbs.

Order early Friday, please.

Soper & Moore, Importers & Jobbers.

Rann-dom Reels.

By HOWARD L. RANN.

THE SUBSCRIPTION PAPER.

The subscription paper is a polite form of taxation without representation which makes the life of the retail merchant one long, sweet song.

A reasonable amount of taxation is a good thing for any community, as it is followed by many blessings, including the rib-wrenching paving assessment.

It is a depressing sensation, however, to meet a series of special assessments which produce more black and blue spots than falling out of a hay mow and then run into a subscription paper for the benefit of a Chinese orphan's home, presented by some customer who never asks the price of anything and pays by check the first of the month.

The subscription paper is always headed by somebody who puts down \$50 in a bold, round hand and then leaves several blank lines which defy the next vicar to lower the ante.

Nothing is more painful than to be confronted with a subscription paper which has been signed up for a large, juicy sum by men who have not paid their coal bill for 1911, and then be obliged to enquire nervously if there is a two-bit size. After a man has been in the retail business for several years, however, and has looked at the familiar weather-beaten features of 2,000 subscription papers, he will not sign anything which is now backed by the buying power of a church of 400 members.

The subscription paper is always circulated first at the court house, where it is signed by everybody who expects to be a candidate for another term. If it were not for the generous and sweet-spirited county officer thousands of budding subscription papers would die a violent death and care-worn business men would not have to dive under the counter every time he sees one coming in at the front door.

If we had a law prohibiting the circulating of subscription papers outside of a court house, there would be fewer candidates for office and more

business men with their chin above water.

UNWISE PRAISE.

You praise your kid before his face explain to callers he's a peach, the pride and glory of the race, the only pebble on the beach. And soon that kid an aleck grows, a smartly allswelled up with pride; and people long to twist his nose, and lam the sawdust from his hide. The greatest here that ever was is that obtrusive, forward kid, whose parents gave him wild applause for everything he ever did. When grave and thoughtful people call, to talk of weather and the crops, young Willie greaves and shocks them all, by his persistent, foolish yawns. The grave and thoughtful people look to see the father take a strap, or strip of board, or shepherd's crook, and pound that most annoying chap. But father smiles, as does his spouse; he says, "Our Willie is so gay! He is a sunbeam in the house, he surely drives one's cares away!" The callers do not tarry long; they hasten from young Willie's door, and sigh, "How sweet to take a thong, and swat that kid until he's sore!"

THE FIRST PAIR.

Don't make any mistake this year. Let your first pair of rubber shoes be Bear Brand. Times are too hard for anyone to take chances of being out of work for two or three weeks with a cold which could have been avoided by getting satisfactory rubber shoes. The good old BEAR BRAND shoes, which are becoming more widely known every day, are being sold in St. John's by:

John Anderson, W. R. Gooble, Nicholls, Inkpen & Chafe, Ltd. Royal Stores, Ltd. F. Smallwood, Steer Bros. Jesse Whiteway.

Wholesale by CLEVELAND RUBBER CO., New Martia Bldg. nov11,w,s,tf

Your Boys and Girls.

People in the country often pay little regard to the health of children. Child life is rather cheap in many rural sections, parents who work hard are often indifferent to their own bodily condition, and so are apt to become indifferent to the physical needs of their children.

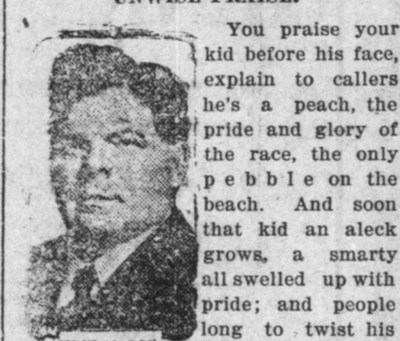
A certain amount of disregard for rough trying experiences is desirable undoubtedly because this develops hardihood and tends to make the child more or less callous to experiences which really ought to be ignored. But while it is a good thing for a growing child to have a considerable amount of exposure so as to develop resistance to the ills that overcome one who is too much protected, nevertheless many children in the country are injured by neglect.

If the energy of the body must go mainly to hard work or protection to exposure, then it means that there will not be enough left to build and renew and safeguard the body properly, and disease will likely result.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

business men with their chin above water.

UNWISE PRAISE.



WILLIE MASCO.

You praise your kid before his face explain to callers he's a peach, the pride and glory of the race, the only pebble on the beach. And soon that kid an aleck grows, a smartly allswelled up with pride; and people long to twist his nose, and lam the sawdust from his hide. The greatest here that ever was is that obtrusive, forward kid, whose parents gave him wild applause for everything he ever did. When grave and thoughtful people call, to talk of weather and the crops, young Willie greaves and shocks them all, by his persistent, foolish yawns. The grave and thoughtful people look to see the father take a strap, or strip of board, or shepherd's crook, and pound that most annoying chap. But father smiles, as does his spouse; he says, "Our Willie is so gay! He is a sunbeam in the house, he surely drives one's cares away!" The callers do not tarry long; they hasten from young Willie's door, and sigh, "How sweet to take a thong, and swat that kid until he's sore!"

THE FIRST PAIR.

Don't make any mistake this year. Let your first pair of rubber shoes be Bear Brand. Times are too hard for anyone to take chances of being out of work for two or three weeks with a cold which could have been avoided by getting satisfactory rubber shoes. The good old BEAR BRAND shoes, which are becoming more widely known every day, are being sold in St. John's by:

John Anderson, W. R. Gooble, Nicholls, Inkpen & Chafe, Ltd. Royal Stores, Ltd. F. Smallwood, Steer Bros. Jesse Whiteway.

Wholesale by CLEVELAND RUBBER CO., New Martia Bldg. nov11,w,s,tf

Your Boys and Girls.

People in the country often pay little regard to the health of children. Child life is rather cheap in many rural sections, parents who work hard are often indifferent to their own bodily condition, and so are apt to become indifferent to the physical needs of their children.

A certain amount of disregard for rough trying experiences is desirable undoubtedly because this develops hardihood and tends to make the child more or less callous to experiences which really ought to be ignored. But while it is a good thing for a growing child to have a considerable amount of exposure so as to develop resistance to the ills that overcome one who is too much protected, nevertheless many children in the country are injured by neglect.

If the energy of the body must go mainly to hard work or protection to exposure, then it means that there will not be enough left to build and renew and safeguard the body properly, and disease will likely result.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

Marvellous Value Boys' Gaiters!

Canadian Rubber Company
First Quality Goods, in sizes: 1, 2, 3, 4 and 5, for

\$2.00 per pair.

Only a Limited Quantity.

S. MILLEY.

Household Notes.

Left-over chicken gravy added to the potato soup will make it delicious. Celery chopped fine and mixed with Cream cheese makes a good school sandwich.

When buying pecan nuts, avoid those that have been treated with a bright red color.

Beans should always be soaked in soft water overnight before being par-boiled for baking.

A poor piece of meat or one that is nearly all fat on bone may be more than half waste.

When you wash a child's tam-o-shanter hat, dry it over a dinner plate, and it will not shrink.

A white kitchen is not only cheerful, but it makes dirt so apparent that it has no chance to hide.

Soap should never be rubbed on flannels, but a soapy water prepared and the flannels washed in that.

Bits of ham left over can be minced and used to give flavor and relish to a dish of scrambled eggs.

The inkstain on the rug will disappear if you can shift the rug so that the sun will shine on the spot.

Children and elderly people should have their evening meal early and of light and easily digested food.

Orderliness on the part of every member of a family will make the whole day easier for the housekeeper.

When too many sandwiches have been made, open them, take out the filling and use the bread to make brownie betty.

Every member of the family should be trained to turn out the electric light in bedrooms when it is not being used.

Cover up the coals in the fireplace with ashes every night, and in the morning you will have a fine bed of coals to start the new fire.

An egg-bag of crocheted cotton is useful to boil the eggs in, saves difficulty in getting them out of the water and saves breakage.

Delicious bread sticks are made from slices of bread cut half an inch wide, spread with butter and delicately browned in the oven.

Let the potatoes stand in very hot water for fifteen minutes before baking and pop them into a very hot oven; you will save time and fuel.

Cheap quilts, made and filled no one knows where, are very doubtful things to have in the family. It is far better to make them of clean cheap materials at home.

MINARD'S LINIMENT CURES DIPHTHERIA.

THE NEW FRENCH REMEDY THERAPION No. 1 CURES CHRONIC WEAKNESS, NEURALGIA, LOST VOICE, ACIDITY OF STOMACH, BRUISES, PAINS IN ENGLAND, ETC. SEND STAMP ADDRESS ENVELOPE FOR FREE BOOKLET OF THE CURE WITH 25 FREE SAMPLES OF THE CURE. THERAPION No. 2 THERAPION No. 3 CURES CHRONIC WEAKNESS, NEURALGIA, LOST VOICE, ACIDITY OF STOMACH, BRUISES, PAINS IN ENGLAND, ETC. SEND STAMP ADDRESS ENVELOPE FOR FREE BOOKLET OF THE CURE WITH 25 FREE SAMPLES OF THE CURE. THERAPION No. 4 CURES CHRONIC WEAKNESS, NEURALGIA, LOST VOICE, ACIDITY OF STOMACH, BRUISES, PAINS IN ENGLAND, ETC. SEND STAMP ADDRESS ENVELOPE FOR FREE BOOKLET OF THE CURE WITH 25 FREE SAMPLES OF THE CURE.

10 Gross Flavoring Extracts, 2 oz. bottles, at \$1.10 dozen.

Shirriff's Vanilla Essence. Shirriff's Lemon Essence. 1, 2 and 4 oz. bottles. Syrups, ½ pint and pint bottles. Extra Fancy California Lemons.

Navel Oranges. Florida Oranges, 40 & 50c. doz. Valencia Oranges, 25c. doz. America Grapes. Moir's Cakes—Sultana, Citron, and Pluin, 40c. each.

CATEL'S MILK MACARONI, 15c. package. The Product of Wheat, Semolina and Milk Only.

New Evaporated Apples. "Hirondelle" Macaroni, 15c. pkg. 20 TURKEYS remaining over from Xmas, and since kept in cold storage. Will be sold at a big reduction. Cooking Figs, 15c. lb. Dates, 60 lb. box & 1 lb. pkg. 200 sacks Corn Meal. 200 sacks Mixed Oats. 250 sacks Black Oats. 400 sacks Bran.

C. P. EAGAN, DUCKWORTH STREET & QUEEN'S ROAD.

Musical

Are you longing for the most lovely Grafola w. production within every more ere cautions of he pieces to ever

In our Gr we have a w nolas at an prices and cords to p rtorio, Ballad Dance Music all by the w and vocalists

Catalog of on application

U. S. Picture

Published by Antho

IST NEWFOUNDLAND REGI HEADQUARTERS.

St. John's Jan 2nd. (No. 67) Regimental Order.

By Colonel Sir W. L. Davidson M. G. Commandant Officer

1. Promotion No. 317: Code Telegram to Timewell (sent 29th December. Notify following promotion)

Second Lieutenant J. J. First Newfoundland Regiment, ed Machine Gun Corps, be L ant, with effect from 1st Jan

His Excellency the Govern Council has been pleased to an James R. McDonald, B. B. visit, examine and report upo of the schools under the jurisd of the Superintendent of Cathoic Education, as they fro to time be assigned to him

His Excellency the Govern Council has been pleased to Hon. M. P. Gashin, B. B. Acclim troller under the provisions of Prohibition Plebiscite Act, 1911

William Basse (of Phebas), a member of the Methodist Bas Education for the District of Grave, in place of Mr. Isaac J. retired; Messrs. George Johns Healey Morris, to be members Methodist Board of Education, District of Lower Island. Co

place of Messrs. Thomas Coop Benjamin Morris, retired; Mr. Pye (Brooklyn, B. B.) to be a of the Methodist Board of Edu for the District of St. John's, in place of Mr. Ezekiel I. retired; Mr. Zebedeo to be a ber of the Methodist Board of

T. J. Edens

APPLES!

KINGS, No. 1 & No. 2. WAGNER, No. 1, No. 2. BLENHEIM, No. 1. BALDWIN, No. 1. BEN JAVI, No. 1.

Beecham's Broom. Cleaned Currants, 1 lb. etc. Grapes. Whole Wheat Flour. Nevel's Food. Clarke's Night Lights. Price's Night Lights.

FRESH BAYERS. FINNAN BAYERS. KIPPERE HERRING.

Strawberries in Glass Jars. Raspberries in Glass Jars. Green Peas in Glass Jars. Small Beans in Glass Jars.

PURIFY BUTTER

is butter for particular peop 2 lb. pails only.

BULLDOG BRAND TEA. the reliable. 45c. lb.; 5 lbs. or \$2.00.

100 pair. FRESH RABBITS

by R. H. Taylor.

T. J. EDENS

Duckworth Street and Military Road.