

## How does Your Office Look?

Just a little "off color" after the wear and tear of a strenuous business year? That won't do! Your Office Must look spick and span and—prosperous. Efficiency in business demands perfect equipment, we supply it.

For large or small offices we carry Desks, Phone Tables and Chairs, Type-writer Desks and Chairs, everything necessary to make business run along on well-oiled wheels.

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—St. John's.—

## SIDE TALKS.

By Ruth Cameron.

### WHEN YOU BUY UNWISELY.



Under what circumstances have you made your greatest mistakes in the selection of your clothes? As I contemplated a gown which I have almost never worn when I could make anything else do duty in its place, and which I am now about to give away after waiting a decent length of time (like a widow) I considered that question.

#### "I Must Say Something."

That frock had been a mistake from the start. So had a suit that I bought the year before. And as I thought the matter over I say there had been one thing in common about their purchase. They had both been bought when I needed something at once and had gone to town saying: "I must buy something."

I think that is the circumstance which causes most mistakes in most women's selection of a wardrobe than any other factor. Think it over and see if it has not been so with you.

When you make up your mind that you are going to buy something you generally end by buying anything.

A far better way is to have it in mind when you need a certain kind of frock and be on the watch for it and not buy until you see just what you want.

If a woman is going to get the most in clothes-satisfaction out of her husband's money, I think she should do the following:

First, have a budget. Know what she has a right to spend.

#### Know What You Want.

Second, decide what she wants most. She can't have everything (I am talking about the average woman). What does she want most—smart sport clothes, pretty frocks for

the home and for her friends' homes, evening gowns, smart suits for the street? What shall she specialize on? And would she rather have one very smart, simple frock and make it do duty both for the street and for wearing more dressy things or have two less expensive dresses? Every woman ought to answer such questions as these clearly to herself if she wants to get what she wants. One reason most of us don't get what we want is because we don't know what it is.

Thirdly, have a general color scheme that fits her personality and her appearance. To keep changing from one color to another means constant changing of accessories and accessories are disproportionately costly.

#### Buy Systematically.

Fourthly, have a general plan of renewal. She should consider what she can afford per year for a coat and spread it over the years the coat is to last. Of course she will plan not to buy a winter and spring coat the same year. And she will know when she is going to buy far enough ahead to take advantage of bargains.

And lastly, in the matter of clothes, she should be the pupil of her own mistakes. Everytime she makes a mistake she should analyze it, know why it was a mistake and try not to repeat it.

Which applies, incidentally, not only to selection of clothes.

**Cuticura Soap Will Help You Clear Your Skin**  
Opalescent silks of brilliant hue make charming and very smart little toques.

## Beans and Green Peas!

Overstock of best quality Baking Beans specially reduced to clear.

**Best Large White Kidney Beans,**  
5c lb. 14 lbs. for 60c.

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5c lb. 14 lbs. for 60c.

**Small California Pea Beans, 5c lb.**  
14 lbs. for 60c.

**California Green Peas, 7c lb.**  
14 lbs. for 90c.

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## Trail of Death, Blood and Broken Bones.

WHEN STEEL CABLE DRUM BROKE LOOSE ON S.S. VALACIA.

NEW YORK, Jan. 9.—A drum of 150 fathoms of steel cable, torn from its mounting on the deck of the British freighter Valacia by a huge wave which smashed over the bow during a storm on December 29, was hurled into the fore-castle and killed two and injured 19 members of the crew, officers of the vessel declared on her arrival here from London, yesterday.

The drum went rolling in every direction of the ship which was riding tempestuous seas wrecked both fore-castles before members of the crew were able to get it under control.

Officers said the Valacia encountered severe gales and tremendous weather immediately after she lost sight of the Cornish Light. A west-erly gale during the night of the 28th and the morning of the 29th December had the decks well awash and kept the crew working to the exhaustion point.

About 25 men were below decks, resting from their arduous work, when a mountainous sea broke over the bow and poured tons of water into the hold. Above the hiss of the sea pouring through a dent in the deck sounded a brazen report like that of a huge gong and the drum disappeared into the flooded compartment. It crashed compartment walls, pinned sleeping seamen in wrecked bunks, and left a trail of blood and destruction as it rolled about. The officers described a battle to subdue the huge bulk of steel, as thrilling as Victor Hugo's description of the struggle with a cannon unloosed on a war vessel in a storm-tossed sea.

After a fight which lasted an hour, and during which the Valacia was often in danger of foundering, the drum was lashed.

Arthur Hassel and Charles Tippet, of London, British war veterans, were found to have been killed. Nineteen men were treated for injuries, varying from severe bruises to broken arms and legs. The inside of the ship was badly wrecked.

### THE POET.



I read an ode by Seacook Sage — it is the proper thing to read him; his words just now are all the rage and wild applause the highbrows feed him. I read that epic to and fro, from right to left and down the middle. I greatly strove its sense to know, and still it was a beastly riddle. "The way this poet fumes and rants, imputing souls to tiger-lilies," I said in anger, to my aunts, "must give all thoughtful men the willies. One line in ten is fine and grand, and might be written by a master; if I'd other nine you'd understand, you'd have to wear a porous plaster. Life is too short to read a bard who bails you up with far-fetched phrases; I'll throw this volume in the yard, and Seacook Sage may go to blazes." When I am talking to my aunts I tell the truth, as I decry it; but when I go to Culture's haunts I know the truth and yet deny it. That evening at the Highbrow Club I boasted works of Seacook Sage's, and said he was a gifted dub whose fame would thunder down the ages. I feared they'd think my brow was low if once I started in to jaw him, they'd say I lacked the sense to know a first class poet when I saw him. I wouldn't give ten cents a ton for all the odes this bard is showing, but we are rabbits everyone, and follow where the crowd is going.

### Keeping to The Subject.

She: "Well! Let us change the subject. I've done nothing but talk about myself all the evening."

He: "I'm sure we couldn't find anything better to talk about, my dear."

She: "Very well, then! Suppose you talk about me for a bit."

The costume blouse will be a special feature in spring collections, particularly the crushed basque. Self cordings will serve as trimming.



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HAWAIIAN PINEAPPLE  
\$1.00 per tin.  
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75c. per tin.  
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\$3.50 per tin.  
4 lb. tins  
MARMALADE  
\$1.75 per tin.  
2 lb. tins  
ASSORTED JAMS.  
90c. per tin.  
2 lb. tins  
RED RASPBERRIES  
40c. per tin.  
BROOK'S BABY BARLEY  
30c. and 18c. per tin.  
BROOK'S PATENT GROATS.  
30c. per tin  
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HEINZ SWEET GHERKINS (midgets)  
50c. per bottle.

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LIMITED.  
203 WATER STREET.  
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### Coué And The Doctor.

Somewhat belatedly, a few of the city's doctors have been moved to take, or at any rate to consider the taking of needed measures to protect the American public from the real dangers which will be created for it by the arrival here in a few days of M. Emile Coué.

They do not say, and it is not necessary to say, that the pharmacist of Nancy is a man of evil intentions or that his method of treatment by auto-suggestion is worthless. According to all reports he is a worthy person, with those who know and advertise him declare, a disinterested desire to serve suffering fellow creatures. That sets him apart from nearly all other originators and practitioners of "irregular" arts of healing, but it does not make him the more competent to deal with disease or to decide in particular cases whether the patients can be helped by his variant of faith cure or should go at once to a trained surgeon or physician.

Nor does M. Coué's vindication lie in what seems to be the fact, that not a few followers of his advice have found themselves the better for it, sometimes to a remarkable degree. Every charlatan has had successes, else would his career be short and his attempts to exploit human credulity unprofitable. Of Couéism it can be said with truth that "there is something in it," just as there is in all the related cults, and as there is, for that matter, in the innumerable nostrums to which the great army of self-dosers resort—nostrums of which the majority began life as the legitimate prescription of a real doctor. But to have utility is not enough, either for a mode of treatment or for a medicine.

M. Coué, to his credit, does not claim to have a panacea for all ailments, but many of his followers and

imitators are less modest, and there lies the peril of his invasion. What he purports to do here appears to be "the practice of medicine," and for that he is not qualified under our law, however it may be under the law of France.—N. Y. Times.

### The Bushman Found The Water.

The Bushman is looked upon as one of the ethnological mysteries of South Africa. While one of the lowest types of humanity, it is claimed that he possesses extra-human faculties and that he can hear noises that other men cannot hear. He has also the powers of discovering water, as the following incident that happened a short time ago, near Kakamas, as recorded in a South African paper, will testify.

A farmer and a doctor in cart and mules were lost in the desert. Things were serious. They had been without water since dawn the day before. The mules were exhausted; nothing was in sight but the sunlight upon the sand dunes. Suddenly the farmer alighted and ran forward, rifle in hand. A Bushman and then another showed from behind a sand hill.

They remained deaf to all questioning—in their own language, which the farmer spoke a little—as to the whereabouts of water. Then the farmer strapped both the Bushmen, with the doctor's aid to the wheel of the cart, and proceeded to apply the slambok.

It was brutal business, and the doctor, revolting against it, protested: "They may not know of any water after all," he said. The farmer shut his lips very grimly: "They must find water or we must die of thirst," he answered. At last, raw and bleeding, the Bushmen gave in. One could not move, but the second led the farmer less than 300 yards to where an outcrop of rock lay half hidden in sand.

On the far side of that rock was a small spring of clear water, not flowing but just rising to the surface of a cup-like crevice of the rock, which was covered by a flat stone of Bushmen shape. Carried in small quantities to the mules, who had failed to detect its presence, this water, the flow of which was continuous though slow and meagre, enabled them to pursue their journey, one Bushman being taken along as a guide.

### Earache?

Hot Minard's Liniment on cotton wool brings quick relief for Minard's is King of Pains.

### Minard's Liniment

The Family Medicine Chest.

### Fads and Fashions.

The very short sleeve is seen only occasionally. Long and three-quarter length sleeves are predominant.

Knitted one-piece sports frocks for spring have waist bands, paneled in front and back, and slightly brushed collar and cuffs.

Tongue effects with fans of lace and feathers held with jeweled ornaments are favored on evening slippers.

A sweater of yellow silk is bordered with wool in soft Persian coloring lightly mixed with tinsel threads.

Bindings of white and contrasting color grosgrain ribbon are used on the sleeveless sports jackets which fasten near the bottom.

A daytime costume shows its bodice cut in bolero style, and another model of navy taffeta has full puffed paniers on each hip, with a tight draping caught at one side.

Layers of loose pointed panels of Georgette crepe fall from a bodice of silver cloth sheen with the color of the crepe. Georgette roses are used for the girdle.

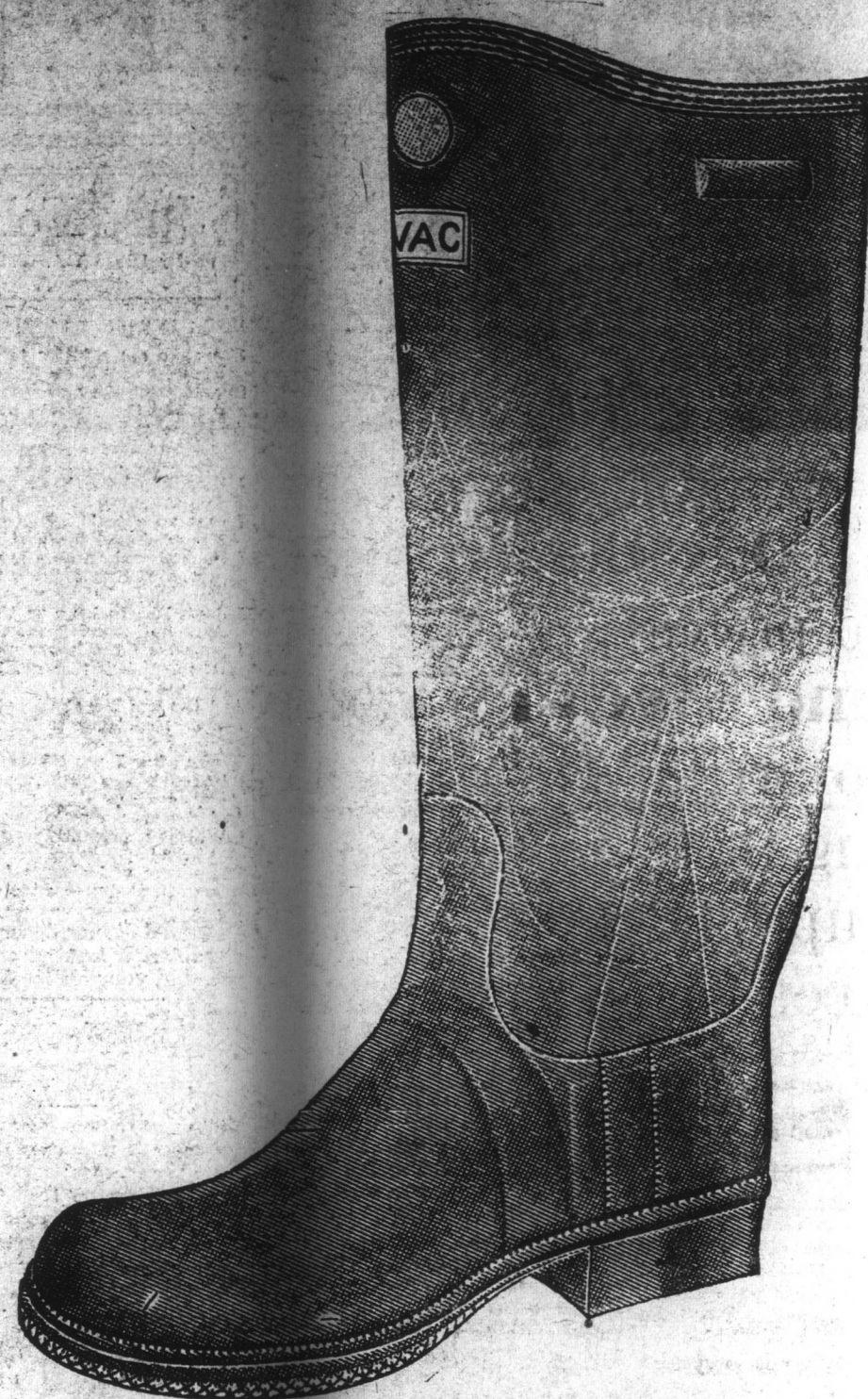
Sheer overslips are worn with elaborately trimmed petticoats, one being beaded in a butterfly pattern, another trimmed with lace, ribbon and embroidery.

### They Bob Right Up Again.

By BEN BATSFORD



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**FISHERMEN!**—These Rubber Boots are made by the best skilled American and Canadian Workmen. Double wear in each pair.

MEN'S RED BALL VAC.	Price	\$7.20
MEN'S SEA (The Rubber with the White Sole)		\$5.50
MEN'S REDMAN (The Rubber with the Red Sole and Heel)		\$4.75
BOYS' SEA (The Rubber with the White Sole)		\$5.00
BOYS' REDMAN (Red Sole and Heel)		\$4.00
YOUTHS' LONG RUBBERS		\$3.00
WOMEN'S LONG RUBBERS		\$3.75
GIRLS' LONG RUBBERS		\$3.30
CHILD'S LONG RUBBERS		\$2.70

## STORMKING BOOTS.

MEN'S RED BALL VAC STORMKING	\$8.20
MEN'S SEA STORMKING	\$6.75
MEN'S REDMAN STORMKING	\$6.00
BOYS' STORMKING SEA	\$5.70
BOYS' STORMKING REDMAN	\$4.80
YOUTHS' STORMKING REDMAN	\$1.20
GIRLS' STORMKING	\$4.50

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