

NEW SPRING GOODS!

In our line of Spring Goods you will find many new touches and we will be pleased to welcome you in our NEW SHOWROOM

Dresses

in Tricolette, Canton Crepe and Trico Plaids
from

\$6.98 to \$20.00

New Spring Hats

That appeal to those people of refined taste who demand the utmost in style and value. No two alike.

Waists & Smocks

in Voile, Tricolette and Canton Crepe

95c to 2.00

Pleated Skirts

in Navy and Brown Serge,

\$5.95

STEER BROTHERS

mar 15, 18

SIDE TALKS.

By Ruth Cameron.

THE SNOBBISH SALESMAN.

More than once, in this column, I have said that among the many jobs at which I'd like to try my hand, is that of a salesman. And if ever I were a salesman, there is just one thing I would avoid like the plague

patrons into spending more than they could afford by stressing what they ought to buy.

Why Not Take Care of the Pennies?

But then too, I'm not so sure that catering to the wealthy customer and snubbing the humble buyer would be for the best interests of the firm after all. It seems to me I remember an old maxim that advises me to "take care of the pennies and the dollars will take care of themselves." And I shouldn't wonder but what that applies to salesmanship as well as to saving.

The other day I sat waiting for a friend in the elaborate showroom of a concern which makes a specialty of interior decoration. One of the salesmen was helping a woman select the lighting fixtures for her new home. "I told my husband that I should try not to go over \$150," she said, "and since I have only six rooms, I think it ought to be possible."

The Salesman Registers Surprise.

The salesman arched his eyebrows in polite surprise. "One hundred and fifty dollars!" he exclaimed. "Why, my dear lady, I had figured on your spending at least twice that amount. I fitted out a house for Mr. D. last week and he spent \$350, although his house isn't nearly so large as yours."

But the woman held her ground. "I'm sure, if you will help me, that I can find some less expensive fixtures that will be entirely appropriate and with which I can live just as happily, without running up a bigger bill than we have planned," she said.

But from then on the salesman lost all interest in the sale. He answered perfunctorily, when she asked prices yawned occasionally, and tapped his order book impatiently with his pencil. Once when she asked the price of a little ivory and gold candle fixture, he said: "I'm sure you wouldn't consider that, it costs 50 cents more than the one you were looking at."

When HIS WIFE Shops! I longer to box his ears! I wondered if he were married and if, when his wife goes shopping he is pleased to have her make the most elaborate and showiest purchases regardless of price.

I fell to chatting with the woman a little later as she sat near me waiting for her husband. "My sister is building a lovely new 15 room house," she said, "and I am going to tell her how unaccommodating these people are and advise her to go to X's." (a rival concern).

So you see, taking care of this plucky little woman's pennies would have brought many dollars to the firm in the wealthy sister's patronage.

No, I didn't think the salesman who

plays the snob is the most successful in the long run.

Spectrum's Green Line

Mystery of "Northern Lights" Reported Solved by Professor.

Professor Vigaro, the Norwegian scientist, has, according to the Affenpost, made an important discovery regarding the phenomenon known as the Aurora Borealis, or Northern Lights. Rejecting the theory that the upper air strata consists of immensely light gases, he maintains that the temperature of the high air strata is so low that nitrogen vapour becomes solidified in crystal form.

These nitrogen crystals, he says, account for the hitherto inexplicable green line in the spectrum of the Northern lights.

The best gas flame is a clear blue without any wasteful yellow tinge.

ASPIRIN

Beware of Imitations!



Unless you see the "Bayer Cross" on package or on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians over twenty-three years for

Colds Headaches
Toothache Lumbago
Neuritis Rheumatism
Neuralgia Pain, Pain

Accept "Bayer Tablets of Aspirin" only. Each unbroken package contains proven direction. Handy boxes of twelve tablets cost few cents. Druggists also sell bottles of 24 and 400. Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocetate of Salicylic Acid.

While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

Cancer Must be Treated

NOT NEGLECTED.

NEW YORK, March 8.—That the best course to take when attacked by cancer is to make intelligent use of every help which science and experience show to be of value rather than reply upon secret, proprietary, and sensational cures is the announcement made by the American Society for the Control of Cancer following a conference of experts in this disease held under the auspices of the Society at its annual meeting just concluded in New York City.

In making the above announcement Dr. George A. Soper, Managing Director of the Society said, "The most helpful fact thus far established in the organized fight which is being waged against the cancer menace is that many cases of this disease can be cured and some prevented through intelligent co-operation between qualified physicians and those persons who think they may have cancer."

"The Society recommends," said Dr. Soper, "that all persons who think they have cancer go to a competent physician and receive such treatment as he advises." The form of treatment will necessarily depend, he continued, upon the kind of cancer, its location, stage of development and other factors. Surgery and radiation by radium or X-rays are valuable methods of dealing with cancer cases but, cautioned Dr. Soper, "radiation should be regarded as a tool which, in the hands of skillful persons may accomplish good results, but when administered by those who are not thoroughly familiar with it, may aggravate the disease."

At a time when the public is becoming alarmed by the reports of the increasing prevalence and mortality from cancer; and when public anxiety with respect to this disease is being capitalised as never before by quacks and charlatans, it is timely to have this latest pronouncement with respect to the cancer problem from this organization of physicians and scientists especially formed to study this disease and to make known to the public the facts as discovered.

Safety-First Bottle

Device to Prevent Poison Being Drunk by Mistake in the Dark.

A neat little device to prevent the picking up of a bottle containing poison in mistake for any other is the invention of Mr. J. A. Furman and Mr. W. L. Richardson of Bromley, Kent, England. It consists of a red glass cap on

a spring which fits round the neck of the bottle.

The cork cannot be removed until this cap is pressed down, and it immediately springs up again when the pressure is slackened.

Chemists are enthusiastic over the device, as it will remove any possibility of a fatal result from a patient picking up the wrong bottle at night. It will cost only 6d.

When painting furniture be sure that each coat is thoroughly dry before the next is applied.

Have you a Suit or Overcoat to make? We make a specialty of making up customers' own goods at prices that are absolutely the lowest for first class work. FARRELL THE TAILOR, 310 Water St.—nov 17, 12

HAND-WRITING Competition!

OPEN TO ALL CHILDREN BETWEEN THE AGES OF 6 TO 15 YEARS.

Write in ink on a piece of plain white paper, the following sentence 12 times:

Milkmaid Milk is the Best Milk Made

Write your name, age and address in the upper right hand corner of the paper, and address same, together with one MILKMAID Label, to "Milkmaid Competition," 204 Water Street, St. John's, Newfoundland, P. O. Box 697.

You may send in as many sheets as you like, but each sheet must be accompanied with a MILKMAID Label.

For the best hand-writing received of the above sentence, the following CASH PRIZES will be paid:

For children 10 years and under:		Children over 10 yrs. and up to 15 yrs	
First Prize	\$10.00	First Prize	\$10.00
Second "	5.00	Second "	5.00
Third "	2.50	Third "	2.50
Fourth "	1.50	Fourth "	1.50
Fifth "	1.00	Fifth "	1.00

THERE WILL ALSO BE HUNDREDS OF CONSOLATION PRIZES.

The Judges for this Competition will be: Mr. S. T. Harrington, M.A., Headmaster Methodist College; Rev. Bro. Ryan, Principal St. Bonaventure's College; Mr. R. R. Wood, B.A., Headmaster Bishop Feild College and the Agent for the Nestle & Anglo-Swiss Condensed Milk Co.

Closing date of the Competition will be announced in local newspapers. THE JUDGES' DECISION WILL BE FINAL.



"That's the Relief for My Rheumatic Twinges!"

FOR more than 38 years Sloan's Liniment has been used by the families of the nation in quickly relieving rheumatic aches, lumbago, neuralgia, sciatica, lame, sore, strained muscles, bruises, and other pains and sprains.

Sloan's Liniment is an effective counter-irritant that penetrates to the affected part, without rubbing, scatters the congestion, and promotes a warm, comfortable relief. Try it when your "bones ache" and you feel you "can hardly stand up any longer."

It is clean—no plaster, poultice, or ointment muddies, stained skin, clogged pores. Put up in convenient bottles in three sizes, 35c, 70c, \$1.40, the larger the bottle the greater the economy. Can be used by every member of the family with assurance of gratifying results.

Sloan's Liniment is always sold by DEALERS you know and can trust.



PARSONS' DRUG STORE.