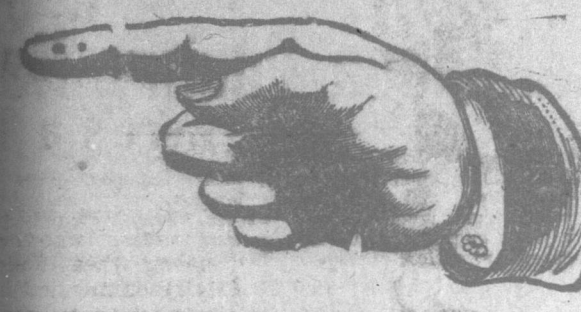


STEER'S



Re-Construction Announcement.

Business Reorganized--Premises Extensively Renovated.

Our Dry Goods Store, which was rather dark and cramped, is now large and spacious, and one of the brightest and most attractive in the city. Our big new Showroom is well worth a visit. Our new Spring Stock of English and American Goods, now ready for inspection, is the best selection we have ever carried. See the superb showing of New English and American Millinery, just in time for Easter. Beautiful Dresses, Spring Coats, very latest styles. All the newest things in Blouses, Jumpers, Costumes, Kimonos, Underwear, etc.

GENT'S FURNISHINGS!

MEN'S SUITS--In Tweed, well made, good patterns.

From \$11.90 to \$27.50.

SERGE SUITS, \$19.50 to \$20.00.

NEW SHIRTS--Fancy soft fronts, best values,
\$1.35, \$2.00.

PLAIN FAWN CAMBRIC SHIRTS, 2.25.

TIES--Big assortment to select from -- 23c. to 85c.

SPECIAL LINE RAGLANS.

Fawn, without belt, \$15.00, and with belt, \$15.50;

Navy, with belt, \$16.00.

STYLISH NEW CAPS, pleated back, from 90c. up.

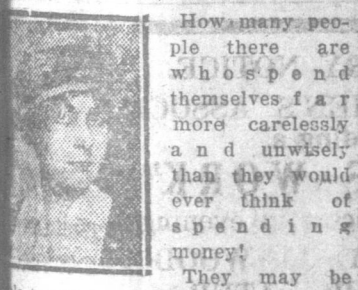
**ARROW BRAND COLLARS, BRACES, ARM BANDS
GARTERS, ETC.**

All other departments well stocked with New Goods, both useful & attractive

SIDE TALKS.

By Ruth Cameron.

CARELESS SELF-SPENDERS.



How many people there are who spend money carelessly, and who would rather spend money than save it. They may be able to save money but they never seem to be able to save themselves.



Live Glossy Hair

Follows use of Cuticura Soap and Ointment. On retiring rub Cuticura Ointment into the scalp, especially about the hair and itching. Next morning shampoo with Cuticura Soap and hot water.

For men to sleep in the daytime. But he doesn't think it is foolish for them to sit in their chairs in a cramped position, and yawn and nod and fall asleep for two or three minutes at a time. And so he does that and goes back to his work unrefreshed. He would be horrified to spend money on a way that brought so little return as this way in which he spends himself.

Hard On Other People.
Another self-extravagance which is particularly exasperating because it bears so heavily on other people (but then, when you come to think of it, all self-extravagances do that) is the extravagance of the man or woman who takes pride in the fact that he will not give in to an illness or call a doctor until he is absolutely prostrated.

Too Much Power.
Another self-extravagance is the use of a thousand foot pounds of mental energy to move an object that ten would have moved. If the manager of a factory should start a machine capable of lifting a thousand pounds to lift ten, we would think him very wasteful. Yet isn't that the way a great many people go about the little problems and difficulties of life?

self-extravagance. We all know parents who constantly spend themselves in sacrifices for their children. They deprive themselves of normal enjoyment of life and they don't really make their children happier, because it encourages in them a selfishness that is going to be a handicap to true happiness in after life. What could be more extravagant than this.

Getting "Riled Up."
Getting "riled up" (as my New England mother put it) about things we can't alter is another and perhaps the commonest form of self-extravagance.

The thing that is worth what you pay for it is not necessarily extravagant, even if it is expensive. The most expensive things are not necessarily the most extravagant; if they are worth both in money and in true satisfaction what you have paid for them.

It is the little things that are not worth what you paid either in money or in satisfaction that are extravagant.

And his is just as true about self-extravagance as the money kind.



to Help digest

after a heavy meal you'll appreciate

LIFE SAVERS

and they sweeten the breath

at all stores.

GERALD S. DOYLE, Distributor.

Cold in Head?

Heat Minard's and inhale. Quick relief assured. An enemy to germs.



A Compelling Drama

at the Nickel

RUSSELL CLASSIC GREAT MAINLY

BECAUSE IT IS TRUE TO REAL

LIFE

"Shadows of Conscience," which showed last night at the Nickel Theatre, is one of the most compelling subjects ever offered on this screen.

It discusses all the current chatter about pictures of to-day being "stale" and "punchless." If everyone in the audience last night didn't get a thrill out of this feature which the producer, W. D. Russell, has rightly called "An American Classic," there's something "under-human" about him.

This is the most striking thing about it--and really the most important for any work of art--it is real. It gets you. There are a number of persons who deserve credit for this effect. First of all there is Russell Simpson, that sterling actor whom you can never forget if you chanced to see him in "Snowblind" or "Godless Men," and of whom, in case you did see either of these others, you will get an entirely different impression after seeing "Shadows of Conscience."

Russel Simpson gives you a new opportunity to admire his personality at the same time losing none of the strength that has given him the fine reputation which is his. Chief in his support are Landers Stevens, Barbara Tennant and Gertrude Olmstead.

This remarkable cast was directed by John P. McCarthy, who in collaboration with Francis Power, wrote the script. You can't afford to miss it.

Big Bumper Variety Show at the Crescent

TO-DAY'S BILL CONTAINS SOMETHING OF INTEREST TO ALL.

To-day's show at the Crescent is one that will amuse and interest the most critical theatregoer. As will be seen by the advertisement elsewhere in this issue there is offered a delightful feast of entertainment. Besides this there will be the great dramatic film, "When the Desert Calls."

Eldred Caldwell, bank cashier in a city on the Sahara's edge, is happy with his wife Louise until the appearance of Richard Manners from New York, whose loathsome attentions Louise thought she had escaped.

Manners uses the resemblance existing between Caldwell and a derelict, to ruin Caldwell by means of a forged check. Caldwell is discharged, and advised to leave the city. Immediately afterward is discovered the body of the derelict, a suicide, who is identified as Caldwell. Louise takes flight into the desert to escape Manners and finds protection with the widow of a sheik. An attempt is made by Manners to kidnap her--an attempt in which he loses his life.

But the events move swiftly to a powerful climax which rights every wrong and brings happiness to those deserving it.

If evaporated milk is heated for twenty minutes in a double boiler and then chilled it will whip nicely.

WOMEN! DYE IT

NEW FOR 15c.

Skirts Kimonos Draperies

Waists Dresses Gingham

Coats Sweaters Stockings

Diamond Dyes

Don't wonder whether you can dye or that successfully, because perfect home dyeing is guaranteed with "Diamond Dyes" even if you have never dyed before. Druggists have all colors. Directions in each package.

Just Folks.

By EDGAR A. GUEST

THE WEAKLING.

I thought I heard the proud yeas talking.

As through a forest I went walking.

"Tis vain to preach," I heard one state.

"We cannot get him to grow straight. He will not live like other trees. But always with every changing breeze.

Upon the fellows of his race. His conduct daily brings disgrace."

"Look at him there," another spoke: "Is that the way to be an oak?"

See how his wasted form has shrunk. He has no pride of leaf or trunk. I'm sorrier for his family Which has to bear so poor a tree.

Why will he not grow strong and fine And honor his ancestral line?"

I turned and saw a twisted form. Beaten and tossed by every storm. His friends had pitied him, they known Upon his roots there was a stone Which held him down and starved his frame.

And bent him to a life of shame. This was the poor tree's sorry fate: It could not if it would, grow straight.

So with the race of men, thought I. We scorn the weak, not knowing why. We boast our family pride and name. And turn him out who stoops to shame.

Yet it may be some heavy weight Prevents his form from standing straight. Here's something which the forest shows: Not every oak to greatness grows.

A Plain Talk

Why is it that of two young men with equal chances, one will succeed while the other is a comparative failure? Here are a few guesses:

The one who succeeded had courage. He had hope, and no matter how sudden or how great an emergency confronted him, he kept his head, was never disturbed or excited.

He had the bulldog tenacity to hang on to his purpose, to persist in spite of every attempt from within and without to divert him from it.

He kept right on although it was often so dark that he could not see the way ahead. He did not waver.

even when it seemed as though he would lose.

He had armed himself for the battle of life by as thorough a preparation as he could secure in the way of education, and particular training for the work he wanted to do.

He made his plans in advance, and had the ability and energy to seize and make the most of a good situation when it developed. He was ready for opportunity when it came. When it didn't come he didn't wait, but went out and made opportunity.

Bakeapples preserved in glass jars--20c. at W. E. BEARNS.

april 10

ASK FOR

ALVINA

The Improved

Tasteful Preparation of an Extract of Cod Liver Oil

Especially Recommended for

Persistent Coughs, Bronchitis, Anemia

As Sympathetic Tonic for Delicate Women and Children

Prepared by

DAVIS & LAWRENCE CO., Manufacturing Chemists, Montreal

Post Card Views

— OF —

The Iceberg in the Narrows!

We have a splendid selection of views of the Iceberg in the Narrows, with the S.S. "Digby" alongside, and others. We have them printed on Post Cards

10c. each.

Come in and pick your choice

— at —

TOOTON'S, The

Kodak Store