

JANUARY OFFERINGS of Wanted WHITE GOODS at Sharply Cut Prices.

PLAIN
WHITE LAWN.
WHITE
CHECK LAWN.

A special purchase now
offered at a big discount
under present regular
prices.

A Wonderful Chance to Save on
EMBROIDERIES.

All widths and splendid variety of patterns.
This Department has always been noted for its
genuine values. Our present display will prove
no exception.

A Lot of
WHITE TURKISH
TOWELS.

Specially priced for quick
clearance.

The importance of these really remarkable price reductions is best learned by a personal
inspection of the goods. Every item listed in this advertisement, and many more, will be offered
at such attractive prices that the shrewd shopper will recognize that now is the time to buy.

Intending Purchasers

Will do well to avail of the present offerings, all foreign advices
point to higher prices.

Marshall Bros

Where your Dollars go Farthest.

A JOB LOT
OF
WHITE NAINSOOKS,
in 10 yard lengths,
13c. yard.
Regular 16c.

EVER SERVICEABLE
WHITE TWILL SHEETINGS.

Reduced to 50c, 55c, 60c. up. Former prices,
65c, 70c, 75c. These goods were purchased be-
fore the advance in cotton. You get the benefit of
our purchase.

A Clearing Lot of
WHITE
TABLE DAMASK.
Reg. prices 50, 55, 70, 75c.
Now 45, 50, 60, 65c.

Where your Dollars go Farthest.

Does Unselfishness Pay?

By RUTH CAMERON.



"Do you think she'd put herself out like that for you?" the Author-
man's wife asked scornfully.
The Lady-who-always-knows-somehow had been doing most of the housework for a sick neighbor for the past two weeks and was looking pale and more tired than we like to see her. Just at the moment she was sitting before the fire knitting mittens for some youngster. That is her idea of resting. "She probably would; but I don't see what that has to do with it," she answered serenely, without looking up from her knitting.

"Why should you do things for people who wouldn't do as much for you?" persisted the Authorman's wife.

"Why should you do things for people who always-knows-somehow." The Authorman's wife gave an impatient shrug, the lady went calmly on with her knitting, and the subject was dropped.

Which was quite, as it should be. There wasn't the least use in their arguing any more because they were constitutionally incapable of seeing the matter from the same angle.

There are some people who simply can't get anything but by reciprocal conception of giving. "You scratch my back and I'll scratch yours," may be vulgar, but it certainly describes the attitude of many people.

And I am afraid that many more of us who have grown a little beyond the crudity of such frank bartering, still have a haunting feeling that

when we do things for people we thereby lay them under an obligation to be willing to do as much for us. And when we fail to receive a due return we are apt to feel that "after all, unselfishness doesn't pay."

When is Unselfishness Not Unselfishness?

As if it would be unselfishness if it did pay!

A young friend of mine has recently made the discovery that selfish people are apt to get the most consideration from others because other people are afraid of them. He is much struck with this discovery, and like all young philosophers, fancies that he is the first person who ever found that out.

Furthermore, I regret to say, like many young people who make this discovery, he draws from it the corollary, "Therefore, it is better to be selfish."

It is Better To Be Selfish—
Well, so it is, if one's ideal is to get through life in the easiest, most comfortable way.

If you have other ideals, that's quite another matter. Giving for what you will get out of it, either in reciprocal gifts or services, or in gratitude, or in admiration for your unselfishness is not a very safe or satisfactory investment.

The only safe way to give is for the sake of what you put into it rather than what you get out of it.

If anyone doubts that this kind of giving is a safe and satisfactory investment I can only wish that he might see the serene and happy face of the Lady-who-always-knows-somehow. I do not think he would doubt after that.

"Stafford's Liniment" cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains. Sold in over 500 stores—Jan 5, 16

P.E.I. HEAVY BLACK OATS, 250 Bags Just Received.

The Crowning Features of Homestead Tea

are its purity, freshness and absolute cleanliness.
Cheap tea may be popular with those who do not know that it is cheap because it lacks nourishing elements, and that twice the quantity must be purchased to get results equal to those given by HOMESTEAD.

"There's a smile in every cup of Homestead."

"GOLD REEF" Thick Cream, 17 oz. tins40c.
8 oz. tins20c.
Can be whipped but can't be beaten.
BLUE BERRIES, 15c. tin.
Possess the true flavour of our local Blue Berries. Try a tin.
FEEDS—CORN MEAL, WHOLE CORN, CRUSHED CORN, BRAN.
Large Valencia Oranges, Ordinary Valencia Oranges, California Navel Oranges, Florida Oranges, P. E. I. Potatoes.

C. P. EAGAN,

DUCKWORTH STREET & QUEEN'S ROAD.

APPLES!

In stock for immediate delivery 250 barrels choice N. S. APPLES, including

Wagners,
Baldwins,
Starks,
Manns,
Kings.

Soper & Moore

Fads and Fashions.

The new Psyche knot coiffure is finished with an upstanding bow or wing of tulle.

Nothing can be more dapper or more practical than the tailored suit of blue serge.

Wash silk blouses in "candy stripes" are worn in the morning with tailored suits.

The more transparent the top of a bodice, the more becoming and fashionable it is.

As a rule, suit-coats are short, with raised waistlines, or they are bolero-shaped.

Both high and low collars are fashionable, but there is a leaning toward the high.

Coming fashions foretell many quaint originalities in hip drapings and bustle effects.

Sleeves are frequently absent in motor-coats, their place being taken by shoulder capes.

The straight figure lines are most becoming to women of plump or well-developed figures.

Cartridge futing is an attractive fashion, which makes a full skirt more becoming to the figure.

Russian and Roumanian peasant dresses are extremely pretty on dresses for young girls.

The high coiffure will be but higher for 1916, but the low coiffure is out of fashion.

Paris dressmakers are employing such sheer laces as Chantilly and Malines in large quantities.

The upper shoulder capes, suggesting the fashions of 1830, are very becoming to slender figures.

Black and white tulle combined with gold or silver lace continues popular for evening gowns.

The present silhouette suggests that the one to come will have tight-lined bodices, and many frills.

Tulle outlined with a wired hem and bordered with seed pearls, is a novel idea for a wedding veil.

MINAR'S LINIMENT FOR SALE EVERYWHERE.

A New Story of Mons.

(From Toronto Saturday Night.)

What is said to be the first volume on the strategy of the war, from the British and French point of view, has been published under the title of "Germany in Defeat." The very fact that the book has been allowed to be circulated in both England and France, and that it is the joint product of two officers, one French and the other British, Major Macfall and Count Charles de Souza, gives it prominence and an authenticity that it would not otherwise obtain. The volume is chiefly valuable for its explanation of the British-French retreat at Mons, which, as the authors state, was due to a blunder.

The British retreat from Mons, say the authors, was due to the mistake of a French General, who should have held his position on the Meuse and so have prevented the pivoting movement that was so nearly fatal to Sir John French. The commentators say:

The battle opened very favorably for the British. The troops, after their enthusiastic reception at Boulogne and all along the marches thence, were full of fire and felt that they could beat any enemy. The Germans, of course, animated now with a special and peculiar hatred of England, felt just as anxious to meet them. The encounter was bound to be a formidable one, with the advantage distinctly on the side of the English, since they were carefully entrenched and not yet outnumbered. Besides, their tactics and their high standard of musketry must have been something of a surprise to the Germans, who were casually mown down by the hundreds before they themselves could inflict serious losses in return—indeed, when they did so, it was mainly with shell, not with rifle fire. In fact, Sir John French's infantry was doing such execution in the serried ranks of their enemies that it was a pleasure to go on, so that when Sir John French suddenly received late in the afternoon, advising him of the Fifty French army's retirement, and of the number of German corps west of Charleroi, whose presence was now becoming a danger, he felt aggrieved and even incredulous as to the second part of the message. To see victory within your grasp and to have to turn your back upon it through no fault of your own is a most painful and dramatic situation, savoring of the tragic.

Delicate Young Girls,
Pale, Tired Women

There is no beauty in pallor, but proof of plenty of weakness. Exertion makes your heart flutter, your back and limbs ache, and you need something to put some ginger into your system. Try Dr. Hamilton's Pills; they make you feel alive, make you want to do things. They renew and purify the blood—then come strong nerves, rosy cheeks, laughing eyes, robust good health. You'll be helped in a hundred ways by Dr. Hamilton's Pills, which are an old family remedy of great renown. Thousands use no other medicine and never have a day's sickness of any kind. Get a 25c. box to-day. Sold by all dealers.

Bricklayers' Annual.

The annual meeting of the Bricklayers' and Masons' Union was held in the Longshoremen's Hall last night and was largely attended. The reports submitted showed the organization to be in a satisfactory condition, and after their adoption the election of officers took place and resulted as follows:

President—J. R. Mullins, re-elected.
Vice-President—R. J. Power, re-elected.
Treasurer—J. Cochrane, re-elected.
Asst. Treas.—Cyprus Burridge, re-elected.

Secretary—Jas. J. Spratt.
Asst. Secretary—G. J. Clarke.
Marginal—E. Burridge, re-elected.
Committee—Jas. J. Cochrane, B. J. Spratt, W. Murphy, W. Donnelly, D. Whittle.

Auditors—F. F. Whittle, P. Morley.

"Stafford's Phorone," the best Cough Medicine for all kinds of Coughs and Colds. Price 25c. Postage 5c. extra.—Jan 5, 16

Last Night's Concert.

The Patriotic Concert given at the lecture room of the Congregational Church last night under the distinguished patronage of His Excellency the Governor and Lady Davidson was largely attended and proved a distinct success. The programme was under the direction of the Girls' Guild, and was as follows:

PART I.

- 1.—God Save the King.
- 2.—Calypso Band: "Rugby Blade March." Messrs. F. and C. Jago, Burley, Luxon, Macklin, Crocker, Laundry and Lloyd.
- 3.—Song: "Sing Break Into Song," Miss Herder.
- 4.—Bagpipe Selection—Messrs. Thomas, Garland and Tessier.
- 5.—Song: "The Heart's Awakening," Mrs. F. J. King.
- 6.—Recitation: "The Revenge," Rev. W. H. Thomas.
- 7.—Song: "Sons of the Sea," Mr. Courtney.
- 8.—Quartet: "The Army and the Navy," Messrs. Creswell and Steele; Messrs. Steele and Danson.

PART II.

- 1.—Calypso Band—Selected.
- 2.—Solo and Chorus: "God Bless the Prince of Wales," Mr. R. Steele and party.
- 3.—Song: "Rule Britannia," Miss Anderson.
- 4.—Violin Solo: "Humoresque," Miss Johnson.
- 5.—Song: "West Country Lad," Mr. F. J. King.
- 6.—Reading: "Selected," Miss Curtis.
- 7.—Song: "The Eve-Song," Mr. Foster.
- 8.—Part Song: "Our Saxon Fathers," Messrs. Thomas, Messrs. Steele, Thomas, Danson and Ross.

During the interval Mr. R. H. Brooks, on behalf of the promoters, thanked His Excellency and Lady Davidson for their attendance, and paid a well deserved tribute to Lady Davidson for her interest in patriotic movements of every description, particularly those having for their object the supplying of comforts for our boys. He then proposed a vote of thanks to His Excellency and Lady Davidson which was seconded by Miss Rose Carmichael and carried by acclamation.

His Excellency in a brief speech expressed the great pleasure which he and Lady Davidson felt at being present in the Lecture Room for the first time and congratulated the ladies of the Guild on their efforts in such a laudable cause as raising funds for the W. P. A. He also thanked all for the splendid assistance given to Lady Davidson in her work.

Rev. W. H. Thomas presided, and Miss Anderson, Messrs. R. Steele, F. King and Private E. Hirst acted as accompanists during the evening. Following the concert the ladies of the Guild served tea.

The proceeds which were quite satisfactory will be devoted to the W. P. A. Fund.

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"Stafford's Phorone," the best Cough Medicine for all kinds of Coughs and Colds. Price 25c. Postage 5c. extra.—Jan 5, 16

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X Lamp and GASTHEAT Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec 6, 16

Modern Office Equipment.

Once the New Year opens up business comes on with a rush and is greatly facilitated by having everything in the office perfectly appointed and easily get-at-able, while the personal comfort of prospective clients frequently goes a long way towards a successful business deal.

We can show you anything you need, from a handsome massive Oak Desk to a Waste-paper Basket. Revolving Chairs, Solid Oak and Leather Chairs, Stenographers' Tables, Cabinets, Book-Stands, Hat Stands, Rugs and Linoleums of the most up-to-date design are always in stock, as we make a specialty of Complete Office Equipment.

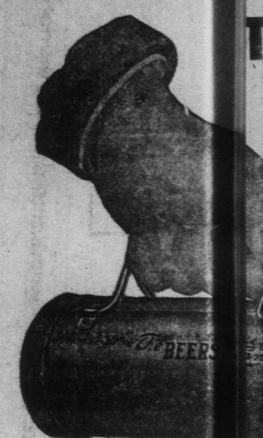
We are prepared to take any orders, large or small, for complete office furnishing, either singly or en suite, and guarantee perfect satisfaction. Estimates given.

U. S. Picture and Portrait Co.

Pictorial Review Patterns

FOR FEBRUARY NOW ON SALE—\$00 IN STOCK—NO DELAY.
Outfits, 17 cents in cash or in one or two cent postage stamps must accompany order. If pattern is only 10 cents, difference will be refunded.

CHARLES HUTTON, Sole Agent.



is always ready where with perfect it is an ideal lamp these Lamps should

From six months mon dry cell battery ed at our Premium

950
or 1475
740
740

Imperial

War News

Messages Received
Previous to 9 A.M.

OFFICIAL.

LONDON, Jan. 19.—The Governor, Newfoundland Headquarters in France, says that a mine was exploded, destroying a large portion of the enemy's trenches, near Fricourt. The enemy suffered considerably.

Elsewhere in France, German trenches were wrecked between Oise and Aisne.

Italy announces that a counter-offensive, northwest of Isonza recaptured all the trenches during the recent enemy attack.

BONAR

GERMANS SUFFER TERROR

LONDON, Jan. 19.—The Germans endured a week and from the Allies heavy sustained artillery fire, says the Mail's Rotterdam correspondent. Het Sas north down to Leers. German lines have been shell-destroyed. Destruction around Lens, where an important way junction, east of Avion, was greatly damaged. German is unable to reply adequately. British big guns and this fact is much to destroy the morale of German soldiers. So long as German guns were able to keep the

T. J. Edens

By S. S. Stephano, Monday, January 10, 1916:

N. Y. TURKEYS.
N. Y. CHICKEN.
N. Y. CORNED BEEF.
N. Y. SAUSAGES—1 lb. each.
CAL. NAVEL ORANGES.
TANGERINES.
GRAPE FRUIT.
BANANAS.
CELERY.
FRESH OYSTERS.
TEXAS ONIONS.
PINNAP HADDIES.
KIPPERED HERRING.
20 cases FANCY EGGS.

DANAWALLE TEA, 50c. lb.
No advance in price.
BULLDOG TEA, 45c. lb.
Two TEAS with satisfaction in every sip.

10 cases
SHREDDED WHOLE WHEAT
BISCUITS, 16c. pkg.
DUTCH BUTTER, 1 lb. blocks, 25c.
MINCED HAM (Cooked), 30c. lb.
BLUE BERRIES, 15c. tin.
STRAWBERRIES, 25c. tin.
LEMON CLING PEACHES, best, 2 1/2 lb. tin, 25c.
JAMS, assorted, tumbler, 15c. each.
Marmalade, tumbler, 11c. each.

20 bxs. PURITY BUTTER, 2 lb. prints.
Just received ex s.s. Stephano

DUTCH CIGARS Just in:
King Edward VII.
Lima
Hernandez-de-Soto
El Valor

T. J. EDENS