

THERE MUST BE A REASON!

SPRING APPAREL

WRAPS

We are selling all our Trimmings, including Ribbons, Flowers, Fruit, Shapes, etc., at greatly reduced prices.

GIVE US A TRIAL. WE ARE SURE WE CAN PLEASE YOU. COME EARLY AND AVOID RUSH HOURS.

Kindly note that our only business is now at 282 Water Street, opposite Bowring Bros. (formerly Miss Kelly's).

"The Ladies' Reliable Outfitters",
282 WATER STREET (opp. Bowring Bros.)

By Ruth Cameron.

WORTH WORKING FOR.

A few days ago I quoted in these columns a letter which a grown up daughter wrote to her mother last Mother's day.

"I hope she grows up to be like her mother not only for her but also for the selfish person—says her daughter to remember and she thinks her for—simplicity, tolerance and unselfishness and her joy—her especially friendly which gave me peace, peaceful and many home left."

A young married friend of mine who has two small children happened to drop in while I was copying that letter. While she waited for me I gave it to her to read.

Her Children.

She read it very thoughtfully. When she finished, she laid it down and said:

"I wonder if my children are going to feel like that about me after they grow up."

Then she added, "They won't unless I give them reason to, will they? Children usually love their parents because they are their parents but they don't feel that way about them unless they have some real reason to. It would be lovely to get a letter like that. I think I will begin now and work for it."

That was a new angle on Mother's day.

Day for me but I think it is one worth considering.

Liking and Loving.

How are your children really going to feel about you when they grow up you young mothers. They will doubtless love you because you are their mother but surely you want something more than that, don't you? You want them to be proud of you, you want them to love your character as well as yourself.

And the only way to win that kind of love is to deserve it.

It is dangerous perhaps to imply that all mothers do not deserve admiration and reverence, as well as love and tenderness. But if one puts aside false sentimentality and looks at the subject in the light of true sentiment one must know it is so. And as a consequence one must surely feel that one wants to be one of the mother's who command love as an individual as well as an institution.

Begin Now.

Character is the slowest thing in the world to be built. Even the body builds itself more rapidly than the character. The best time to begin to build the kind of character that is

going to make you fill the beautiful, and delicate, and wonderful position of Mother, with distinction and honor is just as soon as you are old enough to build character at all.

Dye Old Curtains, Sweater or Skirt in Diamond Dyes

"Diamond Dyes" add years of wear to worn, faded skirts, waists, coats, stockings, sweaters, coverings, hangings, draperies, everything. Every package contains directions so simple any woman can put new, rich, fadeless colors into her worn garments or draperies even if she has never dyed before. Just buy Diamond Dyes—no other kind—then your material will come out right, because Diamond Dyes are guaranteed not to streak, spot, fade, or run. Tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton or mixed goods.


Raisin Industry Plans "Raisin Week"

April 23 to 30, inclusive, has been set aside by practically the entire California raisin industry as "Raisin Week." During those days every effort will be made to encourage the housewife to serve raisins in delicious ways she has never tried before. Her attention will everywhere be directed to raisins—the facts concerning their health value, their economy in preparation and the many delicious ways of serving them will all be dwelt upon. Her attention will be brought to raisins at her grocery, her bakery and raisins will be featured by restaurants.

In the past few years the California raisin industry has made big strides in educating the general public to the new facts concerning this delicious fruit food. Not so long ago they were considered but a tid-bit, a flavoring garnish to the ordinary dishes. To-day they are a food in themselves; a nourishing, delicious sweet that can be attractively served in scores of ways at any meal—a healthful addition to

every meal. The industry wants the housewife to particularly think of raisins during raisin week, and to become better acquainted with these many delicious ways of serving them.

Thousands now know of this healthful taste of the raisin. Through constant and insistent exploitation it has become generally known: within the past few years that while always a delicious collection and a delightful addition to the meal, the raisin actually contained in it all the elements of those vital elements that go to make up a more highly energized system. The iron of raisins is essential—the organic iron that the blood must have.



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