

# AFTER EASTER REDUCTIONS

## Suits - Coats - Wraps - Dresses

**The Apparel Event of Years! The Garment Sensations of Sensations!** After the biggest selling event in our history, we have gathered together all garments in our store and have smashed their prices to pieces! We absolutely disregard their cost. We forget all profits to establish

**The GREATEST AFTER EASTER REDUCTION SALE Ever Known in Retail Selling.**

**NOTE THE VALUES--NOTE OUR LOW PRICES--the savings are real, actual and bona fide. Buy the newest and smartest garments of the season--right at the start of the season--at prices you would expect to pay at the end of the season.**

## 486 HIGH-GRADE DRESSES IN AFTER EASTER REDUCTION SALE

The actual cost of the making of these garments is greatly more than what we offer them for now. The styles and qualities that have been in greatest favor for Easter selling--the ultra smart models that will appeal to the most discriminating dresser.

**400 LADIES' COSTUMES** in This Greatest Price-Smashing Sale, Together with racks upon racks of Ladies' Coats, Capes, Skirts, Sweaters, Blouses, Camisoles, Stockings, etc., etc., with over 500 Ladies' Hats also included.

A sale that sweeps all precedents aside--offering garments of highest and best grade at prices never heard of before.

**DON'T MISS THESE SENSATIONAL REDUCTIONS!**

# LONDON, NEW YORK & PARIS ASS. of FASHION

## SIDE TALKS.

By Ruth Cameron.

### AN EASIER WORLD FOR WOMEN.

Did you ever wonder about an old burying ground? I mean a really old one where the stones date back to the 1600's and lie in the line of the hand of time has cut out the graves until their old mounds have completely disappeared.

And the feeling of peace in such a place. I think one can get a sense of the unimportance of one's small troubles better than in almost any place. I have a mile to escape going to a modern cemetery with all its modern grave stones, and the suggestion of the forces and trappings of death, and to walk a mile for the sake of a through an old burying ground. And then, too, I love the life of the old days as gets through reading those old stones.

For the Anthologist. I get a bit here and a bit there and my imagination supplies the rest. Here is a stone to the memory of a beloved wife of the Rev. So-and-So, who died at the age of 17, leaving to the Rev. So-and-So's wife find that he must have been married at the age of 17, and that the event occurred and that she was 30. And by referring to the headstone at the foot of the grave we find recorded the age of the wife at the age of two years and three months. What a nutshell that gives us! How often one reads similar things. To be sure, the death of a wife and mother at 17, is an old record, but over and over one finds the wife dying in youth while the husband lives on to a comfortable old age, leaving another wife, perhaps a better, too. In a small burying ground in which I browsed while on a vacation trip to a little New England town, I found two or three who died between 20 and 30, and half dozen who died between

30 and 40. The majority of the rest did not live to be 60.

**Why They Died First.**

Of course there were some men died in youth or middle age (one notably who according to his headstone was "drowned at sea") but the most of them seemed to have lived to comfortable old ages.

My mother's father was a Methodist minister. He worked hard himself but his wives worked harder, and two of them died before he was 50, with the strain of moving every year or two years, being president of the Ladies' Aid, and helping with the Sunday School and the choir, and bringing up four children and sending one to college, all on a salary of \$10 a week. I suppose histories similar to that lie behind many of those headstones to "Prudence, beloved wife of Lemuel, died at 77," or "Emily, loving wife of John, aged 41. She rests in Heaven" (and mighty glad too, doubtless).

Truly the world is a much easier place for women than it was in those days.

### Conditions Reversed.

Indeed, I wonder if the student of the headstones of our age may not find the condition reversed. As I looked at the old headstones I saw another picture. I saw various Inns and Hotels at which I have stayed, where a large part of the clientele is made up of elderly women, mostly widows, portly, silk-clad and bediamonded, living evidently on the incomes their hard working husbands had laid up and had not themselves lived to enjoy.

I should like to get figures from an insurance agent as to whether the balance of greater longevity has not swung from the made to the female sex.

**BEECHAM'S**  
Sweeten the Stomach  
PILLS

Stafford's Phorotone will cure Coughs and Colds. For sale everywhere. -mar21t

### A Message to News Carriers.

WORK THAT IS WORTH DOING IS WORTH DOING WELL.

From "Newspaperdom" of date April 13, we clip the following message to news carriers and news boys taken from the official program of an annual celebration given by the Lowell (Mass.) Courier Citizen and Leader on March 25, at which banquet Hon. James B. Casey was the principal speaker. The message appeals not only to news carriers, but to all who are employed in that mighty work of the age, the publication and circulation of a modern newspaper. Here is the message:

"Any work which is worth doing at all is worth doing well. The reason for doing any work is that it serves some useful end--an end important enough to warrant the work being done and being paid for. Delivering newspapers is an exceedingly important work, upon the well doing of which the daily happiness of many thousand people depends. Also upon the fidelity and regularity with which this work is performed depends a large part of the success of these newspapers. You who daily carry our

publications to the homes of their readers, are as vital in your way to the success of the business as are those of us who write and print the paper. We are all parts of a great machine, every part of which has got to work in efficient harmony with all the other parts if the maximum of good service is to be rendered. Your job of carrying newspapers has been done by a great many men--some of them later very well known and successful men--during their boyhood. For most of them it was the first paid job they ever had. You will find that those who made good later also made good in their first work on the route. They are proud to look back on it--and so will you be when the time comes. Good-luck to you all!"

And so say all of us.

Minard's Liniment Co., Limited.  
Sirs,--I have used your Minard's Liniment for the past 25 years and whilst I have occasionally used other liniments I can safely say that I have never used any to equal yours. If rubbed between the hands and inhaled frequently, it will never fail to relieve cold in the head in 24 hours. It is also the best for bruises, sprains, etc.

Yours truly,  
J. G. Leslie,  
Dartmouth.

### About Toast-Making.

#### SOME USEFUL HINTS.

Toast-making sounds such a simple process that it is usually thought even an inexperienced child can do it successfully. But, nevertheless, there is toast and toast, and well-made toast is not often encountered. Toast is often too thick--and underdone in the centre of the slice--or else too thin and brittle.

Often when the toast is left to be done by the cook it is made much too soon and has lost all its warmth and freshness by the time it is eaten. This, of course, is hardly the fault of

the cook, who has many other things to attend to apart from toast-making. For this reason I always make the family toast myself by the gas-fire in the breakfast-room. There are also various electric toast-makers, which make excellent toast and may be used on the breakfast table.

#### The Secret of Success.

Toast to be perfect should be made from bread that is cut neither too thick nor too thin, and the whole secret of a successful result lies in slow toasting and quick eating after toasting.

During the toasting all moisture should be drawn from the bread, and

this cannot be done if the slices are held close to the fire right away as this has the effect of browning the outside of the bread quickly and leaving the inner portion underdone and damp.

As soon as a slice of bread is toasted it should be immediately placed in the rack. Slices of dry toast should never be placed on top of one another. In the case of hot, buttered toast, however, the butter should be spread evenly over the toast to the entrance edges, and one slice should then be placed upon another and the whole cut into convenient fingers and arranged on a hot plate, which may be placed over a basin of boiling water.

When dry toast is ordered for an invalid it is specially necessary for it to be free from all moisture contained in untoasted bread. Should the invalid not benefit from a toast diet, it is usually because the bread has been toasted much too quickly, and therefore retains a certain amount of moisture.

**STILL KEEP COMPANY.**--"They kept company for a long time before they were married, didn't they?" "Yes; and they've kept company most of the time since. All her relations seem to live with them."

### MUTT AND JEFF

### SOME PEOPLE HAVE A VIVID IMAGINATION.

By Bud Fisher.

