

Wash Gingham

We have secured a big job in WASH GINGHAMS bought before recent sharp advances, now selling at

9c. per yard.

American Muslins and Crepes.

Seldom does a season bring forth such a wonderfully beautiful assortment of distinctive new patterns as we are able to show at present. The following are a few of the many lines now at your disposal, all worth a great deal more money to-day.

OLYMPIC BATISTE	10c. yard. Worth to-day 14c.
LUCILLE BATISTE	12c. yard
PACIFIC PLISSE in very dainty shades	20c. yard
CORDED ORGANDIE	20c. yard
FANCY CREPE CLOTHS, beautiful designs	20c. yard
PLAIN CREPE CLOTHS, shades Pink, Sky White	22c. yard
RED SEAL ZEPHYRS	18c. yard. Worth double.
SILK BROCADES	30c. yard
RAINBOW SILKS	40c. yard
FLEMISH POPLINS	25c. yard

MARSHALL BROTHERS.

A LOT OF Remnants

White Piques,

Regular Price 35c. yd.

We offer them at

25c. yard.

CHEATING.

By RUTH CAMERON.



There are certain quotations that I find it an excellent thing to cite to myself about once in so often. One is that familiar line of Canon Farrar, which I have so frequently quoted to you, "The only real failure possible is not to have been true to the best one knows."

Another is the equally familiar warning from Stevenson, "There is an idea abroad among moral people that they should make their neighbors good. One person I have to make good—myself. But my duty to my neighbor is much more nearly expressed by saying that I have to make him happy—if I may."

And another, and this is the one that started me off to-day—is Kipling's.

"Something great and wise and good, Done by merely wishing we could."

Congratulating Myself When I Don't Deserve It.

Every once in awhile I catch myself feeling a glow of satisfaction and achievement, which boiled down (I don't suppose you can boil a glow down, but the purist will please excuse the mixed metaphor), amounts to nothing at all but a ridiculous self-congratulation over things I merely plan to do or, even more vaguely, dream of doing.

I decide that I will surely send Easter cards to all those dear old friends from whom the abominable business of modern life has separated me. Vague fragments of graceful messages, I will write float through my mind, and without a card bought

or written, I find myself in a beating, self-approving state of mind. Getting Back One's Self-Respect By Promises.

A meeting with a really energetic, efficient woman awakens me to the recognition that I am not doing half so much as I ought. I am disgusted with myself. How do I get back my self-respect? By painfully exerting myself to do a little more that very day? No, by grandly planning out a new schedule of work to be entered upon to-morrow or the day after.

Again, I find myself dreaming of what I would do for some needy pensioner if I could only sell a certain piece of work. A pleasant glow of self-approval follows this hypothetical charity, and my sense of my obligation to help now, whether I sell that work or not, is thereby diminished.

I have outlined my own state of mind because it is the only mind I can see straight into, but I rather suspect that it is not unique. Kipling couldn't have written those lines if it were.

Don't Give Yourself Narcotics.

Of course there are some who will say that it does not do any harm to get this bit of inexpensive pleasure out of life, but I think it does. It's accepting the imitation for the real. It's giving our minds a narcotic and lulling them to a false content.

If we didn't have our intended achievements, our hypothetical charities, to plume ourselves upon, we should have to have real ones.

Take away this screen of pretence, between you and yourself. See yourself as you are. Refuse to be content with

"Something great and wise and good, Done by merely wishing we could."

New veillings are in fine figured designs with dots, all-over scrolls and some dotted borders.

To Arrive

Early next week by S. S. 100 brls. Apples. Stephano:

50 crates Cabbage. (No. 1 Reds.) 20 cases Calif. Oranges. 10 cases Lemons. 15 brls. Cranberries. Parsnips, Carrots, Beets. Also on hand:

Irish Creamery BUTTER,

in 50 lb. boxes.

Soper & Moore,

Importers & Jobbers.

'Phone 480.

New Orleans.

By GEORGE FITCH.

Author of "At Good Old Swash."

New Orleans is a foreign city which was left behind when the French and Spanish evacuated America and which remained in a petrified and most attractive state until the wave of modern progress rolled over it, a few years ago.

New Orleans is the metropolis of the South and has been owned by five nations since it was founded something over two hundred years ago. The French and Spanish fought for it, the English captured it and the Confederate States gave it up to the United States fifty-four years ago. Of late the city has been absorbing Americanism rapidly, having adopted skyscrapers, ward politics, baseball and department stores with great enthusiasm.

New Orleans lies on the broad flat Louisiana lowlands, a few feet below the Mississippi River, which flows past its front door and has to be kept out of the city by means of levees which are so tall that no one who is not a good climber can fall into the river. Its low situation has complicated life in New Orleans and has caused the elevated cisterns and tombs for which the city is famous. It is possible to tell the wealth of a New Orleans citizen by the number of cisterns he has piled one above the other in his back yard, and a man with a four story cistern is regarded with awe. New Orleans citizens are not extravagant while living, but are rather ostentatious when dead. A New Orleans man will live contentedly for seventy years in an unpainted frame dwelling in order to save up money for a magnificent two-story tomb in Metairie Cemetery.

New Orleans is the centre of southern wealth, fashion, industry and commerce and has its own individual steamship lines to Europe and South America. It is a substantially built city whose old streets are a forest of green ironwork porches, and whose street cars will not only take a man

out to the suburbs, but will retrieve him for the same nickel. It is divided into To-day and Yesterday by Canal Street, which is so wide that four car tracks and an automobile race on either side are accommodated. On one side of Canal street English is spoken fluently, while on the other side the inhabitants still talk with their shoulders and eyebrows, and the scattered remnants of an eighteenth century French aristocracy still maintain a French opera house and a little cemetery so exclusive that the only way to get into it is to edge in between the bones of a great-great grandparent.

The climate of New Orleans is fine in March. The city has more than 350,000 people. It is tired of history and tourists, and wants to dabble in corner lots and building records for a change.

Everyday Etiquette.

"When I write to a person I don't know and ask for information should I enclose a stamp?" asked Jane. "Yes, you should always do so unless the person is an acquaintance of yours," answered her mother.

Only One "BROMO QUININE" To get the genuine call for full name LAXATIVE BROMO QUININE. Look for signature of E. W. GROVE. Cures a Cold in One Day. 25c. m.t.

T. J. Edens

Duckworth St. and Military Rd.

Just arrived by schooner to-day: 200 bags BRAN. 200 bags WHITE OATS.

By S. S. Stephano, Monday, April 3, '16.

N. Y. TURKEYS. N. Y. CHICKENS. N. Y. DUCKS. N. Y. SAUSAGES. N. Y. CORNED BEEF. FRESH OYSTERS. CAL. LEMONS. BANANAS. TABLE APPLES. GRAPE FRUIT. CELERY. TOMATOES. 50 crates NEW CABBAGE.

Satisfied customers are our best testimonials to the quality of

BULLDOG TEA . . . 45c. lb. DANA WALLA TEA . . 50c. lb.

FRESH HALIBUT. FRESH HERRING. FRESH COD. COD TONGUES. KIPPERS. FINNAN HADDIES. FRESH COUNTRY EGGS.

IRISH BACON. FIDELITY BACON & HAMS.

Graham Flour, No. 1, 65c. stone. Fruit Salad in Glass. Lazenby's. Mango Chutney, Lazenby's. Canton Ginger, 3/4 jars and 3/2 jars.

T. J. EDENS.

Somebody's Mother.

The woman was old and ragged and gray, And bent with the chill of a winter's day; The streets were white with a recent snow, And the woman's feet with age were slow.

At the crowded crossing she waited long, Jostled aside by the careless throng, Of human beings who passed her by, Unheeding the glance of her anxious eye.

Down the street with laughter and shout, Glad in the freedom of "school let out," Came happy boys, like a flock of sheep, Hailing the snow piled white and deep.

Passed the woman so old and gray, Hastened the children on their way.

None offered a helping hand to her, So weak and timid, afraid to stir, Lest the carriage wheels or the horses' feet Should trample her down in the slippery street.

At last came out of the merry troop The gayest boy of all the group; He paused beside her and whispered low, "I'll help you across, if you wish to go."

Her aged hand on his strong young arm She placed, and so without hurt or harm He guided the trembling feet along, Proud that his own were young and strong;

The back again to his friends he went, His young, heart happy and well content.

"She's somebody's mother, boys, you know, For all she's poor and aged and slow; And someone, sometime, may lend a hand To help my mother—you understand? If ever she's old and poor and gray, And her own dear boy so far away."

"Somebody's mother" bowed low her head, In her house that night, and the prayer she said Was: "God be kind to that noble boy, Who is somebody's son and pride and joy."

I was cured of Acute Bronchitis by MINARD'S LINIMENT.

Ray of Islands, J. M. CAMPBELL. I was cured of Facial Neuralgia by MINARD'S LINIMENT.

Springhill, N.S. WM. DANIELS. I was cured of Chronic Rheumatism by MINARD'S LINIMENT.

Albert Co., N.B. GEO. TINGLEY.

Regains Memory After Two Years.

St. Thomas, Ont., March 23.—After being missing for two years, and during which time he had been under a complete lapse of memory, Malcolm P. Johnson, of the shoe firm of Johnson and McCormick, and one of the city's best known business men, returned to the city to-day.

Johnson disappeared suddenly and mysteriously two years ago and for some time foul play was suspected. He was finally located in the State of Oklahoma, where he had been working at odd jobs. He has now fully recovered his memory and will resume his former business.

MINARD'S LINIMENT CURES DYPH-

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 triad 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 GASTHEAM Radiators fill all light and heat requirements.

ST. JOHN'S GAS LIGHT COMPANY.

dec6,tt

NEW CABBAGE, etc., etc.

To arrive ex S. S. Stephano Monday:

100 crates CHOICE NEW CABBAGE. 100 part bags SILVERPEEL ONIONS. 50 barrels No. 1 APPLES. 20 barrels CHOICE HARD CRANBERRIES. 40 cases CHOICE CALIFORNIA ORANGES. Counts 150s, 176s, 216s.

Burt & Lawrence, 14 New Gower St.

CHAIRS for Comfort

Chairs—being the most used articles of furniture—need to be of many designs and qualities to suit all needs. Here in our large Show-rooms we have every kind conceivable, and all are the best of their particular make.

We call your attention to our fine English Easy Chairs. They are of many designs, all are heavily padded, with delightfully easy springs and handsomely upholstered in Plush, Rug, Tapestry and Leather.

This large stock of Chairs needs no recommending, their many merits can be instantly seen and form a "sure-winning" combination—sterling quality and reasonable prices.

U. S. Picture and Portrait Co.

THE GOLD

Mary Full

A place Teas and fine

Start the smoothly. T cup of Seal

TE Are you ing? If not and Our Bes

If you wo good Butter or Bluenose.

Bow Phone 332.

GRAY FERRO Fulton

We sell the best prices. H.P. to 600 H.P. fittings, Lubric

A. H. MU

Fo

Lobst

Ins

18 1/2 x 10

Sides and en

sides.

These Sho

make up into

Robe

Advertis