New American MILLINERY.

We beg to announce the arrival of our first shipment of

AMERICAN MILLINERY for Spring 1916.

The most striking novelties of the season and the more conservative creations each are to be found here in ample assortments and at attractive prices.

Included in this shipment are some very smart **Novelties for Children.**

An Early Inspection Invited.

Marshall Bros

PRICE TAGS.

By RUTH CAMERON.

While I waited for my change in a shop the other day I heard this interesting little colloquy going on behind me.

Customer: "How much is this waist?"

Saleswoman: "Ten dollars, Madame.

Customer: "Yes, that's very good style, but it's a little more than I want to pay. I only wanted it to go with a trotter suit. Haven't you anything less expensive?"

Saleswoman: "This is an awfully clever little blouse for four dollars."

Customer (after training her lorgnette upon the article in question): "Yes, but that silk looks terribly sleazy. Of course it couldn't be good for that money. And it's an awfully common style, too."

Customer departs, after being assured that there is nothing between the two.

Saleswoman, to another saleswoman: "Goodness, what do you suppose? I got these two waists mixed!"

Such Is The Influence Of A Price Tag.

Such is the influence of a price tag on our judgment of values.

I was reminded at once of what a very frank little person once said to me about her shopping difficulties:

"I do hate to shop. You see, I'm not a very good judge of values, and when a thing is expensive I can't afford it, and when it's cheap I don't respect it, and there I am between two fires."

To judge things on their merits and not by their cost—surely that is a task for all a man or woman has of clear-sightedness.

It's Really Rather Funny.

The power of expensiveness to create respect is so great as to be amusing when one can sufficiently detach one's self to see things in their true proportion.

Once upon a time we had a pear orchard in our garden, and pears were commonplaces. We gave some away to our neighbors, sent some to relatives, preserved some, allowed some to rot (alas!) and ate a few. The first pears of the season, to be sure, we were quite enthusiastic over, but after the first day or two we hardly touched them, and when we did, like as not, nibbled a few bites and threw the rest away.

If I only Had That Pear Orchard Now.

The pear orchard is a thing of the past. When we want pears now, we buy them. Last summer after most thoroughly disposing of a pear (I reminded myself of the little boy who said, "There ain't going to be no core"), a pear, by the way, which had cost me three cents, I thought of the good old times and sighed. "How I should appreciate that orchard if I had it now," I thought. But I shouldn't. We never do appreciate the things that don't have price tags. That is, not until after we have ceased to possess them.

Sunsets, fresh air, draughts of cold clear water, free access to books, sunshine, common roadside flowers—just because there are no price tags on beautiful things like these, we rate them cheaply. To quote (I'll wager you aren't sure whom I had to look it up), "What fools these mortals be!"

With My Letter Friends.

Question—Will you please repeat the poem you used in a recent issue, about not worrying?

Answer—Delighted to oblige. I think you mean—

"Oh, heart of mine, we shouldn't worry so!
What we've missed of calm we couldn't have, you know!
What we've met of stormy pain,
And of sorrow's driving rain,
We can better meet again,
If it blow!"
—James Whitcomb Riley.

Cabbage, Onions, Oranges, etc.

Per S. S. Stephano.

BRLS. CABBAGE.
CRATES ONIONS.
BRLS. CRANBERRIES.
CALIF. ORANGES—
176 and 250 counts.
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25 brls. Cheap to clear.

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Cures Catarrh, Bronchitis by Swift Certain Method.

Thousands of drug fiends have been started on their downward course through Catarrh snuffs containing some habit forming drug. If you suffer from a cold, sneezing or Catarrh—don't use a snuff—use a sensible treatment like Catarrhozone. It heals and soothes, brings relief at once, cures throughly. In bronchitis and throat trouble no doctor can do better than prescribe Catarrhozone. Try it—see what wonders it works—what power it possesses. Different from the old way,—you inhale Catarrhozone. Get the dollar outfit which includes the inhaler and is guaranteed. Smaller size, 50c.; sample size, 25c.; at all dealers.

YOUR BOYS AND GIRLS.

Mothers often set a bad example for their children by the manner in which they misuse their teeth. For instance, many mothers bite thread instead of breaking or cutting it. Everyone should know that this is injurious. By biting fibrous substances the enamel of the teeth may be cracked and ruined. Biting hard articles endangers the teeth in like manner.

To crack the enamel is not merely to make a surface break. Each tooth is a mass of sensitive pulp, having a living nerve and covered by a hard and thin coat of enamel. The salvia gets through this tiny fissure and is absorbed by the spongy structure, and the result is a filling if not the loss of a tooth.

The complete breaking up of solid food, and it's thorough mixture with salvia, is indispensible to solution in the stomach and intestines, upon which our vigor largely depends. Hence it is worth while to avail oneself of the skill of the dental specialists to prolong the life of the teeth.

Snow.

By GEORGE FITCH,
Author of "At Good Old Siwash."

Snow is water which is suffering from exposure. It is produced in the sky during the thick underwear months and falls to earth with amazing fluency and grace in a quiet and gentle manner which as yet has not been successfully imitated by our failing aviators.

Snow when it first arrives is pure and beautiful like the campaign pledges of the politician. But like these same promises, it changes complexion rapidly and melts away, leaving a lot of dirt and hard feeling behind. There is nothing more splendid and inspiring than the arrival of a foot of snow and nothing more sloppy and oozy and dejecting than its departure. Snow can outwear its welcome more quickly than any other guest, except perhaps the tootache.

Snow is very mild and inoffensive and is a great beautifier. It falls over the dirty street, the unkempt backyard, the paintless shed and the sleeping drunkard in the alley, and covers over all these imperfections with spotless white mounds. But for all this, it is a great curse. It also sprawls over our sidewalks and compels us to wade through it on our way to town. A shoeful of beautiful snow will produce chilblains, pneumonia and bronchitis for the wearer without extra charge. We, of the United States waste a lot of time prosecuting gamblers and confidence men, which might better be spent in making it unhealthy for the horny-hided loafers who sit before their fires and let women and children wade through the snow on their walks outside. Such men should be carefully collected and segregated in the desert of Sahara, where there is neither snow nor sidewalks for it to fall up.

Among the crimes committed by the beautiful snow is the snowdrift. Snow is a great traveler and loves to gather in ten-foot deep conventions in railroad cuts, thus making the morning mail seventeen hours late. When snow is moist, it can also be moulded into a small, hard ball and discharged with frightful velocity by a small boy. Because of this fact, the gas lamp and the plug hat have gone almost entirely out of style.

Many beautiful poems have been written about the snow by those who enjoy seeing it fall, and have plenty of husky relatives to remove it when it gets undesirable. But some of our most complicated and corrosive conversation has also been invented by citizens wading home at night through two feet of snow, after the street-car system has been extinguished; or who have just been assaulted with a tenbushel avalanche from some neighbor's slanting roof.

OUR YOUNG WOMEN

are so often subject to headache—are languid, pale and nervous—because their blood is thin or insufficient. They are not really sick and hesitate to complain, but they lack that ambition and vivacity which is their birthright. They do not need drugs—but do need the tonic and nourishment in Scott's Emulsion that makes richer blood, fills hollow cheeks, suppresses nervousness and establishes strength. Nourishment alone makes blood and Scott's Emulsion is the essence of concentrated nourishment, free from wines or opiates.

If mother or daughter is frail, pale or nervous, give her Scott's for one month and see the betterment. It has a wholesome, "nutty" flavor. Avoid substitutes. At any drug store.

Scott & Bowne, Toronto, Ont. 15-24

Fat Without Fear of Indigestion or Sour, Acid Stomach

Instant relief! "Pape's Diapepsin" ends your stomach trouble forever.

Wonder what upset your stomach—which portion of the food did the damage—do you? Well, don't bother. If your stomach is in a revolt; if sour, gassy and upset, and what you just ate has fermented into stubborn lumps; head dizzy and aches; belch gases and acids and eructate undigested food; breath foul, tongue coated—just take a little Pape's Diapepsin and in five minutes you wonder what became of the indigestion and distress.

Millions of men and women to-day know that it is needless to have a bad stomach. A little Diapepsin occasionally keeps this delicate organ regulated and they eat their favorite foods without fear.

If your stomach doesn't take care of your liberal limit without rebellion; if your food is a damage instead of a help, remember the quickest, surest, most harmless relief is Pape's Diapepsin which costs only fifty cents for a large case at drug stores. It's truly wonderful—it digests food and sets things straight, so gently and easily that it is really astonishing. Please, for your sake, don't go on and on with a weak, disordered stomach; it's so unnecessary.

JUST AS GOOD.

You write a book that makes a hit; it's full of happy phrases; and readers all refuse to quit a-singing of its praises. The novel fan your volume buys, wherever he can strike it; and then the Just As Gooders rise, and write some books "just like it." The country's inundated with your type of sparkling story; and Jones and Brown and Jinks and Smith are borrowing your glory. The Just As Gooder lies in wait for all who gain attention, and all their curves he'll emulate, with gall too fierce to mention. If you invent a garden gate, that has all others beat-ne, the Just As Gooder makes its mate before his grub he's eaten. If you turn out a type of pome, you have the same old trouble; the Just As Gooder rushes home, in haste to write its double. If you've a cold—such ailments rise, at divers times, and curse one—the Just As Gooder sits and lies, and says he has a worse one. The Just As Gooder trails along like doom, behind his betters, and makes a mess of Art and Song, Mechanics, Commerce, Letters.

The blouse with the frill at the center or side front is extremely smart.

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