## JANUARY OFFERINGS

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 realize that now is the time to buy and save money.

WHITE FLANNELETTES at special Cut Prices. WHITE TABLE DAMASKS still offering at attractive prices. A JOB LOT OF WHITE LAWNS. Values up to 20c. We offer at an all round price . . . . . 12c. <del>^^^^</del>

WHITE TUCKED LAWN (Embroidery Insertion). Regular 35c. ..... NOW 27c. 

## White Laces and White Embroideries.

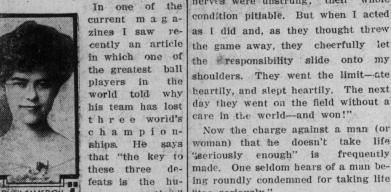
An immense showing of High-Class Laces and Embroideries that will appeal to the particular woman.

<del>>>>>>>>>></del>

# Marshall Bros

### Taking Life Too Seriously.

#### By RUTH CAMERON.



condition pitiable. But when I acted zines I saw re- as I did and, as they thought threw cently an article the game away, they cheerfully let in which one of the responsibility slide world told why heartily, and slept heartily. The next his team has lost day they went on the field without a three world's care in the world-and won!" champion- Now the charge against a man (or ships. He says woman) that he doesn't take life

m a n equation." "too seriously." Then he contin- "Beware of Too Sublime a Sense-" ues. "Self-consciousness, over anxiety and nervousness weighed on our shoulders like the Old Man of the

In other words, the team lost be cause it took things too seriously. In incident. The microscope of our selfanother article I read of a football team that always went down to de- unjust proportions. feat. "Luck" was always against it the men felt it in their bones they were going to be "licked." This year was no different. Then the coach walked in on them the night before bigger than hundreds which we have the game. "Break training," he commanded briefly. "Eat all you want, take in a show. Stay out until mid- looks bigger. Eventually it will slip night if you want to."

### The First Victory in Years.

The men were thunderstruck! So we should not try to make each step that was what the coach thought of the wisest so far as we can judge. It them and their chances. They talked simply means that one should not it over among themselves and finally fret about one's judgment, and thus decided to take the coach at his word! impair it. The next day they won their first victory in years.

"The team always worried itself almost sick over that game," explained the coach. "They felt that it was We are showing two new styles of the most important thing in the world. Needham Organs at our way down They thought of it so much that they They thought of it so much that they couldn't eat, drink or sleep. Their Street (upstairs).—jan14,tf

**Highest Quality** 

The growers of "Home-

only to produce the

best. They specialize

grade, concentrate ev

ery effort, and make

use of every modern

improvement to safe

HOMESTEAD TEA,

discount allowed.

For 5 lb. parcels 10 per cent

best quality.

guard and ensure the

Our Target.

FRESH TURKEYS Just Received

stead" Brand Tea aim advanced considerably, but

in this particular trade at a moderate price.

P. EAGAN

Duckworth Street and Queen's Road.

He will save her from dishonor In the market and the shop, He's the man who sticks to business

Let the foe who strikes at England Hear her wheels of commerce turn See her factory furnace burn. For the foe most fears the cannon

Is the Man who keeps his head. Brand him traitor and assassin Has his gold locked up in secret And his larder stored with food Who has cast adrift his workers,

Of the Man who keeps his head. much of the outcome of this or that For the poor man's constant strife Is from day to day to seek work, centeredness swells all that we do to Day by day to war with life;

feel that what we are about to do is but a step in a long journey. The telegraph post just ahead of us is no | When the ships come back from slaughter.

When the havoc strewn behind us Threats the road that lies before, Every hero shall be welcomed, Every orphan shall be fed. Of course, this does not mean that By the

Ped C

ORGANS.-Shipment just received

Fresh Supply

IRISH BUTTER,

28 lb. boxes.

we can still supply the

FRESH EGGS.

CHOICE

CANADIAN BACON.

WINTER

KEEPING APPLES.

several varieties.

The butter market has

Yet I think that taking life too seri-

ously is far more common than the

other fault. We feel the importance

of our little actions, we think too

passed and which gradually diminish

in size. It is just the nearest one and

by and take its place with the others.

"THE MAN WHO KEEPS HIS HEAD."

(The following verses by Harold Begbie are from "Fighting Lines," recently published by Messrs. Constable and Co., London.)

but, except for those who are actually organising and looking after the million men, few people realise even faintly what a huge number it is, and In one of the ferves were unstrung; their whole There's a man who fights for England, And he'll keep her still atop,

> He will have her homes from terror On the fields of daily bread. He's the Man who keeps his head.

Let the ships that war with England And his heart most quails with dread, When behind the man in khaki

And who snarls to hear the laughte

unjust proportions.

It is far better, psychologically to feel that what we are about to do is but to give a long journey. The

And the troops, march home from

By the Man who stuck to business, By the Man who kept his head.

"VICTORY" FLOUR Made from highest grade Manitoba wheat by latest improved machinery. There is nothing better made at any price. FRANKLIN'S AGENCIES, Ltd.

> TALK HAPPINESS. Talk happiness



instead of gloom, trains! and keep your everywhere, so increase the woe Egypt! we size up as a public foe.

WALT MASON many people kick and knock; we hear too much depressing talk, too much of doubt and near, than you could number in a handled. year. Oh, get the habit, right away, while yet the year is young and gay! Watch out for the Grand Make up your mind to can the whine, Patriotic Concert in the Methoboys, and shame them with your cheerful noise. For life is short, and we should strive to have our fun while yet alive; if we'd do that we must believe that it is foolishness to grieve; for doubts and fears we'll have no for doubts and fears we'll have no room; talk happiness instead of MINARD'S LINIMENT CURE

### Harold Begbie's Call. Feeding a Million Men.

Very glibly the phrase, "A Million Men," runs off the tongue nowadays, but, except for those who are actually faintly what a huge number it is, and what a huge task it is to feed and clothe them.

An army fights on its stomach, and f Tommy doesn't get a square meal at least once a day his fighting strength is very much weakened. As a matter of fact, Tommy Atkins is the best fed soldier in the world.

Whenever possible, Tommy on ac tive service has a pound and a quar er of fresh meat a day, and one and three-quarters of a pound of bread ogether with a quarter of a pound of bacon, potatoes; tea, sugar, jam, and so on.

Actually, of course, these amounts vary day by day according to circumlion men get through an ox the height of an ordinary house, and as big in proportion, while the side of bacon eaten by the huge army every week is over a hundred feet high! Imagine an ordinary pound packet of tea, and then enlarge that packet till it is thirty-two feet long, and you will realise what tea-making for a million men for a week means!

Special travelling kitchens supply an immense amount of cooked food for the men at the front, the advantage of these kitchens being that they can cook the food while the troops are actually on the march. Each of these travelling kitchens will supply cooked meat and vegetables for five hundred men, and no fewer than two thousand of them are required to cook for your nillion fighters.

Constantly, week in and week out, ton loads of food are being sent to the great food denots behind the firing line, depots that are just as constantly being emptied. For one single day's supply of food and forage for the million men and their horses it requires twenty fully laden goods

face with smiles food every month, so if the war only abloom. There's lasts six months the million men so much sorrow would each eat getting on for half a million tons of food! The armies of much of fear and Europe would eat in that time an carking care, that amount of food which would outone who would weigh the colossal pyramids

The Desola. The tramp steamer Desola, which dole and doom-talk happiness in put in here yesterday to have her stead of gloom! Talk happiness and cargo adjusted, is thirty-two years old you will fetch new courage to some and was ashore in the Gulf of St. Lawhopeless wretch; you'll brace up tired, rence two years ago and was damdespondent men, so they will get their aged considerably. The owners of the grip again; the message in your hope- ship have instructed Mr. Tasker Cook ful words will travel faster than the to make a survey, and until his rebirds, and help more people, for and port is received no cargo will be

and keep your eyes from leaking brine, behind your whiskers let there be a smile that speaks of faith and glee. Go down among the croaking classes of the city. Best talent

## Winter SPORTS!





We all know the pleasant hours that can be spent in winter, Skating, Snow Shoeing, Sliding, etc. Make this winter a happy one by spending as much time as you can in the open.

HEADQUARTERS FOR ALL SPORTING GOODS.



SKATES—All the best makes in all sizes. Acme Skates from 50c. to \$1.50. Hockey Skates from 80c. to \$5.40.

SNOW SHOES—Best quality, Ladies' and Gent's. Also a special Lumbermen's pattern Shoës, at a low price; also Moccasins, genuine Chamois; all sizes.

SLIDES—A large size Champion Coaster, to hold 3 or 4 people; strong and light. Better than a Bob Sled ..... \$3.25 

Ayre & Sons, Ltd., Hardware Dept.

## BIG Clearing Sale

## COAT SWEATERS. IN ALL THE MOST POPULAR COLORS.



NOTE THE REDUCTION IN PRICES.

Regular price \$1.50. Selling now for ....\$1.30 Regular price \$2.00. Selling now for ....\$1.70 Regular price \$2.50. Selling now for ....\$2.20 Regular price \$3.00. Selling now for ....\$2.50 Regular price \$3.00 (with Cap to match) ..\$2.50 Regular price \$3.00. Selling now for ....\$2.60 Regular price \$3.25. Selling now for ....\$2.75 Regular price \$3.25. Selling now for ....\$2.00 Regular price \$4.00. Selling now for . . . . \$3.50 Regular price \$5.00. Selling now for ....\$4.00

## FULL LENGTH COATS!

		[2018] 이 경우 선생님들이 가는 아이들이 되었다면 하는 것이 되었다면 하는데 없었다면 하는데 없었다.
Regular pric	e \$3.75.	Selling now for\$3.00
		Selling now for\$5.00
Regular price	e. \$7.00.	Selling now for\$5.50
Regular price	e \$8.00.	Selling now for\$6.00
		(Knitted Silk).
	1000	Selling now for \$8.00

Steer Brothers

LONDON, Dec. 29th, 191

ALEXANDRA'S CHRIS

hristmas at Sandringham that decision to stay in London this y may well be misunderstood. health might suggest itself as an planation, but happily Her Majest perfectly well and has been busy of her Yuletide shopping. I saw her walking on December 22nd, and was as active and sprightly as t Nor does fear of possible raids Her Majesty from the neighbor of the East Court. Her own expl tion is all sufficient and does in credit to her kindness of heart. has declared that she could no away enjoying or entertaining there is so much to do in Londo "her poor people," including sol sailors, and Belgian refugees.

#### SCHOOLBOY PRINCES.

Prince George, home from sch tion, being very high-spirited.

Though the Royal Christmas spent very quietly, the present Trince Albert ensured that the people in the Royal party were mused. The Prince, it is not g and Queen Alexandra paid tribu time ago with a splendid box of t Many of Prince Albert's best co ing feats were learnt from C Pertram, who performed when Royal Highness was much yo

#### THE BELGIAN ARMY.

authority of the Belgian army's pects. After its terrible trying in the early days of the invas Belgium, the difficult and fat march from Antwerp, and the diately called on the Yser, the gian field army has had a much ed rest. It was established time as part of the garrison of valiant part of the forces wh reconquering Belgium yard by Its youngest conscripts are t in France, and will go to the fi due time. It is being reinforce wherever young Belgian me be found. Small parties of the unteers are frequently to be me as they pass through London. ful they all seem as is their hal they are in agreeable contrast t of the war-worn men, tired and bled with rheumatism, whom ed to meet after the retreat fro werp. Maintaining its superb al energy, the Belgian nation is ing up afresh its military s and it would not be astonishi field forces were increased to thing like its original numbers

### REBUILDING FRENCH FA

A. E. Harvey, who is at the a party of architects, docto nurses endeavoring to alleviate cal suffering and lay the four of the work of reconstruction districts ever which the battl swept in the Marne, has sen some interesting accounts work that is being done. medical assistance what the need most is some temporar; to replace their ruined ho the villages of Champguy Chatillon the architects have vised several makeshift hom planks and beams and a roo

## Fresh Tu

Dried Apricots, 1 lb. Fancy Prunes, 1 lb. Dried Peaches, 15c. Campbell's Soups, Boyer's Early June Snowdilet Corn California Figs, 1 lb Cranberries, 40c. g Almeria Grapes Dates, 10c. pkg. BOVRI

T. J. EDEN