

## M. T. & T. Co.

The number of new subscribers secured by the Maritime Telegraph and Telephone Company during the past year was 2,379, or an increase of business of 16 p.c. This increase, the directors believe, will be maintained for some time to come. We have instructions to offer a small block of this common stock, at an attractive price, to yield well over 6½ p.c.

### F. B. McCURDY & CO.,

Hallfax, St. John, N.B., Sherbrooke, Que., Montreal, Ottawa, Kingston, Charlottetown, St. John's, Nfld., Sydney, London, England.

C. A. C. BRUCE, Mgr., St. John's

## A Canada Life Actual Result!

NET CASH RETURN MORE THAN TWICE THE COST.  
W. J. Robertson, Welland, 12th June, 1913.  
Agent CANADA LIFE ASSURANCE CO.,  
Port Hope, Ontario.

Dear Sir—  
When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24937, I desire to avail myself of the opportunity to express my satisfaction with the outcome of my investment.  
The policy was payable to me at age 60, with ten premiums of \$48.00 each. The return under it is as follows:  
Sum assured ... \$1,000.00  
Dividends added ... 446.54  
Total amount payable ... \$1,446.54  
Deduct total premiums paid ... 480.00  
\$ 966.54

That I should have insurance protection free for all these years and now have over twice the amount of my premiums returned to me in cash is a most satisfactory outcome and I heartily congratulate you on it.

Yours very truly,  
GEO. ROSE,  
A CANADA LIFE POLICY PAYEE.  
C. A. C. BRUCE, Manager, St. John's.

## Comfort, Style, Quality,

Those are three points in which our Suits excel all others.

## Our Spring Suitings

have arrived, including novelty & staple shades, direct from the London market. All personally selected. No two alike. Call and convince yourself.



## CHAPLIN, THE STORE THAT PLEASES



Insist on Getting "WINDSOR" SALT. It is guaranteed absolutely pure.

Advertise in The Telegram.

## A Beautiful Easter.

By RUTH CAMERON.



To-morrow is Easter Sunday. How are you going to celebrate it? Will you go to church in a new suit and hat and gloves, and be so conscious of your own glories, and interested in your neighbour's glories that you can't possibly hear more than one sentence in ten of the sermon the minister futilely persists in preaching? Or will you stay at home because you have nothing new to wear? Or maybe you will do honor to the day that celebrates the most significant fact in Christianity by indulging in an unusually elaborate, indigestible meal,—the kind that will make you even more completely out of harmony with the universe than is usual on Monday morning.

May I make a suggestion or two for a real Easter without sounding too preachy? Firstly I suggest that you attend divine service in clothes to which you are sufficiently accustomed not to be distracted by them.

I suggest that instead of making the occasion distinctive by putting new clothes on your body, you distinguish it by putting upon your heart the vestments of praise and worship.

Even if you do not belong to any church and cannot subscribe to any particular creed, you do believe in some God, some omnipotent and overshadowing spirit, some infinite and eternal power. That is, unless you are an Atheist; and although agnostics are fairly common, a sincere Atheist is the rarest thing in the world. Find, then, the house of worship which pleases you most and there honor your conception of God on Easter day.

Next I suggest that you celebrate the day by giving the Easter gift of your presence to someone to whom it will mean much, someone who is lonely, or old, or ill, or sad. And if you take a handful of spring blossoms with you you will not make yourself any less welcome. Perhaps some one of your friends has crossed the Great Divide within the past year. Go and see the family he has left. The pleasure and relief of talking about him to you, a friend, will be greater than you realize.

Again, I think a communion with the God in nature is a beautiful celebration of Easter. The springtime woods and hills and fields and streams are preaching the doctrine of the renewal of life as powerfully as the greatest minister. Go out and listen to them and come back with mind and body and soul refreshed.

And lastly, would it not be beautiful to celebrate this Easter day as a friendship resurrection. Surely there is some friend from whom you have drifted apart by reason of misunderstanding, or just because of the exacting business that eats up our days. Go and see him to-day. Or if that is impossible, write him a letter. Tell him the misunderstanding was all a foolish mistake; tell him that friendship is too beautiful and precious a thing to be crowded out of your lives. Tell him that to-day is the day which celebrates the renewal of life and that you want it to see your friendship renewed. "An old friend is better than two new ones," the Germans say. So if you can win back your old friend you will be rich indeed.

Perhaps you have been thinking that all this is too preachy, but don't you think that if you follow these few suggestions your Easter will be happier this year than it has ever been before?

Ruth Cameron

## Fads and Fashions.

Even girls are wearing underclothes of the cotton crepes, which do not require ironing.

Even the colorings of the present day are old-fashioned, especially those of the printed silks.

New white taffeta frocks are quite likely to have tunics of cotton crepe in pale colors.

Long circular capes are held to the figures by bretelles crossing the front of the corsage.

Nothing is fresher and more spring-like than the clean-looking black and white checks.

With all the changes in neckwear there seems to be a return to the close, high neckband.

Little cords of black silk curiously enriched with ivory buckles make odd and lovely necklaces.

The startling colors are left out of the best dress models. Brilliant, clear color is used with discretion.

The jaunty tip-titled hats give emphasis to the gowns which have draperies bunched up in the back.

The high Henri II and Renaissance collars of lace or mousseline appear on all classes of costumes.

A very interesting wrap is full length and made of striped imported material. It suggests an Arab burnoose.

There is a tremendous revival of all kinds of capes, from sports capes of tweed to the finer broadcloths for evening.

Handkerchief linen blouses are being made in colors—green, rose, pink, maize. Some have white organdy frillings.

The richly embroidered vesette put round the neck and fastened down the center is a charming accessory to many costumes.

Immense butterfly bows with huge velvet roses of contrasting shade are much used on the backs of taffeta dresses.

The straight serviceable coat of serge has not by any means gone out of fashion. It simply has more interesting collars and sleeves.

Needle-cloth has its tiny ribs, running lengthwise of the goods, while in faille cloth and all such corded weaves they run across.

White chiffon and ivory white mus-

lin are two of the favourite materials of the moment, and are often combined with black velvet ribbon.

Blouses are so important this season that there are actually five or six different classes of them, from the tailored sports skirts to the lace blouses like cobwebs.

Women of the finest taste like to have their jewels designed for them, and in such cases they frequently use semi-precious stones and such unusual materials. Even pebbles of special beauty are not despised.

**Salvia is a Preparation That Will Grow Hair Abundantly.**

This is an age of new discoveries. To grow hair after it has fallen out to-day is a reality.

SALVIA, the Great Hair Tonic and Dressing, will positively create a new growth of hair.

If you want to have a beautiful head of hair, free from dandruff, use SALVIA once a day and watch the results.

SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known.

SALVIA is compounded by expert chemists.

Watch your hair if it is falling out. If you don't, you will sooner or later be bald.

SALVIA prevents baldness by fastening the hair to the roots.

Ladies will find SALVIA just the hair dressing they are looking for. It makes the hair soft and fluffy and is not sticky. A large bottle, 50c.

**Canadian Issues in London.**

London, March 31.—The subscription list to the British Columbia £1,500,000 loan at 4½ per cent. opens to-day at the Canadian Bank of Commerce, at a price 99. The bonds are repayable at par April 1st, 1941, from a sinking fund of not less than 2 per cent. per annum to be provided.

JAPAN, April 10.  
The Dowager Empress Narukoo, died in the Imperial Villa at Namazu, to-day.

## A WONDERFUL REMEDY



Orange Lily is daily curing the most obstinate cases of Female Disorders, Painful and Suppressed Menstruation, etc., etc. are all of them relieved from the start by its use, and a few days of positive treatment accomplishes a complete cure. This remedy is a positive scientific preparation, and is based on the discoveries of Factor and Lister. It is an applied treatment; that is, it is not taken internally, but is applied direct to the suffering parts, and it therefore acts with all the certainty of the known laws of chemical action. As it comes in direct contact with the diseased tissue, its antiseptic and astringent influence cannot help have a beneficial influence. Speaking of the benefits and cures it is performing, and so sure am I that it will do what is claimed for it, that I will send, absolutely free, a six box to every suffering woman who will write for it. Price \$1 per box, which is sufficient for one month's treatment. Address, W. S. HANCOCK, E. CURTIS, WINDSOR, ONT.

For Sale by Leading Druggists Everywhere.

## EGGS!

FRESH COUNTRY EGGS

On Retail at

28cts. doz.

On Spot To-day

40 Barrels

Extra Dry POTATOES.

SOPER & MOORE

## Getting Mad.

By GEORGE FITCH.

Author of "At Good Old Swash."

Getting mad consists of cutting off the muffer and taking the hands off of the steering wheel—mentally.

When a man gets mad, he stops thinking with his brain and turns the job over to his fists and lungs. Then he produces a mess of ideas as a child produces art with a pail of red paint.

Getting mad is a favorite human occupation. With some men it is a habit and with some a principle. Usually it grows on a man like any other habit. A man begins by getting mad at something maddening and ends by getting mad because the world justifies him while presuming to go by.

After a man has gotten mad a few times a day for several years, his wife hangs out a red flag when she sees him coming home and the children retire to the cellar until father's temper is investigated.

There are two times in which to get mad. The right time and the wrong time. The wrong time is whenever you can't help it. There is nothing more pitiable than a man who is constantly being abducted by his temper.

And there is no one so easy to flabbergast and hornswoggle as the man who allows his opponent to do the thinking, while he is hurrying at the scene with indignation and producing vast clouds of smoky language which is beside the point.

Getting mad keeps about as many men hunting for jobs as getting drunk does. It is also about as hard on the nose and eyes unless one is always careful to get mad in the presence of smaller men.

There are, however, men who use getting mad as a weapon of offense and who have their temper ready to harness up and turn loose like a fire-engine, when ever the alarm comes in.

When a man saves up his mad for an important occasion and explodes into righteousness and fearful rage exactly on schedule time, he is a formidable and fearful opponent. The right time to get mad is just after the other fellow has shot away all of his ammunition and is trying vainly to get his brain in gear again.

We must all get mad now and then, but we should insist on setting the dates ourselves.

**Hr. Grace Notes.**

The funeral of the late George LeWhiting, one of the victims of the Newfoundland disaster took place yesterday and was very largely attended, in fact it was one of the largest funerals that ever passed through our streets. The King Edward Brigade, of which he was an officer, and in which he took a keen interest, attended, as did also a contingent from the C.C.C. Interment took place at the C. of E. Cemetery, and St. Paul's Church was crowded at the service. The many friends who gazed on the form of our young friend could scarcely believe it could be true, as only a few days ago he left us full of hope and bright with the prospects of a trip to the ice.

Mr. Albert Rogers had charge of the funeral arrangements, and from him we learn that great credit is due those people in St. John's who had charge of preparing the bodies for burial. Everything possible was done, and it must be a comfort to the friends of the dead to know that such great care and attention was given the bodies by the authorities. No expense was spared, and everything possible was done.

—COR.  
Hr. Grace, April 8, 1914.

Stafford's Liniment cures all Aches and Pains. For sale by C. P. Egan, foot of Long's Hill, apr. 11

## ANOTHER FIRE!

When you take out a policy of fire insurance, you intend to buy absolute indemnity that you may feel a comfortable sense of security. Are you certain that you have what you have paid for? Avoid all doubt by insuring with the

FIDELITY (FIRE) UNDERWRITERS OF NEW YORK,

whose total assets are over-forty-two million dollars.

N.B.—Moderate Rates.  
Law Chambers,  
Duckworth St.  
apr. 3m, tu, th

CYRIL J. CARILL,  
Agent for Newfoundland.  
Telephone 370.

## A CRYSTAL LIGHT

Doesn't that suggest a clear, bright light? That is why the name CRYSTALITE was chosen.

TEXACO CRYSTALITE is a crystal light, giving forth mellow, penetrating rays. It gives no smoke nor smell, and is good to the last drop.

TEXACO CRYSTALITE will not fluctuate, it gives a steady glow.

The next time you buy illuminating oil don't merely ask for "a gallon of kerosene". Ask for TEXACO CRYSTALITE and find out why this illuminating oil is known as "the light of the home".

TEXACO CRYSTALITE costs no more than ordinary kinds and most good stores have it.

Remember the name. It will be worth your while to discriminate.

GEO. M. BARR, Agent.

mar 10, tu, th, s



## It's So Easy

To transform every room in your home to bright and cheerful newness. A little Paint, Varnish and Wall Colour will do it, but be sure you get the right kind of material or your work will all be lost. We carry a large stock of

Brandram-Henderson ENGLISH PAINTS Guaranteed 100 per cent. PURE.

- Sapolin Varnish Stain.
- China Lac—the perfect Stain.
- Harland's White Enamel.
- Harland's Bath Enamel.
- Linoleum and Floor Varnish.
- Crack and Seam Filler.
- Copal and Furniture Varnish.
- Brunswick Black.
- Fresco-Tone—a flat oil wall finish.
- Frescota—a cold water Paint.
- Marbleine.
- Gold and Silver Enamel.
- Stove Pipe Enamel.
- Vanisher—for removing old paint.
- Patent Driers.
- Knottling Shellac.

PAINT BRUSHES for all purposes at any price you like.

BOWRING BROS., Ltd, Hardware  
PHONE 332.

## FOR EASTER at BEARNS' Haymarket Grocery.

Pascall's EASTER EGGS and NOVELTIES, a well assorted shipment.

Ganong's G. B. CHOCOLATES, in 1 lb. and ½ lb. boxes.

Moir's FRESH MADE CHOCOLATES, by the pound.  
DIPPED CARAMELS, STUFFED DATES, BORDEAUX,  
MARASCHINO CHERRIES, NONGATINES, VALENCIA,  
BURNT ALMONDS, FLORIDA, OPORTO,  
RAISIN (inside), PEEAN (inside),  
10 pails "YOU KID" CARAMELS,  
10 pails MOIR'S ASSORTED KISSES,  
20 boxes "GYPSY" PEANUT KISSES, a great favourite.  
BUTTERNUT (inside).  
Moir's One Pound and Half Pound Fancy Boxes CHOCOLATES.  
Moir's Plain POUND CAKE and SULTANA CAKE.

## SPECIAL:

FRESH TABLE EGGS, 30c. dozen.  
FINEST SCOTCH TABLE POTATOES, white and floury, by the barrel or gallon.  
FINEST P. E. I. TURNIPS, NEW GREEN CABBAGE.

## W. E. Bearns.

Telephone 379.

## Ford Prices The Same.

TOURING CAR, \$800.00. RUNABOUT, \$725.00.  
I do not take advantage of you because there is a rise in duty. I want every person to have every chance, also a good square deal.

Contract for 1914 almost exhausted, so get your order in and avoid disappointment.

GEO. G. R. PARSONS,

feb 5, s, m, th, 2m King's Road. Telephone 109

Advertise in The Evening Telegram