

FRIDAY MORNING

\$100

Placed on a guaranteed investment receipt for a period of five years entitles the holder to withdraw at the end of that term.

\$1219

NATIONAL TRUST COMPANY, LIMITED
18-22 KING STREET EAST.

WOMAN'S WORLD.

THE JAPANESE BRIDE.

The betroths given to Japanese wives at their wedding morning by their grooms are known as "The Twelve Commandments of the Bride," and read as follows: The moment you are married you are no longer my daughter, therefore, you must obey your father-in-law as you once obeyed your mother and mother.

When you are married your husband will be your sole master. Be humble and polite. Strict obedience to her husband is the noblest virtue a wife can possess.

Always be amiable toward your father-in-law.

Do not be jealous; jealousy kills your husband's affection for you.

Even tho your husband be wrong, do not get angry. Be patient, and when he has calmed down speak to him gently.

Do not talk too much. Speak no evil of your neighbors. Never tell lies.

Be early, retire late, and do not sleep in the afternoon. Drink little wine, and until you are fifty take no part in public assemblies nor mingle with the young.

Consult no fortune-teller.

Be a good mother, and especially economical in your household.

Altho you may marry young, do not quit too youthful society.

Do not wear bright-colored garments. Always be neatly but modestly dressed.

Do not pride yourself on your father's rank or fortune. If he is a rich man, never allude to his riches before your husband's relations.

These rules were in vogue in Japan hundreds of years ago.

A Growing Business.

Of course all women readers of The World know that one of the most progressive millinery stores on the continent is right here on Yonge-street. We refer to McKendry's. Their show-rooms have been literally packed with hats this week. The second floor is devoted to ready-to-wear garments, suits, skirts, costumes and waists. The first floor is an expert. Great care is taken in selecting exclusive styles, and prices will be found so reasonable that visit to the department will be sure result in a purchase.

IN SOCIETY.

Miss L. Bristman and Messrs. Sanson and McWaters of this city will attend the Easter holidays at Niagara Falls as the guests of Miss Lulu Brown.

Tomorrow afternoon Mrs. F. H. Thornton will lecture in the Greek theatre at the Margaret Eaton School of Extension on "Music as an Educational Factor."

The monthly meeting of the executive committee of the Woman's Art Association will be held in the gallery on Monday, April 17, at 10.30 a.m.

Mrs. Hiram Bernard of Collingwood is staying with her daughter, Mrs. John K. on St. Alban-street.

The annual meeting of the Canadian All Association was held yesterday afternoon at the home of Mrs. Horace T. on 631 Sherbourne-street.

In her report, the secretary, Mrs. W. Hamilton of Parkdale, told of the work of the association was doing among the French. There are now twenty-five women in the province. Rochefort and LaRoche are the principal places served by the association, who have appointed Rev. J. J. Durellman as missionary.

The amount raised for the work was between \$1600 and \$1700, which is an increase over the preceding year. The officers are: Mrs. C. T. Spark, president; Mrs. Horace E. Eaton, recording secretary; Mrs. W. Hamilton, corresponding secretary, and Miss Mary Cavan, treasurer.

A pretty Easter wedding took place in the Bloor-street Presbyterian Church yesterday afternoon, when Miss Florence Annie Coulter was married to Mr. John Taylor Eastwood.

The bride wore her pretty going-away gown of brown broadcloth, with white cloth and touches of pale blue. She wore a Leghorn hat, with roses.

Mrs. G. R. Graham, sister of the bride, was matron of honor, in a smart cream serge tailored suit and white pique hat. Mr. Clarence McArthur was groomsmen.

Mr. and Mrs. Eastwood left at 5.30 for New York and Washington.

Invitations are out for the marriage of Miss Eva Alberta Boxall to Mr. Frederick Delmore Goodchild.

The Toronto Conservatory of Music has issued invitations for an evening with German composers, given by Mr. Henry J. Lantz in the Conservatory of Music Hall on Monday evening, April 8, at 8.15 o'clock.

There will be no program of the Strolling Players on Saturday afternoon.

Mrs. Wellington Bogart has sent out invitations to the marriage of her daughter, Miss May Van Norman Tuttle, to Mr. Norman G. A. McCutcheon, on Wednesday evening, April 10, at 8.30 o'clock at Trinity Methodist Church.

A quiet wedding was celebrated on Wednesday afternoon, when Mr. George Edward Smith, B. A., M. B., was married to Miss Louise Fletcher Faircloth. The ceremony was conducted by Rev. G. S. Faircloth, B. D., brother of the bride.

A memorial concert at Conservatory Music Hall, for which the program will include the composition of the late Gertrude Barton and the well-known song-poem, "Enoch Aden," given by Mr. R. S. Pigott, with Mrs. Barton as accompanist, will be given on April 4, at 8.15 p. m.

Mr. Scott-Harden will give the second of his interesting lectures on Saturday afternoon in the Chemical Theatre, University of Toronto, at 2 o'clock, entitled "Across the Waterless Desert of Somaliland," and some emphasis of the campaign against the mad mullah.

Mrs. Harcourt, 48 Rosedale-road, will not receive again this season.

Mrs. T. P. Thornton, 61 Harvard-avenue, will receive on the first Friday in April for the last time this season.

Mrs. O. F. Rice, 100 Gloucester-street, will not receive again this season.

Mrs. J. Gibson Wallace is spending the Easter holiday in Kingston, and will not receive on Tuesday.

Mrs. W. J. Solomon, 47 Henry-street, will receive on Monday for the last time this season.

Mrs. George Milligan, 163 Crescent-road, will not receive again this season.

Mr. and Mrs. Arthur D. Brown are in New York for Easter week. Mrs. Brown will not receive on Friday next nor again this season.

Mrs. Walter H. Burr, 171 Park-road,

"THREE AND THREE-FIFTY"

Queen Quality

"QUEEN QUALITY" Shoes spell every letter of the word "satisfaction." The woman who has been once properly fitted with a "Queen Quality" Shoe will rarely ever accept any other shoe afterwards. The enormous demand makes it possible to sell these high grade Oxfords at the popular prices of \$3.75 and \$4.50 the pair. Don't fail to see our assortment. It includes the most fashionable styles and all leathers.

THE SHOEBOON

SALES OF "SPIFFS."

The Months When the Shoe Dealer Unloads on the Public.

January and February are the dull months in the shoe trade, and the shoe man waxes his thread and prepares to unload all the unsaleable shoes in his store. Whatever may be the public name of this sale, the trade name is a sale of "spiffs," the kind of shoes the salesman gets a bonus for working off at all months of the year.

While hardly an elegant term, "spiffs" is more expressive than descriptive. It may be a worthless shoe, or a worthy shoe, spoiled by some mishap, perhaps a shoe shorn of its leather or wear by proximity to fire or water, or mayhap a shoe which was made in Norway.

The wise buyer buys in season and from regular stock, and mostly prefers a shoe like the Slater shoe, the price-stamped Slater shoe, on which appears the Slater seal of certainty.

At the close of the first day of subscriptions for the engagement of the Puccini grand opera "Madame Butterfly," at the Princess Theatre, Manager Sheppard announced that the list indicated the greatest success ever achieved by any of Mr. Savage's grand opera companies here. The most significant feature of the day was the large number of applications which came from outside points in the province, many of them being from places 200 miles away. To accommodate opera lovers in a number of Ontario cities, the roads will run special excursions.

The subscription list will re-open this morning, and a choice of seats for any performance can still be had. The list, in fact, will remain open until Wednesday, April 3rd, inclusive, and on the Thursday following, April 4th, the plan will be opened to subscribers for the general sale beginning on Friday, April 5th. The first performance of "Madame Butterfly" will be heard on Thursday, April 11th, the only matinee being on Saturday, April 13th.

The appearance of Miss Janet Dunn, the famous Scottish contralto, and Harry Jarvis, Canada's favorite tenor, at Association Hall, corner of Yonge and McGill streets, to-night, should attract a large audience. The program is exceptionally fine one. The plan will be at Association Hall to-day from 9 o'clock in the morning.

If Africa has been the graveyard of military reputations, it has been the paradise of the explorer. It is not open that Torontonians have an opportunity to listen to one who has been successful both as a camp and soldier, as a war correspondent and recruiting officer, who can describe his journey across the African desert of Somaliland in East Africa, and the adventures of the extraordinary campaign against Mad Mullah. Capt. Scott-Harden, of the lecture series, this subject to-morrow, not only took part in the campaign, but was in command of a troop of horse which he had raised himself. The lecture will be given at 7 p.m. on Saturday, in the lecture hall of the University of Toronto, west of the new applied science building, on College street.

The next general rehearsal of the Toronto Festival Chorus and Orchestra on "The Cross of Fire," will be held in the Metropolitan Opera House, April 4, at 7.45, instead of Tuesday. The members are requested to note the change of night for next week only.

THE EPICURE.

Will be delighted with our dainty service, and appointments. The appreciative element is rapidly growing in Toronto. A fact which accounts for our large patronage at our even- ing Table d'Hôte dinner, served every day from 6 to 8.30 p.m., with the accompaniment of high-class music.

"St. Charles, of course."

NEW SUNDAY SCHOOL PAPER

J. A. Jackson Editor of Ontario
S. S. Leader.

Authority was yesterday given the central executive committee of the Ontario Sabbath School Association by the general executive to establish an official organ, to be called the Ontario Sabbath School Leader. J. A. Jackson will be editor-in-chief, with the extension secretary and the teacher training secretary as assistants. A subscription list of 10,000 has already been guaranteed.

The central executive was also authorized to appoint primary secretaries as soon as the forward movement fund has been subscribed.

GIVE IT TO YOUR CHILDREN

COWAN'S
PERFECTION
COCAINE

(MAPLE LEAF LABEL)

It will make them healthy and strong.

The Cowan Co., Limited.
TORONTO.

BAY CLEAR OF ICE.

Sloop Viking Clears Harbor for Frenchman's Bay.

The harbormaster declared the bay clear of ice yesterday. This is the earliest in five years. In 1901 the bay was clear on March 30, and in 1897 on March 12. All the other years in the past decade beyond those mentioned, the ice did not clear until April.

The first vessel to sail out of the harbor this year was the sloop Viking, which cleared for Frenchman's Bay, yesterday, in charge of Captain Mitchell. The first expected to arrive is the schooner Dunn, with coal from Charlottetown.

The first to arrive last year was the steamer Macaulee, from Hamilton.

To Enforce Lord's Day Act.

Field Secretary Rev. T. Albert Moore says the Lord's Day Alliance will bring legal action against the Canadian railways for the enforcement of the Lord's Day Act.

The second annual at home of the Toronto Postal Benefit Association will be held on April 5 in the Metropolitan Assembly building, corner of Lake-street and Spadina-avenue.

Human "Steam" Keeping It Up

The Secret of the Wireless Energy
Some People Possess.

There is another kind of steam than that in which the boy, James Watt, watching his mother's teakettle, first saw the great possibilities, nor become realities.

This other kind of steam is human "steam." Some people call it "push," "hustle" or "get-up," and some call it "life." It's the power to do things—a seemingly tireless power which some people possess.

Malta-Vita, the only malted whole-food, fills men and women and children with the power to do things. It keeps up their "steam," because all the rich nutrition it contains is easily digested and taken up by the blood to nourish body and brain.

Malta-Vita is the most nourishing food in the world because the starch in the steam-cooked wheat is converted by malt extract into maltose, which is so nutritious and so easily digested that physicians everywhere recommend it. Malta-Vita, every flake crisp and delicious, is rich in maltose. All grocers, 10 cents.

"THREE AND" "THREE-FIFTY"

Queen Quality

"QUEEN QUALITY" Shoes spell every letter of the word "satisfaction." The woman who has been once properly fitted with a "Queen Quality" Shoe will rarely ever accept any other shoe afterwards. The enormous demand makes it possible to sell these high grade Oxfords at the popular prices of \$3.75 and \$4.50 the pair. Don't fail to see our assortment. It includes the most fashionable styles and all leathers.

THE
ROBERT **SIMPSON** COMPANY
LIMITED