

What's life worth to you?

Every man's life has a definite commercial value based upon the income he earns.

What is the value of your life? Let us assume it to be \$15,000. This amount at 6% will produce a yearly income of \$900. So you see \$15,000 is not an excessive valuation.

Now, if you owned a building worth \$15,000, would you insure it to indemnify yourself against its loss by fire? Of course, you would. And yet the building may never burn.

But have you taken the same precaution to protect your dependents against the loss they would sustain in the cutting off of your life by death? And sooner or later that is sure to happen.

If your life is not insured for the value you place upon it, you ought to insure it to-day. Our booklet "The Creation of an Estate," tells how to do it without financial strain. Ask for a copy to-day.

THE IMPERIAL LIFE ASSURANCE Company of Canada

HEAD OFFICE TORONTO
J. A. MACKENZIE, Manager for Newfoundland, ST. JOHN'S

SEED OATS!

We have just received a carload of specially good
P. E. I. BLACK AND WHITE
Most suitable for seed purposes.

Full 4 Bushel Heavy Strong Bags.

HARVEY & CO., Limited.

SAMPLE HATS for

Girls and Misses
600 Manufacturers' Samples
worth up to \$5.00 each

In Tuscans, Cantons, Lace Straws, etc.
Endless Variety

ONE PRICE
\$2.49

See them in our Window To-day

Milley's

Thetis in Port

SHIP HAILS FOR 11,000 OLD AND YOUNG.

S.S. Thetis, Capt. Wm. Winsor, arrived from the Northern seal fishery at 2:45 p.m. yesterday, hailing for a catch of 11,000 old and young seals, approximately half load. Two days after the ship got clear of the ice jam off the Narrows she became jammed eight miles off the Gray Islands, and drifted in the ice five days until in the vicinity of Horse Islands, when the ice loosened. On one occasion a huge iceberg ahead swept down towards the ship, and with the ice pressing in from the outside escape looked hopeless. The crew becoming rather alarmed, left the ship and remained on the ice until all danger had passed. Twice the ship was again caught in the ice and swept from the proximity of the patch of seals known to be in the mouth of White Bay. On March 27th the ship forced her way across the Bay, and on the following day 500 seals were killed and penned. The Terra Nova was sighted jammed some seven miles distant, while the Neptune and Eagle were making good progress from the rear. On the next day the ice tightened and the Thetis again became jammed. After several days forcing her way through the jam, a course was steered for Partridge Pt. where the seals were reported. On the 4th of April a large patch was reached a few miles off Little Harbor Deep, and before sundown the crew had killed and penned 7,000, but when the crew left the ship to renew the slaughter on the next day, the seals had taken to the water. Then bad weather interrupted the men in hauling seals on board. After many days of constant struggle with the opposing forces all were secured, and by Sunday, the 13th, the ship managed to get out of White Bay and reached the Funks. Numerous bedlamers were seen in the vicinity, and the chances of securing a full load looked very bright. Unfortunately the weather grew worse, a gale sprang up from the N.E., causing a heavy swell which made it too dangerous to put the men on the ice. However, a couple of thousand were secured and stowed. On Tuesday last a North East gale broke with unusual violence, and the Thetis was swept towards the shore. The ship was caught in the heavy rafted ice, her position was precarious. Late that afternoon the crew were forced to abandon the ship in the vicinity of Cabot Island and for twenty-four hours her fate was almost inevitable. Luckily the wind shifted on the following day and the captain decided to run his ship for shelter. After arriving at Wesleyville, about five feet of water made its way in the forward compartments, but with the help of the pumps there was no imminent danger. Leaving Wesleyville at 8:15 a.m. yesterday, a good run was made to port. All the crew are reported well and feeling nothing the worse after their unpleasant and trying experiences.

Positively final performance of "The Chinese Puzzle" on tomorrow (Friday) evening. Curtain at 8:15. Plan at Hutton's. apr24,11

K. of C. Ladies

HAD ENJOYABLE DANCE. The K. of C. Dance, held in Columbus Hall, Tuesday night, under the auspices of the Ladies' Association, proved a very successful affair. The Council Chamber, where the dance was held, presented a very pretty scene and was greatly admired by the 150 couples in attendance. The dance programme consisted of fourteen items, the music being provided by the Prince's Orchestra. During the interval the ladies of the Association served a delightful supper which was done full justice to by all. Dancing was continued afterwards until after midnight.

Annual Sale of Work

M. G. C. A. LADIES' AUXILIARY.

The Ladies' Auxiliary of the M. G. C. A. held their annual sale of work in the M. G. C. A. club rooms yesterday afternoon, and proved a decided success. The sale was opened at 3 p.m. by Mr. H. J. Russell, Ex-President of the Association, and in his opening remarks, made a fitting tribute to the excellent work accomplished by the lady friends of the Association, for which, on behalf of the M. G. C. A., he sincerely thanked them. The rooms were tastefully decorated for the occasion by Mr. Cliff, of the Royal Stores, through the courtesy of Mr. Harold Macpherson. During the afternoon a large gathering of people patronized the sale. The goods on display brought many fancy prices, and the amount taken realized a handsome sum. A special feature of the day's work was the receiving of donations from friends of the Association. The ladies of the Auxiliary also did a rushing business with the tea tables, and served their usual delicious teas.

Wanted a Second Hand Fish Screw for cask fish. THE COWAN BROKERAGE CO., LTD. apr24,11

GREAT MUSICAL PROGRAMME AT THE NICKEL TO-DAY

ARCHIE HARROD JUBILEE CONCERT PARTY

In Complete Change of Programme

"Moonlight On The Lake" (Quintette).
"Linger Awhile" (Ruth Mayo). Soprano Solo.
"Poor Lil Lamb" (Trio).
"Advice" (Archie Harrod) Reading.

"Marching Thru' Georgia" (Archie Harrod) Solo.
"Danny Boy" (Mathilda Walton) Solo.
"Pie Makers" (Quartette).
"Laughing Song" (Belle Brown).
"Hallelujah" (Quintette).

PETER B. KYNE'S GREAT COSMOPOLITAN STORY.

"BACK TO YELLOW JACKET"

With Roy Stewart and Kathleen Kirkham. She was a faithful wife and a devoted mother, but she lived the life of a dance-hall girl. It's a story you'll fall in love with.

"BEHIND THE CURTAIN"
Episode 13 "The Yellow Arm."

ADMISSION Night, 30 Cents.
Afternoon as Usual.

"DOG SENSE"
A Screaming Cameo Comedy.
COMING "The Westbound Ltd."
The Season's Sensation.

The Biggest Hit In Many Years—Now Playing

At The CRESCENT

Dwyer Sisters

THE SNAPPIEST ACT ON THE CONTINENT.

IN AN ENTIRELY NEW PROGRAM OF SONGS AND DANCES.

CLOG, ECCENTRIC and BUCK and WING DANCES.

General Opinion, "THE BEST YET"—Don't Miss This Irresistible Vaudeville Team.

SEE THE EMPRESS OF EMOTION

PAULINE FREDERICK

In William J. Locke's Sensational Story

"The Glory of Clementina"

SHOP
HERE
IT
PAYS!

S. L. LEVITZ & CO.

A STORE
WITH
SATISFIED
CUSTOMERS

49c—LOOK WHAT YOU CAN BUY FOR—

BLOOMERS

Values at \$1.20.
Best quality Crepe, full
assortment of colors.
All sizes

49c

CHEMISE

Values at \$1.00.
Envelope Chemise, very
best material. All sizes

49c

BLOOMERS

Values at \$1.20.
Misses' sizes, best quality
Sateen. All shades
and sizes

UNRIVALLED FOR ITS DIVERSITY--ITS VALUE-GIVING

Sale of Brand New Spring and Early Summer

COATS for Misses

COATS for Women

COATS for Stout Women

COATS

VELOUR COATS

POLO COATS

BOLIVIA COATS

POIRET TWILL COATS

All the New Styles.

OVER 300 BRAND NEW COATS—EVERY NEW SHADE.

11.⁹⁸

BUY
YOUR
COAT
HERE
AND
SAVE!

16.⁵⁰

Not only
Better Values
But
also Better
Service at
this Store!

18.⁷⁵

BUY
YOUR
COAT
FROM
NEW
STOCKS!

22.⁹⁸

BUY—BUY—BUY—YOUR COAT IN THIS SALE!

New Seasonable Waists

Values up to \$5.00.
All the new shades; materials of Canton
Crepe, Crepe-de-Chine. All sizes

2.48

Just Opened—New Utility and Sports Skirts

Skirts are all the vogue, and are just as
fancy as the new Waists. All sizes

3.98 up to 6.98

S. L. LEVITZ & CO. Adjoining Roper & Thomas
Jewellers,
256 Water Street

"The Chinese Puzzle"

UNPRECEDENTED SUCCESS.

Last night a crowded house greeted

ed the performers; the play and acting is the best seen in St. John's for years. The audience was entranced with the wonderful situations in this marvellous play. The acting is of the highest order, and those responsible for its production must be congratulated. Owing to the slight indisposition of one of the casts there will be no performance this evening. On to-

morrow the final performance will take place, the hall not being able after that date.
MINARD'S LINIMENT
ACHE.