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NECKWEAR—The very latest.
SHIRTS—Smart and up-to-date.
HATS—In all the latest shapes and colours.
CAPS—The latest English styles.
ALL NEW GOODS JUST ARRIVED.
See our Windows.

K. Store

april4,eod,tf J. M. ATKINSON.

Investors Maritime Telegraph & Telephone Co. Common

The value of this stock as an investment can be judged from the following figures furnished by the Maritime Telegraph & Telephone Company:

The Nova Scotia Telephone Company, Ltd., had an increase of subscribers in	1907	of	880
	1908	of	582
	1909	of	655
	1910	of	740
	1911	of	705
The Maritime Telegraph & Telephone Company, Ltd., had AN INCREASE of subscribers in	1912	of	2153
	1913	of	2379

The president in the fourth annual report states that from present indications THIS GROWTH WILL BE CONTINUED for some time to come.

Investors will do well to write for full particulars.

F. B. McCURDY & CO.

Halifax, St. John, N.S., 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. 24397, 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	416.91
Total amount payable	\$1,416.91
Deduct total premiums paid	480.00
	\$ 936.91

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 truly, GEO. ROSS.

A CANADA LIFE POLICY PAYS.

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



Ferravallo's Tonic

Highly recommended by Leading Physicians in all Countries.

HAYWARD & Co.,
Water Street East

J. J. ST. JOHN.

Where do you buy your Tea? At St. John's, Duckworth St. Sure everybody is talking of their Teas. I buy their 40c, and it's the best value by odd I can find. Their 50c. Tea is like some of the good old-time Tea of 20 years ago, that used to cost 4s. pound. Prices 30c, 35c, 40c, 50c. & 60c.

PLUM, DAMSON and MARMALADE JAMS, 3 lb. pots, 50c. each.
Agent for Sloan's Liniment, that cures Rheumatism and all pains, 25c. bottle.

J. J. ST. JOHN,
DUCKWORTH STREET & LEHARDIAN ROAD.

Telegram Ads. Bring Results

Thing-Selfishness and Other Kinds.

By RUTH CAMERON.



To the average man selfishness means the opposite of generous. When folks speak of a selfish person I find they usually mean someone who is greedy and grasping, that is, selfish in regard to things. If a man is generous in regard to things, he considers himself free from the stigma of selfishness. Reader Friend, if life has taught me anything, it has taught me that thing selfishness is but a little form of that vice, I had almost said the least. Let me recall to your mind some of the other forms of selfishness that in my opinion cause every bit as much trouble and unhappiness as thing selfishness, if not more. Did you ever have anything to do with the "I shall worry" selfishness. If you have you know how much unhappiness it causes. Of course you understand that I mean the selfishness of the person who permits the habit of worrying about "those he loves to restrict their freedom and interfere with their happiness. Then there is the selfishness of irritability. Do you think mere thing selfishness could cause any more unhappiness in a family circle than the self indulgence of the irritable man or woman. Mental selfishness is another variety. There are many people who will talk interestingly and entertainingly when abroad, but in they will be silent and sullen. They never bring home interesting bits of news. It

they go away on a trip they never exert themselves to bring back its flavor for the stay-at-homes. If they read an interesting book or attend a good play they never discuss it at home. To my mind such folks, though they give all their goods to feed the poor, are still selfish.

Of all the varieties of selfishness there is none that causes any more unhappiness than that of the person who must have his own way all the time. I know a woman whom I believe the world calls generous. She gives a tenth to charity, she is lavish in her Christmas gifts, she is generous with the greater gift of service, and yet I call her very selfish for I know that she is inordinately greedy about having her own way, and that in getting it she often rides roughshod over the feelings and desires of others.

When a person is persistently disorderly don't you call that selfish? Doesn't it mean that he wants freedom from the bother of putting things in their place, or picking them up, and that to obtain that freedom he puts an added burden upon others?

And what about the person who, by making a fuss whenever he doesn't have just what he wants in the way of food, manages to restrict the menu of the rest of the family to his own pampered preferences. "Selfishness means regarding one's own comfort, advantage, etc., in disregard, or at the expense, of those of others."

So says the dictionary man. It is a good, broad definition and few there are of us, generous though we may be, who do not find it somewhere.

Ruth Cameron

Obituary.

The Angel of Death was still active in his duties on Holy Thursday last, taking as his victim Gertrude M. Darling child of Margaret and the late John Conway, fortified by the rites of Holy Church. Gertrude, as she was familiarly called, was of a modest, quiet disposition, innocent and loving, with a marked spirit of piety and thoughtful-ness for the happiness of others. She was in her fourteenth year and had already received a certificate to enter for the C.H.E. exams next June, when meningitis from over-study set in, leaving our darling with us but a few days. She leaves a mother, four sisters and a large number of relations.—Con.

Renews, N. Side, April 12th, 1914.

The Hippopotamus

By GEORGE FITCH.

Author of "At Good Old St. John's."

The hippopotamus is a large portable obstruction to navigation, which flourishes in African rivers and makes them more exciting than American streams even when the latter are complicated with racing motor boats.

The hippopotamus is a big cousin of the hog. He weighs a couple of tons and displaces about six feet of water. He lives in the muddy African rivers only coming out to wander blissfully through the rice fields and swamps, feeding as he goes. One native crop hardly makes a full meal for a hippopotamus—which is one reason why he is not mentioned with affection in African circles.

The hippopotamus was designed by nature in a frivolous and playful mood and certainly has much to complain about. He is less ornamental than a gargoyle and is very inconvenient to himself in many ways. He is fat and round with large short legs, a small tail, a heavy-lidded eye and an immense humorous face composed mostly of mouth. When the hippopotamus opens his huge mouth to its fullest extent he looks like a red plush train shed. Natives have found great difficulty in wriggling out from between his large and straggling teeth. The hippo has small red eyes and a big crinkled neck. He is not good for much except to capture and bring to America to be exhibited in the greatest shows on earth. Nothing is more pathetic than to watch a hippopotamus who had been brought up in a mile wide river, trying to squeeze himself into an 8 by 10 foot tank which is

filled with water in the morning from a hose by a tired circus hand.

The hippopotamus is another example of a badly located blessing. In Africa he is useless, but how useful he would be in the Mississippi River! If every Mississippi River steamboat could carry three or four hippos, the problem of navigation would be solved. Whenever the steamer encountered a sandbar the hippos could be driven into bath. This would raise the water enough to float the steamer over the bar after which the noble beasts could be herded back on board. A few hippos along the Mississippi would save hundreds of millions in river and harbor appropriations.

Pleurisy Pains Vanish, etc.

NERVILINE HAS NEVER FAILED TO CURE.

Don't suffer! Nerviline is your relief. Nerviline just rubbed on, lots of it will ease that drawn, tight feeling over your ribs, will destroy the pain, will have you smiling and happy in no time.

I caught a cold last week while motor-ing," writes P. T. Mallory, from Linden. "My chest was full of congestion, my throat was mighty sore, and I had the fiercest stitch in my side you could imagine. As a boy I was accustomed to have my mother use Nerviline for all our minor ailments, and remembering what confidence she had in Nerviline, I sent out for a bottle at once. Between noon and eight o'clock I had a whole bottle rubbed on, and then got into a perspiration under the blankets. This drove the Nerviline in good and deep, and I woke up next morning fresh as a dollar and absolutely cured. Nerviline is now always part of my travelling kit, and I will never be without it."

The large 50c. family size bottle is the most economical, or you can easily get the 25c. trial size from any dealer.

The Army's Post Office

One of the most picturesque branches of H. M. Post Office is the Army Post Office Corps, which deals with the correspondence of the British troops in the field. The Army Post Office Corps is a volunteer organization, and is only mobilized in war time and occasionally for manoeuvres. It consists of members of the 8th City of London Regiment (Post Office Rifles), composed entirely of postal servants, specially transferred to the Army Reserve. The duties of the Army Post Office are to receive, sort, and distribute correspondence, to sell stamps, stationery, and postal orders, and to perform all the main functions of a post office. The Army Post Office Corps was created in 1882 at the time of the first Egyptian War, and served with distinction through that and the succeeding Sudan campaign in 1884-5. Ripon Observer.

Always Reliable

Relief from the ailments caused by disordered stomach, torpid liver, irregular bowels is given—quickly, safely, and assuredly—by the tried and reliable

BEECHAM'S PILLS

Sold everywhere. 1s. boxes, 25 cents.

Cranberries!

Extra Fancy Cape Cod Cranberries on retail.

APPLES!

Choice Gano Apples.

ORANGES!

Large California Oranges. Sweet Valencia Oranges.

To Arrive:

Due per s.s. Durango:
50 cases Sweet Oranges.
25 cases Small Onions.
150 brls. Potatoes.

SOPER & MOORE

The Sealing Voyage.

TOTAL CATCH ABOUT 210,000.

The calamitous sealing voyage for 1914, which will become traditional by reason of the two terrible disasters, which involved the lives of 250 men, is drawing to a close. Only three steamers—the Neptune, Diana and Kite—are still out and these will likely put in an appearance within the next week. The Neptune will "close the gates" in the Gulf while either the Diana or Kite will bring back the key from the front. The total catch, it is calculated, will be approximately 240,000. Thus far there are 222,000 seals brought in, including the 5,000 landed by the Halifax steamer Seal. This total in addition to an estimate of 12,000 for the Neptune and assuming that the Diana and Kite will have 6,000 between them, would make an aggregate of 240,000, as already mentioned.

Where Responsibility Lies.

No matter how large, or how small, a business may be, nobody can deny that its Office is the nerve centre of the firm. Every transaction, important or trivial, must be recorded at the Office. An order is received at the Office—its history is recorded at the Office, and finally payment is received at the Office. If the Office makes an error the firm stands the loss. That's why you must be sure that your office is modern and dependably equipped for the care of all important papers. To do this effectively you need the up-to-date equipment of the "GLOBE-WERNICKE CO." When sixty offices in St. John's have found this necessity, this equipment can surely be of use to you. Mr. Percie Johnson represents this world known firm in Newfoundland.—ap11,14

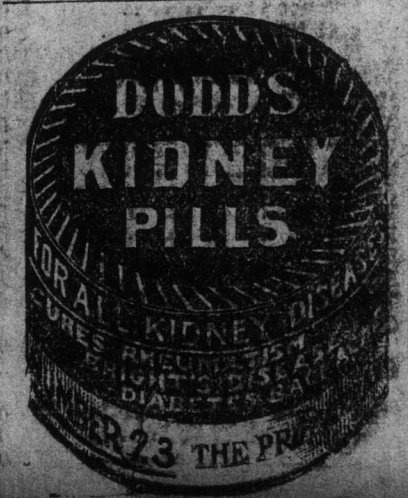
Ready to Resume Service.

Having been thoroughly cleaned and put in excellent condition in remarkably quick time, after the spaling hunt, the Red Cross Liner Florizel is now ready to resume the New York-Halifax-St. John's service. The ship moved over from Bowring's Southside premises yesterday, and berthed at Harvey & Co's pier where she is taking freight and booking passengers. She sails to-morrow afternoon, Captain Smith going in command.

All First-class Druggists Sell Salvia Hair Tonic

SALVIA destroys dandruff in ten days. The roots of the hair are so nourished and fed that a new crop of hair springs up, to the amazement and delight of the user. The hair is made soft and fluffy. Like all American preparations SALVIA is daintily performed. It is hard to find an actress who does not use SALVIA continually.

MORE DIPHTHERIA.—Two more patients, suffering from diphtheria, were removed to the fever hospital yesterday.



Have You Seen Them Yet?

The very latest Styles and Colors in the everlasting

Panama REPP TIE.
75c. to \$1.00

Nifty Styles, Classy Goods, Newest Patterns.

JACKMAN The Tailor Ltd.
Young Gentlemen's Outfitters.

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You will have no trouble to make your selection from our immense stock of

NEW WALL PAPERS

which we have just received. All neat, pretty and most attractive designs, suitable for Kitchen, Hall, Parlour or Bedroom. Make a point of seeing our stock before buying elsewhere.

WILLIAM FREW.

Better Walls and Ceilings.
USE Beaver Board instead of lath and plaster. It never cracks, needs no repairs, goes away with unsanitary wallpaper; is easily and quickly put up at any time of year; suits any kind of building. Let us show you how it looks.

BEAVER BOARD
COLIN CAMPBELL

Ladies' Spring Costumes.

Newest in Cut, Materials and Trimmings.

Prices: \$5.50 to \$14.00.

ROBERT TEMPLETON

Beautiful Bound Cloth Books,

By Prominent Authors.

Picture Covers, once 75c., now 18c.

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- The Tempress, by Wm. LeQueux.
- The Seventh Dream, by "Rita."
- Darby & Joan, by "Rita."
- Two Paths, by John Ruskin.
- The Joy Forever, by John Ruskin.
- The Pillar of Light, by Louis Tracy.
- The History of Mr. Folly, by H. G. Wells.
- The Crimson Blind, by Fred M. White.

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