



"I MUST pay my debts before taking on life insurance," you say.

But are you certain you will live to pay your debts? Who'll pay them if your summons comes before they are wiped out—your widow? She may have enough trouble making a living without struggling with the burden of your debts.

Because you are in debt you should have an Imperial Life policy. Then when you die, the claims of your creditors will be provided for—and so will your family.

Write to-day for a copy of our interesting booklet "The Creation of an Estate." Tomorrow you may be uninsurable.

THE IMPERIAL LIFE Assurance Company of Canada

HEAD OFFICE - TORONTO

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

Child Welfare Clinic at St. Joseph's Hall

This centre was opened last Tuesday by Lady Allardice. It was quite a successful event, and it is most gratifying to know there will be a Weekly Clinic in this crowded district. The Club Rooms of St. Joseph's Hall was well filled, there were 25 mothers with their babies, when Lady Allardice, accompanied by Mrs. Herbert Outerbridge, arrived at the Hall. Most of the members of the Executive of Child Welfare Association were present.

Lady Allardice having been introduced by Miss Southcott, spoke to the mothers in her most gracious manner. In referring to the extension of Child Welfare work, Her Excellency said, this was as great a pleasure to her as it must have been to Lady Southcott. In opening the West End Clinic last August, prices were given to the heaviest baby under one year, and the heaviest baby born this year. The winners were respectively, Baby Ronald Riche, 23 lbs., 10 oz.; Baby Denis Fordham, 14 pounds. It is hoped the attendance will be as good every week in the future.

One More Added to the Long List

Quebec Man Praises Dodd's Kidney Pills.

Mr. L. Thiboutot used them for pains in his kidneys and found them very satisfactory.

St. Pamphile, Que., April 8.—(Special) Mr. L. Thiboutot, a well-known and respected resident here is a sworn friend of Dodd's Kidney Pills. He has tried them and found them good.

"Your Dodd's Kidney Pills have given me complete satisfaction." Mr. Thiboutot states, "For three months I have taken them regularly. I am very pleased with them because the pains in my kidneys, from which I was suffering, have completely disappeared."

That Mr. Thiboutot's trouble came from the kidneys is evidenced by the relief he got from Dodd's Kidney Pills. When the kidneys become clogged or out of order, the circulation becomes sluggish, the impurities are not strained out of the blood and the result is weariness and lack of energy all over the body. This condition is not only disagreeable but dangerous as well. The impurities in the blood are the seeds of disease.

Guard against these diseases and get back your accustomed energy by using Dodd's Kidney Pills.

STOCK MARKET NEWS

(Furnished by Johnston & Ward, Board of Trade Building, Water Street.)

(To-days New York Openings.)

| | |
|------------------------|---------|
| Baldwin | 112 |
| Anacosta | 38 1/2 |
| Cosden | 28 1/4 |
| General Motors | 50 1/2 |
| Inter Com. Engineering | 36 1/2 |
| Pan. American | 75 1/2 |
| Pacific Oil | 56 |
| Radio | 54 1/2 |
| Sinclair | 19 1/2 |
| Studebaker | 44 1/2 |
| Shell Union | 24 1/2 |
| Southern Pacific | 101 1/2 |
| Tobacco Products | 74 1/2 |
| Union | 140 |
| U.S. Steel | 114 1/2 |
| Montreal Opening. | |
| Brazilian | 49 1/2 |
| Laurentide Paper | 82 1/2 |
| Montreal Power | 180 |
| National Breweries | 48 1/2 |
| Can. Steel | 84 1/2 |
| Spanish River Com. | 106 1/2 |
| Shawinigan | 138 |
| Dominion Bridge | 89 1/2 |

Sugar or Molasses

A gallon of Molasses which retails for about 90 cents to one dollar, contains from 6 to 7 pounds of Sugar, and at one dollar per gallon, the sugar content costs over 12 cents per pound; therefore molasses as a sweetening agent is more expensive than sugar.

A good quality of soft sugar will be found much better and cheaper than molasses for use in cakes, puddings, sweet bread, etc. Twelve ounces of soft sugar equals one pint of molasses. It must be borne in mind that all soft sugars are not equally good. One of the best is Lantic Brown Sugar. This excellent sugar is sold out of bulk at 8 cents per pound, and at this price it equals molasses at about 60 cents per gallon.

If you like coffee try it this way.—Use a tablespoon measure of any high grade coffee to each cup of water, bring to boiling point, then strain. (use same quantities in your percolator.) Your coffee liquor is now ready to use. Now take a half cup of the coffee liquor fill up with hot milk, sweeten with Lantic Brown Sugar and drink a beverage fit for the gods.

Lantic Brown Sugar dissolved in hot water makes a delicious syrup for pan cakes, puddings, etc. It is wholesome and tasty. Children like it on bread. Don't forget, sugar is a real food.

Lantic Brown Sugar is practically good molasses refined and solidified, the water and impurities are removed in refining.—mar10,10,11,12

MINARD'S LINIMENT RELIEVES NEURALGIA.

HAVE YOU GOT YOUR TICKETS YET?

—FOR THE—

CASINO THEATRE, St. John's Most Popular Play House

EASTER MONDAY, TUESDAY & WEDNESDAY
IF NOT—SEE WHAT YOU RUN THE RISK OF MISSING.

The Incomparable Arlie Marks and Her Players in "Peg 'O My Heart"

The Great Andrews—The Wizard Extraordinary—DeLuna and Adde—The Gloom Chasers, in "Nonsense Novelties"—Princess Abdi Hamid—Who will tell you what you want to know.

Ye Gods was there ever such a "BILL OF FARE" for \$1.00, 75c. 50c. 30c. and 20c.?

Ring 650 HUTTON'S—ASK FOR "BEBE" KELLY, AND SHE'LL SEE YOU DON'T MISS THIS SHOW!

KIELLEY'S DRUG STORE

For That EASTER GIFT

a bottle of

PIVER Perfume

The following odors:

AZUREA.
POMPEIA.
SAFRANOR.
FLORAMYE.

Le TREFLE INCARNAT
ETC.

\$1.65 per bottle

Water Street East.



Check germs at their port of entry

Crowds fill the air with germs. The city's dust, by irritating the throat, causes them to develop. This is the beginning of sore throats. Protect your throat with Formamint. All druggists.

Formamint
GERM-KILLING THROAT TABLETS
To avoid infection, dissolve a Formamint tablet in the mouth every one or two hours.

J. J. FEEHAN,

april 7, 9 Druggist

The Offices of Holy Week & Easter.

The Holy Week Book—The complete Latin and English of all the Offices. New Edition. Cloth, 60c. Leatherette95c.

Officium Majoris Hebdomada—India Paper Edition. With Music, \$2.95. Without \$2.55.

Holy Week—Manzetti, New Edition. Latin only. With Music \$1.95.

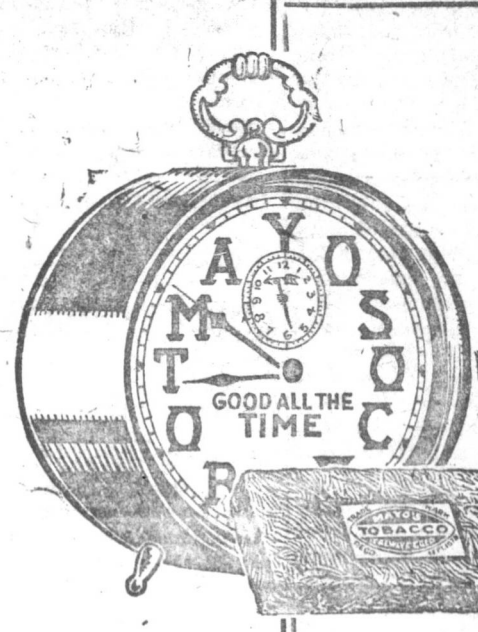
The Roman Missal—New 1924 Revised Edition. Pocket size 6 1/4 x 3 1/4. Over 1200 pages, printed in Red and Black on Bible paper, in English and Latin throughout. The Holy Week Services are included in full. Price:—

Cloth \$1.70
Leather \$3.75
Best Morocco \$5.10

The Vespers—The Offices of Vespers and Compline for every day in the year, in Latin and English \$2.25

Garrett Byrne,
Bookseller & Stationer.

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The plug that never fails to satisfy

Because it's good all the time.

Imperial Tobacco Co.

PARKER & MONROE, Ltd.

"EXCEL"

RUBBER BOOTS for MEN AND BOYS. Double Wear in each Pair.

Fishermen, Farmers, Lumbermen and all out-door workers use EXCEL RUBBER BOOTS throughout the whole country.

THERE IS A REASON.

EXCEL RUBBER BOOTS do not chafe, wrinkle or crack, being scientifically moulded at the heel and instep to prevent slipping.

EXCEL RUBBER BOOTS have tire tread soles, snag proof, vamps, re-inforced legs and tops. Moisture-proof linings and insoles, making them cool and comfortable.

EXCEL RUBBER BOOTS are the only Rubber Boots in Newfoundland to-day "Made all in one piece" by a special vacuum process which makes them light in weight, soft and pliable, and are moulded on Foot Form Lasts to conform to the natural shape of the foot.

SPECIAL PRICES to DEALERS.

Sold by all reliable dealers from coast to coast.

WRITE FOR TERMS & PRICE LIST.

PARKER & MONROE, Ltd.,

Sole Agents for Newfoundland

Fashions and Fads.

Over a beige slip is worn a transparent lace tunic of green Shetland wool. Applique petals of flame are used as a caftan scarf worn with a flame skirt. Short white slip-on gloves are worn with light-colored resort costumes.

The light evening wrap is either of chiffon or brocade lined with chiffon.

The scarf is generally of plain color, matching the dress, and perhaps attached.

The floating chiffon frock is very popular for evening wear, and most

graceful. The chiffon dance frock is generally almost untrimmied, but of sophisticated cut.

Very often now the stockings are darker than the frock, especially for afternoon wear.

The smart women are wearing darker hosiery, often matching her shoes or gloves.



Beauty Treatment

that is simplest of all

YOU will be surprised, as you read this, at the simplicity of a beauty treatment which has brought complexion loveliness to millions of women.

It offers to you, right now, the most effective way to regain or keep that priceless feminine birthright—radiant, youthful skin.

Correct cleansing needed

The whole secret lies in keeping your skin really clean. All the day's accumulation of powder, rouge, dust, removed each night—before you sleep.

If allowed to remain in the tiny pores, these foreign substances are bound to injure the skin. Disfiguring blackheads and eruptions are a common result.

Beware of harsh cleansing!

Do not make the mistake of employing harsh cleansing agents. They are almost as harmful as the unremoved dirt would be.

For skin is very sensitive. That is why millions of women have adopted Palmolive Soap for this treatment. Its perfectly blended, natural oils clean thoroughly—but gently, mildly.

Do this nightly

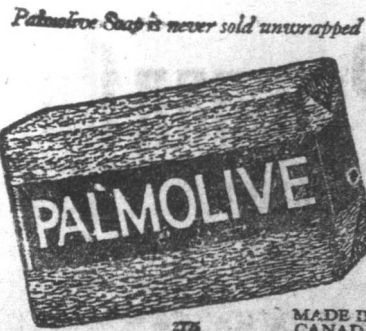
Before retiring wash your face carefully with Palmolive Soap. Work the soothing, rich lather well down into the pores. Rinse. Then repeat washing and rinsing. If skin is dry, a bit of good cold cream is advised. That, however, is all. Nothing more needed.

Nature's precious oils

In Palmolive Soap are natural oils of the palm, coconut palm and olive trees—and no others. They—nothing else—give to Palmolive Soap Nature's green color. And Science has never found cleansing agents that are better for care of the skin.

So you see why it is unwise to risk other, unknown soaps. Then, too, Palmolive is so inexpensive that you can well afford to let it do for your whole body, in the bath, what it does for your face.

Try this simple skin care method for at least a week. You will find the results amply reward you. Obtain a cake today. All dealers have it.



MADE IN CANADA

F. M. O'LEARY, Local Agent.