

Mechanics, Attention!

We have a large assortment of

TOOLS

for Carpenters, Coopers, Masons, Shoemakers, Blacksmiths, Engineers, etc., that we are offering this week at Greatly Reduced Prices to make room for new stock.

Call and see for yourselves.

Bishop, Sons & Co.,
LIMITED.
Hardware Dept.

Special Opportunity for Investors.

MARITIME TELEGRAPH & TELEPHONE COMMON.

We draw the attention of the investing public to the merits of this stock. The annual statement of the Company shows a large increase in business for the year ended December 31st, 1913.—an increase of 25% subscribers, and the Directors state that it would appear from present indications that this growth will continue for some time to come. The stock pays an annual dividend of 6 per cent.

Public Utility Securities are always very popular. The statements of well managed companies show constant increases in receipts in prosperous times, and only a minimum of disturbance in periods of business reaction.

We are in a position to offer a block of Maritime Telegraph & Telephone Common at an attractive price, and would advise investors to write at once for full particulars.

F. B. McCURDY & CO.,

Bellair, 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, Wolland, 12th June, 1911.
Agent CANADA LIFE ASSURANCE CO.,
Port Hope, Ontario.

Dear Sir,—
When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24337, 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 \$40.00 each. The return under it is as follows:
Sum assured ————— \$1,000.00
Dividends added ————— 446.81
Total amount payable ——— \$1,446.81
Deduct total premiums paid — 450.00
\$ 996.81

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. ROSS,
A CANADA LIFE POLICY PAID,
C. A. C. BRUCE, Manager, St. John's.

There is still
COLD WEATHER
Enough ahead to enable
you to give
NEW-KNIT
Unshrinkable
UNDERWEAR

A TRIAL.
"GO TO IT"
The Nfld. Knitting Mills, Ltd.,
Alexander Street.

Personal Publicity.

By RUTH CAMERON.



Woman needs personal publicity of the right kind.

What is personal publicity? Well, personal publicity is advertising the inside of oneself by the outside.

For instance, careful grooming is personal publicity. Anyone who wants to advertise himself in the right way must be well groomed, with all that that means in the way of carefully kept nails, accurately adjusted clothing, well polished shoes, trousers in press, tidily arranged hair, and above all, perfect personal cleanliness.

As Emerson says, if you look as though you had slept in your clothes, most people will think you have, whether rightly or wrongly.

A pleasant, well modulated voice is personal publicity of the very best sort. It often inspires confidence and liking even more quickly than an attractive face. I sometimes turn in a crowd to see who is the fortunate possessor of a pleasant voice. Speak to a person over the telephone in a well modulated voice and you have impressed him in your favor even before he sees you.

Carefully selected clothes are excellent personal publicity. Nor do

clothes need to be expensive to be good advertising. They should be tasteful, suitable to the occasion and as harmonious as possible with one's own peculiar style. An advertiser usually selects some particular trademark or picture which he identifies with his product. In the same way I think it is good personal publicity to have some distinctive feature about one's clothes that stands for one's individuality. For instance one girl I know never appears without a little touch of red somewhere about her. This tiny flash of color is somehow typical of her vivacious and rather defiant personality, and I like both it and her.

Morals are more important than manners, but manners are more conspicuous than morals. We get acquainted with a man's manners long before we do with his morals, and are apt to judge accordingly. The man who knows the usages of polite society, and who has besides, a pleasant presence, a cordial handshake and the ability to talk about little things easily and without embarrassment, advertises himself favourably every time he meets anyone. I said "the man" because I didn't want to struggle with the double pronoun, but that applies equally of course to both men and women.

Needless to say, if an article is to be a lasting success it must have merit behind the advertising.

By the same token there must be something inside you for people to like after your campaign of personal publicity has persuaded them to get acquainted with it.

But that, as the French put it, goes without saying.

Ruth Cameron

Murder in Mid-Air.

It Has Been Attempted More Than Once.

It seems well-nigh incredible that any individual, other than a criminal lunatic, should try to murder an airman while he is flying by secretly tampering with his aeroplane before it has left the ground.

Yet this dastardly thing has been done, as the following instance will show:

Lieut. J. C. Porte, R.N., was flying a military two-seater aeroplane at Hendon, with a distinguished naval officer as passenger, when the motor suddenly stopped working. Only a practical airman can appreciate the full significance of such a happening. It is the same almost as if a man's heart ceased to beat, for the motor is the most vital part of the aeroplane.

At the time Lieut. Porte was high up over some trees outside the aerodrome, and it was only his expertness and presence of mind that prevented what otherwise would almost certainly have proved a double fatality. As it was, his machine grazed the aerodrome fence before landing barely a couple of yards inside the enclosure.

The engine was at once examined, when it was found that all the working parts inside were completely smashed. Further investigation revealed the presence in the crank case of a small steel nut, which was no part of the machinery. It had been placed there purposely, and by an expert, for in order to introduce the nut inside the crank case the cylinder must first have been dismantled, an operation which would have taken at least a quarter of an hour to complete.

Nor does this outrage stand alone. On Saturday, December 21st, 1912, the same machine, flown by Lieut. Porte, and another military two-seater Brit-

ish Deperdussin monoplane, flown by M. Deroive, the chief pilot of the Helioglyphic Aviation firm, were both found to have been tampered with, the carburettor on each machine having been filled with water.

The medical evidence given at the inquest on Mr. G. Lee Temple, the airman who was killed while flying at Hendon the other day, proved pretty conclusively that that promising young aviator met his death through physical causes. He flew when unfit from illness, and paid the penalty, collapsing in mid-air and becoming unconscious.

It is at least equally certain, however, that on two separate occasions attempts had previously been made upon his life of a kind similar to those mentioned above. In November last Mr. Temple was flying at Hendon, when there was a bang. He came down immediately, took his machine to pieces, and found a small copper rivet amongst the interior mechanism, which had also been "salted" with emery powder, a most dangerous substance. A few days later exactly the same thing happened. Moreover, that it was known to more than one person that these outrages were to be perpetrated is shown by the fact that the airman had received previous to the occurrences, two anonymous letters, warning him of what was intended. It is significant, too, that these letters were written on paper bearing the address of a well-known club.

Dastardly Outrages.

These outrages bears every indication of being due to professional jealousy, although, needless to say, no airman of repute, nor any respectable mechanic, would lend himself to such dastardly practices.

Still, one cannot help remembering that in the early days of motor racing, when many great rival firms were competing furiously against each other, similar disquieting things used to happen. Tyres were mysteriously punctured, nuts and even bolts were found in engines, and so on.

Likewise, so far back as 1908, an attempt was made to discredit Wilbur Wright in the eyes of the French Government by preventing him from flying at Champagne before a committee of experts who had been specially summoned there. At the last moment it was found that his petrol tank had been emptied of its contents by some evil-disposed person, and refilled with a mixture of alcohol and lubricating oil.

Wireless for the Arctic.

Explorer Stefansson Says Lack of it is Great Hindrance.

Ottawa, March 18.—Dr. Thompson, M.P., for the Yukon, has received a letter from explorer Stefansson, sent from Mackenzie, Alberta, on the 29th of January. He strongly emphasizes the need of wireless telegraphy in the far north, and concludes: "If only we had the wireless now at Herschel Island, the Karluk would also have wireless, and we would know her whereabouts. To know that I would give anything."

EGGS!

FRESH COUNTRY EGGS per train to-day.

Potatoes!

On spot:
30 barrels POTATOES.
To arrive:
150 barrels POTATOES.

Cabbage!

10 crates
GREEN CABBAGE
in stock to-day.

SOPER & MOORE

Edward Dwyer's Death.

Alcoholic Poisoning the Alleged Cause.

Edward Dwyer, aged 29, died at Bell Island, on Thursday night, under peculiarly sad circumstances. He entered the store of Mr. Edward Bennett about 9 o'clock, having evidently partaken of some liquor previously, and fell asleep on a pile of bags at the rear of the premises. Not much attention was paid him, as it was thought he was only having a nap, until close up time arrived and an effort was made to arouse Dwyer, but to no avail. Father McGrath and Dr. Giovannetti were summoned, but the unfortunate man had succumbed before they arrived. Suffocation, due to alcoholic poisoning, is the alleged cause of his death, and a post mortem was held on Saturday. Dwyer has a large number of relatives who are grief stricken over the affair.

Phone 795. P. O. Box 186.
39 WATER STREET WEST,
St. John's, Nfld.



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Cleaning and Pressing Business.

By dealing with us you can be sure of getting the maximum of satisfaction at the minimum of price. Become one of our satisfied customers.

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(The West End Tailor.)

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THE STORE of SERVICE.

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Bowring Brothers, Limited, Grocery.

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332

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OLIVES.

California Ripe, Celery Stuffed,
Pimento Stuffed, Queen,
Imperial Mixed, Lunch Queen.

CIGARETTES.

OGDEN'S and SWEET CAPORAL,
\$10.00 per M.

Farrow's Net Peas.

Foster's Wrinkled Peas.

TEA.

OUR BEST BLEND,
60c. per lb.

Sultana Raisins, Seeded Raisins.

Table Raisins.

Turkish Figs, Cooking Figs.

Pudding, Bird's Custard Powder.

Cayenne Pepper, Celery Salt.

Anchovy Paste.

Asparagus Tips, Mince Meat.

Real Irish Hams, Fidelity Hams.

English Bacon, Sinclair Bacon.

Bacon in Glass.

SALMON---No. 1. \$5.50 case.

Just to Remind You

that if you are trying to make the old OVERCOAT do for the winter, you may have a long time of it yet. Why not try a

"MAUNDER MAKE?"

We can show you something snappy in Overcating and Suitings and can give style with ease and comfort.



John Maunder
TAILOR & CLOTHIER
St. John's, N.F.

Advertise in The Evening Telegram

Year— a Minute!

Your business which are seldom done to them is desired, can you systems do more than provide a filing of the papers under proof of any letter, on any subject or



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A Woman Perfected, by Richard Marsh

The Passionate Elopement by Compton Mackenzie.

A Girl of the People, by L. T. Meade.

A Ladder of Swords, by Sir Gilbert Parker.

The Mother, by Eden Philpotts.

The Human Boy, by Eden Philpotts.

The Temptress, by Wm. LeQuez.

The Seventh Dream, by "Rita."

Darby & Joan, by "Rita."

Two Paths, by John Ruskin.

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The Pillar of Light, by Louis Tracy.

The History of Mr. Polly, by H. G. Wells.

The Crimson Blind, by Fred M. White.

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