

RECEIVES \$7,593.40 FOR \$5,000 POLICY

A policyholder who insured with The Mutual Life of Canada for \$5,000 in 1912 on the "Endowment in 25 Years" Plan, is receiving a cheque in 1937 for \$7,593.40. His annual payments to the Company totaled \$5,006.25, so that his gain is \$2,587.15. In addition, of course, he has received life insurance protection for the past 25 years.

MUTUAL LIFE OF CANADA

Owned by the Policyholders Head Office - Waterloo, Ontario

H. W. PLETCH, Branch Secretary and Acting Branch Manager, 2nd Floor, Bank of Nova Scotia Bldg., Charlottetown, P. E. I.

MORE WORK DONE EASIER

Consider the economic value of correcting errors of vision. Work done with less energy. More done in a day, with less effort. Better work in cases where close application is required. Even those who have no errors of vision can prevent strained eyes if they aid them while doing close work.

C. F. Hutcheson

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W. C. T. U. Notes

THE WATCH A POEM FOR EASTER

They have sealed the stone, they have set a watch, They wait in the dark because He said: "After three days I will arise, I will arise from the dead." And all night long they stand by the tomb. The moonlight gleaming upon their swords, Tense and alert are these Roman guards, Remembering His words. A wild bird whistles across the dark; The night wind sighs through the olive trees, They tremble and start, and their spines run fire, And the strength goes from their knees. What is that ominous rumbling now? The earth is shaken, the lightnings play, And one in raiment as white as snow Is rolling the stone away. Their swords fall clattering from their hands, They slump in the dark as men long dead, And Christ walks out of the sepulchre, Risen as He said, Pilate, what of your watch, your seal? Broken they lie on the dust, and He Who could not be held at all, walks forth, Loosed for eternity! GRACE NOLL CROWELL.

VIVIT! VIVIT!

It is said that Martin Luther was once found in a moment of peril and fear, sitting in an abstract mood tracing on a table with his fingers these two words, "Vivit! Vivit! He lives! He lives!" from the first Easter Day the Christian Church has gloried in a living Lord, and triumphed in a risen Christ.

Easter speaks of the death of death, the death of man's last enemy. The fact of the risen Christ enabled the Apostle Paul to say, "O death, where is thy sting? O grave, where is thy victory?" Again he says to the Corinthians, "All things are yours, whether Paul, or Apollos, or Cephas, or the world, or life, or death." Death is a dread tyrant no longer. Easter declares that man has been delivered from the bondage of the fear of death.

Vivit! Vivit! Here is God's final and satisfying answer to the cry of the ages—"if a man die shall he live again?"

There is an old story which says that when the Ambassadors of the Gospel went first into Britain, a striking incident took place in the court of Edwin, the King of Northumbria. Crowds of eager listeners had come to hear what the teachers of the new religion had to say. Then a bearded old man stood up and said, "Can the new religion tell us what lies beyond death?" "Man," said he, "is like a swallow flying through this lighted hall. The bird enters at one door from the darkness outside, passes through the light and warmth of the room and disappears through the farther door into the darkness again. So it is with man. He comes out of the mystery of eternity passes through the light of this world for a moment and disappears into the mystery of eternity beyond. Does the new religion tell us what lies beyond death?"

That has been the question of the ages. Men stand on the rim of the world and peer into the mists to see what there is in the great beyond. Now comes Easter with its assuring and triumphant message—"He is risen! and because He lives, we too shall live." Death does not close the volume; it only closes the chapter. We drop the garment of flesh and pass on. Life is immortal! That is the message of Easter.

Life is not a fading, futile thing, it is an angel on whose wing we fly from regions of the sod, To radiant heights of home and God.

This is the Easter triumph—Vivit! Vivit!

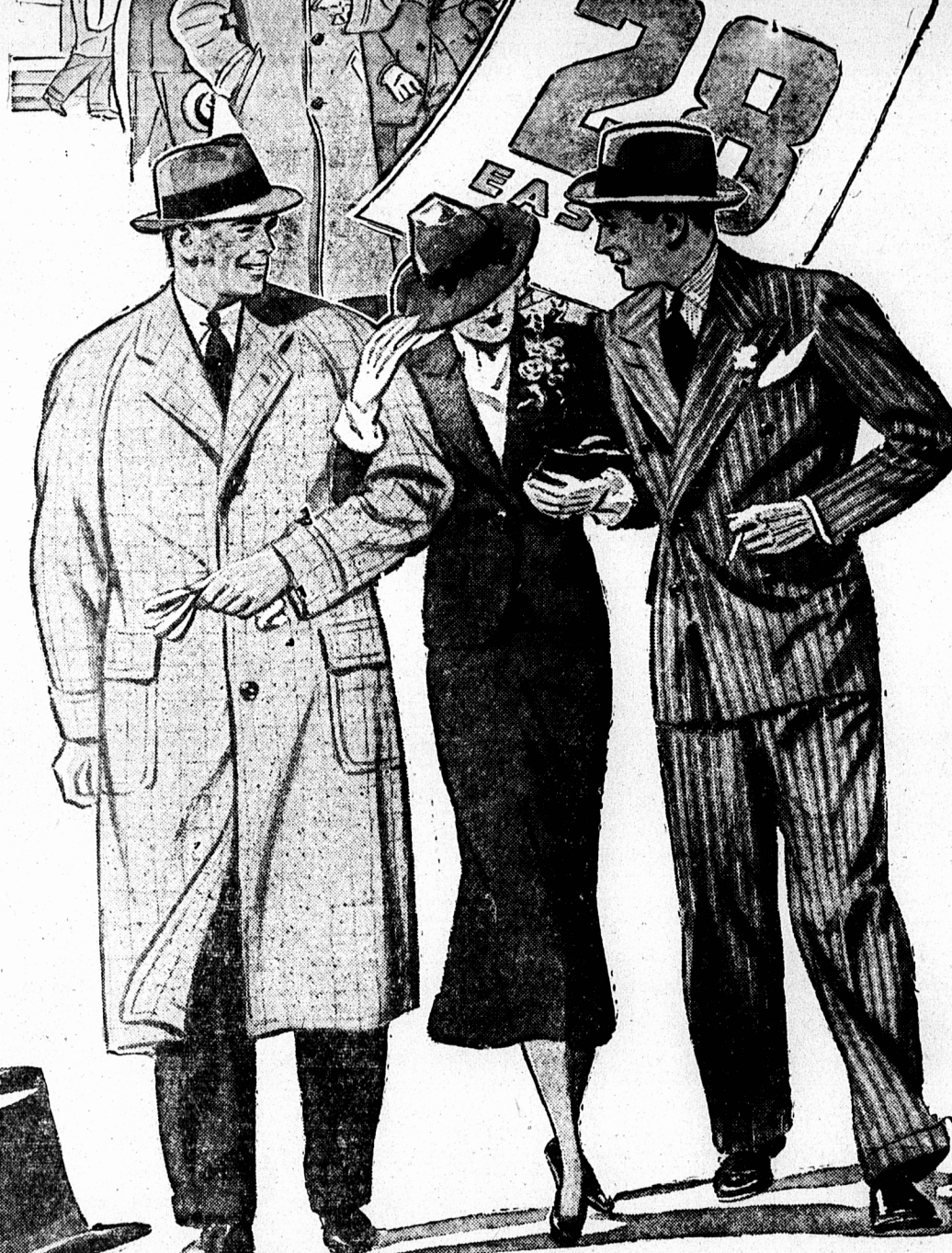
VIMY RIDGE

"On the misty dawn of Easter Sunday, April 9th, 1917, Canada's sons wrote a flaming page of history which the world will ever remember. One hundred thousand strong, they swept over the chalky ridge, the possession of which was vital to the command of the Valley. The taking of Vimy was the greatest single achievement in which the Canadians were engaged."

REFORMING JOHN BARLEYCORN

The people of the United States of America may well seek to handicap the greedy traffic which they invited back within their boundaries as a respectable, lawful business concern, when they were well rid of it. The following items show the efforts made to lessen the ravages of a traffic which has reaped eight billion dollars since prohibition. This means that a state-law prohibiting women from purchasing or consuming liquor at bars in Nebraska. There has been too much criticism! "Various State Boards of Liquor Control have ruled that the distillers in their various states were not to use pictures of Santa Claus on their wrappings or in their ads.

LOOK YOUR BEST WHEN YOU STEP OUT Easter Morning



Easter Suits and Topcoats

- The Suit: Clever new English fancy worsted 2 pant suits - \$18; Another 2 pant suit that is creating a lot of interest, finer grade worsted - \$22.50. The Topper: Young men's blue and brown silvertone Raglans - \$10.50; A thoroughly "swell" range of fine Tweeds, raglan style, very smart - \$18.00.

Moore & McLeod Limited

New clothes for Easter it's a grand custom! And because Easter comes early this year it really marks the beginning of Spring! Double reasons for getting new clothes now! So, shake off winter's drab colors and burdensome weight ... get into gay new clothes ... clothes you'll enjoy wearing ... clothes that will pep you up and help put winter far behind!

To Help You Look Your Best - BILTMORE of Canada the Master Hat. Introducing the newest spring shades in Men's Hats, Kingsblue, Cambridge Grey, Mocha Brown and Powder Blue. These four distinctly new colors along with the standard colors are here in hats priced from \$2.95 to \$6.50.

To Help You Look Your Best - EASTER TIES have been coming in from all directions. Most of these exclusive with this store all new designs and colors. 50c 75c \$1. To Help You Look Your Best - new spring shirts in whatever color, collar, pattern, fabric you like best. We'll back up that statement with shirts when you come in. \$1.55 \$2.00 \$2.50.

To Help You Look Your Best - Modified Sport Back Suits will share the spotlight with other styles for Easter...and they'll be way out ahead for all of spring. A special group has been assembled and is being featured all this week. \$22.50 \$25.00.

NOTICE To all Car Owners. We have received permission of the Provincial Government to publish a Superior Motor Vehicle Book of Car Registrations for P. E. I., for 1937. Secure your copy and avoid disappointment by mailing attached coupon at once. Karl A. Steeves, Advertising, Dept. G. P. O. Box 404, Charlottetown, P. E. I. Please mail Book of Car Registrations for 1937 on publication, for which enclosed find remittance of 25c. NAME ADDRESS (Please use Postal Note for your remittance)

Prepares For Rebel Advance Into Madrid

SALAMANCA, Spain, March 6—(By mail, delayed)—(A.P.)—Great motor lorries laden with food and medicine chugged over the road to Madrid today in confident preparation for the date when the Insurgents expect to march victoriously into the Spanish capital.

General Francisco Franco already is looking ahead to a long period of reconstruction to restore order and tranquility to war-ravaged Spain—if his insurgent army overthrows the Government of Socialist Premier Francisco Largo Caballero. For many days fleets of trucks have been transporting supplies to be used in the capital to front line bases. Plans are complete for supplying food and medical care within 24 hours after the insurgent army might force its way into Madrid. Franco's aides say end of the civil war also will mark the beginning of a series of diplomatic, economic and financial battles to give Spain a new place under the European sun. Diplomatic observers assert that both Rome and Berlin will be closer to Madrid than ever before in the event of a Franco victory, for both Italy and Germany have recognized his regime.

Railway Police Probe Wreck Attempt

(C.P. By Guardian's Special Wire) OTTAWA, March 24—Canadian National Railway police today continued an investigation into what they believed was an attempt to wreck a C. N. R. freight and passenger train near Smith's Falls, Ont., Monday night. Ties were placed across the rails but the locomotive pilot ploughed through them without damage. Meanwhile, three men were arrested here by Canadian Pacific Railway police and turned over to authorities. The men, who gave their names as Eldin Smith, 20, Arthur McParlane, 26, and Ronald Hartford, 20, no fixed addresses, pleaded guilty in court today in trespassing charges. At the request of C. N. R. Inspector B. B. Harris they were remanded until Saturday.

Use Minard's for Dandruff.

Choice Easter Beef

WE wish to draw the attention of the public to the largest selection of choice Easter Beef in the City, including five carcasses Baby Beef and Six Choice Heifers and Steers—all Island raised and fed. Patronize good Island Products.

- SPECIALS FOR THIS WEEK: Smoked Picnic Hams per lb. 18c, Dried Beef Ham per lb. 40c, Sweet Pickled Hams per lb. 12c, Fresh Haddock per lb. 12c, Boneless Frying Ham per lb. 18c, Fresh Haddock Fillets per lb. 25c, Fresh Oysters, per qt. 90c. EASTER SPECIALS—(Saturday Only): ROLLED ROAST BEEF per lb. 22c, CHOICE PLATE BEEF per lb. 15c, ROUND STEAK per lb. 22c. ROOP'S LTD. Phone 389-390 Please Order Early Free Delivery