

These Three Elements:

HIGHEST QUALITY
IN MATERIALS,
ALMOST A CENTURY
OF EXPERIENCE,
AND AN UNEXCELLED
REPUTATION for INTEGRITY
ARE BACK OF EVERY BAR OF

KIRKMAN'S BORAX SOAP

LIPTON'S Table Jellies



for
Quality, Purity
and
Value.
NONE BETTER

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NITRATE of SODA AND Superphosphates

We are pleased to announce that the Government has taken the Sales Tax of Five Per Cent. off NITRATE OF SODA and SUPERPHOSPHATES, and we are therefore in a position to sell these commodities at much lower prices than you paid for these products last year.

Our shipment is now on the way ex. S.S. "Sachem," and it will pay you to get our tempting prices on your Spring requirements of these Fertilizers for prompt delivery on arrival of steamer from Liverpool in a few days.

F. McNamara

'Phone 393. Queen St.

Nfld. Government Railway.

SOUTH COAST AND ST. MARY'S BAY STEAMSHIP SERVICE.
S.S. PORTIA will leave Dock Wharf 5 p.m. Saturday, April 11th, calling at ports on above route, as previously advertised. Passengers leaving St. John's on 8.45 a.m. train, Monday, April 13th, will connect at Argentina, for ports west.

PLACENTIA BAY STEAMSHIP SERVICE.
Freight for Merasheen route (Bay Run) accepted at Freight Shed, to-day, Thursday, from 9 a.m. to 5 p.m.

PASSENGER NOTICE.
Passengers leaving St. John's on 8.45 a.m. train Saturday, April 11th, will connect with S.S. HOME, at Argentina, for ports on Merasheen route (Bay Run).

PLACENTIA BAY STEAMSHIP SERVICE.
Freight for Presque route (West Run), accepted at Freight Shed, Saturday, April 11th, from 9 a.m. to 5 p.m.

Nfld. Government Railway.

Farquhar Steamship Company

BOSTON, MASS.—HALIFAX, N. S.—ST. JOHN'S, Nfld. SERVICE.
S.S. SABLE I. (Passengers and Freight).
Leaves St. John's April 10th April 22nd for
Leaves Halifax April 13th April 25th for
Leaves Boston April 16th April 28th for
Leaves Halifax April 18th May 1st for
(Subject to change without notice).
Fare: \$30.00 between Halifax and St. John's, including meals and accommodations.
Apply: HARVEY & CO. LTD., St. John's, Nfld.
FARQUHAR STEAMSHIP COMPANIES—Head Office, Halifax.

FOR SALE
\$5,000—ARCHIBALD BROS., LIMITED.
7 p.c. Preferred Shares.
Particulars on Application.
BERNARD D. PARSON,
INVESTMENT BROKER.
'Phone 1731. 12 Muir Bldg.

In Life or in Death
—a Crown Life Policy is a possession to be thankful for. If you outlive your dependents, its cash value is available at any time. If you die first, it provides for them. Enquire to-day.
CYRIL J. CAHILL
MANAGER FOR NEWFOUNDLAND.
Law Chambers, Duckworth St., St. John's.
CROWN LIFE
INSURANCE COMPANY

STEWART'S FANCY BAKERY
Easter Dainties
Important to Housekeepers! We can supply you with Raw Pastry by the pound. Orders taken for Pastry Strips, Oyster Pattie Cases, Mince and Fruit; Sponge Cakes, recommended by leading physicians for invalids; Genuine French Sponge Cake by the pound; Lady's Fingers, etc. Meringues a specialty. In English Baking, we reign supreme.

STEWART'S FANCY BAKERY
(OPPOSITE KING GEORGE INSTITUTE)
WATER STREET EAST.

COAL!
SCOTCH BURNSIDE, \$12.20.
Small cargo due April 14th. This coal is all in blocks, 3 inches by 2 inches, washed clean; no slack.
BEST WELSH ANTHRACITE, \$20.00.
BEST AMERICAN ANTHRACITE.
BEST SCREENED NORTH SYDNEY.
A. H. Murray & Co., Ltd.
Coal Office: Phone 1867. Beck's Cove.

Thompson Radio
The Neutrodyne principle plus Thompson Radio Experience has produced the ideal radio receiver.
THE CONCERT GRAND.
MODEL S-70—\$300
Equipped for either dry or storage battery operation. The only six-tube neutrodyne, this model is seldom used at full power as it provides a quality of tone never before attained in Radio reception. The beautiful two-tone mahogany finished Cabinet is an outstanding example of the Cabinet maker's art, and represents in concrete form the experience, the research, the developments of famous Radio Engineers.

THE EASTER GIFT—
A Swan Fountain Pen
Prices from \$3.50 to \$5.25

A NIB TO SUIT EVERY HAND.
S. E. GARLAND
Leading Bookseller & Stationer, 177-9 Water Street.

Cadbury's Bournville COCOA
The Most economical and best Cocoa on the market.
BAIRD & CO., Ltd.
Agents for
CADBURY BROS., Limited
Bournville, England.

THE PARLOR GRAND.
MODEL S-60—\$230
A five-tube neutrodyne receiver providing two stages of radio frequency, detector and two stages of audio frequency amplification. This model, enclosed in a one an infinite sense of control as the fingers carefully call the air voices from the distant corners of the Globe. This model will fit into the family circle like a welcome friend who brings glad news and happy moments. The two-tone mahogany finished Cabinet, with sloping panel, is artistic in design.

THEY SAY
CASHIN'S COAL
IS
THE BEST COAL

He is satisfied—so will you be if you use
MUSTAD'S
Key Brand
HIGHEST QUALITY
FISH HOOKS.

THE GRANDETTE.
MODEL V-50—\$190
A five-tube neutrodyne receiver providing two stages of Radio frequency, detector and two stages of audio frequency amplification. This model, enclosed in a beautiful mahogany finished streamline Cabinet, will readily harmonize with furnishings of any period. It is equipped to serve all home radio reception requirements as to distance and volume.

English Household Coal
from the famous Wallsend Mines.
SAID TO BE THE BEST IN THE WORLD.
A cargo of this is now on the way and due shortly.
W. H. HYNES.

THREE CENTS EACH DAY
Won't buy cigars or cigarettes; won't pay street car fare; not enough for daily papers; won't pay for a shave or a shoeshine; you wouldn't offer it to a crossing-sweeper; you can't use it in the church collection; it won't pay for a registered letter and won't be accepted for a 'phone call. In short, doesn't seem to have much commercial value, but listen! Three cents a day, with a month's vacation excluded, will pay the full year's cost on an accident policy worth \$3,000 Principal Sum, and \$10.00 weekly benefit, and pay your hospital expenses in addition.
U. S. FIDELITY & GUARANTY CO.
J. J. LACEY, Nfld. General Agent.

Mill Ends, Remnants and Seconds
POUND CREPE, GINGHAMS, NAINSOOK, FLETTE, KHAKI, LINGETTE, SHIRTINGS, PERCALE At Lowest Prices.
Avalon Wholesale Dry Goods Company, Limited.
303 WATER STREET.

Morey's Coal is Good Coal.

Our Fire Insurance Message to the Uninsured.
We want to reach through our various local advertising mediums all those property owners who are not insured against loss or damage by fire. Considering our position in the insurance field (on top), and our unsurpassed facilities we have for handling this kind of business, we feel confident that the above message will not go unheeded.
CALL—WRITE—OR WIRE.
BOWRING BROTHERS LIMITED
Agents for the Liverpool & London & Globe Insurance Co., Ltd.