

**Best Household COAL**  
**\$13.50 SENT HOME.**  
 ORDERS TAKEN AT  
**BON MARCHE BUILDING,**  
 OPP. BOWRING BROTHERS.  
 may25,17

186 Water St. (cor. Prescott St.) Telephone 1878.  
 OFFICE OPEN SATURDAY NIGHTS.  
**PROPERTIES FOR SALE.**  
 TERMS ON APPLICATION.  
 TWO VALUABLE RESIDENCES, Central, \$9,000.00 and \$5,000.00  
 TWO WEST END RESIDENCES, \$20,000.00 and \$6,000.00.  
 ONE SUBURBAN HOME, near Quidi Vidi Lake, with barn and large piece of land, \$3,000.00.  
 ONE TWO-FAMILY HOUSE, in first class condition, very central, has large sunny yard, \$2,500.00.  
 HOMES on Franklin Avenue and Pennywell Road, worth inspection, \$1,500.00 to \$2,500.00.  
 ONE TWO-FAMILY HOUSE on Hutchings' Street, \$850.00; a bargain.  
 A FEW CHOICE BUSINESS PREMISES both sides of Water St.; also the best locations on New Gower Street, Duckworth St., Hutchings' St. We have premises to suit any business, and probably this is the best time to purchase any of us shall see.  
**SPECIAL**—The only good building site on one of the best streets.  
**THE HOME ESTATE COMPANY, LTD.**  
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NOW LANDING  
**2500 Tons**  
 BEST GRADE  
**Cadiz Salt!**  
 Advisable to book orders early as only limited quantity of Cadiz to arrive this season.  
**M. Morey & Co., Ltd.**  
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**FORD OWNERS!**  
**Great Reduction in Price of Genuine Ford Parts.**  
 Why buy spurious parts when you can buy Genuine Ford Parts at such low cost. Take good advice and demand Genuine Ford Parts.  
**YOUR TELEPHONE CALL IS OUR SELF-STARTER.**  
**DODD'S GARAGE, LTD.**  
 Ford Service Station,  
 Telephone 318. Catherine Street.  
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**Hay Seed**  
 etc.  
 No. 1 TIMOTHY HAY SEED.  
 100 brls. SEED POTATOES  
 1 brl. SINCLAIR'S FIDELITY HAMS—  
 —Small.

**W. J. MURPHY,**  
 RAWLIN'S CROSS.  
 We represent one of the largest  
**TEA**  
 Houses in the world. Try our Brands—  
 HEATHER.  
 PEPPER.  
 WOODGLEN.  
 GLENWOOD.  
 Samples on request.  
**BAIRD & CO.,**  
 Agents,  
 WATER ST. EAST.

Stafford's Liniment for all Aches and Pains, only 20c. per bottle.—m22,t

**Bitter Fighting for Circulation by London Dailies.**  
 Americans are frequently charged with being boastful and of claiming that everything done in the United States is to be described only in the superlative. This is so when it comes to crops, manufacturing and the production of wealth from raw materials. We have often flattered ourselves that the newspapers of the United States were "at the head of the class," as compared with those anywhere else on the foot-stool. But it must come as a bit of a shock to the Daily Mail of London is selling 1,295,709 copies a day. It has run this average up from 1,295,837, which was its record, Feb. 25th, 1921. In the race for the two million mark in circulation, the Mail has hot competitors in the Daily News, Daily Chronicle and the Daily Express of London.

We are all familiar with some of the literary battles of the past and can recall with keen relish the satirist's story of the "Battle of the Books," but it has nothing on the present battle of the newspapers in England, Scotland and Wales, among the great London dailies. The battle is waged with every possible weapon of offence and defence. Perhaps, the most interesting and effective is the insurance policy idea. The newspapers carry coupons which, if filled out by the readers, will protect the owner of such a daily coupon to the extent of \$15,000 in case of death by accident and \$30,000 to an estate, if the man and his wife are killed while travelling in a public conveyance and either of them has a filled out newspaper coupon. This is newspaper largesse with a vengeance. This can be done for a few dollars. It is costing the four dailies in London, according to the statement of the proprietor of one of the quartet, something like \$25,000 a week. In an interview with the New York Times, Ralph D. Blumenfeld, editor and part proprietor of the Daily Express of London, gives some interesting facts. He states that the papers are competing with each other in hurrying free insurance to the British public and that some of the papers not only extend death insurance, but are giving policies that protect the purchaser of the paper from sickness, giving a weekly drawing of \$10 to \$20 for a specified time.

The London publisher says: "It is a fierce and desperate battle in which circulations are soaring up by the thousands daily. If it goes on, we shall be insuring people against work. It is not only the \$25,000 a week that is expended for insurance premiums, this is only one-quarter of the costs, and the four newspapers are easily spending at the rate of \$100,000 a week."  
 We must breathe a sigh of honest relief and regard our own newspapers with large daily circulations as honest-to-goodness newspapers, and they are getting in valuable circulation without throwing in a house and lot. One thing is certain, circulation for a newspaper either in the United States, Great Britain, or anywhere else is recognized as the life-blood of the paper, and it must be secured. In England at the present time, unusual methods must be employed to gain attention, and the Englishman with his usual determination, is taking this present phrase of journalism as seriously as he takes all business undertakings and is going through with it. The liberality of the London papers to gain new subscribers passes anything heretofore recorded. The latest inducement to purchase a paper is that announced by the Daily News, which offers to insure not only the man of the family, but with his wife and all his children under 16 years of age if any of them are taken sick, and the malades run the gamut from typhoid and mumps to sudden death. A penny in London to-day can buy so much if it is invested in an evening or morning paper that it would take an ox-cart to carry back one's gifts. Such methods to gain circulation can only be regarded as a temporary yielding on the part of executives to

the after-war hysteria that is attacking all lines of business and invading legislatures and affecting rulers everywhere. It might occur to some who keep their feet on the ground, and their heads cool, that the merit of a newspaper's news, editorial and the feature pages can better be exploited and counted upon for a healthy circulation. The advertiser who is led away by an enormous cost, and upon a catch-penny plea cannot expect to get valuable returns from the space purchased.—Newspaperdom.

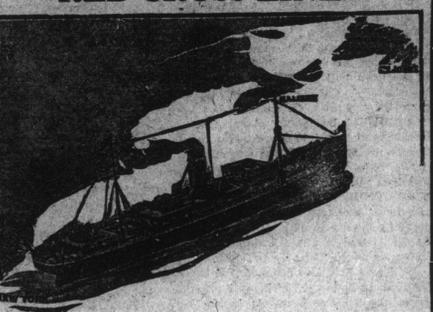
Full line of Electrical Fittings, etc., at **BOWRING BROTHERS, LTD.,** Hardware Department.  
 may18,t

**Rhodes Scholarship, 1923.**  
 Applications for the Rhodes Scholarship for 1923 must be made to the undersigned not later than Monday, the 17th of July next.  
 The election will probably be completed on July 25th.  
 Applicants must have passed their nineteenth birthday, but not have passed their twenty-fifth birthday on the first of October of the year for which they are elected.  
 The present value of the Scholarship is £350 a year for three years. Accompanying each application must be:—  
 (a) A birth certificate.  
 (b) Certified evidence as to the subjects studied, the examinations passed, the degrees (if any) taken.  
 (c) A statement by applicant as to his general interests and activities, the line of study which he proposes to follow at Oxford, and the character of the work at which he aims in after life.  
 (d) Testimonials from not more than four persons.  
 (e) References to four persons, under at least two of whom he has studied.  
 (f) Father's name, address and occupation.  
 (g) A statement of war service (if any).  
 Ten typed copies with the originals of each of the above to be supplied. The scholar elected will go into residence at Oxford in October, 1923.  
**A. WILSON,**  
 may21,6t Secretary C.H.E.

**The Value Of EXPERIENCE**  
 A Trust Company's Officers are specially trained and experienced in the handling of Trust Funds—that is their business. All transactions in the administration of an Estate are the result of careful consideration by the Trust Company's Officers, guided by the Board of Directors. Every Estate administered by the Trust Company is benefited by the experience of its Directors.  
 From the date of its appointment, the Trust Company is a tried and experienced Executor. It does not require to gain experience at the expense of the Estate.  
 Appoint this Company your Executor  
**MONTREAL TRUST COMPANY**  
 ROYAL BANK BUILDING.  
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 E. B. McInerney, Mgr., St. John's

**Property Headquarters.**  
 The following Houses are offered for sale at suitable terms:  
 Freshwater Road . . . . . 1 Hayward Avenue . . . . . 1  
 Allendale Road . . . . . 1 Cochrane Street . . . . . 1  
 Pennywell Road . . . . . 2 Water Street (West) . . . . . 2  
 LeMarchant Road . . . . . 2 Gower Street . . . . . 2  
 South Side Road . . . . . 1 Bond Street . . . . . 2  
 Prince of Wales' Street . . . . . 1 Scott Street . . . . . 1  
 Pleasant Street . . . . . 1 Walsh's Square . . . . . 1  
 William Street . . . . . 1 Long's Hill . . . . . 1  
 Franklin Avenue . . . . . 3 Monroe Street . . . . . 1  
 Prices ranging from (\$1,000.00) to (\$8,000.00).  
**FRED. J. ROIL & CO.,**  
 Real Estate and Insurance Agents,  
 Smallwood Bldg. Duckworth Street.

The Latest in  
**WALL PAPERS**  
 NOW SHOWING.  
 Don't take our word for it, come and see them.  
**McGrath Bros.**  
 Painters and Decorators,  
 110 WATER STREET,  
 Importers of Wall Papers, Paints, etc.  
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**RED CROSS LINE.**  
  
**NEW YORK—HALIFAX—ST. JOHN'S.**  
 The S. S. ROSALIND will probably sail from St. John's on Friday, June 2nd.  
 This steamer has excellent accommodations and carries both First and Second Class Passengers.  
 Through rates quoted to any port.  
 For further information re Passages, Fares, Rates, etc. apply to  
**HARVEY & COMPANY, LIMITED.**  
 St. John's, Nfld., Agents.

**Public Notice!**  
**FOR SALE, a quantity of JUNKS, Birch and Spruce, at Eighty-five cents per hundred sent home. Apply to Department of Agriculture and Mines.**  
**ALEXANDER CAMPBELL,**  
 Minister of Agriculture & Mines.  
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**A Musical Education!**  
 Next time you are in a house where there's a Diamond Amberola, watch the youngsters. They can handle the machine and records without Mother worrying about breakages. Notice the tiny tots trying to sing, and then ask yourself whether the way is being paved for your own children to acquire that greatest of accomplishments—a musical education. The New Edition Diamond Amberola is on view at 178 Water-Street.  
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**3000 TONS**  
**"Burnside" Scotch Lump COAL**  
 Now due.  
**\$14.00 Per Ton of 2240 lbs.**  
 Every load weighed.  
 This Coal has less slack, contains more heat and is **CLEANER** Coal than any other imported here.  
**BOOK YOUR ORDER NOW.**  
**A.H. MURRAY & CO., Ltd.,**  
 Beck's Cove.  
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**A REMARKABLE WATCH AT A REMARKABLE PRICE.**  
 Here is a watch that makes a distinct forward step in producing a practical timepiece at a popular price. Full 16 size Bridge Model, 7 Jewels, closely timed and adjusted, screw back and bezel, solid nickel case. A watch of absolutely new design. Oval pendant. A type of bow usually found only in high priced watches. Low crown with clean-cut knurls.  
 Neat, Strong, Durable—and the most remarkable value we have ever offered.  
**PRICE \$12.00.**  
**T. J. DULEY & Co., Ltd.,**  
 The Reliable Jewellers and Opticians.

**The House of Hershey, Where Quality is Paramount.**  
 Eat and enjoy Hershey's Almond Bars and Sweet Milk Chocolate.  
 Drink and enjoy Hershey's Cocoa.  
 If you need anything in Confectionery consult us. Order from your Jobber or  
**ARTHUR T. WOOD, LTD.,**  
 Sole Agents.

**A Musical Education!**  
 Next time you are in a house where there's a Diamond Am-berola, watch the youngsters. They can handle the machine and records without Mother worrying about breakages. Notice the tiny tots trying to sing, and then ask yourself whether the way is being paved for your own children to acquire that greatest of accomplishments—a musical education. The New Edition Diamond Amberola is on view at 178 Water-Street.  
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MUTT AND JEFF— YES, THE LITTLE FELLOW IS VERY VERSATILE. —By Bud Fisher

