

The Strength IN "The Mighty Atom"

Oxo Cubes are stored up energy—the concentrated strength and goodness of prime beef—the food for sustained exertion.

Try Oxo sandwiches. Mix a little butter and Oxo together and spread on bread or toast—nourishing and tasty.

"OXO" CUBES

Concentrated Beef

*Sole Agents for Oxo Limited,
T. A. MACNAB & CO., City Club Building, ST. JOHN'S, N.F.*

What Is Engineering?

THE public is buying Buick performance in constantly increasing volume. In creating this performance, Buick engineering has set itself apart.

Therefore the story of Buick engineering is well worth telling.

Buick maintains the largest staff of engineers now engaged in the service of any one automobile manufacturer. Buick believes that engineering worthy of its name must be the product of many minds of long experience.

Buick engineering holds an open mind for new ideas. Nothing is condemned untried. But Buick engineering has consistently refused to depart from known, sound principles of design for untried but spectacular features which might momentarily capture public fancy.

Proof and plenty of it is required by Buick. Buick's engineers study materials and parts, often through years; always through hundreds of thousands of miles, before accepting or rejecting.

There are eleven divisions of Buick's engineering staff, each concentrating on a different major unit of Buick design. One group centres its skill on axles, another on engines, still another on metals, and so on.

In Buick's metallurgical division alone, around a hundred men are constantly experimenting to be sure that Buick parts are built of the best materials to be found in the world.


The hands of Buick engineers are never tied by price limitations. They are free to select that which is best for Buick regardless of cost. And because of Buick's vast purchasing volume, that which is best for Buick almost invariably costs less than inferior products purchased in smaller quantities.

So, Buick engineering builds for permanence of Buick; giving infinite care to infinite detail; guarding against mistakes.

And because Buick engineering does these things, there is world-wide confidence in the Buick name. The Buick Motor Car has become a standard of comparison. Upwards of 900,000 Buicks are in daily use. And Buick, for the seventh consecutive year, has won first place at the National Automobile Shows for its leadership in volume of sales.

BERT HAYWARD

Water Street Opp. Ayre & Sons, Ltd.



When Better Automobiles are Built—Buick will Build Them.

mar28,apr4,11

DULEY'S

for

ELECTRIC TABLE LAMPS and STANDARD READING LAMPS.

We have just received a selection of Electric Lamps, mahogany stands with beautiful silk shades, 12" 18" 22" in width. They are really the finest we have ever had the pleasure of offering to our patrons—particularly our

"STANDARD READING LAMP"

Attractive wooden stand 60" high with a 22" shade of wonderful design.

PRICE ONLY \$35.00.

We invite inspection of these Lamps as we feel sure you will find one suitable for your home.

T. J. DULEY & CO., Ltd.

The Reliable Jewellers & Opticians.
Water Street.

jan6,10,17

M. C. L. I. Meeting

The annual meeting of the above Institute was held Thursday night in the rooms of the M.C.A., Queen Street, in the absence of the President, Mr. H. J. Russell, the 1st Vice-President, Mr. J. C. Puddester, occupied the chair. Routine business was first dealt with and disposed of. The Secretary's report showed a very successful session had just come to a close, in point of attendance of members at the different debates, the showing was excellent, all the subjects were keenly discussed and a fine spirit of interest had been shown throughout the session. The report was heartily applauded and congratulations extended to the Secretary. The Treasurer's report was equally satisfactory. After the obligations were liquidated a creditable balance was left over. The Treasurer, Mr. Geo. Soper, was highly complimented on the faithful work that he had put in during his term of office. Auditors Barbour and Drover reported everything satisfactory as far as the accounts were concerned and the way was cleared for the election of officers. Mr. George Peters was appointed Chairman and conducted the election which resulted with but two changes in the entire slate. The list is as follows:—

President—H. J. Russell.
1st V.P.—J. C. Puddester.
2nd V.P.—J. M. Barbour.
Secretary—A. E. Parkins.
Asst. Secretary—Herbert Butt.
Treasurer—Geo. Soper.
Librarian—Geo. P. Janes.
Asst. Librarian—W. H. Peters.
Committee—Messrs. Geo. Peters, W. Drover and S. P. Whiteway.

"Blue Bird Tea Brings Happiness." Fishery Reports

Burgee and La Palle, West Point to Otters Point—Total landed to date, 5271 quintals, none during the previous week. No one now fishing; prospects poor; no bait.

Fortune Bay, English Harbor West to Boxey Point—Up to this not a boat fishing; no bankers arrived.

Channel to Port aux Basques—Total codfish landed to date 191 quintals; for week preceding April 4, no fish landed, but 20,000 lbs. halibut. There is no improvement in the fishery prospects; weather for week, strong S.E. winds, rain and fog.

Rose Blanche, Harbor Le Cou to Petites—Total landed to date 3206 qtls.; for week none. There are no traps in the water; 72 dorles and skiffs and 46 boats are operating. One banker has arrived; prospects very poor. There has been plenty frozen herring for bait all the month of March.

"Blue Bird Tea Brings Happiness."

Good Friday at the R. C. Cathedral

At the R.C. Cathedral yesterday, Mass of the Presanctified was celebrated by Rt. Rev. Mons. McDermott, with Fr. Savin as Deacon, and Fr. Murphy as Sub-Deacon. The Gospel was chanted by Revs. M. J. Kennedy, Flynn, and McGettigan. Rev. P. J. Kennedy was master of ceremonies. His Grace the Archbishop Roche was on the throne. In the afternoon, stations of the Cross were conducted by Rev. Fr. Murphy.

At night the office of Tenebrae was sung, the lamentations of the prophet Jeremiah were sung by Rev. M. J. Kennedy and the prayer by His Grace Archbishop Roche.

At the Majestic Theatre

"THE ARIZONA EXPRESS," FEATURE FOR MONDAY AND TUESDAY.

The Majestic Theatre management will re-open on Monday next with Lincoln Carter's masterpiece "The Arizona Express" starring Chas. Jones and Pauline Starke. The picture is a thriller of the first water. Evelyn Brent is really good as the vamping crook who leads the weak brother to her bidding. A Fox News Reel is added to the program.

As the Theatre is engaged for local performance for the balance of the week, this feature will be shown only on Monday and Tuesday.

Look out for Monday week "Mary Queen of Scots."

SNOODLES



"MY REAL TROUBLE was chronic constipation, which had caused pimples, acne and frequent headaches. . . . Skeptical, I began to eat Fleischmann's Yeast. Then—after a little over a month—the miracle became an established fact: pimples gone, headaches gone, acne fast going, and no more constipation."

E. H. Howard, Santa Fe, N. M.

The Price of Health

For a few cents a day thousands have found again the freshness, the vigor of youth

NOT a "cure-all," not a medicine in any sense—Fleischmann's Yeast is simply a remarkable fresh food.

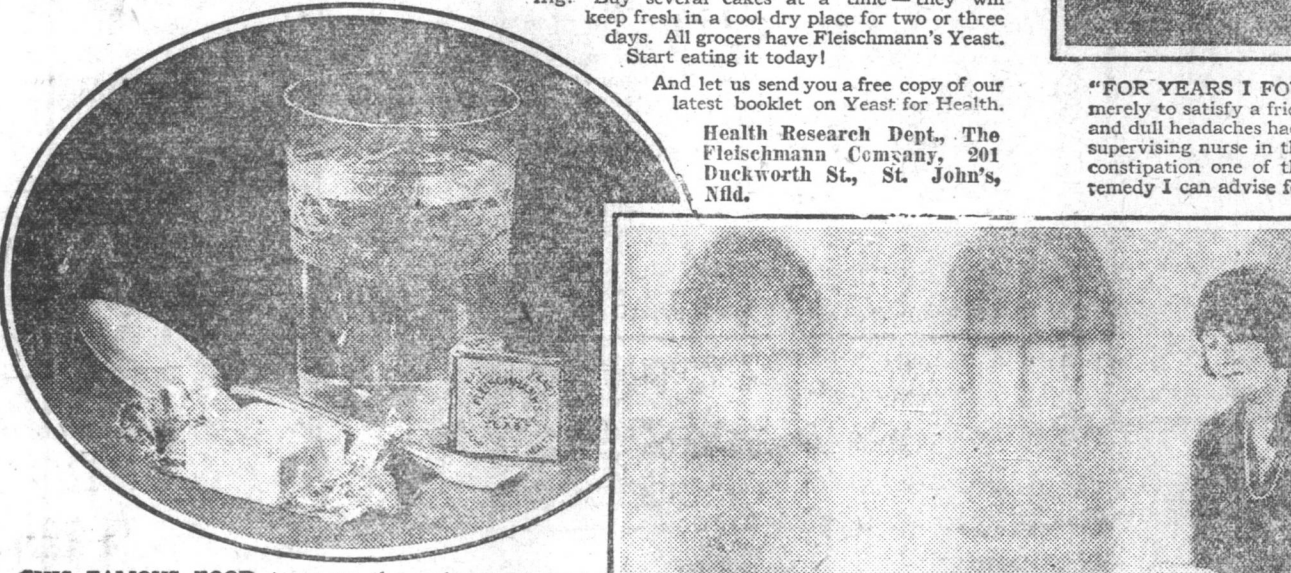
The millions of tiny active yeast plants in every cake invigorate the whole system. They aid digestion—clear the skin—banish the poisons of constipation. Where cathartics give only temporary relief, yeast strengthens the intestinal muscles and makes them healthy and active. And day by day it releases new stores of energy.

Eat two or three cakes a day before meals: on crackers—in fruit juices or milk—or just plain.

For constipation especially, dissolve one cake in hot water (not scalding) night and morning. Buy several cakes at a time—they will keep fresh in a cool dry place for two or three days. All grocers have Fleischmann's Yeast. Start eating it today!

And let us send you a free copy of our latest booklet on Yeast for Health.

Health Research Dept., The Fleischmann Company, 201 Duckworth St., St. John's, Nfld.



FOR YEARS I FOUGHT a chronic constipation. I began eating Yeast merely to satisfy a friend. At the end of two weeks, my chronic constipation and dull headaches had begun to disappear. Now I am absolutely normal. As supervising nurse in the health department of a large utility company I find constipation one of the most common ailments. I consider yeast the best remedy I can advise for it."

Miss Gayle Pond, R. N., Chicago, Ill.

SOIREE! SOIREE! SOIREE!

"THE DANCE OF THE SEASON."

(Under the distinguished patronage of His Excellency the Governor, Lady Allardice and Suite).

The New'd British Society

intend holding their

ANNUAL SOIREE IN GRENFELL HALL,

ST. GEORGE'S NIGHT, APRIL 23rd, at 8.30.

MUSIC BY C.L.B. ORCHESTRA.

Tickets: Double, \$2.00, Ladies' \$1.00, Gents' \$1.50. On sale at the following places: Chaplin The Tailor, Bartlett's The Barber, A. E. Holmes (Institute), H. Hammond, Duckworth St., Hutton's Music Store, Cash's Tobacco Store, Ken Ruby's, New Gower St., Geo. H. Cook (Signal Hill), members of Committee and Ladies' Auxiliary.

Catering by Ladies' Auxiliary.

Cards.
apr5,w.s.t.f

CUT FLOWERS:
Sweet Peas, Carnations, Tulips, Daffodils, Hyacinths, etc.

POT PLANTS:
Geranium, Hyacinths, Tulips, Daffodils, Shamrock, etc.

LETUCE.
Wreaths and other designs from \$3.00 up at shortest notice.

VALLEY NURSERIES, LTD.,
"PHONE 1513.
NIGHT "PHONE 2111 & 1544.
"SAY IT WITH FLOWERS."

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"I AM A PROFESSIONAL MAN, and suffered many years from indigestion. . . . Three cakes of Fleischmann's Yeast a day for three weeks, brought such incredible improvement that I persisted in the practice. At the present time my digestion is perfect."

Irving J. Kaye, New Haven, Conn.



FOR YEARS I FOUGHT a chronic constipation. I began eating Yeast merely to satisfy a friend. At the end of two weeks, my chronic constipation and dull headaches had begun to disappear. Now I am absolutely normal. As supervising nurse in the health department of a large utility company I find constipation one of the most common ailments. I consider yeast the best remedy I can advise for it."

Miss Gayle Pond, R. N., Chicago, Ill.



There has been no motor capable of an hour, with ion, until the There is no o That is what distribution, does for the C

ENGINES

PALMER, REGAL and VICTORY

We have a full stock of 3, 4, 5, 6 and 7 1/2 H.P. Engines and it will be to your advantage to visit our Warehouse before purchasing your new engine.

The Palmer has given excellent service and fishermen speak loudly in praise of its power, dependability and durability.

OUR PRICES ARE RIGHT.

We have all parts and accessories in stock and supply your needs. Order your parts NOW.

Franklin's Agencies, Ltd.

(In Liquidation)

WATER STREET WEST (on Wharf).

mar20,2m,m.w.f

Rugs Are Royal Raiment When Worn For Safety's Sake.



By CY HUNGER



SALE MEN

Black C Fancy M Wool C Colours

MEN

As U

To the best of motor capable of an hour, with ion, until the There is no o That is what distribution, does for the C

There has been no motor capable of an hour, with ion, until the There is no o That is what distribution, does for the C

Examples mis yourself how sager public a year, if you d give you a Ch sat in.

The Touring The Phaeton The Roadster The Sedan

M. OKE BUILD apr5,4,tu,f

NOR IN Queen

Norwe

DISTR apr5,eod,t.f

500 SIDES BE UPPER L 500 AXES—B Boys' Loc quantity a Chain, Gra Jiggers, St Rope, All

WE BUY Cow Wool, and Lead, Old

North Am mar20,m,w,s,lm

-Six Year th