

T. McMURDO & CO., Ltd.,

THE PIONEER DRUG HOUSE.
Established 1823. Incorporated 1920.

In re-organizing our business at the beginning of last year when times seemed prosperous, somewhat drastic changes were made in credit terms to our customers in the belief that it would ultimately prove to be for their benefit as well as our own.

Results to-day have proved our forecast to be correct, and as a consequence we are now in a better position than ever to serve our friends to advantage with a new and up-to-date stock.

From being pessimists in apparently good times we are now optimists when many think there is nothing but "blue ruin" ahead; and in consequence we are now prepared to entertain extending longer credit than is indicated by our general terms, where desired, to approved wholesale customers.

We have the necessary Stock and Capital to do a much larger business. We are desirous of keeping our present staff on at suitable wages necessitated by higher cost of living, and to do this an increase in trade is hoped for. This we anticipate getting by efficiency of service, combined with the high grade goods we carry and sell at lowest possible prices.

T. McMURDO & CO., Ltd.,

Chemists Since 1823, St. John's.

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"SUNRISE"

is the name of an excellent Tea just arrived in the City. It is put up in one pound packets only, and may be had at any of the grocery stores. It retails at 70c. per lb.

Please don't forget the name—

"SUNRISE"

St. John's Gas Light Co.

Be glad to announce that they are now assured of a CONTINUOUS SUPPLY OF VERY BEST GAS COAL.

That they are producing COAL GAS OF THE HIGHEST QUALITY.

Are offering daily supply of EXCELLENT COKE.

Also FULL QUALITY COAL TAR without any extractions.

HIGHEST RESULTS from gas appliances GUARANTEED.

If a Testator

although seeing the benefits to be derived from a Trust Company's administration, hesitates about cancelling any appointment he may have already made, the Montreal Trust Company can be named to act with the Executor or Executors already appointed. In this way the Trust Company co-operates with the Testator's appointees in the administration of the Estate.

This plan is very acceptable when the Testator's wife is named as Executor. Few women have the necessary business training to enable them to carry on the administration of an Estate, but with the co-operation of the Montreal Trust Company the Testator's wife can be appointed with full assurance that the Estate will be well looked after.

Montreal Trust Company

Sir Herbert S. Holt, President. A. J. Brown, K.C., Vice-Pres.
F. G. DONALDSON, General Manager,
111 Place d'Armes Square, Montreal.
St. John's, Nfld., Branch, Royal Bank of Canada Building.
sep28,1yr,ood C. E. JUBIEN, Manager.

The BRUNSWICK

GRAMOPHONE

with its wonderful ULTONA and its magnificent TONE AMPLIFIER.

Hear its recreations with your own ears and compare it with any other Gramophone imported.

CHARLES HUTTON,
The Home of Music.

RED CROSS LINE!

The S. S. ROSALIND will probably sail for New York on April 6th.

Every applicant for ticket for New York must be able to read and write.

All passengers for New York must see the Doctor in the ship's saloon one hour before sailing.

Passports are not necessary for British subjects for Canada or the United States.

G. S. CAMPBELL & CO., BOWRING & CO., Agents,
Halifax N.S., Whitehall Bldg., 17 Battery Place,
Agents, New York, U.S.A.

HARVEY & COMPANY, LIMITED.
St. John's, N.F.

IN STOCK:

Anchor & Chains

WHOLESALE.

Get Our Reduced Prices.

WILLIAM HEAP & CO., Ltd.

tu.th.s.f

J. J. ST. JOHN.

Our "ECLIPSE" Tea takes the prize 60c. lb.
TINNED BAKEAPPLE 40c.
TINNED RABBIT 45c.
BEEF CUTTINGS—No bone, 10 lbs. for \$1.35
SARDIN SANDWICH in tins.
ROYAL PALACE BAKING POWDER, 1 lb. tins.
TELFER'S FANCY BISCUITS—A-corted.
COD FISH TONGUES 7c. lb.

J. J. ST. JOHN, Duckworth St.

Government Railway Commission.

PLACENTIA BAY STEAMSHIP SERVICE.

Freight for S. S. "Home", Merasheen Route (Bay Run), will be received at the Freight Shed to-morrow, Saturday.

Government Railway Commission.

BROKERS ON MARGIN!

Frequent quotations daily.
Statistical Department.
Free out of town Telegraph Service.
Weekly Market Report.

We possess the fullest facilities for efficient execution of your orders, either buying or selling, outright or on conservative margin.

J. J. LACEY & COMPANY, LIMITED,
STOCKS AND BONDS.

BEWARE!

One cannot be too careful when the eyes begin to bother. When you decide on an Eyesight Examination be sure and visit a

COMPETENT SPECIALIST

who, by reason of

LONG EXPERIENCE

is able to detect and properly correct any trouble you may have, no matter how slight it may be. By using discretion now you will not suffer later in life. See the popular eyesight man with the guaranteed reputation.

Karl S. Trapnell, Opt.

Eyesight Specialist, 307 Water Street.
(Over Kodak Store.)

WEDDING RINGS!

Our Wedding Rings have stood the test of time in QUALITY and WORKMANSHIP. That is why we sell more

EVERY YEAR.

As you only expect to use one in a lifetime, be sure you GET THE BEST by buying yours at

R. H. TRAPNELL, Ltd.

JEWELLERS AND OPTICIANS.

Outport orders receive prompt attention. Ring Size Cards sent upon request.

Passengers and Freight.

ST. JOHN'S, Nfld.—HALIFAX, Nova Scotia.

Steel Steamship Sable I.—First class passenger accommodation; sailings every ten days during winter. S. S. SABLE I. will sail from Halifax about April 2nd, and from St. John's about April 7th.

The fastest, most frequent and direct steamship service between St. John's, Nfld., and Canada.

Route your freight to Parquhar Steamships, Halifax.

Wire Agents for passenger reservations or space carload shipments.

Through rates quoted to Canadian, United States and West Indies points.

For further information apply HARVEY & CO., Ltd. FARQUHAR & CO., Ltd., St. John's, Nfld. Halifax, Nova Scotia.

tu.th.f

Forty-Two Years in the Public Service—The Evening Telegram

Easter Wearables for Men.

The most serviceable Coat you can have is a

"Carlan Raincoat,"

Made in Scotland of Scotland's best; just suitable for Newfoundland weather and Newfoundland men. Prices are unreasonably low. Our prices for a really good garment range from \$22.00 to \$35.00.

Also MEN'S FELT HATS, UMBRELLAS, TIES, HANDKERCHIEFS, GLOVES, COLLARS, SHIRTS, SOCKS and UNDERWEAR at



Mattresses.
High-grade-Hygienic.

Do you care what's inside your mattress? Would you knowingly buy a mattress filled with the cheapest of flock and excelsior improperly cleaned? In our store no such mattresses find room, nothing but first-class fillings, thoroughly cleaned and carefully sterilized by cold air processes are used in our mattresses.

We have all sizes and grades of mattresses in stock right now, all thoroughly hygienic, and recommended to give good wear and solid bed-time comfort.

U. S. Picture & Portrait Co.,
St. John's.

Penman's Rebuilt Organs

EVERY INSTRUMENT GUARANTEED.



Our Catalogue gives the opinions of some of our best musicians and will convince you we can save you money. It is yours for the asking.

MUSICIANS' SUPPLY CO.,

ROYAL STORES FURNITURE,
DUCKWORTH STREET.

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Advertise in the "TELEGRAM."

J. M. BROWN,

The West End Grocer, Cross Roads.
GOODS ALWAYS FRESH—SPECIALLY SELECTED.

TEAS.	CIGARS.
GROCERIES.	CIGARETTES.
FISH.	TOBACCOS.
COOKED MEATS.	MEAL, BRAN.
VEGETABLES.	OATS, FLOUR.
CONFECTIONERY.	

Telephone No. 1040 for prompt delivery.

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SPECIAL THIS WEEK:

SEEDED RAISINS, 29c. pack.	TOMATO SAUCE, 16 oz. bottle . . . 45c.
APRIGOTS, 2 1/2's, 35c.	8 oz. bottle . . . 27c.
BRAN, 20c. pack.	GONG'S SOUPS, 35c. doz.
EASY JELL, 13c. pk.	TWIN VEGETABLES, 14c. pack.
CITRON PEEL, 55c. lb.	KRUMBLES (Breakfast Food), 14c. pack.
G. F. MARMALADE, 3 lb. tin, \$1.05.	LIBBY'S MINCE MEAT, 80c. bottle.
PICKLES, 32 oz. bottle, 60c.	Dutch Cleanser, 13c. tin
TOMATO SOUP, 11c. tin.	Babbitt's Cleanser, 9c. tin
PEACHES, 2's, 30c. tin.	Wyandotte . . . 20c. tin
CHERRIES, R. Anne 65c. tin.	Babbitt's Lye . . 16c. tin
	Wash Powder, 177c.
	7c. pk.
	Bird Seed . . . 18c. pk.
	Bird Gravel . . . 20c. pk.

BOWRING BROTHERS, Ltd.,
Grocery.

m.w.f

CHEAPER CABBAGE!

NOW IN STOCK:
100 crates CHOICE GREEN CABBAGE.
ALSO
100 cases CALIFORNIA ORANGES—Counts 17, 216, 300.
100 sacks SILVERPEEL ONIONS.
50 sacks TURNIPS, 100 boxes TABLE APPLES.
75 barrels NOVA SCOTIA APPLES—No. 2's only.
We are now filling orders from above stock at right prices. Trusting to be favoured with your esteemed orders.

BURT & LAWRENCE.

14 NEW GOWER STREET. TEL. 769.

Holmes & Edwards' FLATWARE.

Into each piece of "Holmes & Edwards'" Flatware goes Intelligence, Artistry and Skill. Behind each piece is the Fixed Purpose that the Goods shall be Superior in Design, Quality, Materials and Workmanship, and amply fill that elusive craving for

"SOMETHING DIFFERENT."

D. A. McRae

TORONTO, and moderate S.W.; showers R. O. P. & T. Ther. 37.

VOLUME

Auction

THE P. AUC

Superior Up Bedroom nay" Range Small Billi Set Pool angelo B pets, etc.

At our Auction

On TUES 18th inst Particulars P. C. O' apr11

Just Oyste CAL 162 Du Tele apr17,41,ood

Charts Nav

CHARTS covering foundl Sheets of Coast.

BLUE BAC Belle Banks Newfound Labrad, lantic, tion and works

Garret Booksell

FOR

A Small quate in Assession. Also Leath use, You possessi ply to WO

HOUSE

for sale that House No. 2 (ension), fifth vements, boiler furnace, and space rance from Also 2 No. me. Price 2 rms. App. Lit

THOUSAND have known an make the NEW

COO for Sta

COLORITE and dries and shades Price

PETER THE