

OUR SEMI-ANNUAL CLEAN SWEEP



Is Now
In Full Swing

As we have previously stated all Summer Goods must be got rid of. Regardless of Cost.

JUST SCAN THE FOLLOWING LIST:

LADIES' LACE COLLARS. White and Cream; regular price, 45c.; now only pair..... 15c	LADIES' GLOVES. Black, Cream, Grey; values up to 35c.; now for pair..... 10c	LADIES' UNDERWEAR. Regular price, 55c. garment; now one price..... 25c	MEN'S LINEN COLLARS. Regular price, 12c.; clearing at 2 for..... 10c	MEN'S RUBBER COLLARS. Moving out at..... 10c	ONLY LADIES' BLACK LAWN Embroidered Blouses. Reg. price \$1.20; one to a customer, only..... 50c	LADIES' WHITE AMERICAN BLOUSE. Special price..... 69c	13 ONLY LADIES' WHITE LAWN BLOUSES. Nicely trimmed. Reg. price \$2.85; now clear..... \$1.60	LADIES' CORSET COVERS. Regular price, 23c.; now only..... 10c	LADIES' SIDE COMBS. Clean sweep sale, pair..... 5c	CHILD'S FANCY TURBANS. Reg. price, 35c.; now one price, each..... 15c	MEN'S T A X CASHMERE SOCKS. Reduced to, pair..... 10c	MEN'S COTTON SOCKS. A snap, only, pair..... 5c
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This Splendid Opportunity is now placed before you to buy goods at **Low Prices.**
BE PRUDENT WHEN SUCH A CHANCE COMES.

C. L. MARGH CO., LIMITED.

Cable News.

Special to Evening Telegram.
OSSINGING, N.Y., Aug. 12.
Seven murderers were electrocuted at Sing Sing prison, this morning.

SAN SEBASTIAN, Aug. 12.
A local newspaper announces that Spain will join the British-Franco-Russian agreement after the Franco-Spanish treaty, relative to Morocco, has been signed.

BELFAST, Aug. 12.
During the coming winter, the White Star liner, Olympic, will undergo renovation costing close on one million. The principal alteration will be the provision of side bunkers, which practically means an inner or second shell. The decision to renovate is in accordance with the recommendation given in the judgment of the British Board of Inquiry into the Titanic disaster, that sea-going ships in addition to watertight transverse bulkheads, should be provided with a double skin, carried above the water-line, or with longitudinal vertical water-tight bulkheads on each side of the vessel, or both.

A Happier To-Morrow

will be yours if to-night you will seek the beneficial aid of the famous and ideal family remedy Beecham's Pills. Nervous depression, or the "blues," is one of the symptoms of a condition quickly corrected by the reliable and quick-acting

BEECHAM'S PILLS

When the system is clogged—the bowels and liver and kidneys inactive—then the digestion is sure to be impaired and the nerves to lose their tone. Beecham's Pills induce the organs of digestion to work properly and thus this unrivaled medicine has a tonic effect upon the whole system. Beecham's Pills do not vary—they act always in accordance with their great reputation; mildly and safely but quickly. In every way—a better condition Beecham's Pills

Assure You

Sold everywhere. 25c.
The directions with every box are very helpful

Special Evening Telegram.
HALIFAX, Aug. 12.
A Marconi from the Straits of Belle Isle to the Canadian Department of Marine and Fisheries to-night, says:—The Allan liner Corsican, which left Montreal for Liverpool, on Friday, struck an iceberg east of Belle Isle this afternoon 52.15 W. The Lake Champlain, which also left Montreal on Friday, is going to the assistance of the Corsican.

Special to Evening Telegram.
LONDON, Aug. 12.
That China is on the point of contracting a loan of \$50,000,000, with whom not known, is the belief of the Pekin correspondent of the Daily Telegraph. Officers from rival syndicates, this correspondent declares, have spurred the Six-Power group to a sudden face about, and they are now offering money to China on almost any terms.

Special to Evening Telegram.
PARIS, Aug. 12.
It is officially announced that the Sultan of Morocco has completed all the formalities demanded by France; that his abdication has become an accomplished fact, and that he started for France to-day. His brother will be proclaimed Sultan immediately.

That Sault Case.

Mr. W. J. Higgins who was at Bay Bulls yesterday defending two men who were brought on an assault committed on one Patrick Scott during a wedding fête, hearing of several witnesses the case was postponed until the complainant, who is now in the General Hospital, is able to appear.

Marine Disaster Fund.

(Treasurer's Statement).
To amount acknowledged... \$15,439.29
Methodist Church, Old Perlican, per William Beckett, Recording Secy... \$5.20
Rev. E. P. Ward, 1.00
D. J. Rowse, Ward's Hr. per Plaindealer... 1.00
\$15,450.49

CABLE SHIP DETAINED.—The cable ship Minia is still prevented from sailing owing to not having her crew aboard. Nine of her seamen who were arrested for refusing to do duty will be liberated this afternoon, the captain not wishing to go against them.

Here and There.

NEW SILVERWARE.—Handsome new designs, best makes, just opening at Trapnell's, 197 Water St.—jy18,tf

WILL BE DIVED.—The C. C. C. football team will be given a dinner shortly by their friends and supporters in honor of their victory.

TO LET.—The Duckworth Street flat of COLUMBUS HALL, suitable for offices or warehouses. Immediate possession if desired. Apply to FURLONG & CONROY.—jy17,tf

GO TO CAMP.—The C. C. C. will go to camp to-morrow. They will leave town in the early morning and march to Mannuels where they will go under canvas.

Dr. de Van's Female Pills
A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all other imitations. Dr. de Van's are sold at a box, or three for \$1.00. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

ARCHBISHOP LEAVES.—His Grace Archbishop Howley, who left yesterday's train for Salmonier, will be present at the Garden Party to be held to-morrow at Piacentia.

Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia cured by taking Prescription "A." Price: 25 and 50 cents a bottle.—aug12,tf

LICENSED HOUSES CLOSED.—The number of licensed houses at present in the city shows a decrease over last year. Recently two more publicans have given up the business.

Ask your Druggist for
SERRAVALLO'S TONIC
(Bark and Iron Wine)
Cures
ANEMIA, CHLOROSIS, DEBILITY
Delicious Taste.

NEWS FROM LABRADOR.—Capt. Tom Roberts arrived home at Westville a few days ago in his schooner from the Labrador, hauling for 550 quintals of fish. He reports all the Greenpond crafts with good fares and on their way home, notably the Schr. A. B. Morine with 600 qtls. Gladys 550 and Perkins 450.

GARDEN PARTY.—A SPECIAL STEAMER WILL MEET THE 230 TRAIN AT KELLIGREWS, ON WEDNESDAY, AUG. 14TH, TO TAKE VISITORS TO THE PORTUGAL COVE GARDEN PARTY; RETURNING WILL CONNECT WITH EVENING TRAIN FOR ST. JOHN'S.—aug12,2f

Official Appointment at Council.

The office committee of the Municipal Council, consisting of Mayor Ellis and Councilors Channing and Mulhally, met in the City Hall last evening to consider the appointment of a successor to Mr. M. K. Greene, Chief Accountant, retired. The committee made the appended recommendations which will need to be endorsed by the full Board at next Friday's meeting:—That Mr. Green be pensioned at two-thirds salary, viz., \$666.66 2-3; that Mr. J. Mahoney, Assistant Accountant, be promoted to the vacancy of Mr. Greene; that Mr. J. W. Larkin, Senior Collector, take Mr. Mahoney's position, and that Mr. M. P. Hynes, be advanced to Collector; the position of the latter being left vacant.

Portugal Cove Garden Party.

To-morrow afternoon the annual Garden Party will take place at Portugal Cove, and the zealous Pastor, Rev. Father Goff, and his associates have spared no pains to make it a success. Parties leaving town by train will be able to make connection with the steamer at Kelligrews for Portugal Cove.

Sardinian Sails.

The R. M. S. Sardinian sailed to-day for Halifax and Philadelphia taking the following passengers:—Rev. Bro. Carew, Rev. Bro. Ryan, Miss White, Miss Kilan, W. J. Halley, wife and two children, Rev. Bro. Griffiths, Master J. McPherson, Master E. Foley and Miss Long.

Here and There.

League Football (Brigade Division) St. George's Field, 6.30 this evening. C. C. C. vs. C. L. B.

ORE STEAMERS LEFT.—Two large steamers left Bell Island yesterday, each with 12,000 tons of ore for Sydney.

THE SOUVENIR HOUSE.—Trapnell's, 197 Water Street. All kinds of Enamels, Labradore, Model Seals, etc.—jy18, tf.

Don't forget the Cowan Mission Dance to-night, August 13th, at Smithville. Tickets may be had at Gray & Goodland's.—aug. 13, 11.

FISH SHIPMENTS.—A few shipments of codfish—this year's cure—have left Grand Bank, Gaultois and other places on the Southwest Coast for Pernambuco and Oporto.

Stafford's Phosphate Mixture cures a cough and cold in 24 hours. Price: 25 cents a bottle; postage, 5 cents extra.—aug12,tf

Factories Closed.—For the past fortnight most of the city factories have been closed down receiving a general overhauling, and the hands have been getting their holidays.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia, and all aches and pains. For sale everywhere.—aug12,tf

NOTE OF THANKS.—The C. L. B. Boat Club desire to thank their many friends who so kindly sent donations for their Tent and Dance on Regatta Day. Signed, H. BARNES, Hon. Secy.—aug.13,11.

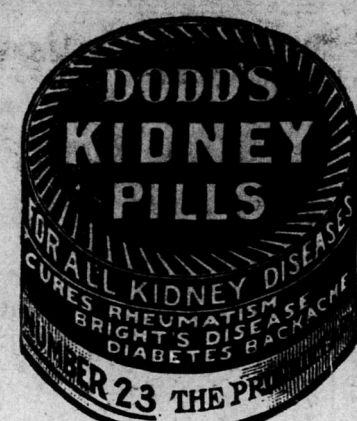
BANKERS DESERT.—The banking schooner Mabel was detained from sailing yesterday owing to two members of the crew absconding themselves. Last night the police arrested the deserters under warrant and this morning put them on board.



STOP THAT HACK

and cure that cold. It debilitates the system and leaves it an easy prey to disease.

OTR PHOSPHATE COUGH CURE for coughs and colds is not only a cure but a preventative. It tones up the system, increases the vitality and acts as a general bracer. Price: 25 cents; postage, 5 cents extra. For sale by Medical Hall, Dr. F. Stafford & Son, foot of Theatre Hill, Stafford's Pharmacy, Duckworth Street. Prepared only by Dr. F. Stafford & Son, St. John's, Nfld., also Manufacturers of Stafford's Liniment and Prescription "A."—aug12,tf



Hr. Grace Notes.

Miss Nellie Rogers, daughter of Mr. Edmund Rogers, is very sick at present, but her friends are hopeful for a speedy recovery.

The machinery for the Excelsior Wood Working Co., is here and is being installed in the factory. We wish Messrs. Rogers and Horwood success in their enterprise.

A baby girl was born to Mr. and Mrs. Ronald Kennedy, on August 3rd. Mrs. Kennedy is spending the summer here with her parents, Mr. and Mrs. Robert Tetford.

Mr. Louis Davis, an employee of the Parker and Monroe Shoe Factory, St. John's, is in town spending a few days with his friends.

Mr. W. H. Smith is here spending a time at the old family residence with the hope that rest and outdoor life will build up his health that has become run down. It is 12 years since Mr. Smith left here, and for the greater part of that time he worked at his trade, blacksmith, at St. John's. His friends will regret to hear that he is not gathering strength as fast as he would wish. We hope to have a better report to make of him soon.

Mr. Albert F. Garland, after a 40 years absence from Harbor Grace is now on a visit to his old home. After leaving here in 1892 and resided in Montreal for 20 years. He then removed to the United States where by careful observation he saw how he made money, and he made it. His friends here congratulate him on his success. Mr. Garland has donated a beautiful silver cup to be rowed for on Regatta day, Wednesday. The cup must be won three successive years by one society before it becomes the society's property.

Mr. Philip Brown after fourteen years absence from his native town spent 10 days here recently. He is employed at a hosiery manufactory, Montreal, where he has been for a number of years, and where he holds a good position.

Mr. Grace, Aug. 12, 12.

Popularity.

BY H. L. RANN.



We all desire the world's applause and for it strive and strain; it's labor in a wordly cause, but often done in vain. Reverses come and come again, and a kindred bitter pills; you cannot win the love of men, unless you pay your bills. One fellow cultivates his voice and sings like golden lyre, and hopes to make the world rejoice or set the same on fire; and "and," say the worldly rubber-necks, "he'd fill our hearts with thrills, and be a credit to our sex, if he would pay his bills." One follows up De-mosthenes and binds us with a spell, and much he hopes the world to please and please it passing well; but mankind hears this guy orate, and says, in tone that chills: "He'd be the glory of his state, if he would pay his bills!" No matter to what heights you go, or how you conquer fame, the story of the scads you owe will cling around your name. And so it's better far to climb the low and humble hills, and leave the shining heights sublime until you've paid your bills.

Hr. Grace Regatta.

The annual regatta at Harbor Grace takes place to-morrow. All arrangements are completed. An elaborate programme of races to be held on Lady Lake has been outlined. Many people of St. John's are going over to the Second City by rail to witness the regatta.

Marine Notes.

The scho. Mildred sails to-day taking a cargo of salt to the Belle Isle Straits and after unloading there will carry a cargo of dry fish to Brazil. The S. S. Tobacco left this morning for Halifax.

Tea is a Very Healthful Drink

If perfectly made and good tea. And it isn't necessary to pay an awful price for it.

Some of the most particular tea drinkers declare that

"STAR"

has a smooth, delicate, soothing, just strong enough flavour that no other teas have, and we sell it in great quantities at the regular price of

40c. lb.

For 5-lb. parcels 10 per cent. discount allowed.

C. P. Eagan, Duckworth St. and Queen's Rd

Ex 'Stephano,'

New Potatoes,
New Cabbage,
California Oranges,
Jamaica Oranges,
Bananas,
New York Corned Beef,
Corned rig's Tongues.

1-lb. Can Baked Beans, 8 cents.



Publicity Service

WHAT OUR GREAT TWENTIETH CENTURY STORES AND BUSINESS METHODS MEAN TO YOU.

BY J. R. HAMILTON.

When Selfridge, the big Chicago merchant, planned his commercial invasion of England, the merchants of London had one good hearty laugh. There was evidently no limit to the nerve of those blooming Americans. Then, like a man who has set himself gracefully to catch a little poppy, and finds his baseball suddenly converted in dynamics to the velocity and the violence of a cannonball, their laughter froze into consternation and they were bowled over before they were hit.

The General Manager and the Advertising Manager of the largest London Store came galloping across the water on the biggest, fastest greyhound to find out where they were at.

On his visit to the writer, the Advertising Manager of this London concern came straight to the point. "What is it you American stores have," he asked, "that we English stores do not have?" "Our American stores," he was told, "have unlimited merchandise, unlimited service and unlimited publicity. The only thing in which your English stores are perfectly frank with the public is concerning the amount of business you do. And that is the only thing we American stores keep to ourselves. You represent the producer; we represent the consumer. You adapt your customers to your methods; we adapt our methods to our customers. You command and we serve."

It may be interesting to know that Mr. Selfridge had been in London but a very short time, when he was offered a cool million dollars profit to "put on his hat and go home."

When you stop to consider that the American situation is so thoroughly in the hands of the consumer, (you can send your child with perfect safety into nearly any reputable store to do all your buying for you, you can readily see how far our business methods have progressed. You read over the advertising in this paper just as you read the other pages of news. You accept it with perfect assurance because you know that every store is pledged to the returnability of all merchandise and that no store would be foolish enough to make statements it could not live up to.

You buy with that same assurance because you know that the store is not your enemy but your personal representative and that anything you take you can also take back if you are not pleased. You enjoy a thousand privileges

Mad Parents of Geniuses.

CHILDREN OF THE UNFIT.

The first International Eugenics Congress at London University concluded yesterday.

Dr. Alfred Mjose maintained that injurious effects of alcohol depended on the dilution. The latest investigations showed that alcohol over a certain percentage was injurious to the quality of the offspring, not only where the mother drank but also where the father alone was a drinker. He suggested the division of alcoholic liquors into classes according to the amount of alcohol they contained, duty being paid according to the strength. For instance, in the case of beer there would be three classes—1, under 2 1/2 per cent; 11, 2 1/2 to 3 1/2 per cent; 111, 3 1/2 to 5 per cent. Beer above 5 per cent. would be prohibited. Such a system, he said, had been adopted by the Norwegian Parliament in the last two weeks.

Dr. F. W. Mott, F. R. S., pathologist to the London County Asylums, read a paper on "Hereditary and Eugenics in Relation to Insanity." Now and then, he said, a great man arose from an apparently insane or had stock. Because a parent was insane the children were not necessary insane or useless to the race. The parents of some of the most eminent men became insane and genius with insanity frequently occurs in the same stock.

Dr. Mott added that in boroughs with a poor population in the county of London there was a much higher percentage of insanity than in the better class boroughs.

special to Evening Telegram.
LATEST.

MONTREAL, This Morning.
The S. S. Corsican, which struck an iceberg yesterday afternoon, going at slow speed, had her stern injured above the water line. The ship is making no water and will proceed on her voyage. This message was received by the Atlantic office from Capt. Cook. The report that the S. S. Champlain was going to the Corsican's assistance is incorrect.

SINARD'S LINIMENT CURES COLD IN 60 SECS.

By S. S. Morwenna.

100 bags P. E. I. Black Oats,
50 bags P.E.I. Potatoes
10 bxs. Purity Butter,
20 bxs. Can. Cheese.

CIGARS.

\$2.00, \$2.25, \$2.50 per hundred.
KING EDWARD VII.
The favorite 5c. Cigar,
\$3.00 per 100

T. J. EDENS.

By S. S. Florizel.

1000 Boxes

"Necco." 1c. Candies.

Chocolate Sherbet
Jelly Beans
Chocolate Nut Bar
Sweet Smokes
Turkish Gums.
Little Injuns
Big Lunch
Bantam Eggs
Licorice Drops
Licorice Paste
Baby Bananas
Honey Moons
Boston Baked Beans
Big 6 Marbles
Manhattan Nougat