

OUR SEMI-ANNUAL CLEAN SWEEP



C. L. MARCH CO'S

**GREAT
MID-SUMMER
CLEARING
SALE.**

**LOTS of ODD LINES
AT LESS
THAN COST.**

Greatest Genuine

**BARGAINS
EVER
OFFERED.
SEE THEM.**

**READ the PRICES
AND REDUCTIONS
CAREFULLY.**

BARGAINS in Clothing and Dry Goods Dept., 1st FLOOR:

LADIES' CASHMERE HOSE.
Reg. 25c. Clearing Price19c.
Reg. 30c. Clearing Price24c.
Reg. 35c. Clearing Price31c.

MEN'S CASHMERE 1/2 HOSE.
Reg. 22c. Clearing Price17c.
Reg. 25c. Clearing Price19c.

LADIES' BLOUSES.
The balance of our famous 85c. White
Blouses. Really worth \$1.00. While they
last75c.

LADIES' APRONS.
Reg. 50c. Clearing Price38c.

LADIES' CAPS.
Reg. 60c. Light Colored Yachting Caps.
Clearing Price45c.
Children's Light Colored and White Tam-o-
Shanters. Reg. 55c. and 60c. Clearing
Price45c.

BLACK UNDERSKIRTS.
Reg. 90c. Black Linen and Satene, frilled.
Clearing Price68c.

MEN'S TWEED PANTS.
Reg. Price, \$1.10. Clearing Price90c.
Reg. Price, \$1.75. Clearing Price\$1.35
Reg. Price, \$2.70. Clearing Price\$2.15

MEN'S TWEED SUITS.
Reg. Price, \$6.85. Clearing Price\$5.50
Reg. Price, \$8.50. Clearing Price\$6.75

BOYS' TWEED SUITS.
In Sailor, Norfolk and Rugby styles; all sizes
and prices. Reduced one-fifth.

TURKISH TOWELS.
Lot of a special purchase. Good regular
value at 30c. pair. Clearing Price, 24c. pr.

TOILET COVERS.
Reg. Price, 18c. (Bordered).
Clearing Price15c.
Reg. Price, 30c. (all White).
Clearing Price24c.

DRESS MUSLINS.
Reg. 12c. White and Cream Striped Muslin.
Clearing Price, per yard9c.
Reg. 13c. Fancy White Brilliant and Striped
Muslin. Clearing Price10c.
Striped Zephyrs, fine quality and 32 inches
wide. Regular Price, 15c. Clearing
Price12c.
Reg. 20c. Fancy Cream Silk Muslin.
Clearing Price, per yard15c.
Pink Mercerised Lawn, very wide. Reg.
Price, 25c. Clearing Price19c.
Colored Costume Linen. Good 20c. value.
Clearing Price28c.

BARGAINS in Furniture Show-Room, 2nd FLOOR.

On this Floor we show a Select Line of Parlor and Dining Room FURNITURE.

3-PIECE PARLOUR SUITES.
Reg. \$32.00 value. Clearing Price\$25.75
Reg. \$42.00 value. Clearing Price\$34.75
Reg. \$49.00 value. Clearing Price\$40.50

5-PIECE PARLOUR SUITES.
Reg. \$38.00 value. Clearing Price\$31.50
Reg. \$57.50 value. Clearing Price\$46.25
Reg. \$82.50 value. Clearing Price\$67.75
Reg. \$91.00 value. Clearing Price\$75.50

LOUNGES.
Reg. \$12.00 value. Clearing Price\$9.75
Reg. \$16.50 value. Clearing Price\$13.75
Reg. \$19.50 value. Clearing Price\$16.50
Reg. \$23.50 value. Clearing Price\$19.50

SIDEBOARDS.
Reg. value \$20.25. Clearing Price\$16.00
Reg. value \$22.30. Clearing Price\$17.75
Reg. value \$23.00. Clearing Price\$18.25
Reg. value \$25.00. Clearing Price\$20.25
Reg. value \$32.40. Clearing Price\$25.50
Reg. value \$62.50. Clearing Price\$49.50

EXTENSION TABLES.
Reg. value \$14.85. Clearing Price\$11.75
Reg. value \$28.50. Clearing Price\$23.50

BARGAINS in Furniture Show-Room, 3rd FLOOR:

This, the largest Furniture Showroom in the city, is now a panorama of Bargains in useful household goods, new and up to date in every particular—Bedroom Suites, Bedsteads, Springs, Mattresses, Couches, Chairs, Rockers, etc. We have also just added to 3rd Floor Extension A NEW DEPARTMENT, embracing many of the lines recently carried at our central store (now vacated). This department will be specially devoted to Crockeryware, Glassware, China-ware, Household Requisites, Fancy Goods, Pictures, etc. It is next to impossible to tell in detail of all the money saving opportunities to be found on this vast floor; but large as it is, every available inch is utilized in the display of useful merchandise, unmatched in variety and value, novelty and beauty of styles. You can only tell by coming. A close-range study will reveal bargains, the like of which are unknown elsewhere—prices in some cases below the cost of production. It but emphasizes the buying and selling power of this store, its helpfulness to St. John's shoppers, the broad, just and liberal system that shares every advantage with you.

Drop in any time this week and spend a pleasant and profitable half hour going through. It will be a pleasure to us to show you around and point out where you save.

THE POPULAR FURNITURE STORE,

Corner Water, Springdale and George Sts.

C. L. MARCH CO., LIMITED.

Castaway's Experience.

A CASE FOR INVESTIGATION

Editor Evening Telegram:

Dear Mr. Editor,—I crave permission to publish in the columns of your widely circulated paper, the experience of two of our fishermen, belonging to the banking schooner Stella, Capt. Cluett, owned by J. J. Rose, merchant, of this place, who strayed from their vessel on the Banks this summer.

As is often the case with many of their fellows, they left their schooner to haul their trawls, and during a dense fog they got astray. After two days and nights at the mercy of the deep in an open dory, they were picked up by Capt. Pinsent, in the Harry Lewis, about 30 miles S. E. of Cape Spear, in an exhausted condition.

Capt. Pinsent happened to be coming to land for bait, and the poor fellows were well looked after while on board, and landed at Carbonear to which port he was going.

Their case was reported to the Customs official, and in their destitute condition were directed to the Relieving Officer.

This officer received them very coolly and soon got rid of them, saying he could do nothing for them. They were next sent to the Magistrate. This gentleman received them kindly, but said it was not his business to look after castaways, or words to that effect, and consequently sent them back again to the Relieving Officer, who, seeing that he was obliged to take a little trouble, asked them who was the owner of their vessel, if he had any money, who was the member for the district, and such like. Not feeling satisfied, he next advised them to sell their dory, which they refused to do. He was now obliged to wire the owner, J. J. Rose, who directly he heard of his men's distress wired instructions to care for them, ordering to pay them \$5 each and send them on to St. John's to join their vessel which was ordered there from Caplin Bay and send him the bill. The message was sent in plenty of time to have been delivered that evening, but owing to carelessness on the part of somebody, or for lack of interest on the part of the Relieving Officer, they were again cast adrift, and were obliged to wander Carbonear Street all night in their oil clothes, a shame and disgrace to any official or community to allow such a thing to happen. Arrest for vagrancy would have been far more preferable to these poor castaways, for walking Carbonear streets all night in oil skins. By such inhuman treatment their is little hope for the responsible individual of Carbonear ever obtaining a medal from the Humane Society.

However, they managed to survive the night, and next morning were given a five dollar bill by the R. O., and began to shift for themselves. But after buying a dry shirt and a ticket for St. John's they had little to boot. But their troubles did not end at Carbonear. On arriving at St. John's they found that their vessel had not arrived, and were again obliged to throw themselves on the hospitality of strangers who proved equally as inhospitable as their Carbonear neighbours, as they were turned ashore from Capt. Wm. Martin's schooner, of Old Perlican, who told them to go and live on the Government, as he could not afford to feed them.

Mr. J. J. Rose is an independent and enterprising merchant, and was only too pleased to pay any expense, which the official at Carbonear should have done, as directed. Mr. Rose was a strong supporter of the People's Party, and feels somewhat indignant owing to the treatment his men received. Their dory was shipped from Carbonear on the train, and the Capt. before he could get her, had to pay \$10.00, a somewhat high freight rate, when a dory can be imported from Halifax here via St. John's for \$3.00. It is time something should be done for our hardy toilers, by way of protection.

These men—fishermen—are the bone and sinew of the country, the life of the staple industry, and therefore it behooves our dignified officials, even if exalted to such big positions as R. O., to look upon the men who have to brave the danger of the sea for a scanty livelihood, and regard them as beings of like nature as themselves, and not allow them to wander the streets all night in oil skins after a sad experience of two days and nights adrift in mid-ocean, or equally so, in an open dory, as was the case with Thomas Snook and Alfred Barnes who strayed from the banking schooner Stella, of Harbor Briton.

Yours fraternally,
CASTAWAY.
Harbor Briton, July 30th, 1910.

MINARD'S LINIMENT CURES DISTEMPER.

Auto Driver Injured.

Mr. R. B. Job's chauffeur, a young man named Amuson, met with a dreadful mishap last evening about a quarter to six when driving along Queen's Road. He and John Williams were driving east and when near the foot of Long's Hill the two occupants were suddenly shot high in the air and the car turned over. Amuson fell under the car and was horribly bruised. Williams fell on the other side of the car and escaped with a few slight wounds. The accident was caused by a rut in the street near the trolley car track, where the wheel caught and resulted in the overturning of the auto, which was going at a high rate of speed at the time. Supt. Grimes and Dr. Rendell, who were on the scene quickly, did whatever was possible for the wounded man, who lay long unconscious on the cushions of the auto placed under his head on the street. As is always the case in such accidents a large crowd gathered and the police had all they could do to keep them back. After Dr. Rendell had examined the wounds he ordered that the injured man be sent to Hospital. He spent a fairly good night but the doctors are unable yet to say what will be the outcome. He is badly hurt internally.

Herald Crew Feted

At Smithville Last Night.

A dinner was tendered the crew of the Herald that won the Press Race on Regatta Day at Smithville last night. Mr. J. A. Scott, manager of the Herald, presided and there were 32 guests present, including J. A. Scott, P. J. Summers, R. Dowden, E. J. Penney, D. Hogan, E. Goodland, J. Quinn, T. Ryan, J. Long, G. Ivany, E. Maitment, W. Ryall, W. Goodland, W. Adams, F. Boone, D. Dyer, H. Gaulton, M. Evans, L. Rodgers, G. Marshall, C. E. Hunt, W. J. Higgins, C. Ellis, C. W. Hayward, R. M. Scott, R. W. Jeans, T. J. Foran, S. Lumsden, J. Goodland, W. Herder, P. Freeman, M. Galway, A. Crocker, Alphonso Francis, G. Hennebury.

A very enjoyable time was spent. The speeches and songs were particularly good and good fellowship reigned around the festive board till the time of parting. The following is the toast list rendered:—

"The King"—Prop. the Chairman; resp. "God Save the King."
"Instrumental Solo"—Mr. D. Hogan.
"The Herald"—Prop. Mr. W. J. Higgins; resp. Mr. P. J. Summers.
Song—Mr. W. Adams.
"The Winners"—Prop. Mr. R. W. Jeans; resp. Mr. R. Dowden.
Song—Mr. C. E. Hunt.
"The Losers"—Prop. Mr. E. J. Penney; resp. Mr. R. W. Jeans.
Instrumental Solo—Mr. A. Crocker.
Song—Mr. J. A. Scott.
"The Coxswains"—Prop. Mr. E. J. Goodland; resp. Mr. L. Rodgers, Mr. C. W. Hayward.
Song—Mr. E. J. Penney.
"The Guard"—Prop. Mr. C. E. Hunt; resp. Mr. C. W. Hayward.
Song—Mr. F. Boone.
"Our Guests"—Prop. Mr. R. Dowden; resp. Mr. C. Ellis.
Song—Mr. W. Ryall.
"The Ladies"—Prop. Mr. D. Hogan; resp. Mr. Stan Lumsden.
Song—Alphonso Francis.
"The Chairman"—Prop. Mr. D. Hogan; resp. Mr. J. A. Scott.
Song—Mr. G. Ivany.

GOD SAVE THE KING.
In the course of the festivities Coxswain Rodgers was made a present of a collection of gold coin by the crew of the Herald.

The Municipal Council.

Editor Evening Telegram:

Dear Mr. Editor,—Would you kindly allow me space in your valuable paper to publish the following:—

The people on the South Side are almost famishing for water, some parties cannot get sufficient fresh water to wash enough clothes to wear. Last summer the Council sent over a water cart to the South Side with water which was, although muddy and rusty half the time, very much appreciated and would also be this summer. The Council tried to improve the water supply last summer, which they did, while the men were there, but it was never proven to be satisfactory, and we think that the new Council should step in and try to arrange a better water supply system to the citizens of the South Side. During some parts of the day there is not less than at least fifteen waiting for their turn to get sufficient water for the household use.

Another thing the people of the South Side would appreciate very much indeed, would be a light placed in the locality between Messrs. Bowring Bros. fish dryer and Morey's Bridge, or if the light at present in front of Bowring's gate be moved to the eastward it would make a great improvement as the thoroughfare is almost impassible by night. Let the Municipal Council try to improve the state of the city.

Yours truly, Mr. Editor,
A THIRSTY ONE.
St. John's, Aug. 11th, 1910.

SUNLIGHT SOAP



**NO HIGHER PRAISE
can be desired for Sunlight than this—
that in every corner of the civilized globe
Sunlight is acknowledged to be the ideal
Soap for all household purposes. Why?
Because it is pure. That is why Sunlight
has THE LARGEST SALE IN
THE WORLD.**

The Black Punt Rescues the Motor Ferry.

Editor Evening Telegram:

Dear Sir,—The motor boat which has been so much talked of has again broken down, as she has every other day since she has been put on the Gut. The despised black punt had to go to her aid on several occasions, and one time, I am told, she went out of the Gut altogether, and if there had been a heavy sea on the result would have been serious. If this boat remains on the Gut during the winter months, during which time the loose ice runs in and out in the tide with terrific velocity, I fear you will have a terrible marine catastrophe to chronicle. The idea of a motor boat on this Gut was never popular with the working fishermen who understood the situation, and nine-tenths of them to-day would vote for the improved ferry system inaugurated by Messrs. Jackson, Bonia and Sullivan. The idea of a motor boat was never appreciated by the people who understood the tide and ice conditions of the Gut. It emanated from a few people with creased pants and starched linen, who were disappointed because they could not procure a sinecure office from Jackman. Nothing, sir, except a bridge over the Gut can compare with the late ferry system—a system which has been so much decried by a few disgruntled politicians here, has been in vogue, I presume, since the occupation of this town by the French in 1660, and the fact that there has never been a drowning accident for so many centuries, which could be attributed to the ferry service is convincing proof of the excellence of the service in one respect at least.

The motor boat, it is said, must have cost the colony about three thousand dollars. The Daily News in commenting on her said she cost about fifteen hundred dollars, but it is the opinion of a great many here, as so many had a "finger in the pie," that she cost in the neighbourhood of three thousand dollars. The boat is about the size of a trap skiff, which can be built for \$50, and is it not a shame, to say the least, if this be correct, as the cost of this little boat would furnish every trampman in Placentia Bay with a trap skiff. This flagrant extravagan-

gance is all the more shameful in view of the fact that the roads and bridges in the suburbs and adjoining settlements are a disgrace to civilization.

But, sir, this is not all that has been spent extravagantly in Placentia. It has got five hundred dollars for the Blockhouse breakwater, and two hundred dollars for Wyse's breakwater; four or five thousand dollars for a fog alarm on the Downs, and two hundred dollars a few days ago to erect wharves for the useless motor boat. This, sir, with the creation of sinecure offices for party followers, small sums to private individuals, and the erection of the wharf for Bowring's boat will swell the expenditure on Placentia proper into thousands of dollars. Is it any wonder, then, that every town, village, and hamlet in the district is crying out that Placentia has got the lion's share, whilst their roads and bridges are in a disgraceful condition. The motto should be equal rights to every portion of the district; special favours to none.

In conclusion, I would suggest to the impartial Auditor General that when the expenditure for Placentia comes up for audit that he keep in mind the motor boat.

Yours truly,
WILLIE FOGOTA.
Jersey Side, Placentia, Aug. 9th, 1910.

Sickly Smile.

Wipe it off your otherwise good looking face—put on that good health smile that CASCARETS will give you—as a result from the cure of Constipation—or a torpid liver. It's so easy—do it—you'll see. 915
George Kryder, Napoleon, O. 920
CASCARETS 10c. a box for a week's treatment, all druggists. Biggest seller in the world. Million boxes a month.

CITY COUNCIL.—The Municipal Council will hold the regular weekly meeting at 7.30 to-night.

ROUND TRIP PEOPLE.—Eighty-six round trip passengers came by the S. S. Bornu yesterday; most of them are from New York.

CABMEN'S CHARGES.—The subject of city cabmen's charges will be brought up for discussion by Mayor Ellis at the meeting of the City Council to-night.

At 9.30 a.m. on Tuesday

OUR SALE OF

Men's Working Shirts

Will start and continue until all is sold.

The prices are as follows:

Regular 70c.;

Collins' Sale Price, 50 cts.

Regular 75c.;

Collins' Sale Price, 55 cts.

P. F. COLLINS,

THE MAIL ORDER MAN,

340 and 342 WATER STREET.