

**THE GREATEST ATTRACTION OF THE SEASON.**



**Coupons.**

**FREE FARE ANYWHERE**

Commencing to-day we are going to give the people of St. John's and vicinity the highest class. This is the time of the year when people like to travel on steamboats, railroads and street cars. We want every person to get a trip this year and we are going to make it easy. Those who spend their money at our store will get free mileage.

TRAVEL AT OUR EXPENSE—WE GIVE TRAVEL COUPONS WITH EVERY CASH PURCHASE.

**EVERY \$1.00 YOU SPEND WILL MEAN 1 MILE OF TRAVEL.**  
**EVERY 50c. YOU SPEND WILL MEAN 1-2 MILE OF TRAVEL.**  
**EVERY 25c. YOU SPEND WILL MEAN 1-4 MILE OF TRAVEL, Etc**

Starting to-day. When you wish to travel bring them to the store and your transportation will be arranged at the Travel Office. This is an advertising idea to stimulate business during the dull summer months. All to your advantage to shop at this store and get coupons with every cash purchase.

**Thrifty Housewives take advantage of the many savings on Furniture during our mark-down August Furniture Sale commencing To-Day.**

STORE OPEN TILL 10 O'CLOCK TONIGHT. We are opening New Goods to-night, getting ready for a grand display of many new things just received which will be exhibited this week.

**THE FAIR,**  
 ST. JOHN'S NEWEST SPECIALTY STORE.  
 The C. L. March Co., Ltd.,  
 Cor. Water & Springdale Sts.

**FREE TO-NIGHT.**  
 This coupon is good for 1 mile of travel—free. Tear it off and bring it to our store to-night and you will be given one mile coupon.

**Well Done Change Islands.**

On Monday the 24th inst., a meeting was held in the L. O. A. Hall to consider the means of providing Hospital Beds for our poor boys who have been wounded at the front. The meeting which opened at 8 p.m., was presided over by Mr. S. Roberts, J.P. The speakers were as follows:—Mr. L. G. Hyde, Mr. F. C. Earle, Capt. Arch. Elliott, Rev. Wilkinson, Mr. Stanley James, A. J. Hoff, Mr. Alex. Taylor, Messrs. John and Leo LeDrew, Miss Lizzie Earle, rendered two beautiful patriotic songs; Miss Zetia LeDrew and Mrs. Wilkinson favored the audience with very beautiful recitations.

Rev. Wilkinson made a lengthy and very impressive speech, which was followed by loud applause. Mr. F. C. Earle made a very interesting speech and urged upon his hearers the necessity of providing every possible comfort for our noble boys who had been doing their best to save both us and the Empire, and expressed his gratitude to the ladies for the good work they had already done in the providing of socks, mitts, linen, etc., and assured them that they could not lose their reward.

A. J. Hoff in a few words expressed his highest praise and admiration of our brave heroes who had gone forward and so nobly acted their part in defence of the Empire. And he said that we should feel it a great privilege to be able to do something on their behalf, and expressed the belief that our church going and our prayers were useless unless we were possessed of that most excellent gift of charity which was the fulfilment of God's divine law. He said that Change Islands had never fallen short in contributing to any charitable cause and felt quite certain that the reputation of the place would still be maintained in future as well as in the past.

Mr. John LeDrew, an aged gentleman of about 75 years reminded the audience of Nelson's last signal, viz.: "England Expects every man to do his duty." England had been doing its duty, he said, in the cause of liberty and justice and it was up to us as citizens of Britain's oldest colony to do ours. (Prolonged cheers)

The meeting which proved to be a magnificent success, was closed by singing the National Anthem. Notwithstanding the large number of our men who had been away to Labrador and elsewhere, there was taken at the meeting upwards of \$2000. We feel sure that when our men arrive home and when the collectors go around Change Islands will do the part.

July 24th, 1916.

**Incandescent Gas Lighting.**

Possibly the feature of incandescent gas lighting most frequently noted by casual observers is the great ease with which tasks, ordinarily arduous under artificial light may be performed under the Welsbach gas mantle. The light has a peculiarly "soft" quality, difficult to describe, but which is readily recognized by those who have had experience with the gas mantle lamp.

Contrary to the popular notion the temperature of rooms lighted by incandescent gas lamps is seldom markedly greater than under incandescent electric light, even under unfavorable conditions of ventilation, while in rooms provided with the ventilating facilities required by the demands of hygiene, the temperature in gas-lighted rooms is frequently lower.

Household Notes. Shoes should be well sunned and aired and several pairs should be kept by use.

Never forget that the foremost consideration in the feeding of infants and young children is pure milk.

Always turn off the current whenever you stop ironing with an electric iron, even if it is but for a moment.

If labels won't stick on your glass jars, scratch the metal tops of the jars and paste the labels there.

**Only!**

ucing some Toilet... we have a lot of... Puff and Mir... but are

**Away.**

g as they last, a... one, who makes a... of Ladies' Wear... separately or

**Dresses**

iced. Dresses that were... down to... \$4.90... and very dainty... around \$1.95.

**and Pique**

than half prices.

**1.50 each.**  
 BLOUSES, a big

**LAIR**



**under**  
**JOHNS, N.F.**

John's, Nfld.

**MAN**

It is, no doubt,

your uniform and... are right

There is no other

and where you can... published factory

the finest military... and.

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