

# McCarthy's <sup>BIG</sup> ANNUAL Summer Clearing Sale

One Month of Furious Clearing

ALL JULY

1st to 31st, 1910

### DRY GOODS SECTION

15c PRINT, 10c—5,000 yards of No. 1 best Canadian Prints in all shades. Regular 12c and 15c. These we place on sale at, per yard 10c

15c and 10c LACES, 6 YARDS FOR 25c—300 dozen laces or insertion in wide or narrow widths. Bought at a big reduction. Special values to 15c. To clear at 6 yards for 25c

EMBROIDERY, 6 YARDS FOR 25c—1,500 yards of assorted widths embroidery to clear. Value to 10c. 6 yards for 25c

40c DRESS GOODS, 25c—50 pieces of dress goods in double fold. Plaids, Lustre or Checks. These are values to 40c a yard. Selling now at 25c

35c SHEETING, 25c—2-yard wide sheeting, plain or twill Nice Cotton. 40c a yard now at 25c

CORSETS 50c AND 75c—Ladies' Corsets in D. & A. make. Splendid serviceable make. All sizes. A special now at 50c and 75c

LADIES' HANDKERCHIEFS, 6 FOR 25c—50 doz. Ladies' Hemstitched Handkerchiefs to clear. Nice fine hem. Special, 6 for 25c

HAIR ROOLS—Ladies' Assorted color hair rools. 24 inches long. A 40c line at 25c

CHILD'S PARASOLS, 25c—Children's fancy cotton parasols. Special now at, each 25c

LADIES' \$4 SILK PARASOLS AT \$2.45—Ladies' silk parasols in fancy or plain. A \$4 lot to clear at 2.45

75c SUMMER CAPS, 15c—Ladies' summer caps in white or colored. Values to 75c. To clear at, each 15c

36 INCH FLANNELETTE, 12 1/2c—20 pieces one yard wide plain or colored flannelette. Value at 15c; now 12 1/2c

50c MUSLIN, 25c—100 yards of fancy muslin to clear during the sale, in light or dark color. Value to 50c; for 25c

35c TOWELS, 25c—10 doz. white or colored Turkish and linen towels. Values to 40c. Now per pair 25c

### LADIES' WEAR SPECIALS

\$1.00 BLACK SKIRTS, 50c—Ladies' black underskirts. Our \$1.00 line at the special sale price of 50c

\$1.50 BLOUSES, 95c—Ladies' white or colored blouses. All sizes, 95c to 44. Values to \$1.50. To clear at 25c

LADIES' VESTS, 2 FOR 25c—20 doz. Ladies' Vests; long or short sleeves. Special now, 2 for 25c

75c MUSLIN DRAWERS, 45c—Ladies' Muslin Drawers. Nicely trimmed with lace or insertion; 15c line at 45c

\$2.00 WRAPPERS AT \$1.25—Ladies' Wrappers; one or two pieces. Values to \$2.00. To clear at 1.25

\$4.00 MOUSE DRESSES, \$2.45—Ladies' two-piece dresses; nice make. These are splendid values at \$4.00. To clear now at 2.45

\$10.00 SUMMER SUITS, \$7.50—Ladies' Summer Suits in white or colors; Rep or Linen. Values to \$10.00 for 7.50

PRINCESS DRESSES—Ladies' fancy muslin or gingham. Princess styles. Special 3.00 to 35.00

\$2.50 BLOUSES, \$1.45—Ladies' White Muslin or Linen Blouses. Value to \$2.50. Now on sale at 1.45

MILLINERY SPECIALS—Our midsummer specials in the Millinery Department. Old ones made over. New ones sold cheap. Come and fix the children. From 15c up

BUTTERICK PATTERNS—We are sole agents for the celebrated Butterick Patterns at 10c and 15c. Delimitor at 15c. Fashion sheets free.

### GROCERY DEPT. SPECIALS

Granulated Sugar (Best Ontario). Per cwt. \$6.25; 50 lb. sacks 33.25

Tomatoes, Anchor Brand. Per case 22.75

Corn, Anchor Brand. Per case 22.25

Beans, Anchor Brand. Per case 22.25

Assorted case of Tomatoes, Corn, Peas, Beans and Pumpkins; 24 tins. Special Price 22.50

Peas, Anchor Brand. Per case of 24 cans 22.75

Plums. Per case of 24 cans 33.00

Strawberries. Per case of 24 cans 33.50

### CROCKERY DEPT. SPECIALS

97-piece Dinners Sets. Regular \$10.00 at 8.00

10-piece Toilet Set. Regular \$2.50 for 2.25

Table Glass Tumblers. Regular \$1.50 a doz.; at, per dozen 75c

Butter Crocks; all sizes; Per gallon 20c

### HARDWARE DEPT.

Fruit Sealers; Crown Jem Jars; one-half gal. Jars. Per doz. 13.50

Quart Jars, \$1.15 per dozen. Pint Jars 90c per doz.

Special Sale of Cook Stoves and Ranges

Binder Twine now on sale. Get our prices.

### MEN'S SECTION—In The Shoe Dept.

CHILDREN'S TAN SLIPPERS, 50c—40 pairs Girls' and Children's Tan one strap slippers. Sizes 3 to 7 and 8 to 10. Special 50c

CHILDREN'S BOOTS, 75c—200 pairs Children's tan or black lace or button boots. Sizes 5 to 7. Values at \$1.00; for 75c

LADIES' SHOES, \$1.50—30 pairs ladies' tan or black Oxfords. Strap Slippers, etc. Values to \$2.50; to clear now at 1.50

BOYS' BOOTS, \$1.25—Boys' Lace Boots; Dongola Goat or Buff. Sizes 11 to 13 and 1 to 5. Values \$2.00; for 1.25

\$3.50 MEN'S BOOTS, \$2.45—Men's tan or black boots; Bloucher cut. Sizes 6 to 11. Values to \$3.50. To clear at 2.45

### FURNISHINGS

SOX, 3 PAIRS FOR 25c—50 doz. Men's cotton sox, in black or gray. These are our regular 15c line. To clear now at 3 pairs for 25c

CANVAS GLOVES, 4 PAIRS FOR 25c—Men's white canvas gloves. Sizes 9 to 11. On sale at 4 pairs for 25c

MEN'S UNDERWEAR, 37 1/2c—25 doz. Men's Summer Shirts and Drawers. Sizes 36 to 44. Regular 50c; for 37 1/2c

\$1.25 WORK SHIRTS, 75c—Men's Work Shirts in black or light shades. Sizes to 17. Values to \$1.25. Sale price 75c

TIES AT 12 1/2c—Men's Ties; bows or four-in-hand. Values to 35c. Special, 2 for 25c

### CLOTHING REDUCED

\$15.00 SUITS FOR \$7.45—30 Men's Tweed or Worsted Suits. All sizes, 36 to 44. Values to \$15.00, for 7.45

SUITS TO \$20.00 FOR \$12.95—96 Men's Progress Brand Suits. Sizes 36 to 44. Values to \$20.00; for 12.95

BOYS' SUITS TO \$9.00 FOR \$4.95—Boys' Suits; long or short pants. Sizes 28 to 35. Values to \$9.00; now for 4.95

RAILROAD OVERALLS—We are selling agents for the celebrated Peabody Overalls. They wear like a pig's nose. Each 1.25

### HATS and CAPS

BOYS' HATS, 25c—Boys' linen or straw hats. Value to 50c. Now on sale at 25c

MEN'S \$1.00 HATS FOR 50c—Men's straws or linens; assorted. Values to \$1.00; for 50c

## THE McCARTHY SUPPLY CO., LTD. Regina's Big Departmental Store BROAD ST.

### GREATEST SHOWMAN

How Barnum Created The Greatest Show on Earth—Exploiting General Tom Thumb

Though the general public may take no interest in the centenary of P. T. Barnum, newspapers will not permit the occasion to pass unnoticed, for Barnum was the greatest and most skilful advertiser in history. He did not always do his advertising in the newspapers, indeed many of his triumphs in arousing public interest were made by other means. His ability in securing free advertising was great, and many a time he "worked" the newspapers from coast to coast. Nevertheless the newspapers were his partners in most of his great advertising campaigns, and they will not forget one of the greatest Americans of his generation.

Phineas T. Barnum was born on July 5, 1910, in a Connecticut town, and when a mere youngster he showed the money-making instinct. As a young man he had a dozen different occupations, but at the age of 24 he made his debut as a showman. He secured an old negro named Joice Heath, advertised her as being "161 years old" and formerly the property of Gen. Washington's father, and made some money exhibiting her. He travelled over the country with this freak, and picked up other curiosities. Barnum's was a ninth rate outfit, but as an advertiser he was without a rival, and he induced the public to pay good money to see his aggregation of freaks and fakes. Returning to New York in 1841, he bought a museum and natural curiosities of some real value, and by throwing an electrical current of advertising through the place, he soon had the crowds coming.

It was the next year that the great opportunity of his life came to Barnum. He met Charlie Stratton, whom he was to make famous as "General Tom Thumb." The little fellow was first engaged for four weeks at \$2 a week, plus all boarding and travelling expense for himself and parents. Later on he got a raise to \$7, and later still to \$50. Whether he got any more money Barnum was making his thousands out of him, is not mentioned. Barnum taught the midget to sing and dance and recite. He took Tom Thumb to England, gave a couple of performances at Liverpool to "try it on the doc," and then planned the famous London campaign. He exhibited his freak at the Princess Theatre for a short time to make sure that the public was interested in Tom, and

then went into comparative retirement, "because the Royal family was in mourning for the death of Prince Albert's family," a typical Barnum-esque performance.

Then he rented a private house in Mayfair, lavishly furnished it, hired a staff of servants, and then sent out a few invitations to titled persons to visit Gen. Tom Thumb. The General's "At Home" became the craze. The midget rode in the Rothschild's carriage; he was commanded to appear before Queen Victoria. No fees were charged for these entertainments, but the gifts were only more valuable on that account. When the General appeared again at a theatre the crowds stood in long lines to catch a glimpse of him. There was truth in Barnum's boast that all the crowned heads had seen the plucky before he returned to the United States to continue his triumphs. The General laid the foundation of Barnum's first fortune, and helped him to make his second after unwise real estate speculations had bankrupted the great showman.

The biggest thing Barnum ever did was to engage Jenny Lind for a series of 100 concerts in the United States at the rate of \$1,000 a concert. To earn \$1,000 a night is a considerable performance nowadays. Fifty years ago he feat was prodigious. Before Jenny Lind signed her contract with Barnum she was the recognized queen of song of Europe, but was almost unknown in the United States. Had she appeared in New York before the wonderful campaign of educational advertising that Barnum waged in her behalf, she could not have earned \$100 a night. Barnum spent thousands in preparing the way for her, and the records he then set as a press agent have never been equalled. The result was that the concerts netted Barnum half a million dollars. As much as \$650 was paid for one seat by a Philadelphia enthusiast, and scores of others paid hundreds. Jenny Lind had the greatest reception of any singer before or since, and left behind her the tradition of a voice unequalled in musical history.

Barnum's creases belonged to a much later period in the showman's career, and was gathered together long after his financial reverses. It was "the greatest show on earth" that introduced Barnum to the present generation, and though he is dead nearly twenty years, the children in the streets today associate the words "Barnum" and "circus" and never think of one without the other.

A. G. Snyder, of Winnipeg, arrived in the city yesterday.

Today bye-elections are being held in Medicine Hat and Vermillion. The government candidates are certain of winning.

### A WEYBURN CYCLONE

Child Killed in Mother's Arms—Young Lad Killed at Trossachs—Big Damage in Southern Town

Weyburn, Sask., June 28.—Of all the accidents, mishaps and hardships endured by our people during the terrific windstorm that passed over this section on Monday evening, the case of Mr. and Mrs. Geo. Potts is the saddest. They were sitting in their new house out on their homestead, some twelve miles north of Weyburn, watching the oncoming storm. First they were shocked to see their own barn turned completely over and crushed to match wood before their eyes, but no sooner had this happened than the house they were in was torn from the foundations and lifted over their heads, rolling over and breaking and crashing as it went.

The mother and father and a little child, twenty months old, were left. Beds, tables and chairs were then lifted and carried many yards. The stove was blown over and struck the little child a heavy blow on the head, stunning it. The mother, who held the child in her arms, had her arm broken and the flesh torn by the stove in its rush driven by the wind.

Mr. Potts grabbed a spade and hurriedly dug a hole in the ground for shelter for his wife and child and in this hole the father, mother and child huddled together to escape the storm as much as possible. But the blow to the child had proved fatal. It died in its father's arms while in the hole. Then Mr. Poff left his wife and dead child and walked two miles to the nearest neighbor for assistance, who took the mother and child to his home.

On Tuesday morning early he drove to Weyburn. The body was placed in the hands of the undertaker and prepared for burial, but the mother was taken to the hospital where she gave premature birth to another baby boy. And now the mother lies in a critical condition, but the doctors and nurses are doing their utmost for the unfortunate mother who has gone through such a siege of hardships during the last 48 hours.

Weyburn, Sask., June 28.—Father Trapeau, parish priest of Weyburn, has just returned to town from a trip to his outlying missions at Trossachs. Forward and points west of here, and brings sad news of the death of a young lad 12 years old, who was instantly killed by lightning during the severe thunderstorm which passed over South Saskatchewan on Thursday night. The boy was working

about 50 miles west of here when the storm came up and a bolt of lightning struck him, causing almost instantaneous death.

Father Trapeau also tells of some experiences he had while staying with Harold Bernard on Wednesday night. A furious storm came up and about 9 o'clock lightning struck the porch of the house and set it on fire but by quick work the flames were extinguished and the house saved.

Word has just been received that four stores in the vicinity of Goose Lake, were lifted last night and carried several feet. A young man was alone in a house at the time and he was badly injured by being struck on the head by the stove. He remained unconscious for some time. The house is almost a complete wreck.

Weyburn, Sask., June 28.—A terrific windstorm passed over this section last night about 8 o'clock and for fully three-quarters of an hour the wind blew a hurricane. It struck Weyburn with tremendous force. Auto-houses, outbuildings, lumber piles and boxes were lifted and carried in all directions.

Mr. Marshall Stewart's large feed stable on Second street, near the Soo Hotel, had the roof lifted completely off and thrown with terrific force on the machinery and carriages in the yard, doing considerable damage, the amount of which cannot as yet be ascertained.

Weyburn, June 28.—Word has just been brought in by a farmer living in the neighborhood that the school house at Weyburn Plains, eleven miles southwest of here, was completely wrecked during the terrific wind storm which passed over this section last night. The building, which is a frame one, was lifted from the foundation and carried through the air over the fence and fully twenty rods into a wheat field. Every window, door, desk, seat and board is more or less broken, and the building is a complete wreck. It is a big loss to the municipality, and it will be some time before it can be replaced, as carpenters are very scarce, and farmers are busy on the land.

### Francis Convention.

At a large gathering of the Conservatives of Francis constituency on Monday arrangements were made to thoroughly organize the district. It was decided to call a convention for Stoughton on July 25, when a candidate will be nominated to contest this constituency at the coming election.

The farm hands in the state of Washington are forming a union.

The intense heat is causing considerable damage to the wheat crop in the Brandon district.

### AIRSHIP WRECKED

The German Passenger Airship Meets With Serious Accident—Terrific Storm Starts Disaster—No One Injured

Osnabruck, June 28.—The Zeppelin airship Deutschland, after a superbly emotional flight against the tempest which carried her in the vicinity of a north-westerly direction after leaving Dusseldorf, ended her voyage wrecked in the Teutoburgerwald, five kilometers north of Burg and not far from Osnabruck. None of the passengers were injured, the splendid craft settling down on the dense mass of trees like a gigantic dead worm. The voyage was varied, picturesque and terrible.

Aboard the ship were twenty German and foreign newspaper correspondents and the crew of twelve men.

The ship passed at great speed over Barman, where the commander attempted to change his route so as to return to Dusseldorf. The winds, however, had reached the velocity of a gale and the airship was carried away like a piece of straw, broadside to the wind. At certain moments she travelled backwards, although the motors were working full power. The commander then tacked the great dirigible back and forth like a sailing ship. One of these tacks took the airship over Bochum and another over Dortmund, which had been the original destination, but a landing was deemed inadvisable in the face of the heavy gale.

For a few kilometers the wind moderated almost to a calm, but respite was brief. Could it be that the sky the wind howled and rain fell in torrents.

"If anything had gone wrong with the motors at this stage," said one of the passengers, "we would have been lost."

Notwithstanding the terrible experience, it must be admitted that the passengers were not greatly affected, and let empty champagne bottles fall from timeto time to the trees below.

"The time passed and we hoped to land at Munster, but we entered a dense fog and when it lifted we were over the Teutoburgerwald. It was 5.30 p.m. and all our balast and fire extinguishers had been thrown overboard. The passengers shifted their positions to balance the ship. About 8 o'clock we heard the noise of crashing rays and smashing glass, and knew that an accident had happened. The dirigible crashed down amongst the trees which broke into the frail body of the vessel causing large rents. For a moment we thought the danger was over, but the prow of the vessel remained intact and rose in the air while the afterpart of the dirigible

was plinned to the earth. The prow swung slowly from side to side as though holding for safety. The propper was broken and the framework smashed."

Another account says one of three motors broke down and rendered the dirigible less capable of mastering the currents, that many attempts were made to land and that about six o'clock a momentary lull in the storm caused the Deutschland to rise to an altitude of 4,000 feet, causing a great loss of gas, while the enormous weight of the continuous heavy rain caused a rapid descent to 2,000 feet above the surface, that the occupants of the luxurious cabin, the moment the ship struck the trees were jammed together, narrowly escaping being crushed and that the tree tops bursting through into the cabin held the ship fast, that it was only with the greatest difficulty that the passengers succeeded in getting to the ground by the branches of the trees.

### MOVING PICTURES

Immense Price Paid for Films of Johnson-Jeffries Fight—Will Cost Nearly Two Hundred Thousand Dollars

Reno, Nevada, June 28.—The right to issue a pictorial description of the battle will cost \$200,000. This is an estimate based on the price of their respective shares agreed upon by Jeffries, Johnson and Promoter Rickard. Jack Gleasons, Rickard's partner in staging the big fight, is said to be the only one interested in the picture proceeds who has not disposed of his share of the prospective profits. Tex Rickard last midnight definitely announced the sale of his and Jeffries' interests in the pictures for \$100,000 each, and that sum having been placed on deposits in a Reno bank depending on the fulfillment of a signed contract. Wm. T. Rock, representing an eastern syndicate, won the contest for their share with a bid that topped by \$15,000 an offer reported made yesterday by San Franciscans and according to Rickard hardly had he and Jeffries attached their signatures to the agreement drawn up by their respective attorneys than the Californians rushed in another bid of \$150,000. Jeffries is to receive two-thirds and Rickard one-third of the \$200,000. According to the amended fight articles Jeffries and Johnson were the joint owners of the picture rights and each is bound to turn over to the promoters one-third of the profits each receives therefrom.

With the picture rights split between rival firms as now seems to be the case, it is likely that two sets of films

will be made. In order to carry out the terms of their contract, all Jeffries and Johnson are required to do is to enter the ring on July 4 and begin the fighting. Rickard is required to use his best efforts to see that the fighters come together. All other responsibilities devolve upon the picture men.

Tex Rickard said this morning that according to information which he has received from the Southern Pacific headquarters he is inclined to believe that no diminution of the number of fight visitors will result from the change of battle grounds from San Francisco to Reno. The promoter estimates that the crowd that will witness the fight will be 175,000. Many complaints are being made by visitors desirous of inspecting Johnson's training quarters and seeing the champion because of the inaccessibility of his camp. To reach the road house where Johnson is quartered it is necessary to secure an automobile or some other conveyance, as it is directly off the line of the local trolley system and so far out of reasonable walking distance.

Mona Springs, however, is touched almost directly by Reno's street cars, and for that reason Jeffries' camp is expected to draw a much bigger crowd than Johnson's. This condition of affairs is a source of regret, both to Jeffries and Johnson, for Jeffries dislikes above all things to work in public. On the other hand nothing delights Johnson more than a big crowd and an established peculiarity of the big and it has come to be regarded as a negro champion that he does his best boxing when stimulated by the presence of numerous visitors. Very little betting is going on in Reno. The betting houses are posting odds of 10 to 6 on Jeffries, but no big wagers have been reported and it is regarded as likely that there will not be any considerable amount put up until within a day of the battle.

Manitoba Crop Suffers.

Winnipeg, June 28.—Temperatures of over one hundred were recorded in Manitoba yesterday, and it is quite as hot today. This excessive heat is generally accompanied with strong driving winds. Around the grain exchange today, where wheat jumped five cents yesterday, the bulls had it all their own way. Alarming reports of damage to spring wheat, no doubt many of them generally exaggerated, were received from all over the country.

"There is no doubt that the crop has suffered considerably," said an expert today, "and every day a continuance of the present conditions knocks down the average percentage. Under the torrid heat the grain is beginning to head out long before it is proper for it to mature. June in this country should be wet and not too hot. Instead it has been dry, barring some thunder storms."