

Martin-Royal Hardware Store Gutted By Fire.

Adjacent Buildings Saved by Heroic Efforts of Firemen--Collapse of Roof Shot Flames High in Air--Estimated Loss \$150,000; Insurance, \$120,000.

Fire which last night destroyed the top floor and gutted the Martin Royal Hardware Store premises, did damage amounting to nearly \$150,000.

The insurance is believed to be in the neighbourhood of \$120,000.

The origin of the fire is unknown. This is the second destructive fire to occur in this building. Eight years ago, considerable loss was caused when the premises were gutted. It was after this fire that the top floor, destroyed last night, was built.

NOTHING BUT SMOKE.

At 8 p.m., dense clouds of smoke were seen issuing from the second floor of the building and passers by gave the alarm which quickly brought the Central and Eastern Fire Companies on the scene. At first nothing but smoke could be seen but later flames were discovered in the back of the building and on the top floor. The fire was apparently confined to the two top storeys. Under the direction of Inspector General Hutchings and Superintendent Dunn streams of water were quickly applied to both back and front of the burning building.

WATER PLENTIFUL.

Fortunately, water was plentiful and a pressure of about 120 lbs. was obtained. Ex-reserve fireman Stansbury rendered valuable assistance in directing the two streams applied from the roof of Neal's store. Headless of the overpowering smoke fumes, he worked energetically for two hours and kept a stream of water directed on the floor of the second storey. By 7.15, the fire appeared to be under control as practically no flame could be seen although there was considerable smoke. Suddenly, the columns of smoke assumed larger proportions and were followed by great tongues of flame which shot up in the air lighting up the sky for miles around.

FIRE MAKES HEADWAY.

The fire quickly made headway, and the large quantity of inflammable material stored on the top floor, such as straw, sheeting paper and felt, soon became a mass of flame. All available hydrants were utilized and nine streams of water were applied to the fire. In connecting the hoses, the police rendered valuable assistance to the fire fighters, many of them getting drenched with water. Two firemen, with wonderful pluck, stood on the top of the ladder in the face of the flames and smoke directing water into the centre of the top floor. From the roof of the Board of Trade building two more streams were applied, while two streams were also poured into the flaming mass from the Martin building.

ing on the west. Broken glass and burning embers were flying everywhere and the firemen were in considerable danger. Cartridges were continually exploding and the sound could be plainly heard.

FIRE REACHES HEIGHT.

It was nearly two hours after the first alarm had been given that the fire reached its height. Fears for the safety of the adjoining buildings was now beginning to be felt. At this juncture, Mr. Harris Keefe of the Colonial Secretary's Department, ran up to the roof of the Board of Trade building and applied chemicals which he had procured from the Court House. These were put on none too soon, and undoubtedly saved the Board of Trade and Royal Stores from sharing the fate of the Martin building. At one time the roof of the former building caught near the skylight, but Mr. Keefe quickly poured the contents of one of the extinguishers on the flames which soon subsided. Meanwhile, the roof of the Martin Building was beginning to give way. Finally, it fell in, sending great flames upwards to cast a lurid reflection over the dark sky. At almost the same time, the elevator on the second floor, broke loose from its fastenings, and fell into the basement below.

UNDER CONTROL.

With the destruction of the roof, the task of getting at the seat of the fire was made easier, and as a result of the efforts of the fire fighters, the blaze was under control by 9 o'clock, three hours after the first alarm had been given. The fire smouldered for several hours after, and it was not until early this morning that the firemen could leave the scene. While the fire was in progress, Fire Constable Doyle was overcome by smoke fumes and had to receive attention at a nearby drug store while Fire Sgt. Bennett was injured by a hammer which fell on him from above. Two young boys were also affected by the smoke and had to be carried away from the scene.

THE DAMAGE.

The top floor of the Martin Building is a mass of ruins. Only the walls remain standing, and it was indeed fortunate, that when this storey was built on after the previous fire, the structure was reinforced. The large stock, which included a full line of spring goods, was completely destroyed. A large part was damaged by the fire, and the remainder was injured by water to such an extent as to render the major portion of it valueless. Mr. Martin told the Telegram that he estimated the value of the stock to be in the neighbourhood of \$100,000. The

"Columbus" Rubber Footwear and Quality

Salesmanship, unaided, may sell quite a lot of Rubber Footwear, but at its best it cannot create a demand for any particular line, unless that line is backed up by QUALITY.

"COLUMBUS" Brand is second-to-none in Quality; only the finest materials are used. The actual making is entrusted solely to experts, who would not dream of producing work below the high standard they have set for themselves.

It is the aim of the "Columbus Co." to manufacture only a high-grade product. Special attention has been paid to QUALITY, FIT and STYLE, with the result that there is now no better Rubber Footwear than "COLUMBUS".

Each year brings an increased demand from the Public for "Columbus" Rubbers. This in itself is proof that this popular line of Rubber Footwear is meeting with the approval of the Public in every direction.

DEALERS:—Anticipate next season's demands NOW and place your orders as early as possible. By co-operation with us, you are assured of early delivery of the goods and better satisfaction to yourself and your customers.

The Cleveland Rubber Co., 166 Water Street—St. John's, N.F.

may8,10



"You Are Looking 'All In'"

"YES, and that is just how I feel."

"What seems to be the matter?"

"Why, I had tonsillitis, and my whole system seemed to be poisoned and run down. So much so that I did not seem to gain strength."

"Will you let me be your doctor and do as I tell you?"

"I will do anything to get strong and well. I have been sitting here too long already."

"Well, you send to the drug store for six boxes of Dr. Chase's Nerve Food, and take one pill after each meal and at bedtime. Believe me, it will not be long until you feel the benefit of this treatment and find yourself gaining in health and vigor."

"How do you know?"

"I know from personal experience. After I had the flu I was left just like you are now—all run down; could not sleep; the little food I ate did not seem to do me any good, and I was getting pretty blue."

"Yes."

"Well, my wife had been using Dr. Chase's Nerve Food, and insisting on me giving it a trial. You know the rest, for I was soon about again, as hale and hearty as ever. I have told lots of people about this Nerve Food, and never knew it to fail."

"You are to be the doctor in this case, so I will follow your advice."

GERALD S. DOYLE,
Distributor,
St. John's.

value of the building is about \$50,000. The adjoining building is also owned by the Martin-Royal Stores and is separated from the main premises by a galvanised door which, fortunately, the flames did not penetrate. Water did much damage to the offices of P. Templeman, J. B. Orr, M. S. Sullivan, J. Sellars and L. Earle, which are all in this part of the premises. Mr. J. Paterson who has an office in the main building, visited it during the afternoon and saw no signs of fire. He lost nearly all the contents of his office as did also Mr. Herbert Knight. The occupants of offices in the Board of Trade Building took the precaution of removing valuable papers.

DID FINE WORK.

Both police and firemen did excellent work. The former besides assisting the firemen in setting up their ladders and getting out their hose, had a difficult task in keeping back the huge crowd which extended along Water St. from the Court House to Prescott St. and with the exception of the space kept clear about the scene of the fire, formed a solid mass of people. The firemen, as usual heedless of danger, performed splendid work, particularly in their efforts to confine the flames to the one building. It is expected that the work of reconstructing the damaged building will begin at an early date.

MARBLER now in stock: 10c. per 100; 80c. a bag. G. KNOWLING, LTD., may6,8,10

Latest Sealing News.

CATCH TO DATE 1922.

Capt. Winsor of S.S. Thetis reported on Saturday to Job Bros. & Co. that the ship had taken 200 seals during the day, and that the seals are very wild. The Ranger has not reported since Friday night, when Capt. Kean gave his catch as 4,000. It is likely that both ships will arrive home during the week. The following is the catch so far reported:

Total landed 114,875
Seal, 2nd trip (Sanded) . . . 1,740
Thetis 4,800
Ranger 4,000
Total 128,315

Figured moles are suitable for the slim-bodied, full skirted evening gown.

Property Headquarters.

The following Houses are offered for sale at suitable terms:

Fraserwater Road	Hayward Avenue
Allendale Road	Cochrane Street
Penningwell Road	Water Street (West)
LeMarchant Road	Gower Street
South Side Road	Bond Street
Prince of Wales Street	Scott Street
Pleasant Street	Walsh's Square
William Street	Long's Hill
Franklin Avenue	Monroe Street

Prices ranging from (\$1,000.00) to (\$8,000.00).

FRED. J. ROIL & CO.,
Real Estate and Insurance Agents,
Smallwood Bldg. Duckworth Street.

Sporting Goods!

FOOTBALLS—No. 1, \$1.23 and \$1.65 complete
No. 2, \$1.55 and \$2.05 complete
No. 3, \$1.75 and \$2.50 complete
No. 4, \$2.00 and \$2.85 complete
No. 5, \$2.30 and \$3.15 complete

FOOTBALL PUMPS 90c. each
SHIN GUARDS 65c. and 80c. pair
BASEBALLS—"Aero", 40c.; "Junior League", 75c.

BASEBALL MASKS, BATS and MITTS.

FISHING TACKLE.

BAMBOO POLES—12 ft., 30c.; 14 ft., 40c. each

TROUT HOOKS to Gut 30c. dozen

TROUT LINES 4c., 10c., 12c., 18c. up

TROUT BASKETS, REELS,
BASKET STRAPS, FLOATS,
CAST LINES, BAIT BOXES, Etc., Etc.

G. KNOWLING, Ltd.,
HARDWARE DEPT.
East, West and Central Stores.

may5,1,6,od

RICHARD HUDNUT THREE FLOWERS



Hudnut's Marvelous Cold Cream

For that snow white purity and soothing softness so conducive to youthful bloom and freshness.

SOLD BY
McMURDO'S DRUG STORE,
JAS. BAIRD, LTD.,
ROYAL STORES,
A. W. KENNEDY.

may5,10,11,12

CARTER'S TESTED SEEDS

GROW GOOD CROPS.
Why risk your time, your land, and your fertilizer by planting seeds of inferior quality? To assure your success in the flower or vegetable garden use Carter's Tested Seeds. By planting them you do not "guess"—you know.

NOW IS THE TIME TO ORDER.

PETER O'MARA,
The Druggist,
THE REXALL STORE.

(Under the distinguished patronage of His Excellency the Governor and His Lordship the Bishop)

A PAGEANT OF OLD ENGLISH SONG
DANCE and DRESS will be presented
in Shakespeare's

"As You Like It"

by the Students of Bishop Spencer College
AT THE CASINO ON

Tuesday, May 9th, and Wed., May 10th,
at 8.15 p.m.

PROGRAMMES AND CANDY FOR SALE.
may6,11

MOREY'S COAL IS GOOD COAL.

Due to arrive the first cargo for the season
From North Sydney Schr. Beulah Mae with

400 Tons SCREENED NORTH SYDNEY
COAL.

NOW LANDING 1200 TONS
BEST WELSH HOUSEHOLD COAL.

M. MOREY & CO., Limited.

may2,11

ST. THOMAS'S WOMEN'S ASSOCIATION

Sale and Concert

The above Association is holding a Sale on Tuesday next, 9th inst., in Canon Wood Hall.

Plain and Fancy Work, Children's Underclothing, Members' Table, Pantry, Book and Candy Stalls. At 6 o'clock Teas.

ADMISSION 10 CENTS.

At 8.15 p.m. a Grand Concert will be held in which the leading artists of the city are taking part.

ADMISSION 50 CENTS.

may6,11

ANOTHER BIG SHIPMENT OF

Moir's Cake & Confectionery.

FRY'S FIVE BOYS, CROQUETTES and MILK BARS.

PAPER BAGS, PARCHMENT PAPER and TWINE.

P. F. FEARN & CO., Ltd.
200 WATER STREET.

apr12,11

It is now time to throw off the old winter garments. Even nature is changing her coat. Your new Spring and Summer Suit and Overcoat can be procured at Maunder's much cheaper than last year.

New arrivals every English steamer. We have a special line of Serges worth much more than we are making them for. Drop postal for samples and measuring cards.



John Maunder

Tailor and Clothier, 281-283 Duckworth St.