

End of Season's Great Clearance Sale.

All Left-Overs must be cleared out to make room for our New Goods, soon to arrive.

FOR TEN DAYS ONLY

We offer all our stock of Ladies' Blouses, Silk and Wash Dresses, Millinery and Ready-to-Wear Hats, Spring Coats, Child's Wash and White Party Dresses, Child's Hats, Rompers, etc., etc., AT GENUINE SAVINGS.

To keep to our motto of stocking only the Newest Advance Styles, all our stock must be sold at the end of each and every season.

Sale commences Saturday Morning, July 7th.

Be here early to secure the best of it.



Ladies' and Children's HATS.

Reg. 65c. for 49c.
Reg. 75c. for 57c.
Reg. 85c. for 64c.
Reg. 95c. for 72c.
Reg. \$1.20 for 90c.
Reg. \$1.40 for \$1.05
Reg. \$1.90 for \$1.43
Reg. \$2.40 for \$1.80
Reg. \$3.00 for \$2.25
Reg. \$4.00 for \$3.00
Reg. \$4.80 for \$3.60
Reg. \$7.00 for \$5.25
Reg. \$10.00 for \$7.50
Reg. \$13.00 for \$9.75
Reg. \$15.00 for \$11.25

All LADIES' BLOUSES.

Reg. 65c. for 52c.
Reg. 75c. for 60c.
Reg. 90c. for 72c.
Reg. \$1.00 for 80c.
Reg. \$1.50 for \$1.20
Reg. \$1.80 for \$1.44
Reg. \$1.90 for \$1.52
Reg. \$2.50 for \$2.19
Reg. \$3.40 for \$2.98
Reg. \$4.75 for \$4.16
Reg. \$5.20 for \$4.50

LADIES' WASHING DRESSES.

Reg. \$8.70 for \$7.62
Reg. \$9.20 for \$8.05
Reg. \$14.00 for \$12.25

All Ladies' Silk and Poplin Dresses.

Reg. \$8.00 for \$6.40
Reg. \$10.00 for \$8.24
Reg. \$11.00 for \$8.80
Reg. \$18.00 for \$14.40
Reg. \$21.00 for \$16.80
Reg. \$23.00 for \$18.40
Reg. \$25.00 for \$20.00
Reg. \$27.00 for \$21.60
Reg. \$33.00 for \$26.40
Reg. \$40.00 for \$32.00

Seven only Ladies' New Spring Coats.

Reg. \$28.00 for \$22.40
Reg. \$36.00 for \$28.80
Reg. \$42.00 for \$33.60
Reg. \$45.00 for \$36.00

All our Ladies Neckwear

Reg. 10c. for 8c.
Reg. 18c. for 15c.
Reg. 25c. for 20c.
Reg. 38c. for 31c.
Reg. 45c. for 36c.
Reg. 60c. for 45c.
Reg. 75c. for 60c.
Reg. \$1.20 for \$1.08
Reg. \$2.10 for \$1.68
Reg. \$3.20 for \$2.58

BISHOP, SONS & CO., LTD.

PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

SEE WINDOWS.

War News.

Messages Received Previous to 9 A. M.

PROGRESS OF RUSSIANS.
PETROGRAD, July 11 (Official.) Our troops advancing on the Bogorodchan-Zolotivina front, having broken down the resistance of the enemy, have reached the line of Poleszcz, Lesluka Kosmacz. In the course of the day we captured more than 2,000 prisoners and about 30 guns. Altogether in three days' battle, from the eighth to the tenth, in the direction of Dolina we took prisoners more than 150 officers and 10,000 men. Our captures also included about 80 guns, 12 of them of heavy calibre and a large number of trench mortars, machine guns and a large quantity of engineering material and military stores. On the remainder of the front there has been artillery firing which was more intense in the direction of Zlochoff and south of Brzezany. On the Rumanian and Caucasian fronts the situation is unchanged. On the Baltic Sea on Monday a squadron of enemy hydroplanes carried out three flights over Arbingburg and the region of Theresia, dropping about thirty bombs on the road-

steads, batteries and various structures without result, causing no loss or damage. On Sunday a Zeppelin flew over the southern extremity of the Aland Archipelago.

PURSUIT OF THE ENEMY.
PETROGRAD, July 11. According to a telegram received from the General Staff the pursuit of the enemy in Galicia continues. The capture of Halicz, the strategic key to Lemberg is confirmed, the Russians taking prisoners and more than thirty guns.

AUSTRIANS ADMIT DEFEAT.
LONDON, July 11. Admission by the Austrians of defeat at the hands of the Russians is contained in a message from the Austrian War Press Headquarters, as forwarded from Amsterdam by the Central News. It says, for two days our troops repulsed strong Russian attacks in trenches which had been destroyed by artillery fire. One division defended itself against attacks of superior Russian columns, but with fresh Russian reserves brought into action, our troops were compelled to retreat and give up their first line.

A WEEK'S SINKINGS.
LONDON, July 11. The sinking of fourteen British merchant ships of more than 1,600 tons is reported in the weekly summary of shipping losses issued today, and three of less than 1,600 tons;

seven fishing vessels were also sunk. Arrivals were, 2,895; sailings, 2,798. British merchantmen unsuccessfully attacked, including four previously reported, 17; British fishing vessels, including one previously sunk, 7. The increasing effective measures against the submarines which is being carried out by British and American warships, is shown in the record of last week. With one exception the number of merchantmen sunk is lower than in any week since the British inaugurated in March the system of giving out weekly reports. The report of March 11th showed 17 merchantmen sunk, the same total as shown in last week's summary. The preceding report gave sinkings as 15 vessels over 1,600 tons and five under that size. In two earlier periods the totals were respectively 28 and 32. This compares with the sinking of 40 large merchantmen in one week and 38 in another at the height of the campaign, in April, and in the week which ended April 21st, 53 vessels in all were sunk.

AUSTRIAN TOWN OCCUPIED.
ROME, July 11. The Austrian town of Bolina, north west of Salo, on the Carso front, was occupied by Italian troops yesterday.

BOMBS DROPPED ON TURKISH FLEET.
LONDON, July 11. An air raid on the enemy fleet off Constantinople was announced in a statement by the British War Office

today. Bombs were dropped on the Turkish cruiser Yvus Sultan Selim formerly the German cruiser Goeben. The extent of the damage to the vessel is not given. The war office at Constantinople also was attacked by the British who returned without casualties.

BOMBING ATTACK.
LONDON, July 11. According to a brief telegraphic account of the bombing operation at Constantinople, received here, the attack was one of the most successful of the kind carried out during the war. The British aviators confined themselves strictly to military objectives. The airplanes were over the city for nearly half an hour, carefully picking out their marks, and descending to an altitude less than 300 yards to release their bombs. The Goeben, which recently was annoyingly active against the Russians, was the centre of attack, with entirely satisfactory results, and it is safe to assume that she will be out of action for several months. The War Office which occupies a commanding position on a hill and is visible from all directions, was also an easy target. Among the damaged enemy ships was the converted liner which was used as the headquarters of the German staff.

GERMAN FIGURES FALSE.
LONDON, July 11. (Via Reuter's Ottawa Agency.)—The figures given in yesterday's German communique of air losses in the month of June are entirely false. On the British front alone 121 machines were destroyed and 99 others driven down uncontrollable, while the French account for 45 and the Belgians for 4, making a total of 279 instead of 68 admitted by the enemy. It is impossible to give the total of French machines brought down, because no such record is ever issued, but as the number of British machines reported lost by Field Marshal Haig was 78, and as the heaviest fighting was on the British front, it is obvious that the German figure of 220 is absurd.

ENEMY REPULSED.
PARIS, July 11. The Germans made an attack last night in the Woivre, north of Flery. To-day's official announcement says they were repulsed.

EARTHQUAKE AND TIDAL WAVE.
MELBOURNE, July 11. A despatch received here from Suva, Fiji Islands, says damage has been caused in the Samoan Islands by a severe earthquake and tidal wave. The Friendly Islands also have experienced the earthquake.

FRENCH AVIATOR SAFE.
PARIS, July 11. Sergeant Major Antoine Paillard, one of the French aviators who participated in the bombardment last Friday of the Krupp factory at Essen, Germany, and who failed to return, has, it is now learned, landed safely in Holland.

SWEDEN PROTESTS.
STOCKHOLM, July 11. The Government has instructed the Swedish minister at Berlin to protest against the torpedoing of Swedish fishing boats by German submarines.

HARDEN'S PUBLICATION SUPPRESSED.
COPENHAGEN, July 11. The Dizakunt, Maximilian Harden's publication has been suppressed for the remainder of the war, ac-

cording to the Berlin Tageblatt. Herr Harden has been mobilized under the auxiliary civil service law and will be employed as a military clerk. The Government some time ago planned to take this action but lacked courage.

THE EMBARGO AND ITS EFFECT.
LONDON, July 11. Lord Rhondda, the Food Controller, in a statement on the embargo proclamation of President Wilson, said the comprehensive and effective character of the President's latest action is typical of the way in which the United States has thrown itself heart and soul into the war. It seems to me that additional pressure which will thereby be brought to bear upon our common enemies should go far towards bringing this struggle to an earlier termination, especially in view of the fact that in applying an embargo on provisions the President will have the advantage of Mr. Hoover's unequalled knowledge of conditions in the neutral countries.

REPUBLICAN TROOPS ENTER PEKING.
WASHINGTON, July 11. The entry of Republican troops into Peking was announced in a despatch to the Chinese Legation to-day, indicating that the monarchical coup d'etat has come to a complete failure. The despatch was the first in two weeks to come through direct from the Peking foreign office. The sec-

ond and final abdication of the Manchurian Emperor Hsun Tuang is said to be expected momentarily, along with the arrest of Gru Chang Haun, a military adventurer who is responsible for the coup, and who has been ordered to be taken into custody by the new President.

VALUABLE SHIP AND CARGO SUNK.
NEW YORK, July 11. The American steamship Rangan, carrying a crew of fifty men, has been sunk presumably off the French coast. Four of the crew were missing. The vessel was valued at \$3,000,000. She carried a cargo of flour and other foodstuffs together with 4,000 tons of steel valued at \$2,000,000 which was consigned to the French Government.

Minard's Liniment Co., Limited.
Gents,—I cured a valuable hunting dog of mange with MINARD'S LINIMENT after several veterinarians had treated him without doing him any permanent good.
Yours, etc.,
WILFRID GANGE.
Prop. of Grand Central Hotel, Drummondville, Aug. 3, '04.

PATRIOTIC DANCE.—At Topsail last night an enjoyable dance, promoted by a young lady who is holidaying there, was held for patriotic purposes and the sum of \$30 realized.

Our Semi-Annual CLEAN SWEEP SALE

Has invaded our Dry Goods Department and taken the goods by storm, so that we offer prices unheard of for awhile to make room for new goods to arrive.

LADIES' SKIRTS.
The latest American cut, Navy and Striped Grey. Prices from \$2.95 up. Special, \$6.50, now \$5.50. Also Underskirts in White from 95c. each up.

LADIES' BLOUSES.
Silk White Voile, Lawn, Black Sateen, Cashmere, Striped Cotton. Prices from 75c. up to \$3.50. A few soiled, values up to 85c., now 35c. All Blouses reduced 20 to 30 per cent. to clear.

Ladies' One-Piece Dresses.
We have them in White Embroidery, Fancy Muslin, Blue Linen, Striped Linen; also Pique Dresses, Fawn Linen; all to go in this Great Sale at wonderful reductions, as the order is to clear all Summer Goods at any reasonable price.

Also LADIES' VESTS, HOSIERY, CAMISOLES, APRONS, HANDKERCHIEFS, and the many other things in the Ladies', Misses' and Children's wear too numerous to mention, to go at special prices.

In the Men's Department we are making special prices on everything, so that we invite one and all to come and share in the saving our Semi-Annual Sale gives.

The C. L. MARCH Co., Ltd.
Corner Springdale and Water Streets.

Boys' Wash Suits



Strong Serviceable Warm Weather Suits for Little Boys

Plain Blue and Tan Linen Suits, to fit from 3 to 8 years, 90c. and \$1.00.
White, with Coloured Collars and Cuffs; sizes 3 to 8, \$1.20.
Black and White Check, with White Collars and Cuffs; sizes 3 to 8, \$1.20.
Blue and White Striped, \$1.20, \$1.35, \$1.75.
Two Job Lines in Plain White and Blue and White, 60c. and 80c.
White Sailor Suits, with Blue Collars, \$1.75, \$1.80, \$2.00.



KHAKI DRILL SUITS!
Norfolk Style, some with attached vest; sizes 1 to 6, \$2.30 to \$2.95.
Khaki Drill Coats, with attached vest; sizes 1 to 7, \$1.35 to \$1.70.
Khaki Drill Pants, sizes 1 to 7, 70c. to \$1.00.

STEER Brothers

FRIDAY SATURDAY & MONDAY

HEARTH RUGS
Must mention
They're worthy of
strong Axminster
varied hues, nice
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