

WE ASK YOUR ATTENTION TO-DAY.

TO-DAY WE BEGIN THE ABSOLUTE CLEARANCE of Thousands of Dollars worth of Merchandise. Our Clearance Sales have come to be recognized features of St. John's Mercantile life. In this August Clearance Sale you will get a chance of the largest saving of the year, because we are determined to close out Summer Goods.—**Summer Goods Must Go**—although summer weather is by no means over, our heavy Fall Stocks will soon be pouring in, and when they arrive we must have no summer goods left, as we need the space. Therefore you are the great gainer of our Noted Clearance Sale.

We'll be very busy every day while this sale lasts serving the many thrifty householders of Saint John's who always respond to our "Ads," which is the proof of "Great Savings." We want to save money for you too. You who are not our customers we especially invite to pay us a visit and partake of our Vast List of Bargains. We feel sure that you will be well repaid for your visit and will come again. If we can't make good—don't buy. We'll be glad to see you anyway. There are thousands of Big Bargains which space will not allow us to mention.

HERE'S SOME OF THEM:

Ladies' White Cotton and Jersey Summer Vests, sleeveless, and wing sleeve. Worth 30c. Closing out at 12c.	EXTRA SPECIAL. Ladies' Summer Gloves, Lisle Thread. White Cream and Black; assorted sizes. 2 dome fasteners. Ordinary price, 25c. Closing out at 10c.	Ladies' Black Voile and Panama Dress Skirts, very latest American style; 7 only. Worth \$7.50. Closing out at \$4.25	EXTRA SPECIAL. Wash Belts, a large assortment to select from; finest quality of materials, suitable for all seasons. Reg. price from 18c. to 40c. Closing out from 12c. to 30c.	Willow Chairs, very pretty designs. Reg. values from \$4.00 to \$6.75. Closing out at \$3.00
Ladies' White Cambric Camisoles, embroidery trimmed, some with puff sleeve. Worth 55c. Closing out at 32c.	All Summer Gloves in Lisle Thread, Taffetas and Lace Net closing out regardless of price.	Ladies' Black Navy Tweed Dress Skirts, fashionably trimmed. \$2.50 Skirt for \$1.50	Curtain Nets, 18c. values for per yard 10c.	Lace Curtains, 2½ yards long. Closing out at per pair 40c.
Ladies' Tan Summer Hose, plain and fancy; 25c. goods for 15c.	Ladies' Sanitary Hair Rolls, net covered, in assorted colors. Reg. 25c. Closing out at 15c.	Ladies' Costumes, very newest American styles in assorted summer materials—Panamas. Diagonal Cords and fancy. Values up to \$16.00. Clearing the lot at \$7.95	Cotton Blankets, in White, Grey and Drab, with pretty borders. Reg. values from \$1.00 up to \$5.00. Closing out the lot at from 85c. to \$3.50	Glass Towelling, 16 inches wide, Red and Blue Check. Worth 12c. Clearing the lot at per yard 8c.
Ladies' D. & A. Directoire Corsets, latest style. White, with four garters attached. \$1.40 Corset for \$1.00	Ladies' Hair Turbans and Pads, assorted shapes and colors. Reg. price, 40c. Closing out at 25c.	Girls' Straw Hats, American; 12 only. Closing out at 14c.	Camp Stools. Closing out at 40c.	Check Flannelette, Pink and White, Pale Blue and White. Good values at 17c. Closing out at per yard 13c.
Ladies' White Muslin Aprons, neatly trimmed with embroidery and insertion, with and without bibs. Worth 30c. Closing out at 19c.	Ladies' Black Leather Hand Bags. Reg. \$1.00 bag. Closing out at 75c.			Rattan and Wicker Chairs and Rockers. Closing out at from, up \$2.50

THE BIG WEST END STORE.

C. L. MARCH Company, Limited.

THE BIG WEST END STORE.

EXTRA SPECIAL. Baby Carriages, latest American styles, finished in assorted colors; very choice, high grade. Regular values from \$12.00 to \$10.00. Closing out at from \$8.00 to \$22.50	Men's Fine Balbriggan Underwear, in Cream and fancy colors; absolutely no seconds. Worth 30c. Closing out, per garment, at 31c.	Men's Grey and White Half Hose, 36 pairs only. Closing out at 2 pairs for 15c.	Men's Boots and Shoes, in Vicis, Box Calf, Satin Calf and Gun Metal. A lot of odd lines which we will close out at half their values.	Boys' Striped Drill Sailor Blouses; sizes 900 to 2. Selling to close, each 75c.
	Men's Porus Knit Underwear, the latest for summer wear. Reg. selling price, 50c. Closing out, per garment, at 35c.	Men's Tan and Black Half Hose, seamless; fast dyes. Clearing out at 2 pairs for 25c.	Boys' Boots, Satin Calf, Blucher Cut, Bedrock; guaranteed all leather; sizes 1 to 5. Closing them out at \$1.50	Girls' Black Cotton Hose, fast dyes; seamless. Clearing at 11c.
	Men's Negligee Shirts, splendid assortment, American styles and cuts; assorted sizes and patterns. Good values at 95c. Price cut down to 60c.	Men's Tweed Hats, stylish shapes; fashionable Green shades. A cheap hat at 90c. Closing out at 50c.	Boys' Wash Suits, Striped Gingham and Drill, Sailor Collar and with Belt; 2 garments. Clearing the lot at, per suit 80c.	Girls' Tan Cotton Hose; seamless. Closing out at 16c.

Harbor Grace Notes.

Quite a number of trouters and other pleasure seekers left by this morning's train for different points along the coast to spend the weekly holiday in the country.

It is said the new boat built by Mr. S. Tetford for the C. B. L. A. will likely be named the Shamrock. We trust she may be a keen competitor to the other boats in the forthcoming contests.

At last night's meeting of the Regatta Committee it was finally decided to hold the races on Wednesday, Aug. 23rd. This will be the day of the Shamrock excursion from St. John's to Carbonear. A good opportunity for folk to drop off here and taken in our Harbor Grace races.

W. J. James, Esq., manager of that flourishing concern which is doing much to build up this town, the H. G. B. and S. Factory, arrived from Boston by Saturday's train after a business trip to that city.

Among the many excursionists who arrived from Bell Island this morning was Miss Madge Oke. C. of E. teacher.

I.O.G.T. Election.

The following officers were installed at a meeting of George Boyd Lodge, I.O.G.T., held last night: C. T. W. Whiteway; V. T. Sister M. Cullen; Sec., W. Whitmarsh; Assn. Sec., Sister Pollard; Fin. Sec., Sister Sillars; Treas., F. Rose; Mar. Sister R. Rose; Guard, B. Soutres; D. M. Ida Stick; P. C. T. W. P. Gooby. The reports of the officers show that the Society is in a good condition. The officers were installed by Bro. W. H. Pike, L. A., assisted by Bros. Stirling and Edgecombe.

Juvenile Outing.

The Total Abstinence Juvenile outing at Smithville yesterday was one of the best yet held by the Society. The youngsters went out at 10.30 in procession in charge of the guardians and headed by their file and drum band. About 200 lads marched to Smithville by way of Queen's Road and Rennie's Mill Road. Football, racing and other outdoor sports filled in the time very pleasantly up to the hour of 2 p.m. when the entire company was summoned to the tables where a first class meal was set out. After the repast games were again taken up out doors and indulged in till 7.30 when the signal was given to return to town. The band played lively music along the route. During the evening a large number of the adult friends and relatives of the boys visited the grounds and they also had a pleasant time including a dance in the ballroom. The Guardians of the T. A. Juveniles deserve to be complimented on the success.

Home for Consumptives

Yesterday we drew attention to the excellent work being done by the Daughters of Empire in providing an airy, healthy and up-to-date home for those suffering from the incipient stages of consumption. We also mentioned that many things for the equipment of the cottages were still needed. We have been supplied with a list which will be perused with interest by those who wish to lend a helping hand in the good work. Here it is:—
Furniture—6 stretchers, wires and mattresses, 12 small pillows, 6 wash stands, basin, jug and soap dish, 6 chairs, 6 looking glasses with shelf for brush and comb, 5 brushes and combs, 6 water pails, 2 bath tubs, 1 kitchen table with drawer, 1 chair, dining room table with drawer and 4 chairs.
Linen—2 doz. sheets, 2 doz. pillow cases, 6 doz. double blankets, 6 counterpanes, 6 red blankets, 2 doz. Turkish towels, 1 doz. cup towels, ½ doz. glass towels, 6 table cloths, ½ doz. serviettes, scrubbing cloths and brushes.
Kitchen—2 kettles, 1 gall.; 1 boiler, not iron; double boiler for milk, ½ gall.; sectional steamer for vegetables, porridge saucepan, double; meat pan, double; small fish boiler, 1 frying pan, iron; 1 small frying pan, enamel; 1 basting spoon, 2 wooden spoons, 1 toast fork, 1 soap ladle, enamel; 1 gravy strainer, 1 egg beater, 1 tray, 2 small trays, 1 meat mincer, 1 potato masher, 1 vegetable strainer, enamel pudding dishes, 2 enamel medium basins, 2 small enamel basins, 2½ gall. enamel jug.
Sundries—Market basket, scrap pail, brush and scraper, scrub bucket and brush, dish pan and mop, dust pan and brush, broom, tin box for bread, small meat saw, small hatchet, small cork screw, small knife, refrigerator, small desk.
Crocery—½ doz. cups and saucers, 2 tea pots, ½ doz. dinner plates, ½ doz. tea plates, ½ doz. soup plates, ½ doz. pudding plates, meat dishes, vegetable, gravy and butter dishes, salts and peppers, vinegar bottle, 1 water jug, glass; ½ doz. glasses, milk jug and basin, ½ doz. porridge plates.
Cutlery—½ doz. dinner knives, ½ doz. tea knives, ½ doz. tea forks, ½ doz. dinner forks, ½ doz. table spoons, ½ doz. dessert spoons, ½ doz. tea spoons, 6 egg spoons, carving set, and fish knife and fork.
Greenies, black lead and soap.
TEACHERS.—We are selling for a short time a large stock of Organs, Pianos and Musical Merchandise at cost and charges to admit of changes in business. No better opportunity ever offered to secure an instrument than this. See us early. Sale time is limited. CHESLEY WOODS.

Note of Thanks.

Dear Sir.—Please convey through the columns of your paper the very sincere thanks of Mrs. Cowan, Mrs. Macpherson and myself, to all our kind neighbours and friends from country and town who at the risk of their lives worked so heroically to save our home on the night of Aug. 3, when the barns were destroyed by fire. We can never fully express our gratitude to them for their noble work. Yours very sincerely,
PETER COWAN.
Healthfield, Aug. 9, 1911.

The Ladies of St. John's May Now Grow Beautiful Hair.

McMurdo & Co. backed up by the manufacturers of SALVIA, the Great Hair Grower, guarantees it to grow hair.
SALVIA destroys Dandruff in ten days.
The roots of the hair is so nourished and fed that a new crop of hair springs up, to the amazement and delight of the user. The hair is made soft and fluffy. Like all American preparations SALVIA is daintily perfumed. It is hard to find an actress who does not use SALVIA continually. A large bottle for 50c.

Gower St. S. S. Picnic.

Gower Street Sunday School held its annual picnic yesterday at Mount Pearl. Several hundred scholars, accompanied by their teachers, left town by train in ten cars at 10.30 a.m. On their arrival at Mount Pearl every little one received a bun. Games were played till 4 p.m., when boxes of sandwiches, cakes and candies were distributed and tea served by the ladies. At 7.30 p.m. the children were brought to town. The pastor, Rev. Dr. Rogers, was present. Mr. Soper, Mr. P. H. Hudson and the teachers generally are to be congratulated on the success of the outing.

Here and There.

Coughs, Colds, Bronchitis and all throat troubles cured by Stafford's Liniment.—July 17.

FOOTBALL MATCH.—St. George's Field, 6.45 this evening, Star vs. Collegians; benefit for gatemen.

DR. G. N. MURPHY'S Office will be closed from Wednesday, Aug. 9th, to Sept. 2nd.—July 20, 1911, v. 7, s.

FOOTBALL RECEIPTS.—The total receipts of the year's football matches are far behind those of last year.

ROUND TRIP PASSENGERS.—The s.s. Prospero took a large number of round trip passengers north yesterday.

HOSPITAL PATIENT.—J. Brennan of Clarke's Beach came in by last night's train and was taken to the Hospital.

TWO ARRESTED.—The police made two arrests for drunkenness last night. They were held at the lockup all night.

TRAIN DELAYED.—The train from Placentia was delayed picking up freight last night, and did not get here till 1.10 this morning.

FOOTBALL.—There will be a football match between the Collegians and Star this evening for the benefit of the men on the gate.

OPEN AIR SERVICE.—The Nfld. Highlanders will attend an open air service at Cowan's Farm, Brookfield, next Sunday. Rev. Dr. Pringle will officiate.

Indigestion & Dyspepsia

In all its Forms Can be Cured.

It is quite a daily occurrence to hear persons say: Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headache. I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing. I often have a pain in the pit of the stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a sense of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems a veritable burden.

Now, it seems a shame and a pity for persons to be suffering like that when it is in their power to get cured by taking a bottle of Dr. Stafford's Prescription A. A sure cure for persons afflicted with stomach troubles. It can be obtained at

DR. F. STAFFORD & SON, Duckworth St. and Theatre Hill.

Small size, 25 cents; postage 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—aug 3

C. L. B. IN CAMP.—The C. L. B. went into camp at Topsall yesterday. There are now about 100 under canvas. Many others will go out during the week.

PAID THE FINE.—J. Ballam, of Grand Falls, who was convicted by Magistrate Fitzgerald of house breaking and theft, paid the fine of \$10 imposed in preference to going to jail for 30 days.

A. & S. RODGER.

BIG CLEARANCE of
Muslins, Delaines,
Ginghams & Summer Wash Goods.

Try "Tobralco," the Perfect Washer for Children.

Big Line of Checks, all colors, at BARGAIN prices.

A. & S. RODGER.

Gower St. S. S. Picnic.

Gower Street Sunday School held its annual picnic yesterday at Mount Pearl. Several hundred scholars, accompanied by their teachers, left town by train in ten cars at 10.30 a.m. On their arrival at Mount Pearl every little one received a bun. Games were played till 4 p.m., when boxes of sandwiches, cakes and candies were distributed and tea served by the ladies. At 7.30 p.m. the children were brought to town. The pastor, Rev. Dr. Rogers, was present. Mr. Soper, Mr. P. H. Hudson and the teachers generally are to be congratulated on the success of the outing.

SMALL FOREST-FIRE.—A brushwood fire started inside Mount Pearl last night. Sergt. Savage and three policemen were ordered in to help the farmers to put it out.

MINARD'S LINIMENT CURES GARBET IN COWS.

NEW GOODS

At an Old House,
By N. S. Rappahannock and Mongolian.

- 40 Cases Hartley's New Season's Jams,
- 20 Cases Valencia Onions,
- 20 Dozen Hygienic Root Beer Extract,
- Lazenby's Pickles, Soups, Honey, Chutneys, etc.,
- 20 Gross Lemon Crystals—2 dozen btl.,
- 6 Dozen 1 lb. Tins Persian Sherbet,
- 20 Cases Imperial Quart Bottles Lime Juice,
- 12 Doz. Jay's Fluid, Bottled Gooseberries and Red Currants,
- French Asparagus, Finest Patna Rice—7 lb. Tins,
- 20 Chests each 30 Flasks Olive Oil, 20 Bags Japan Rice,
- 20 Bags Crown Peas—112 lbs. each,
- Huntley & Palmer's Almond Sponge, Coronation, Genoa, Marie, Rich Digestive, Oral Rich Tea Reading SHORT BREAD.

T. J. EDENS, Duckworth St. & Military Rd.