

THE BIG WEST END STORE

LADIES!

As previously announced, we start to-day our series of Extra Special Sales.

We have had new goods pouring in on us, which must be sold in order that we may have space to commence our building alterations. You can, therefore, understand that we cannot allow price to stand in our way. This week our special attention will be to this Department, and you are sure to be well repaid in anything you purchase.

Thanking you for past patronage.



C.L. March Co. Ltd.
GENERAL MERCHANDISE

Ladies' Amer. BLOUSES,

in white, nicely trimmed with embroidery and insertion,

85c., \$1.00, \$1.10, \$1.20, \$1.40, \$1.50, \$1.80

In Cream Silk, trimmed with lace and insertion, and some silk embroidered,

\$2.50, 3.30, 3.50, 4.50.

Colored Silk Blouses, very neatly trimmed, in pink, blue, navy, dark and light brown, rosedan,

\$1.80, 2.50, 3.30, 3.90.



BLOUSES.

Black Cashmere Blouses, made in correct styles and good finish, **\$1.80.**

Black Silk Blouses, a good variety to select from, at prices from **\$2.50 TO \$4.50 EACH.**

Ladies' Knickers.

Made of good English long cloth, with lace and insertion trimmed frills. Some have ribbon lacing.

37c., 45c., 65c., 75c. TO \$1.30.



KNICKERS.

Ladies' White Ribbon Pants, knee lengths, with lace bottoms—both ways.

SIZES 4 TO 6---40C.

C.L. March Co. Ltd.
GENERAL MERCHANDISE
Water and Springdale Streets.

Ladies' Night Dresses.

Ladies' good White Long Cloth Night Dresses with Yokes nicely trimmed. Some with Lace Insertion, others with Embroidery and Insertion with ribbon beading.



Ladies' Night Dresses.

70c, \$1, 1.30, 1.80, 2.50.

All kinds of Whitewear and Underwear for the Bride to Select from.



A Big Saving is here Waiting for You. Call and get Your Savings quick.

Ladies' Camisoles.

A special range in White Cambric and all-over Camisoles, elaborately trimmed with Lace and Insertion and ribbon bow with puff sleeves.

35c, 45c, 65c, 75c to \$1.30



Thursday, Friday and Saturday.

OUR MAIL ORDER DEPARTMENT takes pleasure in announcing to our many customers and friends in the Outports that our Catalogue is now ready for distribution. Any person can have one upon request. Send your card to-day. "Our Catalogue" will save you time and worry. Your purchases here will save you money.

Make the Big West End Store Bigger.

Make the Big West End Store Bigger.

Crowds Again
SATURDAY.
Extremely Busy Day. Values never so seldom.

- MEN'S TIES, 33c.**
Instead of 40c.
Doz. of Men's Paris and String Ties, assorted fancy patterns, Light, Medium and Dark; full length.
Regular 40c. each.
Saturday,
33 cts.
- MEN'S COLLARS, 18c.**
Instead of 18c.
Doz. of Men's Four-fold Linen Collars, in Turn-down, Straight and Double shapes; choice of 12 different styles.
Regular 18c. each.
Saturday,
14 cts.
- MEN'S BRACES, 45c.**
Instead of 55c.
Only pairs of Men's English Braces, with patent Brass Lever Buttons, heavy leather straps and best English elastic.
Regular 55c. pair.
Saturday,
45 cts.
- MEN'S BELTS, 45c.**
Instead of 55c.
Doz. only of Men's good quality Leather Belts, colors of Tan and Black, Nickel Buckles.
Regular 55c. each.
Saturday,
45 cts.
- MEN'S CUFFS, 24c.**
Instead of 30c.
Doz. pairs of Men's Four-fold Linen Cuffs, square and round corners; size 10 to 11.
Regular 30c. pair.
Saturday,
24 cts.
- MEN'S GLOVES, 85c.**
Instead of \$1.00.
Pairs of Men's Grey Suede Gloves, with fancy cord backs, one and two dome fasteners; good reliable quality.
Reg. \$1.00 pair.
Saturday,
85 cts.
- MEN'S SHIRTS, 75c.**
Instead of 90c.
Doz. only of Men's White Canvas Cloth Shirts, soft fronts with starched linen neck bands; cuffs attached.
Reg. 90c. each.
Saturday,
75 cts.
- BOYS' COLLARS, 16c.**
Instead of 20c.
Doz. of Boys' White Jean and fancy Embroidery collars, American and English; assorted shapes.
Regular 20c. each.
Saturday,
16 cts.
- MEN'S NIGHTSHIRTS, 90c.**
Instead of \$1.10.
Doz. of Men's White Cotton Nightshirts with turn-down collars and buttoned front; assorted sizes.
Regular \$1.10 each.
Saturday,
90 cts.
- MEN'S STRAW HATS, 45c.**
Instead of 55c.
Doz. of Men's Swiss Straw Hats, boater shape, lightest weight straw hat made; Myrtle Green Silk Bands; all sizes.
Regular 55c. each.
Saturday,
45 cts.

WATERBURY STORES LIMITED

The Coin All Right.

Some days ago we referred to the fact that I. G. Sullivan had received from a business man a \$5 American gold piece believed to be spurious. Since then Detective Sergt. Byrne has been investigating and reports that the coin is O.K. Shopkeepers who read of the matter in the Telegram were careful as to the quality of the gold pieces taken by them.

LAST NIGHT RECEIPTS.

The gate receipts were small at last night's football match amounting only to \$33.60.

HARD AT PRACTICE.—Each evening of late quite a number of boats are out on the Lake and harbor practicing for the Regatta. Last evening the Myrtle was on the Lake for hours. The C. F. B. amateurs and juveniles, the Chronicle crew and the employees of the Imperial Tobacco Co. had spins in her.

Harbor Grace Notes.

The S. O. E. excursion yesterday was a source of much pleasure to our citizens as it no doubt was to the visitors. The train arrived here at 11:30 a.m., yesterday, and left on the return at 3 a.m. to-day.

The brothers and sisters of Master Ronald Goff whose sudden death occurred at St. John's, on Monday morning, have the sympathy of our citizens in their sorrow. The remains were brought by Monday night's train, and the funeral took place on Tuesday evening from the residence of his sister, Mrs. E. Sullivan.

The young lady who found herself in the presence of a scamp near the railway station last night, should have banded him over to the police at once, or called for assistance, as a person was near at hand ready to give the fellow his deserts.

Trouters in different directions yesterday found flies very plentiful and vicious. Many are suffering from swelled heads to-day as a result of the too friendly intercourse with the little pests. Fairly good catches of trout are reported from all quarters.

The different sufferers from scarlet fever are doing well, and it is hoped that no further outbreaks will occur. A case of measles was reported in a Water Street home.

The newboys of the Standard were given a pleasant day in the country yesterday for having boomed the town sales of the paper during the past three months. The kind proprietor had made the arrangements so complete that it would be just impossible to have anything but a good time. Leaving by the early morning express, the return was made by the night train. They are very grateful for the day's sport, each having secured a nice catch of "beauties."

CORRESPONDENT.
Harbor Grace, July 5, 1911.

I. O. G. T.

JUVENILE DEPARTMENT.

During the recent session of the Grand Lodge the juvenile work of the Order was not overlooked, but received special mention from the G. C. T. and other officers, and the committee on the state of the Order in their report referred to the satisfactory and encouraging work performed during the past year by the Grand Supt. and his co-workers. The various speakers emphasized the fact that the juvenile work was a most important factor in the Good Templar work. The meetings of the St. John's Temple have been well attended, and a deep and lively interest manifested by the boys and girls.

Sister Mrs. Thistle, of Onward Lodge, Sister Etta Parsons, of Terra Nova Lodge, and Sister Phoebe Sellers, of George Boyd Lodge, are the Supts. for the present year; and we feel confident that with such an efficient staff, assisted by Mrs. Andrews, Miss A. Edgecombe, and the other adult members of the Temple, a successful year will be recorded.

The juveniles are now preparing for their annual picnic which takes place in August.

Another Man's Cheque.

A seaman of London who came out here in the Solway, and was paid off a few days ago, picked up a cheque for \$20.70 owned and endorsed by another seaman of the ship. The finder instead of returning it to his shipmate started in to have a good time on the cheque, and going to Mr. R. Byrne's saloon it was cashed there for him. Mr. B. believing that he was the owner of the paper. The other reported to the police and they on investigating found the cheque in Mr. Byrne's possession. He gave particulars and the seaman was arrested. The man had \$7 on him, and had gone through \$13.70 of the amount. It is not unlikely that the dishonest mariner will be charged with obtaining money under false pretences.

Wedding Bells.

A quiet but pretty wedding was solemnized at the R. C. Cathedral on Wednesday last, the 14th ult., at noon, the contracting parties being Miss E. M. Dooley and Mr. Michael Fitzgerald. The officiating clergyman was the Rev. Mgr. Roche, V.G. The bride was attired in a beautiful white costume and was attended by her cousin, Miss May Crotty, and Annie Fitzgerald, sister of the groom. The groom was supported by his brother, Mr. Daniel Fitzgerald. After the ceremony the party returned to the residence of Mrs. F. Kenny, where refreshments were served, after which they left for Bell Island, their future home.

CAPE REPORT.

Special Evening Telegram.
CAPE RACE, To-Day.
Wind S. S. W., light, with weather foggy. An unknown brig, and a steamer supposed to be the Sandford, passed in at 10.15 a.m. Bar. 29.25; ther. 48.

MEET TO-NIGHT.—George Street Sunday School teachers are requested to attend the lecture, to-night in the College Hall. There will be no teachers' meeting to-night.

FLOORLUSTRE

Dries in a Few Hours and Hardens Over Night

Make the floors ready for summer. You can easily finish one room every night with "Floorlustre". It will be a pleasure—not work—and then the floors will be fresh and bright when carpets and rugs are laid away.



FLOORLUSTRE

IS THE PERFECT FLOOR ENAMEL. It will not show scratches—can be washed with soap and water.

One gallon covers 500 square feet. All colors for floors, verandahs, porches and steps.

BRANDRAM HENDERSON is the name on the can is your best guarantee of quality.

MADE IN CANADA BY
BRANDRAM HENDERSON LIMITED
MONTREAL, HALIFAX, ST. JOHN, TORONTO, WINNIPEG.

HAVANA CIGARS.

Direct from Manufacturers.

Bock Hy. Clay CABANAS, \$7.50 to \$25.00 per 100.

KING EDWARD, the BEST 5c. CIGAR in town, \$3.00 per 100.

LA ROSA CELESTE, an excellent smoke, 25's \$1.00, 50's \$1.90, 100's \$3.75.

TABLE DAINTIES.

Milk Pudding, 30c. dozen; 3c. package.
Chocolate Sponge, \$1.00 doz.; 10c. pkg.
Fruit Jelly, \$2.00 dozen; 20c. package.
Chocolate Mould, \$1.20 doz.; 12c. pkg.
Swiss Cream, \$1.20 doz.; 12c. pkg.
Charlotte Russe, \$1.20 doz.; 12c. pkg.
Swiss Trifle, \$1.20 doz.; 12c. pkg.
Raspberry Trifle, \$1.20 doz.; 12c. pkg.

Barrington Hall Baked Coffee, 1-lb. tins. Sold only by T. J. EDENS.

T. J. EDENS, Duckworth St. and Military Road.

How He Was Drowned

By the Portia we get particulars of the drowning of the lad Erubert, of Mortier Bay. He with his father was coming in from their trap in a dory. There was a stern strap in the dory with a "thimble" fixed in it for the purpose of reeving the sheet through. Instead of reeving the sheet through the thimble, the man rove it underneath the seizing, so that when a squall struck the boat and the man went to let go the sheet to get her up in the wind, a knot in the sheet brought up against the seizing and the dory capsized. Father and son managed to get up on the bottom of the dory when a heavy sea swept the boy off after they had been fifteen minutes on it; and the boy was drowned before his parent's eyes. When rescued the father was very much exhausted and overwhelmed with grief.

League Football, St. George's Field, 7 o'clock this evening, C. E. I. vs. Casuals.

K E E P MINARD'S LINIMENT IN THE HOUSE.

Good Food Tastes Good and Does Good

Try **Grape-Nuts**

10 days for a season