

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

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.

Ladies' Amer. BLOUSES,

in white, nicely trimmed with embroidery and insertion.

£5., \$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, roselan.

\$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 f.ills. Some have ribbon lacing.

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

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.

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



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

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

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



Make the Big West End Store Bigger.

MAN DROWNED.

St. Mary the Virgin, West, from Springfield, 1700. For Sittings, 50. \$10,000.

Sealing Regulations.

Special Evening Telegram. WASHINGTON, July 8. By the terms of the seal just signed, Pelegic sealing is prohibited in the seas of Behring, Okhotsk, Kamichaka, Japan. The convention arranges for the apportionment amongst the signatory powers of the annual proceeds of the general fisheries in which they are interested as follows:—30 per cent. of the skins usually taken from American and British herds, respectively, is to be divided equally between Great Britain and Japan; 30 per cent. from Japanese herds to be divided equally between the United States, Britain and Russia; 30 per cent. from any which may hereafter resort to breeding grounds under British jurisdiction in the North Pacific Ocean to be divided equally between U. S., Russia and Japan. In connection with this agreement the United States will make an advance payment of \$200,000 Japanese shares taken from the herds in payment of the seal. It is in effect a loan and was necessary only because States reserves the right to continue altogether the killing of island seals. The Convention prohibits the hunting of sea otters in high seas. The Treaty will extend for 10 years and thereafter will be terminated by one year's notice by any of the powers concerned. It will now be submitted to the governments whose representatives have signed. Treaties for ratification. Aside from ratification by the senate, it will be necessary for congress to pass legislation to carry its provisions into effect.

WEDDING NOTES.

Mr. and Mrs. Harvey & Co's on a bridal tour in the S. S. Rosa, accompanied by his wife and daughter. The party is returning to St. John's on the 10th inst. The party is returning to St. John's on the 10th inst.

Coronation Films at the Nickelodeon.

The pictures of the recent Coronation Festival and procession in London arrived per S. S. Albatross, and will be shown at the Nickelodeon next week. They are exceptional in their interest and are the most complete ever shown in this country. Particularly interesting are the actual coronation of King George V. and the coronation of Queen Mary. The coronation was held in Westminster Abbey on June 26th, and was a most magnificent occasion. The coronation was held in Westminster Abbey on June 26th, and was a most magnificent occasion.

CAPE REPORT.

CAPE RACE, To-day. Wind north, light, weather fine. Steamer Rubens, Almerians at Sandford passed west this morning several bankers are in sight on Cape Ballard bank fishing; fish scarce on shore. Bar. 29.52; ther. 64.

New Fruit, Fresh Poultry, New Vegetables.

Ellis & Co., Limited.
203 Water Street.

Fresh New York Turkeys, Fresh New York Chickens, Fresh N. Y. Ducks.

Fresh Salmon.
New Potatoes, New Green Beans, New Cucumbers, New Cabbages, String Beans, Ripe Tomatoes, Green Corn, Egg Plant.

New Cauliflower.
Grape Fruit, Cantaloupes, Red and Black Cherries, Navel Oranges, Dessert Apples, Ripe Pineapples, Watermelons, Lemon and Green Plums, Lemon Cling Peaches, Ripe Bananas, Palermo Lemons.

Irish Hams and Bacon.
Ripe Stilton Cheese, New Gorgonzola, English Cheddar, St. Ivel Lactic Cheese, St. Ivel Consommé, St. Ivel Gouda.

McClellan's CONFEC-TONERY.
ELLIS & CO., LTD.,
203 Water Street.

Casuals and Casuals.

SCORE ONE GOAL EACH.

The C. E. I. and Casuals met in League football match last evening before a fair gathering of spectators. The weather was fine and a stubbornly contested match was the outcome.

The toss the Casuals decided in favour of the western goal, and at the Institute boys went west, making a try for goal but prevented by the Casual backs.

POLO SHOE POLISH

POLO BIG boxes not only give you more for your money, but keep the paste fresh longer than a smaller box can. Ask your grocer or shoeman for Polo—the polish in the BIG box—black or tan. The tan both cleans and polishes.

10c

"Good for Leather—Stands the Weather"

A. P. C. ACKNOWLEDGMENTS.

The Association for the Prevention of Consumption trusts to acknowledge with thanks the receipt of the following donations received from May 13th to July 6th, 1911.

Bowling Bros., Harvey & Co., Job Bros. & Co., Reid Nfld. Co.—\$150 each; W. B. Griev—\$100; A. Harvey & Co.—\$75; G. Browning & Sons, A. Goodridge & Sons—\$50 each; C. P. Ayre, F. W. Ayre, Hon. J. Ayre—\$35 each; The Lord Bishop of Newfoundland, J. Henderson, Hon. John Harris—\$25 each; G. M. Barr, R. G. Pike, J. B. MacFarlane—\$10 each; Rev. J. Thackeray, H. A. Outerbridge, Dr. C. J. Levisconte—\$5 each; Rev. G. H. Bishop—\$3.20; Rev. I. Parsons, John Collett, P. E. Outerbridge, \$2 each; Joseph Benning—\$2; T. E. Wells, W. Harnett, R. B. Crocker, Dr. H. A. Giovannetti, A. O'Connor, Rev. G. R. Godden, W. N. White, A. Friend, Jas. Norris, W. L. Donnelly, Mrs. J. Rendell, C. Way, S.M., Rev. C. Wood, Jos. Baker, G. Carberry, Dr. L. C. Giovannetti, J. L. Murphy, Luke Manuel, Adj. E. Brace, J. B. Mitchell, E. Har-

HAVANA CIGARS.
Direct from Manufacturers.

Boek 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.

Barrington Hall Bakerized COFFEE.
1-lb. tins. Sold only by **T. J. EDENS.**

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.

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

Tim Shannahan on 'Hotel Accommodation.'

And now, says Mrs. Tucker, the hot days have again arrived, the ice man is out, and the sprinkler jolts along its hummacking way. The steamer from New York has arrived spick and span new. On board are a hundred and seventy-five weary Yankees, who have escaped from the tortures of New York weather and condescended to pay us a visit and purchase gaudy picture post cards. The keen-eyed editor spies the tourist from his perch and immediately starts in to write "Hotel Accommodation" once more. He knows it off by heart, for he had "subject" with this interesting (?) detail every summer for the past twenty years. He wouldn't, of course, invest a quarter dollar in an hotel for the simple reason he wouldn't want to lose his twenty-five.

But we have lost many interesting subjects that held torchlight processions through our craniums in years gone by, such as the French Shore question, the Great Auk and the Landfall of Cabot. Therefore it cannot be even suggested that we drop the "Hotel Accommodation"; it is the one thing that makes us feel that

Dr. de Van's Female Pills

A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the reproductive portion of the female system. Edible and cheap imitations. Dr. de Van's are sold at 25c a box, or three for 75c. Mailed to any address. The Seabell Drug Co., St. Catharines, Ont.

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 my 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 Street and Theatre Hill.
Small size, 25 cents; postage, 5c. extra; large size, 50 cents; postage, 10c. extra. Mail orders must be accompanied by remittance.—0428, Im.