

ROW!

as Come!

ould not help it!

ditions stated below in this
olute facts--THE TRUTH.

no alternative--The C. L.
CO., Ltd., entire \$75,000
ST be sacrificed to quickly
ESSING EMERGENCY.

very word in this bill. It
ou big in many dollars sav-
ds you need to buy.

efully--Then Act Quickly
MBER--SALE BEGINS
ROW.

niture, etc.,

retirement of the
n and disastrous
0,000 Stock to raise
--We tried to meet
e all new, fresh,
ount of CASH to
e, by unmercifully
as much as you

Fact.

ADY.
ORDINGLY.
UR SHARE.

PREPARE.
GET READY.
BE HERE ON TIME.

ilities for the im-
the public, and the
begins TO-MORROW, not

Morrow!
o-Morrow!
To-Morrow!
Nov. 15th, 9 a m
ns To-Morrow, November 15th
KE NOTICE!
et Ready! Prepare!
Act Quickly!

**A POSITIVE DWARFING
OF VALUES.**

**SENSATIONAL BREAKDOWN
OF PRICES.**

**Begins To-Morrow,
At 9 a.m.**

SEE OPPOSITE PAGE.

A Forced SACRIFICE SALE

That Forces The C. L. March Co., Ltd.,

To Sacrifice Prices and Values so Awfully

THEY'LL COMPEL YOUR ATTENTION.

Forced Sacrifice Sale

OF THE

C. L. MARCH CO., LTD.

\$75,000 STOCK

Begins To-Morrow.

SEE OPPOSITE PAGE.

There is no person that doesn't need some of the goods we are now Forced to Sacrifice at almost giving away prices. The goods now are MORE THAN BAR-GAINS--They are ABSOLUTE, ACTUAL, THROBBING SACRIFICES, and they will surely turn everybody's steps toward this store--Be one of the crowd and benefit greatly.

Clothing.

MEN'S SUITS.

Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable suit, during this Sacrifice Sale for only... **\$2.95**

All Wool Serge Suits in Navy and Black. These Suits are of fine texture and finish and worth \$8.50. Our Sacrifice Sale Price will be only... **\$4.35**

Very finest All Wool Suits, comprising fancy Worsteds, Serges, Unfinished Worsteds and Mixed Tweeds. These Suits are the very latest American cuts, shapes and styles, very neat, dressy and up-to-date. These Suits are worth \$12.00. You can take your pick from the lot for only... **\$6.25**

Extra Special best All Wool Suits in finest materials. The cheapest suit in the assortment is worth \$15.00 and up. At this Sacrifice Sale you can now buy your pick of the lot for... **\$8.75**

MEN'S PANTS.

Good strong serviceable Pants in assorted patterns. This lot contains an assortment of American fabrics, styles and fashion cuts. They are good \$1.50 values and up. You can take your pick while they last for only... **78c.**

Extra good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they last the price is only... **98c.**

Very special fine quality Wool Pants of American form cut and style. A correctly shaped garment in attractive patterns. They are worth \$3.00, and some of the lot even more. The Sacrifice Sale Price is only... **\$1.35**

High quality American cut and Form Fitting Pants of fine materials and choice patterns. The Pants are worth double the price we place on them. Your pick of the lot at only... **\$1.75**

Highest class fine All Wool Dress Pants, in nobby and classy patterns and true form fitting. These goods are worth \$5.00. You can take your pick of the lot at... **\$2.48**

BOYS' SUITS.

One lot of Boys' "men of war" Navy Serge Suits, sizes 000 to 2 at only... **95c.**

One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only... **\$1.15**

Extra high quality All Wool Boys' Suits in Norfolk, Empire and Cavalry. They all go at one big price cut to... **\$1.65**

Highest class All Wool Boys' Suits, ages 8 to 15 years. Very fine American cut and made suit, something clever, good and dressy in Boys' Suits. They are worth \$5.00 and over. Sacrifice Sale at only... **\$2.48**

MEN'S FURNISHINGS.

Good quality Police and Firemen's Suspenders. The 50c. kind for only... **21c.**

The Standard Prince Comfort Suspender. A 50c. Suspender for only... **21c.**

MEN'S CAPS.

Men's good heavy weight Tweed Caps for only... **20c.**

Men's extra quality Golf Caps for only... **30c.**

Men's special grade heavy weight Tweed Varsity Caps for only... **48c.**

Men's very fine quality winter Caps, with knitted or fur band, for only... **60c.**

Boys' special Tweed Golf Caps at only... **12c.**

Boys' extra grade winter Tweed Caps for only... **20c.**

MEN'S SHIRTS.

Winter weight Stripe Tennis Work Shirts... **47c.**

Very heavy winter Grey Army Work Shirts... **57c.**

Best brand Heavy Wool winter Work Shirts only... **66c.**

CHILDREN'S COATS.

A good line of Children's Winter Coats, all ages, will be sold during this Sale at prices so low as to delight all mothers.

LADIES' SKIRTS.

A splendid line of Ladies' Navy Melton Dress Skirts, at only... **\$1.05**

choice winter weight trimmed Cloth Skirts, in Navy, Tweed and Blacks, at the very low price of only... **\$1.50**

A very select line of Ladies' fine winter Dress Skirts at the way down price of only... **\$2.25**

LADIES' BLOUSES.

A lot of special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Your chance of this handsome line at the great Sacrifice price of only... **50c.**

One lot of High Art American Shirt Waists, most elegant in design, and up-to-the minute style. Full form cut and a handsome choice of rich patterns. These are the biggest \$1.75 qualities which we cut to... **85c.**

One lot of very high class American imported Shirt Waists, an absolutely perfect made, finished and fitting blouse, most handsomely embroidered and rich in design. A thorough \$2.00 garment for only... **98c.**

LADIES' UNDERWEAR.

Very special fine quality Wool Ladies' Standard Fleece Lined for only... **32c.**

Ladies' Pure White Lamb's Back Heavy Soft Downy Fleece Winter Underwear at the surprising low price of only... **55c.**

MEN'S HALF HOSE.

Men's Black and Fancy Mixture Ribbed Winter Half Hose, at the very low price of... **19c.**

Heavy winter weight Wool Half Hose for only... **23c.**

Extra fine and heavy all pure Wool Half Hose, all pure qualities, for only... **30c.**

LADIES' HOSE.

Ladies' Black Wool Stockings, at the unheard of low price of... **13c.**

Extra grade Women's Wool Stockings for only... **19c.**

Best grade Ladies' Yorkshire Wool Stockings for only... **27c.**

BLANKETS AND COMFORTERS.

Heavy All Wool good size Blankets only... **\$1.85**

Fine large size quality All Wool Blankets... **\$2.35**

Very high class heavy Fleece All Wool extra large size Blankets at the Finest line of Comforts, plain and art design coverings, best pure White Elastic Floss Felt, at great sacrifice price cuts.

Big Sacrifice Price of, per pair, only... **\$2.85**

THERE WILL BE A MIGHTY CRUSH.

How Do We Know?

Because of the necessity for unmercifully reducing values down to such awful sacrifice to meet this crisis in our business that the people can't fail to recognize this unavoidable Sacrifice Sale by participating to their sure and great benefit.

The unmerciful sacrifice prices is the magnet that will attract interest and draw ---BIG CROWDS---SO TAKE NOTICE---Prepare accordingly and ACT QUICKLY if you want to reap Golden Dollars---For this Sacrifice emergency is a Golden opportunity for the people to profit and benefit immensely. REMEMBER SALE BEGINS TO-MORROW at 9 a.m.

Read These Sacrifice Sensations.

Men's XXXX quality Rubber Collars sacrificed for only... 10c	Special lot White Lawn Aprons... 23c	Men's Wool Half Hose... 19c
Ladies' nice quality Black Sateen Belts for only... 13c	Ladies' handsome White and Eern Lace Jabots, now only... 19c	Men's heavy winter Caps, with fur laps... 48c
Extraordinary sacrifice offer of Men's Tweed Caps, for... 13c	Ladies' Black and Colored Ringwood Gloves at only... 19c	Men's good wool Sweater Coats... 97c
Grey Army Heavy Work Shirts... 50c	Ladies' Black Cashmere or Fleece Gloves... 19c	Women's good Corsets... 29c
Good strong serviceable Pants in assorted patterns. This lot contains an assortment of American fabrics, styles and fashion cuts. They are good \$1.50 values and up. You can take your pick while they last for only... 78c.	White and Colored Wool Clouds for but... 37c	Boys' extra grade heavy weight Pants, sacrificed for... 47c
Men's good Worsteds Pants for only... 95c	Very neat design Black Leather Handbags at... \$1.25	Boys' very fine quality and weight Pants, sacrificed for only... 60c
Very special fine quality Wool Pants of American form cut and style. A correctly shaped garment in attractive patterns. They are worth \$3.00, and some of the lot even more. Our Sacrifice Price is only... \$1.35	Extra great sacrifice value, Ladies' Black Garment Neckties at... 50c	Ladies' Black Cloth Dress Skirts sacrificed for... 83c
Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable suit, during this sacrifice for only... \$2.95	Very pretty Brown high class Fur Neckties, each... 1.55	Ladies' Navy Skirt, trimmed satin buttons... 98c
Extra fine and heavy all pure Wool Half Hose, all pure qualities, for only... 30c.	Special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Sacrificed at only... 50c	Ladies' fine extra quality Black Navy and Tweed Dress Skirts, nicely assorted trimmings, sacrificed for only... \$1.37
Very finest All Wool Suits, comprising Fancy Worsteds, Serges, unfinished Worsteds and Mixed Tweeds. These Suits are the very latest American cuts, shapes and styles; very neat, dressy and up-to-date. These Suits are worth from \$11.00 up. You take your pick from the lot for only... \$6.45	Extra quality American White Lawn Houses, sacrificed for... 78c	A \$15.00 Reversible Cushioned Morris Chair, sacrificed for... \$8.50
Guaranteed \$8.00 Men's Mackintosh Rain Coat for... \$4.25	Newest Tweed and Navy Cloth Coats, sacrificed for... \$2.95	A good durable and comfortable Fibre Mattress, sacrificed for... \$1.85
A guaranteed \$6.00 Men's Mackintosh Rain Coat for... \$3.25	A good line of Children's Winter Coats, all ages, will be sold during this sale at prices so low as to delight all mothers. A very nice Cloth Child's Coat in Navy and Tweed up from... 93c	A pretty neat Angle Iron White Enamel Bed, sacrificed for... \$3.25
Ladies' extra high quality Pure Silk Blouses for only... \$1.45	White Cotton Undershirts, embroidered trimmed, for only... 67c	A brass trimmed Bed, with laths, sacrificed for only... \$3.75
Ladies' excellent Grey Knitted Undershirts... 67c	Heavy Black Ribbed Ladies' Wool Hose... 15c	A fine Verona 5 piece Parlor Suite, a splendid \$42.00 set, sacrificed for only... 27.50
	Good Pillow Cases, size 40 x 33, only... 14c	A good neat pattern 3 drawer Hardwood Dresser, in Golden Oak, sacrificed for only... \$6.95
	Handsome Bear Skin Coats for... \$1.65	A heavy fine all hardwood 6 ft. Extension Dining Table, sacrificed for only... \$8.25
	Men's good Braces... 18c	All hardwood and very strong durable Chair, sacrificed for only... 45c

Furniture.

DRESSERS.

Good Hardwood 3 large drawer Dresser, in Golden Oak, sacrificed for only... **\$6.95**

Imperial Quartered Oak Dresser, polished finish and large fine polished and Bevelled British Plate Mirror. A \$13.50 Dresser now sacrificed for only... **\$9.95**

Our strong Popular Leader, No. 320 Dresser. An exceptionally beautiful and fine Royal Quartered Oak Dresser, extra large size and polished finish; roll front and very large and finest polished and Bevelled French Plate Mirror. A fine \$19.00 Dresser for only... **\$12.98**

Our famous unbeaten King Bee, No. 335 Dresser. A very large and perfect Empire Quartered Oak swelled front Dresser, with very large and heavy finest French Plate Mirror, bevelled and polished. A big \$24.00 value must be sacrificed for only... **\$15.50**

Our very finest and choicest goods all must be sacrificed and are included in this Forced Sale. Note these prices carefully, then come and see the finest Dressers in St. John's. At the prices here given you can't resist buying.

A \$50.00 very swell and dainty guaranteed genuine solid Quartered Oak Princess Dresser, sacrificed for only... **\$33.00**

A \$75.00 genuine guaranteed finest selected solid Quartered Oak Dresser and Stand to match. Sacrificed for only... **\$48.75**

A very handsome and artistic piece Santo Domingo Mahogany Bedroom Suite of Dresser, Chiffonier, Dressing Table and Toilet Table Stand. This magnificent piece suite, worth \$18.00, sacrificed for only... **\$88.00**

SIDEBOARDS.

Large mirrored Golden Oak Sideboard with large linen, silverware and food storing compartments. The Sacrifice Sale Price is only... **\$14.70**

Elegant and large Imperial Quartered Oak Sideboard, with fine large Bevelled Plate Mirror. A big \$30.00 Sideboard sacrificed for only... **\$18.55**

Very massive and handsome Royal Quartered Oak Sideboard, swelled serpentine patterned front and extra large heavy best French Plate Mirror, bevelled and polished. A splendid \$50.00 article cut away down to... **\$33.00**

DINING EXTENSION TABLES.

A very neat pattern and strong Golden Oak 6 ft. Extension Dining Table, now sacrificed for only... **\$8.25**

A pretty style and very durably built Empire Quartered Oak 6 ft. Extension Dining Table. A good \$15.00 Dining Table sacrificed for only... **\$9.95**

A most handsome Imperial Quartered Oak 8 ft. Pedestal Dining Table, with massive colonial pedestal, hand finished and polished. This Table is a splendid \$35.00 Table and will be sacrificed at prices to suit you!... **\$20.00**

CHAIRS, CHAIRS.

All hardwood and strong durable Chair, sacrificed for only... **45c**

A high back, strong, all hardwood

Chair, of good finish, for 66c only

A fine fancy turned spindle all hardwood extra high back Dining Chair, worth \$1.25, sacrificed for only... **85c**

A very elegant genuine guaranteed solid Quartered Oak Dining Chair, leather cushioned seat and highly hand polished. A \$5.00 Chair sacrificed at... **\$3.55**

Arm Chair to match at \$5.75.

BEDS, BEDS.

A neat strong White Enamel Iron Bed, in all sizes, for... **\$3.25**

A heavy White Enamel Continental Post Bed. To close out, the Sacrifice Sale Price is only... **\$8.75**

A handsome heavy continuous Post Scroll Pattern Enamel Bed, for only... **\$10.50**

A very swell all Brass Bed, beautifully polished, sacrificed for only... **\$15.00**

A delightfully handsome 2 inch post all Brass Bed, sacrificed for only... **\$19.00**

Be sure to see these Beds. Nothing prettier in all Newfoundland.

MATTRESSES.

A good durable Fibre Mattress for only... **\$1.85**

Colonial Soft Top Comfortable Mattress at only... **\$2.90**

The famous registered No. 3 Health Mattress sacrificed for... **\$3.75**

The best No. 2 quality celebrated Health Mattress, sacrificed for... **\$4.30**

The finest All high class Mattress sacrificed for only... **\$5.90**

SPRINGS.

Single Woven Wire Springs, for... **\$2.25**

Woven Wire S. & D. weaves with cable support, from... **\$3.35**

Lock Coppered Wire up from... **\$3.65**

PARLOR SUITES.

A fine Verona 5 piece Parlor Suite of the best \$42.00 kind, sacrificed for only... **\$27.50**

An elegant Roll Spring Edge 5 piece Parlo. Suite. A \$55.00 Parlor Suite sacrificed for only... **\$37.50**

A \$62.00 Velour Plush 5 piece Parlor Suite sacrificed for only... **\$43.50**

MORRIS CHAIRS.

A \$15.00 Reversible Cushion Morris Chair for only... **\$8.50**

A fine line of better grade Morris Chairs all to be sacrificed in this sale on the same Sacrifice Basis as above.

WASHING MACHINES.

Zinc Washing Machine, large size, worth \$12.00, for only... **\$6.75**

The great Western Washing Machine. A \$7.00 Machine for only... **\$3.50**

Notice!

STORE NOW

CLOSED

To cut down prices to less than cost of manufacture.

Sale Positively Begins

To-Morrow.

at 9 a.m.

SEE OPPOSITE PAGE!

C. L. MARCH CO.,

LIMITED.

Corner West Water & Springdale Sts.

THE BIG WEST END STORE,

SALE STARTS TO-MORROW, at 9 a. m.

Notice!

STORE NOW

CLOSED

To cut down prices to less than cost of manufacture

Sale Positively Begins

To-Morrow.

at 9 a.m.

SEE OPPOSITE PAGE.