

**TOMORROW!**

**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.

ery 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  
y 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  
s 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 BARGAINS--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... **\$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... **\$6.25**

Extra Special Heavy 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... **\$8.75**

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... **78c.**

Extra good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they are... **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... **\$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... **\$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**

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 Conway. 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**

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 good heavy weight Tweed Caps for only... **20c.**

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

Men's special grade heavy winter Tweed Variety Caps for only... **48c.**

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

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

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

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

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

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

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

A 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**

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... **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 quality 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.**

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**

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

Very finest All Wool Serge, 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... **\$6.45**

Guaranteed \$8.00 Men's Mackintosh Rain Coat for... **\$4.25**

A guaranteed \$6.00 Men's Mackintosh Rain Coat for... **\$3.25**

Ladies' extra high quality Pure Silk Blouses for only... **\$1.45**

Ladies' excellent Grey Knitted Undershirts... **67c**

## 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 in the 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... <b>10c</b>   | Special lot White Lawn Aprons... <b>23c</b>  | Men's Wool Half Hose... <b>19c</b>  |
| Men's Tweed Caps for... <b>13c</b>   | Ladies' nice quality Black Satteen Belts for only... <b>13c</b>  | Men's heavy winter Caps, with fur laps... <b>48c</b>  |
| Grey Army Heavy Work Shirts... <b>50c</b>  | Ladies' handsome White and Eru Lace Jabots, now only... <b>19c</b>   | Men's good wool Sweater Coats... <b>97c</b>   |
| 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... <b>78c</b>  | Ladies' Black and Colored Ringwood Gloves at only... <b>19c</b>  | Women's good Corsets... <b>29c</b>  |
| Men's good Worsteds Pants for only... <b>95c</b>   | White and Colored Wool Clouds for but... <b>37c</b>  | Boys' extra grade heavy weight Pants, sacrificed for... <b>47c</b>  |
| 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... <b>\$1.35</b>   | Very neat design Black Leather Handbags at... <b>\$1.25</b>  | Boys' very fine quality and weight Pants, sacrificed for only... <b>60c</b>   |
| Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable suit, during this sacrifice for only... <b>\$2.95</b>  | Extra great sacrifice value, Ladies' Black Garment Neckties at... <b>50c</b>   | Ladies' Black Cloth Dress Skirts sacrificed for... <b>83c</b>   |
| Very finest All Wool Serge, 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... <b>\$6.45</b> | Very pretty Brown high class Fur Neckties, each... <b>1.55</b>   | Ladies' Navy Skirt, trimmed with satin buttons... <b>98c</b>  |
| Guaranteed \$8.00 Men's Mackintosh Rain Coat for... <b>\$4.25</b>  | Special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Sacrificed at only... <b>50c</b>  | Ladies' fine extra quality Black Navy and Tweed Dress Skirts, nicely assorted trimmings, sacrificed for only... <b>\$1.37</b> |
| A guaranteed \$6.00 Men's Mackintosh Rain Coat for... <b>\$3.25</b>  | Extra quality American White Lawn Blouses, sacrificed for... <b>78c</b>  | Cushioned Morris Chair, sacrificed for... <b>\$8.50</b>   |
| Ladies' extra high quality Pure Silk Blouses for only... <b>\$1.45</b>   | Newest Tweed and Navy Cloth Coats, sacrificed for... <b>\$2.95</b>   | A good durable and comfortable Fibre Mattress, sacrificed for... <b>\$1.85</b>  |
| Ladies' excellent Grey Knitted Undershirts... <b>67c</b>   | 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... <b>93c</b> | A pretty neat Angle Iron White Enamel Bed, Sacrificed for... <b>\$3.25</b>  |
|  | White Cotton Undershirts, embroidered trimmed, for only... <b>67c</b>  | A brass trimmed Bed, with laths, sacrificed for only... <b>\$3.75</b>   |
|  | Heavy Black Ribbed Ladies' Wool Hose... <b>15c</b>   | A fine Verona 5 piece Parlor Suite, sacrificed for only... <b>27.50</b>   |
|  | Good Pillow Cases, size 40 x 33, only... <b>14c</b>  | A good neat pattern 3 drawer Hardwood Dresser, in Golden Oak, sacrificed for only... <b>\$6.95</b>                            |
|  | Handsome Bear Skin Coats for only... <b>\$1.65</b>   | A heavy fine all hardwood 6 ft. Extension Dining Table, sacrificed for only... <b>\$8.25</b>                                  |
|  | Men's good Braces... <b>18c</b>  | All hardwood and very strong durable Chair, sacrificed for only... <b>45c</b>   |

## 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 these prices here given you can't resist buying.

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

\$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 Sauto Domingo Mahogany Bed-room Suite of Dresser, Chiffonier, Dressing Table and Toilet Table Stand. This magnificent piece suite, worth \$18.00, sacrificed for only... **\$88.00**

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**

A pretty style and very durably built Empire Quartered Oak 6 ft. Extension Dining Table, now sacrificed for... **\$8.25**

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 for only... **\$20.00**

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

A high back, strong, all hardwood

Chair, of good finish, for... **66c**

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**

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

Black or Maroon Enamelled Beds, with laths, Brass trimmed, 1/2 inch posts; sizes 3ft., 4ft. 6in., 5ft. and 4ft. 6in. from... **\$3.75**

Combination Spring and Lath White Enamelled Beds, all sizes at only... **\$4.75**

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

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

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

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 only... **\$4.30**

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

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**

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... **\$43.50**

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.

A handsome and choice line of odd Parlor pieces in Chairs, Rockers and large Easy Chairs and Reed Chairs. All must be sold, and will be sacrificed at prices to SUE IT YOURSELF.

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.

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.