

## Gigantic Autumn Sale

Of Dry Goods & Furniture

That offers you the most Phenomenal of money saving opportunities.

THE ONE BEST BARGAIN CHANCE BEFORE THE PEOPLE THIS FALL. SALE OPENS TO-MORROW SATURDAY, at 9 a.m.

DON'T MISS IT.

See Opposite page.

# Values Like These Will Make This GIGANTIC SALE FAIRLY HUM.

## A Sale That will Beat the Biggest Selling Record Ever Made

# With the Greatest Bargains Ever Known.

DON'T FORGET--SALE BEGINS TO-MORROW, Saturday, at 9 a.m., and Remember the entire stock is included in this Gigantic Sale--nothing reserved--everything at Rare Bargain Prices.

To-Morrow, September 30 Begins the Greatest of all Autumn Sales.

A most excellent money saving chance to buy your Fall outfit in Clothing, Dry Goods, Boots, etc., and Home Furnishings.

Every article in the stock at Phenomenal Low Bargain prices.

Sale Begins Saturday, at 9 a.m.

See Opposite page.

### MEN'S SUITS.

Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Fall Sale for only **\$3.75**

Extra Wool Mixture Tweed Suits, sizes 3 to 7. These suits are very remarkable fine values and worth much more than our Sale Price. You can buy this Suit during this Fall Sale for only **\$4.95**

All Wool Serge Suits in Navy and Black. These Suits are of fine texture and finish and worth near double the price. Our Fall Season Sale Price will be only **\$5.25**

Finest Mixed Tweeds and Striped Worsteds. These Suits are the famous superior make, cut in the latest American fashion with vent and back seam and cut style sleeve. A very dressy and stylish Suit. All sizes in the line. For this Gigantic Fall Season Sale the price is only **\$6.50**

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 can take your pick from the lot for only **\$7.50**

Extra Special best All Wool Suits in finest materials. The cheapest Suit in the assortment is worth \$14.50 and up. At this Sale you can now **\$10.25** buy your pick of them for

### 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 **90c.**

Extra Good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they last the price is **\$1.10**

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 Fall Sale Price is only **\$1.50**

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 **\$2.00**

Highest class fine All Wool Dress Pants, in noble and classy patterns and true form fitting. These goods are worth \$5.00. You can take your pick of the lot at **\$3.00**

### BOYS' SUITS.

One lot of boys' "men of war" Navy Serge Suits, sizes 000 to 2, at only **\$1.10**

One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only **\$1.25**

Extra high quality all Wool Boys' Suits in Norfolk, Empire and Conway. They all go at one big price cut **\$2.20**

Highest class all Wool Boys' Suits, ages 8 to 15 years. A very fine American cut and made suit, something clever, good and dressy in Boys' Suits. They are worth \$3.00 and over. You can buy them in this Sale at only **\$3.00**

### MEN'S FURNISHINGS.

Good quality Police and Firemen's Suspenders. The 50c. kind for only **30c.**

The Standard Price Comfort Suspender. A 50c. Suspender for only **25c.**

The celebrated President Suspender. It's

the best grade of President make--you all know this article. We have a limited quantity at **52c.**

### MEN'S CAPS.

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

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

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

Don't fail to see these Caps. You never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the Sale.

### MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

### MEN'S CAPS.

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

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

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

Don't fail to see these Caps. You never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the Sale.

### MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

### MEN'S CAPS.

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

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

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

Don't fail to see these Caps. You never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the Sale.

### MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

### MEN'S CAPS.

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

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

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

Don't fail to see these Caps. You never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the Sale.

### MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

## ALL SALES CASH.

The PHENOMENAL BARGAINS as evidenced by the BIG CUT IN PRICES given in this partial price list will not admit of other terms. Bring the Cash and your dollars will do fully double duty. Remember every item--Every Article--Every Piece in this BIG STORE goes in this Gigantic Sale.

A very select line of Ladies' fine winter Dress Skirts at the way **\$2.50** down price of only

### 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 unheard of low price of only **80c**

One lot of High Art American Shirt Waists, most elegant in design, and up-to-date the minute style. Full form cut and a handsome choice of rich patterns. These are the biggest \$1.75 qualities which we cut to **\$1.00**

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 **\$1.20**

Ladies' Fancy Flannellette Blouses for only **85c**

### LADIES' UNDERWEAR.

Ladies' Standard Fleece Lined for only **35c**

Ladies' Pure White Lamb's Back Heavy Soft Downy Fleece Winter Underwear at the surprising low price of **60c.**

An easy, comfortable Woman's Boot, American foot form make, for **\$2.00** only

A good line of Misses' and Children's Boots, all of them American make, stylish and foot form fitting, good wearing and comfortable. We have placed them in lots and they will be on sale at about one-half their real value. You most certainly cannot afford to overlook this wonderful money saving chance in Children's and Misses' Boots.

### MEN'S UNDERWEAR.

Men's Fleece Lined, the best Standard line, at only **45c**

Special Shetland Lamb's Wool double-breasted winter weight Men's Underwear. At this Sale for only **\$1.00**

Extra fine Stanfield Unshrinkable Wool Men's Winter Underwear; full range of sizes at the extraordinary **\$1.00** low price of only

### MEN'S HALF HOSE.

Men's Black and Fancy Mixture Ribbed Winter Half Hose, at the very low price of **24c**

Heavy winter weight Wool Half Hose for only **30c**

Extra fine and heavy all pure Wool Half Hose, all pure qualities for **40c**

### FURNITURE.

5 piece Parlor Suite, covered with Silk Tapestry, strong spring cushioned, best oil tempered Springs. During this Sale the price is only **\$29.75**

5 piece Parlor Suite, covered with high grade Velour and Plush, spring cushioned seat and Roll Spring edge. The Sale Price for the 5 pieces is only **\$35.75**

5 piece extra high grade Silk Tapestry Parlor Suite of best construction, special flush built Roll Edge Springs. An altogether handsome and very durable Parlor Suite; and the Sale Price is only **\$41.00**

Something very handsome in fine Silk Damask and Plush, 5 piece Parlor Suite of special design and construction. A Parlor Suite good enough for the best of homes for only **\$55.00**

### SIDEBOARDS.

Large Golden Oak strongly built Sideboard at only **\$17.75**

Large Empire Oak Colonial design Sideboard. Has large Bevelled and Polished British Plate Mirror. The Sale Price is only **\$20.25**

A beautiful Royal Quartered Oak Side-

perial Quartered Oak, with fine shaped British Plate Mirror. **14.70** for only

Extra large and fine Royal Quartered Oak Chiffonier; full swell front and has very large Oval Bevelled and Polished Heavy French Plate Mirror. The Sale Price is only **\$24.75**

### DINING TABLES.

All Hardwood 6 ft. Extension Dining Table for only **\$8.95**

Colonial Post, heavy leg Dining Table, in Surface Oak, 6 ft. Extension, for only **\$9.95**

An 8 ft. Round Top Surface Oak Extension Dining Table, with 6 in. Colonial Post leg, for only **\$15.25**

### CHAIRS.

A good strong Hardwood Chair for only **50c**

A strongly made and well finished double rung Chair, all Hardwood, for only **80c**

A high back all Hardwood Dining Chair, Arm Braced and Embossed back, for only **1.40**

Solid Quartered Oak and Polished Dining Chairs, Boston Leather Seat. There are six to set (5 and one arm chair). For this Sale the set of six chairs will be sold for only **24.50**

### BEDS! BEDS!

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

White Enamelled full Brass trimmed Bed, for only **\$5.95**

A heavy White Enamelled Continuous Post Bed. To close out, the Sale Price is only **\$9.75**

A handsome heavy Continuous Post Scroll Pattern Enamelled Bed, for only **\$12.00**

### CRIBS.

A good strong White Enamelled Iron Crib, with Woven Wire Spring complete, for only **\$5.95**

### MATTRESSES.

All Fibre Mattresses, according to size up from **\$1.85**

Colonial Soft Top Mattresses, all 6 ft. long and according to width up from **\$3.10**

The celebrated Health Mattress. The Universal Standard. Trade Mark registered. They come in 3 qualities, all six feet long.

No. 3 quality from **\$4.15**

No. 2 quality from **\$4.90**

No. 1 quality from **\$6.10**

The famous Crescent Felt Mattress. The very finest thing made in mattresses. A luxuriant comfort.

4 ft. x 6 ft., one piece for **13.50**

4.6 x 6.3, two pieces, for **\$14.50**

### SPRINGS.

Single Woven Wire Springs up from **\$2.25**

Woven Wire S. & D. weave with cable support up from **\$3.35**

The Standard Oxford Spring of Diamond Lock Coppered Wire up from **\$3.95**

### TOILET SETS.

3 piece White Toilet Set for only **\$1.20**

2 piece Decorated Toilet Set for only **1.45**

6 piece fine Floral and Gilt Decorated Toilet Set, only **2.50**

## "The Early Bird Catches the Worm."

"A Word to the Wise is Sufficient."

Come on the Opening Day, To-morrow, Saturday, at 9 a.m., or as soon as you can thereafter.

The Thrilling Bargains will Delight you.

THIS FALL SALE MEANS SUBSTANTIAL GOOD QUALITY GOODS AT BY FAR THE LOWEST PRICES IN ALL ST. JOHN'S.

### LADIES' COATS.

An exceptional large and beautiful line of Ladies' Winter Coats, the very latest up-to-date fashions, styles and newest cloths at Rare Bargain Prices.

Newest Navy Cloth Coats **\$3.50** up from

Choicest grade and styles Black Winter Coats up from **\$5.50**

An excellent range of very latest Tweed Winter Coats up from **\$3.50**

### 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 **\$1.40**

Choice winter weight trimmed Cloth Skirts, in Navy, Tweed and Blacks, at the very low price of only **\$1.80**

### LADIES' AND CHILDREN'S COAT SWEATERS.

One lot Ladies' fine form fitting Sweaters, in plain and assorted borders. A good \$1.50 Sweater for only **75c**

One lot Misses' and Children's fine Coat Sweaters, same as above lot. Regular 85c. to **\$1.00** Sweater for only **50c**

### BOOTS AND SHOES.

Ladies' and Men's.

An American made, perfect fitting and durable Boot (for men or women) worth near double the price. For this Sale: Women's only **\$1.60**

Men's for only **\$2.00**

A high grade American Boot, a correct fitting and stylish Boot for men or women. This is a fine \$3.50 Boot which will be sold during this Sale for only **\$2.50**

A very fine \$4.00 quality Goodyear welt, American made Boot, either men's or women's at the Big cut price of **\$2.60**

### LADIES' HOSE.

Ladies' Black Wool Stockings, at the unheard of low price of **15c**

Extra grade Women's Wool Stockings for only **25c**

Best grade Ladies' Yorkshire Wool Stockings for only **35c**

### BLANKETS AND COMFORTS.

Good warm full size Blankets for only **\$1.10**

Special grade extra size Blankets for only **\$1.55**

Heavy All Wool good size Blankets, only **\$2.00**

Fine quality All Wool Blankets **\$2.50**

Very high class heavy Fleece All Wool extra large size Blankets at the Big Bargain Price of, per pair, only **\$3.00**

Finest line of Comforts, plain and art design coverings, best pure White Elastic Floss Felt; at extraordinary low price cuts.

board, Serpentine pattern front and large Oval Bevelled and Polished French Plate Mirror, for only **\$27.50**

### DRESSERS.

3 drawer Hardwood Golden Oak finish Dresser for only **\$7.75**

Stand to match for **\$4.00.**

Large 3 drawer Hardwood Dresser, Golden Oak. Has large German Bevelled and Polished Plate Mirror, for only **11.25**

Stand to match for only **\$5.00.**

3 drawer Surface Oak Dresser, with German Bevelled and Polished Glass, for only **\$10.75**

Stand to match for only **\$4.50.**

Large and roomy 3 drawer Imperial Oak Dresser, with extra large Bevelled and Polished Plate Glass, for **\$14.00**

Stand to match for only **\$5.50.**

### CHIFFONNIERS.

Very large 5 drawer Chiffonier of Im-

BIG WEST END STORE.

# C. L. MARCH CO., Ltd.

Corner of Springdale and Water Streets.

BIG WEST END STORE.