

SAVE THIS AND WAIT Saturday, Sept. 30th, BEGINS the GREATEST of ALL AUTUMN SALES

Thrilling BARGAINS -- BIGGER and BETTER Than Ever.

**GRAND
AUTUMN
OPENING!**

A GIGANTIC Sale

AN EVENT IN LOW PRIC-
ING THAT WILL
DELIGHT YOU.

IT BEGINS SEPTEMBER 30th,
AT THE BIG WEST END STORE.

C. L. MARCH Co. Ltd.

WAIT AND SEE TO-MORROW'S PAPER.

GIGANTIC SALE

GRAND AUTUMN OPENING

Starts SATURDAY, Sept. 30th.

C. L. MARCH CO., Ltd., ENLARGED STORE

**A GREAT
FALL SEASON
SALE**

Starts SATURDAY,

September 30th,

C. L. MARCH CO., Ltd.,

Springdale & Water Streets, West End
Offering by far the BEST BARGAINS
in all St. John's.

WAIT! WAIT! TILL SATURDAY,
September 30. See To-Morrow's Paper.

Covering the C. L. March Co., Ltd., entire stock from Basement to Roof--comprising 20,000 square feet of floor space loaded with all new and up-to-date Dry Goods, Clothing, Furniture and wearing apparel of all kinds, which will be sold to the people at sensationally small cash prices.

Sale Opens Saturday, and not before--wait till Saturday--then be sure to come.

This our 7th Annual Season and celebrating the completion of our enlarged store, resulting from our extensive building alterations, will be an event in Low pricing of high-class dependable merchandise by far surpassing and eclipsing any sale ever held heretofore.

With our Bigger Store, Greatly Larger Stock, Better Values and the BEST Bargains

IN ALL ST. JOHN'S you can with perfect confidence come prepared to buy great Big Bargains in Men and Women's ready to wear garments, Dry Goods, Boots, Clothing Furniture, etc. WE GUARANTEE YOU WILL NOT BE DISAPPOINTED.

Be Sure to See To-Morrow's Paper for the Grand Bargain PRICE LIST!

A Colossal Drop in Prices -- Phenomenal Bargains.

At this Store you have always bought at just a little less than elsewhere, and during this Grand Special Fall Sale the Bargains are simply most Phenomenal. A comparison of quality and prices will convince you that it pays to trade at this Store, and above all that you positively cannot afford to miss the Great Bargains of this Sale.

A Real Sale of actually superior goods at by far the Lowest Prices in all St. John's. Save yourself and your friends money and earn the thanks of your neighbors by telling them about it. SEE OTHER SIDE.

REMEMBER--Sale Opens Saturday, September 30th, at 9 a.m.

Store is now being put in shape and the Big Stock re-arranged and marked down to such marvelous Bargain prices that will surprise you. So don't come till our Grand Opening Day, SATURDAY, September 30th, then be sure to be on hand and come every day thereafter for New Goods at Phenomenal Bargains will be brought forward each day during this Special Fall Season Sale. Don't miss the Opening Day, the Thrilling Bargains will delight you.

DON'T FORGET--This Gigantic Sale begins Saturday, September 30th, at 9 a.m. Drop everything and get here for your share of the good things at the BIG WEST END STORE.

**SAVE THIS & WAIT
FOR THE**

**GIGANTIC
FALL SALE**

At the Big West End Store

A BARGAIN SALE surpassing and
eclipsing all others.

Selling the cleverest goods at the
LOWEST PRICES in all St. John's.

C. L. MARCH CO., Limited

SEE GRAND BARGAIN LIST IN
TO-MORROW'S PAPER.

Beginning Saturday, September 30

C. L. MARCH CO. LTD.

**THE BIG
WEST END STORE**

Corner Springdale and Water Sts.

**THE BIG
WEST END STORE**

SEE OTHER SIDE. SAVE THIS and WAIT FOR THE OPENING DAY.

Don't Fail to See the Grand Bargains in To-Morrow's Paper.

**GRAND
OPENING DAY
SATURDAY,
September 30th.**

A Grand Fall Season Sale unlimited
in scope and money-saving op-
portunities.

**BIGGER STORE,
LARGER STOCK,
BEST BARGAINS
IN ALL ST. JOHN'S.**

C. L. MARCH CO., Limited

SEE THE GRAND BARGAINS IN
TO-MORROW'S PAPER.