

TO-MORROW at 9 o'clock a.m. 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 TO-MORROW, at 9 a.m.
AT THE BIG WEST END STORE.

C. L. MARCH Co. Ltd.

See next page for Grand Bargain List.

GIGANTIC SALE

GRAND AUTUMN OPENING

Starts to-morrow, SATURDAY

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

**A GREAT
FALL SEASON
SALE**

**Starts To-morrow
at 9 a.m.,**

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 Next Page.

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.

See next Page and Read the Grand Bargains Carefully.

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 next Page for Grand Bargain List.

REMEMBER--Sale Opens TO-MORROW, Saturday, 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 gains 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 Next Page.

Beginning To-Morrow, at 9 a. m.

C. L. MARCH CO. LTD.

Corner Springdale and Water Sts.

**THE BIG
WEST END STORE**

**THE BIG
WEST END STORE**

SEE OPPOSITE PAGE. DON'T MISS THE GRAND OPENING DAY.

Terms of Sale Strictly Cash.

**GRAND
OPENING DAY
To-Morrow,
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 GRAND BARGAIN LIST ON
OPPOSITE PAGE.**

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.

With th
DON'T FORGET--SALE B

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 suit 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 buy your pick of them for **\$10.25**

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 nobby 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 600 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 \$4.00 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 Prince Comfort Suspender. A 50c. Suspender for only **25c.**

The celebrated President Suspender. It's