

There Was No Alternative---NO OTHER WAY OUT!

**The C. L. MARCH Co., Ltd.,
POSITIVELY---ACTUALLY**

FORCED TO SELL.

Their Entire Stock of Dry Goods and Furniture compelled TO BE SACRIFICED!

The unfortunate death of a stockholder with retirement of another of the principle stockholders brought on a pressing emergency so pinching that it absolutely **FORCED THE C. L. MARCH CO.**, to unmercifully sacrifice their entire stock of Dry Goods and Furniture.

Here are a few of a large number of new goods just brought forward for an unmerciful sacrifice—Come see them at once—Drop everything—Don't delay—Get here as soon as you can for the pick of the most select of these astounding sacrifice offerings.

These prices conclusively prove the unmerciful sacrificing of this stock and show that the **C. L. MARCH CO., Ltd.**, are positively—actually forced to sell their stock at all hazards,

- Women's Heavy Fleece Winter Undersuits, sacrificed for only **62c**
- Women's White Longcloth Undersuits, Embroidered & Lace trimmed, sacrificed for only **57c**
- The celebrated P. & C. Corsets, a pure White Corset with two Hose Supporters, now sacrificed for only **49c**
- Women's Cream Flannellette Chemise, handsomely trimmed, now sacrificed for only **42c**
- White Lawn Aprons, with bib for only **18c**
- Sanitary best Hair Rolls for only **13c**
- Women's extra large size heavy Honeycomb Knit Wool Square, Black, Grey and White, sacrificed for only **57c**
- Black Caracul Fur, sacrificed for only **45c**
- High grade Caracul Furs now sacrificed for only **75c**
- Fine Black Hair Necklets, sacrificed for only **\$2.09**
- Excellent Brown Marmot Fur, This is a wonder sacrifice at **\$1.45**
- Elegant and choice Sable Hair Fur at the awful sacrifice price of **\$2.85**
- Very extra grade English Melton Dress Cloth; a good heavy winter cloth. The sacrifice price is now forced down to only **17c**
- A handsome Parisian Costume Cloth of exceptional fine texture, guaranteed spotless finish and 42 inches wide; a choice range of colors. The whole lot is now up for an unmerciful sacrifice in price at **29c**
- An exceptional range of White and colored Muslins, just now brought forward for sacrifice at **10c**
- A lot of Print Cottons, in light and dark colors, brought forward for a quick slaughter at **9c**
- To provide for the children we bring to the front for a Big Sacrifice the following, which, at the prices, are not expected to last a day or two at most.
- Child's Cashmere Dresses, very neatly trimmed, in various colors, sacrificed at only **65c**
- Child's Navy Kilted Dress, trimmed with White Braid, sacrificed for only **85c**
- A Child's handsome Bearskin Coat, sacrificed for only **\$1.65**
- Child's White Fur Caps, sacrificed for only **34c**
- A big line of Lace Curtains, offering a splendid selection, have just been opened and brought to the front and will close out at an unmerciful sacrifice of values. Come, see the line! You will be sure to be delighted with the tremendous bargains.
- Special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Sacrificed at only **50c**
- Extra quality American White Lawn Blouses, sacrificed for only **75c**
- Newest Tweed and Navy Cloth Coats, sacrificed for only **\$2.69**
- Ladies' Navy Skirt, trimmed with satin buttons, sacrificed for only **88c**
- Women's good Corsets, sacrificed for only **29c**

Here you are, Men!

- A good warm Muffler for only **9c**
- Men's \$2.00 Negligee Dress Coat Shirts at the awful sacrifice price of only **98c**
- 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**
- Men's good Worsted Pants for only **90c**
- Very special fine quality Wool Pants of American form, cut and style. A correctly shaped garment of attractive patterns. They are worth \$3.00, and some of the lot even more. Our Sacrifice Price is only **\$1.25**
- Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this sacrifice for only **\$2.95**
- Men's good value Tweed and Navy Serge Suits at the Big Sacrifice Price of only **\$4.15**
- Very finest All Wool Suits, comprising Fancy Worsteds, Serges, unfinished Worsteds and Mixed Worsteds. 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 **\$6.25**
- Men's Wool Half Hose **18c**
- Boys' extra grade heavy winter weight Pants, sacrificed for only **39c**
- Boys' very fine quality and winter weight Pants, sacrificed for only **49c**

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 \$12.50 Dresser now sacrificed for only **\$9.95**
- Stand to match.
- Our strong Popular Leader, No. 329 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**
- Stand to match.
- 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**
- Stand to match.
- A good nest pattern 3 drawer Hardwood Dresser, in Golden Oak, sacrificed for only **\$6.95**
- Our very finest and choicest goods all must be sacrificed and are included in this Forced Sale. Note these prices carefully, then comb and see the finest Dressers in St. John's. At the prices here given you can't resist buying.

Dining Extension Tables.

- A very nest 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**

Chairs. Chairs.

- All hardwood and strong durable Chair, sacrificed for only **45c**
- A good Varnished and well finished Hardwood Chair, sacrificed for only **55c**
- A high back, strong, all hardwood Chair, of good finish, for only **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 \$15.00 Reversible Cushioned Morris Chair, sacrificed for only **\$7.95**

Beds. Beds.

- A brass trimmed Bed, with laths, sacrificed for only **\$3.75**
- Combination Spring and Lath White Enamelled Beds, all sizes at only **\$4.75**
- A heavy White Enamelled Continuous Post Bed. To close out, the Sacrifice Sale Price is only **\$8.75**
- A handsome heavy continuous Post Scroll Pattern Enamelled Bed, with a led Bed, for only **\$10.50**
- A very swell all Brass Bed, beautifully polished, sacrificed for only **\$15.00**
- Be sure to see these Beds. Nothing prettier in all Newfoundland.

Mattresses.

- A good durable and comfortable Fibre Mattress, sacrificed for only **\$1.85**
- A good durable Fibre Mattress for only **\$1.85**
- Colonial Soft Top Comfortable Mattress at only **\$2.90**
- The famous registered Health Mattress, sacrificed for only **\$3.75**
- The best No. 2 quality Health Mattress, sacrificed for only **\$4.30**
- A \$11.00 class Mattress sacrificed for only **\$5.90**

Springs.

- Single Woven Wire Springs, for **\$2.25**
- Woven Wire S. & D. 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 Parlor 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**
- A fine Verona 5 piece Parlor Suite, a splendid \$42.00 set, sacrificed for only **27.50**

This ocean of Dry Goods and Furniture positively must be sold, and as fast as one line is sold down another is brought forward for unmerciful sacrifice at whatever price it brings. So new lines at even greater sacrifices in price are to be seen daily on the Floors of this Store and its to every one's great gain and benefit to now come as often as you can. Come every day if you can to see the new Bargains brought forward for Sacrifice, but be sure to come at least twice or three times during the week, or you surely will miss the most wonderful money saving opportunity that ever has been your good fortune to behold and UNDER NO CIRCUMSTANCE OR CONDITION BUY ANY OF YOUR WINTER NEEDS UNTIL YOU HAVE VISITED THIS FORCED SALE.

C. L. MARCH Co., Ltd., Corner Water and Springdale Streets. Big West End Store.
Entire \$75,000 stock now being sacrificed for what it will bring.

Cable News.

Special to Evening Telegram.
LONDON, Nov. 28.
Overnight consideration of Sir Edward Grey's speech has served to emphasize the favourable view taken here of the effect of his utterance. There is some disappointment at the rather acid comment of the German newspapers, but it is realized that the criticisms were written before the full text of the speech had reached Berlin. It is hoped that a further study of Sir Edward Grey's remarks will lead to a more effusive reception of Britain's proffer of friendship.

Special to Evening Telegram.
BERLIN, Nov. 28.
The conciliatory speeches of Sir Edward Grey and Premier Asquith, and their expressed desire for improved relations between Germany and England in the future are cordially echoed in Government circles here. It is significantly added, however, that the British Government will soon have an opportunity to demonstrate the sincerity of the disclaimer of its ministers of the theory that one of the aims of British policy is to stand in the way of German expansion, and to block its every project. No indication is given as to the field in which this opportunity will occur, but the touchstone may, perhaps, be found in the Baghdad railway. It is not known what attitude Britain takes towards the completion of the railway project in Asiatic Turkey. One point in Grey's statement must be combated. If England wished assurances with regard to Germany's intentions of Agadir, she should have requested them through her Ambassador at Berlin. Germany cannot be assailed for not proffering what she had not been asked for in the regular diplomatic way.

Special Evening Telegram.
SAN FRANCISCO, Nov. 28.
Terrible slaughter marked the fighting at Nanking, according to a cablegram received to-day. A Chinese daily paper report says that 3,500 regular soldiers and 300 civilians and volunteers were killed. The Imperialists and rebels are fighting inside Nanking, and a bombardment is imminent. The Commander of the Imperial troops is said to have discovered a plot to open the gates of the city. All foreigners, except the Japanese consul and his guard, have left the city; and all the foreign warships have withdrawn out of range.

Special Evening Telegram.
TRIPOLI, Nov. 28.
The Italian military authorities announced that the casualties among the Italian forces engaged in the battle at Fort Mesey and Heiml, on Nov. 26, when the Italians attacked and forced the Arabs and Turks to retire, with a loss of 500 killed and 300 prisoners, totalled 120; of whom 16 were killed.

Met Terrible Death.

A few days ago a message was received that Mr. Sparrow had died suddenly at Brunette Island, Fortune Bay. Last evening I. G. Sullivan had a wire from Const. Gardiner saying that the man, who was lightkeeper there, fell from a raised gallery of the lighthouse, a distance of 9 feet, and was killed instantly. He was a portly old man, brother of Head Constable Sparrow, and left a widow to mourn him.

Electric Restorer for Men

Phosphonal restores every nerve in the body to its proper tension; restores strength and vitality. Premature decay and all sexual weakness averted at once. Phosphonal will take you a new man. Price \$1 a box, or two for \$1.80. Mailed to any address. The Seaboard Drug Co., St. Catharines, Ont.

Fresh Air Sunshine Scott's Emulsion Happy Thoughts

Let these **Vitalizing Elements** into your home; they are the simple means of keeping Nerves, Brain and Body strong, active, enduring. There is no substitute for **Fresh Air, Sunshine, Happy Thoughts or Scott's Emulsion**

Christian Brothers' Collection.

Editor Evening Telegram.
Dear Sir.—Another year has gone by and on next Sunday the annual collection for the Christian Brothers will be taken up. It is unnecessary to remind the Catholic public of the collection, which affords to them an opportunity of showing in a tangible manner their high appreciation of the work of that Order, the evidences of which can be seen around us to-day. It is many years now since the introduction of the Christian Brothers into Newfoundland. From a small community, and to-day they stand a most important factor in the educational progress of the Colony. From their schools have gone forth hundreds of young men fully prepared and equipped to engage in life's battle and imbued with a courage to succeed, strengthened by the knowledge and conscious that the interest in their progress manifested by the Brothers during their school days, is only exceeded by that which will be shown on their behalf when entering on life's struggle in the commercial world. Quiet and unostentatious is the work of these devoted men, for they labour for no earthly reward. Their worldly recompense is the success of their pupils and in their gratitude they feel amply repaid for their toil. They can point to-day with pride to many prominent citizens holding positions of trust and responsibility whose early training was received at their hands. The "old boys" who have passed over the portals of St. Patrick's Hall and Holy Cross schools have always retained a deep loyalty and affection for their Alma Mater. A common interest binds them together, and this spirit of unity is admirably manifested each year in the annually increasing amount contributed to the support and maintenance of those to whom they owe their success in life. It is impossible to estimate the amount of good wrought in the community by these zealous teachers. By their fruits they shall be known, and judging them by those who have passed from under their care after receiving the benefits of a sound commercial education, as well as a good moral training, the seed has fallen upon good soil. All the pupils, and ex-pupils, as well as their parents and friends will once more rally to their cause on Sunday, and show their appreciation once more by making the 1911 collection the record in the history of the order.
Nov. 28, 1911. W. J. C.

The Ladies of St. John's May Now Have Beautiful Hair—McMurdo & Co. Have the Article and Guarantees It to Grow Hair, or Refund Your Money.


McMurdo & Co., Chemists, backed up by the manufacturers of SALVIA, the Great Hair Grower, guarantees it to grow hair. SALVIA destroys Dandruff in ten days. The roots of the hair are so nourished and fed that a new crop of hair springs up, to the amazement and delight of the user. The hair is made soft and fluffy. Like all American preparations SALVIA is daintily perfumed. It is hard to find an actress who does not use SALVIA continually. Ladies of society and influence use no other. SALVIA is a non-sticky preparation, and is the ladies' favorite. A large generous bottle, 50c. The Seaboard Drug Co., St. Catharines, Canada distributors.

Unmanageable in the Narrows.

When the s.s. Albenga was just inside the Narrows yesterday afternoon, with her steering gear all gone away, the pilot bringing her along had a big responsibility on his shoulders. The ship "yawed" in her course repeatedly and narrowly escaped cutting down the Evelyn, lying in the stream. She then shot over opposite A. J. Harvey & Co's. premises, where she came to anchor. Of course it was no fault of the pilot, who as a matter of fact acted with skill and dexterity in the ship's disabled condition, though those along the waterfront who watched the ship were assured on one occasion that she had come to grief.

Firemen's Meeting.

At the regular monthly meeting of the Firemen's Union, held last night, Delegate Woods announced that the s.s. Florizel could be supplied with 12 good firemen from the Union. Mr. Fernandez, the chief engineer of the Florizel, is quite willing to take on men provided they behave properly, and this was guaranteed by the Union. Five good men will proceed to Halifax by the Stephano to join the Florizel this trip. The firemen who went north in the D. P. Ingraham to save life want to be paid at the rate of 15 cents an hour and will inform the Minister of Fisheries accordingly. A. Story, fireman, who has been in town all the fall, was admitted to the Union and will be given the first chance.



IT Certainly Makes A Fine Loaf Victor FLOUR.

A Great Wrestler!

MR. OLSEN, 87 Signal Hill— "Met with a fall" from a roof, six years ago. Nothing could "put down" the pain in his back, but that wrestler of pain—

Prussian Oil.

It's cured lots of your neighbours:— Wm. Curlew, Battery—cured of Tooth ache. Mrs. Geo. Taylor, South Side—Neuralgia cured. Mr. Chafe, Maxse St.—of Rheumatism. Jacob Bradley, Field St.—Lame Back cured. Mrs. B. Day, 22 Cochrane St.—Indigestion cured. Try a bottle for the winter. Sold by progressive dealers, everywhere, or **A. DOUGLAS COX**, 340 Duckworth St. P. O. Box 32, no. 20, m. w. f. t.

Flower Store Bulletin.

This Week.
The Week's Specialty:— Fine, Fresh, New Season's Lettuce. Carnations and Chrysanthemums, in great variety. For any of the above 'Phone 197. **J. McNEIL**, Rawlins' Cross.

Now Duc Ex "Cacouna," Fresh Table and Dairy **BUTTER.** P. E. I. Potatoes, Eggs, Beef, Parsnips. **JAS. R. KNIGHT**

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it to them as one of his choicest pages which shows that the things which write stick in the heart and hence the lives of all of us. The Mason is a force for decency—doing his part in the world. We should be, exceedingly proud of the Evening Telegram, and we should read eagerly by the readers of the Evening Telegram, and we should recommend his new illustrated "Business Prose Poems"—to our readers.



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