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E. T. 1

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

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FORCED TO SELL.

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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.

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Excellent Brown Marmot Fur. This is a wonder sacrifice at ... **$1.45**

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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 but ... **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 ... **9¾**

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.

Childs' Cashmere Dresses, very neatly trimmed, in various colors, sacrificed at only ... **65c**

Childs' Navy Kilted Dress, trimmed with White Braid, sacrificed for only ... **85c**

A Child's handsome Bearskin Coat, sacrificed for only ... **$1.65**

Childs' 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 ... **75c**

Newest Tweed and Navy Cloth Coats, sacrificed for ... **$2.69**

Ladies' Navy Skirt, trimmed satin buttons ... **88c**

Women's good Corsets ... **29c**

Here you are, Men!

A good warm Muffler for ... **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 in 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 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 lot for only ... **$6.25**

Men's Wool Half Hose ... **18c**

Boys' extra grade heavy winter weight Pants, sacrificed for ... **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 $13.50 Dresser now sacrificed for only ... **$9.95**

Stand to match.

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**

Stand to match.

Our famous unbesten 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 neat 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 come and see the finest Dressers in St. John's. At the prices here given you can't resist buying.

Dining Extension Tables.

A very neat 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 ... **$9.95**

Chairs. Chairs.

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

A good Varnished and well finished Hardwood Chair, sacrificed for ... **55c**

A high back, strong, all hardwood Chair, of good finish, for only ... **66c**

A fine fancy turned spindles 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 ... **$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 Sacrificing Sale Price is only ... **$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**

Be sure to see these Beds. Nothing prettier in all Newfoundland.

Mattresses.

A good durable and comfortable Fibre Mattress, sacrificed for ... **$1.85**

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 ... **$4.30**

The finest A1 high class Mattress sacrificed for ... **$5.90**

Springs.

Single Woven Wire Springs, for ... **$2.25**

Woven Wire S. & D. weave 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.

Court on Circuit.

Yesterday the Supreme Court on Circuit was opened at Harbor Grace by Mr. Justice Johnson, who addressed the Grand Jury. A true bill for bigamy was presented against a Mr. Puddister, who on arraignment pleaded not guilty. The trial was set down for Saturday. Mr. Squires defends the accused.

Davis vs. the Catholic Cadet Corps was set down for to-day. Mr. McNeily for plaintiff; Mr. Higgins for defendant.

Trapnell vs. Coady was heard yesterday and a settlement arrived at between the parties. Mr. Howley, K.C., for plaintiff; Mr. Squires, for defendant.

Quarantine Tax.

Editor Evening Telegram.

Dear Sir,—There is a quarantine tax of $10.00 collected by the authorities from all steamers arriving at this Port from Sydney, C.B., since April last, and I understand from parties interested, that this charge on shipping is owing to the **S. S. Newfoundland** on arrival from sealfishery, bringing smallpox to this port, which was supposedly traced to Sydney.

It is somewhat difficult to imagine why ships from the above Port should be quarantined, while arrivals from all other Canadian Ports are exempt, but the ridiculous side of the matter is, that a local ship makes the voyage to Sydney and back, in five or six days, and smallpox takes any time up to twenty one-days to develop.

The writer is unaware of what performance, if any, is enacted at Port aux Basques, but any one can understand that a passenger could come here from Sydney and be at St. Anthony or in Great Britain before the smartest medical expert could truthfully say he had small pox.

Thanking you for space, sir,

I remain, yours truly,
CITIZEN.

St. John's, Nov. 22, 1911.

Be Warned by Headache

It tells of Serious Derangements of the Liver and Kidneys—Try Dr. Chase's Kidney-Liver Pills.

You can stop a headache with powerful drugs. But it is not generally wise to do so.

A headache almost always warns you of derangements of the digestive system, the liver, kidneys or bowels.

Awaken the liver to healthful action by the use of Dr. Chase's Kidney-Liver Pills and you not only free yourself of headache, but remove the cause which will soon lead to more dangerous results than headache.

Pains are the result of poison in the system and whether you have headache, backache or aching limbs, you can be almost sure of relief and cure by the use of Dr. Chase's Kidney-Liver Pills.

They are wonderfully prompt, as well as definite and thorough in action. You can depend upon them, no matter how long-standing or complicated your case. One pill a dose; 25 cents a box; all dealers or Edmanson Bates & Co., Toronto.

Tinklings.

Editor Evening Telegram.

Symptoms of the land grant mania still prevalent in other parts of the country are being exhibited rather much about here of late. The "germ" is so largeas to be discernible to the naked eye, but it seems no effort is being made to combat it. We have a specialist here from Trepassey who claims that cure is better than prevention and who thinks, strangely enough, that it can only be effected by the application of a few acres filed.

An example of admirable grit and determination is, "The Master", an enterprising mill-owner of this place, so designated owing to the fact that he was once schoolmaster. His steadfast determination to succeed despite great difficulties is of that exceptional type displayed by Bruce of Scotland, and must eventually win out. "The Master" was for years a resident in the city of Boston, but returned subsequently to his native village, thinking apparently, with a modern writer, that it is better to be a big man in a small town than a small man in a big town.

Two of our local sports, in fact the "Big Two," went in the deer country last week to look for some venison. They did not get any. Why? you ask. Hayseed shot, I believe, not only too much of it but too little of anything else. Well, I never supposed hayseed shot to be the proper thing to go after deer with, except it would be to wound the pride of the noble animal.

"Big No. 1" emphatically states that if the trail could be held, "that deer would certainly be found dead," which I think not at all improbable. The eventual cause of death though would not be so clear to

HUGH N. MEE.

Salmonier, Nov. 1911.

Here and There.

LEAVING MONTREAL.— The S. S. Rosalind is suposed to have left Montreal to-day for St. John's. The St. Lawrence navigation will likely close this week.

RETURNS BY S. S. PORTIA. —Mrs. Linehan, of John's Pond, St. Mary's Bay, who had a successful operation at the General Hospital, will return home by the S. S. Portia to-morrow quite recovered.

FOOTBALL DINNER. — A dinner will be given at Woods' Restaurant tonight by the "Old Boys" of the Methodist College in honor of the football team of the school which won the championship.

LINES STILL DOWN. —The telegraph lines are still out of order up west. The repairers have been out since yesterday morning, but there are so many breaks to repair and poles to erect that it will take several days before the whole line is O.K. again.

CONVINCING

It is impossible for any argument in favour of Sunlight Soap to be more convincing than a trial of the Soap itself.

SUNLIGHT SOAP

TRY THE SUNLIGHT WAY.

Uncle Walt
THE POET PHILOSOPHER.

THE GOOD APPETITE

The man whose appetite is fine, can, when he sits up to dine, dispose of sundry chops or steaks, and finish up on pies and cakes, who goes clean through the bill of fare before he rises from his chair—that man should envy none on earth —the gods were smiling at his birth! He may be doomed to humble toil—to pushing plowshares through the soil, to packing swill for hungry sows, to sawing horns for mulely cows, to digging gumbo in a ditch—but he can view the idle rich, and he can look on sceptred kings, and say: "I'm better off, by jings! For what avails all wealth or pomp if one is not inspired to romp when sounds the gladsome dinner horn? I'd rather chew an ear of corn, or eat a shoulder or a ham, or fill myself with prunes and jam, and know I can digest the same, than bask in wealth or roll in fame." The world with sorrow is replete for those who wince when they must eat, who have to exercise the jaw on predigested chop and straw, who look with horror on a roast, as though it was their father's ghost. But life is full of wholesome glee for him whose stomach, bold and free, is always ready for a chore, takes what it gets and looks for more.

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Social Ethics.

Editor Evening Telegram.

Sir,—There are some of us who have been wondering why so much enthusiasm should be expended in the crusade against drunkenness and so little attention given to movements which deal with matters which to many people seem to be of equal if not greater importance, and it has been suggested that perhaps the time is ripe for the formation of a Society on the lines of the White Cross League of England, whose objects amongst others are the promotion of "clean living," "a chivalrous respect for womanhood," "a higher tone of public opinion."

I have been requested to invite communications from any who might wish to take part in a private discussion of the subject; and I am desired to make it plain at the same that we are not superior persons trying to set every body else right, but only very ordinary, common-place folk seeking the co-operation of those who like ourselves have sometimes found the world a queer place to be in, and think that by meeting and talking things over we may make it a bit easier for ourselves to live in and perhaps, indirectly, for others as well.

We should feel grateful if you would kindly find space for these few lines in your columns.

I remain, sir,
Your obedient servant,
ALFRED H. ALLEN.

November 23rd, 1911.

Here and There.

CAME TO HOSPITAL. —Mrs. Spurrell came in from Harbor Grace yesterday by the 1 p.m. train to go to Hospital. As there was no vacant cubicle she was taken to a boarding house by Mr. E. Whiteway. She is very ill.

BODY SENT HOME.—By the S. S. Portia to-morrow the body of the late Laurence Gibbons will be sent home to St. Vincent's, St. Mary's Bay, for burial. Deceased, who was a fine smart young fisherman of only 20 years of age, underwent an operation for appendicitis.

MEDICINE *Versus* NATURE

Why turn yourself into a medicine-chest, filling it with every new concoction that comes along?

Nature does the curing, not medicine.

Ask your Doctor if

SUNSHINE AND Scott's Emulsion

is not The treatment for Coughs and Colds, Grippe, and many other ills.

ALL DRUGGISTS 11-62

$25 in GOLD Given Away

The great **"QUEEN LINIMENT COMPETITION"** open to every Man, Woman and Child in Newfoundland. On the 1st of March, 1912, will be given away to the Four or more successful winners of this competition the sum of $25.00 in Gold.

We have on exhibition in the window of our Medical Hall, Theatre Hill, a rectangular box having an inside space as follows: length, 8 inches; breadth, 4 inches; height, 3 inches. This box is filled with Antibilious Pills of about the size of a pea.

The competition is to guess as near as possible the number of pills contained in the box. The person guessing the exact number, or the nearest number of pills in the box, will receive for the first prize $10.00; second prize, $5.00; third and fourth prizes, $2.50 each.

In the event of two or more persons guessing the same number, the amount of the prize will be proportionately divided amongst the successful winners. That rule will apply to all prize winners. Every person purchasing a bottle of our **"QUEEN OF LINIMENTS,"** whether in the city or outport towns, and mailing us the outside green wrapper of bottle, with the number of guess, together with their name and address, will have a chance of winning the grand prize.

If outport competitors who are unable to obtain this Liniment in their town will mail us Twenty Cents in Stamps, together with number of guess, name and address in full, we will forward post paid by return mail a bottle of our **"QUEEN OF LINIMENTS,"** but with the outside wrapper removed and retained by us, as a pledge of purchase, and a due record kept of that fact. The person forwarding us the greatest number of the outside green wrappers of bottle together with their name and address will not only receive an additional prize of $5.00, but will have a chance of winning some other prizes as well, if they send a guessing number with each accompanying wrapper.

This competition will close on the 1st day of March, 1912, at 12 o'clock, noon. Estimates after that date and hour will not be considered.

On the same date the box will be opened by two reliable and competent judges, who will carefully count the number of pills, and make the awards to the successful competitors.

"STAFFORD'S QUEEN OF LINIMENTS" is one of the most perfect and penetrating Liniments that can be purchased in Newfoundland, and it ought to be in every household. Once used always used.

Prepared by

DR. F. STAFFORD & SON, Medical Hall, St. John's, Nfld

To whom all communications must be addressed—nov10,tf