

CHEAPER.

YOU
BS,
.....10c. lb.
ESS BEEF,
.....8c. lb.
PORK,
.....10c. lb.
JR,
et.43c. stone.

Howling

Here and There.

BE DOCKED—The s.s. Fiona is docked next week to receive annual overhauling.

PLIES FOR RAILWAY—The May is loading with supplies for the railway. She will discharge by Bulls.

CUT IN TWO—In order to a salmon net set off Portugal yesterday, Mat. Churchill cut it and let the iceberg pass.

H AT BAY BULLS—There was a sign of fish at Bay Bulls yesterday. Fishermen who tried the fish with the jigger got about half a fish each.

SALES ARE SCARCE—T h o Pump was at Rose Blanche the Portia was spring west, and fish very scarce. She has only fish to date.

LARGE TRAP—Mr. Louis Muly will put out his trap to-morrow. It is 29 x 20 fathoms long, 17 ft. deep, with 150 fathom leader. Cost is said to be \$1,200.

TIEST FOR HOSPITAL—Mrs. J. Patton, of Kelligrow's, came in plain today and was taken to the hospital. There is also a patient at Pond who wants to get in.

ROOM CARRIED AWAY—The May Ellen, J. Sullivan, master, is going across to the South Side today for salt, ran into the s.s.enburg and had her jibboom carried away.

SERVE A TERM—Const. O'Farlane along by the Portia from the line to Baring with Levi Heller to spend 30 days in jail on being convicted of smuggling. He was \$25 or 30 days, and J. King was \$75 but paid the money.

PROPERTY CONFISCATED—By Portia we learn that it is not true Gus James had returned some \$60 to Trepassy. All his property here we learn by the ship, has been confiscated to pay for the loss incurred.

E FIONA RETURNS—The s.s. Fiona, English, arrived here at 10 yesterday from the West Coast on a voyage of 2 months up there and down and fishery service. In the O'Reilly came on her and she has considerable delay here.

OR SALE AT A BARGAIN—**Donner LADY BRAHAM, 40 years; well found; fast.** Apply to G. KNOWLING, m.25,31,11,12,13.

RIVER INJURED—Will Angel, sergeant, going along with a and cart over the Long Bridge today afternoon, fell under the side of his cart. The wheel passed his head and injured him so severely that he had to get the services of a doctor.

HOSPITAL APPLICANTS—Mrs. A. Garland, of Lower Island Cove, limited to the Hospital this morning. Mrs. Annie Collier came in ship Cove, Bay D'Espoir, at the Portia this morning and is at the hospital because there is no room in the Hospital; also Miss May Salmoner, who has a needle in her hand. Seven others in the line are now seeking for admission.

Infamed and Aching Feet

walking a misery to many who do not know of Dr. Chase's Ointment. How far can you walk without suffering in one way or another from inflamed or aching feet? The result is chafed, scalded, inflamed feet. You can get a world of comfort by using Dr. A. W. Chase's Ointment. This ointment is so delightfully soothing and cooling that helps you at once. It is made of unsanitary powders which irritate the pores, Dr. Chase's Ointment is soft and smooth and it soothes the skin, softens and smooths out the corns and bunions. When the feet are chafed, scalded, inflamed and tired, it takes out the pain and burning and its benefits are quick and lasting. This ointment also affords relief and comfort for chilblains and frost bites. Never there is itching of the feet or a sore that refuses to heal. Get Dr. Chase's Ointment with satisfaction. 60 c. per tin. Sold by all dealers, or Edmondson & Co., Toronto.

A HOST OF EAGER BUYERS!

Crowds! Satisfied Crowds! PLEASED CROWDS!

THE ENORMOUS SACRIFICE

Now Being Made on C. L. MARCH Co., Ltd., \$100,000 stock of Furniture, Dry Goods and Complete Home Outfits.

C. L. March, Co. Ltd.

Alteration Building Sale NOW GOING ON!

Unheard of Bargains! TERRIFIC SELLING!

All Profits Sacrificed Direct to the Public.

Is attracting the people of St. John's and adjacent territory from all sides. Never in the history of Newfoundland were so many people seen at any sale before. C. L. MARCH CO., LTD., big establishment has been packed to the capacity with eager buyers since the opening of this big Alteration Building Sale last Saturday morning. Their many extra salespeople have been literally taken off their feet by the tremendous throngs of buyers which has filled C. L. MARCH CO., LTD., Big West End Store since their opening day—of this—the biggest Furniture and Dry Goods Sale that was ever inaugurated in Newfoundland. Many people are actually attending this great Sale from a distance of 75 to 300 miles. C. L. MARCH CO., LTD., were compelled to again double their large force of salespeople in order to wait upon the tremendous crowds that are attending this Sale daily. This great stock consists of \$100,000 worth of good quality Furniture, Dry Goods, Clothing and Household Goods—awaiting your selection—at prices about one-half actual value. The crowds attending this Sale daily are something terrific, but we look for the biggest crowds in attendance to-morrow, Friday, and on big Saturday, May 27, this day will no doubt witness the biggest crowd of buyers in attendance at C. L. MARCH CO., LTD., Alteration Building Sale that was ever seen at any sale heretofore. Read carefully every word of this announcement—it states absolute facts—the truth, without question of a doubt, it is the greatest sale of Furniture, Dry Goods, Clothing and complete home outfits that has ever been offered to the public in Newfoundland. This certainly is the time to make your money do double duty—and you owe it to yourself and family to attend C. L. MARCH CO., LTD., Alteration Building Sale—at once and secure your share of the many wonderful bargains now being offered. Terrific selling Thursday, and on Friday, May 26, and big Saturday, May 27, when Furniture, Dry Goods and home outfits will be cut to the core. We are determined to clear our entire store of our \$100,000 stock in specified time for Building Alterations. You can expect Furniture and Dry Goods bargains out of the ordinary, therefore we advise you to get to the Sale as quick as you can and you will SAVE MANY DOLLARS ON YOUR FURNITURE, DRY GOODS, CLOTHING AND HOUSEHOLD NEEDS.

If You
Value
Money,
Then
Don't
Miss
C. L. March,
Company, Ltd.,
Alteration
Building
Sale.

On account of Extensive Building Alterations that we have Arranged for,

We have but a limited time in which to convert our \$100,000 stock of Furniture, Dry Goods, Household Goods, etc. Our floors must be cleared in the remaining days of the sale, therefore—its an opportunity of a lifetime for you to—now—buy Dry Goods and Furniture at a saving of many dollars.

ALL PROFITS HAVE BEEN SWEEP AWAY.



C. L. March Co., Ltd., \$100,000 Distribution

of Furniture, Dry Goods, Clothing and House Furnishings all to be Sacrificed on account of Building Alterations during this sale—which is now going on—and is proving to be a Bargain Feast that is attracting the people from every direction. Hurry in—don't delay—and secure your share of the many grand bargains to be had, as this is a sale of Furniture, Dry Goods, etc., such as seldom occurs in Newfoundland.

YOU SAVE MANY DOLLARS BUYING NOW.

The
Door
of
Opportunity
Opens
Wide.
Read!
Reflect!
Act
Quickly.

Down! Down! Down! Go the Prices With a Thundering Crash.

- MEN'S SUITS.** One lot good Tweed Suits, sizes 34 to 42, striped and mixed patterns. A durable and serviceable Suit, during this Alteration Sale for only **\$3.75**
- One lot Extra Wool Mixture Tweed Suits, sizes 34 to 42. These suits are very remarkable good values and worth much more than our Alteration Sale Price. You can buy this Suit during this Sale for only **\$4.95**
- One lot all Wool Serge Suits in Navy and Black. These suits are of fine texture and finish and worth double the price. Our Alteration Rebuilding Sale Price will be only **\$5.25**
- MEN'S PANTS.** One lot of 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. For this Rebuilding Sale you can take your pick while they last for only **80 c.**
- One lot of Extra Good Pants, worth \$2.00. We make the most phenomenal price cut for to close out the goods, to make room for alterations in
- Building. Our remedy is to cut the price square in two. While they last the price is only **\$1.00**
- MACKINTOSH RAIN COATS.** We have just opened a lot of Men's fine Rain Coats in various qualities, and as these coats, owing to "tie up" of freight shipments, have arrived late for the Spring trade, we must sacrifice the entire lot at less than factory cost to close them out quickly for our building alterations to proceed. This is a garment you have use for the year round, as you know. We will now give you a **\$4.10** Rain Coat for **\$5.15** You can buy here at once get a **\$9.00** Rain Coat for **\$6.85**
- An elegant \$10.50 Rain Coat we now offer at only **\$5.15**
- We have in the lot some very extra high grades and qualities in Rain Coats which we are now closing out at equally immense reductions in price. The buying of one of these Rain Coats now is absolutely the biggest investment you can make.
- MEN'S HATS, CAPS.** One lot of the celebrated American Stetson and Dunlop Shape Hats, \$3 to \$5 values will be sold out at only **\$1.50**
- BOYS' SUITS.** One lot of Boys' "men of war" Navy Serge Suits, sizes 000 to 2. To make room for our Building Alterations you can take your pick of the lot at only **\$1.10**
- One lot of Norfolk Boys' Suits, varied range of patterns. Your choice of the lot at only **\$1.25**
- LADIES' COSTUMES.** One lot of Ladies' fine Cloth Costumes, very latest American productions, artistically tailored and handsomely finished. These Costumes are excellent \$13.50 values. To make room for Building Alterations they will be sacrificed for only **\$7.50**
- One elegant lot of specially Tailored American Ladies' Costumes in Beautiful Fabrics and up-to-date pattern and fashions. They are positive big \$15.50 values. This is the chance of your life to buy a direct American imported Costume of high class for only **\$9.50**
- One lot of Exquisitely American hand tailored Ladies' Costumes of very latest fashion and material. A guaranteed \$20.00 Costume sacrificed for only **\$11.50**
- LADIES' SKIRTS.** One lot Exceptional values in Ladies' Skirts for **\$1.65**
- One lot of fine \$5.00 Ladies' Voile Dress Skirts for only **\$2.75**
- One lot of Handsome Embroidered trimmed Ladies' Cambric Skirts, will be sacrificed for **\$2.30**
- LADIES' BLOUSES.** A lot of special American imported Lawn Blouses, very newest patterns and designs, and warranted perfect fitting. Your choice of this handsome line at the unheard of low price of only **70c.**
- One lot of High Art American Shirt Waists, most elegant in design, and up-to-the minute style. Full form cut and a handsome choice of rich patterns. These are the biggest \$1.50 qualities which we will close out at **95c.**
- One lot of very high class American Imported Shirt Waists, an absolutely perfectly made, finished and fitting Blouse, most handsomely embroidered and rich in design. A thorough \$2.25 garment for only **\$1.40**
- 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 only **\$1.75**
- 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 Building Alteration Sale for only **\$2.35**
- 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**
- An easy, comfortable Woman's Boot, American foot form make, for only **\$1.50**
- PARLOR SUITES.** 5 piece Parlor Suite covered with Silk Tapestry, strong spring cushioned, best oil tempered springs. During this Sale the price is only **\$31.00**
- 5 piece Parlor Suite covered with high grade Velour and Flush, spring cushioned seat and Roll Spring Edge. The Sale Price for the 5 pieces is only **\$35.75**
- DRESSERS.** 3 drawer Hardwood Golden Oak finish Dresser for only **\$7.75**
- Stand to match for only **\$5.00**.
- 3 drawer Surface Oak Dresser with German Bevelled and Polish Glass, for only **\$10.75**
- Stand to match for only **\$4.50**.
- 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 St. Round Top Surface Oak Extension Dining Table, with 6 in. Colonial Post leg for only **\$15.25**
- CHAIRS.** A good Chair for only **35c.**
- A good strong Hardwood Chair for only **50c.**
- A strongly made and well finished double rung Chair, all Hardwood, for only **80c.**
- BEDS, BEDS.** Combination Spring and Lath White Enameled Beds, all sizes, at only **\$4.75**
- White Enameled Full Brass trimmed Bed for **\$5.95**
- A Heavy White Enameled Continuous Post Bed, To close out the Sale Price is only **\$9.75**
- A Handsome Heavy Continuous Post Scroll Pattern Enameled Bed for only **12.00**
- MATRESSES.** All Fibre Mattresses, according to size, up from **\$1.85**
- Colonial Soft Top Mattress, all 6ft. long and according to width up from **\$3.10**
- SPRINGS.** Single Woven Wire Springs up from **\$2.25**

DON'T DELAY! HURRY and SECURE YOUR SHARE of THE STOCK

This Big Sale Now Going On

The Stock is Selling Rapidly.

You cannot afford to miss this stupendous sale of C. L. MARCH Co.'s entire stock. On account of building alterations you save many dollars purchasing Furniture, Dry Goods, Clothing and Household Goods during this sale now in process, don't fail to secure your share of these bargains.

C. L. MARCH Co., Limited.

Big West End Store--Corner Springdale and Water Street

ALTERATION BUILDING SALE NOW GOING ON
ALL PROFITS SWEEP AWAY ON

Furniture, Dry Goods, Men & Women's Clothing, etc., etc.

CORNER SPRINGDALE and WATER ST., WEST END, ST. JOHN'S.

TERRIFIC SELLING!
WONDERFUL BARGAINS

If saving money means anything to you, then don't miss C. L. MARCH Co. alteration building sale now going on. Furniture, Dry Goods, Clothing and Household Goods are now selling at this sale for a fraction of their real value.