

CHIPS STILL FLYING FROM REGULAR PRICES!

**BIGGER STORE,
LARGER STOCK,
BETTER BARGAINS
THAN EVER.**

**A Cut Price Sale Un-
limited in Scope & Money
Saving Opportunity.**

**Don't Fail to Come Let
NOTHING KEEP YOU
Away.**

C. L. MARCH CO., Limited
Springdale and Water Streets,
West End.

More Stirring BARGAINS for Thrifty Buyers!

A HUGE PRICE - SMASHING!

**Enormous Cuts to Induce You to
Buy Now at this Store.**

**THE ONLY STORE that
Saves You Big Money in
the heart of the shop-
ping season on the goods
you need at the very
time of the year you
want them.**

Don't Buy Your Fall and
Winter Needs until you have
visited this Sale—where quali-
ties and Very Low Prices make
the goods talk for themselves.

C. L. MARCH CO., Limited
Springdale and Water Streets,
West End.

Sal POWDER

ly Pure

d by the most
careful pas-
world over

Powder made
ape Cream of
from grapes

on Sunday morning. It is urgently
requested that parents see that all the
boys attend.

Fisherman Run Down.

Walter Howell driving his own horse
and wagon ran down Michael Curtin,
of Clattice-P. B., last evening, at 7.20,
on Queen Street. The vehicle passed
over him but strange to say he was
not seriously injured except for a
bruise on his left leg. Dr. Rendell
treated him after he had been taken to
the Police Station. Inspector Collins
rendered first aid. No blame attach-
es to Howell. He did all that was
possible to avert the collision, and
handled the team well when it did oc-
cur and prevented Curtin from being
trampled to death. After Dr. Rendell
had treated Curtin he was taken on
board his schooner.

**A Simple Treatment That
Will Make Hair Grow
Now Sold in New-
foundland.**

Every up-to-date woman should
have radiant hair.

There are thousands of women with
harsh, faded, characterless hair, who
do not try to improve it.

In England and Paris women take
pride in having beautiful hair. Every
Canadian woman can have lustrous
and luxuriant hair by using SALVIA,
the Great American Sage Hair Tonic.

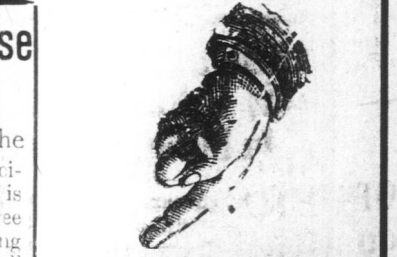
Every reader of the Telegram can
have an attractive head of hair in a
few weeks by using SALVIA.

McMurdo & Co. sells a large bottle
for 50 cents, and guarantees it to han-
dle Dandruff, stop falling hair and
itching scalp in ten days, or money
back.

SALVIA is a beautiful, pleasant,
nonstick Hair Tonic.

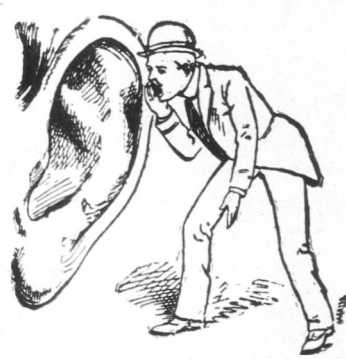
**Still Another
Fish Steamer.**

Yesterday we referred to the fact
that the s.s. Mercator was coming to
A. J. Harvey & Co.'s coal laden from
Sydney. After discharging she will
be loaded with fish for the Mediter-
ranean. She is the fifth steamer to
be sent up the Mediterranean this ses-
son with fish from this port, and it
looks as if in time that steam will
supersede sail altogether in deliveries
of our staple to ports in the great
inland sea.



**Symington's
Pea Sausages, assorted,
viz.: Mint, Vegetable,
Bacon and Ham flavours.
One Sausage contains all the
necessary ingredients essen-
tial for making one quart of
thick nourishing Soup, with
the addition of water only.
9 cents per Sausage.**

LAGAN
and Queen's Road.



PRICES NOW DOWN TO A WHISPER.

**And, Remember! Every department on
the same grand bargain basis.**

- | | | | |
|--|--------|---|--------|
| Men's good wearing Dark
Work Shirts for only | 35c | These Suits are worth from \$11.00 up.
You take your pick from the
lot for only | \$7.50 |
| Men's Fancy String Neck-
ties for only | 16c | Grey Heavy Knit Men's Coat
Sweaters for only | 75c |
| Men XXXX Quality Rubber
Collars, 2 for | 25c | Guaranteed \$7.90 Men's
Mackintosh Rain Coat for | \$4.75 |
| Men's very fine Goodyear Welt
American Boot for only | \$2.40 | A guaranteed \$5.00 Men's
Mackintosh Rain Coat for | \$3.75 |
| Men's All-Wool Heather
Half Hose | 22c | Ladies' beautiful Pure
Silk Blouses only | 85c |
| Men's Tweed Caps, for | 13c | Ladies' extra high quality
Pure Silk Blouses for only | \$2.35 |
| Extra Grade Men's Fleece
Lined | 45c | Ladies' good weight Fancy
Flannelette Blouses for only | 80c |
| Heavy Winter Weight Fancy
Regatta Work Shirt, for only | 48c | Ladies' special quality
Nightdresses for only | 85c |
| Grey Army Heavy Work
Shirt | 63c | Ladies' Grey Knitted Divided
Skirts or Bloomers at only | 65c |
| Men's Navy Blue Plain
Kilt Wool Jersey, for only | \$1.10 | Ladies' excellent Grey Knit-
ted Underskirts | 85c |
| Men's good Worsted Pants
for only | \$1.05 | Special lot White Lawn Ap-
rons | 23c |
| Very special fine quality Wool Pants of
American form, cut and style. A correct-
ly 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 | Ladies' extra quality Black and
Leather Belts at only | 23c |
| Good strong serviceable Pants in assort-
ed patterns. This lot contains an assort-
ment of American fabrics, styles and fash-
ion cuts. They are good \$1.50 values and
up. You can take your pick
while they last for only | 90c | Ladies' nice quality Black
Sateen Belts for only | 13c |
| Good Tweed Suits, sizes 3 to 7, striped
and mixed patterns. A durable and ser-
viceable Suit, during this
Fall Sale for only | \$3.25 | Ladies' handsome White and
Ecru Lace Jabots, now only | 21c |
| Men's good value Tweed and Navy Serge
Suits at the Big Bargain
Price of only | \$5.25 | Ladies' Black and Colored
Ringwood-Gloves, at only | 22c |
| Very finest All-Wool Suits, comprising
fancy Worsted, Serges, unfinished Worst-
eds and Mixed Tweeds. These Suits are
the very latest American cuts, shapes and
styles; very neat, dressy and up-to-date. | | Ladies' Black Cashmere or
Fleeced Gloves | 22c |
| | | Ladies' fine Black Leather Combination
Purse and Card Case, at
only | 27c |
| | | White and Colored Wool
Clouds for but | 43c |
| | | Very neat design Black
Leather Handbags at | \$1.40 |
| | | Ladies' exceptional qual-
ity Black Hare Stoles for | \$1.00 |
| | | Muffs to match, \$1.00. | |

**Chopping Prices Into
Splinters.**



**That Produces the Best
Bargains in all St. John's.**

- | | | | |
|--|---------|--|---------|
| A lot of Special American Imported
Lawn Blouses, very newest patterns and
designs, and warranted perfect fitting.
Your chance of this handsome line at the
unheard of low price of only | 50c | for the 5 pieces is only | \$35.75 |
| Extra quality American White Lawn
Blouses, only | 78c | DRESSERS. | |
| 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 \$1.75 qualities,
which we now cut to | 95c | 3 drawer Hardwood Golden Oak finish
Dresser for only | \$7.75 |
| Ladies' Navy, Black and
Tweed Dress Skirts, only | \$1.75 | Stand to match for \$4.00. | |
| An exceptionally large and beautiful
line of Ladies' Winter Coats, the very lat-
est up-to-date fashions, styles and newest
cloths at Rare Bargain prices. | | Large 3 drawer Hardwood Dresser, Gold-
en Oak. Has large German Bevelled and
Polished Plate Mirror, | 11.25 |
| Newest Tweed and Navy
Cloth Coats, up from | \$2.95 | Stand to match for only \$5.00. | |
| A good line of Children's Winter Coats,
all ages, will be sold during this Sale at
prices so low as to delight all mothers. A
very nice Cloth Child's Coat,
in Navy & Tweed, up from | \$1.00 | 3 drawer Surface Oak Dresser, with Ger-
man Bevelled and Pol-
ished Glass, for only | \$10.75 |
| A great big wonderful value in Ladies'
Black Melton Skirts for | 98c | Stand to match for only \$4.50. | |
| High Art American Su-
per Blouses, only | \$1.05 | DINING TABLES. | |
| White Cotton Underskirts, embroide-
ry trimmed, for only | 80c | All Hardwood 6 ft. Extension Dining
Table for only | \$8.95 |
| Foundation Collars, only,
each | 4c | Colonial Post, heavy leg Dining Table,
in Surface Oak, 6 ft. Exten-
sion, for only | \$9.95 |
| Heavy Black Ribbed Ladies'
Wool Hose | 25c | An 8 ft. Round Top Surface Oak Exten-
sion Dining Table, with 6 in. Colonial Post
leg, for only | \$15.25 |
| Good Pillow Cases, size 40 x
33, only | 16c | CHAIRS. | |
| Brown Turkish Towels, red
stripe, each, only | 11c | A good strong Hardwood
Chair for only | 50c |
| Fine White Honeycomb Quilts, knotted
fringe, only | \$1.10 | A strongly made and well finished dou-
ble rung Chair, all Hardwood,
for only | 80c |
| FURNITURE. | | A high back all Hardwood Dining Chair,
Arm Braced and Emboss-
ed back, for only | 1.40 |
| Handsome Bear Skin
Coats for | \$2.00 | BEDS! BEDS! | |
| Ladies' Fine Sweater Coat, in White, with
Grey border; only a limited number in
stock, which will be closed out
for only | 75c | Black or Maroon Enamelled Beds, with
laths, Brass trimmed, 3/4 inch posts; sizes
3ft., 3ft. 6in. and 4ft. Up
from | \$3.75 |
| 5 piece Parlor Suite, covered with Silk
Tapestry, strong spring cushioned, best
oil tempered Springs. During this Sale
the price is only | \$28.75 | Combination Spring and Lath White En-
amelled Beds, all sizes at
only | \$4.75 |
| 5 piece Parlor Suite, covered with high
grade Velour and Plush, spring cushioned
seat and Roll Spring edge. The Sale Price | | White Enamelled full
Brass trimmed Bed, for only | \$5.95 |
| | | MATRESSES. | |
| | | All Fibre Mattresses, ac-
cording to size up from | \$1.85 |
| | | Colonial Soft Top Mattresses, all 6 ft.
long and according to width
up from | \$3.10 |
| | | The celebrated Health Mattress. The
Universal Standard. Trade Mark regis-
tered. They come in 3 qualities, all six feet
long. | |
| | | No. 3 quality from | \$4.15 |
| | | SPRINGS. | |
| | | Single Woven Wire
Springs up from | \$2.25 |
| | | Woven Wire S. & D. weave with cable
support up from | \$3.35 |
| | | The Standard Oxford Spring of Diamond
Lock Coppered Wire up
from | \$3.95 |

At no time have values on Standard Merchandise been reduced to such astonishingly low figures as this store is NOW OFFERING. Everything in this Big Establishment is now being sold at quite a less price than asked elsewhere for the same qualities. Therefore—Mr. and Mrs.—Dry Goods and Furniture Buyer—Can you in justice to yourself defer buying the goods you need now or will need later on? Can you afford to hesitate or delay buying when by buying now you gain a Big Saving?

You perhaps have thought of waiting till later to buy, but isn't it better to go to the Bank and draw out the money, if you haven't it at hand—use it at this great selling occasion for the buying of your Fall and Winter Goods, because no Bank pays such interest as we are allowing you for it during Our Gigantic Autumn Sale. And kindly remember that every article here priced, as also every item in this shop, is absolutely THE BEST BARGAINS IN ALL ST. JOHN'S.

No Waiting! A large force of Trained Salespeople in readiness to give you immediate service and undivided attention for BEST SHOPPING RESULTS.

THE BIG WEST END STORE. C. L. MARCH CO. LTD. Cor. Springdale and Water Sts.