

GEO. KNOWLING.

TER
S.

Latest
Children's
Millinery

Furs.

NEWEST
BLOUSES,
GLOVES,
UNDERCLOTHING

re in a position to show
S and CHILDREN'S
assorted stock to be

LING.

CAPE REPORT.

Special Evening Telegram.
Wind E. N. E. fresh weather, fine, several schooners and a motor launch are steamer passed west this am. Bar. 29.90; ther. 40.
Special to Evening Telegram.
VICTORIA, B. C. To-day.
The C. P. R. steamer Princess Beatrice, running between Vancouver, Prince Rupert, and the northern canneries, is fast on Noble Rock. The passengers are safe.
Special to Evening Telegram.
PHILADELPHIA, To-day.
The Philadelphia Athletics won the second game with a score of 3 to 1 in the World baseball series.
Ask your Druggist for
SERRAVALLO'S TONIC
(Bark and Iron Wine).
Cures:
ANAEMIA, CHLOROSIS, DEBILITY.
Delightful taste.

FURNISHING!



to attic. Everything here, old, is of a worthy quality, handsomely finished and among the many lines carry a complete assortments of.

PORTBAIT Co.,
Furniture Furnishers.

**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.

Chips Still Flying From REGULAR Prices.

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.

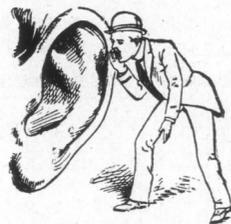
At no time have values on Standard Merchandise been reduced to such astonishingly low figures as this store is NOW OFFERING. Everything in this Big Establishment is now being sold at quite a less price than asked elsewhere for the same qualities. Therefore—Mr. and Mrs.—Dry Goods or Furniture Buyer—Can 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.

PRICES NOW DOWN TO A WHISPER.

And remember every department on the same grand bargain basis.



- | | | | |
|---|--------|---|--------|
| Men's good wearing Dark
Wool Shirts for only | 35c | Ladies' good weight Fancy
Flannelette Blouses for only | 80c |
| Men's Fancy String Neck-
ties for only | 16c | Ladies' special quality Flannelette
Nightdresses for only | 85c |
| Men XXXX Quality Rubber
Collars, 2 for | 25c | Ladies' Grey Knitted Divided Skirts or
Bloomers at only | 65c |
| Men's very fine Goodyear Welt Ameri-
can Boot for only | \$2.40 | Ladies' excellent Grey Knit-
ted Underskirts | 85c |
| Men's All-Wool Heather
Half Hose | 22c | Special lot White Lawn Aprons | 23c |
| Astonishing special offer of
Men's Tweed Caps, for | 13c | Ladies' extra quality Black and Colored
Leather Belts at only | 23c |
| Extra Grade Men's Fleece
Lined | 45c | Ladies' nice quality Black
Sateen Belts for only | 13c |
| Heavy Winter Weight Fancy
Work Shirt, for only | 48c | Ladies' handsome White and
Jacobs, now only | 21c |
| Grey Army Heavy Work
Shirt | 63c | Ladies' Black and Colored
Ringwood Gloves, at only | 22c |
| Men's Navy Blue Plain
Knit Wool Jersey, for only | \$1.10 | Ladies' Black Cashmere or
Fleeced Gloves | 22c |
| Men's good Worsted Pants
for only | \$1.05 | Ladies' fine Black Leather Combination
Purse and Card Case, at
only | 27c |
| Very special fine quality Wool Pants of
American form, cut and style. A correct-
ly shaped garment in attractive patterns.
They are worth \$3.90, and some of the lot
even more. Our Fall Sale
Price is only | \$1.50 | White and Colored Wool
Clouds for but | 43c |
| 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 | Very neat design Black
Leather Handbags at | \$1.40 |
| 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' exceptional qual-
ity Black Hare Stoles for | \$1.00 |
| Men's good value Tweed and Navy Serge
Suits at the Big Bargain
Price of only | \$5.25 | Muffs to match, \$1.00.
A job lot; extra great big value, Ladies'
Black Caracul Necklets at
75c. and | 50c |
| 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.
These Suits are worth from \$11.00 up.
You take your pick from the
lot, for only | \$7.50 | Very pretty Brown High-class Fur
Necklets and Muffs, to
match, each | \$2.20 |
| Grey Heavy Knit Men's Coat
Sweaters for only | 75c | 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 |
| Guaranteed \$7.99 Men's
Mackintosh Rain Coat for | \$4.75 | | |
| A guaranteed \$5.00 Men's
Mackintosh Rain Coat for | \$3.75 | | |
| Ladies' beautiful Pure
Silk Blouses only | 85c | | |
| Ladies' extra high quality
Pure Silk Blouses for only | \$2.35 | | |

Chopping Prices Into Splinters.



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

- | | | | |
|---|-----|--|--------|
| Extra quality American White Lawn
Blouses, only | 78c | Ladies' Navy, Black and
Tweed Dress Skirts, only | \$1.75 |
| 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 quantities,
which we now cut to | 95c | 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.
Newest Tweed and Navy
Cloth Coats, up from | \$2.95 |
| | | A good line of Children's Winter Coats, | |

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|---|--------|---|---------|
| 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 | Dresser for only | \$7.75 |
| A great big wonderful value in Ladies'
Black Melton Skirts for | 98c | Stand to match for \$4.00.
Large 3 drawer Hardwood Dresser, Gold-
en Oak. Has large German Bevelled and
Polished Plate Mirror,
for only | 11.25 |
| High Art American Su-
perb Blouses, only | \$1.05 | Stand to match for only \$5.00.
3 drawer Surface Oak Dresser, with Ger-
man Bevelled and Pol-
ished Glass, for only | \$10.75 |
| White Cotton Underskirts, embroidery
trimmed, for only | 80c | Stand to match for only \$4.50. | |
| Handsome Bear Skin
Coats for | \$2.00 | DINING TABLES. | |
| Ladies' Fine Sweater Coat, in White, with
Grey border; only a limited number in
stock, which will be closed out
for only | 75c | 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 |
| | | A high back all Hardwood Dining Chair,
Arm Braced and Emboss-
ed back, for only | 1.40 |

FURNITURE.

- | | | | |
|---|---------|--|---------|
| 5 piece Parlor Suite, covered with Silk
Tapestry, strong spring cushioned, best
oil tempered Springs. During this Sale
the price is only | \$28.75 | 5 piece Parlor Suite, covered with high
grade Velour and Plush, 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 | |
|-------------------------------------|--|

- | | |
|--|--------|
| Black or Maroon Enamelled Beds, with
laths, Brass trimmed, 3/4 inch posts; sizes
3ft., 3ft. 6in. and 4ft. Up
from | \$3.75 |
| Combination Spring and Lath White En-
amelled Beds, all sizes at
only | \$4.75 |
| White Enamelled full
Brass trimmed Bed, for only | \$5.95 |
| MATTRESSES. | |
| 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 |

C. L. MARCH CO. LTD.

THE BIG
WEST END STORE

Corner Springdale and Water Sts.

THE BIG
WEST END STORE