

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 tug, Island 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 can- ners, is fast on Noble Rock. The passengers are safe.

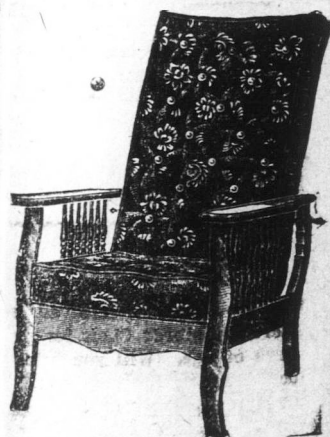
Special to Evening Telegram.

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.

URNISHING!



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

& PORTBAIT Co.,
use 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.**

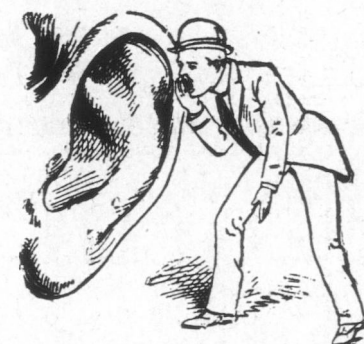
At no time have values on Standard Merchandise been reduced to such astonish- ingly low figures as this store is NOW OFFERING. Everything in this Big Estab- lishment is now being sold at quite a less price than asked elsewhere for the same qualities. Therefore—Mr. and Mrs.—Dry Goods or Furniture Buyer—Can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



Chopping Prices Into Splinters.



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

Men's good wearing Dark Work 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 American Boot for only	\$2.40	Ladies' excellent Grey Knit- ted Underskirts	85c
Men's All-Wool Heather Half Hose	22c	Special lot White Lawn Ap- rons	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 Ecru Lace Jabots, 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 Fleece 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 \$3.00, and some of the lot are 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- muffs to match, \$1.00.	\$1.00
Men's good value Tweed and Navy Serge Suits at the Big Bargain Price of only	\$5.25	A job lot; extra great big value, Ladies' Black Caracul Neckties at	50c
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	\$7.50	Very pretty Brown High-class Fur Neckties 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		

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
A great big wonderful value in Ladies' Black Melton Skirts for	98c
High Art American Super- blouses, only	\$1.05
White Cotton Underskirts, embroidery trimmed, for only	80c
Handsome Bear Skin Coats for	\$2.00
Ladies' Fine Sweater Coat, in White, with Grey border; only a limited number in stock, which will be closed out for only	75c
Foundation Collars, only, each	4c
Heavy Black Ribbed Ladies' Wool Hose	25c
Good Pillow Cases, size 40 x 33, only	16c
Brown Turkish Towels, red stripe, each, only	11c
Fine White Honeycomb Quilts, knotted fringe, only	\$1.10
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	
Ladies' Navy, Black and Tweed Dress Skirts, only..	\$1.75
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,	
Extra quality American White Lawn Blouses, only	78c
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

Dresser for only	\$7.75
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
Stand to match for only \$5.00.	
3 drawer Surface Oak Dresser, with Ger- man Bevelled and Pol- ished 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. Exten- sion, for only	\$9.95
An 8 ft. Round Top Surface Oak Exten- sion Dining Table, with 6 in. Colonial Post leg, for only	\$15.25
CHAIRS.	
A good strong Hardwood Chair for only	50c
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
BEDS! BEDS!	
Black or Maroon Enamelled Beds, with laths, Brass trimmed, 3 1/2 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