

A STUPENDOUS JAM!

But the Flood Gates Are Now Open!

The Big Sale Is Now in Progress--C. L. MARCH Co., Limited, Alteration Building Sale started Saturday with a Regular Jam of Eager Buyers Who Came from Every Section of St. John's and Eastern Newfoundland. Thousands of People are Benefiting at This Great Sale of Furniture, Dry Goods, Clothing and Home Needs. It Is An Event for the People That Is Certainly Proving to Be a Bargain Feast and Sale of Furniture, DRY GOODS, CLOTHING, BOOTS, etc., Such As Was Never Given Before in Any Section of Newfoundland.

C. L. March, Co.
Limited.

\$100,000.00
DISTRIBUTION.

During C. L. March, & Co., Ltd., Alteration Sale Your Money Stretches Like Rubber in Buying Furniture, Dress Goods, Clothing and Household Goods. Sale Now Going On.

OUR Entire Stock Now Selling at a Fraction of Its Real Value.

At these
unheard of
Low Prices
For Only
During Our
Alteration
Sale. Act
Quick and
You'll
Save Many
Dollars

On account of extensive alterations that we have arranged

for our big building, we find ourselves face to face with a problem out of the ordinary. The arrival of delayed heavy shipments of goods compelling us to clear our floors in a specified time for the builders we are forced to convert our \$100,000 stock of Clothing, Dry Goods, Furniture and Home Needs in a "quick sale," sacrificing our entire profits direct to the public.

Opening Day Saturday morning started with a regular jam of eager buyers. Sale will continue daily until the night of June 21. We advise you attend sale immediately and secure your share of many Grand Bargains.



Read, Realize and Profit!

Come 200 Miles to attend this Big Furniture Sale. You will not be disappointed. \$100,000.00 Stock, Big Building full of good quality Furniture, Dry Goods, Clothing and complete Home Outfits. **DON'T WAIT!** The Stock is selling Fast. It's first come first served---get here To-day if possible. None can afford to miss this sale.

To-Days Selling Will be Terrific.

Mail Orders

Accepted.

Freight

Charges

Paid Direct

To Your

Town.

Order at

Once, as the

Stock Is

Selling

Rapidly.

DOWN GO THE PRICES! ALL PROFITS HAVE BEEN SWEEP AWAY!

<p>MEN'S SUITS.</p> <p>One lot good Tweed Suits, sizes 3 to 7. 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 \$3.75</p> <p>One lot Extra Wool Mixture Tweed Suits, sizes 3 to 7. 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</p> <p>One lot all Wool Serge Suits in Navy and Black. These suits are of fine texture and finish and worth near double the price. Our Alteration Rebuilding Sale Price will be only \$5.25</p> <p>One lot of fine mixed Tweeds and Stripes Worsteds. These Suits are the famous superior make, cut in the latest American fashion with vent and work seam and cuff style sleeve. A very dressy and stylish suit. All sizes in the line. To get ready for the alteration in Building, we will close out the stock at almost half price, only \$5.70</p> <p>MEN'S PANTS.</p> <p>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.</p> <p>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 in two. While they last the price is only \$1.00</p>		<p>BOYS' SUITS.</p> <p>One lot of Boys' "men of war" Navy Serge Suits, sizes 600 to 2. To make room for our Building Alterations we will close out the lot \$1.50 quickly at only \$1.10</p> <p>One lot of Norfolk Boys' Suits, varied range of patterns. Your choice of the lot at only \$1.25</p> <p>MEN'S HATS, CAPS.</p> <p>One lot of first quality American Hard Felt Hats, in Black and Brown, new 1911 styles. The same hat that sells in the United States at \$2.50 and \$3.00. To close out the lot for our Building Alterations they will be sacrificed at only \$1.25</p> <p>One lot of nobbiest and newest American high quality Soft Felt Hats. A very neat, dressy and classy hat. They are extra fine, \$2 to \$3 values. But they will be sacrificed at \$1.50</p> <p>Don't fail to see these hats. You positively never again will have such a wonderful money saving opportunity. Better hurry in on the Opening day of the sale.</p> <p>One lot of the celebrated American Stetson and Dundip Shape Hats, \$3 to \$5 values will be sold \$1.50 out at only \$1.00</p> <p>MEN'S FURNISHINGS.</p> <p>One lot extra \$1.25 quality Fancy</p>		<p>NEGLIGE SHIRTS at only 75c.</p> <p>One lot of fine \$1.50 quality Fancy Neglige Shirts at only \$1.00</p> <p>\$2.00 Neglige Shirts at only \$1.35</p> <p>One lot good Men's Work Shirts for only 29c.</p> <p>One lot of serviceable good Men's Work Shirts at only 35c.</p> <p>Good quality Police and Firemen's Suspenders. The 50c. kind for only 30c.</p> <p>75c. quality Police and Firemen's Guaranteed Suspenders 40c.</p> <p>The Standard Prince Comfort Suspender. A 50c. Suspender for only 25c.</p> <p>The celebrated President Suspender. It's the best grade of President make---you all know this article. We have a limited quantity to close out at 48c.</p> <p>Men's Cotton Half Hose at 2 pair for 15c.</p> <p>Men's Good Fast Black Half Hose at only 2 pair for 25c.</p> <p>Men's Best 25c. Fancy Cotton Half Hose at only 15c.</p> <p>A varied line of Fine Cashmere Half Hose at Big Saving in Price. One lot of Men's Underwear at this Sale for only 35c.</p> <p>One lot of fine Men's Underwear to</p>		<p>close out at per garment 42c.</p> <p>One lot of Men's Linen Collars, sacrificed at each 10c.</p> <p>LADIES' COSTUMES.</p> <p>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 \$7.50</p> <p>One elegant lot of specially Tailored American Ladies' Costumes in Beautiful Fabrics and up-to-date pattern and fashions. They are positive big \$16.50 values. This is the chance of your life to buy a direct American imported Costume of high class for only \$9.50</p> <p>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</p> <p>LADIES' SKIRTS.</p> <p>One lot Exceptional values in Ladies' Skirts for \$1.65</p> <p>One lot of fine \$5.00 Ladies' Voile Dress Skirts for only \$2.75</p> <p>One lot of Handsome Embroidered trimmed Ladies' Cambric Skirts, will be sacrificed for \$2.30</p> <p>LADIES' BLOUSES.</p> <p>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.</p>		<p>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</p> <p>An easy, comfortable Woman's Boot, American foot form make, for only \$1.50</p> <p>PARLOR SUITES.</p> <p>5 piece Parlor Suite covered with Silk Tapestry, strong spring cushioned, best oil tempered springs. During this Sale the price is only \$31.00</p> <p>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</p> <p>DRESSERS.</p> <p>3 drawer Hardwood Golden Oak finish Dresser for only \$7.75</p> <p>Stand to match for \$4.00. Large 3 drawer Hardwood Dresser. Golden Oak. Has large German Bevelled and Polished Plate Mirror, for only \$11.25</p> <p>Stand to match for only \$5.00. 3 drawer Surface Oak Dresser with German Bevelled and Polish Glass, for only \$10.75</p> <p>Stand to match for only \$4.50.</p> <p>DINING TABLES.</p> <p>All Hardwood 6 ft. Extension Dining Table for only \$8.95</p> <p>Colonial Post, heavy leg Dining Table, in Surface Oak, 6 ft. Extension, for only \$9.95</p> <p>An 8 ft. Round Top Surface Oak Extension Dining Table, with 6 in. Colonial Post leg for \$15.25</p> <p>CHAIRS.</p> <p>A good Chair for only 35c.</p> <p>A good strong Hardwood Chair for only 50c.</p> <p>A strongly made and well finished double rung Chair, all Hardwood, for only 80c.</p> <p>BEDS, BEDS.</p> <p>Combination Spring and Lath White Enameled Beds, all sizes, at only \$4.75</p> <p>White Enameled Full Brass trimmed Bed for \$5.95</p> <p>A Heavy White Enameled Continuous Post Bed. To close out the Sale Price is only \$9.75</p> <p>A Handsome Heavy Continuous Post Scroll Pattern Enameled Bed for only 12.00</p> <p>MATTRESSES.</p> <p>All Fibre Mattresses, according to size, up from \$1.85</p> <p>Colonial Soft Top Mattress, all 6 ft. long and according to width up from \$3.10</p> <p>The celebrated Health Mattress. The Universal Standard. Trade Mark registered. They come in 3 qualities, all six feet long.</p> <p>No. 2 quality from \$4.15</p> <p>No. 2 quality from \$4.90</p> <p>No. 1 quality from \$6.10</p> <p>SPRINGS.</p> <p>Single Woven Wire Springs up from \$2.25</p>	
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Never in the History of Dry Goods and Furniture Selling Were Such Low Prices Quoted.

The Big Sale Now Going On
The Stock Is Selling Rapidly.
GET HERE AT ONCE. Don't Miss This Stupendous Furniture, Dry Goods, Clothing and Household Goods Sacrifice. YOU WILL BENEFIT GREATLY BY OUTFITTING NOW DURING OUR ALTERATION BUILDING SALE. Hurry in. Don't delay.

If You Value Money Buy Your Wants During This Building Alteration Sale and
You Will Save from 35 to 50 per cent. on Your Purchase.

C. L. MARCH, Co. Ltd.,
Big West End Store.

Be Sure You Find Our Big West End Store,
Corner SPRINGDALE & WATER
Streets, St. John's.

TERRIFIC SELLING
Each Day During This Sale
Wonderful Bargains

Now being distributed to the people.
If you value money, buy your FURNITURE, AND HOUSEHOLD GOODS NOW. You can't afford to miss C. L. MARCH CO. Ltd. BIG SACRIFICE.