

Don't Overlook this Ad.—Read Every Word. It will Well Repay You!

C. L. March Co., Ltd., Alteration Building Sale

A Tremendous Sacrifice!—The Public Benefits.

\$100,000 Stock of Furniture, Dry Goods, Clothing, etc., etc.

**A GREAT BARGAIN EVENT FOR THE PEOPLE BEGINS TO-MORROW at 9 a. m.
UNHEARD OF LOW PRICES WILL PREVAIL!**

Even if you live five hundred miles from St. John's, you cannot afford to miss this opportunity to save at least from 35 to 50 per cent. in buying an outfit for yourself and your home. Never before in the history of Furniture, Dry Goods and Household Goods buying were such low prices quoted. On account of extensive alterations on our big building we propose to make a clean sweep of our entire \$100,000 stock of Furniture, Dry Goods, Clothing, Boots, etc., clearing it all out completely in 30 days' time at low prices such as will amaze the public. During this entire 30 days' sale, which starts on this Saturday, May 20, at 9 a. m., all profits will be entirely swept away. The builders require that we clear our floors within 30 days so that they can get to work on building operations that we have already arranged. While we will distribute our entire \$100,000 stock into the homes of the people at practically net factory prices—on the other hand we expect through this stupendous sale to attract ten thousand new patrons to our store, and in appreciation of the grand values to be had during this sale we naturally expect the majority of buyers will eventually become permanent patrons of our establishment. This big Furniture and Dry Goods Sale presents an opportunity to those who are thrifty—people to whom the saving of a dollar is equivalent to a dollar earned. A word to the intelligent should be sufficient. You cannot afford to miss this stupendous sale. Read the prices carefully, realize the tremendous savings in buying your Furniture, Dry Goods and Household needs now. Replenish your wants at C. L. MARCH CO., LTD., BIG ALTERATION BUILDING SALE, which starts To-Morrow SATURDAY, MAY 20th, AT 9 A.M. BE HERE ON TIME AND YOU WILL PROFIT ACCORDINGLY.

Outfit
Yourself and
Your Home
Now
For Next
Five Years
and Save
Big Money
35 to 50
per cent
at
C. L. MARCH
Company, Ltd.
Sale.

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—for a selling limit of 30 days' sale, beginning on SATURDAY, May 20th, at 9 a. m.

C. L. MARCH CO., Limited,
Big West End Store, Springdale & Water Sts

THIS IS THE REASON!

No One Can Afford to Miss It!

As this will be a **MONEY-SAVING Sale** on Furniture, Dry Goods, Clothing, Boots and House Furnishings, such as was never offered the people of Newfoundland.

Sale Starts To-Morrow SATURDAY, May 20, at 9.00

Make your Arrangements to be here and benefit accordingly.

Our American Buying Agent, by large Quantity Buying, secured complete lines of American Dry Goods of all kinds at a mere fraction of their real values. The shipments of these goods should have reached us six weeks ago, but owing to transportation of service from the west being so long tied up the goods have just reached us now, and as we have decided building alterations to proceed in the next 30 days we find ourselves confronted with a situation that forces us to make a quick sale of the entire stock. To meet the emergency of building alteration requirement we are compelled to make a quick sale of the entire stock, and to accomplish this within the next 30 days we shall cut off all profits and sacrifice the goods direct to you at exact factory prices. It's to your big gain and you cannot afford to miss this wonderful selling event. So hurry; hurry in and get your share of the immense Bargains.

During C. L. MARCH CO., Limited, Alteration Sale all Profits will be swept away.

<p>MEN'S SUITS.</p> <p>One lot good Tweed Suits, sizes 27, striped and mixed patterns. A durable and serviceable Suit, during the Alteration Sale for \$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 Sale. Rebuilding Sale \$5.25</p> <p>One lot of fine mixed Tweeds and Striped Worsteds. These Suits are the famous superior make, cut in the latest American fashion with vent and back 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 \$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 80c.</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 square in two. While they last the price is only \$1.00</p>	<p>One lot of special fine quality Wool Pants of American form cut, and style. A correctly shaped garment in attractive patterns. They are worth \$3.00, and some of the lot even more. To make room for the Builders we will close out the lot \$1.50</p> <p>BOYS' SUITS.</p> <p>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</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 noblest 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 Dunlop Shape Hats. \$3 to \$5 values will be sold out at only \$1.50</p> <p>MEN'S FURNISHINGS.</p> <p>One lot extra \$1.25 quality Fancy</p>	<p>Negligee Shirts at only 75c.</p> <p>One lot fine \$1.50 quality Fancy Negligee Shirts at only \$1.00</p> <p>One lot of very fine high quality \$2.00 Negligee Shirts at \$1.35</p> <p>One lot good Men's Work Shirts for only 29c</p> <p>One lot of serviceable good quality Men's Work Shirts at only 48c</p> <p>Good quality Police and Firemen's Suspenders. The 50c. kind for only 30c</p> <p>75c. quality Police and Firemen's Guaranteed Suspender 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 Cotton 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 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</p>	<p>fitting. Your choice of this handsome line at the unheard of low price of only 70c</p> <p>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</p> <p>One lot of very high class American imported Shirt Waists, an absolutely fitting Blouse, most handsomely embroidered and rich in design. A thorough \$2.25 garment for only \$1.40</p> <p>LADIES' UNDERWEAR.</p> <p>One lot of Ladies' White Jersey Vests at the great sacrifice price of each 7c</p> <p>One lot Ladies' Jersey Vests at each only 14c</p> <p>One lot of Ladies' fine Ribbed Summer Vests for only 20c</p> <p>One lot of Ladies' fine Summer Union Suits. Regular 75c. garments for only 35c</p> <p>One lot of 75c. Corsets, all American styles and shapes and all sizes. Pick out your size for only 40c</p> <p>BOOTS AND SHOES.</p> <p>Ladies' and Men's.</p> <p>An American made, perfect fitting and durable Boot (for men or women) worth near double the price, for this Sale only \$1.75</p> <p>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 \$2.35</p>	<p>A very fine \$4.00 quality Goodyear well 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 \$1.00</p> <p>Large 3 drawer Hardwood Dresser, Golden Oak. Has large German Beveled and Polished Plate Mirror, for only 11.25</p> <p>Stand to match for only \$5.00</p> <p>3 drawer Surface Oak Dresser with German Beveled 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 only \$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. 3 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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Don't buy any Dry Goods, Furniture, Clothing or Home Needs until this Big Sale starts--Money Saved is Money Earned. Wait for the C. L. March Co., Ltd., Alteration Building Sale which starts to-morrow at 9 a.m.

Be Prepared for this **GREAT SALE** starting **To-morrow, May 20th**

35 to 75 per cent. saved
Buying Outfits of Furniture, Dry Goods, Clothing and Household Needs.

If you value money buy your Dry Goods and Furniture Wants during this **GREAT SALE.**

At prices quoted we expect to sell over \$25,000 worth of Furniture, Dry Goods and Household Goods, Clothing, etc., during the first six opening days of this BIG SALE starting on SATURDAY, May 20th, and the entire balance of our big stock will be told in just a few more days' time. **DROP EVERYTHING AND GET HERE.** Remember the **OPENING DAY ON SATURDAY, May 20th**—and you will save many dollars. Be careful—be sure you find our store.

DON'T FORGET THIS GREAT SALE BEGINS TO-MORROW AT 9 A.M.

C. L. MARCH CO., Ltd., { Corner Water and Springdale Streets } **Big West End Store.**

This Great Sale Saves you almost **ONE-HALF** It starts **TO-MORROW, May 20th, at 9 a.m.**

Prepare accordingly and secure your share of these Grand Bargains.

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R. F. STAFFORD & SON,
th Street and Theatre Hill.
size, 25 cents; postage, 5c.
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a. Mail orders must be ac-
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B. OFFICERS MEET.—Last
meeting of the officers of the
was held at headquarters
atters relative to the celebra-
he Coronation were discussed
length and the part the brig-
take in it. Nothing defin-
done, but another meeting
held next week to finalize

te Lawn
ES!
All prices from
60 cts.
to
\$4.00.
Water St.