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MPANY, LTD.

OUNDLAND  
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READ UP.

Daily except Sunday.

Miles.	Arrive.
5.50	11.29 "
11.00	11.53 p.m.
16.00	12.46 "
18.00	1.30 "
20.00	2.14 "
24.75	3.51 "
27.00	4.35 "
29.00	5.19 "
32.00	6.03 "
37.75	7.00 "
39.25	7.54 "
42.50	8.37 "
47.50	9.21 "
52.75	10.05 "
58.00	10.49 "
63.25	11.33 "
68.50	12.17 "
73.75	1.01 "
79.00	1.45 "
84.25	2.29 "
89.50	3.13 "

leave daily, except Sunday.

prices must be prepaid.

land Company

ED BOOTS,

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Boot, in Blucher  
Lined throughout.

Boot.

no \$5.50.

WOOD  
Good Shoes.

E RATES

Insurance you can  
\$1,000.00 with me  
ne as \$900.00 with  
ellow, with whom

JOHNSON,  
Insurance Agent.

Terrible Forced Sacrifice Sale

OF THE

C. L. MARCH CO., LTD.

ENTIRE \$75,000 STOCK.

Everything Forced to be Sold

Terrific Price Smashing

It's for You to Act Quickly,  
Prepare Accordingly & Come  
Now and Get Your Share.

# A Terrific Crush.

## A Jamb of Buyers as Busy as Bees

### BUYING--BUYING--BUYING.

# All Selling Records Smashed!

A Pressing Emergency that necessitates the Most Stupendous Sacrifice of the C. L. March Co., Ltd., Entire  
**\$75,000.00 Stock of Dry Goods and Furniture.**

READ THE REASON,  
READ THE FACTS,  
The Compelling Cause.

Owing to a stockholder's death and also the business changes demanded by the retirement of the principal stockholder of the C. L. March, Co., Ltd., together with backward season and disastrous money stringency C. L. March, Co., Ltd., are compelled to at once sacrifice their big \$75,000 Stock to raise a required amount of cash in 30 days time. Now--It Has Come--We Could Not Help It--We tried to meet this crisis but find no alternative--We are actually forced to at once sacrifice this fine all new, fresh, winter stock of DRY GOODS and FURNITURE to immediately realize a required amount of CASH to meet the emergency, and we come before the public with a plain statement of our predicament and appeal to you, by unmercifully cutting and lowering PRICES DOWN TO LESS THAN COST TO MANUFACTURE, to come and now buy as much as you can use of the GOODS.

The opening day of the forced Sacrifice Sale of the C. L. MARCH Co., Ltd., entire \$75,000 Stock of DRY GOODS, FURNITURE, Etc., witnessed a Terrific Crush of Buyers. Never has there been such a stupendous business anywhere in one day's selling. When the order went out to sacrifice the C. L. MARCH Co., Ltd., stock, to at once realize a large amount of Cash, to meet a pressing emergency, the instructions were to let nothing stand in the way for quickly forcing out the stock. The command stated to remove all obstacles--Tear down all price barriers--only SELL--SELL--at all hazards to raise the CASH requirements. The result has been miraculous--Selling has been fast and furious--We haven't a moment's intermission--Being most phenomenally busy SELLING. This stock must be turned into CASH--NOW--at once--no matter what the loss--We have hammered down prices to the very bone to meet this crisis--and the goods are now being sacrificed at any PRICE that will bring the CASH.

## CLOTHING.

### Men's Suits.

Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Sacrifice Sale for only **\$2.95**.  
All Wool Serge Suits in Navy and Black. These Suits are of fine texture and finish and worth \$8.50. Our Sacrifice Sale Price will be only **\$4.35**.  
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 best, dressy and up-to-date. These Suits are worth \$12.00. You can take your pick from the lot for only **\$6.25**.

### Men's Pants.

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. You can take your pick while they last for only **78c**.  
Extra good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they last the price is only **98c**.  
Very special fine quality Wool Pants of American form cut and style. A correctly shaped garment in attractive patterns. They are worth \$1.00 and some of the lot even more. The Sacrifice Sale Price is only **\$1.35**.

### Boys' Suits.

One lot of Boys' "men of war" Navy Serge Suits, sizes 000 to 2, at only **95c**.  
One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only **\$1.15**.  
Extra high quality All Wool Boys' Suits in Norfolk Empire and Conqueror. They all go at one **\$1.65**.  
Men's very fine quality winter Suits, with knitted or fur head, for only **60c**.  
Boys' special Tweed Golf Caps at only **12c**.  
Boys' extra grade winter Tweed caps for only **20c**.

### Men's Shirts.

Winter weight Stripe Tennis Work Shirts **47c**.  
Very heavy winter Grey Army Work Shirts **57c**.  
Best brand Heavy Wool Winter Work Shirts only **66c**.

### Ladies' Skirts

A splendid line of Ladies' Navy Melton Dress Skirts, at only **\$1.05**.  
Choice winter weight trimmed Cloth Skirts, in Navy, Tweed and Blacks, at the very low price of only **\$1.50**.  
A very select line of Ladies' fine winter Dress Skirts at the way down price of only **\$2.25**.

### Ladies' Blouses.

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 great Sacrifice price of only **50c**.  
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 cut to **85c**.

### Ladies' Underwear

Ladies' Standard Fleece Lined for only **32c**.  
Ladies' Pure White Lamb's Back Heavy Soft Downy Fleece Winter Underwear at the surprising low price of only **55c**.

### Ladies' Hose.

Ladies' Black Wool Stockings, at the unheard of low price of only **13c**.  
Extra grade Women's Wool Stockings for only **19c**.  
Best grade Ladies' Yorkshire Wool Stockings for only **27c**.

### Blankets and Comforters.

Heavy All Wool good size Blankets only **\$1.85**.  
Fine large size quality All Wool Blankets **\$2.35**.  
Very high class heavy Fleece All Wool extra large size Blankets at the finest line of Comforts, plain and art design coverings, best pure White Elastic Floss Felt, at great sacrifice price cuts.  
Big Sacrifice Price of, per pair, only **\$2.85**.

## A FORCED SACRIFICE SALE

THAT COMPELS THE C. L. MARCH CO., Ltd.,  
To sacrifice prices so awfully that

### They Compel YOUR Attention!

Here are more than Bargains--they are ABSOLUTE, ACTUAL, THROBBING SACRIFICE, and they are surely turning everybody's steps toward this store. BE ONE OF THE CROWD AND BENEFIT GREATLY.

### Read These Sacrifice Sensations.

Men's XXXX quality Rubber Collars sacrificed for only **10c**.  
Astounding sacrifice offer of Men's Tweed Caps, for **13c**.  
Grey Army Heavy Work Shirts, for **50c**.  
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. You can take your pick while they last for only **78c**.  
Men's good Worsteds Pants for only **95c**.  
Very 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. Our Sacrifice Price is only **\$1.35**.  
Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this sacrifice for only **\$2.95**.  
Men's good value Tweed and Navy Serge Suits at the Big Sacrifice Price of only **\$4.35**.  
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 best, dressy and up-to-date. These Suits are worth from \$11.00 up. You take your pick from the lot for only **\$6.45**.  
Guaranteed \$5.00 Men's Mackintosh Rain Coat for **\$4.25**.  
Special lot White Lawn Aprons **23c**.  
Ladies' nice quality Black Satoon Belts for only **13c**.  
Ladies' handsome White and Ecru Lace Jabots, now only **19c**.  
Ladies' Black and Colored Ringwood Gloves at only **19c**.  
Ladies' Black Cashmere or Pieced Gloves **19c**.  
White and Colored Wool Clouds for but **37c**.  
Very neat design Black Leather Handbags at **\$1.25**.  
Extra great sacrifice value, Ladies' Black Caracul Neckties **50c**.  
Special American Imported class Fur Neckties, each **1.55**.  
Very pretty Brown high-class Fur Neckties, each **1.55**.  
Sacrificed at only **50c**.  
Extra quality American Lawn Blouses, sacrificed for **78c**.  
Newest Tweed and Navy Cloth Coats, sacrificed for **\$2.95**.  
White Cotton Undershirts, embroidered trim, for only **67c**.  
Heavy Black Ribbed Ladies' Wool Hose **15c**.  
Good Pillow Cases, size 40 x 33, only **14c**.  
Handsome Bear Skin Coats for **\$1.65**.  
Men's Wool Half Hose **19c**.  
Men's heavy winter Caps, with fur laps **48c**.  
Men's good wool Sweater Coats **97c**.  
Women's good Corsets **29c**.  
Boys' extra grade heavy weight Pants, sacrificed for **47c**.  
Boys' very fine quality and weight Pants, sacrificed for only **60c**.  
Ladies' Black Cloth Dress Skirts sacrificed for **83c**.  
Ladies' Navy Skirt, trimmed with satin buttons **98c**.  
Ladies' fine extra quality Black Navy and Tweed Dress Skirts, nicely **\$1.50**.  
A \$15.00 Reversible Cushioned Morris Chair, sacrificed for **\$8.50**.  
A good durable and comfortable Fibre Mattress, sacrificed for **\$1.85**.  
A pretty neat Angle Iron White Enamel Bed, sacrificed for **\$3.25**.  
A brass trimmed Bed, with laths, sacrificed for only **\$3.75**.  
A fine Verona 5 piece Parlor Suite, a splendid \$42.00 set, sacrificed for only **27.50**.  
A good neat pattern 3 drawer Hardwood Dresser, in Golden Oak, sacrificed for only **\$6.95**.

## FURNITURE.

### Dressers.

Good Hardwood 3 large drawer Dresser, in Golden Oak. Sacrificed for only **\$6.95**.  
Imperial Quartered Oak Dresser, polished finish and large fine polished and Bevelled British Plate Mirror. A \$12.50 Dresser now sacrificed for only **\$9.95**.  
Stand to match.

Our strong Popular Leader No. 320 Dresser. An exceptionally beautiful and fine Royal Quartered Oak Dresser, extra large size and polished finish, roll front and very large and best polished and Bevelled French Plate Mirror. A fine \$19.00 Dresser for only **\$12.98**.  
Stand to match.

Our famous unbeaten King Bed, No. 335 Dresser. A very large and perfect Empire Quartered Oak swelled front Dresser, with very large and heavy finest French Plate Mirror, bevelled and polished. A big \$24.00 value must be sacrificed for only **\$15.50**.  
Stand to match.

Our very finest and choicest goods all must be sacrificed and are included in this Forced Sale. Note these prices carefully, then come and see the finest Dressers in St. John's. At the prices here given you can't resist buying.

### Sideboards.

Large mirrored Golden Oak Sideboard with large linen, silverware and food storing compartments. The Sacrifice Sale Price is **\$14.70**.  
Elegant and large Imperial Quartered Oak Sideboard, with fine large Bevelled Plate Mirror. A big \$30.00 Sideboard sacrificed for only **\$18.55**.

Dining Extension Tables.  
A very neat pattern and strong Golden Oak 6 ft. Extension Dining Table, now sacrificed for only **\$8.25**.  
A pretty style and very durable built Empire Quartered Oak 6 ft. Extension Dining Table, sacrificed for **\$9.95**.

Chairs. Chairs.  
All hardwood and strong durable Chair, sacrificed for only **45c**.  
A high back, strong, all hardwood

Chair, of good finish, for only **66c**.  
A fine fancy turned spindle all hardwood extra high back Dining Chair, worth \$1.25, sacrificed for only **85c**.  
A very elegant genuine guaranteed solid Quartered Oak Dining Chair, leather cushioned seat and highly hand polished. A \$5.00 Chair sacrificed at **\$3.55**.  
Arm Chair to match at **\$2.75**.  
A neat strong White Enamel Iron Bed in all sizes, for only **\$3.25**.  
Black or Maroon Enamelled Beds, with laths, Brass trimmed, 3 1/2 posts, sizes 3ft. 3ft. 6in. and 4ft. Up from **\$3.75**.  
Combination Spring and Lath White Enamelled Beds, all sizes at only **\$4.75**.  
A heavy White Enamelled Continuous Post Bed. To close out the Sacrifice Sale Price is **\$8.75** only.  
A handsome heavy continuous Post Scroll Pattern Enamelled Bed, for only **\$10.50**.  
A very swell all Brass Bed, beautifully polished, sacrificed for **\$15.00**.  
Be sure to see these Beds. Nothing prettier in all Newfoundland.

### Mattresses.

A good durable Fibre Mattress for only **\$1.85**.  
Colonial Soft Top Comfortable Mattress at only **\$2.90**.  
The famous registered No. 3 Health Mattress sacrificed for **\$3.75**.  
The best No. 2 quality celebrated Health Mattress, sacrificed for **\$4.30**.  
The finest All high class Mattress sacrificed for **\$5.90**.

### Springs.

Single Woven Wire Springs, for **\$2.25**.  
Woven Wire S. & D. weave with cable support, from **\$3.35**.  
Lock Coppered Wire up from **\$3.65**.

### Parlor Suites

A fine Verona 5 piece Parlor Suite of the best \$42.00 kind, sacrificed for only **\$27.50**.  
An elegant Roll Spring Edge 5 piece Parlor Suite. A \$55.00 Parlor Suite sacrificed for **\$37.50**.  
A \$62.00 Velour Plush 5 piece Parlor Suite sacrificed for **\$43.50**.

## It Has Come!

### We could not help it!

The conditions stated below in this Ad. are absolute facts--THE TRUTH.

There is no alternative--The C. L. MARCH, CO., Ltd., entire \$75,000 stock MUST be sacrificed to quickly meet a PRESSING EMERGENCY.

Read every word in this Ad. It will pay you big in many dollars saving on goods you need to buy.

Read carefully--Then Act Quickly  
---REMEMBER---SALE IS NOW IN FULL BLAST.

# C. L. MARCH CO., Ltd.

Corner Water and Springdale Streets.  
THE BIG WEST END STORE.  
SALE NOW IN FULL BLAST.