

# YOU - DON'T - NEED - A - MAGNIFYING GLASS

To find - the Bargains - at C. L. March Co., Ltd., Gigantic Autumn Sale of DRY GOODS, CLOTHING, FURNITURE and HOME NEEDS. THE PUBLIC KNOWS - that when C. L. March Co., announce a sale of BIG BARGAINS to the people that they can expect BARGAINS in every meaning of the word "Bargains," which means "GAINFUL TRANSACTIONS." Every purchase you now make at this BIG FALL SALE

## IS CERTAINLY A MONEY-SAVING TRANSACTION FOR YOU!

This Sale Presents a Money-Saving Opportunity such as is Seldom Offered the people in Newfoundland

### Dry Goods, Clothing, Furniture, now selling at the Best Bargain Prices in all St. John's.

All we can give you here is only a suggestion of the BIG SAVINGS you make by buying your Dry Goods, Clothing or Furniture now at this Store and trust to your GOOD JUDGMENT TO COME AND SEE. Remember, Every Article in the Store at very LOW BARGAIN PRICES. Store OPEN EVERY NIGHT.

**A Gigantic Autumn Sale**  
SURPASSING & ECLIPSING ALL OTHERS  
Come to This Sale Now  
FOR THE  
BEST BARGAINS IN ALL ST. JOHN'S.  
YOU WILL NOT BE DISAPPOINTED.  
C. L. March Co., Ltd.,  
Big West End Store.

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**Evening Telegram Fashion Plates.**

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

9043.—A CHARMING GOWN.



Costume with High or Regulation Waistline (with Shield) for Misses and small Women.  
Very chic and cool looking is this dainty simple model. It may be developed as a one or two piece costume, and with or without the facing on the skirt. Blue striped gingham with blue gingham make a good combination. White linen with braiding or embroidery also would make up effectively. The Pattern is cut in 5 sizes: 14, 15, 16, 17 and 18 years. It requires 5 1/2 yards of 44 inch material for the 16 year size.  
A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Suitable materials for any of these patterns can be procured from AYER & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

#### PATTERN COUPON.

Please send the above-mentioned pattern as per directions given below.

No. ....

Size .....

Name .....

Address in full: .....

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#### MEN'S SUITS.

Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Fall Sale for only **\$3.75**

Extra Wool Mixture Tweed Suits, sizes 3 to 7. These suits are very remarkable for value and worth much more than our Sale Price. You can buy this Suit during this Fall Sale for only **\$4.95**

All Wool Serge Suits in Navy and Black. These Suits are of fine texture and finish and worth near double the price. Our Fall Season Sale Price will be only **\$5.25**

Finest 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. For this Gigantic Fall Season Sale the price is only **\$6.50**

Very finest All Wool Suits, comprising Navy 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 can take your pick from the lot for only **\$7.50**

#### 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 **90c.**

Extra Good Pants, worth \$2.00. We make the most phenomenal price cut in this line. While they last the price is **\$1.10**

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 Fall Sale Price is only **\$1.50**

High quality American cut and Form Fitting Pants of fine materials and choice patterns. The pants are worth double the price we place on them. Your pick of the lot at only **\$2.00**

#### BOYS' SUITS.

One lot of Boys' "men of war" Navy Serge Suits; sizes 000 to 2, at only **\$1.10**

One lot of Norfolk Boys' Suits, varied range of patterns. Your choice at only **\$1.25**

Extra high quality all Wool Boys' Suits in Norfolk, Empire and Conway. They all go at one big price cut **\$2.20**

Highest class all Wool Boys' Suits, ages 8 to 15 years. A very fine American cut and made suit, something clever, good and dressy in Boys' Suits. They are worth \$6.00 and over. You can buy them in this Sale at only **\$3.00**

#### MEN'S SHIRTS.

Heavy winter weight Fancy Regatta Work Shirt for only **50c**

Winter weight Stripe Tennis Work Shirts **55c**

Very heavy winter Grey Army Work Shirts **65c**

Best Army Brand Winter Work Shirts only **75c**

#### LADIES' COATS.

An exceptional large and beautiful line of Ladies' Winter Coats, the very latest up-to-date fashions, styles and newest cloths at Rare Bargain Prices.

Newest Navy Cloth Coats up from **\$3.50**

Choicest grade and styles Black Winter Coats up from **\$5.50**

An excellent range of very latest Tweed Winter Coats up from **\$3.50**

#### LADIES' SKIRTS.

A splendid line of Ladies' Navy Melton Dress Skirts, at only **\$1.40**

Choice winter weight trimmed Cloth Skirts, in Navy, Tweed and Blacks, at the very low price of only **\$1.80**

A very select line of Ladies' fine winter Dress Skirts at the way down price of only **\$2.50**

#### 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 unheard of low price of only **80c**

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 **\$1.00**

One lot of very high class American imported Shirt Waists, an absolutely perfect made, finished and fitting Blouse, most handsomely embroidered and rich in design. A thorough \$2.00 garment for only **\$1.20**

Ladies' Fancy Flannelette Blouses for only **85c**

#### LADIES' UNDERWEAR.

Ladies' Standard Fleece Lined for only **35c**

Ladies' Pure White Lamb's Back Heavy Soft Downy Fleece Winter Underwear at the surprising low price of **60c.**

#### BOOTS AND SHOES.

Ladies' and Men's.

An American made, perfect fitting and durable Boot (for men or women) worth near double the price. For this Sale: Women's only **\$1.60** Men's for only **\$2.00**

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 Sale for only **\$2.50**

A very fine \$4.00 quality Goodyear welt, American made Boot, either men's or women's at the Big cut price **\$2.60**

An easy, comfortable Woman's Boot, American foot form make, for only **\$2.00**

A good line of Misses' and Children's Boots, all of them American make, stylish and foot form fitting, good wearing and comfortable. We have placed them in lots and they will be on sale at about one-half their real value. You most certainly cannot afford to overlook this wonderful money saving chance in Children's and Misses' Boots.

#### MEN'S UNDERWEAR.

Men's Fleece Lined, the best Standard line, at only **45c**

Extra fine Stansfield Unshrinkable Wool Men's Winter Underwear; full range of sizes at the extraordinary low price of only **\$1.00**

#### MEN'S HALF HOSE.

Men's Black and Fancy Mixture Ribbed Winter Half Hose, at the very low price of **24c**

Heavy winter weight Wool Half Hose for only **30c**

Extra fine and heavy all pure Wool Half Hose, all pure qualities for only **40c**

#### LADIES' HOSE.

Ladies' Black Wool Stockings, at the unheard of low price of **15c**

Extra grade Women's Wool Stockings, for only **25c**

Best grade Ladies' Yorkshire Wool Stockings for only **35c**

#### BLANKETS AND COMFORTS.

Good warm full size Blankets for only **\$1.10**

Special grade extra size Blankets for only **\$1.55**

Heavy All Wool good size Blankets, only **\$2.00**

Fine quality All Wool Blankets **\$2.50**

#### MEN'S CAPS.

Men's good heavy weight Tweed Caps for only **20c**

Men's extra quality Golf Caps for only **35c**

Men's special grade heavy winter Tweed Varsity Caps for only **55c**

Men's very fine quality winter Caps, with knitted or fur band for only **75c**

Boys' special Tweed Golf Caps at only **15c**

#### FURNITURE.

5 piece Parlor Suite, covered with Silk Tapestry, strong spring cushioned, best oil tempered Springs. During this Sale the price is only **\$29.75**

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 Dresser for only **\$7.75**

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**

Stand to match for only **\$3.00.**

3 drawer Surface Oak Dresser, with German Bevelled and Polished Glass, for only **\$10.75**

Stand to match for only **\$1.50.**

#### DINING TABLES.

All Hardwood 6 ft. Extension Dining Table for only **\$8.95**

Colonial Post, heavy leg Dining Table, in Surface Oak, 6 ft. Extension, for only **\$9.95**

An 8 ft. Round Top Surface Oak Extension 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 double rung Chair, all Hardwood, for only **80c**

A high back all Hardwood Dining Chair, Arm Braced and Embossed back, for only **1.40**

#### BEDS! BEDS!

Combination Spring and Lath White Enamel BeDs, all sizes, at only **\$4.75**

White Enamel full Brass trimmed Bed, for only **\$5.95**

A heavy White Enamel Continuous Post Bed. To close out, the Sale Price is only **\$9.75**

A handsome heavy Continuous Post Scroll Pattern Enamel Bed, for only **\$12.00**

#### MATTRESSES.

All Fibre Mattresses, according 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 registered. They come in 3 qualities, all six feet long.

No. 3 quality from **\$4.15**

No. 2 quality from **\$4.90**

No. 1 quality from **\$6.10**

#### 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**

#### SIDEBOARDS.

Large Golden Oak strongly built Sideboard at only **\$17.75**

Large Empire Oak Colonial design Sideboard. Has large Bevelled and Polished British Plate Mirror. The Sale Price is only **\$20.25**

A beautiful Royal Quarter Oak Sideboard, Serpentine pattern front and large Oval Bevelled and Polished French Plate Mirror, for only **\$27.50**

#### CHIFFONNIERS.

Very large 5 drawer Chiffonier of Imperial Quarter Oak, with fine shaped British Plate Mirror, for only **14.70**

Extra large and fine Royal Quarter Oak Chiffonier; full swell front and has very large Oval Bevelled and Polished Heavy French Plate Mirror. The Sale Price is only **\$24.75**

**An Unprecedented Bargain Sale of DRY GOODS, CLOTHING, BOOTS, FURNITURE, NOW GOING ON.**

A Money Saving Sale that Appeals to Every Pocketbook. Bargains that Please, Delight & Satisfy. C. L. March Company, Ltd., Big West End Store.

Don't put off your Buying too long--Try and come as soon as you can--Come while the selections are at their best.

As there will be a continued large attendance during this GREAT SALE, we suggest, if you can, to come during the morning hours for better convenience and selections. But WHENEVER YOU ARE READY TO BUY, BEAR IN MIND and REMEMBER THAT FOR THE BEST BARGAINS IN ALL ST. JOHN'S IT'S THE

**GIGANTIC AUTUMN SALE, AT THE BIG WEST END STORE, COR. SPRINGDALE and WATER STS.,**

## C. L. March Company, Limited.

Store Open every night till 9 o'clock.

#### CAPE REPORT.

Special Evening Telegram.

CAPE RACE, To-Day.

Wind N.W., blowing strong, weather fine. The S. S. Bonavista passed west at 6.15 a.m. yesterday; the S. S. Rosalind passed in at 7 a.m. to-day, a bright, and several schooners also passed in during this a.m. Bar 29.50; ther. 40.