GIGANTIC MOVE-OUT SALE!

We have planned for big business this Fall, but conditions of which we have no control have dampened our enthusiasm somewhat.

We sent our Buyer to New York to get the best goods obtainable and many good specials for the people of St. John's and Outports. Now we find ourselves overcrowded with goods, and as we intend to carry as little goods as possible into the New Year, we decided to put on a Gigantic Move Out Sale, commencing Saturday, October 28th, at 9 a.m. sharp.

Everything must be sold. Nothing reserved. Every article must be moved out. Come early and often—the early shopper usually gets the best bargains. BIG SPECIALS FOR OPENING DAY.

$1.70 SKIRTS, a big selection at 1.50

50c. MEN'S CAPS. Your choice 25c

10c. MEN'S COLLARS. Move Out, 3 for 5c

75c. MEN'S SHIRTS. A splendid variety 50c

15c. BUTTER DISHES. Move Out Price 10c

6c. TUMBLERS. Move Out Price 4c

65c. FLEECE LINED UNDERWEAR. Move Out Price 50c

$3.50 WOMEN'S BOOTS. Move Out Price 2.85

BUREAUS & STANDS.

Made specially for us by factory in building, in surface oak finish; highly constructed and with a large mirror. Move Out Price .. $8.50

Stand to match, $4.50.

Fleece-Lined UNDERWEAR

Is one of the best to keep you warm for the cold months. Better buy Underwear to-morrow at this Sale and save yourself from getting any colds. Special for this Sale ... 50c

Worth 75c.

$1.00 WOMEN'S BLOUSES .. Move Out Price 50c

$1.00 FELT HATS. Move Out Price 50c

9c. EMBROIDERY. Very Special 5c

95c. MEN'S OVERALLS.... Move Out Price 75c

95c. MEN'S WORK SHIRTS. Move Out Price 75c

40c. SUSPENDERS. Move Out Price 25c

25c. CUPID FRAMED PICTURES. Move Out Price.. 20c

WILLIAMS' TALCUM POWDER. Move Out Price .. 25c

10c. 2 in 1 SHOE POLISH. Sale Price 9c

$2.50 MIRRORS. A big Bargain $1.95

ROCKERS. The Best kind $1.95

$5.00 BEDSTEADS. Move Out Price $3.95

CLOTHES LINES. Sale Price 15c

DRIP PANS. Move Out Price 15c

RINSING PANS. Move Out Price 15c

MUFFIN PANS. Move Out Price 10c

BREAD PANS. A Bargain .. 10c

CAKE TURNERS. Sale Special 5c

$3.00 WOOL BLANKETS. Sale Special at 2.50

$7.50 MEN'S SUITS. Very Special Selection $6.95

$3.50 BOYS' SUITS, in Tweeds and other Patterns $2.95

60c. CORSETS. Your Selection 50c

15c. MEN'S TIES. Move Out Price 10c

Our Big Dish Pan.

As usual we give the people of St. John's and vicinity a chance to save money on Enamelware. Our leader special for to-morrow: Our Big Bargain Dish Pan, worth 50c., for 39c

BIG SPECIALS FOR OPENING DAY.

50c. Glass 7-piece Berry Sets, worth double the price asked, but marked down for this Sale to 39c

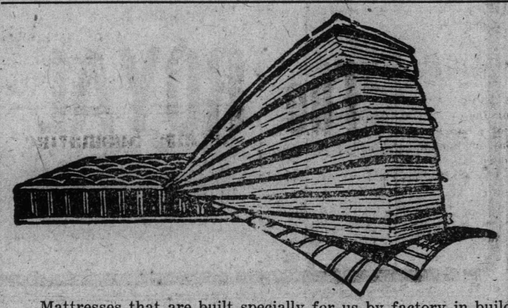
Bedstead, Spring and Mattress, that usually sells for $10.50. Another of our specials for opening day $7.95

LADIES' COATS FOR FALL AND WINTER WEAR.

We have just received a grand selection of Women's Coats for Fall and Winter, and will mark them sensationally low for opening day. Special ..... $6.95 up

MEN'S SUITS FOR FALL.

Just opened and priced a grand selection of Men's Suits in Tweeds, and a variety of patterns that would be good value for $10.00. A Special for this Sale $6.95



Mattresses that are built specially for us by factory in building. We select our own ticking and guarantee every Mattress. On Sale from ..... $2.00 up

Springs from $2.00 up.

Don't Let Anything KEEP YOU Away! COME.

THE FAIR

C. L. MARCH CO., Ltd. Cor. Water & Springdale Sts.

Come and See Our

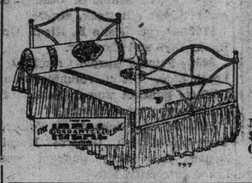
75c. Bargain Sale.

A grand Clearance Sale of

$1.15 WOMEN'S OVERALL APRONS.. 75c.
$1.50 HOUSE DRESSES ..... 75c.
$1.25 UNDERSKIRTS ..... 75c.
$1.25 CHILDREN'S DRESSES ..... 75c.
$1.35 WOMEN'S BLOUSES ..... 75c.

Wom's Underwear for Cold Weather.

Now is the best time to buy Underwear at this Sale. Later, Underwear may advance in price, so we would advise to buy now at this sale. Our special garment, worth 50c., for 35c



Extra Special For This Sale.

Bedstead, Spring and Mattress complete. Reg. $10.50. Move Out Price .. $7.95

CURTAIN SCRIMP. Move Out Price..... 15c

15c. GINGHAMS. Special Price 11c

SATEENS. Move Out Price..... 18c

SHIRTING. Special 15c

TOWELING. Move Out Price..... 15c

WOMEN'S RUBBERS. Special Price 99c

MEN'S RUBBERS. Move Out Price..... 1.35

BOYS' RUBBERS. Sale Price 1.15

MISSES' RUBBERS. Sale Price 95c

WHITE QUILT SPREADS. Move Out Price 2.00

COTTON BLANKETS. Sale Price 1.45

FLANNELETTE. Move Out Price, yard.. 15c

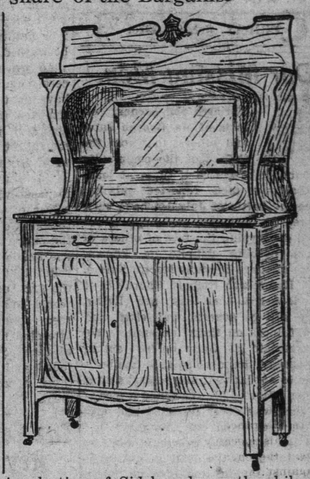
FANCY HANDKERCHIEFS. Move Out Price 5c

COUCHES at $5.50, $6.50 & $7.50.

This Store is a Gold Mine

of BARGAINS filled with nuggets like these.

Come early in the morning, if possible; if you cannot, be sure and come sometime of the day and get YOUR share of the Bargains.



A selection of Sideboards worth while, made specially for us. You will have to come and see them. Worth a lot more than we ask but we are always anxious to give bargains. Our Special ..... $12.50 and up

This Sale Starts Saturday Morning at 9 o'c., SHARP Be on Hand early.

LONDON GOSSIP.

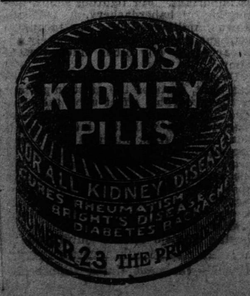
LONDON, October 9th, 1916.

GLIMPSES OF QUEEN ALEXANDRA.

Queen Alexandra has many interests, but probably gardening ranks first. In peace times Her Majesty has no less than seventy gardeners at Sandringham, whose gardens are a dream of beauty. Her Majesty not unnaturally has large ideas on the subject—as a story which I heard recently illustrates. The Queen Mother lately paid a visit to the gardens of an old friend, who naturally asked the Royal expert where she thought improvement possible. "They are charming," said Her Majesty, "but if I were you I think I should add a thousand or so of Caroline Festouts here, and if you planted about the same number there it would add greatly to the effect." "And to the expense?" said the dismayed hostess. "I had forgotten that!" said the Queen. To that little story I may add another glimpse of the Queen Mother seen by a friend of mine in a West End of London picture show some little time back. It was a quiet morning. The gallery was almost empty when a very charming-looking lady, quietly but beautifully attired, came in very unobtrusively and, accompanied by one friend, went from picture to picture. When, however, she came to a picture in which the principal figure was that of "The War Lord," the lady stopped abruptly. "Wretch!" she said in the most decided and emphatic tones. The lady was Queen Alexandra. The Queen Mother never was able to like her Imperial nephew.

BUYING UP OLD ENGLAND.

A curious and very unexpected feature of London business is that the Bond Street district art dealers, particularly in antique furniture, are now as busy as they ever have been. The situation is expressed in the fact that so many applications have been put in for the exemption of their men. The argument used before the tribunals is that they are doing work of the most valuable kind for the nation, as they are bringing in large sums of money from America, where Britain's credit most requires support. Americans, I believe, are now buying more heavily than ever old English furniture, panelling, mantelpieces—indeed whole interiors of Elizabethan, Jacobean, and Caroline periods. The craze for French furniture, which was so strong before the war, has largely declined, and America's desire to identify herself with our cause seems to be taking the form of collecting our houses. Flattering and profitable as this is, it is making England the poorer, and we are losing many of the most charming and comely possessions of the country. It is hoped that, as the German women gave their gold rings for iron that the State might profit, those who are selling the interiors (the beautiful house at St. Albans is a case in point), which were almost heirlooms of the country, are paying an adequate tribute to the State. The attention of the Income-tax Commissioners is directed to these transactions. There is, however, a more satisfactory side to those deals with America. A large trade is now being done in replicas of famous English interiors, and many of the expert workmen whose productions had deceived experts of two continents are now giving their skill to the making of open and straightforward reproduction. There are not very many such workmen, and their work is undoubtedly bringing a great deal of money to the country, so there is a fairly good case for their exemption from military duties.



THE KING'S LIBRARY.

King George, being a good bookman, is constantly improving the great library at Windsor Castle. His request for regimental records, which the librarian, Mr. Fortescue, the great military historian, is now making, will vastly increase the collection's historical value. Incidentally Fortescue will gather from the records sent to the King material for his official history of the war. The King's library as it now appears is principally the work of the Prince Consort. Charles II. began the collection, but the bulk of the original library was handed over to the British Museum by George IV. William IV. then brought together at Windsor the books that remained in the various Royal Palaces. He left them, however, all higgledy-piggledy, and the Prince Consort evolved some order. King Edward continued the good work and now King George is completing it.

A ZEPPELIN'S BOMB-DROPPER.

Londoners will soon be experts in Zeppelin construction. To the debris of the Cuffley airship, which has been on view in the City of London recently, there has now been added the remains of the super-Zeppelin brought down in Essex nearly intact, and Germany's most jealously guarded secrets lie open to anyone who cares to pay a few pence. The new exhibits have an intense fascination for anyone who has experienced the undeniable heart acceleration of a raid—a fascination that the other tangled heaps of wreckage lack. After a few practical demonstrations of what happens when a bomb hits the earth there is a distinct thrill in living the earlier moments of the drama in the roomy gondola of a raider. The bomb-dropping apparatus is simple but highly efficient. It is operated electrically. The Essex Zeppelin carried a cargo of 24 bombs. Each bomb is handled independently from a switchboard with 24 switches, each of which is connected by its own electric cable with the bomb-dropper, an eight feet long appliance resembling a miniature transporter. The bombs, suspended from hooks, travel along the running gear, and a touch of the switch depresses the hook and sends the bomb hurling into space. Another interesting discovery the visitor makes is that the Zeppelins carry water ballast in a set of aluminum and canvas tanks. There are also a number of fire extinguishers, which in the case of recent raiders must have failed to act up to expectations.

CHRISTMAS TOYS.

Each war Christmas has been preceded by talk of a shortage of toys, and this year I gather from talks with some of the wholesale toy houses there really is ground for the fear. The first war Christmas found us with heavy consignments of German toys left on the market from previous seasons, and as these had all been bought and paid for with British money before the war broke out they were distributed in the ordinary way. Last Christmas vast quantities of Japanese toys met the demand of inexpensive novelties, and, together with the British-made, French, and American productions, made good any shortage. The British toy production is steadily increasing in volume, but it is still far from being sufficient to meet the big demand for children's playthings, and for a number of reasons supplies will be short in the coming months. There will, for example, be fewer Japanese toys on the market, partly because of the high freights—Japanese ingenuity, it should be remembered, has largely concentrated on producing the cheap toy which Germany made its specialty—and the Japanese Government have commandeered a considerable portion of the mercantile marine for food-carrying purposes. In addition, there is an embargo on Swedish wood toys, and there are import restrictions on goods from America and France. The British industry, as indicated is progressing, but its weakness in the eyes of the trade is that it is easily beaten by other countries when it comes to turning out a reasonable looking cheap toy, and with the high food prices prevailing parents will not be prepared to spend much on toys for their little ones. The British-made doll, for instance, is not yet by any means a complete success, though there are many good examples on the market, particularly in the higher priced lines. Some trade critics even go so far as to say that even with a 100 per cent. tariff on German dolls it is doubtful whether British makers could yet successfully compete with their enemy rivals. A promising branch of the toy-making industry, where really fine work is being turned out, are the wood toys. The workmanship is excellent, but dealers complain of a lack of novelties.

POOR PUDDING PROSPECTS.

Currants from Australia fully equal in quality to those of Greece, sultans from Afghanistan and Australia, raisins from California, and figs from Spain, Italy, Algeria, and Greece are supplies from new sources now on their way to this country, or already in store here for use in the English Christmas pudding. But even with this aid, high prices must prevail in the season now opening, in consequence of short crops in the countries at war and in the absence of Smyrna and Levant fruit. The managing director of one of the largest firms in the wholesale trade tells me that currants will cost the public ninepence to a shilling per pound. The housewife must not hope to obtain sultanas under 1s.2d. to 1s.4d. a pound. The price of raisins will not be so extortionate.

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at $8.50 per ton at the Gas Works, or $9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

At the remnant counter, bits of lace insertion can be found. These will be good for binding the seams of thin fabrics.