

THE TALL OAK FROM A LITTLE ACORN GREW.

IT'S NOT WHAT YOU WERE, BUT WHAT YOU ARE TO-DAY THAT COUNTS

Six years ago the **C. L. MARCH, Co., Ltd.**, started a small shop in a very small corner of their now present large Building. In the comparatively brief space of only six years time their business was of such remarkable growth as to develop into its present surprisingly large proportion, and now occupying the entire frontage of the Big Stone Building at the corner of Water and Springdale Streets, covering 25,000 square feet of floor space, heavily loaded from ground to roof with good dependable merchandise gathered from the world's best markets.

Now we want to ask you in all seriousness and candor could this establishment have received such recognition and favor from the people if the policy of this shop (which is **BETTER GOODS AT A LESS PRICE THAN CAN BE HAD ELSEWHERE**) wasn't strictly adhered to at all times.

The fact of the phenomenal growth of this business, which we owe to the keen discrimination and discernment by the people for real values, warrants the statement that the **C. L. MARCH Co.** shop stands for **THE BEST BARGAINS IN ALL ST. JOHN'S.**

It has always been a business principle with the **C. L. MARCH Co.**, and so they shall ever strive, to make their store synonymous with fair dealing and fullest value giving, and that distinction and recognition has been conferred upon this shop by the people is evidenced by the hearty support it has met with from the public.

Here is a sample of the **REAL REASON** for the marvellous growth of the **C. L. MARCH, Co., Ltd.** These values are but a few taken at random from the thousands that abound in this store. Remember everything in this big establishment is on the Same Big Bargain Basis. **SO NOW IS THE TIME AND THIS SHOP THE PLACE** to buy your Fall and Winter Needs.

MEN'S BARGAINS EXTRAORDINARY.

Men's very fine Goodyear Welt American Boot for only	\$2.40
Men's All-Wool Heather Half Hose	22c
Astonishing special offer of Men's Tweed Caps, for	13c
Extra Grade Men's Fleece Lined	45c
Heavy Winter Weight Fancy Regatta Work Shirt, for only	48c
Grey Army Heavy Work Shirt	63c
Men's Navy Blue Plain Knit Wool Jersey, for only	\$1.10
Men's good Worsted Pants, for only	\$1.05
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
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
Good Tweed Suits, sizes 3 to 7, striped and mixed patterns. A durable and serviceable Suit, during this Fall Sale for only	\$3.25
Men's good value Tweed and Navy Serge Suits at the Big Bargain Price of only	5.25
Very finest All-Wool Suits, comprising fancy Worsted, Serges, unfinished Worsteds and Mixed Worsteds. 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 take your pick from the lot for only	7.50
Grey Heavy Knit Men's Coat Sweater for only	75c
Guaranteed \$7.90 Men's Mackintosh Rain Coat for	4.75
A guaranteed \$5.00 Men's Mackintosh Rain Coat for	3.75

WOMEN'S Goods at Great Savings.

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	50c
Extra quality American White Lawn Blouses, only	78c
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	95c
A great big wonderful value in Ladies' Black Melton Skirts for	98c
High Art American Superb Blouses, only	1.05
White Cotton Underskirts, embroidery trimmed, for only	80c
Ladies' Navy, Black and Tweed Dress Skirts, only	1.75
An exceptionally large and beautiful line of Ladies' Winter Coats, the very latest up-to-date fashions, styles and newest cloths at Rare Bargain prices.	
Newest Tweed and Navy Cloth Coats, up from	2.95
A good line of Children's Winter Coats, all ages, will be sold during this Sale at prices so low as to delight all mothers. A very nice Cloth Child's Coat, in Navy and Tweed up from	1.00
Handsome Bear Skin Coats for	2.00
Ladies' Fine Sweater Coat, in White, with Grey border; only a limited number in stock which will be closed out for only	75c
Foundation Collars, only, each	4c
Heavy Black Ribbed Ladies' Wool Hose	25c
Good Pillow Cases, size 40 x 33, only	16c
Brown Turkish Towels, red stripe, each, only	11c
Fine White Honeycomb Quilts, knotted fringe, only	1.10

The Big
West End Store.

C. L. MARCH Co., Ltd.

Corner of Water and Springdale Streets, West End.

The Big
West End Store.

A PITIFUL SEPARATION.

Russian Bride Refused Leave to Enter England.
London, Eng., Oct. 12.—A pitiful case came before the Alien Immigration Board yesterday when a young Russian, employed as a cabinet maker in the east end, who has just returned to London with a Russian bride, made a touching appeal to the Board to allow his young wife to remain in England.

land. Medical evidence showed that the young woman was suffering from chronic trachoma.

The husband said he had been in England for seven years. He was married about a month ago, but was not aware that his wife suffered from trachoma. He was prepared to work for her and spend all his power to cure her.

It was pointed out to him that the disease was practically incurable, and the chairman announced that while the Board had no wish to separate

man and wife, in the face of the medical evidence they could not admit the woman.

ABOUT PLAYING-CARDS.

Quite apart from their use in various games, playing-cards are an interesting study from historic and pictorial points of view.

Take first their numerical arrangement. Fifty-two cards, 365 pips or dots, and thirteen tricks, representing the weeks and days in the year and the lunar months.

There are four suits, representing four classes of people as they were divided at the time the pack of cards was now used by the French.

The "spades" stood for pike-men or soldiers, the clubs for clover, typifying farmers, the diamonds for building-tiles, representing artisans, and the hearts for choirmen or ecclesiastics.

The "kings" and "queens" at the time were more or less correct likenesses of certain Royal and noble personages. Even in our modern

packs it is said that one of the queens is a conventionalized portrait of Elizabeth of York, who was engaged to the Dauphin of France.

The "knave" were then the king's jesters, and even these cards may be portraits. All the court cards in fact, retain their sixteenth century characteristics. Cards are amongst the few things that have not changed with the centuries.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

City Council Meeting.

Deputy Mayor Martin presided. All other Councillors present except the Mayor who is ill. His Grace Archbishop Howley's letter was read stating that trees that had been planted in the Palace Grounds had been eaten by goats. Councillor Mullaly remarked that several complaints of a similar kind had been made to him. Mr. Duffett, the Impounder, will be instructed to do better.

Rev. H. Uphill sent in a request that a light be removed to a point near the Sub-Station. He also asked that the road leading across to the South Side Church be improved. Councillor Mullaly advised that repairs be made there at once. The Engineer was ordered to do so.

In consequence of the terms of a letter received from J. J. Neville, Secretary of the Cabmen's Union, dealing with rates chargeable for driving within the city limits by the quarter hour, it was decided to have a discussion on the subject next Friday night.

The complaint of S. O. Steele was referred to the Engineer. He complains of damage by water flooding his store.

On the complaint of Monroe & Co. the Inspector is to order his men not to dump any more refuse in the Cove near their premises. W. Pope's claim for compensation for land taken from him by Council will be looked into after the Engineer has prepared and submitted plans of the locus in quo.

J. A. Branscombe will be asked to send in plans of houses requiring to be repaired before he will be allowed to go on with repairs.

The offer of H. Barnes to sell gravel for repairs to Kenna's Hill will be considered at next meeting.

W. LeDrew sent in plans of stable to be built at Barnes Road. The Health Officer's opinion will be asked on this; also on the advisability of permitting W. Prowse to erect a coach house there.

Mr. John Donnelly, Waste Water Inspector, reported that undue waste was going on at the premises of Bennett's, Murray's and several others. The owners will be ordered to comply with the law.

The question of buying ground on Casey Street will be taken up at next meeting.

The Secretary said that no report had been received from the Solicitor re collection of Nickel taxes from Mr. J. Burke.

The sidewalk on Hamilton Street is being repaired; also the bridge near Ryan's, South Side Road.

A letter was read from the Mayor saying that he was unable to come to the meeting, and that he was also unable to comply with request from Colonial Secretary to attend the funeral of the late Sir James Winter. The Councillors had also been invited through him. On motion of Councillors Mullaly and Ryan it was resolved upon that the Councillors all attend the funeral.

An order was made that the employees requiring uniforms receive orders to buy them where they like instead of being told to go to some particular tailor.

After hearing the Engineer's report and the weekly bills read the meeting closed at 10.45.

SHE HAD CONSTANT PAIN

Until Relieved by Lydia E. Pinkham's Vegetable Compound.

Dewittville, N.Y. — "Before I started to take Lydia E. Pinkham's Vegetable Compound I suffered nearly all the time with headaches, backaches, and bearing down pains, and had a continuous pain in my left side. It made me sick if I tried to walk much, and my back was so weak that I was obliged to wear corsets all the time. But now I do not have any of these troubles. I have a fine strong baby daughter now, which I did not have before taking Lydia E. Pinkham's Vegetable Compound." — Mrs. A. A. GILES, Route 44, Dewittville, N.Y.

The above is only one of the thousands of grateful letters which are constantly being received by the Pinkham Medicine Company of Lynn, Mass., which prove beyond a doubt that Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, actually does cure these obstinate diseases of women, and that every such suffering woman owes it to herself to at least give Lydia E. Pinkham's Vegetable Compound a trial before submitting to an operation, or giving up hope of recovery.

Mrs. Pinkham of Lynn, Mass., invites all sick women to write her for advice. She has guided thousands to health and her advice is free.

SAVED HERSELF YEARS OF PAIN

IF SHE HAD USED DODD'S KIDNEY PILLS.

Mrs. McKee suffered for over two years, then two boxes of Dodd's Kidney Pills made a new woman of her.

Previl, Gaspe Co., Que., Oct. 13. (Special).—That she might have escaped two years and seven months of suffering had she tried Dodd's Kidney Pills in the first place is the firm conviction of Mrs. John McKee, an old and respected resident of this place. And this is the reason she gives for believing so:

"For two years and seven months I was a sufferer from Kidney Disease brought on by a strain and a cold. My eyes were puffed and swollen, my muscles cramped and I suffered from neuralgia and Rheumatism. My back ached and I had pains in my joints.

"For two years I was under the doctor's care, but he never seemed to do me any lasting good. Two boxes of Dodd's Kidney Pills made a new woman of me."

To save yourself suffering cure your Kidneys at the first sign of trouble. Dodd's Kidney Pills are the one sure cure.

WESLEY CHURCH.—The M. G. B. parade at the above Church to-morrow morning. The Rev. Dr. Rogers will be the preacher. Visiting friends from the Outports will be welcomed at both the morning and evening services. The Pastor, Rev. F. R. Matthews, will be the evening preacher.

Abbey's
Effervescent Salt
A good stomach and a merry soul are inseparable—lacking which, try Abbey's Salt.
25c and 60c bottle.
Sold everywhere.

Sunday Services.

CATHEDRAL OF ST. JOHN THE BAPTIST.—Holy Communion every Sunday at 8 a.m.; also on the first Sunday of the month at 7 and 8 a.m., and 12 noon. Other services at 11 a.m. and 6.30 p.m. Saints' Days.—Holy Communion at 8 a.m.; Matins, 11 a.m.; Evensong, 5.30 p.m. Other Days.—Matins, 8 a.m. Evensong, 5.30 p.m. (Fridays 7.30, with sermon.) Holy Baptism.—At Matins or Evensong on Saints' Day, and at 4.30 p.m. every Sunday.

Public Catechizing.—Every Sunday in the month at 2.30 p.m. St. MICHAEL'S MISSION CHURCH, CASEY STREET.—Holy Communion at 8 and 12 on the 3rd Sunday of the month, and at 8 on other Sundays. Other Services, 11 a.m. and 6.30 p.m. Catechizing.—Second Sunday of the month, 3.30 p.m. Cathedral S. S.—At 2.45 p.m. Mission Church S. S.—At 2.45 p.m. St. MARY THE VIRGIN.—Holy Communion on the 1st and 3rd Sundays in the month at 12.15 p.m.; other Sundays at 8 a.m.; Matins at 11 a.m.; Evensong at 6.30 p.m.; Sunday School in the Parish Hall at 2.30 p.m. Men's Bible Class in the Church at 2.15 p.m. Women's Bible Class in the Parish Room at 2.30 p.m.

BROOKFIELD SCHOOL CHAPEL.—Evensong at 3 p.m.; Sunday School at 4 p.m. St. THOMAS'S.—Holy Communion, 3rd Sunday in each month at noon; every other Sunday at 8 a.m. Morning Prayer at 11 a.m. Evening services at 3.45 and 6.30 p.m. Daily—Morning Prayer at 8 a.m.; every Friday evening at 7.30, prayer and sermon. Holy Baptism every Sunday at 4 p.m. Public catechizing third Sunday in each month at 3.30 p.m. CHRIST CHURCH, QUILL VIDI.—Holy Communion second Sunday alternate months at 8 a.m. Evening Prayer third Sunday in each month at 7 p.m. Other Sundays at 3.30 p.m. Public catechizing 2nd Sunday in each month at 2.30 p.m. SCHOOL CHAPEL, VIRGINIA.—Evening Prayer, every Sunday at 3.30 p.m. Public Catechizing third Sunday in each month at 3.30 p.m.

SUNDAY SCHOOLS.—At Parish Church at 2.45 p.m.; at Christ Church, Quill Vidi, at 2.30 p.m.; at Virginia School Chapel, 2.30 p.m. Gower Street.—11, Rev. F. R. Matthews, B.A.; 6.30, Rev. Dr. Rogers. George Street.—11, Rev. W. H. Webber; 6.30, Rev. J. W. Bartlett. Cochrane Street.—11, Rev. J. W. Bartlett; 6.30, Rev. W. H. Webber. Wesley—11, Rev. Dr. Rogers; 6.30, Rev. F. R. Matthews, B.A.

St. ANDREW'S PRESBYTERIAN.—11 a.m. and 6.30 p.m.; Rev. J. S. Sutcliffe. CONGREGATIONAL.—11 a.m. and 6.30 p.m.; Rev. Joseph Thackeray. ADVENTIST CHURCH, COOKSTOWN ROAD.—Regular Services, 6.30 p.m., Sunday and on Saturday at 8 p.m. ONDELOW'S HALL.—2.45 p.m., Evangelistic Service. SALVATION ARMY.—S. A. Citadel, New Gower St., 7 a.m., 11 a.m., 3 p.m., and 7 p.m. S. A. Hall, Livingstone St., 7 a.m., 11 a.m., 3 p.m., and 7 p.m. S. A. Hall, George St., 7 a.m., 11 a.m., 3 p.m., and 7 p.m.

EVANGELICAL CHURCH, HUTCHINGS ST.—You are invited to attend the services held in the Evangelical Church, Hutchings Street, on Sunday at 11 a.m., 3 and 7 p.m. These services are helpful to all who come. Everybody welcome, books provided; seats free.

BRUNNEN, MESSON—193 New Gower Street.—Sunday services at 3 and 7 p.m. Services every week day evening, excepting Saturday, commencing at 8 o'clock. W. D. Fowler, in charge.

MINARD'S LINIMENT CURE FOR COLDS, ETC.

a Change

When you change
they not change to a

ELD'S N SUIT.

a garment.
4 inches.

STANFIELD'S
UNDERWEAR
buy them at

ollins',
Water Street.

Walt
ILOSOPIER.

into the busy barber shop on Saturday to take a chair and have the whiskered tassel and festoon. In the chair the barber has to cut to a dry shampoo and dye his hair. It takes the barber half a day. People have to wait their turn, and you've seen the porker in the car. Sure, he occupies a pair of seats; on the next his carcass lies, while to a hoghish gullie, the gaze of people and the smart, and curse the hog, bam on tootsies four, you're sure.

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Banker Dismasted.

A message reached Messrs. Bishop & Sons from Griquet yesterday afternoon saying that the banker, Leslie M. (Capt. Kirby, of Burlington, had got into that port in a disabled condition, both her spars having been carried away in the recent storm while crossing the Straits. Capt. Kirby had been fishing on the Labrador banks since the first of October and had 400 qtls. of fish on board. The crew will return in the s.s. Prospero. The Leslie M. is covered by insurance.

Ask your Druggist for
SERRAVALLO'S TONIC
(Bark and Iron Wine).

Cures:
ANEMIA, CHLOROSIS, DEBILITY.
Delightful taste.

EVANGELICAL CHURCH.—"Reasonableness and Righteousness" is the subject that Rev. J. Howse will preach on to-morrow night at the Evangelical Church, Hutchings' St.

RENOVATED.—The Adventist School Cookstown Road, has been thoroughly renovated. It will reopen on Monday, Oct. 16th, at 10 a.m. Mr. W. C. Hannah, of St. John's, N.B., and a graduate from South Lancaster, (Mass.) Academy, will be the teacher.—advtd

MINARD'S LINIMENT CURES COLD, DRUFF, ETC.

Economy

such as these.

1911 Pack:
ERS TOMATOES,
SNOW DRIFT CORN,
EARLY JUNE PEAS,
JUNE PEAS, 15c tin,
ALION BEANS, 35c.

ast "Sunkist" California
fruits, viz.:

Sliced.

BERRIES.

AGAN,

et and Queen's Road.