

# 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 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 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	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.

### Report of the Truckmen's Union.

Gentlemen.—In presenting you with our 13th annual report, we have much pleasure in announcing to you that the Union is in good standing, as the Treasurer's report showed at the annual meeting in October. All the offices were contested, which showed the great interest taken in the Union by the members. At a special meeting held in January, a Committee was

appointed to revise the rules, also to make a few alterations in the tariff. That Committee has done its work, and will report to you at to-night's meeting for your adoption or otherwise. At a special meeting held in June the Union decided not to take any part in the Labor Day Parade. It was most regrettable, as our men showed up so well last year. However, we hope that you will see the Union in the next parade, and also taking an active part in the sports. There are now 150 members on the

roll, twenty having joined during the year, and we hope and trust that that number be doubled during the coming year, for we believe it would benefit every man engaged in the business of trucking to be a member of the Truckmen's Union. During the year twelve members of the Union lost their horses, and were paid the usual fee, \$30, which sum amounted to \$360. Now that the roll has 150 members, the Union in the course of a year ought to be able to increase the fee to \$40, probably \$50, which would

be a great help to a member in procuring another horse, as the price of horses is now very high. In conclusion, gentlemen, we thank you for your assistance during the present year, and trust our successors in office will bring further good results. Signed on behalf of the officers,  
N. J. MURPHY,  
J. J. NEVILLE.

**CITY COUNCIL MEETING.**—The City Council will hold the regular weekly meeting at 7.30 this evening.

**THAT INJURED COW.**—The cow referred to by the Telegram a few days ago as being seen near Kent's Pond in a perishing condition, belonged to Mr. P. Kenny, and had to be destroyed by him yesterday. He believes that the animal received its injuries in fighting with another cow.

Beware of the dealer who would try to make you take other biscuits in place of Carr's, the substitute may be giving him a big profit, but there will be better satisfaction for you in the transaction.

## Cable News.

**Special Evening Telegram.**  
**BRUSSELS, Oct. 12.**  
A government organ publishes a statement that the French Government has proposed to Belgium the cession or lease of a large tract of land on the right bank of the River Ubangi, which separates the Congo Free State from the French Congo, in exchange for French diplomatic services in undertaking to obtain from Britain recognition of the annexation of the Congo State by Belgium. Belgium, however, flatly refused to consider the suggestion, but since the question of France's territorial compensation to Germany has again become prominent, great uneasiness is manifested here as to the ultimate fate of the Congo Colony. Revelations of the newspapers have caused a great sensation in Brussels.

**Special to Evening Telegram.**  
**LONDON, Oct. 12.**  
Reports have been received in London from an apparently trustworthy source that the Turks have landed marines in the neighbourhood of the Dardanelles. A despatch to the Times from Sofia, says that all the representatives of the Powers called at the Foreign Office to give assurances on behalf of their respective governments, that Turkey would not be allowed to take aggressive action against Bulgaria.

**Special to Evening Telegram.**  
**PARIS, Oct. 12.**  
The French Foreign Office has no confirmation of the published statement that Italy and Turkey are on the point of arranging an armistice.

### Education at Grand Falls.

**Editor Evening Telegram.**  
Dear Sir.—Last week we had an official visit from W. Blackall, Esq., Superintendent of Education of the Church of England denomination. He visited the new school, and for the information of your readers who may be interested in our educational system at Grand Falls, I quote you the extract which Mr. Blackall left in the School Register.

"Building. Most satisfactory in every particular. The heating and ventilation are good. The sanitary offices are sufficient and wholesome. The Anglo-Newfoundland Development Company deserve the gratitude of the community for erecting such a suitable building for educational purposes.

"Order, Discipline, Etc. The discipline of the School is good, and the general management sound.

"Studies. I have not had time to examine with any minuteness the six large classes which constitute the school. I have spent a short time in each room, and have conferred with the teachers concerning their plan of work; and in three of the classes I have examined some of the work, both orally and by written examination. I am satisfied that the Committee in charge of the school has secured the services of a thoroughly competent and suitable Head in Mr. Bellemey; that the work in the several classes is progressing along good lines; and that the general tone of the institution is good. While the Committee is anxious and ready to do anything within its power to facilitate the several denominations interested in the school in every effort they may make to provide religious instruction for the pupils, no satisfactory working scheme has as yet been devised, and this branch of the work is being done in the Sunday Schools."

(Sgd.) W. BLACKALL, B.A.,  
Superintendent of Education, Church of England.

It has been up-hill work starting the School. Many difficulties had to be overcome in selecting teachers, etc. We now have a competent staff of six, including the Principal. The Committee has been fortunate in securing the services of Mr. Bellemey, as Principal. He has had several years' experience teaching in some of the largest schools in Scotland, and the experience gained by him there makes him fully competent to give our boys and girls of Grand Falls a first-class education that will equip them to fight their way to the first positions in their native land; and should they leave their own country, no doubt they will be able to hold their own in the struggle.

We trust that the day is not far distant when we will see a boy from Grand Falls taking the much-coveted Rhodes Scholarship.

The Anglo-Newfoundland Development Company has spared no expense in building and equipping the School. Besides that, they are giving a handsome donation monthly towards the up-keep. The residents of Grand Falls are justly proud of the school, and fully appreciate the splendid gift the Company has given to the Town, and the advantages it places in reach of the poorest boy and girl.

Yours truly,  
EDUCATION.  
Grand Falls, Newfoundland, October 11th, 1911.



All  
Days

are  
"Brite  
and  
Fair"  
to users of

Victor  
Flour.

### \$1,000,000 Crop of Blueberries.

Washington county's blueberry crop has netted this year a revenue of more than \$1,000,000, according to State Horticulturist Albert K. Gardner of Rockland, Me. This industry was started but a few years ago in that country and the yield this year is the largest yet obtained there. One grower realized \$75 from a few bushels which he set out in his orchard as a "side issue." A man near Cherryfield is said to have raked blueberries from the vines just as cranberries are gathered. It is stated that fabulous prices are paid for rental of blueberry lands and blueberry factories and the canning factories are still running.

**ARRIVED WITH FISH.**—About 20 schooners arrived from the northward yesterday with cargoes of fish.

### In Dread of 'Something'

You can scarcely tell what—it may be Hysteria, Insanity, Nervous Collapse.  
You can only throw off this depression when the nerve-pills are restored to health by such treatment as Dr. Chase's Nerve Food. Your digestive system has failed to supply proper nourishment to the nerve, and you are compelled to seek aid from other sources.  
It will take some patience and persistent treatment, but there is no way by which you can so certainly restore health and vigor as by the use of Dr. Chase's Nerve Food.  
The best time to restore the nervous system is long before such a critical condition is reached. Such symptoms as sleeplessness, headaches, nervous indigestion, muscular weakness, loss of energy, failure of memory and power of concentration, irritability and discouragement tell of a failure of the nervous system and warn you of the approach of serious trouble.  
Dr. Chase's Nerve Food 50 cents a box, 6 boxes for \$2.50; all dealers, or Edman, Bates & Co., Toronto.

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TRY THE  
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### Portia Gone West.

The s.s. Portia, Capt. Fitzpatrick, called on the western coastal route at 10.30 a.m. to-day, taking the following passengers: Sergt. Byrne, Miss Devereaux, Mr. Hewitt, Misses Dawson, Dalton, Withers, Shianahan, Messrs. Barnes, Summers, Boggan, Safer, Walsh, Daley, Miss Walsh and 30 steerage.

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EMULSION

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UGGISTS

his home with his brother, James, and worked with the Otto Strong Co., Photographers, as Proof Printer. At present Bobby is working at 101 Ranch, at Bliss, Okla., the largest Diversified Farm and Ranch in the United States. He is engaged in the Moving Picture Department, and is making good. He wishes to be remembered to all his friends.

Economy

such as these.

gnal.

1911 Pack:  
ERS TOMATOES,  
SNOW DRIFT CORN,  
EARLY JUNE PEAS,  
JUNE PEAS, 15c. Tin,  
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Sliced,

BERRIES.

AGAN,

et and Queen's Road.