

The Big West End Establishment.

C. L. MARCH CO., Ltd.,
Free Premium Sale for Sept. 1!

Furniture
 Baby Carriages
 Health Mattresses
 Springs
 Carpets
 Carpet Squares
 Rugs, Mats
 Fancy Parlor Lamps
 Sewing Machines

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Beginning Monday, Sept. 4, '11.

A Golden Opportunity for everyone to obtain HIGH-CLASS FURNITURE FREE. For the purpose of increasing our cash sales for September, we have decided to give away \$500.00 worth of Furniture as premiums. See conditions below. **Be sure and get YOUR share of FREE Furniture.**

- With every Cash purchase of \$500.00, or over, in Furniture Department, we will give **Absolutely Free**, any article or articles, in our Furniture Showrooms to the value of \$60.00. Your Choice.
- With every Cash purchase of \$400.00, or over, in Furniture Department, we will give **Absolutely Free**, any article or articles, in our Furniture Showrooms to the value of \$50.00. Your Choice.
- With every Cash purchase of \$300.00, or over, in Furniture Department, we will give **Absolutely Free**, any article or articles, in our Furniture Showrooms to the value of \$35.00. Your Choice.
- With every Cash Purchase of \$250.00, or over, in Furniture Department, we will give **Absolutely Free**, any article or articles, in our Furniture Showrooms to the value of \$30.00. Your Choice.
- With every Cash purchase of \$200.00, or over, we will give **Absolutely Free**, as per above, \$22.50 worth. Your Choice.
- With every Cash purchase of \$150.00, or over, we will give **Absolutely Free**, as per above, \$18.00 worth. Your Choice.
- With every Cash purchase of \$100.00, or over, we will give **Absolutely Free**, as per above, \$12.50 worth. Your Choice.
- With every Cash purchase of \$75.00, or over, we will give **Absolutely Free**, as per above, \$9.50 worth. Your Choice.
- With every Cash purchase of \$50.00, or over, we will give **Absolutely Free**, as per above, \$6.50 worth. Your Choice.
- With every Cash purchase of \$25.00, or over, we will give **Absolutely Free**, as per above, \$4.00 worth. Your Choice.

This applies to Furniture of all kinds: "Health" Mattresses, Springs, Metal and Brass Bedsteads, Carpets, Carpet Squares, Rugs, Blankets, &c., Baby Carriages, Fancy Parlor Lamps, Sewing Machines.

For the benefit of those who cannot call during the day we will be open every Tuesday and Thursday until 9 P. M., and Saturday until 10 P. M.

Every home will require attention for the comforts of the family during the coming season. Prepare before the rush of business makes it inconvenient, and share in the big **FREE PREMIUM BENEFIT.**

THE BIG WEST END ESTABLISHMENT
C. L. MARCH Co., Ltd.,
 CORNER WATER AND SPRINGDALE STS.
 ST. JOHN'S, NEWFOUNDLAND.
THE BIG WEST END ESTABLISHMENT

The Evening Chat-Chat



I have heard a good deal lately about the philosophy of happiness, and the mental and moral and physical value of a smile.

But there is one argument for smiling that I don't remember to have heard much used—and that is the prettiness-value of a smile.

Do the corners of your mouth naturally droop down? If they do, go and stand in front of a mirror, and prop them up with your fingers ever so slightly, and see if your whole face does not become not only pleasanter but prettier.

I think it will, for the prettiness-value of a pleasant expression, is not just in its temporary lighting up of a face—it is also the mould in which it leaves the face that counts the most.

The homeliest girl I know is one whose discontented disposition has drawn down the corners of her mouth, and whose habit of continual frowning has marked two sharp wrinkles between her eyes. In other details of appearance, she is not particularly biased, but without these disfigurements she would be simply ordinarily plain. With them she is—as I before remarked—the homeliest girl I know.

I have no doubt at all but that the majority of people more thoroughly enjoy gazing at a lovely, pleasant face, in which the corners of the mouth are turned up and there are no frown wrinkles, and where the sun of smiles often shines, than at a prettily featured face, marred by frown wrinkles and an unhappy mouth.

Such a pleasant day in an ordinary locality is more beautiful than a drizzly rain in the loveliest spot on earth.

So don't be too serious—Don't think pensiveness is pretty or pointing attractive. They are allowable to some extent, of course, but only in sufficient quantity to help us appreciate the smiles. There would be no light in the picture if there were no shadows—we would not half appreciate sunshine if there were no cloudy days.

Of course, you don't want to smile all the time, but I don't think there is any danger of that. I never knew but one girl who smiled too much, and I think she was feeble-minded.

Don't forget that pretty coloring and regular features make up only two-thirds of beauty—These are the body and mind of beauty—Its soul is expression.

And an attractive expression is not only that which reflects the animation of a lovely mind, and mirrors the which often warms and gladdens us with the sunshine of smiles.

Cascarets Cure a Bilious Headache.

Gently, but thoroughly, cleanse your Liver, Stomach and Bowels and you feel great by morning.

You're bilious, you have a throbbing sensation in your head, a bad taste in your mouth, your eyes burn, your skin is yellow, with dark rings under your eyes; your lips are parched. No wonder you feel ugly, mean and ill tempered. Your system is full of bile not properly passed off, and what you need is a cleansing up inside. Don't continue being a bilious nuisance to yourself and those who love you, and don't resort to harsh physics that irritate and injure. Remember that every disorder of the stomach, liver and intestines can be quickly cured by morning with gentle, thorough Cascarets—they work while you sleep. A 10-cent box from your druggist will keep you and the entire family feeling good for months. Children love to take Cascarets, because they taste good and never gripe or sicken.

not sufficiently becoming to the majority of faces, and in the late summer every one wants as much shade as possible.

The skirts of the new three-piece costumes are usually made with one of the long tulle effects, with either a real or simulated underskirt of another material or of the same material in a contrasting color.

One of the new trills which is detachable and goes down the front of the blouse has battlements of embroidery at the inner edge. There is a buttonhole in each one which is put over a button on the blouse. The trill is double with the upper one shorter than the lower one.

When You Think

Of the pain which many women experience with every month it makes the gentleness and kindness always associated with womanhood seem to be almost a miracle. While in general no woman rebels against what she regards as a natural necessity there is no woman who would not gladly be free from this recurring period of pain.

Dr. Pierce's Favorite Prescription makes weak women strong and sick women well, and gives them freedom from pain. It establishes regularity, subdues inflammation, heals ulceration and cures female weakness.

Sick women are invited to consult Dr. Pierce by letter, free. All correspondence strictly private and strictly confidential. Write without fear and without fee to **Ward's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.**

If you want a book that tells all about woman's diseases, and how to cure them at home, send 31 one-cent stamps to Dr. Pierce to pay cost of mailing only, and he will send you a free copy of his great thousand-page illustrated **Common Sense Medical Adviser**—revised, up-to-date edition, in paper covers. In handsome cloth-binding, 30 stamps.

Fads and Fashions.

black and white, or rather for white and black combinations, in fall costumes. This is especially true of robes.

Velvet is largely used for the new three-piece suits, the waist being of chiffon of the same shade, and trimmed with velvet to carry out the costume idea.

There is a tendency to make coats of three-piece suits somewhat longer than in the plain tailor-made, and a number of 36 and 42 inch coats are seen.

The full-length garment, cut to give the long, slender lines, is still the favorite among wraps. Many of these new garments are made in velvet in plain and fancy effects.

One of the uses to which satins will be put during the early fall will be for making of foundations to be worn in connection with sheer, semi-sheer and silken materials.

There is a definite return of the vogue for bordered materials in dress-making, and some delightful effects may be obtained from the beautiful things just coming into the shops.

The length of the new sleeve has not been settled. The great Paris designers show long sleeves, short sleeves, bell sleeves, tight sleeves and puff sleeves with about equal favor.

The use of the large collar is no doubt responsible for the popularity of the large revers. Some are long and narrow, coming down below the waist line. Others are square and a few round.

Large hats have returned to their own again; the small round hats are a decided taste is expressed for

Catholic Sup. School, Bell Island.

Prizes were distributed in St. Joseph's Hall on Tuesday evening by Rt. Rev. Monsignor Roche to successful candidates in C. H. E.

Florence Jackman, prayer book, presented by Rev. Father Rawlins; Lydia Jackman, gold chain, prize given by Rev. J. J. McGrath; Ronald Jackman, prayer book, presented by Monsignor Roche; Tessie O'Donnell, rosary, presented by Monsignor Roche; Alice Bowdring, prayer book, prize given by Monsignor Roche.

Regular Attendance—Prayer book, Father Kelly; won by Frank Jackman.

Christian Doctrine—Prayer book, given by Monsignor Roche, won by Isabel Jackman.

Selections were given on the gramophone and enjoyed by the children. The other successful candidates from Bell Island were at St. Bon's College: Evelyn Costigan, scholarship; Michael Jackman, Joseph O'Dwyer, St. Bride's Academy—Luna O'Donnell, Madeline Bowdring, Victoria Murphy, Nellie Jackman.

At the conclusion of the proceedings the Monsignor addressed the children complimenting all concerned upon the result of their labours in the cause of education. He also exhorted the children to attend school regularly and profit by the instructions of their teacher. The practical interest taken in the schools by Monsignor Roche and his kindly encouragement will not be forgotten on Bell Island.

The Torbay Garden Party.

The garden party at Torbay, which was held yesterday, was voted one of the most successful affairs of the kind held this season. The attendance was very large, all the people of the place being present with many from contiguous villages and St. John's. His Grace Archbishop Howley, Rt. Rev. Mons. Beardon, several of the clergy and many of the Christian Brothers and Sisters, J. H. Keit, K.C., George Shea, Conductor Ryan and other prominent citizens were present and enjoyed the outing immensely. The grounds were nicely decorated with bunting and tables provided with viands of the best quality were attended by several ladies and were well patronized. The Total Abstinence Society's band was present and gave a number of excellent selections, later giving the music at the dance held after tea in St. Michael's Hall. This also was thoroughly enjoyed. The garden party was a splendid success. Rev. J. St. John and those associated with him are to be congratulated on the outcome of yesterday's effort.

The Bogey Competition

Yesterday afternoon the bogey competition at the Golf Links took place for a handsome pair of pipes presented by Mr. George Hawes. The contest was a keen one and was won by Mr. Cyril Carter with 4 "down the bogey."

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 Miss Bridget, Military Road
 Frank, card.
 r. Bridge, Water Street
 r. Adelaide Street
 rd. N. F.
 s. James Cabot St.
 George F.
 s. Mr. and Mrs. Paul
 Mrs. Chas.
 s. Wm. Miss Nellie,
 New Gower Street
 son, Jennie, slip
 rd. W. R.
 rd. Benjamin
 son, Patrick, Lime St.
 s. Roland Geo.
 s. T. W. Water St.
 ave. Patrick,
 Power's Street
 James,
 New Gower Street
 r. Mrs.
 Hamilton Avenue
 Miss Nellie,
 s. Wm. McParlane St.
 D. T. Long's Hill
 p.
 nds. Mrs. George
 Hamilton Street
 Miss Annie D.
 Miss Provie,
 care Samuel Miller
 homas,
 Notre Dame St.
 s. Ester, Castle Ray
 Miss Ellen,
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 r. M. card
 D. Pleasant St.
 r. Matthew,
 Water Street
 Mrs. K. Gower St.
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