

The Big West End Establishment.

C. L. MARCH CO., Ltd., Free Premium Sale for Sept. 4!

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.

- 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.

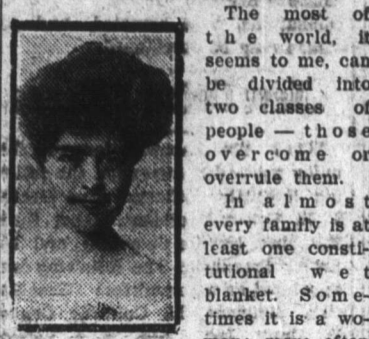
For the benefit of those who cannot call during the day we will be open every Tuesday and Thursday, until 9 P. M., and Saturday until 10 P. M.

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 Chit-Chat

"Acts may be forgiven. Not even God can forgive the hanger back."



moving of a piece of furniture from one room to another is made the occasion for innumerable objections.

At the start, the wife or daughter or husband, or whatever relative bears the brunt of the situation, may take the obstacles gallantly, but by and by most of us who are not gifted with superhuman energy begin to slacken.

The strangest thing about the whole matter to me is that so few, especially of the women, ever seem to think for a moment that this state of affairs is anything else but inevitable.

One would expect them to realize how simple life would be if there were no one determined to make it complex, and to protest with vigor, but they seldom do any such thing.

Personally I am inclined to think it would be better if they did realize and did protest. There might be some of the objection raisers sufficiently decent to be reached by a plain talk to be made to see how much unhappiness they caused, how much of other people's energy they wasted.

Surely it would at any rate be an experiment worth the trying.

Fortune Telling

Does not take into consideration the one essential to woman's happiness—namely health.

The woman who neglects her health is neglecting the very foundation of all good fortune. For without health love loses its luster and gold its lustre.

Womanly health, when lost or impaired may generally be regained by the use of Dr. Pierce's Favorite Prescription.

This Prescription has, for over 40 years, been curing delicate, weak, pitiable women, by the hundreds of thousands, without their having to submit to painful, care-taking and offensive regimen examinations.

Sick women are invited to consult Dr. Pierce by letter free. All correspondence held as sacredly confidential. Address: World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.

Dr. Pierce's Great Family Doctor Book, The People's Common Sense Medical Adviser, newly revised up-to-date edition—1000 pages, answers in Plain English hosts of delicate questions which every woman, single or married, ought to know about.

Send for plain wrapper to any address on receipt of 31 one-cent stamps to cover mailing only, or in cloth binding for 50 stamps.

Fads and Fashions.

There seems to be no end of black velvet saffes.

White serge has jumped into favor with a bound.

Skirts show a decided tendency toward drapery.

Green is the ruling favorite for evening gowns.

Satins continue to hold a firm position in fashion.

Rows of tiny buttons are used on wraps and gowns.

The Directoire coat may be a feature of fall fashions.

There is again springing up a feeling in favor of borders.

Mission handles are still in excellent style for umbrellas.

Each week sees long skirts coming more and more into favor.

One-sided disposition of frills and revers is a dominant note.

Strong colors are boldly used in the new fall fashions from Paris.

Pearl buttons are used to a great extent in all linen suits and dresses.

White and black is so far from the most important millinery combination.

The kimono sleeve is seen on many of the evening wraps and auto coats.

Black patent leather belts are worn with foulard and all dark silk dresses.

Manufacturers are already predicting that next spring's color will be blue.

Three-piece suits seem to have the strongest position of all in fall fashion.

There is an enormous popularity and revival of net in the world of dress.

Embroidered flit is the trimming par excellence for voiles and marquisettes.

Pearl beads, combined with rhinestones, are to be much in favor for trimming.

Dark blue over gray gives a restful color combination. It is worn by Parisians and German designers.

Sheer linen and cotton voile gowns are trimmed with silk as a reversal of the silk and linen idea.

The little frock of silk, satin, taffeta or charmeuse has enjoyed wonderful popularity this season.

Cuffs of white linen appear not only on suits, but they are seen on blouses and one-piece frocks.

It is expected that the Ingerte gown will continue to be worn through the winter for indoor fall costumes.

Fringe has invaded the outer garment field, and is seen on some of the handsomest of the new wraps.

Many of the new French skirts show the exaggerated high waist line and elaborate shoulder drapery.

A novelty fall vesting has a small, neat, diamond design with large

ECONOMICAL WHOLESOME RELIABLE PURE MAGIC BAKING POWDER

squares emphasized by chenille dots.

The deep collar, either square or pointed, is still worn. It in many cases reaches to the waist line at the back.

Fichus of net or tulle are edged with bands of colored tulle to match the shade of the frocks which the fichus trim.

After Thirty Hours on the Stand

Booneville, Ind., Aug. 26.—After having been pressed by continuous questioning during almost thirty hours in jail, a 22-year-old boy, Wm. Lee, last night made a written statement, in which he said he killed his father, Richard Lee, in self-defense after the father had murdered his wife and younger son, Clarence. The bodies of Lee's father, mother and brother were found in their burning home early Thursday and young Lee was charged with their murder. After his statements the Sheriff, fearing the prisoner would be lynched, secretly took him in an auto to Evansville.

The City of Good Hope

Let's be starting on the way For the City of Good Hope;

There's a highway that is fair, Leading up and onward here;

Beauty brightens every slope; Where the scent of new-mown hay

From the meadows sweetly blows, Where the springs are cool and clear

And there are no fogs to fear And no evils to expose.

Let's be starting with a song, Full of courage and of glee;

Let us leave our woes behind, Bravely caring but to find

Where the beautiful may be, Let us cease to think that wrong

Has its strongholds everywhere; Let us learn to worry less

And search out the loveliness That we have the right to share.

Fair, the City of Good Hope Stands upon a distant hill;

There are guards at all the gates, And no evil penetrates—

We may enter if we will! They are weak who sadly grope

Daring not to leave the gloom For the joy that Hope begets

Where the golden minarets Of the splendid city loom.

Special Hints on Gas Cooking.

The joint must hang downwards with its lowest part well above the level of the gas-burners.

If the joint is too long, lay it flat on one of the gridiron shelves with the browning shelf close over it.

Meat shrinks with cooking, so there is no fear of its touching the shelf. If preferred, lay the joint on a trivet in a baking-tin, and place this tin on a grid shelf, but many advise no baking-tin, merely the bottom pan that slips in along the floor in the bottom of the stove under the burners. If this plan is adopted, see that the bottom pan is clean, or gray or dripping will be spoilt.

If baking pastry and roasting at the same time, put the joint on a grid shelf below the pastry, and the browning shelf close above the pastry, as the latter needs a sharper heat than the meat.

After the meat is cooked it may be necessary to turn on more gas for a few minutes to finish browning the pastry.

German Army is Converting the Sword into Ploughshare.

Berlin, Aug. 25.—(P.A.S.)—Experiments are being made in the German army in teaching the soldiers both practical and theoretical farming during their service in the ranks.

Many of the soldiers become so interested that, when they have finished their term, they take advantage of a new passed some years ago, by which they are enabled to purchase small plots of land by the payment of ready money of a quarter of its value.

In this way it is hoped to stem the rush of people from the agricultural districts to the cities.

Tea Aprons!

Priced for Quick Selling. 197 ONLY TEA APRONS, Made of Fine Quality White Lawn with Deep Frill—worth 30c. OUR PRICE --- 15 CENTS.

HENDERSON'S - Theatre Hill. Advertise in the TELEGRAM

Uncle Walt THE POET PHILOSOPHER.

Doubtless dames deserve the ballot and the other things they wish. I won't stand around and argue—I had rather go and fish. I have met the suffrage women, listened to their tale of hope, but not one of all the legion could persuade me to slope. I can't see the logic in their dream, but I'd never buy them peanuts or invite them to tea cream. I can seem quite sympathetic with the suffragist orator, but I'd never want to take her for a whirl on roller skates. It is strange that lovely damsels who don't care a whoop for votes always have as many lovers as a husbandman as shoots; men admire them and adore them; lovers fret away their lives till they have secured a promise from these girls to be their wives. Why are men so blind and foolish, marrying these trifling girls, who have naught to recommend them but their starry eyes and curls? Why not hang the orange blossoms on the noble suffrage dames, with their fragile eyes and voices and their missions and their aims? Why not wed some worthy rick with her sex's good in view, rather than some blushing maiden who has charming eyes of blue?

MINARD'S LINIMENT FOR SALE EVERYWHERE. MINARD'S LINIMENT CURES PAIN. DRUFF.

Chafed and Aching Feet

Make walking a misery to many who do not know of Dr. Chase's Ointment.

How far can you walk without suffering in one way or another from discomfort to your feet?

Modern footwear is a prison house and the result is chafed, swollen, inflamed feet.

You can get a world of comfort by using Dr. A. W. Chase's Ointment when your feet give you trouble. This treatment is so delightfully soothing and healing that helps you at once.

Unlike unsanitary powders, which clog the pores, Dr. Chase's Ointment makes the skin soft and smooth and prevents corns and bunions.

When the feet are chafed, scalded, itching and sore, it takes out the stinging and burning and its benefits are both quick and lasting.

This ointment also affords relief and cure for chilblains and frost bites.

Whenever there is itching of the skin or a sore that refuses to heal you can use Dr. Chase's Ointment with most satisfactory results. 60 cts. a box; at all dealers, or Edmondson, Bates & Co., Toronto.

A novelty fall vesting has a small, neat, diamond design with large

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