

Nfld's. Greatest Home-Furnishing House

That our idea of furnishing Complete Home Outfits at a low cost is right has been demonstrated over and over again. Instead of a small store, in which our plan was first put into practice—a few short years ago—the Biggest Retail and Wholesale Furniture Store and a gigantic MAIL ORDER BUSINESS, now stand as a MOUNTMENT TO THE VALUE AND SOUNDNESS OF OUR IDEA.

NO MATTER WHAT YOU BUY

The Popular Furniture store gives values in strictly up-to-date, reasonable furniture, greater by far than the price. And when we say that, we show you the actual, every day records of business done—promises kept and complete satisfaction to thousands of happy, satisfied customers who testify to these facts.

IT REQUIRES NO STRETCH OF IMAGINATION

to see the reason for the tremendous buying advantages of The Popular Furniture Store. The plain unvarnished facts alone are convincing, interesting and convincingly profitable enough for you to consider NOW as any price-saving story possible could be, for when a furniture concern buys the quantities we buy, the order MUST and does mean LOWER PRICES to it, and to you.

BUYING FOR THIS GREAT STORE

has developed entirely new merchandising methods. Demands and conditions here in the city we found existed throughout the country. Manufacturers who withheld discounts on necessarily small orders, were only too glad to make special prices to an organization like ours, with a country-wide distribution—as a result the POPULAR FURNITURE STORE is now doing the Furniture Business of Nfld.

VISIT OUR BEAUTIFUL SHOW-ROOMS AND SEE THE GRAND DISPLAY OF MAGNIFICENT FURNITURE AND HOUSEHOLD GOODS THIS WEEK.

THE POPULAR
FURNITURE AND CLOTHING
STORE.

C. J. March & Co. Ltd.
GENERAL MERCHANDISE

CORNER
SPRINGDALE AND WATER
STREETS.

THIS
IS
THE STORE
THAT
SAVES YOU MONEY.



THE
POPULAR
FURNITURE
AND
CLOTHING STORE

IT IS POSSIBLE BY MAKING IMPOSSIBLE

claims, for some stores to sell to a customer ONCE. But the continuous trade (repeat orders) which makes up the bulk of our business, comes only to those who DESERVE it. And if ever a store stood for all that merits repeat orders and public confidence—the Popular Furniture and Clothing Store do TO-DAY.

ISN'T IT SAFE, THEN, WHEN YOU ARE IN DOUBT,

when you are confused by many bewildering statements and impossible bargain offerings, to be guided in your selection of furniture by the experience, judgment and advice of OTHERS who KNOW that the Popular Furniture Store keeps its promises, saves money for its customers, gives entire satisfaction, as it will positively do it for YOU.

WE ARE DOING THE FURNITURE BUSINESS

of Newfoundland, simply because we give our customers a little bit more in satisfaction and merchandise quality than they actually pay for, and we are ready to do the same for you no matter WHAT YOU BUY. Our guarantee of entire satisfaction stands back of every sale.

The Storm at Bell Island.

NO ORE MINED ON MONDAY.

Bell Island, though being an "Iron Isle," came in for the full benefit of the storm that has raged on the Peninsula of Avalon during Sunday and Monday. The wind was felt in all directions, owing to the island being an unprotected rock in the midst of Conception Bay, and the rain fell in torrents. On Sunday night not an individual was to be seen, save the watchmen braving the elements, and when the whistles sounded calling the miners to work, very few responded, so that no ore was mined that day, and the mines closed up, which is an unusual occurrence at Wabana, as in its mining history, now some fifteen years, very few days have been so bad that weather conditions made it necessary to close up.

The s.s. Sygna and s.s. Hermes left Saturday and must have encountered the storm at its height.

The s.s. Mary and s.s. Euphrates proceeded up the Bay with a couple of hundred miners Saturday evening and were unable to return Sunday. The s.s. Mary was the first to arrive at noon Monday.

The sea at the Beach and at Portugal Cove was madly raging, it being utterly impossible for any steamer to cross and land, so several passengers who arrived Saturday were unable to return Monday, being stranded on our iron rock; while communication with the outside world—with the exception of the telegraph—was cut off and no mail was landed that day.

In truth, the storm at Bell Island was very much felt. Much water entered the slopes and caused the pumps to be continuously going all day, the wind was so strong, one was beat housed.

Gypsum Emperor Surveyed.

Yesterday the s.s. Gypsum Emperor was surveyed by Mr. Taylor and Capt. Andersen and it is likely she will be docked later for repairs. The three bilge pumps are kept going each day on the vessel, which is making a deal of water. Some of the crew, who are Norwegians, were looking up the Consul for Norway to try and get a supply of clothing, as they lost all their effects when the sea gutted the fore-castle, which is on deck. These men suffered considerably by the loss of their clothing, and the Consul will likely supply them with the necessary apparel.

In Aid of St. Bons.

Yesterday afternoon tea was served at St. Bonaventure's College by Mrs. W. J. S. Donnelly in aid of the funds of the College. A fine musical programme was rendered including solos by Miss Power and Mr. McCarthy; a madolin solo by Miss Homery, entitled: "Hearts and Flowers"; Miss Le Messurier sang "Turn Ye to Me" and "Life and Blossoms"; a sextette: "Beneath Thy Window" was rendered by Mrs. Bradshaw, Mrs. Melville, Misses Pinsent, Warren, Berteau and Pilot. The receipts amounted to \$30. His Grace the Archbishop will lecture next Wednesday in aid of the Association.

Pull!

In order to succeed most people require Pull; but there is one thing which succeeds without pull, that is Magic Headache Cure. It cures first (succeeds first) and then it has all the pull. You'd be surprised if you used Magic Headache Powders for that bad head. To be had at W. T. COURTENAY'S, cor. Duckworth and Prescott Sts.—adv't.

A Talk About Japan.

Mrs. Pinsent, who spent several years in Japan, will give an informal lecture at, Cochrane St. Church to-night on the manners and customs of the people of that nation. A model of a Japanese home will be erected on the platform with people representing the members of a Japanese family dressed in the costume of the country. Mrs. Pinsent is a daughter of Mr. Nathaniel March, of Circular Road, and daughter-in-law of Sir Robert Pinsent.

Pulp For Maine.

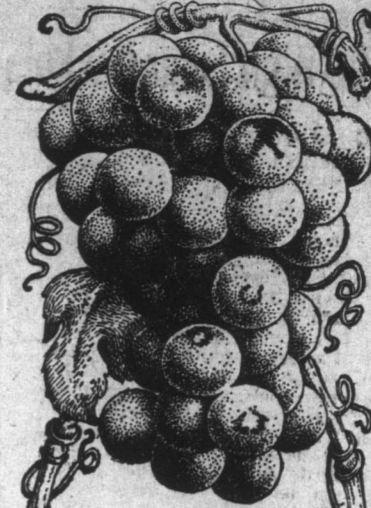
The s.s. Rosalind is due here Sunday next from Halifax and New York, and after discharging will take a load of pulp to Portland, Maine. She will proceed to Botwood to load it and will sail for there Tuesday next. After discharging her cargo at Portland, she goes to New York to resume her regular route.

Home's Report.

The S. S. Home reached Bay of Islands yesterday from Battle Harbor. Capt. Blandford sent on the following report to the R. N. Co.:—

"Straits free of ice; snow down to a considerable depth; terrific gale last Sunday—heavy sea, steamer badly knocked about but came through without damage. At Battle Harbor the sea have in for ten days. The residents never experienced such a continuance of this kind of weather."

MINARD'S LINIMENT CURES COLDS, &c.



Important properties of the Grape are transmitted by

ROYAL Baking Powder

Absolutely Pure

to the food. The food is thereby made more tasty and digestible



Harbor Grace Notes.

We regret to report the illness of Mr. W. H. Sheppard, a well known resident of this town. Mr. Sheppard has been suffering from an attack of bronchitis, but we hope soon to be able to report his recovery. On Saturday last the sad news was received from Montreal of the death as the result of an accident of Mr. Sheppard's son, Noah. No particulars are to hand other than that the young man died a few hours after an accident.

The funeral of the late Mrs. Tapp takes place at 2.30 to-morrow. Service at the Kirk.

The Christ Church sale of work in the British Hall last night was very well attended, the proceeds amounting to \$100. The sale will be continued to-night.

Mr. Shortis' lecture takes place at the Academy Hall to-morrow night. Proceeds in aid of the C. C. C.

The new instruments for the K. of C. band arrived from England a few days ago and are now on exhibition in the window of Messrs. J. & W. Madigan's tailoring establishment. They look very well and are said to be first class in every particular.

We think the St. John's papers were in error in saying that a resident of Harbor Grace was arrested in connection with the Tilton railway station robbery. The residents of this town have sins enough of their own to answer for without piling on them those of other communities.

CORRESPONDENT Harbor Grace, Nov. 23, 1910.

Mike Muldoony on "Pickles" and "Kassil Hill Park."

Since my last letter to you, Mister Editor, about the Park on Kassil Hill and its removal to Brooley, I've had a big talk with some of the gentlemen of the Historical Societe. My friend Mr. Shortass, sure it was, that got me introduced, after wan of their meetings. A frindleer lot of gintelmin it would be hard to find anywhere than the same. Here is some of the salutations I got from them: "Glad to meet you, Mister Muldoony. Yer welcome to our historic hill, Mister Muldoony. That was a good wan, yez got off on us about puttin a park on Kassil Hill, Mister Muldoony. Faith, yer a broth of a boy, Mister Muldoony, et cetera, et cetera." Wasn't it enough to make a man jump out of his skin? Bedad, I was niver in such foine company before in all me life and phraps niver will agin. I was full of meself and all the grand compliments I received, and started away home to tell me owld woman all about it. What do you think she sez to me after tellin her? Mike, ma bouchal, sure tis yerself, I say, that ought long

ago to be wan of these same historic gintelmin." Sure yer a Born Historican already, and ye niver noo it. These same gintelmin only waitin for ye to axe them to become a member—off with yerself the first thing in the mornin and git your frind, Mister Shortass, to have ye enrolled, fearin anywan else will git inside of ye. Be me souksins, Mister Editor, I'm strongly timpted to be a historican, sure enough. Discoursin wan way or another with these gintelmin, after their meetin, they told me a lot of the goins on that I never heard. They sed that a man called wan Mister Pickles, no less, was agoin down to Big Plasenshee next summer and bringin down all the men, women and childre from Noo Brunswick, Sidney and Sang Pierry, thirty thousand all towd, and there goin to put the Park on top of Kassil Hill, for sartin. Be me sowl, sez I, this Mister Pickles, must be a wanderin man, intirely. And who might the gentilmin be, if its not too bowld I'm makin, to axe such a questin. Then they told me his ancestors belonged to a place called Bannickburn, where they had parks in galore. A great hero name! Brooce lived near that place wan time. He had a nice side walk right up to his doore, and sure they gev it the

name of Brooce's track. Livin right opposite was wan grand lady called Lake, a poetess. Herself and Mister Pickles are goin down to Big Plasenshee with all the forineers next summer and there goin to write Beautiful Poetry from the top of Kassil Hill. Sure me towney, Tommy Moor, nor Sir Wallace Scott, not to mention my owld frind of poetick fame, Jimmy Murphy, won't be nowhere when these two are done with Kassil Hill and its wondrous sights and movin pictures. Are they bringin there aircplanes with them, I asked. Sure they'll want them to get to the top of Kassil Hill! Is it airc planes, not wan, said they, sure the engine of the new gasleen is goin to haul them up and down? Wan of the gintelmin whispered me, looking around cautiously, he told me that he didn't want for any government offehsil presint to hear what he was tellin me, there goin to be, as sure as eggs, another Frinch invashun of Big Plasenshee. All the sogners, sailors and grand people are goin there to celebrate the Coronashun next summer, from Sang Pierry, bringin lashins of Frinch gin and cogniac manufactured up there. Mister Pickles, himself, is after writin long letters to all the newspapers in Americky, some kind frind frankin the letters for him, tryin to indooce the forineers to go down to Big Plasenshee next summer to be presint at the coronashun which, will take place

On Top of Kassil Hill, and to see all the bewfool sight from that pint of observashun, providen, of course, it won't be a foggy day and won't take place during the caplin skull. Will ye's all be there, I nixt axed a smooth faced gintelmin of the Societe? To be sure we will, Mister Muldoony, he said, in reply to my questin. How can we refuse the ladies who had given us such a presin invitashun; sure there goin to howld a gardin party in the park, and havin lashins of strawberries and cream, by all accounts it's a great place intirely for strawberries and cream, without even the troublin of picken or payin for them. Well, that's all very fine in its way, but how are all the forineers goin to be fed, they'll want something more substansheel than strawberries, and besides they'll have big appetites after climbin up and down Kassil Hill. Sure, sez wan of the gintelmin, eyein and winkin at me, the forineers won't want anything in the way of atein by the time they have got through with the contents of the green coloured boxes which the Frinchmin are bringin from Sang Pierry, be herrine they won't want any atein for a fortnight, the stuff in the boxes will take away all their appetites for atein. Well, gintelmin, sez I, sure

I TOLD YOU SO.

He said he could "fight with a lion who roared In his face"; now he hunts for a dog! Don Quixote must take second place to this knight, What a pity he travels incog. He accredits his rival with Byronic phrase, Compares him to Keats and to Scott; But no one will ever accuse him of such After reading his brave (?) tommy rot.

Yet he dreams Dr. Grenfell will hail with delight This defender of his whale away: And will treasure in scrip-books, gilt bordered and rare, The corner-boy slang of "Fair Play." FAIRER PLAY.

Dan McDonald Won From Young Goteh.

Cape Breton Wrestler Had Little Difficulty Winning the Match. Fredericton, Nov. 15.—Dan McDonald, the Cape Breton wrestler, won the handicap wrestling match from Young Goteh of Philadelphia, at Marysville, to-night, securing the necessary two falls in forty-eight minutes. It was a good exhibition of wrestling, in which McDonald's greater weight and better condition told at all times. He got the first fall in twenty-four minutes with a hammerlock and scissors head hold. The second fall was secured in exactly the same time with another scissors head hold. McDonald's work on the mat created a fine impression, and Young Goteh put up a good defence. The crowd, although small, was enthusiastic, and applauded the wrestlers vigorously. Mike Murphy was referee.

Home's Report.

The S. S. Home reached Bay of Islands yesterday from Battle Harbor. Capt. Blandford sent on the following report to the R. N. Co.:— "Straits free of ice; snow down to a considerable depth; terrific gale last Sunday—heavy sea, steamer badly knocked about but came through without damage. At Battle Harbor the sea have in for ten days. The residents never experienced such a continuance of this kind of weather."

MINARD'S LINIMENT CURES COLDS, &c.

Blouse Flannelette News

That will make Ours the Busiest Department in St. John's.

You will agree that it is quite an achievement to be able to sell spic and span New Fabrics at less than regular price. That is what we intend doing this week when over 3000 yards of the above material will be sold at Factory prices.

Value, 17 cents per yard.

COLLINS'
Price, 11 cents per yard.

P. F. COLLINS,

The Mail Order Man. 340, 342 and 344 Water Street.

Ayer's Cherry Pectoral
1840