

Gram on Plates.

Dressmaker should keep Scrap Book of our Pat- These will be found very ter from time to time. PRACTICAL STYLISH MODEL.



erlok Style, with or With- ed Yoke, For Misses and omen.

ood cloth with velvet col- covered buttons is here model is suitable for ge chevot, velvet, or manes. The style is splendi for general wear and will practical and well fitting. is cut in 5 sizes: 14, 15, 16, 18 years. It requires 4 inch material for an 18

of this illustration mailed on receipt of 10c. in sil- pps.

materials for any of these can be procured from ATRE Ltd. Samples on request. tern number. Mail orders attended to.

NEAT AND BECOMING FOR SCHOOL OR DRES- SY WEAR.



ss With Long or Shorter and with or Without Collar and Trimming.

ewhere with trimming of in blue and red tones will make this desirable model. se would also develop nice- simple finish of self stitch- design is suitable for gala- rson gingham, henrietta, velvet, corduroy, or taffetas. n is cut in 4 sizes: 4, 6, 8 rs. It requires 3 1/2 yards of terial for the 6 year size. n of this illustration mailed s on receipt of 10c. in sil- ps.

ATTERN COUPON. end the above-mentioned per directions given below. No.

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sure to cut out the illus- d send with the coupon, lled out. The pattern can- you in less than 15 days each, in cash, post! not. Address: Telegram Pat- ment.

CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other Medicinal Extracts marks it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:



PORT GREVILLE, C.B., Dec. 27, '09.
Blacking & Mercantile Co's, Ltd.
Dear Sirs,—Please ship by next express, if possible, 3 doz. Mathieu's Syrup. It is the best Cough Mixture on the market. Yours truly,
W. STERLING.

CHURCH POINT, July 31, '08.
Blacking & Mercantile Co's, Ltd., Amherst, N.S.
Dear Sirs,—Nearly one year ago I had my first order of "Mathieu's Syrup" from you. It was not known in this country, and I gave samples to several families whom I knew would use it. After a few weeks I began to have a call for it, and trade has increased wonderfully since. I have not the least doubt but that it will soon be the best selling remedy for coughs, colds, etc., on the market. In my store here sales are good and our people ask for it. Several stores in this county now keep it in stock and report sales increasing. I have bought from you since August 16th, 1907, 4 Gross and have only three dozen or hand at this date, and which I am holding for retail trade in my store. Yours truly,
LOUIS A. McLANSON.

AGAINST HEADACHE there is no remedy so active as Mathieu's Nerve Powders which contain no opium, morphine or chloral. 25 cents per box of 18 powders.

J. L. MATHIEU Co., Sherbrooke, Can- T. G. McURDIO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

WE ARE READY



with the largest and finest stock of Holiday Furniture that we have ever shown.

The Furniture has been selected with the view of having as many exclusive designs as possible, and the finish is the best.

There is assurance of satisfaction if you choose your Xmas Presents from us.

U. S. PICTURE & PORTRAIT CO.
Complete Home Furnishers.



When the Tide Turns.

BY RUTH CAMERON.



"When you get into a tight place and don't know what to do, don't wonder, for you are always in such a tight place. It is the tide that turns." —Harriet Beecher Stowe.

Of all the proverbs that pack our language it seems to me there is none with more real meaning in it than this:

"It's always darkest just before the dawn."

Day before yesterday I had one of those days when nothing happens as it should, when one calamity follows hotly upon the heels of another, in short, "when everything goes dead wrong."

The employment bureau which had promised to send me a first class maid sent out a "latterly and brazen creature who smelt unmistakably of brandy; the maid who was departing avenged herself by breaking my favorite vase; she also left the ice box door open and the cat stole the dinner; I went shopping and found I was just too late to avail myself of a rare bargain in a long-coveted article for which I cannot afford to pay the full price; the postman brought me a bill which was about twice what I expected, and a letter from a dear friend saying that she would have to give up

the visit we had planned; the drainage got stopped up; I walked two miles to interview a maid about whom I heard only to find she had taken a position an hour ago; and bitterest drop of all, I came home so tired and exasperated that I lost my temper completely and finished the day by saying disagreeable things to those I love best in the world.

I went to bed absolutely disheartened and wondering what there was in the world worth living for. That was day before yesterday, and yesterday was a golden day. For, as it always does, the tide having reached its lowest ebb, turned and came flooding in, bearing all sorts of blessings.

I have chronicled these two days so fully because I think they are typical in the lives of all of us. Into every life there comes just about once in so often one of these utterly disheartening days; but isn't it just as sure that a day like this is almost always followed by a day of successes and blessings, of peace and happiness?

When the tide has reached its lowest ebb it simply must turn; "it's always darkest just before dawn."

Nor is this true merely of separate days and of trifling annoyances. It is also true of long periods in our lives and of great sorrows.

The happiest time of my life came to me just after I had emerged from my greatest grief. My most successful year followed one of complete discouragement.

Is to-day one of those days of trial and annoyance for you?

Is this year one of your years of grief and discouragement?

Courage, comrade, try to remember "It's always darkest just before dawn."

Ruth Cameron

HOW TO PRESERVE YOUTH AND BEAUTY.

One great secret of youth and beauty for the young woman or the mother is the proper understanding of her womanly system and well-being. Every woman, young or old, should know herself and her physical make up. A good way to arrive at this knowledge is to get a good doctor book, such for instance, as "The People's Common Sense Medical Adviser," by R. V. Pierce, M. D., which can readily be procured by sending thirty-one cents for cloth-bound copy, addressing Dr. Pierce, at Buffalo, N. Y.

The womanly system is a delicate machine which can only be compared to the intricate mechanism of a beautiful watch which will keep in good running order only with good care and the proper oiling at the right time, so that the delicate mechanism may not be worn out. Very many times young women get old or run down before their time through ignorance and the improper handling of this human mechanism. Mental depression, a confused head, backache, headache, or hot flashes and many symptoms of derangement of the womanly system can be avoided by a proper understanding of what to do, in those trying times that come to all women.



Mrs. G. H. Williams, of Lynchburg, Va., writes: "It is six years since my health gave way. I had female trouble and all the doctors I consulted failed to do me any good. I was not able to do my work, had to hire someone all the time. Finally, I read in the papers about Dr. Pierce's Favorite Prescription and decided to try it. I had not taken but one bottle until I found it had done me good. I took, in all, five bottles of 'Favorite Prescription' and two of 'Golden Medical Discovery,' and now I am able to do all my housework, and have gained fourteen pounds. I advise all women who suffer from female trouble to try your 'Favorite Prescription.' It is the only medicine on earth."

Mr. Isaacs a Pauper.

Hero of Marion Crawford's Novel Has Lost Most of His Money.

Readers of Marion Crawford's famous novel "Mr. Isaacs" and Kingling's "Kim" will welcome the interesting account of the remarkable life of Alexander Maleom Jakobi, the real hero of both of those notable works of fiction, given in The Book Monthly by Frederick W. Heath.

It would be difficult to find in all India, he writes, a more remarkable personality than Jakobi, or to discover in any part of the world a man who has led such an amazing life.

Born at Constantinople, he was at the early age of twelve sold as a slave at the market there, and became the property of a rich pasha. Fortunately the pasha treated him well, and instead of putting him to menial work he encouraged the young Jakobi to take an interest in Oriental literature, philosophy and occultism.

For some years Jakobi stayed in the house of the pasha, and it was during these years that his keenly receptive mind gathered so much of that curious Eastern wisdom that was afterwards to make him one of the leading figures in Anglo-Indian society at Simla.

On the death of the pasha Jakobi

was thrown once more upon the world and caring little what he did or where he went he decided to make the pilgrimage to Mecca.

After the pilgrimage he made his way to Bombay, and having starved there for a while he got a small appointment at the Nizam's court at Hyderabad.

At Hyderabad he learned a great deal about precious stones, and after making a few thousand rupees by the sale of an emerald he boldly set out for Delhi and, established himself there as a jeweler.

At Delhi he prospered amazingly, and soon finding the city too small for him, he moved to Simla and entered the famous Mart. At Simla his real career began.

The charm of his magnetic personality, the strange mystery surrounding so much of his early life, his great wealth and the wonders of his famous house Belvedere, and the marvellous scenes he held all combined to make Jakobi the most eagerly sought after man in Simla.

He became the friend and adviser of viceroys and governors, and he who had carved his way from obscurity and poverty to fame and wealth found himself the leading figure in Anglo-Indian society. But the years of acquiescence were few, for at the very height of his fame there came the tragedy of his life.

It was caused by the sale of the famous Imperial diamond to the late Nizam of Hyderabad. After having paid \$750,000 for the stone on the promise from the Nizam to pay \$1,500,000 for it, the sale was stopped by the Government of India, and in addition to this heavy financial loss Jakobi had to face a legal case in the High Court of Calcutta.

The trial lasted 57 days, and the expenses were so enormous that after it was over, and Jakobi had secured a triumphant verdict, he found himself practically a pauper. He retired to Bombay, where he lives to-day in badly reduced circumstances.

This, in brief, gives the story of the rise and reverse of Jakobi, one of the fullest interest.

If a good looking girl offers it no man is brave enough to refuse to buy a ticket to the concert.

A Child's Waste Clogged Bowels

Makes Them Cross, Peevish, Restless and Feverish—See If Tongue is Coated.

Your child isn't naturally cross, irritable and peevish, Mother! Examine the tongue; if coated, it means the little one's stomach is disordered, liver inactive and its thirty feet of bowels clogged with foul, decaying waste.

Every mother realizes after giving delicious "Syrup of Figs" that this is the ideal laxative and physic for children. Nothing else regulates the little one's tender stomach, liver and bowels so effectively, besides they dearly love its delicious fig taste.

For constipated bowels, sluggish liver, biliousness, or sour, disordered stomach, feverishness, diarrhoea, sore throat, bad breath or to break a cold, give one-half to a teaspoonful of "Syrup of Figs," and in a few hours all the clogged up waste, sour bile, undigested food and contaminated matter will gently move on and out of the system without griping or nausea, and you will surely have a well, happy and smiling child again shortly.

With Syrup of Figs you are not dragging your children, being composed entirely of luscious figs, senna and aromatics it cannot be harmful. Full directions for children of all ages and for grown-ups plainly printed on the package.

Ask your druggist for the full name, "Syrup of Figs and Elixir of Senna," prepared by the California Fig Syrup Co. This is the delicious tasting, genuine old reliable. Refuse anything else offered.

Big Blaze in Brooklyn.

Causes One Million Dollars Damage and Injury to Fifteen Persons.

New York, Nov. 26.—A \$1,000,000 fire was started late yesterday with a series of explosions of chemicals on the ground floor of the five-story building of the Union Sulphur Company in the Williamsburg section of Brooklyn. Of 70 men at work in the building, a dozen on the main floor were hurled in every direction, suffering burns, bruises and broken bones. A series of four other explosions followed in quick order and the building was soon enveloped in the weird blue flames of burning sulphur.

The explosions occurred with such force that eight firemen holding a case upon the flames were thrown into the East River. They were picked up by a police launch, five of them suffering severe burns from the explosion.

The flames swept down a large hay and grain warehouse of the Brooklyn Eastern District Terminal Company. At times the wall of blaze which the wind drove before it was 200 square feet and it licked so close to the giants of the Brooklyn Gas Company, the Pratt and Standard Oil Company, that a series of explosions was momentarily feared.

While the heat blistered the gas and oil tanks and firemen were turning ons of water upon them to keep them cool, employees hurriedly set to work raving off the great storage of gas. Oil and gasoline through pipes which connected with other plants in Long Island city and Green Point.

Fifteen men were removed to hospitals suffering from burns and injuries.

The area of three blocks was wept, though the Brooklyn firemen were aided by New York fire boats and apparatus rushed across the bridges from Manhattan.

Firemen and policemen are searching for bodies through the smouldering ruins.

Eight men are reported missing.

One Dose Makes Indigestion Go.

Hearthburn, Gas, Dyspepsia and all Stomach distress ended with "Pape's Diapiesin."

You don't want a slow remedy when your stomach is bad—or an uncertain one—or a harmful one—your stomach is too valuable; you mustn't injure it with drastic drugs.

Pape's Diapiesin is noted for its speed in giving relief; it's harmless; it's certain, banishing at once the regulating stick, sour, gassy stomachs. It's millions of cures in indigestion, dyspepsia, gastritis and other stomach trouble has made it famous the world over.

Keep this perfect stomach doctor in your home—keep it handy—get a large fifty-cent case from any drug store and then if anyone should eat something which doesn't agree with them; if what they eat lays like lead, ferments and sours and forms gas; causes headache, dizziness and nausea; or attacks of acid and undigested food—remember as soon as Pape's Diapiesin come in contact with the stomach all such distress vanishes. It's promptness, certainty and ease in overcoming the worst stomach disorders is a revelation to those who try it.

STILL CATCHING GOD.—Mr. John Hart, of Perthshire, is still at work catching cod and Saturday was on the ground. With salted squid bait he secured a quintal of large fish.

COLDS CAUSE HEADACHE AND GRIP.

TO THE TRADE!

We have just received full stocks of the following staple lines on which we are prepared to quote Lowest Prices.

50 boxes WHITE SWAN YEAST, 20 cases FORCE.
20 cases WHITE SWAN EYE, 35 cases ROYAL BAKING POWDER.
40 cases FRAY BENTON'S CORNED BEEF, 1's, 2's and 6's.
100 cases BOYER'S TOMATOES, 1's, 2's and 3's.
50 cases Libby, McNeil & Libby ROAST BEEF, 1's and 2's. CORNED BEEF, 1's and 2's.

BAKED BEANS, SOUPS, EVAP. MILK.

VEGETABLES.

600 bags P. E. I. BLUE POTATOES, 25 bags P. E. I. CARROTS.
250 bags P. E. I. TURNIPS, 25 bags P. E. I. BEETS.

50 bags P. E. I. PARSNIPS, 50 cases SMALL ONIONS,
150 bags HARD WINTER ONIONS.

FRUITS.

50 kegs HEAVY GRAPES, 10 cases LEMONS,
10 brls. JAMAICA ORANGES.

APPLES.

150 brls. BALDWIN'S, 50 brls. WAGNERS,
50 brls. STARK'S, 75 brls. Assorted Kinds.

And to arrive Thursday:
180 brls. WAGNERS, KINGS, HALBERT'S, BALDWIN'S, SPIES, etc.
Special prices on 10 brl. lots.

Soper & Moore.
Phone 480.

Maritime Telegraph and Telephone Company, Limited.

CUMULATIVE PREFERRED STOCK.

Dividends at the rate of 6 per cent. per annum are payable 1st of January, April, July and October.

This stock may be exchanged for an equal amount of Common Stock at par at any time by the holder. Thus the holders of the Preferred Stock are afforded an opportunity of sharing in the future prosperity of the Company by securing the Common Stock at a favorable rate should it at any time pay more than 6 p.c. dividends.

PRICE 106, YIELDING 5.66 p.c.

F. B. McCURDY & CO.,

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager,
St. John's

nov28,11

The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

C. A. C. BRUCE, Manager,
St. John's.

IN VARIETY.

ORGANS

FOR

PARLOR,

CHURCH,

SCHOOL

and HALLS.

REDUCED PRICES.

CHESLEY WOODS & Co.

Telegram ads. Give Satisfaction

OUR SHOE SERVICE!

Our Shoes of Quality, all reasonably priced, are ready for all selections.

Shoes that will please you so well that you will come here again and again for Shoes and say good things about us to your friends.

SPECIAL.
Pink, White, Blue and Black Satin Evening Shoes. Price \$3.00.

Also large assortment of Pumps and Ankle Strap Shoes in the following Leathers: Whip-Cord, Black Velvet, Patent Leather and Gun Metal. All prices.

F. SMALLWOOD,

The Home of Good Shoes.

Ladies' Department.

Advertise in The People's Paper.

Asthma Catarrh
WHOPPING COUGHS SPASMODIC GROUP
BRONCHITIS COUGHS COLDS

Vapo-Cresolene

ESTABLISHED 1879

A simple, safe and effective treatment for bronchial troubles, without doing the stomach with drugs. Used with success for thirty years.

The air carrying the antiseptic vapor, inhaled with every breath, moistens breathing pass, soothes the sore throat and stops the Cough, assuring restful nights. Cresolene is invaluable to mothers with young children and a BLESSING to sufferers from Asthma. Send us postal for descriptive booklet.

ALL DRUGGISTS.

Try CRESOLENE TABLETS for the irritated throat. They are simple, effective and antiseptic. Of your druggist or from us, 10c. in stamps.

Vapo Cresolene Co.
60 Cortlandt St., N.Y.
Learning Miles Building
Montreal, Can.