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78c. pair only

50c. pair only

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at 55c. and 60c.

... 18c. yard

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... 30c. yard

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... 17c. yard

... 89c. pair

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Specials every

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CORSETS!

CHILDREN'S. MISSES'. LADIES.
To round out a good season's Corset selling, we have secured a splendid line of Corset Samples and have placed them on sale to-day.

Values up to					
50c.	60c.	85c.	\$1.50	\$2.00	\$2.50
go for					
30c.	40c.	58c.	78c.	92c.	\$1.08

Only a limited number of same sizes.
So as to place a full range of all sizes to choose from, we have reduced all our new stock at Bargain Prices.

40c.	50c.	60c.	75c.	\$1.00	\$1.50
for	for	for	for	for	for
36c.	43c.	52c.	68c.	88c.	\$1.33

Phone 480.

SOPER & MOORE

\$100 BONDS

The attention of investors of small amounts who wish only the safest kind of securities—bonds, is called to our offering of bonds at \$100 denominations.

- Hewson Pure Wool Textile 6's with Common stock bonus.
- Trinidad Consolidated Telephones 6's.
- Stanfield's Limited 6's.
- Nova Scotia Steel & Coal 5's.
- Nova Scotia Steel & Coal 6 p.c. Debenture Stock.
- Maritime Telegraph and Telephone 6's.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.
C. A. C. BRUCE, Manager,
St. John's.

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.

Your Overcoat Exclusive!

Not Another Like It in the Country.

Just arrived:

The LATEST LONDON OVERCOATINGS

We give you an exclusive pattern of the Finest Overcoatings this town has ever seen. It will when made up have the CHAPLIN Style, Fit and Finish.

What the Hall Mark means on Silver, the Chaplin Cut means on clothes.

Call and see them.

CHAPLIN,

THE STORE THAT PLEASES.

decto,s,m,w,t

What Nobody Wants to Do.

BY RUTH CAMERON.



everyday life!

Last summer I frequently had occasion to make a short trip during which I changed from one train to another. The second train always stood on a siding waiting for the passengers. There was usually a large crowd so that all could not get seats. On leaving the first train this crowd divided itself into two groups,—the hot lot of those who were not in the habit of thinking about little things, and those who were. The first group rushed over to the train, jumped on the nearest car and scrambled for seats. The second class walked rapidly along the outside of the train, to the front cars where there was no crowd, then leisurely selected comfortable seats. By the time the overhrow of the first group had managed to make a difficult way down the crowded aisles of the rear cars, they found the front cars fully tenanted by the people who were in the habit of taking thought about the little matters of everyday life. Occasionally I used to look about at the faces of the people in the front part, and almost without exception they were intelligent faces, thoughtful

faces, the faces of men and women who were undoubtedly making their way in the world because they had learned to do something besides follow the leader in the game of life.

There is the best way to do every little thing, whether it be washing dishes, or trying to get a seat in the train, or writing a letter.

There is also a routine way of doing every little thing.

Occasionally these two ways are one, more often they are not.

And the successful men and women are those who use their thinking machines in deciding whether the routine way is the best way, and do not accept it unless it is.

It is easy to do things in the routine way.

It requires effort to think.

That is why "thinking is just what nobody wants to do,"—at first, at least. After you have made the effort a little while, like all good habits, it ceases to be an effort.

The men and women who get the habit of thinking about little things are he men and women who can think to some purpose about bigger things. In business they are the people whose salaries rise as inevitably as the rivers in spring, in the home they are the folks who astonish their neighbours because they accomplish so much so easily.

Do you think? Not just when you are up against it, and have to put your rusty machinery into effectual motion, but every day, every minute, about everything?

It pays.

Ruth Cameron

MAN AND THE SOIL.

Dr. R. V. Pierce of Buffalo, author of the Common Sense Medical Adviser, says "why does not the farmer treat his own body as he treats the land he cultivates. He puts back in phosphate what he takes out in crops, or the land would grow poor. The farmer should put back into his body the vital elements exhausted by labor, or by ill-health induced by some chronic disease." Fund the great value of any Doctor Pierce's Golden Medical Discovery is in its vitalizing power. It gives strength to the stomach and purity to the blood. It is like the phosphates which supply nature with the substances that build up the crops. The far-reaching action of

Doctor Pierce's Golden Medical Discovery is due to its effect on the stomach and organs of digestion and nutrition. Diseases that begin in the stomach are cured through the stomach. A bilious spell is simply the result of an effort made by the liver to catch up when over-worked and exhausted. I have found the "Discovery" to be unsurpassed as a liver regulator and rich blood-maker.

Miss Lavinia Kersley of Perth, Kansas, says: "I will here add my testimony of the effectiveness of your remedy upon myself. I was troubled with indigestion for two years or more. Doctored with three different doctors besides taking numerous kinds of so-called 'stomach cures' but received no permanent relief. I was run down, could not sleep at night with the pain in my chest, caused by gas on the stomach. Was weak, could eat scarcely anything although I was hungry nearly all the time. About one year and a half ago I began taking your 'Golden Medical Discovery,' and after having taken several bottles an entirely new stomach trouble. Can now eat without distress and have gained fifteen pounds in weight. I thank you for your remedy and wish you all success in your good work."

Household Notes.

Butter is best kept in stone jars with stone lids.

A glass of hot milk is a cure for temporary insomnia.

Bread will keep better in a wooden box than in tin.

Salt or alum sprinkled on the carpet will keep insects away.

Shoes will keep in good condition much longer if they are kept in trees.

To keep salt from caking, put a few grains of rice in the salt cellar.

Save old felt hats to make felt insoles for slippers and rubber boots.

Olives, celery and cold macaroni on lettuce leaves make a good salad.

To keep the cork from sticking in a glue bottle, rub it well with vaseline.

A few shreds of candied lemon peel will give a delicious flavor to bread pudding.

A good idea is to wash stockings by themselves in a small tub. This does away with lint.

Piano keys may be cleaned by a soft rag dipped in lemon juice and then in silver whitening.

Some people think the flavour of pumpkin pie much improved by a little quince preserve.

Wiping the shelves with oil of cedar is said to be a good way to keep the mold from books.

Bolled rice covered with grated cheese and baked brown in the oven makes a good luncheon dish.

In taking hot potatoes from the oven cover the hands with a dish towel. This saves many burns.

A good lotion for burns and scalds is lime water and olive oil, applied with a soft muslin rag.

In house decoration the pieces of brass and copperware should be used to light p dark rooms or halls.

If you have no curtain frames, stretch your curtains on a clean carpet to dry, and pin them in place.

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

MATHEU'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:

WESTERN UNION TEL. CO.,
Church Point, N.S., May 9, 1908.
Blacking & Mercantile Coy., Ltd., Amherst, N.S.
Dear Sirs,—Each one gross Mathieu's Syrup to Church Point Station.
LOUIS A. MELANSON.

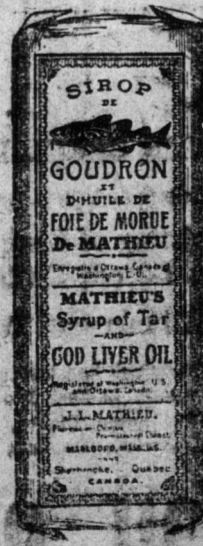
CHARLOTTETOWN, P.E.I., July 27, 1908.
Blacking & Mercantile Co., Ltd.

Dear Sirs,—Yours of the 22nd inst. received re Mathieu's Syrup. I have been using the article in my home for the last seven or eight years, and know of nothing better to use when one is subject to cough or cold. In fact, we would not be without it for twice its value. I have very much pleasure in recommending this article, and in selling it over the island I have the same report from our customers.
CARY EL BROS.,
C. M. RITCHIE.

SYDNEY, C.B., July 20, 1908.
Dear Sirs,—Yours of the 22nd inst. hand asking for testimonial for Mathieu's Syrup. I have handled Mathieu's Syrup for one year, and find it one of the best sellers in a cough medicine that I have ever handled. I am ordering one gross from your travels to-day, as I sold the last bottle in stock yesterday.
DON. J. BUCKLEY, Druggist.

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

J. L. MATHEU CO., Sherbrooke, Canada.
THOR. McINTOSH & Co., Wholesale Chemists and Druggists, St. John's, Nfld.



Installation and Presentation

Last night at the Masonic Temple the installation of officers for the ensuing year for St. John's Lodge, A. F. & A. M., took place, a large gathering of Past Masters and Brethren were present and the installation was conducted by Rt. D. District Grand Master J. A. Chitt assisted by Past Dep. District Grand Master. The officers installed were:

W. Bro. R. A. Brehm, M.D.—P.M.
W. Bro. J. C. Currie—P.M.
Bro. Gladstone Tessier—S.W.
Bro. E. A. Squires (by proxy)—J.W.
Bro. Rev. Canon Smith (by proxy)—Chaplain.

Bro. K. Wright—Treasurer.
Bro. John Jeans—Secretary.
Bro. W. Charles—S.D.
Bro. G. Rabbitts—J.D.
Bro. Randall Jeans—M.C.
Bro. W. G. Currie—G.
Bros. John Windsor and Wilfrid Pippy—Stewards.

Bro. George Morris—Tyler.

At the conclusion of the function Worshipful Master Dr. Brehm was cordially congratulated by D. G. M.'s Chitt and Cowan and the Worshipful Masters of the other Lodges in the city, viz. W. Bros. Rev. Canon Bell, W. R. Warren and Dr. H. E. Rendell. The Dr. heartily thanked all in a happy speech. The retiring Master, W. Bro. J. S. Currie, was presented with a handsome jewel by St. John's Lodge, eliciting kindly and complimentary remarks from the D. G. M. and others.

Past Master W. A. Ellis then asked the D. G. M. to present to the various city Lodges an engraving of Robert Burns, the Poet Laureate of Mother, Kilmwinning Lodge, No. 2, the donor of which is Mr. A. E. Perkins, of that Lodge, who comes here annually, interesting and witty speeches resulted.

Bro. Joseph Phillips, a Past Master many years ago, was enrolled as an honorary member. Mr. John Jeans this time was installed for his 37th term, an unprecedented record. After the ceremonies had concluded the brethren spent a social hour in the banquetting-hall.

Do you think? Not just when you are up against it, and have to put your rusty machinery into effectual motion, but every day, every minute, about everything?

It pays.

Ruth Cameron

Dangerous Practice.

Yesterday afternoon a number of boys and girls could be seen skating on Burton's Pond and Long Pond. There has not been by any means enough frost to make them safe, and those on them yesterday ran a great risk. The ice was very thin, and men passing warned several of the youngsters of their danger but were unheeded. Unless parents keep their children off the ponds until the weather is sufficiently cold to form a strong ice bridge fatal accidents must occur.

More Light.

Our new 40 candle power lamp can supply more light at less cost than any other system of Artificial Lighting. This lamp is especially designed for use with our new ten-cent Slot Meter. Drop ten cents in the slot, and the lamp will run for 32 hours, giving a light of 40 candle power.

Call and get full particulars of our "Special Fitting" Slot Meter proposition, or phone 97.

ST. JOHN'S GAS LIGHT COMPANY,
nov5,ru,rt Bldg of Trade Bldg.

Entertained.

Yesterday afternoon a number of little ones were given a party in the O'Donel Wing of St. Patrick's Hall. A number of the ladies who had to do with the previous night's dance attended to the children who had a good time. Games were at first indulged in after which a sumptuous tea was served. At night a dance was given by Miss L. Higgins to those who assisted her in providing for the children and at the social "the previous night" all enjoyed a very pleasant night.

Here and There.

OPORTO MARKET.—The Fisheries Department had this message from Operto yesterday afternoon:—"Prices are nominal and business is at a standstill."

REMOVED TO HOSPITAL.—A male resident of James Street was removed to the General Hospital last evening in the ambulance. He is suffering from rheumatism.

TRITONIA'S MOVEMENTS.—The Exploits is now frozen over solidly and it is not unlikely that the Tritonia will leave the other side for Botwood to load pulp.

HERRING CARGOES.—The schr. J. B. Young left Bonne Bay for Halifax yesterday, and the S. F. Whitard also left for Gloucester, herring laden. The schooners Oriole and Independence are also left for Gloucester.

SEMI-OBSOLETE.—The condition of Mr. Peter Brown, engineer of the S. S. Nasoppe, and who took ill at a Hudson Bay post the past summer, is at present critically ill and very little hope is entertained by his friends for his recovery.

SCHOONERS BLOCKING HARBOR.—There are now an unusually large number of crafts in the harbor anchored for the winter. Some of them are in the way of steamers going up and down and the Harbour Master has received complaints to that effect.

The S. S. Stephano, Capt. Clarke, leaves late to-night for Halifax and New York, taking Mr. and Mrs. J. Lawrence as saloon passengers. The cabin and state rooms of the ship are being painted and varnished. By the time the steamer reaches New York to be overhauled for her southern cruise the work of renovating the interior portion will be finished.

People who arrived by the Bruce express yesterday say that the season is late for logging operations in excellent fall of snow being about two feet, while it is not too cold. It looked at first as if it would be hard to secure men, but as good help can get from \$22 to \$24 per month with board there may be no shortage of men after all.

Minard's Linalum Cures Colds, Etc.

G. KNOWLING,
HARDWARE DEPARTMENT.

The Perfection

SMOKELESS OIL HEATERS



No. 120, \$4.00

No. 160, \$6.00

No. 230, \$7.20

No. 150, \$5.50

No. 125, \$4.00

No. 270, \$7.75

A PERFECTION OIL HEATER.
NO SMOKE. NO SMELL.

May be used to advantage at any time.

G. KNOWLING.

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NEW YEAR BARGAINS

At GARLAND'S.

We offer the balance of our stock of Fancy Goods consisting of Dressing Cases, Work Boxes, Work Baskets, Writing Desks, Writing Cases, Ink Stands, Photo Frames, Mirrors, Hand Bags, Toilet Cases, Post Card, Scrap and Auto Albums, Jewellery, Watches, Clocks, and a hundred and one other lines at 20 per cent. discount.
Dolls, Dolls' Carriages, Rockers, Horses, Horses and Carts, Rubber Balls, Drums, Tambourines, Magic Lanterns, Mechanical Toys, and a host of others all offered at 25 per cent. discount.

GARLAND'S BOOK STORES,

177 and 353 Water Street.



- Gold Filled Brooches, \$1.00 to \$5.00.
- Solid Gold Brooches, \$2.00 to \$7.50.
- Silver Brooches, 35c. to \$1.50
- Carmen Bracelet, \$4.50 to \$8.00.
- Solid Gold Bracelet, \$10.50 to \$16.00.
- Gold Filled Bracelet, \$7.50 to \$13.00.
- Locketts, \$1.00 to \$7.00.
- G. F. Neck Chains, \$1.00 to \$6.00.
- Solid Gold Chains, \$5.00 to \$7.00.
- Pendants, \$2.00 to \$12.00.
- Hat Pins, 25c. to \$1.50.
- Ladies' Watch Chains, \$5.00 to \$13.00.
- Ladies' Brush Sets, \$4.00 to \$9.00.
- Gent's Watch Chains, \$5.00 to \$13.50.
- Gold Filled Links, \$1.00 to \$5.00.
- Solid Gold Links, \$5.00 to \$6.00.
- Silver Links, \$90c. to \$2.50.
- Fobs, \$3.00 to \$10.50.
- Solid Gold Tie Pins, 80c. to \$6.00.

Engraving Free.

D. A. McRAE,

Watchmaker & Jeweller,
295 Water Street.



"Clan Mackenzie"

SCOTCH WHISKY,
OLD and MELLOW.

In Bottles or on Draught.

HAYWARD & CO.

Advertise in The People's Paper.