

Does Your Office require something new?

Would a fine Roll Top Desk fit that bare space before the window? If so, get one now and make your private room look up-to-date for the coming year's business. Good, quiet, dignified office furniture is a very valuable asset.

Our Showroom carries the finest stock of office requirements that can be found in the city, from a wastepaper basket upwards. Our prices for these goods during the month of January will be just a very little above cost, the reason being that we desire to have as little stock as possible on our lists after stock-taking. This is the business man's opportunity. We invite your inspection, and your inspection means a sale with a bargain.

U. S. Picture & Portrait Co.

DINNA' FORGET

that fire protection is an absolute essential to your welfare and success. Losses multiply every year. Why not decide promptly to take a policy with one of my strong companies at a very low rate?

PERCIE JOHNSON,
Insurance Agent.

Office: Corner Duckworth and Prescott Streets.

Harvey & Co., Limited,

Wish all their Friends in Newfoundland the Compliments of the Season and Prosperity in 1914.

Harvey & Co., Limited.

FRUIT for New Year!

200 lbs. RED APPLES.
50 cases CHOICE VALENCIA ORANGES.
20 cases FLORIDA and JAFFA ORANGES.
10 brls. CHOICE LEMONS.
10 cases CHOICE LEMONS.
20 cases LION BRAND EGGS.
50 kegs SWEET GRAPES.

We are offering Grapes at a very fine price for choice stock. Get our quotation.
Dec. 30th, 1913. **EDWIN MURRAY.**

LET YOUR CHRISTMAS BE CHEERY

SEEDED & SULTANA RAISINS.
CITRON, LEMON & ORANGE PEELS.
BRAZIL, HAZEL, WALL & ALMOND NUTS
SPICES & FLAVORING ESSENCES.
PICKLES & SAUCES.
COCOAS, COFFEES & COFFEE ESSENCE.
FIGS & DATES.
ORANGES, APPLES, GRAPES.
JAMS, JELLIES, SYRUPS.
HUNTLEY & PALMER'S BISCUITS
CHOICEST CALIFORNIA FRUITS.
FINEST IRISH BUTTER.

J. J. ST. JOHN.

Living Up to One's Standard.

By RUTH CAMERON.



To judge one's fellow beings under any condition is presumptuous, out to judge them merely by what they are or have done, without attempting to take into account their environment and especially the standards of their class, is the most irrational and unjust of proceedings.

I once happened to be with a girl who had been brought up in the suburbs of a big city when she paid her first visit to a very small, very primitive country town.

She had never been in such a place before, and when she found how limited was the outlook, how scanty the education and how crude some of the notions of many of these people, she was filled with a vast sense of superiority which she scarcely tried to hide from them. Needless to say, she was not very popular. But that is another story. What particularly interested me was the fact that she FELT that superiority. The opportunities

for culture and education in that little village were about as limited as you can imagine. There were no schools beyond the primary. The library had been only recently established and was very small, and church services were only conducted once in two or three weeks. The simple folks with whom she stayed were the product of such conditions. They were neither above nor below the standard of education in that community—just about on a par.

Now, of course, their visitor was

much better educated than they. But think of the opportunities she had had! Think of her environment and the high standard of education that prevailed in the city where she lived. She was not one whit above that standard of education and she hadn't taken advantage of half her cultural and educational opportunities. Why, then, should she think herself superior to people who had done as well with their opportunities as she with hers, and who stood full as high by the standard of their community as she by the standard of hers.

Again, the girl who has been reared in a class where the standards of feminine morality are high, usually considers that she has a right to look down upon the girls of the street. And yet, many times the girl in the sheltered home has not lived up to her standard any better than the girl of the streets. She has never been guilty of actual immorality because that meant too great a drop from her standard, but she has gone just as far as she dared with her masculine admirers. What right has she, then, to consider herself superior to the other girl who has lived no farther below the standard of her society than the girl in the sheltered home has lived below that standard to which she was accustomed? None whatever.

Before you venture to condemn anybody or to think yourself superior to him in any way, ask yourself how you measure up to the standard of your class or community. Unless you are far above it, you have no right to look down upon him, and if you are far above it you will probably be too big to want to.

Ruth Cameron

Fashions and Fads.

Tulle blouses are much worn. The panier is being revived. Yellow in any shade is fashionable. New sport coats have broad, soft collars.

Colored fans have been restored to favor.

The surplice blouse is very much in favor.

Shirring promises to be a popular trimming.

Very popular are the various tones of red.

Little tots are wearing coats of colored velvet.

Soft white blouses are worn with the tailored suit.

For hair ornaments, peacock feathers are worn.

The minaret hat is the newest edition in millinery.

In neckwear the turndown collar is here to stay.

Simplicity is the keynote of the smartest afternoon gowns.

Waffle checks are one of the newest weaves in cloaking materials.

Fashion indicates the return of ruffles for spring and summer.

The gown that is shirtwaisted in the back has gone out of fashion.

In evening gowns the neck line is cut square, pointed or heart shaped.

The rough coat suit with a marmalade hat has passed out of existence.

Evening wraps are fastened with huge clasps of barbaric workmanship.

It is rumored that buttoned shoes will be most worn the coming spring.

The darker the suit the brighter should be the color used for the blouse.

There is a disposition among the furriers to bring the small muffs into fashion.

Some of the most fashionable women are again wearing large picture hats.

The fan should match the evening toilettee or emphasize a distinctive color note.

Hats with flower trimming and edges of fur are worn by many smart women.

Flowered and printed designs on

Obituary.

MRS. WM. LONDRIGAN.

There passed peacefully away at her home, St. Bride's, on Christmas morning, Kate, beloved wife of William Londrigan. Although in failing health for some time her death came as a sad surprise to her many friends. Her funeral was largely attended at the Church of the Sacred Heart, where the ceremonies for the dead were performed by the Rev. Father O'Callaghan from whose kindly hands she received the last Sacraments. Besides her husband she leaves a father, mother, sister and five brothers and many sorrowing friends to mourn the loss of a kind and faithful heart. In connection with our departed friend it is consoling to know that her short life was well spent. We know that she will not forget those left to mourn, and around the spot where rests all that is mortal of her whom we loved, so well our sweetest thoughts and cherished memories will often linger. Her family circle is sad; her chair is vacant; her friendly voice will be heard no more.

St. Bride's, Dec. 29th, 1913.

CONSTABLE E. MARTIN.

Editor Evening Telegram.

Dear Sir—It is with sadness of heart we record the death of Const. E. Martin who passed peacefully away to the Great Beyond on Christmas morning. For the last two years this dear young man was held victim of that dread disease consumption, and though his sufferings were great yet he bore it patiently and lived his last days submissive to his Divine Father's will; his end was a glorious one. Just before his last breath ebbed out, a beautiful smile came over his face and he was heard to say, "I shall soon be at home over there," and thus did the angels bear his spirit away to the Great Beyond. His funeral took place on Saturday and was largely attended. The S. U. F. paraded before the hearse aided by the band which rendered some very appropriate music, and thus we laid to rest all that was mortal of this dear young man. His father and brothers wish to thank the many friends who sent along wreaths, also those of his friends from Burgeo who sent messages of condolence to them; also to Inspector General Sullivan for his many kindnesses shown. Praying that God's blessing may rest on his aged father and brothers. We bid him adieu till the last trump shall sound and bid the Nations Vse.

Grate's Cove, Dec. 29, 1913.
A. S. F.

white mousseline de sole make very pretty blouses.

Popular and elegant are the hats of dark fur with narrow, close brims in urban shapes.

It is said that the jackets of the new spring suits will reach barely to the hips.

Shoes of patent leather and kid are the most favoured, and heels have a tendency to be very low.

Some dainty evening frocks are made of chiffon-finished tulle, trimmed with lace bouncings.

1914.

We wish all our Patrons, present and prospective, a Prosperous and Bright New Year.

SOPER & MOORE

Ponderous Personages.

JANE ADDAMS.

By GEORGE FITCH.

Author of "At Good Old Slawsh."

America has contained a great many famous women, of whom probably, the Goddess of Liberty and Jane Addams of Chicago, are the most popular at present.

Many an American girl has begun her career with only a plain gown and a Sunday dress and had landed in the White House later on. Thus far, this has been due to their extraordinary sagacity in picking husbands. The first duty of the American woman, who desires to spend four years in the White House bossing the cook, is to marry a man who is a good, honest vote-getter. Miss Addams has ignored this duty for many years; yet she is nearer the White House than many a woman who has gone valiantly forth and married the raw material of a cabinet minister. For, if woman continues to march briskly through custom and precedent as she has been doing of late, some American woman may yet be elected president—and in this case those patriots who desire to represent this nation in foreign diplomatic fields had better become original Addams men.

Miss Addams is not the best known American woman, but could probably get twice as many votes for president as any other. She is a quiet, demure lady who runs a citizens' repair shop in Chicago. Many years ago she went over back of the Chicago river, where the ten commandments were unknown and the statutes of Illinois were only suspected. She has lived there ever since, getting a sort of pattern of successful and sanitary citizenship. The neighbourhood has followed the pattern and now sends out teachers to wrestle with the pinochle sections of darkest Chicago in an effort to bring them up to its standard.

Miss Addams built Hull House, where human beings are renovated at a very small expense. In those days, locomotives, ships and corn planters were designed with great skill, but she citizen was fashioned by father time without any hindrance from any one. Since then, however, it has become the fashion to supervise the designing of citizens with great care, and as Miss Addams was a pioneer in the business, she spends much of her time lecturing, and Hull House is one of Chicago's most popular hotels.

Miss Addams is not as loud as some of our leading prima donnas or several whoops, but some of her quietest remarks have gone around the world several times. She is one of the most successful Americans—but is not rated in Bradstreets.

"What a small bottle of Stafford's Essence of Ginger Wine can do!" From the 10th of this month up to the 24th we sold 1,000 bottles of Essence of Ginger Wine.

This is an average of 66 bottles a day. One 10 cent bottle of this Essence of Ginger Wine makes 3 quarts.

Now "Just a minute," please. 3 quarts makes 126 ounces.

A wineglassful holds 2 ounces. Therefore you obtain 63 glasses of Ginger Wine from one little 10 cent bottle of the Essence, so that by our having sold 1,000 bottles we have provided 63,000 drinks for persons, supposing that only one drink had been taken by every person. This is utterly "impossible" we mean (one drink for each person) because once a person having taken one drink nothing in this world would prevent them from having 5 or 6 more.

The reason is simple. "They know a good drink when they taste it!"

The sales for Stafford's Essence of Ginger Wine has exceeded all other previous years, just the same as— "Stafford's Linctus!" "Stafford's Prescription 'A'" and "Stafford's Phorone Cough Cure" have done.—dec 26, 11

The smart thing in fur is the extra long scarf, made from two or three different kinds of fur.

Bishopric Wall Board.

BEATS LATHS AND PLASTER.

MADE TO LAST.

Bishopric Wall Board is made by imbedding kiln-dried dressed lath in hot Asphalt-Mastic, under a pressure of 500 lbs. to the square inch. The other side of the Asphalt-Mastic is surfaced with smooth, heavy sized cardboard.



COSTS LESS.

Bishopric Wall Board saves 75 per cent. of the labor cost and about a month's time in finishing walls and ceilings. With it there is none of that expense for repairs and re-decorating that you incur so often when plaster cracks or falls.

DRYER AND WARMER.

The layer of Asphalt-Mastic in which the laths are embedded is absolutely air-tight and damp-proof. It blocks all drafts, and keeps the inside of the house dry, warm and cosy.

RAT AND VERMIN PROOF.

These pests find it impossible to gnaw or bore through the tough, gummy Asphalt-Mastic.

EASILY DECORATED.

Bishopric Wall Board is surfaced with heavy sized cardboard, which forms the ideal surface for Wall Paper or Burlap. Artistic panneling adds to its attractiveness.

THE ONLY WALL BOARD MADE WITH LATH

Laths are positively necessary to back up wall board and Bishopric is the only Wall Board that has them. They make it rigid and substantial and prevent it from working, cracking or pulling away at the joints.

INVESTIGATE.

Whether you intend to build or remodel, don't overlook this opportunity to get a better house—at lower cost—in less time—by using Bishopric Wall Board. Ask your dealer for information. Write or phone for sample and descriptive circulars to

G. I. ANDERSON,
AGENT.



ALL

TOYS

and

GIFT GOODS,

at

TREMENDOUSLY REDUCED PRICES

for the next three days.

Alex. Scott

NEW GOWER STREET.