



FALL OVERCOATINGS

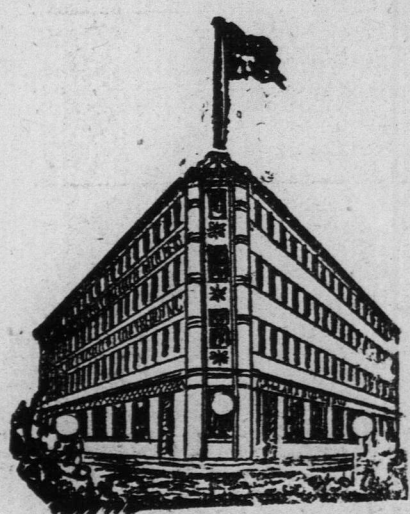
in the season's most approved fabrics are ready for your inspection.

The High Standard, which we have set in past seasons, combined with recently added facilities, enable us to pronounce our Fall Showing

SUPERIOR TO ANYTHING SHOWN ELSEWHERE.

CHAPLIN,

The Store that Pleases.



THE BIG FURNITURE STORE

Superb Display

Carpets, Rugs, Blankets, Canvas, Mats, Quilts, Linoleum, Oil Cloth, Cushion Covers.

Select your Carpet Square now. Hearth Rugs in endless variety. Make any size and price.

The above stock just opened and we would advise you to select your now.

Delays are dangerous. Inspect and be convinced.

CALLAHAN, GLASS & Co., Duckworth & Gower Streets

FOR SALE!

First-class schooner

'GONDOLA'

75 TONS.

Schooner and gear in first-class condition.

A. H. MURRAY.

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.

December Patterns and Winter Fashion Book

NOW ON SALE.

Outposts include 2 cents for postage.

CHARLES HUTTON,
FANCY DEPARTMENT.

Essentials and Non-Essentials.

by RUTH CAMERON.



How much unhappiness, how vast a waste of energy, what a needless friction is caused by the average human being's failure to separate essentials from non-essentials! According to the opinion of a prominent doctor, every human being has a certain definite amount of energy. As he draws upon it, rest and the recuperative powers of nature fill up the depleted reservoirs; but at the best there is never any too much for the demands of our strenuous modern life, and whenever we use energy in an unnecessary or futile way we take away from our supply of energy to deal with essentials.

The nagging woman is an excellent example of energy wasted through failure to distinguish between essentials and non-essentials.

Her husband has certain habits which disturb her. He smokes to such a degree as to injure his health; he frequently forgets to post her letters; he spends more money than she thinks necessary on magazines. Now the first of these habits is a serious thing, something that ought to be stopped, while the other two are mere annoyances. If she distinguishes between them, separated essentials from non-essentials, concentrated her power of protest upon that harmful habit and made up her mind to say nothing about the less essential things, she might make some impression upon her husband. But she doesn't. Instead she nags him fretfully about one thing after another, diffusing her power of protest over

essentials and non-essentials, tiring herself, irritating him, arousing friction, and accomplishing nothing! A friend of mine is fairly wearing herself out in the effort to exact obedience from her two small children. Another friend who has three little ones seems to manage them quite well without any undue use of energy. And the difference is this. The first woman is constantly saying, "Do this," or "Don't do that," to her babies, and then exhausting herself in trying to enforce obedience to all these commands—many of which are in regard to quite unessential matters. The second mother never gives a command unless it is in regard to something distinctly important. In that case, she always enforces it, but in all unessential matters she lets her children alone. And because she is capable of distinguishing between essentials and non-essentials and acting accordingly, she can manage three babies with far less outlay of energy than the other woman requires for two.

Again, a great many women wear themselves out before their time, and some, I doubt not, even lay down their lives, because they cannot distinguish between the essentials and non-essentials in housekeeping.

And I think one big reason why many people fail of happiness in life is simply because they were not intelligent enough to distinguish between what was essential and what was non-essential before they set forth on their quest of success and happiness.

As the reaper winnows the wheat from the chaff, so the wise man soon learns to winnow the essential from the non-essential in every relation of life.

Ruth Cameron

25,000 Miles of Film

Will be the Export Record of Moving Pictures of the United States This Year.—The Immense Industry That Has Developed.

Washington, Nov. 25.—Twenty-five thousand miles of motion-picture film, enough to stretch around the globe at the Equator, will be the export record of the United States in the calendar year, 1913. The United States is the world's greatest manufacturer of motion picture films, probably three-fourths of the entire films of the world being manufactured in this country, both as blank or unexposed film, and as finished films ready for use in the stereopticon.

The rapid increase in this branch of the export trade of the United States resulted in the establishment by the Bureau of Foreign and Domestic Commerce, Department of Commerce, of a

detailed record which shows the quantity, measured by feet, and the value of films exported from the country; the plain film and those ready for use, separately stated; the countries of destination; and the ports through which this distribution is made.

This record shows a total exportation in the nine months ended with September of 65½ million feet of unexposed or plain films to be used in other parts of the world in taking motion pictures, and 23½ million feet of exposed or finished films ready for use in the stereopticon, making a total of 89 million feet during the period. For the single month of September, however, the total was 14½ million feet, and should the remaining months of the year make a similar record, the total exports of the year which ends with next month would be 133 million feet, or slightly more than 25,000 miles. In 1912 the first full calendar year for which figures are shown, the total length of films exported was 62½

million feet, or less than half the prospective total of 1913.

The stated value of the films exported in the nine months ended with September, 1913, is about 3½ million dollars, being \$1,811,000 for the 65½ million feet of unexposed films, and \$1,156,000 for the 23½ million feet of exposed films ready for use in the stereopticon, or an average of 2½ cents per foot for the unexposed and of 7 cents per foot for the exposed films.

England is by far the largest purchaser of films from the United States and applies especially to the unexposed films. Of the 80 million feet of films of both classes exported to the fiscal year 1912, 70 million feet went to England, 5 1-3 million feet to Canada, a little over 1 million feet to

France, three-quarters of a million to the Philippines, over a half million to Newfoundland and Labrador, a quarter of a million to Australia, and slightly less than a quarter of a million to Japan. Most of the films going to Canada, Newfoundland and the Philippines are exposed.

The importation of motion picture films amounts to a little more than a million feet per month, the total for the nine months ended with September, 1913, being 10½ million feet, and for the corresponding months of 1912, 12½ million feet. Nearly all of the imported films are in the finished state ready for use, the import price averaging from 5 to 6 cents per foot. About one-half of the total importation is from France, which supplied approximately 7 million feet out of 14½ million feet imported in the fiscal year 1912. Italy supplied 2½ million feet; England, 2 1-3 million, and Denmark, 1¼ million; while \$4,000 feet came from Japan and \$3,000 feet from India.

Twice Proven Cure for Nerves

Irritable, Hysterical, Sleepless, Dr. Chase's Nerve Food Restores Health.

There is a message in this letter for thousands of women who are suffering from broken-down nervous systems. Sleepless nights, much irritability over little things, spells of dizziness and nervous sick headaches are among the symptoms.

You may not realize the nature of your ailment until nervous prostration comes upon you. But, in whatever stage you find yourself, Dr. Chase's Nerve Food is ready to help you.

Mrs. W. J. May, 88 Annette street, Toronto, writes: "Some years ago I suffered from nervous trouble, and took Dr. Chase's Nerve Food, which completely cured me. About six months ago I received a shock which again shattered my nervous system to such an extent that I was irritable and hysterical, and could not sleep nights. I began to use the Nerve Food again and was not disappointed. Improvement was apparent from the first box, and now I am entirely well." Dr. Chase's Nerve Food, 50 cents a box, 6 for \$2.50, all dealers.

Mustang Killed Riding Master.

New York, Dec. 6.—Smilingly declaring that he could master a vicious mustang that had successfully resisted every attempt to subdue it in the several months it had been in the stables of an up-town riding academy, Ernest Furst, the chief riding master, entered the untamed horse's stall last night. He stroked the beast's side and it remained quiet for a second, then, as he turned to the admiring crowd of visitors and assured them that he had no fear of the result, the mustang whirled and kicked straight at the chest of the riding master. His body crushed through the side of the stall from the impact of the horse's hoofs, and he fell dying at the feet of the onlookers. Furst was dead before an ambulance surgeon who was summoned could reach the stable.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

To Arrive To-Day.

50 kegs **HEAVY GREEN GRAPES.**

50 cases **SILVERPEEL ONIONS.**

In stock:

275 brls. **WINTER APPLES** Kings, Blenheims, Hulseys, Golden Balls, Ribstons, etc.

To arrive this week:

50 bags **CARNSIPS.**

50 bags **CARROTS.**

25 bags **BEETS.**

40 cases **P. E. I. EGGS.**

25 boxes **SEPTEMBER**

Cheese—Twins.

Soper & Moore.

The Poison Needle Mystery.

Newark, N. J., Dec. 6.—Federal as well as state authorities are likely to take a hand in the investigation of the poisoned needle mystery growing out of the experience of Mrs. Marjorie Graff, in a moving picture theatre two days ago.

So far the only arrest is that of the young South American, Armand Megaro, who is held in \$20,000 bail, on an assault charge made by Mrs. Graff, after a man seated near her in a box, jabbed a needle into her arm and she was seized with drowsiness.

The cases of five young women reported to have been victims of an experience similar to those of Mrs. Graff are being investigated by the police of this city, however, and the attention of the federal authorities has been brought to the Graff case, in connection with their inquiry into several white slave cases.

United States assistant district attorney Chas. F. Lynch, said to-day that the government authorities would act if it was shown that a "needle gang" was operating between this state and New York.

Sociological workers here and in New York city have laid emphasis on the Graff case in their public warnings regarding methods of white slavery in procuring girls. They pointed out that hypodermic needles may be bought for 50 cts each, and that degenerates have no trouble in purchasing drugs also.

The police here are at present withholding the names of all the reported victims except Miss Keannille Clark, 19 years, who said to-day she had been attacked in the way Mrs. Graff was. Miss Clark could not identify Megaro as her assailant.

I was cured of terrible lumbago by MINARD'S LINIMENT.

REV. WM. BROWN.

I was cured of a bad case of earache by MINARD'S LINIMENT.

MRS. S. KAULBACK.

I was cured of sensitive lungs by MINARD'S LINIMENT.

MRS. S. MASTERS.

Girls of Sixteen Sold to White Slavers

IN MONTREAL CITY.

Montreal, Dec. 4.—A regular systematized trade in young girls exists in Montreal, conducted by men who appear to succeed without difficulty in evading the police.

Girls, many of whom under sixteen years of age, are lured for and sold daily in the Red Light district and the law appears helpless to put a stop to the traffic.

This was revealed by investigation carried on by a number of citizens who are interested in the crusade to drive from the city the men who prey upon the young and innocent girls. The system has agents who regularly visit the keepers of resorts and offer to procure girls for them for a price. Thousands of girls are sold in this way in Montreal every year; thousands of others, chiefly French-Canadian girls, are sent from this city to various places in the United States under conditions which practically amount to slavery.

ARRESTS MADE.

New developments in the campaign to-day included the issuing of several more warrants for men as a result of information received by Judge Choquet in the Juvenile Court, and a proposal for the holding of a mass meeting of citizens to discuss plans for aiding the movement.

John A. Travesty, 572 Sherbrooke Street East, a commercial traveller, was arrested in Brockville, Ont., on a charge arising out of a story told by a young girl to Judge Choquet.

William Leduc, another resident of Sherbrooke Street East, is already under arrest on a similar charge. Both men pleaded not guilty and are held without bail awaiting trial.

Minard's Liniment Cures Diphtheria.

"LASTING" CHRISTMAS GIFTS!

It is three or four years since we first called attention to bonds and stocks as Christmas gifts. Each year has found a larger number of people giving such gifts. Already orders for this purpose have been booked.

A few moments thought will convince you that such a gift would prove a very acceptable one, and when the time comes around to cut off the interest coupons from the bonds or the dividend cheques are received, one that will be a pleasing reminder of your thoughtfulness.

You can buy such gifts for \$5.00 and upwards. Drop us a line for full particulars; better still, if convenient, drop in and let us talk it over.

F. B. McCURDY & CO.,

MEMBERS OF MONTREAL STOCK EXCHANGE.

Halifax, Ottawa, Montreal, St. John, Sherbrooke, Kingston, Sydney, Charlottetown, St. John's, Nfld, London, E. C.

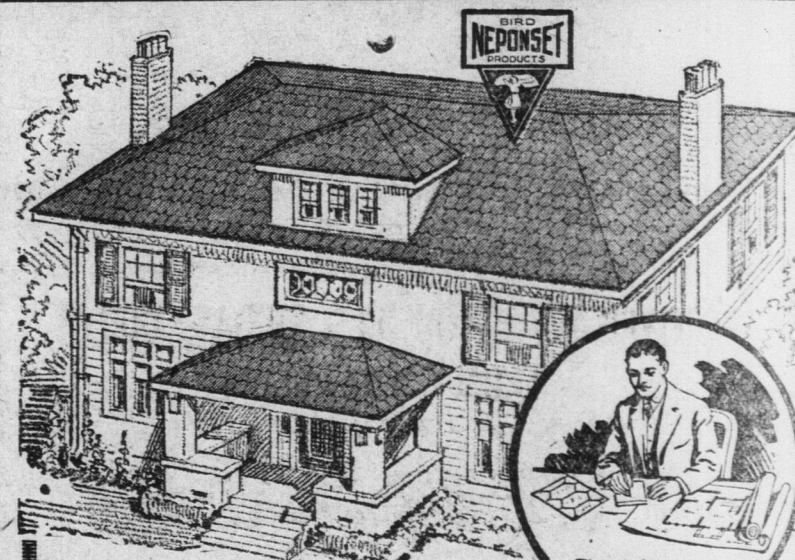
C. A. C. BRUCE, Mgr., St. John's Office.

The Surplus Earned.

In 1912 the Canadian Life earned surplus of \$1,530,667, exceeding by over \$237,000 the earnings of 1911, and by a much larger amount the earnings of any previous year. This is of importance to policyholders, for their Dividends must come from this account.

CANADA LIFE ASSURANCE CO.

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



Roofing As Attractive in Price —As in Color

You'll admit this roof looks attractive—in distinctive colors of red or green. But for most home builders its chief attraction lies in its remarkable economies. Let's begin with its first cost. NEPONSET Proslate Roofing costs less to buy than good shingles. Greatly reduces the cost of repairs. No shingles to split, crack or "curl up." Remember, the shingles of today aren't the shingles of 20 years ago. NEPONSET Proslate Roofing makes a water-tight blanket. And best of all, resists fire—is "spark-proof." Its protection from fire-hazard alone is worth all its cost. Its first cost is its only cost, too. Can you afford NOT to have NEPONSET Proslate Roofing on your roof?

NEPONSET

Waterproof Building Products

Roofings NEPONSET roofings are a fire protection, leak-proof and long lived. Anyone can lay them. NEPONSET Proslate Roofing is for general use. NEPONSET Proslate Roofing is an ornamental roofing for dwellings, attractive colors.

Are you going to build? Write for valuable information about modern ways to waterproof and weatherproof. Send for samples, free booklet and name of nearest NEPONSET dealer.

BISHOP, SONS & CO., LTD.
HARDWARE.

The Improved New Century 22 Calibre Rifle



is good for 100 yards, and hits the mark every time.

One man says: "I shot seventy partridge with less than a hundred cartridges. I never saw a small rifle as accurate as the Improved New Century."

Price \$3.30.

Postage 14c. extra. Also wholesale.

ROBERT TEMPLETON'S.