

Crisco!

A scientific discovery which will affect every home in Newfoundland.

Use in cooking wherever you would use lard or butter.

Crisco is an absolutely wholesome and delicious material made under hygienic conditions from vegetable oils, and contains no animal fats.

It is crisp, flaky—just the proper consistency to make it ideal for creaming in cake or for working into pastry.

Put up in attractive airtight 1½ pound tins with a book of recipes on top of each tin.

BUY A TIN TO-DAY.

Well secured, Ample and increasing earnings of Company, Company's business an absolute necessity. Bonds easily marketed. Bonds yield a good interest return considering class. The bonds we have in mind are the

Bonds with all the features of a Good Investment

Maritime Telegraph & Telephone Co. 6's.

F. B. McCURDY & CO., Members Montreal Stock Exchange.

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

IN THE YEAR 1932

how much will you have accumulated at your present rate of saving? Most men will have little or nothing saved if conditions are at all similar to those of to-day.

Every prominent young man appreciates the wisdom of accumulating for his own benefit at least, and looks forward to an old age of comfort and enjoyment relieved from want and worry. And every thoughtful man endowed with manhood feels that a duty rests upon him to make some provision for others dependent upon him.

The safest, simplest and most profitable way to accomplish all this, and to be sure of a snug competency by the year 1932, is by investing in a Canada Life Endowment Policy for \$5,000 or \$10,000, according to your means and requirements. The policy can be bought on easy instalments and facilities are provided to assist in carrying and enjoying the insurance.

Send in your name and age and let us submit to you a good proposition.

Canada Life Assurance Co.

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

Dainty Shirt Waists!

We are now showing some very attractive designs in Ladies' Silk, Lawn and Muslin Waists, all beautifully made and trimmed. The newest and latest styles are to be found in this magnificent display. A full range of sizes. From 95c. to \$6.50.

U. S. PICTURE & PORTRAIT CO.



THE GOLDEN AGE.

BY RUTH CAMERON.



When future students of history look back to the present epoch I wonder if they won't call it the Golden Age. No I don't mean at all in the sense of the old time Golden Ages. Not the Golden Age of achievement or happiness, but the age of gold worship. The age when anyone is considered "queer" if he doesn't think success and wealth are synonymous. The age when the "best society" is generally accepted as meaning the people with the best bank accounts, irrespective of whether they have any breeding, morals or intelligence. Above all things the age when no conversation between average people last more than five minutes without one party or the other bringing in some reference to his possessions or his friends' possessions, or the possessions he used to have or hopes to have. At a house where I once took my breakfasts one woman used to regularly regale the breakfasts with remarks like these: "Well, I'm going to take my husband's twenty dollar panama up to town to be reblocked." "What do you think, my husband's forty-five dollar raincoat has worn through in two places, and he has only had it a year!" "Does anyone know of a good place to have rings reset? I am so afraid of the jeweller's substituting inferior stones. You know I have to be care-

ful on account of my twenty-five hundred dollar emerald." This woman was such a flagrant worshipper of the golden calf that the rest of the boarders used to joke about the twenty dollar panama and the forty-five dollar raincoat, etc. And yet I noticed that, though we were somewhat more subtle about it, we also were prone to fustigate similar references to our possessions into the conversation. A young man from New York married a girl whose home was in Bermuda, and on all the wedding presents which were sent there he had to pay duty. So every time the subject of customs came up he would tell his experiences and enumerate the gifts. "There was a silver service that must have cost at least five hundred he would say, and a set of hand-painted china that was worth between three and four hundred—," etc., etc. We used to wonder how the values he gave us compared with those he quoted to the customs inspector. Now this man pretended to be down on the tariff. He should have been grateful to it. Just think of the chances it gave him to blow about those gifts! "How prosperous Mr. A. looks," I heard one woman say to another, "does he make a great deal of money?" "No, he doesn't," said the other woman, "but he manages to look as if he did. That's the next best thing, isn't it?" To future students of the Golden Age I recommend this motto of the age as the best key to it. "To have money or to appear to have it is the whole duty of man."

Ruth Cameron

WOMAN'S WISDOM.

The worried mother wakes up to hear her baby's heavy breathing—a little cough—perhaps the croup or whooping cough. She does not want to send for the doctor when perhaps the trouble does not amount to much. Finally she thinks of that medical book her father gave her, The Common Sense Medical Adviser, by R. V. Pierce, M. D. She says "just the thing to find out what is the matter with the little dear." Two million households in this country own one—and it's to be had for only 31c. in stamps—1,000 pages in splendid cloth binding. A good family adviser in any emergency. It is for either sex. This is what many women write Dr. Pierce—in respect to his "Favorite Prescription," a remedy which has made thousands of melancholy and miserable women cheerful and happy, by curing the painful womanly diseases which undermine a woman's health and strength.



Mrs. ZUBERT AND BABY.

"My desire is to write a few lines to let you know what your valuable medicine has done for me. I am Mrs. MARGARET ZUBERT, of 223 S. Benton Street, Baltimore, Md. "Before the stork came to our house I was a very sick woman. I wrote for advice which was kindly given and which made me a different woman in a short time. After taking the first bottle of 'Favorite Prescription' I began improving so that I hardly knew I was in such a condition. I did my own housework, washing and ironing, cooking, sewing, and the worst of all nursed three children who had whooping cough. I hardly knew of the advent ten minutes before—so easy was it. The baby is as fat as a butter-ball. Dr. Pierce's Favorite Prescription is the best medicine for any woman to take when in this condition. I recommend it to all my friends."

Fashions and Fads.

Most all evening gowns have extended trains. The train may form an integral part of the gown, or it may hang as a separate appendage from the waist line. Most of the winter costumes can be made with two or more waists. There can be one waist for morning, one for afternoon and one for informal evening affairs. Evening gowns have quite correct pointed or square trains, V-shaped necks, a great deal of fur trimming and the most striking shade used is apricot. The spreading jabots are very much in vogue. They may be square, pointed or rounded, tucked or filled, but they should be made of shadow lace. Muffs are as large as ever, flat and supple and little changed from last year's fashions. A ruby rose on the moleskin muff is bright and looks very smart. Sleeves made of soft flowing material show decided change. The bell sleeve is popular, but it is much modified and not nearly so baggy as it once was. Very smart little bonnets for children are made of plush and trimmed with dull gold or silver lace, embroidered with heavy or worsted flowers. There are sash girdles made of black patent-leather with oval buckles at each end, through which are run sashes of black satin with fringed ends. Kid appears as a trimming on many

of the smart models, but it is not so popular as suede. A pretty frock of dark blue serge has collar and cuffs made of dark red suede. A small shawl of seed pearls which takes the shape of the last initial of the wearer's name holds two ends of ribbon together at the breast. There is no doubting the craze for artificial flowers. They are used in every possible way on all occasions. No one flower predominates in popularity. Correct footwear is as follows: Patent leather with gray tops for coatsuits, tan only for stormy days and large buckled slippers for afternoon wear. More jaunty hats are decorated with striped ribbon. For instance, a seal brown plush sailor is trimmed with a novelty striped ribbon in shades of brown, orange and red. French plumes in solid and two-toned effects are very much used. Many small hats depend on some ostrich novelty, placed at some odd angle for this decoration. Even though many black or dark tone gowns are worn, the bright colors have gained popularity. Reds are very good, from brick red to the deeper tones of ruby and dark mulberry. The short three-quarter mantles are among the most effective wraps. They are made of fur or velvet and handsomely trimmed with fur. These mantles drop up toward the front and fasten with one large button. The mingling of furs is a noticeable feature of this winter. Mole and musquash, also broadtail and chin-chilla, or black fox or Russian ermine. Red fox has lately become a favorite with the really well dressed. Sleeves in different material from any part of the dress are a novelty and most charming are the long velvet or damask sleeves which match the dress in color and have soft frills over the hand.

Bruce Passengers.

The Bruce arrived at Port aux Basques at 9:25 a.m. yesterday bringing W. A. McKay, T. Moulton, Capt. S. W. Bartlett, A. Banard, P. Glavine, T. McCarthy, P. and Mrs. White, A. and Mrs. Seaward, Miss Hawco, J. Cashin, A. and Mrs. Strickland, J. P. Chetwynd, W. Hicks, P. J. Pretty, A. Scott, Miss E. Scammell, Miss B. Greene, Miss M. Toward, W. and Mrs. McLeod and J. P. Landry.

IN STOCK!

We have large stocks of Fruit and Vegetables on spot for immediate delivery.

- 5 cases Lemons.
- 50 kegs Heavy Grapes.
- 60 cases Silver Peel Onions.
- 200 bags P. E. I. Turnips.
- 600 bags P. E. I. Blue Potatoes.
- 50 bags P. E. I. Parsnips.
- 25 bags P. E. I. Carrots.
- 25 bags P. E. I. Beets.
- To arrive ex City of Sydney and Stephano:
- 50 cases Fresh Receipt Eggs.
- 200 brls. Winter Apples.
- Hulberts, Wagners, Kings.
- GET OUR PRICES.
- 100 cases Tinned Fruit.
- 200 boxes Dried Fruit.

Soper & Moore

Here and There.

The Fraser Engine is strong and reliable.—nov16,1f

SNOWING ACROSS COUNTRY.—It snowed across country last night and the thermometer recorded 2 degrees of frost.

The Fraser Engine is easily understood.—nov16,1f

UNDER OBSERVATION.—A female resident of Monkstown Road was brought to the Fever Hospital to be observed for diphtheria.

The Fraser Engine is strong and simple.—nov16,1f

GETTING QUICK DESPATCH.—Owing to the collision in Sydney Harbor causing the delay of the ship, the labourers resumed discharging the cargo of the S. S. City of Sydney last midnight in order to get her away today for Montreal.

SEWING MACHINES.—In our great Annual Fall Sale of Pianos and Organs we also include Sewing Machines. The famous Expert B. at greatly reduced prices. CHESLEY WOODS & CO., 144 Water Street.

STEPHANO LEFT.—The Red Cross Liner Stephano, Capt. Clarke, left New York Saturday afternoon for Halifax and this port bringing the largest cargo she has brought here for the season in one trip.

PURSE STOLEN.—A lady who was making purchases at an East End store on Saturday night lost her purse, which was stolen. She has reported the matter to the police, who are now working on the case.

SAILED FOR NAPLES.—The Norwegian steamer Saga, which was running in the ore trade at Bell Island until chartered by Messrs. Harvey & Co., left port on Saturday night for Naples with a large codfish shipment.

Don't take chances with your fine clothes. Have them attended to with care by C. M. HALL, Specialist in Dressing, etc., 243 Theatre Hill. Parcels called for and delivered.—nov18,1f

RETURNING FOR CHRISTMAS.—The Bruce which arrived at Port aux Basques yesterday brought over 90 passengers second class from Sydney. These have been working there for months past, and after spending the Christmas with friends will return.

CONCERT HELD.—While the S. S. Gloucece was coming down the coast this trip a concert which was enjoyed was held in the saloon; vocal and other selections were given by Messrs. Carmichael, Stranger, Archer and others, and Mr. Hanham acted as Chairman.

A PROPOSITION FOR MEN.—If you haven't slipped into your new Overcoat yet, it would be wise and well to examine more of the work made by SPURRELL BROS. This Fall they are making a specialty of Fashionable Overcoats, cut the very latest style, and made up with very pleasing effects. Our work has proved we take second-place to none in Custom Tailoring, and we are ready to prove it with you. SPURRELL BROS., 365 Water St., next door to Parker & Monroe's. Phone 574. nov18,1f

Mr. Business Man

Just you try a glass of

CONVIDO Port Wine

at your lunch. Turns a commonplace meal into a banquet. Unmatched for body and bouquet. At all dealers, cafes, etc.

D. O. ROBLIN, Sole Agent for Canada, Toronto. J. JACKSON, St. John's, Resident Agent.



T. J. EDENS,

151 Duckworth St. and 112 Military Road.

By S.S. "Nascopie,"

50 tons No. 1 TIMOTHY HAY.

300 bags WHITE OATS.

200 bags P. E. I. BLACK OATS.

Due by "City of Sydney,"

500 bags No. 1 Bran, \$1.35 bag.

200 bags HOMINY FEED.

250 bags CORN MEAL.

100 bags WHOLE CORN.

100 bags CRUSHED CORN.

T. J. EDENS,

Duckworth Street and Military Road.

J. J. ST. JOHN.

CHEAPEST IN THE CITY.

Royal Household Flour, Five Roses Flour,

Windsor Patent Flour, Verbenia Flour,

Lakewood Flour, Ceres Flour,

American Beauty Flour.

Ham Butt, Fat Back and Heavy Mess Pork,

Boneless and Plate Beef.

Puncheons, Tierces and Brls. Molasses.

Cases and Brls. Kero Oil, Oats, Bran, Cattle Feed

and Corn Meal.

oct20,1f

J. J. ST. JOHN.

BEEF!

\$16.00 per barrel.

Where?

Bishop, Sons & Co.,

Limited.

The New Humphrey

Intensified Incandescent Gas Lamp.

Using Ordinary Gas Pressure.

The excellent results obtained with the above lamp are worthy the consideration of all business men who desire to obtain the most light at the least cost.

A good example of this system of lighting may now be seen at the West End premises of the Hon. George Knowling, where the new lamps have recently been installed.

We invite comparison, and will be glad of the opportunity to prove the merits of the "Humphrey" Lamp, which we will instal free of charge on trial.

ST. JOHN'S GAS LIGHT COMPANY.

Lumber and Builders' Supplies

Our stocks were never more complete than they are now. Everything from

SILL TO SADDLE

IS OUR MOTTO.

Horwood Lumber Co'y, Ltd.