

**2 Cups of Lowney's Cocoa
Contain 25% More Nourish-
ment than One Large Egg.**

Isn't that a good reason why you should
drink Lowney's at breakfast?

The unit of food value is called a "calorie."

One egg contains 93 calories.

Two teaspoonfuls of Lowney's Cocoa (making
2 cups) contain 118 calories.

When you drink Lowney's Cocoa in the morn-
ing you add to your supply of energy for the
day's work.

In addition to its wholesomeness, you will find
that Lowney's makes the most palatable of drinks.

It is made from the costliest cocoa beans grown
in the tropics, skillfully roasted and blended. Our
Montreal factory is a model for cocoa-making.

Drink a cup or two of Lowney's tomorrow.
Sold by grocers. In tins—10c. to 50c. sizes.

Lowney's shows you how Cocoa ought to taste



**The Best Way to
Make Cocoa**

Mix two even teaspoonfuls of
cocoa with two of sugar. Add 1/2
tablespoonful salt. Mix gradually
with two cups of boiling water.
Stir to a smooth paste. Boil 5
minutes. Add two cups of scalded
(not boiled) milk, and beat with
an egg-beater until frothy.

The Walter M. Lowney Co. of Canada, Ltd., Montreal

A Word to Fathers and Mothers.

BY RUTH CAMERON.

"It is true that I am an alien,
But my son—my son is Themis-
toles."—Euripides.



A mother came
to me the other
day complaining
bitterly about her
eighteen year old
daughter.
It seems that
when the mother
was a little girl
she loved books
and study and
dreamed as her
most precious
dream that some
day she would go
to college. Some day never came. In-
stead she had to give up ever finish-
ing her high school course. It was a
very bitter disappointment and natu-
rally made her prize education even
more highly, as we always do the
good things we miss.

And so it was that when this wo-
man went into a home of her own and
one day they laid her baby girl in her
arms, her first thought was, "She shall
have the finest education in the land."
And so the mother began to dream her
dream of college all over again, for
this precious new incarnation of her-
self.

Of course you know the rest. After
eighteen years of saving and planning
and dreaming on the mother's part, the
girl does not want to go to college.
To her it is unjust and unreasonable
that her mother should insist on tying
her down to four more years of the
study she hates. To the mother it is
the most bitter trial of her life; she
sees her daughter throwing away
what to her is an unspeakable precious
opportunity, and she endures the dis-
appointment of her dreams, a second
time.

Only those who have had some such
experience in their lives can know
how much tragedy is wrapped up in
that simple story.

The extent to which fathers and
mothers enter into their children's
lives is both beautiful and terrible.
It is truly wonderful to see how
much personal pride, how much re-
newed ambition they feel in these
reincarnations of themselves.

There is a woman who lives near me
whose little daughter has a very fine
musical talent. I enjoy hearing the
little girl play, but I enjoy even more
watching the mother's face fairly
glow with happiness as she sits and
rings and listens. The mother has
had many losses and disappointments.
She was bred to a life of culture, luxu-
ry and ease. She is living a pain-
fully narrow and toilsome existence.
And yet, as she sits there rocking and
listening to the second generation ful-
filling her own dreams of musical ac-
complishment, she looks perfectly
happy. I would give much to be able
to paint her portrait then.

Young people, you cannot realize
too keenly how much it means to the
older folks to have you fulfill their
dreams.

But you older folks, you also can-
not realize too well that young peo-
ple have their own lives to live. They
are a part of you, you say. Ah yes,
but remember that they are partly—
and the bigger part, themselves.

Grant that they may be willing and
able to fulfill those unfulfilled dreams
and ambitions of yours.

But grant also that you may have
forbearance and patience and under-
standing when that is not possible.

Ruth Cameron

MAN AND THE SOIL.

Dr. R. V. Pierce, 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 phos-
phate 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." Further, he says, "the great value of my 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. Dis-
eases 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 reg-
ulator and rich blood-maker."

Miss LOTTIE KISLEY 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 num-
erous 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 stom-
ach. 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 Discov-
ery,' and after having taken several bottles am nearly cured of 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.

Cold rain water and soap will re-
move machine grease.

A faded cotton dress can be made
white by boiling it in cream of tar-
tar water.

Hot muffins or rolls that are left
over are delicious when toasted for
breakfast.

When you wish to cut rubber, first
wet the scissors or knife; it will cut
much easier.

If a fire is used constantly during
the day, replenish the coal frequently
and in small quantities.

Peach stains are very difficult to
remove, but try soaking the fabric
in spirits of camphor before wetting.

Mix salt in the starch to prevent
it from being sticky and lumpy—
eleven parts starch to one part salt.

When mica or nickel needs clean-

ing, use vinegar, and if you add a
little salt, it will also clean brass
very nicely.

Baked potatoes will be dry and
muffy if you put a fork at least twice
into each potato to let the steam es-
cape.

Salt, after being dried for the table,
should not be put into the cellar un-
til it has cooled, for it will harden
into a lump.

Pastry and pies should be kept
in a dry place or they will lose their
flaky texture. Never put them in the
refrigerator.

A bowl of quicklime, if placed in
a damp pantry or closet, will absorb
the dampness and any odor that may
be in the closet.

A clean firebrick makes an excel-
lent iron stand. The iron will retain
its heat much longer than if a metal
stand were used.

When the lamp smokes the ceiling
black in one particular spot, it can
be made less conspicuous if rubbed
over with dry whiting.

Very dainty bedspreads can be
made of organdie muslin trimmed
with bands of flowered muslin, in
the form of five-inch panels.

Save all the lard pails. They are
useful in storing sugar, coffee and
rice. And dry greens will keep
clean and dry in these covered ket-
tles.

This Home-made Cough Syrup Will Surprise You

**Stops Even Whooping Cough
Quickly. A Family Supply
at Small Cost.**

Here is a home-made remedy that takes
hold of a cough instantly, and will usual-
ly cure the most stubborn case in 24
hours. This recipe makes 15 ounces—
enough for a whole family. You couldn't
buy as much or as good ready-made
cough syrup for \$2.50.

Mix two cups of granulated sugar with
one cup of warm water, and stir two min-
utes. Put 2 1/2 ounces of Pinex (fifty
cents' worth) in a 16-ounce bottle, and
add the Sugar Syrup. This keeps per-
fectly and has a pleasant taste—children
like it. Braces up the appetite, and is
slightly laxative, which helps end a cough.

You probably know the medical value
of pine in treating asthma, bronchitis and
other throat troubles, sore lungs, etc.
There is nothing better. Pinex is the
most valuable concentrated compound of
Norway white pine extract, rich in gual-
col and all the natural healing pine ele-
ments. Other preparations will not work
in this formula.

The prompt results from this inexpen-
sive remedy have made friends for it in
thousands of homes in the United States
and Canada, which explains why the
plan has been imitated often, but never
successfully.

A guarantee of absolute satisfaction, or
money promptly refunded, goes with the
recipe. Your druggist has Pinex, or will
get it for you. If not, send to The Pinex
Co., Toronto, Ont.

The careful housewife always
weighs the meat, fowl or fish when
it comes home. By this method she
avoids mistakes and probable loss.

One very good method for cleaning
grass stains from linen is to soak
it for a few minutes in kerosene
then wash it in hot water, using
plenty of soap.

Floes that have been stained or
discolored, can be improved if clean-
ed with fine sand and paraffine. It
may be necessary to give them two
or three applications.

When putting in filling of any
kind, remember to toss it in lightly
with a fork; don't pack it in tightly.
If you do, your filling will be heavy
and too solid.

Vienna coffee is made by mixing
one cupful of mixed cream to one
and one-half cupfuls of boiling milk
and pour this into one quart or more
of strained coffee.

Ward's Liniment Cures Burns, Etc.

Underwear!

Colder weather means
warmer Underwear for
men, women and children.

SPECIAL FOR 10 DAYS.

**Ladies' Heavy Fleece Lin-
ed Underwear, high neck,
long sleeve, lace trimmed
Reg. 35c. Sale . . . 29c.**

**Ladies' Cream and White
Fleece Lined Singlets,
full size, special quality,
65c. Sale . . . 42c.**

**15 only Ladies' Wool Sing-
lets, ass'd. sizes. Reg.
\$1.40. Sale . . . 97c.**

**Children's and Misses F. L.
Underwear, Pants and
Vests, 22c., 24c., 26c.,
28c., 30c., 32c. garment.**

**Men's Fleece Lined and
Stanfield's Wool Under-
wear, 45c., 50c., \$1.00,
\$1.20, \$1.40.**

SOOPER & MOORE

The Minister's Wife

BY H. L. RANN.



The minister's
wife is a bunch
of energy, opti-
mism and courage
who is never ap-
preciated at her
full worth until
she and her hus-
band have been
lifted into an ad-
joining county by
the annual con-
ference. She is
then used as an
object of com-
pliment for the benefit of the new min-
ister's wife.

The beauty of the life of a minis-
ter's wife is that she gets a frequent
change of scenery and cook stoves.
If she has good luck, she will be in-
troduced to a new parsonage every
two years, where she can wrestle with
opening plumbing and a leaky roof to
her heart's content.

The chief duty of the minister's
wife is to serve hot meals at all hours
to visiting pastors who have financial
scruples against going to the hotel.
She is also expected to keep her
children looking like little Lord Faunt-
leroy at the Christmas tree, and if a
cobweb creeps into the house the
next caller will make a few casual
remarks about tidiness in the home
and the housekeeping ability of the
former pastor's wife.

The minister's wife gets all the fam-
ily history in circulation in the parish,
together with some which is about to
be circulated. She forgets this as fast
as it is handed to her, and thereby dis-
appoints several worthy and disinter-
ested sisters who would like to see it
weaved into a sermon.

The minister's wife is often mis-
judged. If she goes down to buy a lit-
tle bar of soap she will earn an im-
perishable reputation as a gadder. If
she stays at home and communes with
the darning egg, people will say she
lacks sociability. Nothing but genius
could manage it and come up smiling.

The minister's wife is not allowed to
have any temper or nerves, and the
first display of either will raise grave
doubts as to whether she was ever
converted. Her religion is usually not
noisy, but she will be at the head of
the class in the great day.

Gas is Coal With the Trouble Taken Out.

Gas is really nothing more than coal,
only with gas you have the coal less
the dirt, ashes and smoke. These
have been taken out by the Gas Com-
pany. The weight, too, has been taken
out, for when you use gas you don't
have to carry it up from the cellar in
buckets, straining your back in the
attempt. All of the drudgery has
been removed. The Gas Company has
taken everything out of the coal but
the heat—and that's the one thing
you want. This they deliver to you
right to the burner of your range.
You only have to turn a tap and strike
a match in order to have it.

If your mind is half made up to buy
a GAS RANGE, remove the remaining
doubt by thinking of last summer and
the many days when your kitchen was
like a burning furnace. The gas
range never overheats the kitchen.

Phone the Gas Company, or call at
their showrooms and get full particu-
lars.

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 con-
ditions are at all similar to those of to-day.

Every provident young man appreciates the wisdom of ac-
cumulating for his own benefit at least, and looks forward to an
old age of comfort and enjoyment relieved from want and wor-
ry. And every thoughtful man endowed with manhood feels that
a duty rests upon him to make some provision for others depend-
ent 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 pol-
icy can be bought on easy instalments and facilities are provid-
ed 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.

How to Get 6.66 to 7.60 p.c. On Your Money

The tendency of the times is towards investments yielding a
higher interest return. Preferred Stocks are much in favor by such
investors. We own and offer for sale, in lots to suit purchasers,
blocks of the undermentioned preferred stocks:—

Stanfield's Limited 7 p.c. Preferred.
Nova Scotia Car Works First Preferred.
Nova Scotia Clay Preferred.
North Atlantic Fisheries Preferred.
Hewson Pure Wool Textiles Preferred.

A Common Stock bonus is given with the last two mentioned.
Price and full particulars will be given upon application.

F. B. McCURDY & CO.,

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager,

St. John's.

Handsome Coats and Suits

Just received from the best
of the present day makers.
The Coats and Suits in the
shipment just opened up are
quite out of the ordinary.

Stroll through our Suit
and Skirt Department; note
the new Fall styles. The de-
partment is fairly sparkling
with pretty new designs. The
display is the most complete
and quite the best we have
ever shown.

**U. S. PICTURE and
PORTRAIT CO.**



New Fancy Work Fluffe

A new and altogether novel idea in Art Needlework.
It is simple to work, but gives strong, highly effective and
quick results.

FINISHED WORK ON EXHIBITION.

CHARLES HUTTON,

Fancy Department.

J. J. ST. JOHN.

New Arrivals ex s.s. Stephano.

50 bags TURNIPS, 98lbs. each.

10 boxes KIPPERS.

5 boxes FINNAN HADDIES.

30 baskets GRAPES, about 6 1/2 lbs. each.

Green, Blue and Red, at 50c. basket.

50 bris. APPLES—King's.

60 doz. PANSHINE, the greatest cleanser known,

at 5c. and 10c. tin.

Have you tried BON AMI, at 12c. cake.

FLOUR IS CHEAPER—GET OUR PRICES.

J. J. ST. JOHN.

Advertise in the TELEGRAM