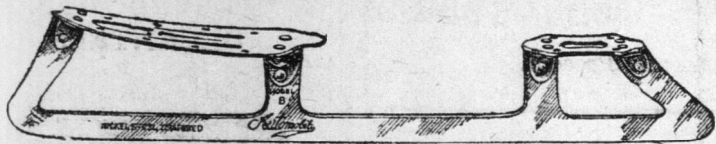


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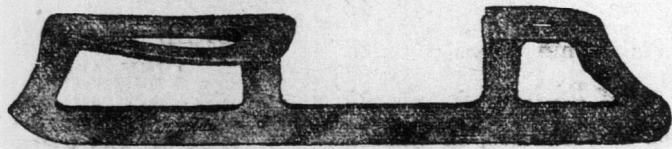
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Await the arrival of the NEW AUTOMOBILE SKATES before you make your choice for 1913. A shipment of these Skates are due to arrive in a few days.



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**We Pay Highest Prices for
Codfish,
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Was the Last Generation Better?

BY RUTH CAMERON.



One of the favorite themes of those backward philosophers who seem to take delight in thinking that the past was far better than the present, and that the world is steadily running down, is to compare the young women of to-day most unfavourably with their mothers. One of the indictments against the women of to-day is that so many of them prefer a professional or business life to marriage.

Another is that even when they do marry they seldom have as large families as their mothers.

Still another is their eagerness for higher education and for interests outside the home.

Now as to whether all these things are really bad, or as to whether they are wholly the fault of those against whom they are charged I am not going to argue you. The point I want to bring out is this—why should the mother be praised and the daughters disparaged when, in nine cases out of ten the older generation heartily approves of the attitude of the new?

For it does. And in many cases the mothers are even more strenuous about it than their daughters.

A young professional woman who has made a great success in her work recently announced her engagement to a young business man who is probably making less money than she. She is going to give up her work when they are married, which will probably be in a few months.

I happened to be sitting with a

group of older women—that highly virtuous last generation who are supposed to represent the normal love of domesticity and the home—when they heard the news.

Were they delighted to hear that this woman was going to give up a professional career for the greater profession of home-making?

On the contrary almost without exception they figuratively threw up their hands in horror.

"To think of her giving up that splendid salary."

"And she had such fine prospects."

"I would certainly have expected more of her."

Such were the comments that this news brought forth.

Again in the matter of race suicide! Surely you have noticed in your own circle of acquaintances how often the prospective grandmother is disturbed instead of pleased when her daughter promises her another grandchild.

Theoretically the old generation believed in large families; actually it seems as if their own experience with the hardships and broken health that a baby every year or two meant, has made them far more keen on small families than their daughters. If the truth were known, I think we should find that again and again it is the mother of the young married woman who advises her most strongly against immediate motherhood.

Perhaps after all there isn't such a very wide gap between these two generations of women, as some folks would have us believe.

Perhaps after all they are both just human beings with human desires for happiness and a tendency to search for it in whatever happens to be the present path of least resistance.

Ruth Cameron

HOW BLOOD IS MADE.

The liquids and the digested foods in the alimentary canal pass through the wall of the canal into the blood. This process is called *absorption* and takes place chiefly from the small intestine. After absorption the blood carries the food through the body, and each cell takes from the blood the food it needs. A pure glyceric extract made from bloodroot, mandrake, stone, queen's root and golden seal root, and sold by druggists for the past forty years under the name of

Doctor Pierce's Golden Medical Discovery,

gives uniformly excellent results as a tonic to help in the assimilation of the food and in the absorption by the blood of the food it requires. Eradicate the poisons from the blood with this alternative extract which does not shrink the white blood corpuscles, because containing no alcohol or other injurious ingredients. Thus the body can be built up—strong to resist disease. This is a tonic taken from Nature's garden that builds up those weakened by disease. Sold by druggists everywhere. Address World's Dispensary Medical Association, Buffalo, N. Y.

Mr. CHAS. FAERBER, Jr., of 282 Woodlawn Ave., Philadelphia, Pa., writes: "I was troubled with my stomach for almost three years. Tried several doctors and most everything anybody recommended to me, but kept getting worse and honestly did not care to live as I was never well even though, at times, I had no pain. My symptoms were as follows: Always tired, my whole body in a throbbing of gas, pain and soreness in the stomach, vomiting, constipation, could not tell what to eat, or what would agree with me, and was melancholy. But after taking Dr. Pierce's Golden Medical Discovery with the Pleasant Pellets it has made me a well man which is something to live for."

CHAS. FAERBER, JR.

Fashions and Fads.

The sapphire is the most popular of beauty's adornments this winter. The long coat of seal is first choice. Tailormade suits of velvet are very chic.

The slashed skirt is a feature of the new gown.

The new moire silk shows a large watered design.

The full-length fur coat is the height of fashion.

The chasuble collar stands high in neckwear fashion.

The old-fashioned ashes of roses is a popular color.

Skunk and ermine come first for sets and trimmings.

A fashion novelty is the colored wool rose on the muff.

Many of the new tailored suits are finished with piping.

The new corsage bouquet is a compact bunch of red berries.

The small hat and the large muff are fashion's fancy this season.

Rhinestones are used as a trimming for the neck of evening gowns.

Sealskin mantles are worn over afternoon frocks of velvet or cloth.

A feature of the newest models is sleeves made of a contrasting color.

Evening gowns are cut very low and filled in with flesh-colored tulle or net.

A very smart coat suit is made of ribbed velvet in tones of black and gray.

One-sided effects are still fashionable in the arrangement of evening corsages.

Chameleons velvets are among the new materials for afternoon and evening gowns.

The street frocks of velvet or cloth are adorned with square buttons of pearl or ivory.

Fashion has gone girly mad.

Scarcely a gown appears without its accompanying sash.

Long coats have slim, straight lines, broad shawl collars.

with their fronts rounded off and Some evening gowns are trimmed with a fringe of chenille from twelve to eighteen inches deep.

Blue fox stands among the first of the fashionable furs, then tailless ermine, sable and sealskin.

Skirts continue rather scant and clinging, but there are many innovations in line and trimming.

Long lace collars in mantle effects are most effective when worn on plain velvet evening gowns.

Low shoes of satin, moire and velvet strapped with jewel buttons or buckles are extremely popular.

Little girls' dresses are cut on simple kimono lines, variety being gained by different trimmings.

Pleated bands of velvet in several tones or fantasies of plumage are a favorite trimming for children's hats.

Huge bows of sapphire and blue velvet make a striking trimming for a luxurious scarf and muff of ermine.

There is a fashion of combining civet cat and sea and leopard and seal. The latter is strikingly effective.

Some of the long Russian Blouse tunics over plain velvet are of fine ribbed gauze and velvet printed in bright shades.

A Presidential campaign no longer upsets finance and industry. It is only the man who claims to be the champion roller skater of the world who needs to worry about the future of his business.

Assay any boy and you will find traces of free milling real estate.

One test of a man's popularity is his ability to wear rubber heels and retain it.

COCOA AS IT SHOULD BE

Grateful-Comforting **EPPS'S** Breakfast Supper

Warmth, strength, nerve, energy, are the results of "Epps's," the perfection of cocoa, in which the sustaining and warmth-producing constituent called cocoa butter is retained in maximum quantity.

Epps's Cocoa years ago set up a standard which remains the standard still—absolute perfection

SALVIA is a Preparation That Will Grow Hair Abundantly.

McMURDO & CO. HAVE IT.

This is an age of new discoveries. To grow hair after it has fallen out today is a reality.

SALVIA, the Great Hair Tonic and Dressing, will positively create a new growth of hair.

If you want to have a beautiful head of hair, free from dandruff, use SALVIA once a day and watch the result.

SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known.

SALVIA is compounded by expert chemists.

Watch your hair if it is falling out. If you don't, you will sooner or later be bald.

SALVIA prevents baldness by fastening the hair to the roots.

Ladies will find SALVIA just the hair dressing they are looking for. It makes the hair soft and fluffy and is not sticky. A large bottle, 50c.

It is to Laugh.

Editor Evening Telegram.

Mr. Editor.—A writer in the Evening Chronicle of yesterday's date signing himself "West End Voter" labours under difficulties apparently to uphold the might and method of Sir E. P. Morris and his combination party. The tone of the effusion is a clear revelation of the manner of mind the writer is, and his readiness to write, and visible excitement in the task points him out as a most interested party supporter of the gang who figuratively recognize Sir E. P. as their foreman.

Mr. Editor, please take the trouble to read this amusing sentence and compare it with the facts as proven, and as Sir E. P. well remembers.

He writes: Now speaking on behalf of hundreds and endorsing the views of thousands of life-long supporters of our honoured and distinguished representative in St. John's West, we wish most emphatically to declare that the people are not tired of Sir Edward Morris.

Just imagine for a moment the truth of the expression, thousands of life-long friends of Sir Edward in St. John's West. They must be dead. Where were the thousands of life-long friends in the fall of 1908? and, again, why did they diminish in 1909? Does "West End Voter" undertake to tell the intelligence of this Island, or even of St. John's West, that Sir E. P. Morris was returned in the last two elections by life-long friends and supporters? Life-long, indeed, Sir Edward can answer that, and that knowledge is disturbing the quiet of his life and wonder and anxiety, not quiet content, is the element that surrounds the Tory Leader at the present time; as proof witness the gyrations of his pet diffuser the "Chronicle."

True Liberals stood apart from him when he befouled his place, and place-hunters and weak admirers leant toward and supported him and the Tory element, never friends, supporters, or admirers took him to their bosom for the time being as a means to an end. Where are they to-day? Echo answers where.

Mr. Editor, let them crack this nut it is sufficient at this date and for present requirements.

Yours truly, CAYENNE.

St. John's, Dec. 11, 1912.

108

NOX A COLD.

And Do It Now.

Immediate action is the saving clause in dealing with a cold. Get after it at the first approach. "108" is not a patent medicine, but a prescription prescribed by an eminent English physician—a specialist on throat and lungs. Have you just a slight touch of cold? Use "108" and prevent further encroachments that may put you down and out. Sold by all first-class Druggists. 25c. per bottle.

Rebuked.

A raw recruit from a remote corner of the Green Isle was engaged for the first time in a field manoeuvre on outpost duty. The sergeant instructed him to look out carefully for the colonel coming to inspect the post.

After an hour he returned and asked the soldier:

"Receiving an answer in the negative he went away, returning later on with the same inquiry, and the same result."

Later the colonel appeared. The recruit did not salute properly, which incensed the colonel, who, as a hint asked him:

"Do you know who I am?"

"Faith, and I do not," answered the recruit.

"I am the colonel."

"Begorra, and you're in for it, then," was the reply. The sergeant's been here asking for yez twice already."

AUTOMOBILES

Within reach of the man of moderate means.
1913 PRICES LANDED OF FORD CARS.

Astonishing value consistent with low price.

Touring Car	\$825.00
Torpedo Runabout	\$750.00
Delivery	\$850.00
Tax or Town Car	\$1,100.00

How can they do it? Well, when you take into consideration the Ford Motor Co. are building 200,000 cars this year, suppose for argument sake they make \$10.00 on each car, that would give them a profit of about two million dollars.

Come up and let us tell you the new improvements on the 1913 line.

PARSONS the Automobile Man,
dec7,12i King's Road.

Soper & Moore

GROCERY DEPT.

Extra Special:

18 gallons Local Damsons.

32 gallons Marsh Berries.

Fresh Partridge Berries.

New Cranberries.

Smoked Salmon.

Kipperd Herring.

New Codfish—good and thick.

Fresh Eggs40c. doz.

800 bags Potatoes.

200 bags Turnips.

DRY GOODS DEPT.

Ladies' Black Wool Hose, extra heavy weight, 35c. for 27c.

Boys' and Misses' Wool Hose, extra heavy20c. pair

SPECIAL:

31 doz. Ladies' New Side Combs, Back Combs, Barrettes and Hair Clips. Reg. 25c. for 19c.

Ladies' Handkerchiefs, Plain H. S., Lace Edge, Fancy Embroidery, 8, 10, 12 and 14c; all for one price7c.

White Lawn Blouses, 5 only doz., assorted patterns, newest styles, \$1.00, \$1.10, \$1.20; now go for83c.

Soper & Moore.

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.

Ask Your Shoemaker

to put

ENGLISH

Oak Tanned LEATHER

soles on your boots.

They wear better, resist the water better, and are more comfortable than soles of Hemlock tanned leather. Whole sale only at

ROBT. TEMPLETON'S.