



If Men Knew How To Lather—
They Would Shave With More Comfort

COLGATE'S SHAVING STICK

The action of the lather on the beard is to remove the oily covering on each hair. Then the water can get at the hair to soften it.

So the one logical place to mix the lather is on the face, where every motion of the brush not only works the lather up but works it in. This Colgate Way—without the cup—makes unnecessary the "mussy" rubbing-in with the fingers. **SOLD EVERYWHERE**

If you wish a trial size, enough for a month's use, use this coupon

COLGATE & CO., Dept. N.T. Drummond Bldg., Montreal.

Please send me a trial size of Colgate's Shaving Stick, in a handsome nickel-plated box. I enclose 4c. in stamps, to defray cost of packing and postage.

Name _____ Address _____



3241N

Week-End Notes.

L. C. M.

It is said that a people are known by their literature. This seems true, for do we not judge the nations of antiquity by their records and by their poets, and are not much of our scholarships based upon the ancient standards of learning?

Every country has its own particular literature, and Newfoundland, being no exception to the rule, has hers also. Among this literature our Quaterlies and Christmas Numbers hold first place, and they have a wide circulation within and without the country. The Christmas Numbers for this season have all been very well edited, and their columns contain many wholesome and timely contributions from our local authors. In illustrations these numbers are quite profuse, and the engraver's art is copiously displayed. This is something of which we should all feel proud; because it has the tendency of keeping the true condition of our country before the eyes of outsiders—for unfortunately Newfoundland has been vitally misrepresented and lamentably misunderstood.

Among the various Christmas magazines the most important are The Bells, The Tribune, The Quaterly, The Cadet and the Commercial Annual. These numbers have occupied a big place in the literary and social life of our community for a long time, and many friends in other countries hail with delight their annual arrival. But a new volume has just been added to the list by which a new spirit has been breathed into our literature, and a finer touch imparted to our art and a sanctity given our writings and the name chosen for this magazine is the ancient one of "Distaff"—first spoken of in the Book of Proverbs (31 and 19).

As a magazine the "Distaff" ranks among the foremost, and its entire contents are of such a character as to elevate the mind and refine the feelings. Its columns reveal the finer touch of woman's soul, and its make-up is a credit to every fair lady interested in it. Our ladies always do things well, and now that they have ventured within the field of journalism it is pleasing to notice that they have so efficiently acquitted themselves. In every detail of their work they have produced the best, and have risen to a higher pinnacle in that temple of esteem in which all women are held.

The "Distaff" is a magazine that brings credit to Newfoundland, and if ten thousand copies of it could be circulated abroad it would do much to remove some of the false ideas which

are held concerning us. The splendid array of photos which grace its pages is sufficient of itself to show the personality of our people; for no one could look at those beautiful ladies, and note their refinement and profile without being convinced that they represent a country well advanced, and a people well informed.

Miss LeMessurier has produced a Christmas Number that makes us all feel more than ever proud of our women and of our land, and one which will stand as a direct contradiction to those who write, or make false statements about this land and its people. Our boys have gained distinction at the front, and their gallantry has brought renown to us at home, and because of their heroic deeds Newfoundland has been relieved of much of the mists that have hung over her. All this is gratifying, and steep as may be the price of the war, the nation will be the stronger for it, and her first-born colonial child should share in the benefits.

It is, therefore, opportune that at such a time as this our literature be of a high order because many people know of us now who hitherto were not so much interested in us. Hence the value of our Christmas Numbers, hence the worth of such a number as the "Distaff." I do not know how many copies were published but if I had the sum of one thousand dollars to spare I would gladly present it to the ladies and request them to issue another edition and distribute it broadcast over the land or broadcast throughout the Empire.

Of all the good work our ladies have done since the outbreak of the war—and they have truly done a great work—no particular branch of it has out-shone this in the direction herein referred to. In an especial manner they have done great service to the country, and by their ability and devotion they have created another lever in the elevation of Newfoundland. They deserve a thousand times "well done" both for their work and for its quality and for its possible good results.

Don't forget Stafford's Essence of Ginger Wine for Xmas. Price 15c. a bottle.—dec16,tf

Black velvet blazer coats are worn with cream-colored wool jersey skirts. Most frocks are loosely girdled at a waist line most becoming to the individual.

Occasionally a blouse which is not transparent is seen, and often it is of white satin.

Here and There.

Ayrshire Bacon and Scotch Beef Ham at ELLIS.

A BIG MAIL.—A large English mail arrived by the cross-country mail and freight last night; also an exceptionally heavy Canadian and American mail. Included in the Dominion mail were upwards of 2,000 parcels.

MISTLETOE just received ex "Durango". BISHOP, SONS & CO., LTD. (Grocery Dept.)—li

ACKNOWLEDGMENT.—The Supt. of the C. of E. Orphanage begs to acknowledge, with many thanks, the following donations towards the Xmas Tree: \$5.00 Mr. A. W. Kennedy, \$5.00 Mrs. Clayton, \$2.00 Mrs. Howe, \$5.00 Mr. Thos. Hallett, \$5.00 Mrs. (Hon.) S. D. Blandford.

DIED AT CURLING.—Mr. Henry Rollings, agent at Curling for J. A. Farquhar & Co., died there yesterday. Deceased was a native of Nova Scotia, but resided on the West Coast for many years, where he was held in high esteem and built up a thriving business for the firm. His demise will be sorely regretted by his many friends.

DURANGO HERE.—The Furness Liner Durango, Capt. Chambers, arrived in port this morning from Liverpool, bringing 1,000 tons of cargo and 50 packages of mail matter. Throughout the passage strong westerly gales and occasional blizzards were encountered, but the ship made excellent headway and made the run in nine days and a half.

MINERS RETURNING FOR XMAS.—Upward of 100 men reached the city yesterday from Bell Island en route to their homes in the outports. Every available carriage in Portugal Cove was requisitioned to convey them to the city. Both companies have ceased operations till after the New Year when work will be resumed with more vigor than ever.

MIDNIGHT MASS.—The interior of the R. C. Cathedral is artistically and beautifully decorated and the time-honored Midnight Mass will be held there to-morrow night, Christmas Eve. His Grace Archbishop Roche will be the celebrant. The C.C.C. band will attend the Mass during which they will render several specially prepared selections. For the first time in this city Midnight Mass will be celebrated this year at St. Patrick's Church, Riverhead.

NEW B and R Rubber Heels.

These Heels are made with a non-slipping Duck Plug and have Real Rubber where the rub comes.



Women's23c. a pair
Men's25c. a pair
Men's ¾ inch thick or whole Heels . .30c. a pair
Sold only at

KNOWLING'S,
East, West & Central Shoe Stores.

dec9,61s,m

PRESENTED WITH PURSE OF GOLD.—Mr. Wm. Cochrane, who celebrated his 50th anniversary as janitor of the Supreme Court, was yesterday presented with a well filled purse of gold. The presentation was made by Mr. W. J. Carroll in the presence of the officials of the Court. The veteran janitor, who was taken by surprise, thanked the donors for the splendid gift and from the bottom of his heart he wished that each and everyone of them would enjoy their Christmas even half as much as he would, and then they would have a very happy Christmas indeed.

REACHED OPORTO.—The schooners Mary and Mildred and Arancia have arrived at Oporto with cargoes of Newfoundland codfish, a message to that effect having been received by the Board of Trade.

Every member of the family should strip his or her bed before coming down to breakfast in the morning.

BALANCE OF OUR STOCK OF

Xmas Toys

AND

Fancy Goods

AT

COST PRICES

THIS WEEK TO CLEAR.

This includes Dolls, Rabbits, Bears, Dogs, Soldiers, Cannons, Gun Carriages, Guns, Swords, Forts, Monitors, Trains, Engines, Wagons, Tools, Furniture, Drawing Slates, Paint Boxes, Dulcemars, Games, Blotters, Jewel Cases, Letter Racks, Trays and a splendid assortment of Photo Frames.

While it has been very difficult for us to obtain cheap toys this season, you can rest assured that you will by the big reductions we have made be enabled to buy these goods here at lower prices than you will get anywhere.

HENRY BLAIR.

Remember our aim is to reduce for you where possible the high cost of living.

Furness Line Sailings

	From	St. John's	Halifax	St. John's
S. S. GRACIANA	Liverpool.	to Halifax.	St. John's to Liverpool.	
S. S. DURANGO	Dec. 13th	Dec. 22nd	Dec. 27th	
S. S. CAMBRIAN RANGE	Dec. 23rd	Jan. 2nd	Jan. 11th	Jan. 14th

The S. S. TABASCO sails for Halifax direct on the 23rd instant.
For freight and other particulars apply to
FURNESS WITHEY & CO., LTD., Water St., East.
dec23,7s,tf

A MERRY XMAS.

TO ONE AND ALL!

GREETINGS!

and

Best Wishes

for a very

Happy Xmas.

James Baird
LIMITED

HANDKERCHIEFS!

LET YOUR

CHRISTMAS GIFTS

—BE—

Handkerch'fs

THIS YEAR.

Excellent variety for Ladies and Children.

Initial Silk for Gentlemen.

S. MILLEY.

Advertise in the Evening Telegram

Ltd.

Mr. Lloyd George

Morning Post (before the late of Government): We have known Mr. Lloyd George; he has been the friend of our friends, before the war he showed no signs of a national policy and no signs of foreign affairs. But when those who learn, . . . not a strategist; he is not an orator; but he is a power that makes for victory; he is a force that the nation may adhere, which may follow. And we believe that he now sees the wisdom of working cordially with the British Government.

The Newspaper "Story"

The Nation (London): Perhaps outside Fleet Street hardly reads what a guileful reptile insinuated into the public mind when Fleet Street about fifteen years ago, began to talk of a "story" instead of a "report" or "article." It then became a writer's or correspondent's duty to tell a "good story," and a good story does not invariably imply truth. The purpose of a report is to give pleasure rather than accuracy, and because the "good story" gives pleasure, the people loved to have it. Under such influence the news of the daily world, with all its local issues and continuous despatches and far-reaching decisions, became a cinema show of startling scenes, rapid, disconnected, melodramatic, and faked. "The wealthy merchant marries the pretty seamstress." "The Hon. Mrs. Bridgewell never dog and parrot." "Lordrey outdates American swank."

One may have either the fitted waist or the straight-lined frock, and be as shapely in one as the other. One piece frocks are as fashionable as the other were and they hang limp and straight from the shoulder.