



Scene from "The Ten Commandments" at the popular STAR Monday Night.

An Ancient Orgy was the worship of the golden calf shown elaborately in 'The Ten Commandments' Cecil B. De Mille's Cinemascope. Estelle Taylor (Mrs. Jack Dempsey) is shown here as Miriam in this greatest of Paramount Pictures.

"LEST WE FORGET"

WE WISH ALL OUR FRIENDS A RIGHT MERRY CHRISTMAS.

THE DIRECT AGENCIES Ltd

nov18, eod, ley

A Happy New Year



SAFETY WITH FLOWERS. Let us book your order now for New Year. Valley Nurseries, Ltd. Shop Phone 1581-1518. Night Phone 2111M-1544J

Some of the prettiest evening wraps have collars of the same material. The felt hat once worn only for sports or business now goes any and everywhere.

### Physique and Diet

Those who have developed the habit of noting the changes that the passing years create, and whose age warranted the exercise of their powers of observation, so far back as fifty or more years ago, can see but little of promise for the future in the physical deterioration of our people that set in about a half century since.

The climatic and avocational conditions imposed on our people call for rugged and sound bodies, and in this respect to-day we, as a people, compare quite unfavorably with our predecessors.

Some attribute the physical decadence of the present generation to the changed living conditions begotten by the advent in our homes of the cook stove. Previously our homes were constructed with large open fireplaces in which cheerful wood fires burned. The good ventilation thus secured assured healthy living conditions that in turn went far in building up healthy bodies. An analysis of the situation, however, would probably fix responsibility for the untoward conditions of to-day upon our dietary regimen.

Only healthy parents may beget healthy children. If the parents' bodies are undeveloped and lacking in physical stamina, the children will inherit a tendency to like characteristics, and it is impossible to conceive of men and women of impaired vitality being blessed with families in which desirable characteristics are in evidence.

Our dietary is too largely restricted to foods whose constituents are almost exclusively starch and fat. The

staples of our daily menu are bread, fat of pork, potatoes, molasses or sugar, tea, oleomargarine. These are all largely carbohydrate in character and lacking in proteid—substances that should be present to the extent of, at least, five per cent. in properly-balanced foods.

It is a surprising thing, in a fish country, that we eat so little fish. Fish would appear to contain the proportion of proteid substance that would make it an ideal "balancer" for many of the staples of our dietary that are of low proteid content.

We would be, in the matter of the proteid starvation that we are subjecting ourselves to, much worse off than we are were it not for the rabbits and the seabirds that are available to us. Rabbits have been of inestimable value to our people and the name of the man—the late Hon. Stephen Rendell—whose foresight was responsible for their introduction, should be held in grateful remembrance by us.

From a health point of view, the conditions in the country to-day are serious, and it is time attention were given to their betterment.

Possibly the most effectual way to do this will be to protect the young, especially the infants, of to-day, from the privations that we ourselves have been subjected to and that have made us less vigorous than our forefathers. Milk is the ideal food for the young but it is highly questionable if even the "milkmaid" contribution of this—owing to the injudicious dietary of the parents—is at all what it should be, and the "condensed" substitute, therefore, so largely used, is probably injurious to children.

## St. John's Meat Co. Limited

We are clearing out the balance of Xmas Poultry at the following prices:

No. 1 Fresh Turkey . . 7 to 12 lbs. 50c. lb.  
No. 1 Fresh Geese . . 7 to 12 lbs. 40c. lb.

Secure one early for your New Year's Dinner.

Our usual choice stock of Prime Beef, Mutton, Pork, Veal, Lamb.

'Phone 800—Note Address—'Phone 800  
176 Water Street.

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There would be no advantage in referring to this matter and thereby possibly creating a sense of uneasiness as to our future physical well-being, unless one could suggest a practicable procedure towards remedying the untoward conditions: to the writer this appears to be possible.

We have to-day in the country about 86,000 sheep and 14,240 goats. As there are in or about 50,000 families in the country this will give 1.75 sheep and 0.28 of a goat per family, and the profits from the keep of such will be, respectively, per year, as follows:

The average yield of wool per sheep is about 5 lbs., so that 1 3-4 sheep per family will give 8 3-4 lbs. wool, which at 25 cents per pound, is worth \$2.19, and the annual value of the lambs therefrom, at \$4.00 per lamb, would be \$7.00—making a total profit per family of \$9.19 from sheep.

Had we a like number of goats, the yield therefrom would be 2 1/2 pints of milk daily which, at 45 cents per gallon, would be worth 14 1/2 cents per day and \$53.53 per year, plus the value of their young which, at \$2.00 per kid, would be \$5.00—making the total yearly profit from goats per family, \$58.08, as against \$9.19 from an equal number of sheep.

If these figures be correct, the total yearly profit from our sheep is \$258,000.00 and from a like number of goats it would be \$2,700,800.00.

But there would be an additional, national, gain derivable from the keeping of goats that may not be estimated in dollars and cents. Goats are remarkably free from disease and absolutely so from any tuberculosis taint. They can be kept, too, at a cost much below that of sheep whilst, all things considered, the profits would be tenfold greater.

In all the thousands of miles of our coast line there are not a dozen settlements where the natural pasturage would not suffice to maintain the number of goats requisite to supply sufficient milk for at least the child population thereof. Milk is the ideal body-building material in child life and will be more effective in warding off any predisposition to Phthisis in later life than almost any other preventive available.

If some steps be not resorted to in the near future to arrest the physical decadence tendency, now in evidence, our expenditures for upkeep of hospitals and sanatoria 25 years hence will be a blighting handicap upon the country's advancement.

Three to four thousand dollars per year from the Grants for agricultural development would, in the course of 10 years, stock the country with herds of goats that would cause a material improvement in succeeding generations that would be of incomparable value from every point of view.

The last Census shows us that of the 14,000 and odd goats in the country, four districts alone possessed slightly over half thereof. It would be interesting were there statistics to show the percentages of Phthisis cases from the several districts, proportional to population, as if the four districts referred to showed up favorably it would be absolute corroborative evidence of the value of the goat.

Goats feed themselves during the open season where even sheep would starve, and in winter their keep is also less costly than that of sheep. Our wild hay, that grows abundantly in many places in nearly every district, makes acceptable winter forage for goats.

Seventy pounds of hay per month is sufficient ration for a goat and for six months this will cost \$4.20 at \$20.00 per ton. Therefore, a goat, giving the small average of 1 1-2 pints per day, will produce milk at a cost of 6 1-4 cents per gallon. A goat giving a fair average yield of a quart per day will produce milk at a cost of 4 2-3 cents per gallon.

Cows eating a ton and a half of hay for winter forage, at \$25.00 per ton, and, yielding 400 gallons of milk per year—about a correct average of the ordinary cow in Newfoundland—produces milk at a cost of 9 1-2 cents per gallon. This latter milk will not be wholly free from tuberculosis taint whilst goat's milk is absolutely so.

It must not, however, be inferred from this statement that the dairy cows kept to supply milk to towns, such as St. John's, St. George's, Brigus and others, will produce milk that may be sold at this price.

It is only one who is familiar with the country generally and notes the prevailing living conditions, that can fully realize how culpably indifferent we are to our own well-being in adhering so persistently to an ill-balanced dietary, the ill-results from which are so apparent.

There are but few families in the country who are equipped to keep a cow, but all could keep a goat or two. There are some thousands of families that keep from 4 to 8 sheep each, but not one will be found to include a goat in the herd, though they cost less to keep and are at least five to six times more profitable in hard cash returns, apart from the vastly greater value that will result from the improved health of all concerned.

Pulpit, press and public should organize an educational crusade to awaken our people to a sense of their dietary blunders.

An unsolvable puzzle to the writer is, that our fishermen who are unusually keen when buying, to see that they get the best possible value for

their money, will without any hesitation yearly purchase thousands of cases of condensed milk, at 50 to 55 cents a can, which gives but a quart of so-called milk when diluted, yet fail to realize that the cost of a single can would provide 4 to 6 gallons of healthy, nutritious goat's milk.  
CORRESPONDENT.

### STOCK MARKET NEWS

(Supplied by Johnston & Ward, Board of Trade Bldg., Water St.)

NEW YORK, Dec. 30.

TO-DAY'S OPENING.

Allied Chem.	113
Baldwin	129 1/2
Brooklyn Gas	75 1/2
Belding	39 3/4
Amesbury	59
Calif. Petrol	33 3/4
Certainated	47 1/2
Chrysler	197
Cuba Cane Sugar Pfd.	41 1/4
Cudahy	95 3/4
New York Central	134 1/4
Delaware & Hudson	151 1/4
Erie 1st Pfd.	45
Fisk Tire	23
Granby Mining	20 1/4
Gen'l Motors	115 3/4
Gen'l Petrol	55 3/4
Gen'l Cigar	115 1/2
Hudson Motors	110 1/4
Imperial Oil	37 1/2
Missouri Pacific Pfd.	88
Marland Oil	59 1/4
Miss. Pacific Com.	39 1/4
North American	62 1/2
Overland	28 1/2
Phillips	46 1/4
Pacific Oil	75 1/4
Ray Copper	11 1/2
Butte	15
Union	180 1/4
U.S. Steel	135 1/2

Abtibi	75
Brompion	28 1/2
Brasilia	82 3/4
Laurentide	87 1/2
Montreal Power	215 1/4
National Breweries	59 1/4
Smelters	179
Shawinigan	168
Steel of Canada	98

WHEAT	
Chic. Dec. New	188
Chic. May New	184.2
Winnipeg May	164.3
Winnipeg Dec.	160
Cotton	20.20

UNION PACIFIC  
November Gross Earnings Second Best For That Month In Road's History—VIII Earn Over \$14 Per Share on Stock This Year—Appreciation In Investments.

BOSTON—Gross earnings of the Union Pacific for November are understood to have been the second best for that month in the history of the road and net operating income will show a large increase over the \$3,894,749 reported for November, 1924.

Union Pacific's results for the second half of this year in comparison with 1924 have been quite different from the first half. Up to May there had been rather large decreases in both gross and net earnings but in that month a turn came. Since August large gains have been made with the result that Union Pacific is now ahead of 1924 in net, although gross is somewhat less.

Indications are for a final balance for the common stock this year in excess of \$14 per share, or virtually the same as last year when \$14.28 per share was reported. This will mark the third consecutive year in which earnings on the common have exceeded \$14 per share.

Advance in railroad stocks generally has meant large appreciation in Union's holdings of stocks of other roads, particularly in New York Central, Illinois Central, Chicago & North

## Majestic Theatre To-day

JACQUELINE LOGAN, in

## 'Flaming Barriers'

NEW YEAR'S DAY—JACQUELINE LOGAN, in Rudyard Kipling's Great Story

## 'The Light That Failed'

Note:—The Pony Contest will close on January 6th.

The Pony will be awarded to the winner on Saturday, January 9.

George Says:

A Few Words at the Close of one of the Most Eventful Years in My Business History 1925

I want to thank my thousands of friends all over the Colony for the liberal patronage extended me, particularly since I moved to my new premises. It will be interesting to you to know that the move has more than justified itself.

My business has been the most successful for years and the satisfaction expressed to me on all sides regarding service and quality of my merchandise, has been most gratifying.

I trust that my advertising will prove as interesting in 1926 as you've told me it has in the past, and would advise you to study it more closely than ever, and remember you can rely at all times on what "George says" being absolutely true, (in the newspapers at least).

Before closing I want to wish each and every one in Newfoundland

A Bright, Happy and Prosperous New Year

Again I heartily thank you.

George F. Kearney

St. John's Leading Hatter and Haberdasher.

Kearney Building, 173 Water Street.

'Phone: 726

P. O. Box: 5299

## 1926

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dec29, 30, jan2

### You Should Entrust

the administration of your Will only to those experienced in such matters.

Administration of Estates is this Company's business, and its officers are especially trained for all duties involved and will be glad to discuss this subject with you.

Appoint this Company to act either as your sole Executor or jointly with your friends.

MONTREAL TRUST COMPANY.

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A. J. Brown, K.C., Vice-Pres.  
F. C. Donaldson, Gen. Mgr.

F. T. Palfrey,  
10 Manager, St. John's

### Fads and Fashions

A black frock of crepe de chine is worn effectively with a silver girdle. There is a high neckline indicated by some of the latest dresses. A soft dripping feather in contrasting shades adorns the small felt hat.

Western and Baltimore and Ohio, including Illinois Central held by the Railroad Securities Co., whose stock in turn is entirely owned by Union Pacific, there has been an appreciation in Union Pacific's holdings in

MINARD'S LINIMENT FOR SORE BACK.