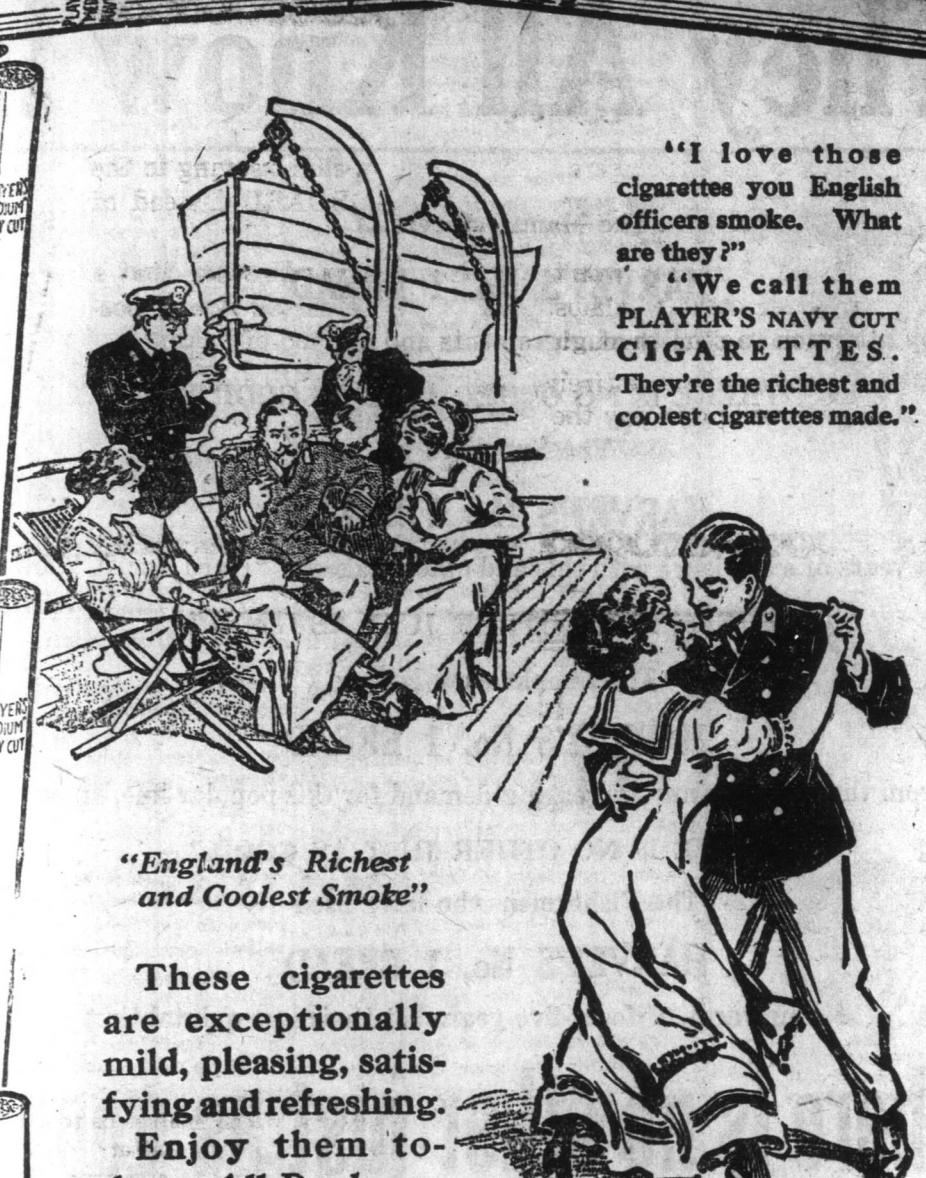




"I love those cigarettes you English officers smoke. What are they?"

"We call them **PLAYER'S NAVY CUT CIGARETTES**. They're the richest and coolest cigarettes made."

"England's Richest and Coolest Smoke"

These cigarettes are exceptionally mild, pleasing, satisfying and refreshing. Enjoy them today. All Dealers.

PLAYER'S NAVY CUT CIGARETTES



High Cost of Living.

It now looks as if the high cost of living had come to stay for a long while. That the commodities of life should be much more expensive now than in pre-war times was to be expected; but that they should have reached present-day standards was neither expected nor can it be justified. It is largely due to profiteering of a most criminal character. Nor is the profiteering done principally in Newfoundland; in that business the nations that are producers have the largest share. For instance, with manufacturers in England making from 40 or 50 to 900 per cent. profits on woollen and cotton goods, how can they be cheap in Newfoundland? On the other hand there are prices here which seem excessive. Take for instance anthracite coal. After a long railway journey from the United States to Ontario, that article is sold there for \$13 or \$14 per ton; whereas in St. John's, after a journey by vessel—formerly a cheaper method, it costs \$29 per ton. The same is true of Sydney coal. Now there may be a satisfactory explanation of this, but on the face of it there surely is room for question. Take again milk—a local product. In New York it sells for 25 cents per gallon. In Quebec the people are incensed when asked to pay 30 or 32 cents; whereas in St. John's it costs 96 cents. Again we ask is that necessary? There are other prices too that look extremely suspicious and it may become necessary for people here to do as they do in other places, viz: simply refuse to pay the prices named. That may entail inconvenience, of course, but in the long run it would bring the profiteers to their senses, and it is difficult to see what other plan will succeed.

In the United States eleven prime articles of consumption, including meats, grains, sugar, etc., the increase from Feb. 1913 to Feb. 1920 has averaged 145 per cent.—ranging from 100 per cent. to 275 per cent. But they have some things less costly, whereas we are faced with exorbitant rates on everything we buy.—Methodist Monthly Greeting, May 1920.

The Prohibition Act.

We are glad to note that on so many of our Circuits active steps have been taken in defence of the Prohibition Act. The action of the Government, also in authorizing the Department of Justice to put under the ban Essences and other concoctions which are shown to be used as beverages, is entirely commendable. We observe with satisfaction that the Inspector General of Police has now been granted access to the records of the Controller's Department, as recommended by the Mass Meeting in the College Hall, and thereby has secured valuable evidence. This is all to the good. The Vigilance Committee is prepared to do its part and invites information from any quarter respecting violations of the Act.

Respecting "Moonshining" we are not greatly concerned. Any community so degraded as to allow that business to go unregulated, accepts its own responsibility for its base conduct, and deserves all the drunkenness that is thus self-inflicted. We have heard indeed of clergymen who rejoice in "Moonshining" because it seems to justify their opposition to the Prohibition Act. Poor deluded souls, let them enjoy their merriment; it will be short-lived. Prohibition is sound in principle and safe in application, and if men seek their own ruin, encouraged by those who will have to give account for their destruction, it is their own concern. We sincerely hope that there is not a member of the Methodist Church in Newfoundland who would not willingly accept the responsibility of reporting "Moonshining" to the proper authorities if made aware of its existence. Our duty is clear; we must stand by our principles at all costs.—Methodist Monthly Greeting, May, 1920.

ATTENTION!

Do you know that about SEVENTY PER CENT. of the coal used in your house is wasted, and that you can prevent a large proportion of waste?

Coal is wasted in two ways. It goes up the chimney in smoke and soot. It is left unburnt in the form of cinders. COALOX prevents the escape of smoke, and by providing an additional supply of oxygen burns up most of the soot and cinders.

Persons who have not used Coalox say that it is all very well in theory but it never works out.

LISTEN! One customer who used COALOX regularly during the past six months had the Sweep in the other day. They knew they were getting more heat from the coal used, but they did not know why until then. There was not any soot in the chimney and the Sweep's fee was easy money for him.

YOU TRY IT and find how it will save YOU money. A can costing \$1.20 treats 1½ tons coal. Also in \$2.50 sizes.

ROBERT TEMPLETON.

Stafford's Drug Store, Theatre Hill, is open every night till 9.30. apr 21/20

Household Notes.

Clean iron bedsteads with a damp cloth and a little cooking soda.

Clean flat silver with the water in which potatoes have been boiled.

Glass quart jars are convenient and tidy for holding dry cereal.

The filling for cracker sandwiches should not be very moist.

A simple sandwich spread is apricots pressed through a strainer.

PILES

Do not suffer another day with itching, bleeding, or protruding Piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a box of ointment, or Dr. Chase's Ointment, at all drug stores. Sample box free if you enclose this paper and enclose 10c stamp to pay postage.

MINARD'S LINIMENT RELIEVES NEURALGIA.

Prepare for Empire Day.

SPORTSMEN

will find a good assortment of Trout Poles, Flies, Reels, Lines, Casts, Waders, Nets, Baskets and all Camping Outfits and Supplies at our Stores.

There is a brisk trade in fishing tackle. Do not leave your selection until too late.

Camping out parties can have their wants supplied and information furnished, and have all their orders carefully looked after at our

Hardware and Grocery Departments.

Phone 11. **Ayre & Sons, Ltd.** Phone 11.

Motor Rugs



Beautiful Brand New **MOTOR RUGS** Now Showing. See Window.

When Daddy goes motoring, in fact when the whole family goes, there is additional comfort with one of those beautiful warmth-giving rugs of ours slung on his robe rail.

We show plain plush and fancy plush rugs, as well as all wool rugs, in shades of navy, green, brown and black, two-tone and many pretty plaid mixtures. The colours alone suggest comfort, and by their ample size, tuck snugly around the happy bunch in the rear seat.

Prices range like this
\$14.00, \$16.50, \$18.00, \$22.00, 25.00

James Baird LIMITED

Mainly About People.

The Hon. Nathaniel Meyer V. Rothschild, son of a member of the famous European banking house, is a handsome, tousle-headed youngster. He is heir presumptive to the present Baron Rothschild, one of the world's richest men. The lad's mother was a famous Hungarian beauty.

The "homeliest woman in England," and possibly the homeliest white woman in the world, is Mrs. Mary Bevan, who has been awarded a \$500 prize because of her homeliness. She looks like a roustabout. Her face is her fortune. Everybody wants to see the homeliest of women. She had no difficulty winning a husband.

The Prince of Wales is a Canadian rancher. He owns 7000 acres in Alberta, which is known as the "E. P." ranch—"Edward Prince." The location is 50 miles southwest of Calgary. The new owner proposes to stock it with shorthorn cattle, thoroughbred horses and Welsh sheep. The young prince will depend altogether upon efficient employees for the success of the ranch, as "kingly duties" will permit of little time for any other occupation.

Rachel Barton Butler had tried ever so hard and failed until "Mamma's Affair" was made Harvard's prize play and New York started talk-

ing. She took a husband, a childhood chum in Cincinnati, O., the actor, Boyd Agin, who has had three years' war service. Her father was a Cincinnati sculptor. She has written many plays.

Alexander Berkman, who was born in Russia 51 years ago, the evangelist of unrest, who attempted to assassinate Henry C. Frick during the Homestead riots of 1892, has spent 18 1-2 years of his 33 years in this country in jail. He joined forces with Emma Goldman and is among the deported Reds. Mr. Frick paid \$10,000 a year

BRICK'S TASTELESS COD LIVER OIL. Price \$1.20 bottle. Postage 20c. extra.

For sale by **Dr. F. Stafford & Son, Wholesale & Retail Chemists & Druggists, St. John's, Nfld.** Write us for Wholesale Prices.

to have this man watched. He is a tramp printer.

Mrs. Mary Anastasia Wilson, who was the chief of the kitchen of the late Queen Victoria, was made a "lieutenant-commander" as head of the United States Navy Cooking School. She went from creole New Orleans to Paris, where the Prince of Wales (later King Edward VII.) discovered her. She became the intimate of the Queen, whose domestic habits often brought her into the kitchen.

Dr. Royal S. Copeland, health commissioner of New York, has brought into the life of a great metropolis a method of living longer that is very simple and may be acquired by everybody. He insists that a laugh is a health promoter and a groan a health destroyer. The comedian who drives away dull care is an excellent physician.

Miss Ida E. Wood, photographic expert; Miss Jean C. Mackie, astronomer; Miss A. J. Gannon, curator of astronomical photographs all at the Harvard Observatory, have discovered a new star. This makes 13 new stars that have been discovered by women at this observatory by women since 1887.

GRAPELADE, the new Jam made by the Welch Grape Juice Co., for sale by T. J. Edens.—MAY 14/20