

Watch your Skin!
It's up to you to look your best

Young girls, old girls, plain girls, pretty girls—don't we all know those days before the mirror when, with a sigh, we turn away and say,
"Gosh—I do look plain!"

On those days when our skin looks bad and won't get right—our noses won't powder—our eyes are dull! We all know them. But wise women watch their skin and at the first sign of something take the best remedy—a dose of

Beecham's Pills

They purify the blood, clear the skin, make you happy, bright and attractive. Sold Everywhere in Canada.

Breaking Up The Home!



You can hardly blame this man for what he is doing, as he is evidently suffering from an attack of Indigestion. It would be much cheaper for him to purchase a bottle of some good Stomach Mixture.

Stafford's Prescription A

would certainly help this man, and any other who would feel like doing the same thing.

The usual symptoms of Indigestion or Nervous Dyspepsia are as follows: Uncomfortable feeling about Stomach after eating, Headache, Nausea, Acid and Bitter Eructations, Langour and Depression of spirits, Irritability of Temper, Tenderness over Pit of Stomach, Bad Taste, Loss of Appetite, Constipation, etc. If you have any of the above symptoms try a Bottle of STAFFORD'S PRESCRIPTION A, and we are certain it will cure you. You can purchase a trial bottle for

30 Cents—5 cents extra for postage.
or large bottle (about three times as large) for 60 Cents—10 cents extra for postage.

AT ALL GENERAL STORES, OR

Dr. Stafford & Son

THEATRE HILL.
Phone: 640. aug 5, 24

"HAIG"

The New Rubber Boot

for
Men and Boys.

All Live Rubber.

Wholesale Price List on Request.

F. Smallwood, The Home of Good Shoes,

218 & 220 Water St.

Sole Agents for "Haig" Rubbers in Nfld.

Skunk trims an ensemble costume of black and gray cloth, enriched with bead-like embroidery—in black and silver.

A crimson waistcoat, embroidered in Persian colors, is worn with a jacket of blue rep, trimmed with squirrel.

Crystal beads and rhinestones are embroidered, with fascinating effect upon a long net tunic, finished with fringe.

Over a slip of black satin is worn a tunic of red-and-black plaided taffeta, finished at hem and wrists with fine piping.

They're Drinking More Than Ever

The American people are drinking more "hard liquor" to-day than they did before the Volstead Act became the law of the land. They consumed over 80,000,000 gallons more in 1923 than they did in 1917, the last year of unrestricted drinking in the United States.

These figures were not given to me by enemies of prohibition, but by officers of the Internal Revenue Department who are attempting to enforce the Eighteenth Amendment. They are based on government statistics and a nation-wide investigation of rum smuggling made by some of the keenest officials in the government service.

Before the coming of prohibition according to government reports, Americans drank 167,740,325 gallons of foreign and domestic whiskies, brandies, gins, and other ardent spirits annually.

To-day smugglers and bootleggers are providing the American people with 195,442,500 gallons of whiskey and "gin" alone. This is a calculation based on official estimates. And to this amount 2,654,566 gallons released on permits and we have a grand total of 198,097,066 gallons of booze consumed annually.

Fully realizing the serious aspect of these figures, I hasten to an explanation of how they are arrived at.

What Every Bootlegger Knows.

The officials of the Internal Revenue Department, who fixed the figure on the amount of liquor smuggled into the country daily—50,000 cases—based their conclusions on personal investigations made over the 10,225 miles of land and water boundaries across which the rum smugglers operate. And they say their figures are conservative. If the daily average is 50,000 cases, the total for the year would be 18,250,000 cases, or 43,980,000 gallons.

In 1923, according to Dr. Doran, head of the section of the Internal Revenue Department which has supervision of industrial alcohol matters, approximately 121,314,000 gallons of denatured alcohol were manufactured in the United States.

E. C. Yellowley, chief of general enforcement agents of the Prohibition Department, who knows more about illicit distilling in the United States than any other person connected with the Government, told me that from 50 to 60 per cent. of all denatured alcohol released by the Government is diverted, redistilled, and used for beverage purposes. If this be true, America is rapidly becoming a gin-drinking nation is likely to question it—60,657,000 gallons of denatured alcohol is being diverted for beverage purposes annually.

Every amateur and professional bootlegger knows that this alcohol, which normally is 190 proof, must be diluted to at least one-half of its original strength before it is palatable. Most "experts" use a 60-40 formula—that is, 60-per cent. water, 40 per cent. alcohol and flavoring, to make "gin." That being the case, 60,657,000 gallons of denatured alcohol which finds its way into the hands of cellar distillers is converted into 151,642,500 gallons of alcoholic beverages.

Now, add the 43,980,000 gallons of liquor which is smuggled across our borders to the 151,642,500 gallons made out of the diverted commercial alcohol, plus the 2,654,566 gallons of permits, and you have 198,097,066 gallons of alcoholic beverages for thirsty Americans.

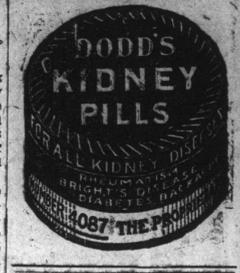
That's over 80,000,000 gallons more than per-Volstead drinkers got away with in 1917.

These figures of course, do not take into consideration the amount of beer, "bock," and wines which are manufactured by home brewers and distillers from one end of the country to the other, nor do they include the "moon" distilled by mountaineers of the South and the "whisky" distillers of the large cities. That the illicit distillers are doing a thriving business is indicated by a statement sent out by Commissioner Roy A. Haynes on March 3. He said: "In 1923 a total of 9,287 illicit distilleries were seized and destroyed, and 1,030 were seized and not destroyed; illicit stills seized and destroyed in 1923 totaled 10,649." He also said that "a total of 1,149,155.71 gallons of spirits were seized and destroyed in 1923."

If the average illicit distillery seized and destroyed in 1923 had a capacity of ten gallons a day (a decidedly conservative estimate), the distilleries were capable of turning out more than 30,000,000 gallons annually. There is no way of estimating the number of stills that are operating without molestation, but it is a pretty safe bet that two escape detection where one is "cut" or destroyed.

Of course the disappearance of beer accounts largely for the increased consumption of strong drinks. Before prohibition, the United States got away with more than two millions gallons of beer annually. Now it consumes less than one million. We are speaking of real beer, not of the pallid imitation. Beer drinkers whose chemistry "demanded alcohol" are getting it from hard liquor.

How to stop the booze leaks is a question which no longer puzzles those who know anything about the inner



workings of the Prohibition Unit of the Internal Revenue Department. There is one sure, simple, and efficient way to put an end to the tremendous traffic in "white stuff," as alcohol is known to the trade, and that is at its source—the permit department.

So long as 121,314,000 gallons of denatured alcohol are being thrown upon the market annually the bootleggers will get theirs. And so long as the bootleggers get their thrifty American will get his synthetic gin.—News Mirror

What Your Eyes Tell

We are told that the eyes of the intellectual man are gray, and it is a fact that most men of genius have gray eyes. Brown eyes are said to express temperance rather than intellect.

Although brown eyes flash with anger, light up with joy, and change swiftly with jealousy, blue and gray eyes can express greater sadness.

Green and black eyes are supposed to be the most wicked. Becky Sharpe's green eyes played an important part in her various conquests.

The vamp in modern fiction usually possesses flashing eyes of either green or black. Actually, there are no black eyes; dark brown or gray eyes have the appearance of being black in certain lights.

First National Pictures

IN A CLASS TO THEMSELVES.

As a result of a special trip made by Mr. A. Weinberger of the Associated First National Pictures Inc. of New York City, to this city last week the popular Star Movie has acquired for their theatre the sole rights for Newfoundland to exhibit these mammoth productions. To the movie patron who is familiar with the doings of the film business as recorded in magazines devoted to such purposes, it is unnecessary for us to dwell at any length on the merits of this well known company's products, as they practically embrace all that may be looked upon as going to make "the big guns" of the business. With such an array of stars as Norma and Constance Talmadge, Anita Stewart, Barbara La Marr, Nazimova, Corinne Griffith, Bert Lytell, Milton Sills, Jackie Coogan, Lew Cody, Percy Marmont and others, the exhibitor has procured for himself a combination that cannot but fail to please any audience.

Last evening "The Marriage Cheat", with Lois Wilson and Percy Marmont, was the attraction, and the large audiences was full evidence that the moving picture people of Newfoundland know a good thing when they see it, as long before the close of the first showing every seat was taken and many were obliged to stand for the second. The picture is so filled with suspense that it never allows the attention to lag for a moment; the story moves swiftly and smoothly, contrasting civilization with savagery, and is acted with a fidelity that is noteworthy. It is being repeated this evening and those who were unable to be present last evening should make a special effort to do so to-day. As will be seen from the ad. on another page, the next First National production is "Circus Days", with the well known Jackie Coogan, further particulars of which will appear in this paper during the week.

After medicine your kiddies should be given—

LIFE SAVERS

they sweeten the mouth

at all stores

GERALD S. DOYLE

Distributor.

HEARD'S LINIMENT FOR RHEUMATISM

"The 9th Commandment"

You see her on Broadway—the pretty, jazz-struck girl, good but only human, hiding something under her gaiety. You'll see her real story in this heart-to-heart drama by the author of "Humoresque." With Colleen Moore, James Morrison, and Eddie Phillips.

AT THE

MAJESTIC

TO-NIGHT

THOU SHAL'T NOT!

BROADWAY—what does it do to the pretty girl who works hard all day and finds her pleasures when the gay lights twinkle? The author of "Humoresque" has put into this story all that made "Humoresque" great. All she wanted was a good time. Did she get it? SEE THIS REMARKABLE SCREEN FEATURE.

MacDonald Asserts His Biscuit Investment IS FOR AUTOMOBILE UPKEEP.

LONDON, Sept. 12.—(United Press)—Prime Minister Ramsay MacDonald made further explanation to-day of how it happened that £30,000 worth of shares of a Scottish biscuit firm were registered in his name.

"I am sick to death because I am obliged to talk about this," MacDonald said in a statement at Lonsdale. "But I must protect an old friend's enjoyment of the knighthood which our sovereign so worthily bestowed upon him."

The Prime Minister then went on to

explain that he and Sir Alexander Grant, the largest stockholder in the cracker company in question, had been poor boys together in Morayshire. They had grown up together and were life-long friends, although they disagreed as to politics.

When MacDonald assumed the Premiership, he explained, his old friend was elated and offered him a Daimler motor car. MacDonald refused, saying he would hire an automobile while Premier, because he "expected to be a poorer man when the Premiership ended." Whereupon Sir Alexander insisted open-handedly upon endowing him with an automobile. Long unwilling to accept, MacDonald explained, he exchanged many letters with his friend, emphasizing

his desire to live simply and saying he did not want an automobile. Finally, however, he was persuaded to permit Sir Alexander to invest £30,000 in his name, the income from which should be the Premier's as long as he kept an automobile, the investment to revert to Sir Alexander upon MacDonald's death.

Purity, mildness and gentleness are three of the pleasing features about Ivory Soap.—adv.t.

A quite adorable coat of green leather is tube-like, but has a slight flare in the region of its deep pockets. Out from under a long, slim bodice of silver lace, swirls godet nothings of very pale amethyst chiffon.

Fads and Fashions.

Very chic are the earrings and matching choker necklaces of smoked imitation pearls.

Some of the most charming dress ornaments are fringed affairs of knitted silk cord.

Punch work and stitching is used in charming effects on the new pumps of patent leather.

Gold tinsel embroidery is tried on a costume of penny-color cloth trimmed with beaver.

A small hat of felt in a rich dahlia shade is trimmed with a flower of the felt at one side.

STEER'S, Limited.

Grand Opening

New Fall Merchandise

Incomparable Values.

New Autumn Millinery, Very Latest Models.

New Fall Coats, from \$14.00 up.

BLOUSES—Attractive Styles in Tricosham and Crepe-Knit, etc.

FANCY HOSIERY.
New English Marl Hose, in fancy mixed shades.
39c. 60c. 75c. and 88c.
Silk and Wool Hosiery, in Black and White mixed, Brown mixed, Fawn and Grey.
\$1.20 per Pair.

TABLE DAMASK BARGAIN.
About 500 yards pure White, Satin finish, in lengths of 1½ to 3½ yards. Bargain price 65c. yard.

Bedspreads by the Pound.
White Satin and Crochet, all perfect goods.
\$1.25 Pound.

STEER'S, Limited.

sep 20, 22, 23