

St. Croix Avis.

75TH YEAR.

CHRISTIANSTED. V. I. U. S. A. TUESDAY 14TH DECEMBER 1920.

No. 289.

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Contribution to this paper will be gladly received when the same deals with matters of general interest, and is accompanied with the author's name, as a guarantee of good faith. The editor cannot be responsible for the views of his correspondents nor does he necessarily endorse them.

ALCOHOL AND CANDY.

That there will be a direct relation between prohibition and an increased consumption of sugar is asserted by a writer in *The American Food Journal*, who observes:

"Alcohol owes its popularity to the same basic causes as gives sugar its widespread use. The taste is attractive (to some people) and its consumption is followed by various physiological results considered (again, according to the individual) more or less beneficial. Alcohol is very quickly taken up and diffused through the system, where its rapid oxidation produces a quick return of energy, with the development of about 11,200 British thermal units per pound of alcohol. Sugar also is quickly assimilated after its preliminary inversion by the digestive agents, and its beneficial effects begin to appear in half an hour, with the greater part of its energy developed within two hours. A pound of sugar thus produces about 6,944 B. T. U. As a pound of sugar (invert) gives rise in fermentation to about 42 pounds of alcohol, it follows that the dynamic energy developed in the oxidation of this alcohol will be only 68 per cent of that given out by the direct combustion of the sugar in the body without the intermediate conversion into alcohol. This indicates the gain in efficiency in the direct consumption of sugar. The quick and enduring energy derived from a sugar diet has been amply demonstrated in numerous experiments and has been fully borne out by experience. The growing popularity of sweetened beverages confectionery, ice cream, etc., has followed closely upon improved me-

thods of manufacture and better facilities for transportation. The United States already consumes annually about 350,000 tons of sugar in confectionery and 136,000 tons in bottled soft drinks. It has been a common observation that those individuals who drink much alcoholic liquor do not care for candy. This is only to be expected, in view of the largely similar functions subserved by the two substances. It is equally evident that a cessation of alcohol consumption is likely to be accompanied by a hunger for sweets as the most nearly allied substitute. The purveyors of sugar-containing specialties, such as candies, soft drinks ice cream sweet crackers, glazed fruits and nuts, should make special efforts to present their wares in attractive and easily available forms so that their use will be even more widely popularized. A decided extension of automatic selling devices which would offer a wide variety of sweetened delicacies at suitable prices will probably prove one of the most advantageous steps in this direction.—*Literary Digest*.—*Louisiana Planter*.

CALL AND SEE OUR STOCK OF Christmas Cards. FOR RENT.

The Property No. 41 King's Street from 1st January 1921.

For particulars apply to

EM. E. SVITZER

Lt. Princess, 2nd Dec. 1920.

Lost

On the centre road one DRIVESHAFT and UNIVERSAL JOINT. Reward if returned to Marine Barracks.

Raporel Line.

THE S. S. "Cupper" sailed from New York Wednesday evening with 130 tons cargo for St. Croix.

The next sailing will be on the 27th inst.

ROBT. L. MERWIN & CO.,

Agents

A BONUS of 113,435,674 Bit per hundred pounds of cane delivered last crop to the St. Croix Sugar Factory will be paid at the Office of the factory WEDNESDAY DECEMBER 15TH, 1920, between 1 and 3 o'clock p. m.

AKTIESELSKABET

ST. CROIX SUKKERFABRIK.

A T the office of the St. Croix Sugar Factory, Christiansted, the coupons for the financial year 1st September 1919-31st August 1920, of the new shares, will be redeemed with 30 per cent of the sum specified in the shares.

AKTIESELSKABET

ST. CROIX SUKKERFABRIK.

Movies. Movies. Movies.

Admission Free Christiansted Theatre WEDNESDAY

Dec. 15, 1920 at 8 p. m. sharp.

PROGRAMME

1. Selection by the Navy Band.
2. 1st Reel of Comic Picture
3. Selection by the Navy Band.
4. Introductory by Chief Sanitation Officer.
5. Illustrated Lecture by Sanitation Officer.
6. Intermission.
7. Stereopticon Views of the Virgin Islands.
8. 2nd Reel of Comic Picture.
9. 1 reel comic.
10. Star Spangled Banner.

EVERYBODY WELCOME.

Department of Health, Sanitation Service,
St. Croix.

"TYDOL" BRAND Motor Gasoline and Lubricating Oil on sale at

John Alexander.

33. 35 King's Street.