

Timely Warning.

OUR RESOURCES SAFE.

(Financial Post.)
 These times has the development of
 Ontario been retarded by
 the fire of 1911, Matheson in
 and Hatterly only last fall.
 losses were in life and property.
 have not daunted the pioneer
 of the northern men and to-
 day Ontario is beginning to
 take its own. But to make sure
 disasters may not again con-
 stitute further burden on the
 who are making this too little
 part of Ontario, a realization
 need of more extensive fire
 protection than has ever yet been
 necessary. The new Ontario
 government seems minded of the
 It is well. It will be well
 of the Minister of Mines, of For-
 and the new under secretary
 Northern Ontario all give im-
 mense attention to this question of fire

protection. The fire losses must be
 limited or stopped in their in-
 crease. "Only the Lord can stop a
 fire once it gets well started,"
 said a forestry man speaking in all
 seriousness. "Only rain and a change
 of wind can check it." This summer
 has been a very dry one. That means much to the
 means water-power which
 the electricity required in
 increasing quantities by paper
 and mines. It means present
 from fire. If there is no
 in delay. The adequate fire
 protection should be given now.

Some \$50,000 are spent yearly by
 the government in fire pre-
 and now the government is
 from timber dues and ground
 alone some \$3,500,000—from
 at least an additional
 to protect this large and
 growing revenue is im-
 perative. There is more than
 which makes necessary the ut-
 most fire protection. Huge indus-
 trial pulp and in mines are already
 in Northern Ontario em-
 ploying thousands of workers. Towns
 will be cities are there. Capital
 and more capital must
 be attracted to the full development
 of this district is capable of
 being. Adequate fire protec-
 tion will give the confidence which
 is needed, those on the spot
 to get a realization on the part
 of the people in the dis-
 trict of the great danger of fire—
 to them personally as well as
 to the country. In school and church
 children should be educated to
 fight against fire. Even the bitter
 of the past have not brought
 a measure of carelessness on the
 of farmers, prospectors and
 in this spring there were bad
 in the north—prevented from
 great harm by rain. This per-
 sonal responsibility to guard against
 must be brought home. The
 of the government must do more
 than has been done. There is talk
 of a fire patrol, and much good
 has been accomplished by this. One
 of the province Pulp and Paper
 put out last year 97 fires
 which were discovered from aero-
 planes. Perhaps the aeroplane is not
 a possible implement. In
 Ontario generally, and among
 the best results are believed
 possible from increasing the
 of competent rangers; erect-
 ing observation towers from
 which rangers can inspect wide
 areas of the country and so see and
 fire while they are small.
 should be bought of trees
 which must be cleared away
 all the towns, and the slash in
 their work should be carefully
 supervised, as indeed is the case
 almost all the pulp and paper
 mills.

It will cost more money to reduce
 the menace to an inconsequen-
 tial minimum. The money is an ex-
 pense to protect resources worth
 millions now and possessing huge
 potentialities for the future—worth
 millions of revenue to the govern-
 ment.

The record of every Ontario govern-
 ment shows the fire losses in the north
 and what is true of Ontario
 in large part is not in full
 the provinces of British Columbia,
 and New Brunswick.
 "The Lord can stop a forest
 fire when it gets going," said the
 Ontario man; but the forces
 of the government, and the care of
 the forest and aroused population
 prevent the forest fire "getting
 going."

Harding says that
 should help Euro-
 pean Rule. Europe,
 been willing to rule itself
 to the gold—Nash-
 velleman.

Resolution of ANTHRACITE
 TANGLE.
 ATLANTIC CITY, July 26.
 was quiet yesterday in Atlantic
 camp of United Mine workers
 America. John L. Lewis waited
 staff for operators or movement
 point a way out of the controver-
 sial in which anthracite wage nego-
 ciations have been entangled.

West End Taxi Service.
 Phone 3616.

PRICES GET A SEVERE SET-BACK

**The Magical Power of the Dollar Revealed--
 Values sufficiently good to make it worth-while to buy**



August opens up at this Store with a host of really worth-while values, about which even the ordinary—the casual shopper becomes enthusiastic in the goodness displayed. Test the serviceability of this week's event here. And the kind of Service rendered by this Store begins as soon as a customer enters it, and is followed step by step until the merchandise is delivered to their home, and should any adjustment be necessary our splendid Service again comes to the fore, thorough in its efforts to rectify and satisfy. Such is the BAIRD SERVICE.

FRIDAY, SATURDAY & MONDAY

INVEST YOUR WINNINGS NOW--WISELY AND WELL--AT BAIRD'S

Opportunities to pick up excellent values in FOOTWEAR

- GIRLS' SHOES**—Children's and Misses' Patent Leather Shoes, strap style. Sizes 8 1/2 to 11 1/2. Special . . . \$2.48
- Sizes 12 to 2. Special . . . \$2.69
- LADIES' BOOTS**—Finest Vic Kid Boots, 9 inch height, pointed toe, Cuban heel. Reg. \$5.00 . . . \$2.78
- Fri., Sat. and Monday . . .
- MEN'S ROMEO'S**—In Black or Tan, a good grade, very comfortable shape. Reg. \$3.50. Special . . . \$2.75
- SKIFFER BOOTS**—In Dark Tan Leather, laced style, broad fitting shape, wear like iron, sizes fit girls and boys. Sizes 6 to 8. Special . . . \$1.98
- Sizes 8 1/2 to 11. Special . . . \$2.28
- Sizes 11 1/2 to 2. Special . . . \$2.48

Richard Hudnut's High Grade Products at Baird's

- Hudnut's Perfumes . . . \$1.50, \$1.60
- Hudnut's Talcum Powders . . . 60c, \$1.60
- Hudnut's Face Powder . . . \$1.10
- Hudnut's Almond Meal for Face . . . \$1.20
- The Toilet Water, the tin . . . 55c
- Hudnut's Vanishing Cream . . . 85c
- Hudnut's Cleansing Cream . . . 85c
- Hudnut's Bath Salts, bottle . . . \$1.20
- Hudnut's Compact—Puff & Rouge boxed . . . 85c
- HUDNUT'S TRAVELITE**—The handy compact holder: Perfume, Cleansing Cream, Vanishing Cream and Talcum—indispensable on a really complete . . . 48c.

SLAP! GO PRICES OF WASH GOODS



Ginghams, Linens, Voiles Sponge Cloths, Ripplettes Reduced Regardless of Cost

- PEACH CREPES**—The shade is unusually pretty and the material just right for Underwear, Kimonos, etc. Regular 40c. yard. 32c. Friday, Saturday and Monday . . .
- RIPPLETTE**—Snow White Ripplettes, need no ironing, look remarkably well made up and excellent for under things. Regular 25c. 40c. yard. Friday, Saturday and Monday . . . 33c.
- GINGHAMS**—Liberty Ginghams, renowned for their wearing quality. They come in handsome Plaid effects fine and larger, unusually wide. Reg. 45c. Friday, Saturday and Monday . . . 36c.
- SERVICE GINGHAMS**—Hard wearing Ginghams in pretty Checks and Stripes, Pinks, Blues, Greys, Black, White, etc. Reg. 30c. 40c. yard. Friday, Saturday and Monday . . . 24c.
- SPONGE CLOTHS**—Pretty mottled Grey ground with repeating stripes, in assorted shades; everlasting wear and washes beautifully. Reg. \$1.90 yard. Friday, Saturday and Monday . . . \$1.39
- BUTTERFLY VOILES**—Pink ground showing large Butterfly pattern, nice for Kimonos, Dressing Jackets, Children's Dresses, etc. Reg. 35c. yard. Friday, Saturday and Monday . . . 25c.
- GINGHAMS**—Hercules Ginghams, much better quality than usual; Light and Dark Plaid patterns, 36 inch width. Regular 60c. yard. Friday, Saturday and Monday . . . 49c.
- ZEPHYRS**—Mostly Blues, Greys and Pinks, suitable for Children's wear. Regular 23c. yard. Friday, Saturday and Monday . . . 18c.
- DRESS LINENS**—In shades of Pink, Blue, Heli and Grey, good wearing reversible and fast colors. Regular 30c. Friday, Saturday and Monday . . . 23c.
- FANCY CREPES**—Handsome figured Crepes for Dressing Gowns, Kimonos and so forth. Just a couple of pieces, late in arriving. Regular 50c. Friday, Saturday and Monday . . . 39c.

The Unusualness of These Values Attract Attention

- PILLOW CASES**—Quality English Pillow Cases, showing a hemstitched or frilled border, \$1.20 value Friday, Saturday and Monday, 98c.
- BOLSTER CASES**—Extra full size White Linen Bolster Cases, hemstitched. Reg. \$2.00. Fri. Sat. and Monday . . . \$1.78
- SHAMS**—Handsomely embroidered and hemstitched White Linen Pillow Shams, Pillow shape. Reg. \$1.60 Friday, Saturday and Monday . . . \$1.45
- REVERSIBLE RUGS**—Reversible, serviceable and beautifully blended shades, fringed. Reg. \$7.75. To clear Friday, Saturday and Monday . . . \$5.95
- STRAW RUGS**—Nice cool looking and sensible Hearth Rugs in neat looking patterns. Reg. \$2.50. Friday, Saturday and Monday . . . \$1.59
- HALL LINOLEUMS**—36 inches wide, plain with wide Egyptian border. Brown. Special . . . \$1.25
- Dark Green. Special . . . \$1.35
- LINOLEUMS**—6 feet wide, all new patterns and some very pretty carpet patterns included, the quality is excellent. Special Friday, Saturday and Monday, yard . . . \$1.82
- HEARTH RUGS**—Inexpensive multi-colored Hearth Rugs, well suited for summertime, to cover up the worn spots or for country use. Special . . . \$2.15
- CASEMENTS**—26 inch, in Fancy Coloured patterns, Blues, Fawns, Greens and Crimson, etc., effective looking hangings, away under price. Reg. 65c. yard Friday, Saturday and Monday . . . 49c.
- TICKINGS**—Double width Tickings 68 inch, extra strong, closely woven. Reg. \$1.00 Friday, Saturday and Monday . . . 89c.
- PILLOW COTTONS**—40 inch Circular Pillow Cottons, particularly good and strong. Reg. 70c. Friday, Saturday and Monday . . . 64c.
- BLIND LACE**—Eccu Blind Lace, strong, braided outline. The yard. Special yard . . . 19c.
- Insertion to match. Special . . . 19c.
- PIJAMA HOLDERS**—A new piece of fancy linen for your bedroom, in beautifully embroidered and hemstitched, pocket shape. Reg. \$1.30 Friday, Saturday and Monday . . . \$1.15

The SHOWROOM

- Overflowing with good values
- HAT SECURERS**—La Petite Hat Securers in Black and White; the neatest and simplest yet. Each . . . 45c.
 - SILK TIES**—They're fashionable—for Coat, Suit or shades of Sand, Navy, Green, Jade, Black and White. Special Friday, Saturday and Monday . . . 19c.
 - LADIES' JUMPERS**—Coloured Cotton Crepe Jumpers, round neck, short sleeved, trimmed at neck and sleeve in Black. Special Sale Price . . . 95c.
 - CHILDREN'S SKIRTS**—Pleated White Jean Skirts for girls from 6 to 16 years, body attached. Priced for Clearance. Regular \$3.00. Friday, Saturday and Monday . . . \$2.39
 - CREPE NIGHT GOWNS**—Delightfully cool for present wear. They come short sleeved, round neck, trimmed with pretty Pink and Blue stitchings. Reg. \$1.20. Friday, Saturday and Monday . . . \$1.05
 - CORSET WAISTS**—Children's Corset Waists in White Jean, buttons attached for bands and suspenders, fitting 2 to 5 years. Special Friday, Saturday and Monday . . . 65c.
 - RUBBER PAJAMA**—Infants' fine live Rubber Pants in assorted sizes. Special the pair Friday, Saturday and Monday . . . 23c.
 - GIRLS' NIGHTGOWNS**—Inexpensive White Lawn Nightgowns, low necked, short sleeved, trimmed with embroidery; fit 2 to 10 years. Regular \$1.00. Friday, Saturday and Monday . . . 69c.
 - "BONNIE" VEILS**—Popular Slip-on Veils in plain and fancy shades of Grey, Navy, Purple, Taupe, Brown . . . 2 for 25c.

Girls' Coat Sweaters

- For Sport wear for cool evenings, nothing better than one of those all Wool Coat Sweaters of ours: tidy roll collar, long sleeve and waist, girlish, becoming shades: Rose, Peacock, Canal, Navy, American Beauty, Emerald, etc. Regular \$4.50. Friday, Saturday and Monday . . . \$4.15
- COMBINATIONS**—Ladies' finest White Jersey Combinations; sleeveless, low neck and knee length; seasonable: 40 to 44 inch sizes. Special \$6.00 to clear . . . 69c.
- SHAMPOO**—Jap Rose Shampoo is delightful. Now is the season to use it generously. Large Bottles. Each . . . \$1.05
- INFANTS' COATS**—Cream Cashmere and Lustre Coats for baby, round collar, cuff and silk braided trimmings, to fit 1 to 3 years. Reg. \$5.00. Friday, Saturday and Monday . . . \$4.48



Girl's Guamp Dresses

- Winsome styles for girls from 8 to 14 years, in plain and checked linens; shades of Crimson, Flesh, Roseds, Saxe. Regular \$2.20. Friday, Saturday and Monday . . . \$1.89

The MEN'S STORE

Rich in values in those very things—the height of the season calls for.

- SOFT COLLARS**—Lustrous Silk Soft Collars, in White and Cream good looking collars in the fashionable shape. 35c. Special . . .
- SILK SOCKS**—Pure Silk Socks in shades of Shot Brown, Navy, Grey, Natural, Heather and plain Black. \$1.10 Special . . .
- SILK TIES**—College Stripes and neat floral and conventional patterns, in a maize of pretty tones. 75c. value. Special . . . 65c.
- SOCKS**—Men's Cotton Socks in shades of Brown, Navy, Palm Beach and Black. Special . . . 20c.
- CUFF LINKS**—Reliable English Gold Plated Cuff Links, showing pearl mountings. They're Special value at \$6.35
- VELOUR HATS**—Latest London shapes for early Fall wear, in shades of Beige, Melange, Oyster, Slate, Cuba and Dark Grey. Special . . .
- SPORT SHIRTS**—Mercerized White and Cream Brilliant Sport Shirts, flare collar, pocket; sporty alright. Special . . . \$2.30
- TOP SHIRTS**—Pretty Striped patterns Blue and White, Heli and White, Black and White; each with detachable collar. 95c. to match. Special . . . \$1.25
- SUIT CASES**—Of the larger size, Dark Tan, double strapped and metal covered corners. \$3.10 Special . . . \$3.10
- BOYS' OVERALLS**—For the bigger boys up to small men's sizes, in Dark Blue Denim, patch pockets, bib and brace . . . \$1.35
- BOYS' KHAKI PANTS**—Sizes for 4 to 7 years, strong Khaki Drill make, marked Half Price. Friday, Saturday and Monday . . . 49c.
- PIJAMAS**—Men's Blazer Strips Pajamas in a nice medium weight, turn over collar, assorted sizes. Special . . . \$4.60



A Very Special Line MEN'S SUITS at \$22.00

Men's pretty Grey Check Tweed Suits and others in Brown shade, cuff bottom pants, and though noticeably low in price, they are carefully tailored and finished in a marked degree of perfection. Special \$22.00

"Rowe's" Vests for Boys

- Regulation White Drill Vest or Singlet, to go with Sailor Suit. Special . . . \$1.80
- Lanyard and Boatwain's Whistle . . . 85c.
- Flannel Fronts, Navy trimmed . . . 95c.



AIDS TO BEAUTY
 may be had at The Maritime Drug Store in great variety and effectiveness. We recommend Woodbury's Facial Cream, Woodbury's Facial Powder, Day Dream Toilet Water, etc. Try our toilet preparations and you will be convinced of their great merits.

Maritime Drug Store, G.W.V.A. Bldg. Water St. Phone 1888 June 21, 1923, mod

ON SPOT.

- 50 Sacks Jap Winkled Green Peas. Each 100 lbs.
- 50 Cases Early June Peas, 2 doz. to Case.
- 50 Cases Sweet Corn, 2 doz. to Case.

Soper & Moore

Phone 450-302. P. O. B. 1348.

St. JOHN'S Grocery Stores

- New Green Cabbage.
- P. E. I. Potatoes.
- Local Turnips.
- Spare Ribs, lb. . . . 14c.
- Ham Butt Pork, lb. . . . 17c.
- Fat Back Pork, lb. . . . 16c.
- Very Choice Beef, lb. . . . 12c.
- Bologna, lb. . . . 22c.
- Hams and Bacon, lb. . . . 40c.
- Pork and Beans, tin . . . 18c.
- Mixed Pickles and Chow Chow, 16 oz., bottle . . . 40c.
- Highest Grade Butter, lb. . . . 55c.
- Glengrove Fresh Eggs, 1 doz. in carton . . . 50c.

J. J. ST. JOHN.

Duckworth St. & LeMarchant Road.

Tennis Balls.

We have now in stock Bussey's World Famed English Tennis Balls—Regulation size, weight and bound. Bussey's Lawn Tennis Balls are the best obtainable and are always suitable for either Grass Courts or Hard Courts.

Prices 75c, 80c, 85c, 95c. each.

GARRETT BYRNE, Bookseller and Stationer.