

YOUR REGATTA FILMS PLEASE!

Bring them to the Kodak Store and get the benefit of our 24-hour service, which insures accurate development, and the best possible results from your negatives. You bring us in your roll-films to-day, we give you the finished prints to-morrow.

Our store, the genuine Kodak Store is just now well worth a visit, as we have in stock a wonderful selection of Cameras in all sizes and grades, adapted for both roll-films and film packs. Select yours now and get some remembrance snapshots of the events of the Summer.

TOOTON'S,
The Kodak Store, : Water Street
'Phone 131

SIDE TALKS.

By Ruth Cameron.

FIND THE MISSING LINK.



Have you noticed the great change in advertising methods in the past ten years? When I turn over the advertising pages of some of the hand-some magazines which the advertisers make possible for us (the bare mechanical cost of a certain well known magazine is 30 cents per copy; it sells for 15c.) I am impressed by this change in method.

This is what I mean. Once upon a time advertising was a very simple affair. In those days the advertiser had a picture of his producer made, and either printed the picture with a blurb stating flatly that it was best thing of its kind on the market, or perhaps gave a few reasons for its superiority.

A Guessing Contest. Of course there are some advertisers to-day who still follow that obvious course, but the most popular idea at present seems to be to get a picture that arrests the eye by its attractiveness and subtly fills the mind with a sense of luxury and beauty, and then link it up to the article advertised.

I find it interesting to notice how long and tenuous this link often is. I defy anyone to guess from some of the pictures what the article to be advertised was.

Here are a few of the examples I

have picked out at random:

Revolvers or Bacon.

A very lovely bride standing ready to throw her shower bouquet over a balcony. Now I cannot conceive of any article that a bride might not be advertising under the modern rules of the game. Nothing could be too alien to that picture. Name an article and I will tell you how to link it up. Somebody's ball bearings? Surely. They have been used on the car which her father gave her for a wedding present and her perfect day is made more perfect by the thought that that car is going to wear so much longer. A course in accounting? Why, of course. That is how they were enabled to get married. He took that course in accounting and doubled his salary the first month, and hence the wedding bells. A brand of bacon? She is thinking of the first breakfast she will prepare for him. A revolver? She knows he has purchased the only make of revolver that is guaranteed to protect against burglars, and so she feels perfectly safe about her wedding presents and is able to smile that carefree smile.

As a matter of fact, the bride is advertising the articles of toilet ware which she received among her gifts. Here are a few more examples. A mother leaning over the crib of an adorable baby. Will baby have beautiful hair when she grows up? Yes, if Molly uses somebody's soap in shampooing it.

Mother and daughter in a lovely

room exchanging confidences after the party. A certain kind of electric light bulb is supplying the light without which those confidences would lack savor.

Why the Batteries?

A lovely lady coming down a stair case to join the gentleman in evening clothes who waits below. Somebody's glue. (Explanation, lovely lady has torn her dress and is going to mend it with glue!) But the prize of the lot to me is the picture of a butterfly alighting on a spray of flowers which adorns the advertisement of somebody's physic. The advertiser has not bothered to explain the connection. He gives us the picture and a line of praise of the obliging qualities of his physic, and stands pat. If we want a connection we may supply it. He has done his part. Perhaps he is very subtle, perhaps his idea is that people will do just what I am doing, puzzle as to what the connection is and in thinking about it fix the name of his product in their minds. I wonder.

Mayflower to Race in Trials.

Canadian Trustees Have Changed Minds on Her Fishing Qualities.

PORTLAND, Me., July 22.—That the Boston schooner Mayflower will be eligible to race in the elimination trials to select a challenger for the International fishing vessel trophy seems assured. The American race committee is unanimously in favor of giving her an opportunity to demonstrate in competition with other fishermen.

Thus the much-maligned Mayflower appears to have won the good graces of the committee by consistent performance in the industry for which she was built. On the occasion of the International race last year she was not allowed to enter the trial races, the reason given by the Canadian trustees of the trophy being that she did not comply with spirit of the deed of gift in that she is a yacht schooner.

CHANGE OF HEART.

It is apparent, now, that the Canadians have experienced a change of heart concerning this schooner which has kept the sea continuously since April, 1921, for her trips have averaged as well as any of theirs. It is now possible to state that the American race committee, within a few days, will probably notify representatives of the Mayflower of her acceptance; also, favorable reports on the schooners Henry Ford, Elizabeth Howard and, possibly, the Boston schooner Yankee are anticipated. Should these vessels start in the trials, about Oct. 1, a spirited contest is likely. The Ford was built this year as a cup contender, the Elizabeth Howard is about four years old and known to be fast, while the Yankee, somewhat smaller, and a year old, has made quick trips under all conditions of weather. At the present time the Henry Ford is on the Grand Banks and a few days ago Capt. Cleyre Morrisset reported from St. Pierre 160,000 pounds of fish with prospects good for a large catch before returning to market.

A rather peculiar situation exists in connection with the elimination trials because, although the American race committee may name a challenger for trophy, their selection may be objectionable to the Canadian trustees who, under the rules, have the right to bar the vessel if, in their opinion, she does not meet requirements. Therefore, the fact that a particular schooner is nominated to meet the Britisher of Gloucester for the series to be held between Oct. 15 and 25 does not necessarily imply that she will be accorded the honor. Not till the international series really begins will all doubt be removed.

CANADIAN NON-COMMITTAL.

The Canadians are non-committal when asked what chance the Mayflower has in the big event should she be named by the race committee. The question was put to H. R. Silver, chairman of the trustees, following the meeting of the committee and trustees in this city. He said the matter had not been considered officially by the trustees and, under the circumstances it would not be right for him to discuss the matter. However, the Canadians know that the Americans are a unit in favor of the Mayflower. Also, that the fishing interests of Gloucester, Boston and Provincetown de-

clare that the vessel be not discriminated against this year.

A report that the Lunenburg schooner Bluenose, which wrested the trophy from the Elsie of Gloucester last year would be over length and therefore not eligible for the coming series, undoubtedly is not borne out by the fact. W. J. Roue of Halifax, designer of this vessel, states she is not down to the limit by a matter of three inches notwithstanding continuous service since last fall which includes salt fishing and two voyages to the West Indies with cargo.

NEW DISPLACEMENT RULE.

As for the new Lunenburg schooner Mahasee, built for a try at the cup, Capt. Angus Walters of the Bluenose is quoted as saying his schooner is much faster. This, however, will be proved next September when the Canadian schooners race off Halifax for choice of a defender. Designer Roue and Designer T. F. McManus of Dorchester, the latter having planned the Henry Ford, will be requested to work out and submit for consideration a displacement rule to prevent the building of vessels of extreme type, thereby preventing the international race from becoming a mere sporting event.

Ever since the Esperanto won the trophy in the first contest, two years ago, schooner owners have not been in accord with the construction of big craft on the ground they are not economical in upkeep and operation. Both the Mayflower and Bluenose are close to the limit of 112 feet waterline with tonnage measurement of about 160 tons. It has been recommended that new schooners be smaller, not more than 110 feet waterline and tonnage of about 130 tons.—Sunday Herald.

Just Folks

By EDGAR A. GUEST.

THE MOTORIST'S EPITAPH.

When I shall quit the steering wheel
And leave the left-side seat forever;
When never more my good right heel
Shall press upon the starting lever,
When in the silent hearse I ride,
If you shall follow with the mourn-
ers,
Say this, and it shall be my pride:
I never swung around the corners.

When I depart life's thoroughfares
And quit the turmoil of the traffic,
Though little shall I leave my heirs
Deserving praises epic and heroic,
Still you might say this thing for me:
'To drive with care was ever my
wife.

However hurried I might be,
I never thought I owned a highway.
I never risked my neighbor's life
By crowding him in busy places,
Or filled his breast with hate and
strife.

By thinking I was ace of aces;
And when a boulevard I neared
I stopped, although not many do it,
And waited till the way was cleared—
I never tried to beat men to it.

When I shall leave the driver's seat
And quit the steering wheel forever,
Say this: On boulevard or street
I pulled no tricks I thought were
clever.

When I depart this worldly post,
If you perhaps recall me kindly,
Say this, for it's my only boast:
I never turned a corner blindly.

NOTHING TO EQUAL



For Sprains and Bruises. The first thing to do when you have an injury is to apply Minard's famous Liniment. It is antiseptic, soothing, healing and gives quick relief.

Household Notes.

A good punch is made with lemon and orange juice, grape juice and shredded fresh pineapple.
Currant soup should be served in sherbet cups with cracked ice. A dash of lemon juice improves it.
When ice cream is served as a dessert let salted crackers accompany it rather than a rich cake.
Cheese biscuits made by adding grated cheese to the biscuit dough are delicious served with salad.
Put a quarter teaspoonful cornstarch into each of your salt shakers, and your salt will not cake.

NICKEL

COSMOPOLITAN PRODUCTION

'THE MIRACLE OF LOVE'

By COSMO HAMILTON.

A picture that lays bare the intrigues of British society; enters the halls of state, follows a forbidden romance to the end, and culminates in love's great miracle. Magnificent sets, gorgeous gowns, blood-stirring action, and a plot that burns with emotion. Wyndham Standing, Lucy Cotton and Jackie Saunders in the cast.

"PARAMOUNT SCREEN MAGAZINE" "TOPICS OF THE DAY"

(Always interesting) (Clever sayings)

SOON—"THE OLD NEST" (Home)—Rupert Hughes' great story of MOTHER LOVE, and one of the best pictures ever produced. 8 splendid reels.

NICKEL

SPORT HATS

Becoming Shapes, Pleasing Colors,
Beautiful Variety.

See them in our window
for

\$2.98

MILLEY'S.

Susu in Port.

FOREST FIRE REPORTED.

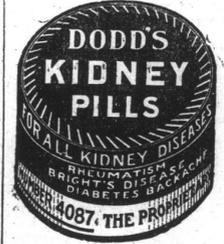
S.S. Susu, Capt Roberts returned to port from the Fogo Mail Service on Saturday evening having made the round trip in quick time. The ship reports the trap voyage at Fogo as over, the fishermen doing well on an average. At the Wadhams the fishery has been fairly successful, and the same applies to Catalina. A forest fire of small dimensions was seen when coming south and was supposed to be between Horwood and Gander Bay. The Susu brought a part inward freight and the following passengers:—Misses Diamond, Wiltshire, E. Green, M. Newell, E. Mullett, J. Abbott, E. Melandy, Furze, B. Payne, Newhook, F. Newell, Payne, Ensign Cull, S.A., Mesdames W. W. Halfyard and child, R. Budgey, G. Wiseman, S. Abbott and child, W. Furze, J. Cobb, Messrs. Hon. W. W. Halfyard, Capt. Penny, Capt. Ruelokre, R. Buryse, S. H. Perry, C. Francis, T. Wellon, G. C. Tulk, C. Francis, T. Wellon, T. Randell, G. Cobb, A. J. Fitzgerald, Ensign Robbins S.A., Lieut. S. Filler S.A. The ship sails again at 2 p.m. to-morrow.

McGuire's Ice Cream now ready for delivery Wholesale only. Phone 794.—Jas. M.

Great Film of Mother Love Here Soon.

"THE OLD NEST" TO BE SHOWN AT THE NICKEL.

The Nickel Theatre announces another great screen triumph, which will be shown in a few days. The picture is captioned "The Old Nest" and is Rupert Hughes heart-grIPPING story of the home. One of the greatest motion pictures of all time. The author tears down one of the walls of the American home of to-day, and you walk in and know the family. A mar-



velous, stirring, beautiful, vivid drama that will be talked of for years to come. The story opens in the home of Dr. and Mrs. Horace Anthon. The children are lively young people and there are spankings as well as kisses. One by one they leave the old home as they mature and go out into the world to make their own way, until finally the old folks are left alone. The home ties severed, the children become forgetful even of "Mother's" birthday, and her only pleasure is in recalling the days that have gone by. One of them, a hardworking young lawyer, is appointed attorney general of the United States. In the hour of his great happiness he remembers the old home and with his brothers and sisters pays father and mother a visit.

Household Notes.

Hungarian goulash is made with veal, white turnips, celery, onions and potatoes. Make in casserole.
To prevent leather upholstery from drying and cracking give it an occasional rub with sweet oil.
Thinly sliced cucumbers crisped and masked with stiff mayonnaise are nice served with jellied salmon.
If sheets are wrung from the side instead of from the end, the wrinkles along the selvage will be avoided.

Underwear that Lasts for Years

Stanfield's

MEDIUM WEIGHT UNDERWEAR

FOR MEN and BOYS.

You sure get the value of your money. Stanfield's Winter Weight Underwear is a Famous Wearer, but their Medium Weight Underwear seems to have a surprisingly long life.

This is a good weight Underwear to have on coming on late Summer and Fall.

Some of "the boys" wear it all through the year.

Prices are:

MEN'S 1.80 & 3.30 garment

BOYS' 1.45 to 1.95 garment

Price of Boys' being according to size.

HENRY BLAIR.

BILLY'S UNCLE

By BEN BATSFORD

Bananas!

Have we your order for BANANAS yet?

Now ready as you like them: Ripe, Half Ripe or Green.

Soper & Moore
Phone 480-502. P. O. B. 1246.

THE LONDON DIRECTORY

with Provincial & Foreign Sections

enables traders to communicate direct with

MANUFACTURERS & DEALERS in London and in the Provinces, Towns and Industrial Centres of the United Kingdom and the Continent of Europe. The names, addresses and other details are classified under more than 2000 trade headings, including

EXPORT MERCHANTS with detailed particulars of the goods shipped and the Colonial and Foreign Markets supplied;

STEAMSHIP LINES arranged under the ports to which they sail, and indicating the approximate Sailing.

One-inch BUSINESS CARDS of firms desiring to extend their connections or Trade Cards of

DEALERS SEEKING AGENCIES can be printed at a cost of 8 dollars for each trade heading under which they are inserted. Larger advertisements from 10 to 80 dollars.

A copy of the directory will be sent by parcel post for 10 dollars, cash with order.

THE LONDON DIRECTORY CO. LTD., Abchurch Lane, London, E.C.4, England.

BUSINESS ESTABLISHED 108 YEARS.

Grove Hill Bulletin

CUT FLOWERS.

Wedding Bouquets, Wreaths, Crosses and floral designs made at shortest notice.

Satisfaction guaranteed.

J. G. McNEIL.
Tel. 2476. P. O. Box 170.

Fill tomatoes with sweet corn milk with chopped green pepper and mayonnaise. Chill and serve on cream.

When You

—will your Estate properly administered? If you appoint a private Executor, will replace HIM? HE dies?

The MONTREAL TRUST COMPANY being a corporation never dies.

Therefore, if you point the Court to your Executor, proper administration of your Estate will assured.

Consultation solicited.

Montreal Trust Company

ROYAL BANK BUILDING
St. Herbert S. Holt, President
A. J. Brown, K.C., Vice President
E. G. Donaldson, General Manager
F. T. Talbot, Secretary