

Imperial Tobacco Co.



"Never put off until to-morrow what you can do to-day"

Some day soon, you'll be so curious you'll just have to try it, and you'll say your first tin of B.C. Slice Plug.

Why not hurry up, and start to-day to know a new tobacco delight? For you'll never know what a good thing you're missing until you've smoked your first pipeful of B.C. Slice Cut Plug.

No matter how much you now swear by your own particular favorite, you had to try your first pipeful of that long ago—so—for the same reason, your first pipeful of B.C. Slice Cut Plug may be a new favorite for you.

B.C. Slice Cut Plug is an expert blending of high-class tobaccos perfectly balanced, and its rapidly growing popularity is proof of its satisfying quality.

Just a little rub and it's ready for your pipe



THE

Distinction in every line of their fine modelling. Quality in every inch of their perfect Vici. Service in every part of their oak-grain soles. Moderation in price, irrespective of grade.

Makes
Three E. E. E's. Footwear
for Ladies

"Second to None"

Archibald Bros.,
Harbor Grace

Household Notes.

You carefully remove the wax cover from the cornflake box, place it inside as a lining, you have a splendid container for...

bread crumbs, seasoned with a little best extract, onion, salt and pepper, cover with sifted dry bread crumbs, and saute in butter.

The success of any soufflé depends largely upon its being served at once. Try a cheese soufflé for lunch or supper, and season it lightly with lemon juice.

If a very fat meat or fish has been the main course of the dinner, the dessert should be simple and acid in character, as orange or lemon juice, or fruit, cooked, frozen or jellied.

When using a butter substitute, use a fifth less than the amount of butter called for in the recipe, as most substitutes are more concentrated than butter, and go farther.

MINARD'S LINIMENT FOR DAN DEUFF.

Why Motorists Race.

IN THE CAUSE OF KNOWLEDGE, LIVES ARE RISKED AND FORTUNES SPENT IN THIS DANGEROUS SPORT.

When the excitement of a big road-racing event, such as the French Grand Prix, has died down, the prosaic motorist sometimes wonders why all this energy is devoted to what appears to be nothing more than a form of sport drawing disproportionate returns in the way of gate-money.

It is quite true that, so far as the actual participants are concerned, the popular side of motor-racing has an irresistible attraction, and many of its devotees are men who have grown old at the wheels of racing-cars. But, contradictory as it may seem, mere speed is only a kind of by-product in a racing programme.

Quite recently British-built cars finished first, second, and fourth in the classic Continental road race over a distance of five hundred miles, beating all the best makes of foreign vehicles. The winner's time averaged out at over seventy-five miles an hour. A truly astounding performance for a car with a nominal rating of 13 h.p.

A Little Line That Counts.

But what did the victorious team gain in return for the huge sums of money spent in building the special cars and engaging highly-paid professional drivers and an army of mechanics, to say nothing of the costs inseparable from taking the whole outfit across the Channel?

First of all, they won the Blue Ribband of motoring for Great Britain, so adding to the prestige of the manufacturers of the winning cars. But the real value of their success is now being determined by serious-minded men, who are making minute examinations of the dismantled components of the over-stressed racing-cars. Hanging round the walls of their research laboratories are weird-looking charts, utterly incomprehensible to the lay mind, but having a most important influence upon future designs, not only of racing cars, but of those prepared for the everyday motorist.

After days spent in making elaborate calculations, aided by elaborate scientific instruments, a single line representing an efficiency curve will be lengthened or altered slightly on one of the charts. That simple little line has been extended perhaps only by one-eighth of an inch. Yet, to win so small a result, three drivers and three mechanics have risked their lives by tearing round a dangerous course, smothered with dust and oil, for six or seven hours on end, at speeds up to a hundred miles an hour. And, besides all the nerve-shattering experiences of the actual race, one must remember the dangers of practice work, often greater than those of the race itself.

As precious metals are refined in the heat of the furnace, so are motor-car designs perfected by racing. To quote an oft-repeated axiom, "The racing-car of to-day is the touring-car of to-morrow."

Of course, when one looks at the weird forms of some of the latest types of stream-lined racers, with their beetle-backed bodies and wheels almost entirely enclosed in wind-resisting covers, the well-known axiom appears to lose some of its meaning, for it will be years before motorists adopt the ultra-stream-lined car.

Put to the Test.

But on going more deeply into the matter, we see that the engines, gear-boxes, axles, and other parts differ but slightly from orthodox car design, and such modifications as have been adopted to give extra efficiency will certainly be turned to account at a later date in the designs of touring models.

When applied to touring-cars these modifications will produce more power for a given engine size, a very important matter with regard to taxation. Less fuel, too, will be required to produce the same power. Thus, running costs will be reduced, perhaps enormously.

And what of reliability? Are these marvellous racing-cars capable of sustained effort? They are not intended to be models of reliability, except over comparatively short distances; but during these abnormal tests every fibre of metal in their construction is stressed to within a few degrees of its limit of endurance. If the metals used in these cars stand up satisfactorily under the strains produced by racing speeds they are certain to withstand long periods of ordinary service.

The normal light touring-car of to-day, with its miniature engine rated at about 10 or 12 h.p., could easily outclass the racing-car of a few years back, not only in respect of reliability but in speed as well.

Racing has been responsible for wonderful examples of the metallurgist's art, and the frail-looking component parts of our motors to-day are immeasurably stronger than the cumbersome masses of metal used for similar articles in the past.

With all the improvements in scientific instruments and testing machines one might be led to think that metals could be tested to destruction without risking valuable lives in motor-racing; but it would be

Murphy's Good Things!

A Real Sale Exactly as Advertised--Values That Dely Comparison

Ladies' Costumes

Worthy of particular attention are those high classed nicely tailored Suits, some dark Blue Serges in this lot. Values up to \$30.00.

All One Price
\$9.98



Ladies & Childrens Raglans.

Look, Look! Look!

You can't afford to overlook this great sale of Ladies' and Children's Raglans. A chance like this comes only once in a lifetime and now is your chance. We have them in light and dark Fawn with pockets and belts. Easily worth \$10.00.

Our Price
\$4.98, \$5.98 & \$6.98

Notions

Sponges, each39c.
Perfumed Talcum Powder10c.
Cuticura Powder39c.
Palmolive Powder30c.
Ammonia29c.
Colorite29c.
Sultana Hat Dye25c.
Dressing Combs19c. to 75c.
Hand Mirrors49c.

Boys' Knicker Hose.
¾ length English Wool Ribbed Hose, roll plaid top.
Per Pair 49c.

Children's Gingham Dresses

We have a few Gingham Dresses left over. These have to get out to make room for Winter goods. We are sacrificing for the prices given here

Each 75c., 98c., \$1.98

Lace Curtains

Heavy Lace Curtains, medium width, 3 yards in length. Regular \$2.98 pair.

Now 99c.



Bathing Suits

Ladies', Children's & Men's Bathing Suits. This smartly designed cotton Jersey suit will give excellent wear, trimmed at the neck, one piece, pants attached.

Each
79c. to 98c.



Men's Boots.

Best quality high grade Brown Leather, leather insole, heavy leather outer sole, rubber heel attached. Regular per pair \$10.75. To Clear at \$3.90.



BOYS PANTS

Of strong Tweed; just the thing for holiday wear; something that will wear everlastingly.

Per Pair 49c.

Children's Suits.

Children's Jersey ribbed Pants, knee length, band at waist.

Per Pair 7c.

Babies' Booties.

Babies' White Kid Booties. Reg. \$1.25

Now 39c.

Ladies' Sweaters.

Balkhan, Jaquet, Tuxedo and slipover styles, all new colors.

Each \$2.49 to \$6.49

Sandals.

Children's Barefoot Brown leather Sandals.

Per Pair 98c.

White Canvas Footwear.

In exclusive models, center straps with dainty cutout effects, Oxforda with Black and Tan leather trimmings, rubber heel attached.

Per Pair \$1.69 to \$2.29

Children's Shoes.

Children's Pure Leather Scout for Shoes, sizes up to 11.

Per Pair \$1.49

Men's Shirts.

Men's stripe percale Dress Shirts, all sizes.

Each \$1.39 to \$1.98



Clearance of All Summer Hats—This is a splendid opportunity to get the prettiest of any of our remaining Millinery in Summer's most pleasing styles at present cut to the mere cost of the materials. All must go at \$1.98.

Ladies' Sweaters.
Of pure Wool, in Tuxedo style, in assorted colors.

Each, \$1.98

Men's Linen Collars.
Sizes 14-16 only.

Each, 10c.

Ladies' Collars.
In the popular Bertha styles, of Navy Cream Lace.

Each, 98c.

Hair Curlers.
Magic Hair Curlers . . . 4 for 19c.
Kurler Kews . . . 5 for 15c.
Hair WaversEach 19c.
Magnet Hair Curlers . . . 4 for 19c.

Voile Smocks.
Each 98c.

Chamoisette Gauntlets.
Ladies' Chamoisette Gauntlets, strap at wrist.

Each \$1.98

Men's Braces.
Splendid value, good strong elastic.

Per Pair 59c. to 75c.

Girl's Middies.
Girl's White Jean Middies, colored collars.

Each \$1.39

Ball Fringe.

In colors of Rose, Cream, White, Blue and Green.

Per Yard, 12c.

Fcy. Brilliant Bob'd Hair Combs.

Each, 49c.

Pure Linen Sheeting.

72 inches wide.

Per Yard, 98c.

Children's Mercerised Socks.

Assorted shades of Saxe, Green, Brown, White with colored tops.

Per Pair, 29c.

Ladies' Shoes.

Ladies' Brown Oxford Shoes, leather insole, heavy leather outsole, rubber heel attached.

Per Pair \$3.25

PHIL MURPHY
317 Water Street

Store Open Every Night and Holidays

difficult to conceive any form of testing apparatus capable of hurling a car along a road at over one hundred miles an hour, or registering the shocks it sustains when bounding over a rough patch on its surface, and of recording the actual behaviour of the engine in all conditions. Therefore, racing must continue until the speeds attained are too high for ordinary roads.

When this stage is reached the promoters will insist on a further limitation of engine capacity, until the speed peak is again at the maximum.

Some people argue that racing would be more useful if ordinary touring models only were allowed to compete; but whilst the value of such trials is already recognised, the highest speeds alone promise the conditions from which the maximum of technical value is obtainable.

There is more than a remote possibility that before long the motoring public will become familiar with a touring model developed exactly on the lines of the Grand Prix racer. Meanwhile, the everyday motorist owes a great deal of gratitude to the men who risk so much to make motoring the pleasure and benefit it is to the rest of the community.

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