

WE ARE Re-Arranging Prices



at this Season in our Men's and Boys'

STYLE SHOP

Means a deal more than the mere announcement of the fact. It means for patrons, practical and wise economies on apparel right up to the minute in Styles.

Such an Event is On

**THIS WEEK
LET'S SERVE YOU..**

and serve you well.

SHIRTS TOP THE LIST

KNITTED SILK TIES.

Neat looking affairs that suit the soft collar splendidly; plain shades as well as fancy mixtures. Special .. 35c.

BOYS' OVERALLS.

A couple of dozen each of Boys' Blue Cotton Overalls, with white pin stripe, patch pockets, bib front and straps. Special to clear the pair .. 59c.

TUCKED SILK SHIRTS.

These are dressy looking, showing fine tucked Jap silk front, turn-over silk cuffs, and mercerized twill body and sleeve. Special .. \$3.75

MEN'S TOP SHIRTS.

These are real Summer Shirts, finely striped, Blue and White, Hello and White and Grey and White; each with a laundered collar to match. Your choice .. \$2.25

SILK SOCKS.

Men's Summer weight Silk Socks; shades of Brown, Grey and Navy; 70c. value. Special .. 58c.

CASHMERE SOCKS.

Best English Cashmere Socks, "Two Steeples" Brand; in light Heather mixtures. Regular \$2.80. Special .. \$1.45

MEN'S SERGE PANTS.

Fine Navy Serge Pants, strap hip, cuff bottom; in perfect form and well finished. Your size is here. Special .. \$8.75

MEN'S ROWING SHIRTS.

Flap White Jersey, short sleeves, buttonless neck; army style; excellent quality. Dollar value. Special .. 59c.

MEN'S "SPORT" SHIRTS.

Open neck Sport Shirts, with short sleeves; all white; assorted sizes; a good rowing shirt. Special .. \$1.70

BOYS' STRAW HATS.

Small Boys' Sun Hats turned leaf band and flaps; white and fancy straw leaf. Special .. 69c.

BOYS' CREAM PANTS.

Boys' Cream Twill Long Pants; strap hips, cuff bottom; fitting 10 to 13 years. Special quality .. \$4.25

CYCLE BRACES.

The Brace with the ball bearing pivot back; nice fine elastics, and white cord fastenings. To-day .. 62c.

HANDKERCHIEFS.

Hemstitched White Lawn Handkerchiefs and others with coloured border. They're Special at .. 19c.

BOWS.

Spring Grip Bows; all the new colour combinations; they fit right and look smart and becoming. Special .. 45c.

James Baird
LIMITED

CHANGE OF CARS.



I had a good old honest bus I used day after day, and with no foolish sort of fuss it teetered on its way. There was no hill it wouldn't climb, no mudhole clogged its gait; it always got me there on time, when I would keep a date. But auto salesmen laid for me, and jeered my ancient van; "It is a grievous sight to see you drive this also-ran! Let's sell you then a better boat, with every modern curve, and down the highway you will float, in state, as you deserve. Be wise," they said, "this bus reject, a modern one obtain; no man can keep his self respect, who drives so punk a wain." I have a new one now, my friends, worth going miles to see, but every passing hour it lends some kind of grief to me. Oh, rinktums odd and doodads strange excite my dreads and fears, and when to lower speed I'd change, I always strip the gears. Whatever rinktums I may touch it's always a mistake, and when I try to push the clutch I jam down on the brake. I see my old bus going by, and wail, "Alas! Alack! I'd give a mansion in the sky to have that tumbril back!" So my bright auto daily lends a pang, and sometimes two; old cars, old shoes, old books and friends are better than the new.

Sounded That Way.

"I taught school among my own people in the Tennessee mountains for several years after I graduated from college," said a Southern lecturer. "Funny things happened. Hearing a boy say, 'I ain't gwine har,' I said to him, 'That's no way to talk.' Later: 'I ain not going here; thou art not going there; he a not going there; we are not going here; you are not going there; they are not going there.' Do you get the idea?" "Yessur, I gits it all right. They ain't nobody gwine."

Minard's Liniment for Burns, etc.

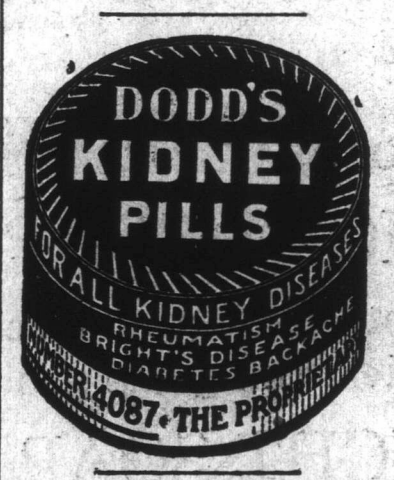
The High Commissioner.

(Canada July 1st.)

Mr. Edgar Bowring, the High Commissioner for Newfoundland, sailed from Glasgow on Saturday for Newfoundland. He usually spends several months of each summer on the island, where he has important interests. His present visit has an unusual significance, however, for it is no secret that he wishes to resign the High Commissionership so as to be able to give more attention to his own business and other affairs, and we understand his resignation is likely to take place before he returns to London next Autumn.

The announcement of the resignation, when it comes, will cause wide regret, as Newfoundland has been most fortunate during the past four years in being represented in Great Britain by a High Commissioner so intimately in touch with the affairs of both the Dominion and Great Britain, and whose public spirit is so well recognized in both countries. Mr. Edgar

has always maintained a robust confidence in Newfoundland, and just before leaving, he assured us, that in spite of the present more or less depressing outlook the country will satisfactorily surmount all difficulties.



STAFFORD'S MOSQUITO OIL, only 20c. a bottle; Postage 3c. extra.—jnc27,t

Danger and Folly of Fixing Prices.

EFFORTS AT ARTIFICIAL CONTROL
HAVE BOOMERANG EFFECT ON
BUSINESS.

A very striking illustration of the danger and folly of the effort to substitute fixed prices and collective control for the free play of the competitive markets is to be found in the Cuba during the recent crisis. Started by a drastic break in prices, the Cuban Government established a sugar commission which fixed a minimum price, and controlled buying and selling. The result was an intensification of difficulties and a virtual complete stagnation. Courageous friends of Cuba among the New York bankers urged that relief could come only from the natural play of market forces and insisted that the price control be dropped and the markets left to take care of themselves. They expected that the first effect of a free market would be some further decline in the price of sugar, but they were confident that, as soon as a free market was established and bottom prices reached, a great buying movement would come from all over the world which would clear the markets. The advice of the New York bankers was taken and the restrictions were abolished. The open market price established was a substantial fraction of one cent a pound below the nominal price which had been set by the sugar commission. The reaction from this low price, however, came very speedily, the revival of buying which had been anticipated speedily came, and within a very few months a whole year's crop of sugar was moved out of Cuba.

When the markets are satisfied that prices are free from artificial control and that they really reflect conditions of supply and demand, goods move and production goes on. The question of right prices is an economic rather than a moral question. Right prices may be defined as prices which will move goods and which, through clearing the markets, permit new goods to be produced. The best way to determine what right prices are is not by a prior calculation, but rather by experimentation in the open, two-sided, competitive markets.—Financial Post.

High and Low Test Gasoline at
McKINLAY'S, Lime Street.
July 11, 1922.

Poldhu Closed.

LITTLE TOWN'S WIRELESS HISTORY.

Poldhu, probably the most famous wireless station in the world, has sent its last message. "M.B.D." its famous call sign for which ship operators have listened eagerly for 19 years, is now replaced by "M.F.T." the sign of Clifton, the Irish station of the Marconi Co., which has taken up the duty of talking to people who go down to the sea in ships, telling them at midnight what has been happening throughout the world during the preceding 24 hours.

Poldhu's last message was on a matter of business in the little Spanish town of Cleza. Now the new wireless station at Omgar, in Essex, is responsible for this Spanish traffic.

Perched on the rock-bound coast of Cornwall, Poldhu has made history. It was the first high-power wireless station to be built, and from here the first wireless message was sent across the Atlantic in a 2,000 metres wavelength, on December 12, 1901, to St. John's, Newfoundland.

It was from Poldhu in 1920 that the Daily Mail wireless telephony test to the Canadian Pacific liner Victorian, then crossing the Atlantic to Canada, was carried out. A little township has grown up around the great towering wireless masts on the cliffs edge to provide homes for the Marconi engineers and their families and now they are all to be closed.

The future of the station is not yet certain; it is probable it will be used for research work, but never again will messages from the far ends of the earth be received, marked "Via Poldhu."

ITCHING BURNING PIMPLES ON FACE

Festered and Scaled Over. Face
Disfigured. Cuticura Heals.

"My face was almost covered with pimples which festered and scaled over. They itched and burned so that I could hardly stand them, and my face was so disfigured I was unable to go anywhere. I lost so much sleep that I was about crazy. The trouble lasted two months. I started using Cuticura Soap and Ointment and after I had used two cakes of Cuticura Soap and two boxes of Cuticura Ointment for three weeks I was completely healed." (Signed) Miss Dorothy Danilewicz, Jackson, Calif.

Cuticura Soap daily, with Cuticura Ointment occasionally, prevents pimples or other eruptions. They are a pleasure to use, as is also Cuticura Talcum for perfuming the skin.

The Nickel Will Show "East Lynne."

LOCAL FANS WILL SEE NEW
VERSION OF FAMOUS PLAY.

Mr. J. P. Kiely having just returned from an extended visit to Canada and United States, announces that he has secured for exhibition at his theatres some of the greatest motion picture productions of the day, the first of which is the screen version of the greatest stage play ever produced, namely "East Lynne." Other big attractions of a different nature will be announced in this paper later. "East Lynne" is the beloved story of Isabel Vane, her happiness and her trials, and is all brought before our eyes in a most masterful manner. Five generations have seen the play and countless more will see the epic picture produced by Hugo Ballin. The true love of a man for a maid and the illicit lust of villainy fight on—but real love wins out in the end. See how a treacherous tongue can wreck a home and blast a life; see how a trusting loving heart can be deceived; see how a woman learns the truth. The cast is headed by Mabel Ballin and Edward Earle.

Encourage Home Manufactures.

The trade eloquent bursting upon the ears of the people for a considerable period of years has been "BUY HOME MADE GOODS," but from observation we find that this good advice is not invariably accepted. Particularly is this so in the case of Medals for the winning crews at our annual regatta. These, we understand, are imported, the inscriptions only being engraved on them by the local jeweller supplying them. Why this should be, it is difficult to surmise. We are of opinion that local talent in the gold and silversmith's craft is quite capable of turning out medals of more ornate design, or equally so, than the foreign worker in precious metals. All things being equal then why not the Regatta Committee adopt the "home made" motto and place the order only on condition that the much prized trophies are designed and inscribed wholly and solely in this city. It is a poor compliment to our jewellers that such has not been done. If for the sake of cheapness then the pretext is a weak one, and should not be countenanced. Next year those in charge should insist that city jewellers be given an opportunity to show what they can do in competition with outsiders. This may seem to the superficial reader but a little matter, but there is a great deal underlying it.—COM.

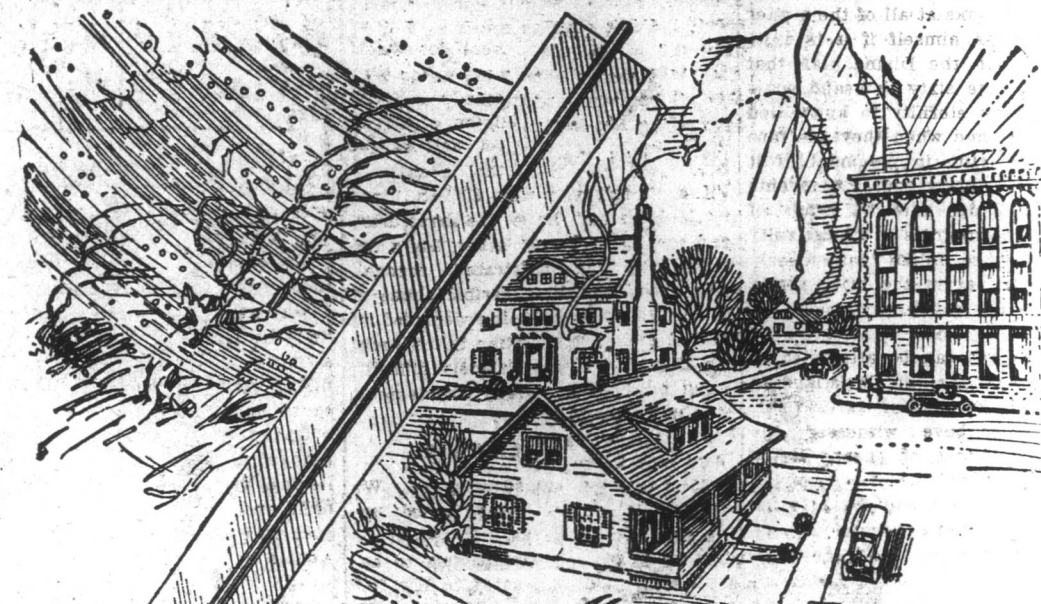
ECZEMA

You are now suffering from Eczema of the skin. It is a common skin disease, and is caused by an infection of the skin. It is characterized by itching, burning, and the formation of blisters. It can be cured by the use of Cuticura Soap and Ointment. Cuticura is a powerful antiseptic and will kill the bacteria that cause the infection. It will also soothe the itching and burning, and will help to heal the blisters. Cuticura is a safe and effective remedy for Eczema. It is available in all drug stores.

80c.

A 14 lb. linen bag (procurable at all the good stores) will at once convince you of the Superiority of Canada's best flour--

"Windsor Patent"



Keep the Cold Out!

Cold and draft come in around your windows and doors, not through them. Install Ceco Metal Weatherstrips and actually save one-third of your fuel costs. At the present price of coal this means a substantial saving in dollars and cents.

Ceco Metal Weatherstrips are the most simple, most practical weatherstrips on the market. No weather conditions affect them; self-adjusting with the shrinking or expanding of the sash. They keep out dust, dirt, soot and draft, deaden outside noises, stop any rattle, and last as long as the window or door.

For new houses or old. Easily installed. First cost is only cost.

Ceco

METAL WEATHERSTRIPS

"The 100% Efficient Weatherstrip"

Distributed by

EUGENE H. THOMAS,

P. O. Box, 1251.

'Phone, 757.

War on Toothache.

EXPERTS HOPEFUL OF SUCCESS.

The discovery of the two types of bacteria which cause dental decay and toothache is regarded by dentists as one of great importance. The investigation is being continued at the Bland-Sutton Institute, Middlesex Hospital, and as the cause of dental decay is now definitely known, there is hope that remedial measures will ultimately be found.

It has been discovered that these two types of bacteria produce an acid which gradually softens the enamel and then penetrates into and destroys the underlying dentine or tooth ivory. Once a path is opened, other bacteria can find an entrance and cause inflammation, with violent pain. So universal and destructive are these little organisms that scarcely anyone escapes dental decay.

One of the bacteria is a long, thin bacillus, the other is shorter and of

ten occurs in chains. Under the microscope they have been seen eating through the enamel and passing along the tubules of the dentine into the pulp or core of the teeth.

The task now before the investigators is to find a means of combating them. If the efforts are successful it will be possible to prevent a large proportion of the decay or teeth in the population, with all the serious consequences of rheumatism, eye diseases, stomach troubles, and other evils which follow dental trouble.

The inquiry at the Bland-Sutton Institute has been made possible by the generosity of Mr. J. Q. Rowett (who was mainly responsible for financing the expedition of the Quest to the Antarctic), who supplied the necessary funds.

GREAT BARGAINS in Bleached TABLE DAMASK, only \$1.10 yard. Worth double the price. BOWRING'S.—jnc27,t

For That Vacation.

Equip yourself, before going away, with comforts and necessities. You may find it difficult to obtain them later. CHECK THIS LIST AND BRING IT IN WITH YOU. Thermos Bottles, Stationery, Cold Cream, Shaving Lotions, Razor Blades, Toilet Water, Talcum Powder, Soap, Camphor Ice, Face Powder, Flashlights.

MAY WE SERVE YOU?
PETER O'MARA,
The Druggist.
THE REXALL STORE.

When you go troutling, don't forget to take a bottle of STAFFORD'S MOSQUITO OIL; 25c. Bottle; Postage 3 cents extra. June 27, 1922.

YOU CAN'T BLAME JEFF FOR WANTING SECURITY.



—By Bud Fisher

Mission

REV. W. C. R.C. CATHEDRAL

"Behold I say and see the country white already to the east indeed is great. Pray ye the harvest this into His harvest."

Dear Brethren, There are certain things which the foreigner should know. It is my intention to encourage the church in carrying out its mission in the pagan lands, you what I believe in the mission in the pagan lands. There are certain things which the foreigner should know. It is my intention to encourage the church in carrying out its mission in the pagan lands, you what I believe in the mission in the pagan lands.

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