

*Drink*  
**Coca-Cola**  
DELICIOUS and REFRESHING

The taste is the test of Coca-Cola quality. The flavor is the quality itself.

Nobody has ever been able to successfully imitate Coca-Cola, because its quality is indelibly registered in the taste of the Canadian public.

Demand the genuine by full name—nicknames encourage substitution.

THE COCA-COLA CO.  
TORONTO, ONTARIO

**Sold Everywhere**

**Shirriff's**  
ORANGE  
Marmalade

IMPOSSIBLE to make a marmalade more conscientiously than Shirriff's is made! Seville oranges from Spain and pure cane sugar—and many years' experience specializing on marmalade. There's a combination that fairly smacks of sincerity.

Sold everywhere in glass or large tins.

Sales Agents, Harold F. Ritchie & Co., Ltd., Toronto

**PRINCE OF WALES  
IN A COAL MINE**

Visit to South Wales Includes Trip  
Into the Pit and Handling the  
Pick

London, July 1.—(Correspondence of the Associated Press)—Children strewed with flowers the path of the Prince of Wales and his party as they entered the coal mining regions of South Wales and went down into a mine. The prince scored with the coal miners of Rhondda Valley by telling them that it was not his fault that it was his first visit and that his absence was due to the war.

On his way to the mine he surprised one woman by asking to see her house and garden. He stopped his car when another woman held up her baby to give him a kiss.

Arriving at Cymmer pit, the prince donned the cap and overalls of a miner, and gratefully accepted from the foreman a silver safety lamp, the gift of the management. Miners and their families crowded around him and cheered while the prince waited for the cage to rise from the depths of the shaft. Suddenly there was heard the sound of singing apparently from the bowels of the earth. The cage came in view bringing a small party of miners, black with coal dust, straight from the toil of the pit and singing a Welsh anthem. When the singing stopped the prince and his official guides then stepped into the cage

and, swiftly but very carefully, were lowered into the mine.

At the bottom of the shaft some one had written on a bank timber with white chalk, "Welcome to Our Soldier Prince." The prince was manifestly pleased and asking for chalk wrote beside it "Thank you," and signed it "Edward P." Then they took him through the mines, showed him the ventilation system which guards the lives of the hundreds of men and boys while they work, showed him the "working faces" where miners were digging coal, and explained to him some of the difficulties attending the underground life of the toilers.

He insisted on trying it himself, and taking the pick handed to him by a grimy old miner, struck a few vigorous blows. Later, while thanking the people for his reception, he said he could appreciate the strenuous character of a miner's work.

**A WAIL FROM HALIFAX, TOO**  
Halifax Echo: Tennyson's line about "Someone had blundered" was never more applicable than to the much-puffed Peace Procession on Saturday evening. Mismanagement somewhere was responsible for the farce which undoubtedly disgraced Halifax in the eyes of many out-of-town visitors. This attitude was very evident from comment in the hotel lobbies yesterday. Halifax celebrated the day of triumph with a parade that not even a one ring circus would have sponsored.

**ILL-MANNERED HALIFAXIANS.**  
(Argus, in Halifax Chronicle)  
I occasionally attend ball games and must confess that while I enjoyed the game itself I could not understand the reference of some of the "Fans" attending Saturday's contests to the St. John players being members of a barbershop community. While every resident of the city appreciates our advantage in the matter of harbors, it is hardly "playing the game" to make mention of it to a friend playing ball in our midst.

**POST  
TOASTIES**

A substantial dish that furnishes full food value in a more attractive form than usual.

A different corn flake from the old-fashioned kind, and one that excites favorable comparisons.

Most popular  
of corn foods.

Opposite Market

**King Square Sales Co.**

Mid-Summer Clearing Sale of Men's, Women's Summer wearing apparel which we must clear out to make room for our Fall Stock. It will pay you to call at our store and see some of the wonderful bargains we have to offer at this Sale for the next Ten Days.

Below are a Few of the many Bargains we have to Offer

**Women's  
Oxfords**  
In grey kid, brown calf and Ivory kid, high and low heel. Regular \$7.50.  
**Sale Price, \$3.89**

**Men's Black Tan  
Oxfords**  
Regular \$5.00 . . . **Sale Price, \$2.98**

**Men's Black Tan Oxfords for the  
stylish dresser.** Regular \$10.00.  
**Sale Price, \$5.98**

**Men's and Women's Raincoats in  
all the latest styles.** Regular \$10.00 up to \$30.00, **Sale Prices, \$4.98 to \$10.98**

**Men's Summer Underwear at Cut  
Prices.**

**Men's Silk Front Shirts in all colors.**  
**Sale Price, Regular \$3.50 \$1.98**

**Women's Overall Aprons in all  
colors.** Regular \$1.98, **Sale Price, 79c.**

**Women's Kitchen Aprons—Regu-  
lar 98c. . . . . Sale Price, 49c.**

**Women's White Canvas  
and Poplin Boots in high  
and low heels, and regular**  
\$4.50.  
**Sale Price, \$2.39**

**Men's Tan Bal—Rubber and Neolin  
soles.** Regular \$8.00. **Sale Price, \$4.98**

**Men's Dressy Boots in black or  
brown.** Regular 10.00.  
**Sale Price, \$5.98**

**We Carry a Large Assortment of  
Men's Furnishings at Cut Prices**  
**Women's House Dresses in all  
colors.** Regular \$2.00. **Sale Price, 89c.**

**We have a large assortment of  
Boys' Clothing in all colors.** Regular  
value up to \$20.00 . . . **Sale Price, 74c**

**BIG BARGAIN IN YARD GOODS**  
**One thousand yards White Sheet-  
ing—Regular 30c. . . . . Sale Price, 18c.**  
**Blue Chambray—Regular 35c.,  
Sale Price, 19c.**

Opposite Market

**Women's White Canvas Pumps in  
high and low heel.** Regular \$4.00.  
**Sale Price, \$1.89**

**Men's Grey Canvas  
Oxfords**  
Regular \$4.50.  
**Sale Price, \$2.48**

**Men's Brown Canvas Oxfords with  
leather trimming, rubber sole.** Regu-  
lar \$5.00 . . . . . **Sale Price, \$2.48**

**Men's Suits in blue, brown, grey  
and check.** Regular value, \$25.00.  
**Sale Price, \$14.98**

**500 Dozen Men's Summer Socks  
in black, white.** Regular 35c.,  
**Sale Price, 19 Cents**

**Men's Work Shirts in black, grey  
and tan color at Cut Prices.**

**Men's and Boys' Overalls—Black,  
blue, at Cut Prices.**

'Opposite the Market'

**KING SQUARE SALES CO.**

'Opposite the Market'

**ORGY OF SPENDING  
BY THE NEW RICH**

Price Apparently no Object to  
War-made Millionaires in Eng-  
land

London, June 25.—(Correspondence of A. P.)—England's newly rich, the persons who have accumulated millions during the war and since, are buying at any price demanded furniture from some of the ancient houses of the country, jewels from some of the looted palaces of Russia and other Continental countries, and paintings from anywhere, if they bear the mark of time.

There is no lack of jewels for those who have the price and are willing to pay. Many beautiful pieces of jewelry, the history of which is not given by the dealer, but which experts say could only come from the wealthiest families of Europe, are finding their way into the market. Enormous prices are being asked and promptly paid while the cost of ordinary stones, diamonds for instance, has risen to unheard of heights. Many old English families are also selling their jewels.

Flowers and food for the elaborate entertainments which are beginning to mark the appearance of the newly rich are commanding fancy prices, such as \$25 for an orchid and \$1.50 for a peach. Automobiles are very scarce and expensive in Britain. Some of them cost as much as \$10,000 to \$15,000, and they are models of three and four years ago while new machines are almost unobtainable. The maker of the most famous English car turns out only about 500 each year, and it is said he already has booked his entire output for this year and next.

This extravagance is attracting wide

attention from newspapers and public men. "Peace has brought an orgy of spending," says one writer, "which high prices do nothing to check. The higher the price the easier it is for those who have money to draw the big line of demarcation between themselves and the crowd."



**BABY'S OWN  
SOAP**

The flower-fragrant lather of Baby's Own Soap, is so skin-healing and so pleasant, that five generations of Canadians have adopted it as their Standard toilet and nursery soap.

Experience has justified this confidence, and because it is "Best For Baby"—Baby's Own Soap is "Best FOR YOU."

In the interest of your skin, insist on Baby's Own Soap.  
ALBERT SOAPS LIMITED, Mfrs., MONTREAL.



**EMPLOYMENT SERVICE OF CANADA**

The Department of Labour and the Provincial Governments have organized a System of Employment Offices from Coast to Coast for Returned Soldiers and all classes of workers—Men and Women—trained and untrained.

A Special Section exists for Professional and Business workers.

To look after the special needs of the RETURNED SOLDIER there is in each of these offices, a representative of the

INFORMATION AND SERVICE BRANCH  
DEPARTMENT OF SOLDIERS' CIVIL RE-ESTABLISHMENT

NEAREST OFFICES

|              |                            |          |
|--------------|----------------------------|----------|
| Bathurst,    | Labour Bureau, Court House | Tel. No. |
| Campbellton, | Town Hall                  | 203      |
| Fredericton, | 68 York Street             | 396      |
| Moncton,     | 268 St. George St.         | 704      |
| Newcastle,   | Town Hall                  | 874      |
| St. John,    | 49 Canterbury St.          | 237      |
|              |                            | M. 602   |