

## Boys' Sailor Suits

To fit 2 to 8 years.

A dressy Suit of sturdy English Navy Serge, with regulation Sailor collar and lanyard and Whistle.

ALL ONE PRICE

4.50 each



## Boys' Serge Suits

To fit 8 to 11 years.

In smart Sailor, Middy and Oliver Twist styles. Some with long pants.

Priced according to size.

5.50 to 9.90

Don't Miss Seeing AYRE &amp; SONS' Good Values in

# BOYS' and MEN'S SUITS

## Boys' English Tweed Suits

To fit 11 to 16 years.

Designed from the newest American patterns, inverted Plaid back; four patch pockets, full belt, with open knee Pants or Knickers.

Extra Good Value. Priced according to size and quality.

14.50 to 19.50

## Youths' Long Pants Suits

To fit 15 to 18 years.

In smart mixed Tweeds, showing the newest two button designs—without vent.

A REMARKABLY GOOD VALUE.

18.50

## Boys' Nap Reefers

To fit 2 to 8 years.

Just the right Coat for racing boys. Regulation style with brass buttons.

ALL ONE PRICE.

4.60 each

## Men's Tweed Suits

In medium and Dark Tweeds. Marked much below their regular value.

13.20, 14.50, 16.00, 17.00, 18.50, 22.00

## Men's Tailored Suits

of fine grade English Tweed and Botany Serge, in the latest London Fashions. Plain back effects, without vent, in either Two or Three Button Coat styles. Every Suit undoubtedly good value.

27.50, 28.00, 29.50, 32.00  
32.50, 34.50

# Ayre & Sons

LIMITED

## Transport is Civilisation

ARCHIBALD HURD SAYS THAT OUR SEA POWER, A GREAT NATIONAL ASSET, IS WOEFULLY NEGLECTED BY THE GOVERNMENT.

"Transport is civilisation. In our own case, as islanders, we have a peculiar responsibility. We have good ships, efficient management and expert crews, but steps must be taken to improve the efficiency of our ports."—ARCHIBALD HURD, in 'Fortnightly Review'.

OUR NEGLECTED ASSETS. Mr. Archibald Hurd calls attention to our "neglected national assets" in the 'Fortnightly Review'.

"Another national asset which is being woefully neglected by the Government is our sea power," he says. "We are the most fortunate of peoples in that we live in an island, all the great centres of population having easy access to the cheapest of all means of transport, and possessing in our coal measures a source of power which can be utilised to enable us to render sea transport at once cheaper and more efficient. Our shipping services constitute a national asset, the value of which is not adequately appreciated. The freights which shipping earns constitute one of our principal 'invisible exports,' enabling us, in association with the income derived from overseas investments, to balance our national accounts. The importance of shipping as a national asset is shown in the following statement:—

	1913.	1923.
Excess of imports of merchandise and bullion . . . . .	158	203
Net income from overseas investments . . . . .	210	150
Net national shipping income . . . . .	94	110
Commissions . . . . .	25	30
Other Services . . . . .	10	10
Total "invisible exports" on balance . . . . .	339	300
Available for investment overseas . . . . .	181	97

## GOVERNMENT CONTROL.

"It is an axiom among all commercial men, irrespective of their political opinions, that the less the Government interferences with business the better for industry and for the nation generally. The outstanding lesson of the late war was that the Government cannot 'control' shipping or any other industry without injuring other related industries.

"Nothing was more clearly demonstrated by the war than the complexity of the factors which go to make up carrying power, and the danger of dealing singly with any one of them. The ships, the ports, the railway, the merchant's office, and the banker's counting-house are all," Mr. C. Ernest Fayle, in the official history of sea-borne commerce in the Great War, adds, "cog-wheels in the one great machine, and a breakdown or lack of co-ordination at any point will clog the working of the whole."

"The demand of shipowners, as well as the leaders of other industries, is to be let alone, but that appeal does not mean that the State has no duty towards industry. While abstaining from bureaucratic fussiness, it can do much to ensure that British shipping, as well as other industries, has fair play. Freedom of the seas is useless unless it embraces also freedom of the ports.

## OUR VITAL SHIPPING

"Ministers and the nation generally need to be brought to a fuller realization of the extent to which their fortunes depend upon the prosperity of the shipping industry. Everyone is, directly or indirectly, concerned in the well-being of the British mercantile marine, which embraces about half the efficient steam and motor tonnage of the world. The tendency to rejoice when freights are low, with a resultant depression in the industry, injuring alike investors, managers, and officers and men, is based upon a misconception. Sir William Noble, speaking in Newcastle-on-Tyne, recently exposed this fallacy:—

"Whilst shipping in self-contained countries such as the U.S.A. is a luxury, with us—an island nation—requiring to import two-thirds of our food, it is vital. It should, therefore, need no emphasis to convince the public, the retail tradesmen, and the local merchant that they have nothing to gain by low freights and an impoverished shipping. We know, of course, that prosperity in transport services does not precede but follows the world development and expansion of trade, but in this maritime country, serving the world with its ships, and peculiarly in this portion of the country, so largely dependent on its shipbuilding, shipworking, and shipowning, the shipping industry is the real key industry, and is the first and surest index of the well-being of the people."

## FREIGHTS AND COST OF LIVING.

"Anticipating the criticism that he was ignoring the influence of freights on the cost of living, Sir William Noble added:—

"It may be objected that I have overlooked the effect of freight rates upon the cost of living. The fact of

the matter is, however, that to the consumer here the difference between a freight rate at which a ship can make a reasonable profit and that at which she makes a loss is infinitesimal. Take, for instance, grain and flour. One shilling per quarter increase on North Atlantic grain rates only represents one-third of one penny per stone of wheat. Five shillings per ton increase on flour is slightly over that fraction per stone—0.37d. to be exact. Ten shillings per ton on bacon means one-ninth of one penny per lb. in the retail price.

"We are bringing grain, flour, bacon, eggs, apples, and a variety of other foodstuffs; it requires a 3,000 miles ballast run and a 3,000 miles loaded run to do it; and we bring these commodities at a cost to the weekly domestic budget, so far as the ocean freight is concerned, of a matter of a few coppers for a family's needs."

## OUR COASTING TRADE.

"As Sir Alfred Read recently reminded the Institution of Naval Architects, 'the coasting trade is in reality the mother of all shipping,' consisting of the regular trade loading at a fixed berth and sailing according service, and the tramp steamer which seeks its living by carrying principally bulk cargoes between any two points selected according to the conditions of trade."

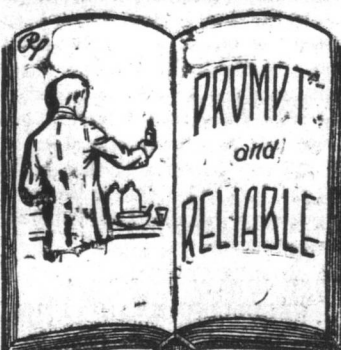
"Sir Alfred Read, in championing coasting shipping, pleaded a cause which is essentially a national cause, since this country is completely surrounded with water and its fortunes depend, in large degree, on the extent to which it can use that means of cheap transport, costing only about one-thirtieth of that offered by the railways of such continental countries as the United States, France and Germany."

"One of the chief things to help a trade revival, and one which must of necessity play an important part, is cheap and efficient transport; to obtain this the coasting trade must be developed, for which the co-operation of the harbour and port authorities is required. Even to-day, with very few exceptions, the accommodation and facilities at our ports are inadequate and hopelessly out of date, modern appliances for the rapid handling of cargo being conspicuous by their absence. "When the change took place from sailing-ships to steamships the inadequacy of the docks and appliances generally became apparent; at the present time a great change is taking place from steamships to motorships, and without doubt the internal combustion engine has many advantages which would make it suitable for coastal services."

## £20,000,000 FOR PORTS.

"Sir Frederick Lewis, as chairman of a committee of the Chamber of Shipping which has inquired into the present facilities at our ports, constituting an important national asset, has since stated that at least £20,000,000, or probably a larger sum, is being spent on development. But there is evidently need for even greater expenditure."

## McMurdo's Store News



Our Drug Department operates under a system that guarantees you absolute accuracy. This system helps us to save your time, and you are taking no chances. We are here to help you, not hinder.

McMURDO'S DRUG STORE, Phone 277. Water St.



"Waits the marble in the quarry, In the mountain's rugged breast: Waits to tell of fame and glory— Waits to tell where loved ones rest."

We have ready for quick delivery a splendid selection of Headstones and monuments at reasonable prices. We will forward our catalogue of photographic designs and styles to any address on request; also price list and our mail order form, which makes ordering by mail easy.

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## A Gift You'll Enjoy

A delightful 10-day test



## Try Her Way

The way millions now employ to fight film on teeth

Try the method which is bringing the prettier teeth you see. It is the modern method of teeth cleaning. Millions now employ it. The results are seen in every circle, in those whiter, cleaner teeth. It means new beauty, new cleanliness, new charm. Let this test prove that to you.

Why teeth decay and discolor. You feel on teeth a viscous film. Much of it clings and stays. No ordinary tooth paste can effectively combat it.

Food stains, etc., discolor it, so it forms dingy coats. That is why so many teeth are clouded. Film also holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea. Very few escaped these troubles under old ways of tooth brushing. Just because they did not combat that film.

Protect the Enamel. Pepsodent disintegrates the film, then removes it with an agent far softer than enamel. Never use a film combant which contains harsh grit.

Science has in late years found effective film combatants. One disintegrates the film at all stages of formation. One removes it without harmful scouring.

Able authorities have proved these methods effective. A new type tooth paste has been created to apply them daily. The name is Pepsodent.

Leading dentists the world over began to urge this method. Now careful people of some 50 nations employ it in their homes.

## No one can doubt the results

The results are quick and convincing. And they are necessary. Pepsodent multiplies the alkalinity of the saliva. That is there to neutralize mouth acids. It multiplies the ptyalin in saliva. That is there to digest starch deposits on teeth.

These combined results bring one quickly a new conception of what clean teeth mean.

Send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth become whiter as the film-coats disappear. Then decide if your home should adopt this modern method. Cut out coupon now.

Pepsodent. The New-Day Dentifrice.

Based on modern research. Now advised by leading dentists the world over.

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Only one tube to a family.

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QUALITY GOODS THAT PLEASE THE SMOKER.

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In order to clear remaining small stock, which we do not wish to carry over to next season, we are offering same at less than cost for cash sales. These are the only ENGLISH MADE Tyres and Extra Heavy Red Tubes on the market.

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