

OTHER PAPERS' OPINIONS

Those "Stop" Signs
During the past month we have heard several people make the statement that Kincardine is the only town where motorists are forced to obey the stop signs when approaching the through streets.

We cannot understand why people cannot fall in line with legislation that is intended to make for the good of traffic on our highways. As we have stated many times previously, the "stop" signs mean just what they say—"stop."

Intersections have been the cause of the great majority of the motor accidents. It was with the idea of eliminating these accidents that the stop signs are erected, and a motorist must come to a full stop if he is to obey the law.

Any motorist who is called before the bench because of an infraction of this bylaw, has no one but himself to blame, but we have an idea that some of them would make a real man's sized complaint should this happen.

Nothing In The Paper
Frequently you pick up a paper and after glancing at the headlines, wearily thrust it aside, remarking, "Nothing in the paper today."

There are some engaged in the hog business who do not see or appreciate the full value of grading. The question must be considered in a broad sense, because the actual market requirements, domestic and export, are the basis for all standards covered by the regulations under the Live Stock and Live Stock Products Act.

Prohibition of Firecrackers
The firefighters association has been meeting in Toronto and is sponsoring a move for the enacting of municipal bylaws prohibiting the use of firecrackers. No doubt the firemen know what damage is caused by firecrackers or they would not be in favor of prohibiting them, but surely they cannot have forgotten all the fun a small boy can get out of a dime's worth of firecrackers.

As People Look At It
It would be going too far to say that a business which advertises in If interested in Radio this Fall call and hear our FADA

George McLaughlin
Sole agent in Durham and Vicinity for Fada Radios.

the newspaper is bound to succeed, and is safeguarding against failure, but figures do show that the business which does not use newspaper advertising is more likely to be a failure than a success.

What They Think of Weeklies

A striking example of the manner in which experts regard the town weekly as an advertising medium for retail merchandising is seen in the policy of Canadian Departmental Stores adopted since they were purchased by the T. Eaton Co.

Timely Advice

Every one should learn to swim if it is at all possible—not only because it is joyous recreation and splendid exercise, but in order to save one's own life and the lives of others if occasion should demand.

SELECT BACON HOGS

"Money talks" quite as loudly to the farmer as to any other class. Today the farmer is fully conversant with the trend of the market, prevailing prices, and supply and demand. He is just as keen as the manufacturer, and when he knows he has produced an article of the size, type and quality that is in demand he has a perfect right to expect and to get his share of the price premium the consumer pays for that article.



When the mail and passenger boat, "Just Brown" of the Millard Brown Boat Co., burned to the water's edge off Murray Isle in the St. Lawrence and sank, Mrs. Smith of Kingston, Ont., who jumped into the river, died of shock. Thirteen others were injured, four of them seriously.

At Home
Come in & Chat Awhile
—Ruth Raeburn.

Dear Ruth Raeburn:
We have a small club for girls in our community and would like to make out a program for the year. Would you kindly suggest some contests, subjects for discussion or demonstrations that would be of interest and oblige this puzzled secretary

Dear Pauline:
Have you had any demonstrations in making of sandwiches, icing of cakes, table setting, bed making, physical culture, home entertaining or making of scrap books?

For discussions, why not try the choosing of sides, one taking the work and profit in poultry raising and the other dairy work, or the advantages of making "pin" money from the garden or by needle and shuttle.

Clever Contest Program
When we asked Mrs. G. H. Hunter, district president, of South Ontario to tell us about the contests that had stirred up so much interest in the district annual meeting, she replied: "It was comparatively easy last year, being confederation jubilee year, and the thirtieth anniversary of the institutes, to plan an attractive program. This year it required more thought and planning. However, we began in time by holding our first district meeting at the time of the convention in Toronto last fall."

WOMEN'S GINGHAM DRESSES
Roomy sizes, fast colored material, direct from our own factory. 59c. each

WOMEN'S SUMMER DRESSES
Becoming styles, and made from fine quality printed fabrics. Opening special. \$1.49

MEN'S FINE DRESS SHIRTS
Broadcloths, in plain and stripes \$2.00 values, some with separate collars and some attached collars. \$1.00

Men's Sturdy Work Shirts
Blue or Khaki, extra roomy, made from sturdy Chambray. Regular \$1.00 each. 2 for \$1.75

MEN'S COMBINATIONS
Summer Weight Balbriggan, in knee and ankle length and in Athletic (buttonless) 75c. to 98c.

Save On Your Groceries
CORN FLAKES, 2 pkgs. 15c
P and G SOAP, 5 bars 19c
CHIPSO, large package 21c
TOMATO KETCHUP 20c

CAKES, assorted creams, lb. 21c
RICE, special bulk, 2 lbs. 17c
SALMON, fancy pink, 2 tins 35c
PORK and BEANS, CLARK'S, large tin 20c

SUGAR FINE GRANULATED 10 lbs. 63c.
OLD POST OFFICE
CAIRNS' Limited
OLD POST OFFICE

MOVIES
STAR BATTLES 5000
IN "PASSION"

Rarely does a director ask a girl star of a picture to combat a cast of 5000 people all of whom in the story hate the woman in the case. And Pola Negri, the famous continental star who enacts the stellar roles with Emil Jannings in "Passion" the Ernest Lubitsch Production, at the Veterans Star Theatre, Thursday, Friday and Saturday, July 19, 20 and 21, can testify to the truth of the assertion that it is no fun to perform against such odds and furthermore, that such a crowd of actors can be as mean as the real thing.

This picture is directed by Ernest Lubitsch, who has gained a splendid reputation with the many successful pictures he produced both here and abroad. Fred Orbing and Hans Kraly adapted the story. A commercial traveller held up in Orkney by a storm, telegraphed to his firm in Aberdeen: "Marooned here by storm. Wire instructions." The reply came: "Start summer holidays" as from yesterday.

It will pay you to advertise in The Chronicle.

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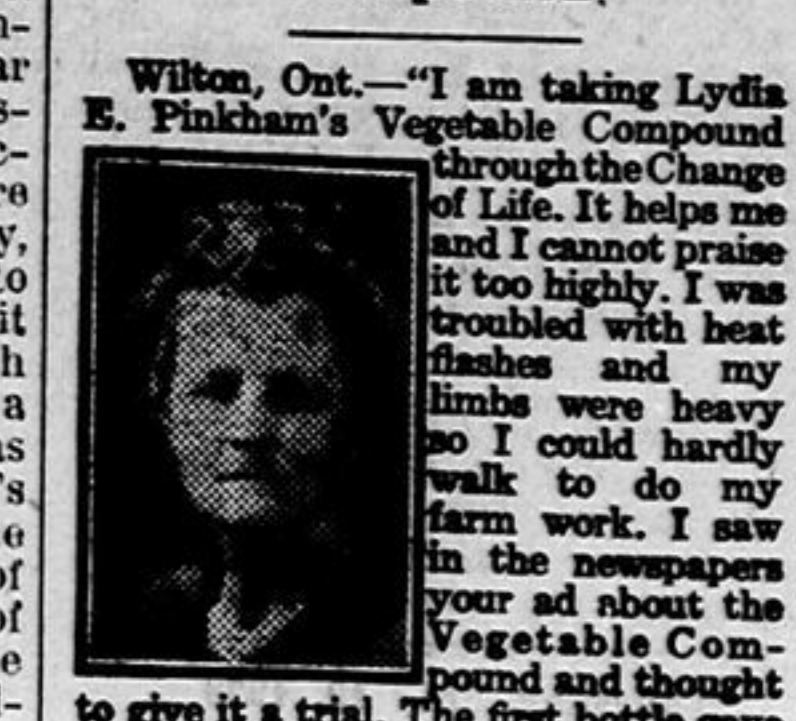
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FARMER'S WIFE GETS STRENGTH

By Taking Lydia E. Pinkham's Vegetable Compound



Wilton, Ont.—"I am taking Lydia E. Pinkham's Vegetable Compound through the Change of Life. It helps me and I cannot praise it too highly. I was troubled with heat flashes and my limbs were heavy so I could hardly walk to do my farm work. I saw in the newspapers your ad about the Vegetable Compound and thought to give it a trial. The first bottle gave me relief and I have told others what it does for me. I am willing for you to use my letter if you choose."—Mrs. D. B. Parsons, Wilton, Ontario.

Stopping a Tenth of It
Jock was learning to play the bag-pipes. One night while he was strutting about the room, skirling for all he was worth, his wife attempted a mild and very belated protest.

A contemporary is waiting patiently to hear of the first woman to visit Paris on a nonstop flight. —Kitchener Record.

The way some families keep up a front imposes a great strain on the shops they deal with.—Oshawa Times.

OPENING SALE SPECIALS

Visit the New Store. Take advantage of these Big Values. Saturday the final day for these bargains

GINGHAMS 32 inch, Good Washing Quality, yard 15c
FLANNELETTE 27 inch, Standard Quality, yard 13c

REMNANTS and MILL ENDS
Right from our factory cutting tables AT VERY LOW PRICES

WOMEN'S GINGHAM DRESSES
Roomy sizes, fast colored material, direct from our own factory. 59c. each

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