

**SHOPKEEPERS, AHOY!**  
**Look at the handwriting on the wall**  
**Don't drive your customers**  
**Into your competitor's store**

**EVERY INTELLIGENT PERSON WANTS SUNLIGHT SOAP.**

SUNLIGHT SOAP, sold under a Five-Thousand-Dollar-Guarantee of Purity, is made by Lever Bros., Soap-makers to His Majesty King George. It's the best there is.

When your customers are satisfied to pay good money for soap, give them SUNLIGHT, the best Soap, and keep them satisfied; keep them coming to your shop. A customer in your shop is worth two in the street.

It is a fact that shopkeepers who sell SUNLIGHT do more business than those who waste their time trying to sell unknown soaps.

**BUY SUNLIGHT--AND SELL MORE SOAP--'ATS BUSINESS.**

"People are getting fed up with Substitute Soaps; they want Sunlight Soap. If you won't sell Them Sunlight, they will get it From your competitor."

## Stoves -- Ranges For Home or Church

If you are in the market for a Kitchen Stove or Range, Hall Stove, Parlor Stove, Church Stove, or School Stove--

ASK US TO QUOTE PRICE.

**Wm. J. Clouston, Ltd.**

PHONE 497 184 WATER STREET

"In quoting Books, quote such authors as are usually read: others you may read for your own satisfaction, but not name them."—J. Selden.

## BOOKS

YOU READ FOR YOUR OWN SATISFACTION:

The Arms of the Sun, by Lady Dorothy Mills.....\$1.50  
 The White Wilderness, by Geo. Allan England.....\$1.50  
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 Broken Links, by Gertrude Parsons.....\$1.25  
 Pink Sugar, by O'Donoghue.....\$1.50  
 Sayonara (Good-Bye), by John Paris.....\$1.50  
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 The Struggling Saint, by Rafael Sabatini.....\$1.25  
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Leading Bookseller & Stationer, 177-9 Water Street.  
m.w.t.11

## INVESTMENT OFFERINGS.

\$5,000 Newfoundland Light and Power Co., Ltd., 6½ P.C. First Mortgage Bonds, due 1949, at 98.50.  
 \$4,000 Newfoundland 5½ P.C. Bonds, due 1943, at 101.  
 \$2,000 Nova Scotia Tramways, 7 P.C. Bonds, due 1952, at 93.50.

**BERNARD D. PARSONS,**

INVESTMENT BROKER.  
 Phone 1697W  
 P.O. Box 1301.

## Crash Thrill in Air Race

FOUR PILOTS DOWN—PROPELLER BREAKS IN MID-AIR.

Many thrilling mishaps occurred in the Round-Britain air race for the King's Cup yesterday.

Four of the ten pilots had to withdraw through forced landings and minor crashes. Captain H. C. Baird lost his propeller in mid-air, but landed safely in a field. Capt. F. L. Barnard struck a haystack, his machine being damaged. Mr. P. Courtney, last year's winner, was early out of the race.

Flight-Lieut. Jones, from scratch, was first home, completing the 1,000 miles in seven and a half hours, his average speed being 125 1-2 miles an hour. During the last stage he averaged 158 miles an hour.

The winner was Mr. Alan J. Cobham, who had a handicap allowance of three hours. His average speed was 105 1-4 miles an hour.

158 Miles An Hour—Four Competitors Retire Through Forced Landings. Flight-Lieut. H. W. L. Jones was the first man home in the great 1,000 mile race round Britain yesterday.

The race began at Martlesham (Suffolk) and Felixstowe at 5.30 a.m., and ended at Lee-on-Solent.

Here Lieut. Jones, who started scratch in his Siskin III, descended at 5m. 12s. past one.

His official time for the complete circuit was 7h. 34m. 12s.—this including a stop in the Isle of Man for refuelling. His average speed for the course was 125 1-2 miles an hour. He made 158 miles an hour over the last lap.

This was the first time Lieut. Jones had competed in the race.

He is the Air Force officer who causes a thrill in the Newfoundland episode at the Wembley Pageant.

Mr. Alan S. Butler, flying D. H. 37, was second home, and was followed by Captain N. Macmillan, on a D. Sea-plane, Mr. H. J. Payne on Vicker's Vixen and Mr. A. J. Cobham on D.H. 50.

Making handicap allowance the 3 first placings were:

1.—Mr. Alan J. Cobham.  
 2.—Captain Macmillan.  
 3.—Mr. Alan S. Butler.

Cobham's average speed was 105 1-4 miles an hour. His net time was 6h. 50m. He had a handicap allowance of 3h. 4m. 12s.

Butler had an average speed of 112 miles an hour, Macmillan of 109 and Payne of 107.

## LAST YEAR'S WINNER DOWN.

Four of the ten pilots taking part in the race were compelled to withdraw through forced landings and minor crashes.

No one is reported to have been injured.

The men who dropped out of the race were Mr. Frank Courtney (last year's winner), Mr. J. King, Captain F. L. Barnard and Captain H. C. Baird.

Mishap followed mishap after Mr. Courtney—who was scratch in the race—descended at Brough (Yorkshire) through propeller trouble.

Mr. King, flying a 200-h.p. Martin, came down for fuel on Newcastle Town Moor—as prearranged—but while taxiing to the petrol tank his under-carriage crumpled up.

Captain Baird and his two passengers had remarkable escapes.

The pilot lost his propeller in mid-air, but descended in a field near Blaydon (Durham). Propeller trouble was also responsible for the withdrawal from the race of Captain Barnard.

## Ladies' & Misses' Fall and Winter Hats

NOW SHOWING

A Splendid Selection at our usual moderate prices.

## Ladies' Jumper Blouses

NEW GOODS!

Many beautiful styles in these; values extra.

Prices Only \$1.00, \$1.15, \$1.50, \$1.60, \$1.70, \$2.20 & \$2.80 each.

All who have seen these Jumper Blouses have been delighted with them.

**HENRY BLAIR**

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**We Build CLOTHES to fit your Figure**

from your own selection of Style and Fabric, giving you MAXIMUM VALUE at MINIMUM PRICE proving to your entire satisfaction the value of a hand-tailored suit.

**W. P. SHORTALL,**

THE AMERICAN TAILOR,  
 300 Water Street Phone: 477. P.O.B. 445. ST. John's, Nfld.

## NECK-AND-NECK RACE.

Britain's Most Strenuous One-Day Flight, Says Mr. Cobham.

The most strenuous one-day race ever flown in Britain," was Mr. Alan J. Cobham's description of the contest, which he won by twenty-two

minutes on a machine of which the maximum speed is only 108 miles an hour.

He only made one stop of nine and a half minutes for refuelling at Ayr, roughly 400 miles from the start.

"The most exciting point of the race," he said, "was at Dumbarton Castle, where four machines passed almost together in the race for first position."

Mr. Cobham, who is known as the "taxi airman," has made several remarkable flights with photographs for The Daily Mirror. These include: June, 1922—Belgrade to London, 1,150 miles through fogs and thunderstorm with royal wedding pictures.

May, 1923—Dash over Alps to London (over 1,000 miles) with pictures of the King and Queen's reception in Rome.

July, 1924—London to London and back in a day, 900 miles (Duke and Duchess of York's Ulster tour).

## Express Passengers.

The following passengers crossed over to Port aux Basques by S. S. Kyle yesterday morning, and are due by the express at 6 o'clock this evening:—B. G. and Mrs. Gosse, W. Raikin, K. Dornay, Mrs. A. C. Ralph, S. S. Smith, Mrs. A. C. Wiltshire, A. H. Pichelin, P. G. Spencer, J. F. Wharton, L. F. Holder, Mrs. R. Right, W. T. Wood, H. W. Mills, M. Ferguson, W. A. and Mrs. Shaw, J. W. Moore, Mrs. R. Hare, W. and Mrs. Poole, Mrs. J. Windsor, G. and Mrs. Barnes and daughter, Mrs. Forward, H. Stevens, Miss M. Forward, Miss B. Cobb, H. C. Brown, D. M. Hines, L. Taylor, W. and Mrs. Cornick, and son, Miss G. Street, Miss M. Samways, I. and Mrs. Street, J. and Mrs. Quinton, D. J. Smith, D. Hankin, Miss L. Cluett, Mrs. J. Winsor, Mrs. J. Read and daughter, Mrs. W. Hackett, S. and Mrs. Stickland and daughter, W. Temple, C. R. Condy, Miss E. Roberts, J. G. Frazer.

## GRAND DANCE C.C.C. HALL.

—On Wednesday next, night of A.A.A. Sports and Naval Demonstration and nothing to do at night. Such is not the case, attend the BIG Dance in the C.C.C. Hall. Music by the Boys' Band of Mount Cashel.—sept 12, 21

## Schooner Foundered at Henley Harbor

Yesterday the Minister of Marine and Fisheries received a message from Capt. Moses Bartlett, Battle Harbor stating that the schooner Little Gem, Styles, Master, of Hillview, T. B., had foundered the previous day off Henley Harbor. The crew escaped and are at Battle Harbor but everything on the ship was lost.

She (to chauffeur): "Clarence, I am not accustomed to call my chauffeur by their first name. What is your surname?"  
 Chauffeur: "Darling, madam."  
 "Drive on, Clarence."

The proper selection of a knife has much to do with perfect carving. A large, broad-bladed knife should be used for larger joints, while a smaller, thinner blade is best for the smaller joints.

## Immediate Delivery of

1 New Special Six Studebaker . \$2300.00  
 And following second-hand Cars:

1 Seven Passenger Chalmers . . . 500.00  
 In good condition.

1 Special Six Studebaker . . . . . 1000.00  
 In exceptionally good condition.  
 Car has 3 new oversize tires.

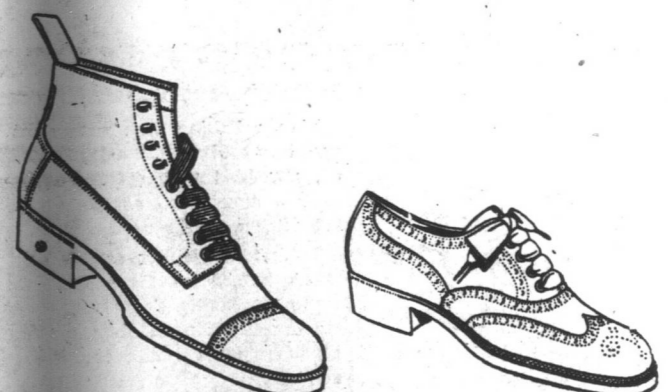
The price of the Light Six Studebaker is \$1750.00, delivered St. John's. This car is 23 H.P. for tax purposes.

**R. G. SILVERLOCK**

Distributor for Studebaker.

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## K Famous English Footwear



Ladies and Gentlemen, secure a pair of this wonderful "K" Brand Shoes, and

**Solve Your Shoe Troubles**

for at least a year.

In stock, Ladies' and Gentlemen's Black and Tan Brogues; also Gentlemen's Black and Tan Boots in assorted Leathers.

**F. SMALLWOOD,**

THE HOME OF GOOD SHOES  
 218 & 220 Water Street, St. John's.

sept 12, 11

## ANNOUNCEMENT! THE CITY TAXI.

We beg to announce to the General Public, that we have opened our Office in the OKE BUILDING, Prescott Street, where all calls will be promptly attended to and efficient service guaranteed.

FIVE and SEVEN PASSENGER CARS.

Phone 272. Late Calls 1947M and 97M.

sept 14, 61