

George Says

A PROMINENT CITY MERCHANT

whilst buying a hat from me the other day remarked to his friend:

"After trying all over town for exactly what you want, without being successful, you will get it at George's."

He's right. Many people labour under the impression that I charge more for my goods than they have to pay elsewhere. That is not a fact. You pay less in proportion for the value you receive. My complete Hat stock is being sold at very low prices, in order to make room for the new stock coming in. There are not many to choose from.

SO GET YOURS NOW!

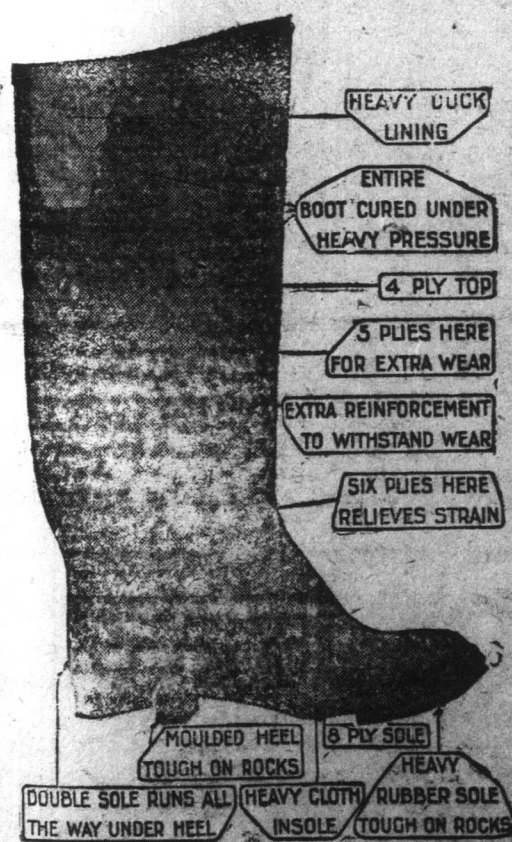
Yours for Hats of Quality.

Kearney's

Pears Soap!

For 135 Years the Favourite
Soap of Ladies and
Gentlemen.

Do You Use Pears?



EXCEL Long Rubbers

THE FISHERMAN'S FRIEND FOR MEN & BOYS

are made on a particular shape of last, which gives the foot more room and prevents slipping at the heel and instep.

A heavy cloth insole made under a new process which absorbs all moisture, is nicely fitted in to add extra comfort for the wearer.

ASK YOUR DEALER FOR "EXCEL" BOOTS.

Sold by all reliable dealers from coast to coast.

Distributed by

Parker & Monroe,

Limited

SHOE STORES.

195 365 & 369

Water St. East. Water St. West.

SIDE TALKS.

By Ruth Cameron.



"VIRTUE-FINDING"—A NEEDED WORD.

A friend of mine has had remarkable success in taking poor material in the way of household help, material that others have found to be almost useless, and moulding it into something quite near to her heart's desire.

I asked her the other day to tell me her method.

She seemed to find it difficult. There are many people who find it easier to teach twenty what were good to be done than be one of the twenty to follow their own teaching. And there are a few people who can more easily do what were good to be done than to tell how they do it. She is one of the latter.

Not "Don't" But "Do."

But I did finally get her to say one very acute thing. At least I found it so.

She said: "When you find fault all the time you discourage people and they won't do even what they really are capable of. Of course when they don't do things right you have to correct them. I have to say 'No don't do it that way' good deal, but I'm always watching for a chance to say 'There, that's just the way I like it.' I think that makes a much deeper im-

pression than saying 'that's the way I don't like it' all the time."

The Positive Impresses.

Do you wonder that she brings out the best that is in her helpers. I don't, after hearing that.

Blame is negative, praise is positive. It is always the positive thing that makes the deeper impression.

This same woman has three unusually ambitious and well behaved children. I do not doubt that her wise use of the positive force of praise has been a large factor in her success with them.

The habit of looking for faults to criticize in others is such a common one that we have a word for it,—fault-finding.

The habit of hunting for virtues to praise apparently isn't so common. You don't find any such word as "virtue-finding" in the dictionary.

We need that word. Not necessarily in the dictionary. But in our lives.

Do You Withhold Honest Praise?

We need to substitute for the attitude of mind that unconsciously takes for its slogan "Blame when you can and praise when you must," the attitude of mind that consciously takes "Praise when you can and blame when you must."

"Praise holds the power to keep us at our best. Praise is but honest pay for value received." Are your helpers properly paid?

Romance of the Margate Boat.

HOW THE WORLD'S OLDEST STEAMSHIP COMPANY BEGAN.

When, each year, the Margate boat starts her summer sailings, you can read in her almost the whole history of steam navigation. For she carries on what is, in point of continuity, the oldest steamship service in the world.

The first practical trial of steam on the water was made about 1807. In 1812 a steamer was brought to London by a Bristol man named Lawrence, but she soon disappeared owing to the opposition of the watermen. The Thames, however, had its steamboats three years later, and probably some of these ran to Margate, for the river had always been London's highway into Kent.

Return Fare—1s. 6d.

Certainly there was a Margate service in 1817, for an old advertisement tells of two little steamers which made each week a couple of journeys between London and Margate, and which were "highly approved of by nautical men." Since then, except for the dark years of the war, there has been a service to Margate every summer. On no other route can you trace back the use of steam so unbrokenly to almost the time of the first steamer.

It is a paying holiday route, and so, naturally, there has been competition upon it. Once the competition was so keen that the return fare was brought down, it is said, to 1s. 6d.

But, though companies have come and gone in the service, two of the ships in it to-day, the Golden Eagle and Eagle, fly the house-flag that the steamers of 1814 carried.

The little Margate packets of one hundred years ago set London thinking in a big way of steam. And out of what we now look upon as a pleasure service came the General Steam Navigation Company, the oldest steamship company in the world. That company celebrates its centenary this year. It is older by nearly a score of years than such famous lines as the P. and O. and Royal Mail, and, though born when sails were still supreme, has never owned a sailing ship.

Queen Snubs the Navy.

Obviously, directors who had an authorized capital of £2,000,000 (a huge sum in 1824) looked beyond

An Old Friend

A great many women look upon Pearlina the great washing powder, as an old friend, for it was well and favourably known here many years ago. Pearlina, has come back again and is proving more popular than ever. Many new products have come on the market since the days when Pearlina was so generally used here before, but none has seemed to suit as well as the old favourite Pearlina. For washing dishes, pots, pans, etc., Pearlina is unequalled, while for washing clothes, scrubbing, clearing windows, etc., it is in a class by itself. Every woman should use Pearlina, it saves toil and expense.—M

Margate. They entered into the old sea-trade between the Thames and Scotland, built steamers for that service, bought out some of the opposition, and in 1842 carried Queen Victoria, who was dissatisfied with the arrangements the Admiralty had made for her, between London and Edinburgh.

The company, soon had forty ships, employed both coastwise and on Continental routes, which extended in time to the Mediterranean. Its days go back to the time of the old Navigation Laws, when a Bristol ship had not only to be British-owned but British-manned as well.

They go back, too, to the time when swords settled quarrels. At a board meeting in 1827 one director, who had been called no gentleman, challenged another director to a duel. Fortunately at the next meeting heads were cooler and apologies were given and accepted (says a writer in the Evening News).

Bought a German Fleet.

The earliest ships of the company were built on the Thames, then lined with busy yards. When competitive tenders were sought, they came not from the Tyne or Clyde, but from such places as Gainsborough, Ipswich, Topleham and Lyme Regis.

One deal that the company made in ships is hardly believable to-day. In 1852 it bought the whole navy of the German Confederation—six ships in all with their guns and gunpowder. The sale, which Bismarck deplored, shows how little the Germany of two or three generations ago thought of power on the sea.

In 1835 a Greenwich schoolboy, named Marshall, entered the company's service. A sickly lad, he had been all but given up by the doctor, and he went to sea to save his life. He regained his health, rose to the position of master, commanded his ship for thirty-seven years, and remained on the books of the company until 1917.

Twenty-three boats were lost during the war. One, the Drake, had a big adventure before she faced the submarines. At Messina, during the earthquake, she was lifted up by a great wave, thrown ashore, and then swept back again into deep water, where she stayed to rescue over three hundred people.

The naming of the company's ships after birds carries on the tradition of the little Margate packets which our great-grandfathers used. And though turbines have been tried on the service, the Margate boat is a paddle-boat to-day just as she was in the beginning. With paddles she manoeuvres easily and has the broad deck that her human cargo needs.—Tit-Bits.

Cleanliness is one of the chief secrets of charm, and perfect cleanliness results from the use of Ivory Soap.—adv.t

Some
Worth 3 Times
the Sale Price



BOUGHT TO OUR ADVANTAGE.
SOLD TO YOUR ADVANTAGE

MEN'S HATS

There's
plenty now,
but at these
prices they
will soon be
scarce.

SMART
SHAPES.
GOOD
COLOURS.
ALL
SIZES.

BLACK HARD FELTS 1.15

SOFT FELTS 1.98

VELOURS 2.98

Ayre & Sons

New Arrivals!

500 Rolls

"Royaloid" Roofing
2 and 3 Ply at \$3.45 and \$4.25 Roll.

—ALSO—

200 Bundles

Black and Gal. Sheet Iron
Selling at Very Low Price.

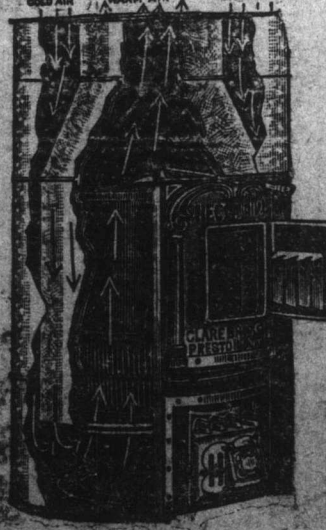
Martin-Royal Stores Hardware Co., Ltd.

sept23,tu,th,s

LET US ADVISE YOU ON A

HECLA PIPELESS FURNACE

FOR YOUR HOME.



It works in small homes and large. We believe it will work in YOUR home—to your entire satisfaction.

Follow out our instructions as to location and size, and we will give our Unqualified Guarantee that the "Hecla" Pipeless Furnace will heat your home properly. Literature and full information on request.

WALTER E. WHITE

Phone 1521. Bon Marche Bldg. P.O. Box 302.
Distributor for Newfoundland.

aug16,s,tu,ff

Don't Say Paper, Say "Evening Telegram."