

## Our Dumb Animals.

REPORT OF CHIEF AGENT OF S.P.A. FOR WEEK ENDING JULY 20TH, 1923.

I was asked to humanely put to death a dog for Mrs. Pomeroy, Young Street; another for a lady on Victoria Street; one on Duckworth Street; one on Long Pond Road; one in Hayward Avenue, and one on Bond Street. Most of these dogs were very old and the owners preferred having them put to death. A valuable horse (belonging to Mr. Lester) which picked up a nail in the hoof and causing lock-jaw, was shot under Veterinary Surgeon Bishop's instruction. Attended the landing of 45 head of cattle and one horse from the Sable I. One of the Oxen made away and went wild through the country and has not been found since. I also attended two sales at Campbell & McKay, where everything possible is done for the comfort of the cattle. Sheep pens have been improved on and add considerably to the comfort of the sheep. Two horses have been taken in for treatment for lameness. A report comes from the Sanitarium of dogs being out all night and causing great annoyance to the institution. About ten similar reports have come from people around the suburbs. I don't see any way to remedy it unless the owners are brought before court. Another report comes from Torbay about the number of horses and cattle which are left at large, are a great annoyance to traffic. Motor drivers have had some very narrow escapes. Reported the circumstances to the police authorities who will deal with it. Also attended the pony races at the Garden Party. I find here that horses and ponies are not equally matched. Some are young and others old; also some are spavined, while others are sound. I didn't think that horses physically defective should compete with those that are sound, when horses and ponies need the whip from start to finish. To my mind they should not be put on a racecourse.



OVER EIGHTY-EIGHT YEARS MAKING GOOD BOILERS AND STILL MAKING THEM

Write for illustrated folder

Established 1834

Head Office &amp; Works—London, Canada

Branches &amp; Agents from Coast to Coast

LEONARD

St. John's, Nfld., Agent—Thos. A. Pippy, Waldegrave Street.

Received a call to attend some horses which were hauling rocks for the East End Rock Crusher. Saw the teamsters and warned them against overloading. The annual meeting of the Society was held last night and the annual subscriptions are now due.

JONAS BARTER, Chief Agent.

## Britain Calling for New Issues.

AGAIN ILLUSTRATES HER RECOVERY AS BANKING CENTRE OF THE WORLD.

London, July 8.—Britain's recovery as the banking centre of the world is again illustrated by new issues. One million pounds sterling is being invited for Czechoslovakia and 1,500,000 pounds sterling for Lima. It is also proposed to raise 55,000,000 for railway development in India.

In all cases, railway and other material is to be bought in England in order to alleviate unemployment. During the first five months of the year, 72 per cent. of the money subscribed was for projects overseas. This is in contrast with 1919 when 79 per cent. of the money subscribed was for use inside the United Kingdom.

Investors are regaining confidence in the opportunities for investment abroad.

## Women's Interests.

I think all the population of London and its suburbs must have gone to watch the Wimbledon lawn tennis championships this last week. Such crowds I have never seen, and the weather has been so kind that the most capacity I have seen some lovely tennis there. Much interest has been taken in Vincent Richards, the young American who has burst upon us this year. I saw him defeated by Johnston, and won a modest bet over it, because I thought that, good as Richards is, Johnston could go one better. Norton had been playing brilliantly—as well as I have ever seen him. Another brilliant player is Walter, the fortunate man who partners Miss Lenglin in the mixed doubles. His strokes are simply wonderful, his service is almost impossible to score off, and his pace is tremendous.

Miss Lenglin is still the star of lawn tennis. No woman can touch her; she is certainly unbeatable by any I have ever seen. She is looking just the same this year, in the same pretty little white frocks with white-edged skirts, only there is a little less sleeve than usual. Another charming French girl is playing this year, Miss Vlasto. She is very much of Suzanne's type, slight and dark and very trimly dressed, and with a strength of stroke that looks impossible in one so small.

It is curious how some men prefer a head-covering for their play. Borotra, the well known French player, is never seen without his funny little black cap and another Frenchman, Lacoste, wears a curious looking cap, black with a white peak. It isn't becoming at all—Glasgow Weekly Herald.

ORE CARRIERS SAIL.—S. S. Strass with 7,900 tons for Emden; Reindeer, 4,800 tons for Philadelphia and Leicester with 3,600 tons for Philadelphia, sailed from Bell Island yesterday.

## Advertising Will Put the Retailer ON THE PROFIT SIDE OF THE LEDGER.

Instead of spending our time in finding out ways and means of reducing overhead, which in time means lower wages and less buying power, let's spend our time figuring out ways and means of selling more merchandise, getting a bigger turnover out of our stocks through the means of the higher wages.

You never see a big salesman cutting down expenses. He is always thinking of how he can spend more to sell more and all the big sales and big businessmen have as their background liberal expenditures in some form or other.

When we begin to look around for ways and means of increasing sales or turnover, what do we find? We find gross inefficiency—we find no analysis of the market—we find no budget of finance and purchases. We find no preconceived plan of action. We find no sales strategy. We find no advertising ability.

With these fundamental principles, all stores, all businesses can and will succeed even though they may be in the most limited locations.

In other words, there is little science in the retail business and too much guess-work and trust to luck. Next to poor salesmanship, the greatest leak of profits in the retail store is the waste of time. This leak is more often caused by not having a plan and working it out.

Advertising and sales events should be laid out weeks, and in many cases, months in advance, and buying should be regulated on such a plan. This will enable goods to be ordered, displays arranged, and the clerks posted, thus everything will be thoroughly co-ordinated. The salvation of the dealers in many instances is advertised lines. The retail merchant who tries to sell goods under his own private brand is years behind the times, while on the other hand, the merchants who push goods which have behind them the power of advertising, are the merchants who are on the profit side of the ledger these days. Most dealers do not spend enough money in newspaper advertising and have no advertising policy—News-papercor.

## Alcohol and Longevity.

"A Toronto contemporary in a fit of humor gives us," says the Quebec Telegraph, "under the above caption, the benefit of an amusing skit in the shape of two essays in verse, one attributed to the late Sir Walter Casse, an old Quebec High School boy, who is well remembered in Quebec, and the other to Sir William Meredith, a connection of another Quebec family, but probably both emanating from a lively editorial brain. Sir Walter, 'three-score and 17,' is supposed to say:

The horse and mule live 30 years. They never taste light wine or beers. Sheep and goats are dead at 20. They drink no liquor—water plenty. At 15, dogs are mostly dead. They look not on the wine when red. At 10 the cat's lost all nine lives—No beast on milk and water thrives. At 5 most birds have passed away. Far, far from alcohol they stay. But evil, wicked, rum-soaked men Live on to three-score years and ten.

Sir William at once pounces on the defective logic and replies:

Though horse and mule live 30 years On oats, eschewing wine and beers, Instead of oats, feed them on rye. And see how soon they both will die. I never knew an aged sheep. Except a ram, who earned his keep. The goat's a giddy thing, it's said. For two horns go to Billy's head. If rum with milk the cats should mix Their lives would be but seven—or six!

The judicial mind, however, is shown by the supposed admission of the Chief Justice that he is not averse to the moderate use of alcohol. "I've never yet refused my wine, and now I'm 2 plus 73." We regret, says the Toronto Globe, that our own contribution to this symposium must be in prose and founded upon the sober pages of the Encyclopaedia Britannica. In the case of vertebrates, it is said, the duration of life appears to be greater among fish and reptiles than among birds and mammals. There is evidence of a pike having reached the age of over two centuries. Crocodiles, alligators and caymans grow slowly, and are believed to live very long. Some of the sacred crocodiles of India are believed to be more than a hundred years old. A tortoise lived for eighty years in the garden of the Governor of Cape Town, and is believed to be at least two hundred years old. Whales have been credited with a life of several centuries. Pike, crocodiles and whales! How can any impartial mind fail to see the connection between longevity and water?

A GENTLEMAN'S GENTLEMAN.

Lady: Justine, did you tell the dressmaker that I wasn't home?  
Lady's Maid: I had her told, madame, that neither of us was home, as I owe her a little bill myself.

## Cheer Up, it Always Might be Worse.

When this old world don't seem to please, and you feel on the rocks. Just think of others, much worse off, who've taken harder knocks. And, boy, you sure will be surprised you ever lasted a row. So why not change your tune and smile—why not start right now? So many folks are crippled and so many folks are blind. Have we chaps any cause to groan when they don't seem to mind? But then it's those who suffer most who have the least to say. Who bravely carry on their tasks in their own silent way.

We find that the sick among us look on the brightest side. And hope for a better tomorrow as comes each even tide. They don't complain about their lot, despite how well they may. Instead they bear their sufferings in their own patient way.

There's many who might tell the world of troubles not a few. But they just take things as they come—and so it's up to you. If you're no reason to complain, to grumble and to put out, if you'll just CUT IT OUT!

## Egypt Held Palestine During Five Centuries.

EXCAVATIONS AT BELSAN DISCLOSE BUILDINGS OF 19TH DYNASTY.

LONDON.—The Mission excavating for the University of Pennsylvania at Belshan, Palestine, the Bethshean of the Old Testament, has unearthed, according to a Times despatch from Jerusalem, substantial Egyptian buildings, with evidence of five centuries' occupation, and two large, clear monumental inscriptions of Seti I. and Ramesses II., respectively. The inscriptions indicate military dispositions of known divisions of Egyptian troops and give references to neighbouring cities on both sides of the Jordan.

Belsan is a small town near the Jordan, 55 miles north-northeast of Jerusalem. Seti I. was King of Egypt of the nineteenth dynasty, about 1366 B.C. He was the father of Ramesses II.

## Saskatchewan Telephones.

Saskatchewan now stands first in the world in regard to the number of rural telephones per capita, with a telephone for every nine of the population. It is estimated that the Saskatchewan Government has \$11,000,000 invested in urban telephones with 31,800 subscribers, while rural companies in the province have invested \$15,000,000 with 58,000 subscribers.

A group of Scottish lawyers were gathered around a brew of toddy one night when the conversation turned upon a question of pronunciation. "Now I always say 'neither,'" one of them said in discussing the pronunciation of the word "neither." "I say 'neither,'" remarked another. Turning to a third he asked, "what do you say, Sandy?" Sandy, whose head was a little muddled by too many helpings of toddy, woke up from a gentle doze. "Me?" he said "Oh, I say 'whusky.'"

## Sunday Services.

C. E. Cathedral—8, Holy Communion; 11, Matins; 3, Children's Service; 4, 15, Holy Baptism; 6, 30, Evensong; St. Thomas's—8, Holy Communion; 11, Morning Prayer and Sermon, preacher, Rev. G. O. Lightbourn; 3, Sunday School; 4, Holy Baptism; 6, 30, Evening Prayer and Sermon, preacher, the Rector, subject: "The Great Invitation." St. Michael and All Angels—8, Holy Communion; 9, 30, Holy Eucharist (sung); 11, Matins; 3, Children's Service; 4, 15, Holy Baptism; 6, 30, Evensong.

METHODIST. Gower Street—11 and 6, 30, Rev. Hammond Johnson. George Street—11 and 6, 30, Rev. R. E. Fairbairn. Cochrane Street—11 and 6, 30, Rev. C. E. Johnson. Wesley—11, Rev. Wm. Thistle; 6, 30, Rev. J. G. Joyce.

St. Andrew's Presbyterian Church—11 and 6, 30, Rev. R. J. Power, M.A. Congregational (Queen's Road)—11 and 6, 30, Rev. B. T. Holden, M.A.

S. A. No. 8 (Duckworth St.)—7, Knee Drill; 11, Holiness Meeting; 3, Free and Easy, Mrs. Capt. Bruce from America will preach; 7, Praise Service of Adm. and Mrs. Woodland. Mrs. Capt. Bruce will assist. S. A. (New Gower Street)—7, Knee Drill; 11, Holiness Meeting; 3, Praise Meeting; 7, Great Salvation Meeting. All these meetings to be conducted by Col. J. C. Cloud, the new Sub-Territorial leader for Newfoundland.

Adventist (Cooktown Road)—8, 30, Evangelist, George R. B. of Oshawa, Ontario, subject: "DM Moses write History or Tables—Which?" All are welcome.

International Bible Students' Association meet in the Chapter Room, Victoria Hall at 3 p.m. Study in the Divine Plan of the Ages; 7, Discourse, "Mystery."

MINARD'S LINIMENT FOR WARTS.

## CHIROPRACTIC!

(DEFINITION.) Chiropactic is a philosophy, science and art of things natural; a system of adjusting the articulations of the spinal column, by hand only, for the correction of the cause of disease. (This definition is inclusive and any and all other methods are hereby declared not to be Chiropactic.) ALL ELSE BELONGS TO OTHER METHODS. Chiropactors, who know Chiropactic as defined, confine their thoughts, actions and office work to it. By doing more than the above, they openly confess that they are ignorant of Chiropactic or are manifestly for money irrespective of the good they can do the sick.

DR. W. H. MacPHERSON, Chiropactor, 11 Atlantic Avenue.

## One Minute, Please!

For a \$5.00 bill, this Company issues a Travel-Accident Policy for \$5,000 to any person between 18 and 65 years, one of these policies should be owned by every street car user, passengers on trains and steamers, vacationists, tourists, delegates and every other person who needs to travel at any time.

Issued by us at a moment's notice. LET THIS \$56,000,000 COMPANY PROTECT YOU!

U.S. FIDELITY &amp; GUARANTY COY. J. J. LACEY, Nfld. GENERAL AGENT.

## MONTREAL-ST. JOHN'S

Inter-Continental Transports, Limited.

S. S. Manoa.

From Montreal . . . . . July 21.  
" St. John's . . . . . July 28.

For space, rates, etc., please apply to this Office, as space is limited.

HARVEY &amp; CO., Limited, AGENTS.

apr27,w.f.t.

## Furness Line Sailings

	From Liverpool	St. John's to Halifax	Boston to Halifax	Halifax to St. John's	St. John's to Liverpool
DIGBY	July 28th	Aug 7th	July 28th	Aug 1st	Aug 4th
SACHEM	Aug 7th	Aug 15th	Aug 1st	Aug 21st	Aug 24th

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. Through rates quoted on cargo from all United States and Canadian Ports.

For rates of freight, passage and other particulars, apply to

Furness Withy &amp; Co., Limited w.f.t.

## Boston - Halifax and Newfoundland Steamship Co.

The next sailing of S.S. ANNA will be from Boston, Saturday, July 21.

For freight bookings, apply to A. E. HICKMAN CO., Limited, Agents

jr17,tn,th,s

## NOTICE!

NFLD. GOVERNMENT COASTAL MAIL SERVICE.

Freight for S.S. PORTIA for usual Northern Ports of Call, will be received at the Wharf of Messrs. Bowring Brothers, Limited, from 9 a.m. to-morrow (Saturday), July 21st.

NEWFOUNDLAND GOVERNMENT COASTAL MAIL SERVICE.

## ARDENT YOUTH.

Professor: Clergymen and soldiers appeal most strongly to woman.  
"28: Would that I were an army chaplain!

MINARD'S LINIMENT USED BY VETERINARIAN.

MINARD'S LINIMENT FOR ACRES.

MINARD'S LINIMENT FOR ACRES.

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## Manners.

He was a cab-driver of the old type, called as a witness in an action for damages incurred in a street collision, and ignoring the jury, he persisted in relating his version to the judge. Fortunately the latter stopped him, and observed:

"Address yourself to the jury." So turning awkwardly to the jury, which twelve tradesmen sat around, he smiled, nodded reassuringly, and remarked:

"Mornin', gents; all well at 'ome 'ope'—Titt-Bitts."

## NOT UNLIKELY.

Policeman: When you pulled the tempted suicide out of the water, what happened?

Rescuer: I hadn't turned my back before he hanged himself to a tree. "But why didn't you cut him down?" "I thought he'd just hung himself to dry!"

## Fashion Plates

The Home Dressmaker should have a Catalogue Scrap Book of our Fashion Plates. These will be found very useful to refer to from time to time.

A PRACTICAL APRON STYL



4408. The apron affords good protection to the busy housekeeper. It is easy to develop and to launder. Slips over the head, but may be made adjustable at the skirt portion. Dotted percale in white and blue. Binding of blue sateen is here shown. This is a good model for cretonne or gingham.

The pattern is cut in 4 sizes: Small, Medium, Large and Extra Large. A Medium size requires 2 yards of 27 inch material. Pattern mailed to any address on receipt of 10c. in silver or stamps.

## A POPULAR MODEL.



4404. The house dress of today has many versions. It is now one of the most attractive garments in the busy woman's wardrobe. The style here shown has long waist panels over which trimming panels are arranged. The short sleeve and collar, make this a comfortable model.

The pattern is cut in 7 sizes: 36, 38, 40, 42, 44 and 46 inches bust measure. A 38 inch size requires 2 yards of 33 inch material. The width at the foot is 2 1/2 yards. Pattern mailed to any address on receipt of 10c. in silver or stamps.

No. . . . .

Size . . . . .

Name . . . . .

Address in full: . . . . .

Phone . . . . .

Post Office . . . . .

City . . . . .

State . . . . .