

# Ladies' Artificial SILK HOSE

MADE IN ENGLAND.

— AT —

## HENRY BLAIR'S

**LADIES' ARTIFICIAL SILK HOSE**—Platinum Brand. Nothing better made. Shades: Nude, Putty, Coating, Fawn, Mole, Silver, Mouse, Castor, Marone, Nigger, Cast Iron, Shoe Grey, Suede Grey, also in Black and White; sizes 8½, 9 and 9½ inch foot. Three Dollar value for \$1.75 per pair. Every pair of Platinum Hose guaranteed perfect.

**LADIES' ARTIFICIAL SILK HOSE**—Black and White only, made in England, reinforced heels and toes, only 95c. per pair.

**LADIES' ARTIFICIAL SILK HOSE**—Shades: Coating, Nigger, Dark Grey; made in England, reinforced toes and heels. Extra good value, only 85c. per pair.

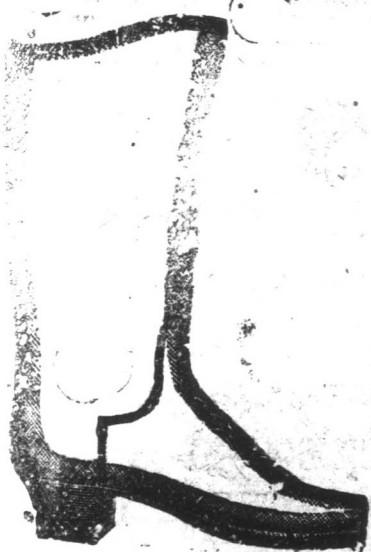
## HENRY BLAIR

## LEATHER!

**FISHERMEN!** Nothing wears better than Leather.

**REMEMBER!** One pair of Smallwood's Hand-made Boots will last the voyage, will outwear at least three pairs of the best rubber boots on the market to-day, besides giving you that comfort which only a Leather Boot can do.

**SMALLWOOD'S!** Smallwood's BOOTS are made out of all solid Leather!



## Lower Prices on Hand-made BOOTS

Unique Boots, Wellington Boots, High and Low Boots; Men's, Boys and Youths' solid Leather Boots.

Mail Orders receive prompt attention.

**F. Smallwood,**  
THE HOME OF GOOD SHOES  
218 Water Street, St. John's.

## Removal Notice!

**THE QUEEN INSURANCE COMPANY**  
— AND —  
**GREAT AMERICAN INSURANCE CO'Y.**  
HAVE REMOVED TO NEW PREMISES  
137 WATER STREET  
FACING PRESCOTT STREET.  
**ED. H. HALLEY, LIMITED, Agents.**  
PHONE 658  
P.O. BOX E-5078

## SIDE TALKS.

By Ruth Cameron.

### DON'T FORGET THE OTHER SIDE.

Once upon a time when a certain householder complicated threatened to add itself to a week already filled right up to the brim with engagements and things that just had to be done, I said to the Lady "Who Always Knows Somehow": "I don't see what I shall do if that happens. It will make such a muddle."

**Out the Other Side.**  
"I know it," said the Lady, "It looks like a hopeless muddle, but you know very well that you'll get through somehow and out the other side. You always do, you know. There's always a further side to these muddles and these hard places in life and you always get there somehow."

I have thought of those words many times since when I was facing some complication or some difficult time, wondering what I should do if this or that happens.

"There's always another side and you always get there somehow." It sounds obvious but we don't always feel its obviousness when things are going wrong with us.

**Those Frightful Times.**  
When one of the children has the measles and it looks as if the other two were going to have the whooping cough.

When, just as we are getting ready

for the company dinner that was so specially important, Junior comes home with a sore throat, and the pipes spring a leak and the girl who was to assist by waiting on the table sends word that her mother is sick and she can't come.

When Himself gets his annual week of hay fever and gets into that state of mind where nothing we do pleases him.

When an extra rush of work at the office and a wedding in the family and a bad cold in the head will all come in one week.

When we have made some fool mistake in our business, whether it be home making or work out in the world, and have got to fix it up with the powers that be.

**But It Isn't.**

At times like these we are prone to see our hard time as a kind of blank wall that faces us, an unscalable, unclimbable, ungo-roundable blank wall.

If we could just think, "There's always another side and you always get there somehow."

And that's true—hard as it is to believe it at the time—even of grief.

There's always another side, somewhere not so very near perhaps, but somewhere in the future. And you will reach it sometime. You do not think so now. Perhaps you do not want to think so. But it is true just the same and if you can want to think it you will put yourself in tune with nature. Time always brings roses. If you will only let Him.

## Newspapers Best for Advertising

**IDEAL SELLING MEDIUM, SAYS SPEAKER TO ADVERTISING CONVENTION.**

PHILADELPHIA, May 14.—Louis Wiley, business manager of the New York Times, speaking to the Second District Associated Advertising Clubs of the World, now meeting in convention here, took as his theme the mutually indispensable nature of advertising both to the newspaper and the advertiser. The retailer depended very largely upon his newspaper advertising to draw his customers to his store and on this point Mr. Wiley said:

"The psychology of this selling is based on a fixed habit. In metropolitan and suburban districts the reading of the newspaper has become a daily practice. News of the day is every day eagerly awaited. This keen hunger for news gives the advertiser an unusual and vital point of contact with hundreds of thousands of readers. Every woman knows the importance of scanning the advertising columns of the daily paper before starting on her shopping tour. The merchant knows the importance of interesting the woman of the house in the sales his store has to offer. Eighty-eight per cent. of the retail buying of the country rests in the hands of the woman."

Newspaper advertising is gradually superseding all other methods of publicity. It provides in one medium all the conditions required for the successful presentation to the public of the merits of any kind of merchandise. Other methods, such as bill-boards, railway cars, magazines, circulars, are adapted to meet only one or two conditions. Bill-board or railway advertising must be supplemented by newspaper advertising; magazine advertising lacks timeliness, and it also to be fully successful, needs to be fortified by announcements in newspapers.

Mr. Wiley stated that the total newspaper advertising of 122 daily newspapers in 25 principal cities of the United States during 1923 was 1,332,054,971 advertisements, a gain of 92,651,690 lines over the previous year.

Speaking of newspaper postal rates being 250 per cent. higher than before the war, Mr. Wiley said that the publisher of the New York Times pays 152 cents to mail a copy of the Sunday edition to the State of Washington—delivering the papers already sorted at the railway terminal, whereas an ordinary citizen can wrap a copy up and for eight cents have it

collected by carrier from the mail box, sent to its destination in the same State, and delivered on arrival there.

Speaking of the coming advertising convention in London, Mr. Wiley expressed the hope that American participation might "set the example for our entrance into closer international co-operation with the Old World in the interests of peace and prosperity."

It is not the policy of the manufacturers of Ivory soap to make extravagant claims in its behalf. They simply say that Ivory soap is a good, pure toilet soap and that it will cleanse the skin thoroughly without injuring the most delicate complexion.

## "Lost Mine" Found

VANCOUVER, B.C., May 15.—(C.P.)—Every mining district seems to have its lost mine, but it seldom happens that such a mine is found and re-opened. British Columbia's original lost mine—lost for fifty years or more—has been found and work will begin immediately to get out the high grade silver ore.

It is what is known as the old Eureka mine, search for which has lured prospectors for years. It is eight miles from the town of Hope, B.C. General J. W. Stewart and associates are now owners of the mine and a crew of men and supplies have recently been sent in.

The lost Eureka was last heard of in the early '70s. According to the story which has gone the rounds of prospectors for years, it was discovered by an Indian trapper, who brought a chunk of solid silver into the then wild and woolly western mining town of Hope. Hope was then the mecca for hundreds of adventurers from all over the world, attracted by the gold in the rich bars of the Fraser River.

A company was formed in which were many men prominent in British Columbia in those days. Cabins were built and mining with crude methods was undertaken. Considerable ore was taken out and shipped to San Francisco to be treated. In those days the ore had to be packed from the mine to Hope on the backs of Indians.

Even with the tremendous transportation cost the mine paid until the owners got into difficulties and with the gold rush turned elsewhere, interest in that part of the country waned and the old mine was finally abandoned.

Then it became lost to memory as far as its exact location was concerned, but the "lost mine" story remained to be often told by old timers and given little credence by those who had stories of that kind before. That the mine really existed was a matter of record in the archives of the province.

About three years ago Mr. A. S. Williamson, while hunting, discovered the old mine and workings. He interested his firm—Foley, Welch and Stewart—in the discovery and engineers were sent in and gave the property a thorough examination. Belief is expressed by those in charge of development work that the Eureka will be a bonanza silver mine.

A smart dinner gown has a wrapped skirt ending in a circular frill on the sides.



# Grasp This Opportunity

AND SAVE ON YOUR SUMMER FOOTWEAR.

**Our Prices Are Moderate, But They Never Reach the Point Where Quality Ceases.**

## Men's Boots

**Men's Mahogany Colored Boots**—Blucher style, calf leather; sizes 6 to 10. A real snap at \$4.50 the pr.

**Men's Mahogany Colored Boots**—Blucher style, rubber heels; sizes 6 to 10. Only \$5.00

**Men's Black Kid Boots**—Blucher style, soft and comfortable; sizes 6 to 10. Special Price \$4.50

**Men's Black Kid Boots**—Blucher style, good wide widths; rubber heels attached; sizes 6 to 10. Special Price \$5.00

## MEN'S LOW SHOES

**Men's Wine-colored Oxfords**—Fancy perforated toes, full rubber heels; sizes 6 to 10, at \$4.75 and \$5.00.

## MEN'S ENGLISH BROGUES

in Black, superior quality, fully perforated, a real shoe to wear, all sizes \$6.00  
**Brown Brogues** \$7.50

## FOOTBALL BOOTS

**Men's Light Tan Football Boots**, good soles, all sizes, \$3.75, \$4.50 pair



**There's Pleasure and Profit in Wearing PARKER'S FOOTWEAR.**

361 & 362 Water St. West.

**PARKER & MONROE**  
The Shoe Men

## Fashions and Fads.

A charming kimono-cut, tunic blouse is of a gorgeous, Chinese crepe. A sports cape of plain flannel has revers of plaid flannel. Spring favors the diagonal motif in dress trimming. Huge earrings are used on either side of a smart turban, as trimming. For street and sports wear skirts grow steadily shorter. A short coat of white kid is smart worn over a black crepe frock. The new silhouette in general shows decidedly more fullness. The cape has gracefully taken its place as trimming note.

## Corns



Don't risk blood poisoning by picking a corn. Apply Blue-jay, the scientific corn tender. The pain will vanish instantly. Then the corn loosens and comes out. Get Blue-jay today at your druggist.

**Blue-jay**



## CHILDREN'S SHOES

**And SANDALS.**

Children's Summer Sandals, bare foot and lace styles. Sizes 5 to 2. While they last Special Price \$1.25

## SNEAKERS.

**BLACK. BROWN. WHITE**  
Child's Sneakers . . . Size 5 to 10. 95c.

Misses' Sneakers . . . Size 11 to 2. \$1.10

Youths' Sneakers . . . Size 11 to 2. \$1.10

Boys' Sneakers . . . Size 3 to 6. \$1.25

Women's Sneakers . . . Size 3 to 7. \$1.20

Men's Sneakers . . . Size 6 to 10. \$1.30

Our Canvas Sneakers are made especially for Sports and Gymnasium wear.

## PATENT KID DRESS SHOES

Our assortments of Ladies' Footwear for dress wear is incomparable and comprises every new style and model from America's leading shoe manufacturers. Fancy straps, elegant cut-out vamps, colonial pumps, medium and Louis heels, such prices as

**3.00, 3.50, 3.75**  
**4.00, 4.50**



**Ladies' Oxfords**  
Ladies' Black Kid Walking Shoes—Medium heels and toes; sizes 3 to 6. Special Price \$2.25 2.50 2.89 3.00

**Ladies' Brown Oxfords**  
Ladies' Brown Street Shoes—Medium toes and heels; sizes 3 to 6. \$2.75 2.90 3.00 3.50

**Ladies' Strap Shoes**  
Ladies' Brown 1 Buckle Shoes—Medium rubber heels; sizes 3 to 6. Special Price \$2.50 3.00 3.50 3.75

**LADIES' BLACK KID**  
2 and 3 Buckle Walking Shoes, perforated toes, rubber heels; sizes 3 to 6. Price \$3.50.

## LADIES' BLACK KID

1-Button Shoe low rubber heels sizes 3 to 6. \$3. Same style Brown.

## INFANT'S SHOES

Infants' Patent Strap Shoes with heels, \$1.20, 1.25 Patent & Grey Shoes, with heels \$1.45. Other lines and styles.

## Job's Stores, Limited.

### HEADQUARTERS

**FOR MARINE ENGINE SUPPLIES—ALL NEW STOCK**

**K. W. Coils single and double cylinder, New York Coils, Jump Spark and Make-and-Break, Scheblar Carburettors and parts, Spark Plugs, Priming Cups, Gaso. Cocks, Drain Cocks, Switches, High and Low Tension Wire, Batteries, Grease Stuffing Boxes, bronze shafting, etc. Also Lubricating Oils on draught and tins**

**Job's Stores, Ltd.**