

## SPECIAL OFFER

# China Teaset

of the very best quality.

**\$5.96**  
set

Recent importations, values up to \$10.00 each, in Genuine English China and Hand-painted Japanese Wares. Here is your opportunity, if you require a real good Tea Set at a very low price. Set consists of 6 Tea Plates, 6 Cups and Saucers, Cream Jug, Bowl and Cake Plate. This offer holds good for 2 weeks only.

**The Royal Stores, Ltd.**

Jy 8.11.14

## Fortunes Made in a Hurry

GET-RICH-QUICK TRAPS FOR THE GULLIBLE.

Who wants to make a fortune in a hurry? If anybody has an ambition in that direction, his course is perfectly clear. He has only to advertise for a job with investment, and then—well, take his choice!

Such, at any rate, is the conclusion I have come to (write the "Tit-Bits" man) after reading through a pile of letters, circulars, prospectuses, and so forth sent me by a friend who did advertise for work with investment.

Entrancing are some of the schemes set out only . . . Occasionally two or more of the names given, under the Business Names Act, in the printed heading are struck out with a pen, and then alterations are made in the address in the same way.

"Gold-Mine" Business.

Among the letters from agencies, I find one which administers a "gold" scheme.

"The tricks of the bogus business merchant are quite beyond the comprehension of the average investor, and unless he has some experts, like ourselves, behind him, he stands a very good chance of losing his money."

Never let the other party form your company, or you are likely to be "had." Insist on our forming and registering the company, as we see to it that you are "top dog" all the time."

Here is a letter from another agency, which offers, on behalf of clients, a directorship in a coal business. The weekly turnover, it is said, is £1,000, £200 of which is profit. Who, except, perhaps, the householder, would have thought that there is so much money in coal?

A good many of the other letters relate to comparatively small businesses of the gold-mine order. Writes a commission agent:—

"This old-established business is for sale, price, inclusive of everything, £450. The clear profits average £250 per annum, and are increasing. There is a good, sound, steady clientele. All business is conducted from the office by letter, 'phone, and telegram."

## Lure of the Films.

In a letter of the same class a bookseller states that he wishes to open a shop in a certain thoroughfare, adding: "I had a three months' tenancy there, and my turnover was £11,000! My present premises have brought in £520 for three months, with an average profit of thirty to forty per cent."

A similar correspondent says he requires a partner, with "investment of not less than £2,500, in return for which we can offer an immediate guaranteed salary of £250 a year (with considerable increase after a few months), justified by the ability of the partner) and a share of the profits."

Further letters are from people connected with, or anxious to be connected with, the film industry. One correspondent asks whether the advertiser would invest £3,000 to produce a powerful film novel.

## Profits From Patents.

"The sole rights are my own," she declares, "and you could have one of the leading parts at a very good salary. Ten pounds per week is the lowest for a good lead. Or you could have any other position preferable to you. You would share all proceeds from profits also I could share the proceeds from the publication of the novel, which at the moment is at the publisher's. Several thousand pounds would be realized from the sale of the picture after production."

Another letter says that there is going a share in a syndicate for the acquisition of a high-class London hotel, on the directorate of which will be "four men of title, all well-known business men."

There are, too, proposals for developing natural resources. A man, for instance, says that, in conjunction with friends, he is "about to develop an extraordinarily rich natural deposit of fibre, clay, peat, and natural gas" in a certain country. He offers a half share for 150,000 francs, which, he states, "will earn profits of over one hundred per cent on capital invested for thirty years."

But to my mind the most fascinating of the schemes laid before my friend are those for the exploitation

of patents, secret processes, and so on.

One of these schemes is for putting on the market an instrument used in the motor trade. At present the average cost price is 8s. each, and the average selling price 40s. each net, and on this basis, allowing for a reduction in the cost of production in quantities, some fine round figures are given. If 100,000 were manufactured, it is calculated, the cost would be £45,000, and on this quantity the gross profit would be £155,000.

## A Coal-Saving Scheme.

Equally enthralling is a scheme for the conservation of fuel. The proposed capital is £25,000, to be subscribed up to £2,000 by branch managers, one of whom, it is suggested, shall be my friend. The estimated profits look uncommonly well on paper. On the first year's working they would be nil, on the second year's 58 per cent, and on the third year's 284.3 per cent, or an average for three years of 114 per cent, per annum!

So ridiculously easy is it to make money when you really settle down to the job!

## Just Folks.

By EDGAR A GUEST

## GETTING THE DOUGH.

Whenever around the festal board sit four or five of us,

Queer wanderers through the lanes of life, our fellows to discuss,

The conversation wise and true ere very long will turn

Unto the sums of money ignoramus can earn;

And soon upon the ear will fall this sentence soft and low:

"There's Jack! He has no wit at all, but he seems to get the dough."

Now, we are most intelligent, a brainy clever crew,

There's little that we do not know, what those diplomas mean;

Upon our walls the sheepskins framed attest that we have been

To college, and of course you know, they prove our right to scholarship

And culture's aureate glow. Yet in this curious world, it seems the blockheads get the dough.

We are so very wise and bright and they so very dull;

Each one of us with knowledge true has toiled to pack his skull,

And yet we struggle, day by day, to earn our milk and bread

And, speaking now financially, we never get ahead.

With our superior intellects, it mystifies us so

How men at whom we sit and sneer, can gather in the dough.

Yet, looking back across their lives, I see the things they've done,

The thoughts they've put in action, and the battles they have won;

In brick and stone and lasting steel I've seen their buildings rise,

I've seen them fashion useful things which every mortal buys,

They do the deeds we cannot do with all we've come to know,

And it's not hard to understand just why they get the dough!

## Humour on the Bus

A CONDUCTOR WRITES ON HIS TRIALS AT HOLIDAY TIME.

At the best of times the bus conductor's job is no easy one, but on such occasions as public holidays his troubles are multiplied tenfold. The wonder is that all the bus conductors of London are not grey-haired. I am sure that every one of us would be if it were not for the fact that our sense of humour comes to our aid and helps us to "carry on."

It may be my imagination, but it always seems to me that at holiday time I get the most eccentric passengers. One year, I remember, when my bus was crowded to capacity, an old gentleman, when I asked for his fare, calmly told me that he did not believe in paying until he had completed his journey.

My Fussy "Fares."

I argued with him in vain, and even when I threatened to call a policeman it made no difference; indeed, he said he would be very pleased, as then he could test the legality of his case in the courts! On such a busy day I couldn't keep the bus waiting, so we went on. At the end of his journey this unusual passenger paid his fare, adding that he was "sorry to have troubled me!"

Perhaps the most unwelcome passenger at holiday time is the person who tenders threepenny-bits. More threepenny-bits are lost on a holiday, I should imagine, than on any other day in the year. What happens is that the coin slips between the conductor's or the passenger's fingers, rolls down the deck of the bus, and finally falls through the narrow slit which runs along the side, to be lost in the street. It wouldn't be so annoying, so far as the conductor is concerned, if it were not for the fact that in such cases the conductor has to bear the loss. We have to pay up and grin and bear it.

The "fussers," as they are called, also do their best to add wrinkles to the poor conductor's brow. If they are not complaining of draughts they are changing to more comfortable seats; then once they have "settled" themselves to their satisfaction they begin to bombard the conductor with questions—ask them on the right bus; will they be in time to catch such and such a train; will the conductor ask the driver to proceed with more cau-

tion? And then they suddenly discover that they have been given a penny short in their change. Usually, in the end, the conductor finds they have dropped the money.

I have given up marvelling over people's peculiarities since the time when the dear old lady, in the course of a long journey, asked me every three or four minutes if I was certain she was in the right bus. I thought I had seen the last of her when we reached our destination; but she turned round and suddenly exclaimed:

"How stupid of me, conductor! This is not the day I was to go to my cousin; it is to-morrow!"

Only the other day two young ladies on my bus began arguing as to which would pay. "No, dear; let me," one said. "I insist," the other declared.

"But it is my turn, really," was the response.

After ten minutes of this I knew that it was a game of patience, for neither wanted to "part."

There are, happily, always amusing incidents happening which help to make lighter one's task. The other day, just as the bus was about to start, I heard a shrill voice call:

"Wait a minute; wait until I get my clothes on!" With one accord the passengers craned their necks. What they saw was a small girl struggling to hoist a laundry basket on the step.

## World Advertisers Gathered in London

TO DEBATE PROBLEMS.

LONDON, July 6.—(A.P.)—Hosts of advertising men from all parts of the world, 2,000 alone, are expected from America, are beginning to arrive here for the Convention of the Associated Advertising Clubs of the World. The general sessions of the convention, held at Wembley Park, site of the great British Empire Exposition, will begin July 14 and continue to July 18.

From India, Hawaii, South Africa, New Zealand, Australia, Belgium, France, Norway, Holland, Sweden, Italy and Czechoslovakia delegates of the advertising fraternity will wind their way to the world's largest city to confer on the latest developments in merchandising and advertising, to lay plans for the future and to hear the opinions of famous statesmen, business men and advertising experts.

The list of prominent men who will address the convention includes Premier MacDonald, American Ambassador Kellogg, Lou Holland, President of the Associated Advertising Clubs of the world; E. W. Beatty, President of the Canadian Pacific Railway; Reginald McKenna, famous British banker; Sir Charles Higham, Lord Burnham, Harry Tipper, Winston Churchill, Sir Philip Lloyd-Greame, Lord Leverhulme, Lord Kylesant, Edward A. Phelan of Boston, Sir Robert Horne and Stanley Baldwin, former British Premier.

In addition scores of speakers will discuss the more detailed questions of the various phases of advertising in the group meetings, of which there will be many. Every known variety of advertising will come up for consideration.

The Prince of Wales has extended his patronage to the convention, and the Lord Mayor of London, with the Lord Mayors of virtually all of the principal cities of England, Scotland and Ireland, have given their official cognizance.

Complete arrangements have been made for hotel accommodations for the delegates on their arrival in London and Lord Ashfield, on behalf of the London Underground Railway Company, has granted to each visiting delegate a free pass for the week on all London underground trains and London buses.

The festivities will start with a national welcome at Royal Albert Hall on Saturday, preceding the opening of the general sessions, at which time it is expected that most of the dele-

# At the Popular STAR To-Day

That ever pleasing screen Star  
**ALICE BRADY in**

**"Missing Millions"**  
SIX ACTS

Well Known **WILLIAM DUNCAN**  
in Episode Seven of  
**"The Steel Trail"**

**MONDAY--Beautiful VIRGINIA VALLI**  
and **MILTON SILLS in**

**"A Lady of Quality"**  
A Universal Jewel De Luxe in 10 Parts

**COMING! COMING! COMING!**  
**"Joseph Caruso"**  
The Successor to **ERRICO CARUSO**

## Curious, Isn't It?

PECULIAR FACTS AND FIGURES.

An ordinary railway engine is equal in strength to 800 horses.

In Japan the station signboards have the name of the station in Japanese, Chinese, and English.

Glove-making uses up a large quantity of eggs, one London house alone requiring 2,000 yolks a week in one process of preparing kid.

Mayors receive payment at varying rates. Great Torrington presents its chief magistrate with £5 while Eye, Marlborough, Lyme Regis, Bewdley, Penryn, and Liskeard pay their mayors £10 each.

In turf bets, including ready-money and credit transactions, it is estimated that £140,000,000 is staked annually.

The entire coast line of the earth measures 136,000 miles.

Valued at £15,000, a wonderful new telescope has been made for the Russian Government by a British firm. It contains a mirror 40in. wide, 8½in. thick, and nearly 1,000lb. in weight.

The world has an estimated stock of forty-two tons of diamonds.

At the foot of the Monument, in London, is an order forbidding the beating of carpets against its base.

In Mexico a bride's trousseau is paid for by the bridegroom.

Whilst the yolk of an egg is generally yellow, hens fed on white food, such as rice, lay eggs with white yolks.

Experiments have proved that wire-les can be heard 3,000ft. below the surface in a mine and to considerable depths in water.

Last year America exported to

other countries 148,434,916ft. of films, or nearly 30,000 miles.

The average speed of an electric lift in England is 300ft. per minute.

In America a lift speed of 800ft. per minute is attained.

## Japan Goes to Wren

Japan is evidently determined to rebuild Tokio and Yokohama according to the best ideas. For this purpose it has asked the Corporation of London to allow her representatives to have access to all records in existence relating to the Wren reconstruction of the City following the Great Fire.

Further light on this scheme has recently been thrown by Mr. Sydney Perks, the City Surveyor, and in particular he has got together a mass of valuable information in regard to the proposal of Wren for the construction of a quay, re-embankment, right along the river-side.



**"Bring on those Kellogg's Corn Flakes. I'm a hungry man!"**

**1st** It's crisp and delicious as no other cereal can be—and it's simply great for any meal, any time!

**2nd** As healthful as it's good. Brimming with the kind of nourishment growing bodies need.

**3rd** Remember, too, it saves you work. No cooking—no sticky dishes to wash. Ready to serve.

**Kellogg's**  
**CORN FLAKES**

Queen-fresh always



## Photo Post Cards and Panorama

The Landing of The Earl and Countess Haig, Unveiling of National War Memorial, Sports, Review of ex-Service Men and Brigades, Regatta.

Post Cards . . . . . 10c. ea.  
Panorama . . . . . 50c. ea.

**TOOTON'S**  
The Kodak Store, Water Street  
'Phone 131