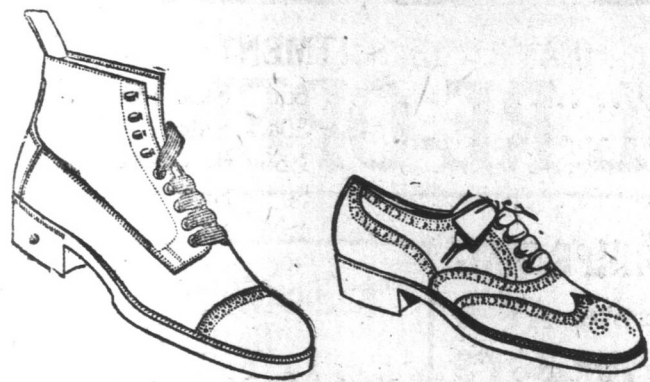


K

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.

SIDE TALKS.

By Ruth Cameron.

EAR TO EAR RUDDENESS.



What does become of people's manners when they are on the telephone? Do people believe that there is something about invisibility of the object that makes rudeness permissible?

If anyone came to your front door and rang the bell and asked to see Mrs. So-and-So, and you discovered that she was looking for number forty-two Oak Street instead of number fifty-two, you would doubtless tell her so graciously.

Almost anyone would. But suppose you were called to the telephone and find that it's 168 ring 2 instead of 166 ring 2 that the caller wants. Do you always give her a perfectly courteous response? Or do you answer her request to know if Margaret is there by saying impatiently, "Margaret who? There isn't any Margaret here. You've got the wrong number."

His Inconvenience, Too. Of course it's annoying to be called to the telephone when you are busy and to find that the call is not for you after all. But there surely is no justice in taking it out on the person who is also being annoyed by the mistake. You surely wouldn't do it if you were face to face with that person instead of merely ear to ear.

Of you are in the kitchen and the telephone rings what you think is three, though you can't be sure of that first ring because you were ironing. You take down the receiver and say "Hello." "Is that ring two?" says the

voice. "No, it's ring three," you answer. Whereat the voice says with most uncalled for impudence, "I called for ring two. Will you please hang up and let me get the party I am calling?" And the way in which she says "Please" makes her request just a shade more insulting. Yet you didn't want to drop your ironing and leave the kitchen, you hadn't the slightest desire to butt in. There is no reason why you should be spoken to in that way.

How Was Anyone To Know?

I took up my receiver to call the other day and a voice said to me with unmistakable impatience and indignation, "I am waiting for a toll call on this line. I wish you would hang up!" "But why the indignation?" said I, "I had no means of knowing you had a toll call in when I took the receiver off." "Well I declare," said the voice, "Who said I was indignant?"

Of course it's generally a case of misplaced irritation. We are indignant at the service and we blame the voice that happens to answer. But while that explains, it does not justify rudeness. If you are impatient with the service, presumably you should carry your complaints to headquarters. But before you do that, I want to bring two things to your attention. One is what a district manager told me about summer service. "We have such a tremendous increase in phones in country districts in the summer," he said, "that it's almost impossible to handle that short time busy season as well as we would like." Sounds reasonable doesn't it?

People Not Just Machinery. The other is a paragraph from the

little leaflet the publicity department of the telephone gets out.

"When you pick up your telephone to make a call does your mind's eye picture what goes on at Central as we try to put you through?"

"No? Then why not visit your Central office and see for yourself? You will spend an interesting hour. Better than that you will never again think of your telephone service as cold and informal."

And perhaps never again be so impatient about inevitable mistakes.

Well Known in St. John's Twenty Years Ago

There is an old saying that there is no popularity like renewed popularity and this certainly applies to the case in point. Twenty years ago Pearlina was so popular as a washing powder that it was practically the only one used in the City and throughout the outports. Then it stopped coming in here on account of changes in the method of distribution. Years passed, and it appeared as if Pearlina was as dead as the "dodo" but it has just come back again and is now a bigger seller than ever. Those who knew it in the old days are so enthusiastic over Pearlina that they are gathering new users for it every day. Without doubt Pearlina is the most popular washing powder that ever came here. Every woman should use Pearlina. It sells for ten cents at all grocery stores, and has no equal for cleaning, scrubbing, washing, etc.—L.

Launch of New Paper Ship

VESSEL THAT IS FURTHER LINK WITH NEWFOUNDLAND.

Mrs. Harmsworth, wife of Mr. Edmund Harmsworth, M.P. for Thanet, christened at Vickers' naval construction works at Barrow yesterday the steamship Geraldine Mary, built to bring paper from The Daily Mirror and The Daily Mail paper mills in Newfoundland.

The vessel was named after Mrs. Harmsworth, mother of the Lord Northcliffe and of Lord Rothermere, whose brothers, Mr. Cecil Harmsworth and Mr. Vyvyan Harmsworth, are among the guests.

Built to the order of the Anglo-Newfoundland Development Company, the Geraldine Mary is 422ft. long, 9,000 tons dead weight, and has a sea speed of eleven knots. She can burn either coal or oil fuel, and is specially strengthened for breaking through the ice off the coast of Newfoundland.

Keeping Work in Britain. Commander C. W. Craven, managing director of the naval construction works, after presenting Mrs. Harmsworth with a diamond and sapphire brooch and sending a telegram of congratulations to Mrs. Harmsworth, sen., said the building of the new vessel had materially helped to relieve unemployment in Barrow.

Shipbuilding employers would welcome higher wages if they could afford to pay them, but they must do nothing to drive work out of Great Britain to countries with lower burdens on production and longer working hours.

Shipowners requiring new tonnage would not, at any rate for many years to come, be able to build ships as cheaply as they now could. An upward tendency was due partly to higher wages, partly to the increased cost of raw materials and fuel, and partly to the very heavy burden of imperial and local taxation.

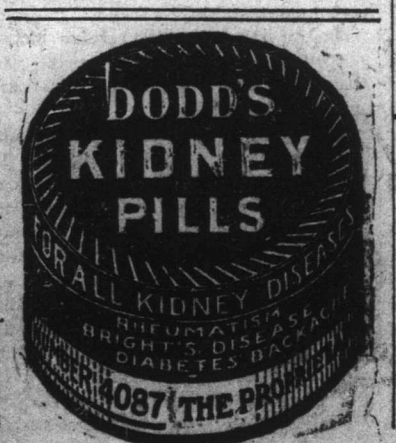
Mr. Edmund Harmsworth, speaking for his wife, said the launching of the Geraldine Mary established a further link between Great Britain and her oldest colony, represented that day by Lord Morris (a former Premier of Newfoundland).

Sir Andrew Caird, for the owners, speaking of foreign competition, said The Daily Mail and The Daily Mirror had never dreamt of doing anything but give their order to our own people.

World's Smallest Navy

Which is the smallest navy in the world?

The man who replied "the Swiss Navy" would probably be laughed at, for Switzerland is an inland country. It has a navy, however—a flotilla of motor boats which patrol the lakes. Monaco also has a navy of sorts, consisting chiefly of motor yachts and launches. Jugo-Slavia, however, is possibly the country with the smallest navy. It had no seaboard before the War, and only possesses a few monitors for service on the Danube.



AYRE & SONS, Limited

RIGHT NOW!

is the time to buy--and profit by our moderate prices on seasonable wear for

BOYS and GIRLS

MAIL ORDERS Receive Careful Attention

SPECIALS FOR GIRLS

GINGHAM DRESSES—Fit 3 to 6 years . . . 95c. & 1.35
GIRLS' BLOOMERS—White Cotton; fit 2 to 4 years . . . 19c.
GIRLS' SINGLES—White Jersey Ribbed with strap . . . 13c.
GIRLS' SINGLES—Fit 3 to 12 years; Jersey Ribbed Wing Sleeves . . . 30c.
GIRLS' SKIRTS—Coloured Plaid; fit 8 to 14 years, with White Cotton bodies attached . . . 3.70
GIRLS' SKIRTS—Fit 8 to 12 years; serviceable Navy Serge Pleated . . . 5.00
GIRLS' MIDDY BLOUSES—Fit from 8 years up; Ecru, White and Coloured . . . 1.50 & 2.00
GIRLS' MIDDY TIES—Triangle shape; Navy and Black Jap Silk . . . 1.20
GIRLS' HAIR RIBBONS—New shades . . . 18c., 25c. yd.
GIRLS' CUFFS and COLLAR SETS—White and Fancy designs . . . 40c., 80c., to 1.40
GIRLS' BARRETTES—Combination Ribbon Holder for Bobbed Hair . . . 20c.
GIRLS' HAIR BINDERS—With elastic . . . 3c. & 5c.
GIRLS' SUSPENDERS . . . 17c., 33c., 40c., 45c.

GIRLS' COAT SWEATERS—Fit 5 to 10 years. 2 colour combinations, with collar, belt and pockets. A new stock and good value. Priced according to size 2.30 to 3.00 and qualities . . . 2.30 to 3.00
CHILD'S FANCY SOCKS—Cuties with fancy top; sizes 4½ to 8½ . . . 37c.

GIRLS' HOSE—In Black and Brown; neat fine ribbed. Size 6 . . . 37c. Size 7 to 7½ . . . 40c. Size 8 . . . 42c. Size 8½ to 9½ . . . 47c.
GIRLS' FANCY SOCKS—Cuties ¾ Hose with fancy top; sizes 7 to 9½ . . . 60c. to 85c.

SCHOOL DRESS GOODS

OF SPLENDID VALUE AT LOW PRICES.

Fancy Plaid, 27 inch, per yard . . . 30c.
Fancy Plaid, 37 inch, per yard . . . 50c.
Plaid Tweeds, 42 inch, per yard . . . 95c.
Mixed Tweeds, 36 inch, per yard . . . 60c.
Mixed Tweeds, 40 inch, per yard . . . 90c. & 95c.
Mixed Tweeds, 56 inch, per yard . . . 1.70
Bannockburn Tweeds, 56 inch, per yard . . . 2.00 & 3.10

BOYS' PANTS—Open knee. 3 to 8 years . . . 79c., 87c. 3 to 12 years . . . 1.45

BOYS' BRACES—18c., 30c., 35c. up
BOYS' PUTTEES—Regulation Khaki . . . \$1.30 pair
BOYS' LEGGINGS—Black Leather . . . 1.60, 3.30
BOYS' NECKTIES—23c., 30c., 40c., 50c.
BOYS' ELASTIC BELTS—20c., 25c.

BOYS' CAPS—Tweed Etons . . . 50c. Tweed Varsity, 50c., 60c., 1.00 up Navy Varsity . . . 60c., 85c. Wesley Barry . . . 1.60

ELASTIC BELTS—Feildians, St. Bon's and Methodist Colours . . . 45c. each

SCHOOL BAGS. Brown Canvas, with handles . . . 95c. Black Canvas, with handles . . . \$1.40 Black Leather, with strap, 75c. & 1.70 Brown Leather, with strap, 1.30, 1.70, 3.30



STRONG RELIABLE FOOTWEAR

CHILD'S SCUFFER SHOES.

In Brown. Sizes 5 to 8 . . . 2.30 Sizes 8½ to 11 . . . 2.50 Sizes 11½ to 2 . . . 2.90

CHILD'S SCUFFER BOOTS.

In Brown. Sizes 5 to 8 . . . 2.70 Sizes 8½ to 11 . . . 3.00

TWO TONE SCUFFER SHOES.

Sizes 8½ to 11 . . . 2.90 Sizes 11½ to 2 . . . 3.25

TWO TONE SCUFFER BOOTS.

Sizes 10 to 11 . . . 3.15 Sizes 11½ to 2 . . . 3.70

BOYS' BLACK BOX CALF BOOTS.

Sizes 9 to 13 . . . 5.40 Sizes 1 to 5 . . . 4.00

BOYS' HEAVY BLACK HAMBRO BOOTS.

Sizes 9 to 13 . . . 3.30 Sizes 1 to 5 . . . 4.20

BOYS' HEAVY TAN HAMBRO BOOTS.

Sizes 1 to 2 . . . 4.50 Sizes 3 to 6 . . . 5.00

BOYS' BLACK VICI KID BOOTS.

Sizes 9 to 13 . . . 3.40 Sizes 1 to 5 . . . 4.00

BOYS' ROLL TOP HOSE.

Fancy Heather, 6½ to 8½. Priced according to size, 55c. to 65c.

BOYS' COTTON HOSE.

Black and Tan Ribbed; 6½ to 10½. 38c. to 50c. Priced according to size.

BOYS' COLLEGE ROLL TOP HOSE.

(Worsted) St. Bon's, Methodist and Feildian colours; 6½ to 9½. Priced according to size, 1.00 to 1.30.

GIRLS' CANVAS RUBBER SOLED SHOES.

Sizes 6 to 10. Brown only . . . 1.20 Sizes 11 to 2. Black & Brown . . . 1.30

BOYS' CANVAS RUBBER SOLED SHOES.

Sizes 11 to 2. Black and Brown. 1.70 Sizes 3 to 5. Black and Brown. 1.80

COLLEGE COLOUR TIES.

Feildians, St. Bon's and Methodist Colours, Derby, 65c.; Wide Ends, 85c.

SPECIAL!

36 inch SERGENE.

In Light and Dark Colourings; a strong, serviceable material for School Dresses, Night Dresses, etc.

Only 49c. yard.

Green Pickling Tomatoes.

Preserving Plums

EX. S.S. SILVIA, To-Day.

C. P. EAGAN

TWO STORES
DUCKWORTH STREET & QUEEN'S ROAD.

London Letter

(By FANTON HOUSE For The Canadian Press.)

LONDON.—Canadians who find themselves here during the first week-end in August are able to see a wonderful London sight—a rather series of sights—not described in any guide book. We speak of the departure of the Londoner, and the arrival of the provincial, by tens of thousands, for the bank holiday and the summer holiday. At any one of London's fifteen great railway termini, the visitor from the Dominions can study the impressive spectacle of the English family on tick. From the end of July to the middle of September holiday-makers can come and go, but the crowds are never greater than at this particular week-end.

THE YEARLY "SPREE." Enormous, and yearly increasing. About 40 cotton towns' Wakes fall numbers of people from the provinces, in August, and from each of these and especially from the industrial dis- thousands of temporarily wealthy



RICHARD HUDNUT THREE FLOWERS TALCUM

tricts, now spend a part at least of their August holiday in London. Lancashire, for example, makes holiday by towns. During a cotton town's "Wake Week" all the mills and factories close; most of the shops and stores follow suit, for practically half of the inhabitants have departed. They have lived carefully for 51 weeks, putting every shilling they can spare into a Wakes Week Saving Club, that they may "do themselves proud" for seven days.

HOW THEY SPEND IT. A few shillings are available from which we can form some idea of how the Bank Holiday crowds spend their

folk will come to London, to spend one or two days at Wembley and the rest of the week in making a round of the permanent attractions of the capital. They are particularly fond of the Thames. River trips to Windsor, Hampton Court and Richmond, or down to the seaside towns of the Estuary, must always be fitted into their programme. The Zoological Gardens, Kew Gardens and the Tower of London, are highly favored; the House of Commons must be seen and "Our Majesty's" seat located; and on no account may Westminster Abbey and St. Paul's be missed.

LONDON'S BANK HOLIDAY.

During the Bank Holiday week-end 14,157,000 passengers were carried by London underground railways, motor buses and trams. Seven tons of tickets were issued, and 4,600 omnibuses consumed 240,000 gallons of petrol.

A few shillings are available from which we can form some idea of how the Bank Holiday crowds spend their

Monday. Wembley, of course, stood alone with a "gate" of 166,181. The Zoo attracted 54,827 people, 18,600 passed through the state apartments and picture galleries of Hampton Court, while 60,000 visited the gardens. Seventeen thousand people inspected the art collections at the Victoria and Albert Museum. The British Museum had over 12,000 patrons, and the National Gallery, 10,600.

FINGER-PRINT KING.

Superintendent Collins, of Scotland Yard, who is retiring this month, is the inventor and perfecter of the system of telegraphic codes for finger print transmission, used by the police forces of the whole world. He bequeathes to his successor a collection of 470,000 fingerprints and an organization which works almost automatically.

GUARDING WORLD'S TREASURES. In the vaults of her banks and safe-deposits London guards the securities, deeds and jewels of her own people

and of others from every country of the world. In the Chancery Lane Safe Deposit, for instance, 15,000 safes and strong-rooms lie underground within walls of steel and concrete. From six o'clock at night till nine in the morning, they are watched over by an armed patrol. Every evening comes the "diamond quest" from Hat'n Garden, whose merchants place their stock of gems in the vaults rather than trust it to a safe in their own offices. Millionaires deposit treasures of art; women store their jewels, and come back weak by week to handie and gloat over the precious things. There is a tale of a man who rented a safe deposit—a small one—at \$15 a year for 30 years for the sole purpose of keeping his "lucky penny." When he first came he was in very humble circumstances, but he died worth over \$500,000—and his heirs took away the lucky penny.

Pearline for easy washing—July 17th