

The Saturday "News" Special Foreign Service.



*Cinderella The Most Expensive Polo Pony
in the World, For Which Perry Belmont Paid \$4,000*

*Oxford Street, London's Greatest
Shopping Thoroughfare*

*Ed Miller on the Pony on Which He Will Lead
The English Team in the Fight for the International
Cup*

Shopping in London Undergoes Americanization

(Special Correspondence.)
LONDON, June 10.—American visitors to London this season—and the steamship companies say there will be more than ever—will find still another English industry in the process of rapid Americanization. At regular intervals now some change, great or little, in British life is brought about by the wide awake cousins from across the Atlantic. First the United States taught the islanders the use of steam and steel in the shipping industry, later the possibilities of electricity for illumination and transportation and now they are beginning to learn from American merchants some new ideas about running department stores.

ENGLISH DRAPEY SHOP GLOOMY.

"The typical English 'drapery shop,' as they call it here, was a sad and gloomy place. You bought what you wanted or as near what you wanted as you could find and left as quickly as possible. The minute you entered the door a frock-coated floor walker appeared at your elbow as if by magic and stuck there bowing and talking, talking and bowing—'What is it today, miss?' 'Some lace, madam?' 'Can we show you our silks?' etc., etc., until you wanted to gag him. He simply would not leave you alone until you bought something. When you had been ushered to one of the counters you found a hopeless jumble of materials and wondered how the 'clerk' could find anything in that mess. You discovered that it was a rather difficult and excessively tedious process and by the time you had made your purchase after mentally consigning the clerk, the store and the nation to that region said to be paved with ash and good intentions, you rushed out as if you were leaving a dark cellar for the open air. This may be a rather dismal picture but many Americans have described their experiences in far more bitter terms.

AMERICAN PLACARDS LONDON.

At any rate, shops like the foregoing are rapidly altering their methods and why? Because an American has come to England and opened the biggest department store in London. He started right in on up-to-the-minute American lines. Long before his handsome building with its capacious, well-lighted floors, was finished he had placarded London with advertisements. The 'buses were covered with the name of the new enterprise and the date of its opening; the tube stations and street cars were similarly treated while the newspapers were filled with 'display ads' and articles about the latest addition to English shopdom. The American got the best artists of Punch, the Great Outing and other magazines to draw full page 'ads' for the newspapers and London, especially commercial and literary London, held up its hands in horror. They talked about the prostitution of art by American dollars, the effrontery of the 'Yankee bouncer,' meaning the shopkeeper, and they said a lot of other things, but the advertising campaign went on. Finally the other shops agreed to the fact that they must do something to draw attention from the 'bloomin' Hamerican.' One of the largest, organized a jubilee on the identical week of the new store's opening. The proprietors hired the best singers from Covent garden, and the best 'talent!'

"To Them That Bath"

A Short Sermon to
Fat Folks

"To them that bath shall be given" is a sentence that applies to fat people very neatly. It is common knowledge that once a human being begins to fatten up, he is in for a long and painful life. Then comes forward the aged-old query, 'Reduce—but how?' To the unfortunates who are afflicted with this (to them) twin evil—less eating—more activity, they contemplate a more or less lengthy siege of dieting and exercising. So it may be said safely that every man or woman who is suffering from the fattening-up process has his or her mental eye fixed dubiously on that not so distant day when he or she will have to do the 'ashes and sackcloth' of reduction. This is not an enviable prospect, and so it is with considerable satisfaction that we announce the emancipation of the fat. Nowdays one may reduce much or little, a pound a day if desired, or hold their fat in check, absolutely stationary, without doing a tap of exercise, missing a single meal, doing a portion of harm or causing a solitary wrinkle. All that is required, as hundreds testify, is the taking after means and at bedtime of one Marmola Prescription Tablet, which tablets are sold by the Marmola Company, Dept. 761, Detroit, Mich., or any good druggist at the uniform price of 75 cents, this sum being (excepted for a case of tablets so well and generously filled that even one produces desirable results.

from the music halls to take part in an entertainment in honor of their business prosperity. Another arranged a large anniversary celebration, also with an elaborate entertainment to the public and so on.

All these enterprises were well advertised and as the American store continued as it had begun, London papers were literally flooded with appeals to public attention. While no one has computed the exact increase, it is generally estimated that the expenditure on this method of booming trade has more than tripled since the coming of the new store which alone is said to spend about \$100,000 a week on advertising.

AMERICAN WINDOW DRESSING.

Window dressing has also been revolutionized. Formerly the London shopkeeper tried to put everything he possible could, from batmans to silk dresses, in each window. There was no attempt at effective display or artistic arrangement. Now all this is changing. The new store windows are dressed according to thoroughly up-to-date American methods and the others are slowly following suit. Also instead of covering the windows with steel curtains at night and on Sunday and thus losing thousands of dollars of valuable advertising each week, the American immigrant keeps them brilliantly lighted every evening, and uncurtained on Sunday. Several shops have already imitated him in exhibiting their windows to the public on Sunday and doubtless many will soon light them at night as well.

GREAT EXODUS OF EMPLOYEES.

So much for the change as it affects the general public. There has been almost as great an alteration for the 'drapery' clerk. He is no longer bullied by his superiors, but is treated like a rational human being. The 1500 employees of the new shop are not only governed with courtesy but have been taught to feel a personal responsibility in the success of the enterprise. As a result there has been a wholesale exodus of the best men and old shops to the new one and a consequent revolution in the manner of handling men in the old. The same shop which organized the public, recently gave each of its workers a portion of the annual profits, something unheard of heretofore.

Of course the invader from America was stuffed with dismal prophecies before opening his store. He was told of the deeprooted copper-riveted conservatism of the British, beguile they would never be stimulated into purchasing by American advertising schemes; they would never patronize a new and untried method of requiring the use of 'lifts' or elevators to get about; they wouldn't give a passing glance to new ways of window dressing; they wanted to be housed in the old shops. A soda-fountain buying by the time-honored frock-coated floor walker, etc., etc. The new comer just went ahead on American lines, with the result that his place was packed on the opening day—nearly 200,000 persons entering its doors—and has been packed ever since. But the crowd revolution was the ice-cream soda fountain in a London department store! 'Why! my word!' the idea was absurd, preposterous! Nevertheless, he put it in and the fountain has been constantly lined with a solid, struggling mass of thirsty humanity from the opening day. All this despite the fact that summer, accordingly just begun. What will happen in July it is useless to speculate on.

THE FLOOR WALKER DECLINES.

Let us return to our frock-coated friend, the floor walker. He is still in evidence, but rather subdued even at the old shops. At the American store he never bothers anyone. He is there if wanted to show the way to a counter or department, but he fades into the surrounding scenery when his services are not really required. With the decline of the floor walker will find it almost like 'those at home,' a place to visit, whether she wants to buy or merely to look round, with rest rooms if she's tired and a cafe if she's hungry and last but not least a real ice-cream soda fountain. And from present indications in a few years she will find all these facilities at one store but at several. Such is the influence of new-world hustle in the morning, and from then until

England's Crack Polo Ponies Cornered By American Players

Meadowbrook Team Spending \$60,000 to Bring Home the Cup From the International Match—Perry Belmont Paid \$4,000 For the Best Pony in the World and Harry Payne Whitney Has Some Wonders Both for Price and Quality.

(Special Correspondence.)
LONDON, June 10.—If the American team wins the American polo cup, at the International match against England, which begins at Hurlingham on June 23, it will be a triumph of good play combined with organization, and the power of money. It is admitted by English sportsmen that the Americans were beaten last time, not by play but by ponies and money. Since then they have been planning to overcome that handicap. The result is that they have formed a corner in the best polo ponies in England and the Englishmen have been scouring the country without success, to match their 'bunch.' The opinion in England is that the cup which the Hurlingham team that visited the United States in 1886 brought back, is going home this year. America has made two unsuccessful attempts to regain it in 1889 and 1902.

AMERICAN'S CHANCES GOOD.

When the English season opened at the Hurlingham, Ranelagh, and Roehampton clubs one of two to one were freely laid on England retaining the cup. Since then the Meadowbrook players have arrived and met several of the best English teams in private contests. Five wins and one defeat was their record in the first matches and now even money is on their winning the International trophy.

The American players now in England are Harry Payne Whitney, who will captain the side, 'Larry' Waterbury, J. Montgomery Waterbury, Jr., and L. E. Stoddard. D. Milburn is also coming over and he is reckoned a better back by five goals than Mr. Stoddard.

CHICAGO SPORTSMAN, WHO KNOWS ALL THE AMERICAN FORM, HAS IMPROVED THE SHINING HOUR BY ACCEPTING ALL THE TWO-ONE OFFERS AGAINST THE FELLOW COUNTRYMEN. HE IS FEELING SO PLEASED WITH HIMSELF—AND EVERYBODY ELSE—that he has already promised to buy a wife an airship with his winnings and the lady declares that she considers the cup as good as won by America she has ordered the dirigible already.

PONIES GREATLY PRAISED.

While the Meadowbrook men's play has been approved by all, the chief praise has been reserved for their ponies. Such a perfect 'bunch' of high-class and well-trained animals has never been seen together on an English polo ground; and while the American players may occasionally be the subject of criticism, their beasts receive nothing but praise. The Earl of Harrington—one of the soundest judges of ponies in the world—paid a special visit to Roehampton to see them on their first appearance in London, and his remark was: 'Well, whatever the player may be, we are certainly better in ponies.'

THE EXPENSES ARE HEAVY.

Before the campaign is over on June 23, the visit will have cost Messrs. Whitney, L. E. Stoddard, and D. Milburn well over \$60,000 in personal expenses. Mr. Whitney has taken a house at Weymouth to be conveniently situated for polo, racing and social engagements. The two Waterburys are staying at the Hotel Ritz, where the bills mount up as rapidly as a watch can tick; and L. E. Stoddard has made his headquarters at Claridge's hotel. What American visitors, who come to London to see the international matches, will spend can scarcely be reckoned, but large numbers are expected at Hurlingham, where the price for everything is on a par with the club's exclusiveness.

'Larry' Fitzpatrick, who is in charge of the American stable, is a busy man and his day begins just after 4 o'clock in the morning, and from then until

late in the evening he and his assistants are at work. In fact, other stud managers who are at Hurlingham wonder when their American friend sleeps. He and his men are the first to start in the morning and the last to leave at night. Still he wears a smile that won't come off, even though he has the most expensive ponies in the world under his care. 'If we don't win it this year,' Mr. Whitney says, 'we will try again. I'm going to take that cup home some day, and our ponies will help us to do it.'

'When our team was beaten in 1902, by two games to one, our men realized that the English ponies beat them and not the English players. The ponies were faster than ours and stayed better. The only thing for us to do was to buy the pick of the English ponies. We have got them and are sure to combine. The Hurlingham ground is rather strange to us; but we are getting more accustomed to it every day. What worries us—and particularly myself—more than anything is the English outside rule, it has caused a lot of free hits to be given against us up to now.'

DILEMMA OF ENGLISHMEN.

The Hurlingham polo committee is in terrible straits. It doesn't know what is the best plan of action for defending the cup. The English have as numerous in England today as in past years; but good ponies are few. The patriotic drum is being beaten; and the leading Englishmen who own the best ponies have been asked to lend them to the players selected for the international matches. The Duke of Westminster, the Earl of Shrewsbury, Walter Jones, of Rugby, and the brother Captain E. D. Miller, who owns the best studs in England, have all promised to lend their ponies for the occasion.

E. D. Miller, who founded the famous Spring Hill school for polo ponies at Rugby, and who is now polo manager of Hurlingham, has acted as Mr. Whitney's chief agent in buying ponies in recent years. He proposed the plan of appealing to all English sportsmen to assist in upholding the national honor. If they don't do this, he declares, America will win and consequently England is being ransacked for polo ponies to put into the field against America in June.

G. A. Miller, who played for Hurlingham in the cup matches of 1892, says: 'I think the Americans are the best mounted team I have ever seen. When I saw them at Roehampton I recognized 16 of their ponies as being English-bred and every one is a real champion. I don't see how we are going to beat them in ponies.'

AMERICAN WIN PROBABLE.

The forthcoming games are discussed whenever players get together, and the probability of an American victory is almost a settled matter. This year, it is plain to see, the Americans are among the best. In many friendly wagers that have been made and if the match turns out as is now expected a lot of English money will cross the Atlantic. Some American players are willing to even give odds on their countrymen and there will be a crowd of deeply disappointed polo enthusiasts making a bee line for the steamers with their return tickets if the expected victory does not come off. English polo men have discounted their defeat.

MEN PAST FIFTY IN DANGER.

Men past middle life have found comfort and relief in Foley's Kidney Remedy, especially for enlarged prostate glands, which is very common among elderly men. 'Up to a year ago my father suffered from kidney and bladder trouble and several physicians pronounced it enlargement of the prostate gland and advised an operation. On account of his age we were afraid he could not stand it and I recommended Foley's Kidney Remedy, and the first bottle relieved him, and after taking the second bottle he was longer troubled with this complaint.'—F. J. Hill Drug Co., (The Never substitutes) Salt Lake City.

Miller will be captain. The English team to play in the first international on June 23 will be captained by C. D. Miller, who, besides playing in all the leading tournaments, founded the Roehampton club—one of the leading polo clubs in London—and is the polo manager. He learnt his polo from the Duke of Devonshire, who, besides playing in all the leading tournaments, founded the Roehampton club—one of the leading polo clubs in London—and is the polo manager. He learnt his polo from the Duke of Devonshire, who, besides playing in all the leading tournaments, founded the Roehampton club—one of the leading polo clubs in London—and is the polo manager.

METHODS SAID TO SPOIL MEN.

Here a certain set of wealthy American newcomers is condemned severely for the manner in which its members are spoiling men. English women—notorious in the same game—are crying out against the American hostesses for the manner in which they 'rush' after men for their parties. It may be that American ladies realize that here no party will be voted a success unless there is a man to every woman. A grande dame of 70 with great-grandchildren must have a man to talk to at the show 'full, droll, and unprofitable. Young matrons and debutantes are of the same opinion.

'Men love riches and luxury,' said a well-known dowager, 'duchess the other day. "If you don't mind, I want to entertain them sumptuously. I can't do that so I won't attempt to give a ball this season though I have daughters who ought to have been married five years ago. Friends and acquaintances count for little today. It is the dollar that carries all before it. That is why we have to take a back seat for "American women."'

All the smart women from the other side are now trying to outvie each other in the brilliance, magnificence and originality of their festivities. All sorts and conditions of men are having the time of their lives whether they be younger sons living on their pay or prospective millionaires peers. Members of the 'Bachelors' club and the service clubs are invited to give invitations from rich, ambitious American women on whom they have never set eyes. When the men permit it they are fated and fed, taken to the races and for week end parties, and the bare pleasure of their presence, that patronage being considered sufficient return without any effort on their part.

SPONGERS BRING FRIENDS.

That is why ambitious American hostesses are accused of cultivating a race of 'spongers' among men, the like of whom has never before been seen. Some of these men are, as a vivacious debutante expressed it, 'ladies on the door step.' All they have to do in order to be fed and found is to promise to bring 'lady B.' or 'the dear duchess' to the next party the new millionaire is giving. On the strength of such a promise they may have the use of a motor car, a valet and other things too numerous to mention. As regards their own personal friends they have carte blanche to bring them in batches. The other night a member of one of the service clubs is said to have brought fifty odd of his acquaintances to a party which one of the new American hostesses was giving at her house in Portman Square.

Others, it would seem, had also promised to bring friends, with the result that even the apparently unlimited hospitality of the mansion was seriously taxed.

GUESTS INVADDED BARRIERS.

At one in the morning the crowd was so dense that the guests took refuge in the public square which is just now in all its green glory. Half the guests were unable to get an ice

Airship Parties The Latest Fad of American Hostesses

(Special Correspondence.)

LONDON, June 10.—Mrs. Waldorf Astor, who has a large party staying with her at Clevedon for Whitautide, is one of the smart women bitten with the craze for aviation. She and her guests are amusing themselves experimenting with miniature balloons and aeroplanes. Mrs. Astor is also greatly interested in kite flying and she has some of the prettiest kites in England. They are made of silk in a variety of coloring and design and in the form of flowers, butterflies, and other insects. They may be seen of an evening fluttering over the magnificent Clevedon woods.

The young mistress of the famous house is as enthusiastic as her own children in this pastime. She makes the prettiest picture in her white gown standing among the greenery letting off one of her picturesque fliers. She is one of the American women who care very little for London. Her heart is centered in her beautiful home on the river of which she never tires and she is exclusive to the last degree. It is considered the acme of distinction to have your name in Mrs. Astor's visiting book.

Some English hostesses who delight in finding fault with American women would have us believe that in their own country they take all they get from men and never dream of returning hospitality. If this is true as regards New York and Boston, it certainly does not apply to their attitude in London.

WIFE'S VULGAR BUT EXPENSIVE.

The other afternoon every eye was turned on Mrs. Glasgow's carriage as she dashed through Hyde park in a turquoise satin wrap lined with salmon pink. In the car sat two women in vivid colorings—pink and blues being frequently seen. Numbers of the elite will wear these cloaks at Ascot. They are in the softest of oriental liberty satin and are trimmed with cords and tassels and some, with embroidered roses. The other afternoon every eye was turned on Mrs. Glasgow's carriage as she dashed through Hyde park in a turquoise satin wrap lined with salmon pink. In the car sat two women in vivid colorings—pink and blues being frequently seen. Numbers of the elite will wear these cloaks at Ascot. They are in the softest of oriental liberty satin and are trimmed with cords and tassels and some, with embroidered roses.

TESTED AND PROVEN.

There is a Heap of Solace in Being
Able to Depend on a Well-
Earned Reputation.

For months Salt Lake City readers have seen the constant expression of praise for Doan's Kidney Pills, and have seen in this locality. Not another remedy ever produced such convincing proof of merit.

For months Salt Lake City readers have seen the constant expression of praise for Doan's Kidney Pills, and have seen in this locality. Not another remedy ever produced such convincing proof of merit. I am unhesitatingly recommending Doan's Kidney Pills in 1909 and at this time think just as highly of them. I have used them on many occasions during the past five years when suffering from attacks of kidney trouble and backache and they never fail to give me the most satisfactory results. I think I am unhesitatingly recommending Doan's Kidney Pills in 1909 and at this time think just as highly of them. I have used them on many occasions during the past five years when suffering from attacks of kidney trouble and backache and they never fail to give me the most satisfactory results. I think I am unhesitatingly recommending Doan's Kidney Pills in 1909 and at this time think just as highly of them. I have used them on many occasions during the past five years when suffering from attacks of kidney trouble and backache and they never fail to give me the most satisfactory results.

Remember the name—Doan's—and take no other