

GOLD STREAMS FLOWING INTO LONDON SHOPS

More Than \$60,000,000 Will Pass to Traders During 'Season.'

BY HARRY L. PERCY
United Press Staff Correspondent
LONDON, July 5.—More than \$60,000,000 will pass into the hands of British traders during the London "season."

This is the indefinite period which more or less opened with the Derby at the beginning of June, and ends with the Cowes Regatta early next month.

It is the time when London is packed full from cellar to attic. Not only is every member of society "in residence," but they entertain numerous guests, while visitors from all parts of the world cram in anywhere in the hotels. Even bath-rooms are rented during the height of the season.

This huge sum is made up by the money spent in London shops by visitors who, according to estimates, sweep into the metropolitan area at the rate of 15,000 a week. It also consists of the various profits and expenditures of the various big socials.

How conservative even this amount is can be judged by the statement of the American manager of a bank here, who said:

"There are at least 50,000 visitors here from the eastern states of America who spend over \$1,000 during their summer visit."

That means \$50,000,000 alone, always assuming that only a small proportion of these visitors are attracted by the season itself.

Londoners themselves the season may mean little more than a peasant which is so near home that they fail to appreciate its beauties; but a tour of the dozen great hotels of the west end revealed that there are now in one London hotel alone visitors from the United States, Argentina, Austria, Belgium, Brazil, Colombia, Costa Rica, Cuba, Czechoslovakia, Denmark, Finland, France, Holland, Germany, Greece, Italy, Japan, Poland, Russia, Spain, Sweden and Switzerland.

The dress bill for the 10,000 women who go to the Ascot race meeting in the enclosures and boxes amounts to over \$2,500,000. Some idea of the wealth of Ascot may be gained from the fact that last year the prize money reached the record sum of \$180,500 in the four days of June on which the famous meeting is held.

Over 25,000 bottles of champagne are drunk during Ascot week. Thirty chefs and 1,000 waiters are employed by the catering authorities.

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almost unbearable at times, but she stuck to it.

Lila openly discussed her love affair with Rod in Bertie Lou's presence at every opportunity. And Bertie Lou told her she was kidding herself. It was always a matter of surface remarks and deeper feelings.

So far Rod had managed to avoid giving Lila anything that she could use against Bertie Lou.

He cleverly evaded being alone with her and when they danced together anyone could see that he had nothing secret to impart to her.

But Bertie Lou knew that Rod was no match for Lila. That sooner or later Lila would be able to report some occurrence, whether true or not, that would not bear the proof of falsehood on the face of it. Rod sometimes or another would be caught off his guard.

Bertie Lou and Rod had never discussed Lila. Rod was not the sort to discuss his affairs with women and Bertie Lou was too sporty to want him to.

She might have warned him that Lila was looking for a chance to boast that he hadn't entirely cooled toward her, but Bertie Lou did not do that sort of thing.

And there was always the chance that Lila was merely amusing herself, in a cheap way.

In any case Bertie Lou did not want to keep Rod straight with strings.

His love for her would be the only curb on his conduct. But uneasy lies the head that wears a crown of pride.

However, Bertie Lou was not passively waiting for Lila to scribble on the fair pages of her married life.

She stood between Lila and her object whenever she could do so without cheapening herself.

She neither accepted invitations to Lila's home nor asked the girl to hers. There was dignity in that.

But she always met Lila calmly, even when she came to the flat to see Rod. Lila admitted it was to see Rod and she always came in the evening.

Rod, ill at ease on these occasions, wondered what sort of a game Lila was playing. He was thankful it did not disturb Bertie Lou.

He concluded that she must have decided Lila was only having some fun. Just the same he had a feeling that an uncomfortable moment awaited him if ever he gave Lila the opportunity she so plainly sought—to be alone with him.

His perspicacity protected Bertie Lou. So far Lila had found nothing to crow over. Rod's fear of her however, was wearing off; Bertie Lou knew it, if he didn't.

She glanced over at them now. One glance was sufficient. Lila was stunting in a purple lace dress.

Bertie Lou knew it was the newest thing in town and that Lila's

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dad probably had had to plaster another mortgage on his house to buy it for her.

Her light blond hair, still in a bob, was a golden sheath for her well-made-up face.

Bertie Lou felt drab by comparison. Beige might be smart, she told herself, but it certainly wasn't striking.

Molly had gone in for color. Her low-cut dinner dress was made of rose crepe.

A bit too formal for the occasion, but Molly liked to "impress the natives," as she said to Tom.

Tom was "talking animatedly to Lila. She'd brought up the world series baseball games and she couldn't have hit on a more fortunate topic to intrigue Rod's interest.

Bertie Lou wondered if he really could keep his mind on ball games with Lila looking up at him from wide, open eyes. For when Lila's eyes were opened to their fullest there was plenty of room in them for a man to take a dive.

He might come to the bottom sooner than expected, but Lila carried no sign of "shallow water," as some one had once said the law there was plenty of room in them for a man to take a dive.

Certainly Bertie Lou did not appear to mind. She turned back with relief to Mr. Stiles, who was telling her of a letter he'd received from the Department of Agriculture.

Bertie Lou brought her eyes back to Tom Fraser, her attention snagged on a phrase that stood out from the rest of his conversation as a beacon light to her spirit. "Job for Rod."

"What . . . what did you say?" she asked, catching her breath sharply.

"I said I'd like to have Rod come to New York and work for me."

Bertie Lou stared at him in complete surprise. She'd thought of a lot of ways to eliminate Lila, but taking flight to another locale had not been one of them.

Had not Lila been uppermost in her mind at the moment she'd have reacted to the idea with a different emotion.

But now Bertie Lou knew that the thing she wanted most was to get away from Lila's predatory reach. From all the smirks and slips of

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