

Trans-Atlantic Air Route Coming

New Service Has Oral Support of President Coolidge.

London, Aug. 10.—Plans for a commercial trans-Atlantic air service, using monster triplanes propelled by four 450-horsepower engines, which are said to have the oral support of President Coolidge and the United States Navy Department, were disclosed here Saturday by Joseph Navarro, well-known aircraft designer. Mr. Navarro said that he had interested the President in the scheme and that Mr. Coolidge had brought the matter to the attention of naval officials and that the latter had written him, promising all the help they could give him. The planes have a span of 185 feet.

One of the nine 450-horsepower Chaparral engines will be placed in the nose of the machine. The other eight will be fitted, four on each side in tandem. One of each pair will act as a tractor, the other as a pusher.

With each pair of engines there will be an engine room, with quarters for an engineer in charge. Mr. Navarro's idea is to have twelve engineers on each plane who will relieve each other at eight-hour intervals. A crew of 38 men will handle each plane. This will include two captains, two navigators and pilots.

In the centre there will be a large lounge with two decks, on each of which will be a saloon 45 feet long and nine feet high. A lounge stairway in the middle will connect the upper and lower decks.

The planes will have a dining room, electric kitchen, and stewardess cabins. Stewards and stewardesses will be carried on all trips.

The cost of each machine is estimated by Mr. Navarro to be about \$750,000. He figures that he will need a capital of \$10,000,000 to launch the scheme, with another \$20,000,000 later on. The passenger capacity of each machine will be 150 persons. Mr. Navarro said, however, that with 75 aboard, the fare for a trip to New York will be as low as \$25. The time for the journey is placed at 35 hours.

The Evil Depends Upon Its Use

The thing most people stumble over in this world is money. In itself money is never wrong; we make it wrong by applying it to the wrong use. Some years ago it was said that "The love of money is the root of all evil." If you come to consider it, most of the trouble in the world is caused through money being abused or by a deep craving for it. People, either have too much or too little.

Never believe the man who says: "I don't live for money; I don't care for it." He is not true to himself. Either he has sufficient or he is certain of a free and easy life. Too many pleasant things and experiences can be obtained by money for any of us to despise it. We all want it; if we have it we desire more.

And, of course, there is nothing wrong in endeavouring to get it. The wrong comes in when we want more than our share and in order to get it we adopt methods which are unworthy. It is that sort of selfish practice that makes men say: "If only you can't be honest."

Then there are, for instance, speech and sport and love. Love is always to be right there? Being is prevalent. Sport is damaged by an unhealthy professionalism. Divorces sometimes make a laughing-stock of love matters. Often it does seem as though

Truth is even on the scaffold. Wrong for ever of the throne.

Then one remembers that there is "God within the shadows."

"A man may gain the world by the wrong doing, but he loses a soul all the same. At the last we things that matter is whether we have done right; not our smartness or social standing. Unhappy endings to life are caused by the recollection of fraud and deceit, and the game is not worth the candle. Let no one persuade you otherwise that, finally, truth and goodness and virtue must win. It is better seemingly to lose with right than appear to win with the coward.

We must be as
One who never turned his back but marched breast forward.
Never doubted the clouds would break.
Never dreamed, though right were
overturned, wrong would triumph.
Fell we fall to rise, are beaten to fight better.
Sleep to wake.

—T.H. Mills.

Fifteen Years for a Drink

It has just been disclosed that in the war a sentry at Buckpool Fort, near Rye, placed his rifle against the wall while he went to get a drink. The rifle was observed through a searchlight by the authorities at Portsmouth, five miles away. A telephone message was sent to the fort. The sentry was court-martialled and sentenced to fifteen years' penal servitude.

REWARD'S LINIMENT FOR COLDS.

NEW CHINTZ

48 inch reversible Chintz in good looking, colourful patterns. The quality is unusually good. Friday, Saturday & Monday . . . 79c.

Art Sateens

We have just opened this line, light grounds with small floral patterns; also for furniture slips, etc. The yard.

45c

SHAUNTELENE

Resembles Shantung in shade, has a beautiful soft clinging hang when made up, free from dressing, suitable for Ladies, Misses and Boys wear, nice for casements. Just to hand. The yard.

27c

Linoleum Mats

New large size English Linoleum Mats, 36 x 66 size, rounded corners, painted back; all new floral patterns, bordered. Friday, Saturday and Monday.

1.69c

Reversible Chintz

Several pieces of 40 inch English Chintz; these are all new patterns and bring excellent value. Friday, Saturday and Monday, the yard . . . 55c.

CROWDED WITH OPPORTUNITIES

THIS STORE STILL MAINTAINS ITS POPULARITY AS THE BEST VALUE-BRINGING SOURCE.

As Proof of it, Witness the Many Daringly Low Prices Quoted for

FRIDAY, SATURDAY AND MONDAY



Gorgeous ARTSILK HOSIERY

SILK HOSIERY—Very special line, high quality, every wanted shade represented. Black as well. Little top, toe and heel with elastic tops. Our Special . . .

\$1.10

BOYS' HOSE—Rolled Top Hosiery in good strong wearing Heather mixture, with fancy coloured tops, repriced for Friday, Saturday and Monday . . . 29c., 39c.

BOYS' HOSE—Strong Ribbed Wool Hosiery in shades of Brown, Navy, Grey and Heathers, with coloured tops; sizes 6 to 10. . . 89c.

ART SILK HOSE—Another new line of rich looking Art Silk Hosiery, in a wondrous array of hues: Nude, Peach, Flesh, Mouse, Greys, Beaver, Fawn, Black and White. Dollar line. Special . . . 89c.

You should see these Exquisite BROAD CLOTHS Just to Hand

BROAD CLOTHS—Beautiful, as regards patterns and quality, extra fine and close in texture and innumerable pretty effects in stripes of all kinds, on Cream, White and Blue grounds, suitable materials and popular materials for outside apparel. The yard . . . 50c.



3 Particularly Good Glove Values

GIRLS' GLOVES—Natural washable Chambray Gloves with 2 Dome wrist, sizes for the smaller girls, 9 to 6, were \$2.00 pair. Clearing . . . 89c.

LADIES' GLOVES—A clearing line in Lisle thread, shades of Beaver, Brown, Coating, Grey, White and Black, 2 Dome wrist Friday, Saturday and Monday . . . 59c.

SUEDE GLOVES—Fabric Suede Gloves, elbow length, in new Grey, Sand, Beige and Covert shades, real high grade Gloves, washable. Friday, Saturday and Monday . . . \$1.85



Brand New Arrivals!

Linings

FANCY LININGS—38 inch fancy linings, with a rich sheen, shades of Rose, Sage and Gold, fine twill finish, serviceable. Friday, Saturday and Monday, the yard . . . 43c.

BLACK SATEENS—30 inch double weight Sateens, especially good for linings. Black only. The yard . . . 37c.

MOIRETTIE LINING—38 inch Moirette Linings in shades of Fawn, Brown and Grey; excellent for linings and underskirts, etc. Friday, Saturday and Monday . . . 59c.

TABLE COVERS—Small size 36 x 36, fancy coloured Cotton Table Covers; nice assortment. Regular 70c. Friday, Saturday and Monday . . . 59c.

Silky Curtainings

Just 2 Bundles in long romantic form; 36 inches wide; deep Cream shade; plain and fancy patterned; just imagine their prettiness and low prices. Friday, Saturday and Monday . . . 47c.

MARQUESETTA HANGINGS—A very beautiful and very dainty Silk Curtaining, in pretty biscuit shade, "Shower of Hail" pattern, 36 inches wide. Just for Friday, Saturday and Monday, the yard . . . 75c.

CABLE OIL CLOTHS—Large assortment of Table Oil Cloths in light and medium patterns; good rubber-like surface, durable and underpriced for Friday, Saturday and Monday, the yard . . . 48c.

CARRIAGE RUGS—Just 8 of them, in large plaid patterns, reversible, fringed. Clearing at \$2.55

Season-End Prices to Clear Away

Lines of Reputable

SEASONABLE FOOTWEAR

BOYS' BOOTS—School time Boots, in good wearing Black Calf; lace style, rubber heels, sturdy boots for sturdy chaps; sizes 1 to 6. Special . . . \$2.88

LADIES' SHOES—Pretty Brown and Fawn Suede Shoes, in strapped style; sizes 4 to 6, rubber heels. Reg. \$4.80. Special . . . \$4.25

MEN'S BOOTS—Our most popular line in Dark Tan shade, in light weight Calf; a splendidly finished boot, equipped with rubber heels, Goodyear welled. Regular \$5.20. Friday, Saturday and Monday . . . \$4.68

GIRLS' BOOTS—Boots for school time in light weight Calf, Dark Tan shade, lace style and rubber heels; sizes 8 1/2 to 2 for children and misses. Regular \$2.40. Special . . . \$1.95

CUSHIONS—SPECIAL!—Very special value in useful Cushions; square in shape, 17 x 17 size, pretty art tops with plain colored linen back; useful. Clearing Friday, Saturday and Monday . . . \$1.19 and \$1.35

BOLSTER CASES—Strong family Bolster Cases, 18 x 45 size, wide hem finish, with tying tapes; 80c. value. Friday, Saturday and Monday, each . . . 69c.

PILLOW CASES—Hemstitched Pillow Cases, 22 x 32 size, Ligon buttoned. Special, each . . . 65c.



THUNDERING GOOD VALUES from THE SHOWROOM

EASY WAISTS—White Jersey Easy Waists, the most comfortable waist for young, growing figures. 54c. Friday, Saturday and Monday . . . 54c.

LADIES' JUMPERS—Very special line in value and serviceableness; sizes 38 to 44; shades include Reseda, Navy, Maize, Brown and fancy mixtures, round neck, short or long sleeves, rather prettily embroidered, in beads and coloured Silks. Regular \$5.50. Special . . . \$3.59

BATHING CAPS—Diving shape, all rubber Caps, in a riot of shades. The water is now at its best; dive into it with one of these. Now Clearing at . . . 39c. 44c.

GIRLS' VESTS—White Jersey Vests, to fit girls from 2 to 12 years; round neck, strap and short sleeves. Friday, Saturday and Monday . . . 24c.

UNDER PANTS—Several dozen pairs of children's White Jersey Under Pants, umbrella leg, crochet edge at knee. Friday, Saturday and Monday . . . 15c.

PANTY DRESSES—Mothers! See this charming line of Dresses for your little girls, from 2 to 5 years. Dainty looking Dresses in fancy Lincos, Honeydew, Lavender and Sage, showing Peter Pan collar, short sleeves and deep scalloped hem; little Bloomers to match, with banded knees. All New. Special . . . \$2.49

SATEEN SKIRTS—Ladies' White Sateen Skirts, with pearl button trim, belt, pockets. A limited lot. Just for Friday, Saturday and Monday . . . 59c.

Ladies' Wash Dresses

Plenty of fine weather yet to wear these smartly finished Checked Gingham Dresses, and to hasten their exit here—we have cut their prices very, very fine; 6-neck, with collar, short sleeve, girdle and pockets; sizes up to 32; a nice assortment. Regular to \$3.40. Friday, Saturday and Monday . . . \$2.79

SLIP-ONS—Ladies' two-tone Slip-ons, in fine Jersey, long sleeves, round neck with tie; shade blendings include Rose and Jade, White and Copenhagen Blue, White and Mauve, Tan and Beige. Peacock and Rose. Special \$3.29

LADIES' VESTS—Silk Jersey Under-vests, in shades of Orchid, Peach, Flesh and Pink, with Silk ribbon straps, opera top and ribbon bow; dressy. Regular \$1.20. Special . . . 98c.

NIGHT GOWNS—Ladies' White Lawn Nightgowns, v or square neck style, short or strap sleeves, Swiss embroidery and lace trim, very dainty. Regular \$2.00. Special . . . \$1.69

COLLARS—See this chic line of Ladies' Lace and embroidered White and Cream Organdy Collars, assorted styles, all new this season. Regular 85c. Friday, Saturday and Monday . . . 27c.

GARTERS—Beautiful in Shredded Silk White. Special the pair . . . 23c.



The Limit in Hosiery Value

Yes! the limit is reached in this exquisite line of new and beautiful plaid and striped individual Hosiery; high in quality, low in price, which we could have bought 100% dear. See this line at your earliest, and be convinced—it is all so cheap for 49c. The limit in value. Special

49c

Ladies' Raincoats—New

Ladies Rubberized Tweed Coats, in pretty Fawns and Greys, belted models, others in check Tweed effects, side pockets and belt. They're new to hand this week. Special

16.35

Men's Soft Felt Hats, etc.

SOFT FELTS—An excellent value line in good looking Soft Felt Hats for men, shades of Browns, Greys and Greens. Regular \$3.50 Friday, Saturday and Monday . . . \$2.90

MEN'S CAPS—Fur line of men's English and American Tweed Caps, pieced and one piece crowns. Regular lines up to \$2.00 Friday, Saturday and Monday . . . \$1.25

UNDERWEAR—Stanfield's Medium Weight Under Vests and Pants, the former in long and short sleeves, nice weight for Fall wear. Friday, Saturday and Monday, The garment . . . \$1.90

50 P T COLLARS—Men's Cream Soft Collars of very excellent quality, as assortment of styles that are popular. Special 3 for 45c.

PRESIDENT GARTERS—Broader in webbing than usual, all White Silks, very neat. Friday, Saturday and Monday, the pair . . . 49c.

MEN'S PYJAMAS—Beautifully fine in texture and they come in very neat patterns, check, stripes and . . . \$2.69

WORK SHIRTS—Men's medium Blue Shirts, with collar attached, triple stitched seams, 2 breast pockets with buttoned tops. A wonderful Shirt value. Spec. \$1.30

NEW SOCKS—The latest in Sock styles, beautiful fine check effects in rich looking Silks, many shades to select from, reinforced Hile toe and heel. They're snappy. 8 p c h . . . 75c.

