

27 Only
Asia Minor Belouch Rugs
Sizes from small Prayer Rug size up to 8 feet long. Wonderful bargains. Come early for your choice of these. At **\$25 up**

"YOU'LL ENJOY SHOPPING HERE!"

Kingsmill's
QUALITY, STYLE, VALUE AND SERVICE
SINCE 1865

12 Only
Chinese Rugs
Sizes average about 27 inches by 54 inches. Very rich quality, luxurious colorings and designs. Come early for these. On sale **\$28.50**



**COMMENCING MONDAY
AT 9 O'CLOCK**

Our Greatest Oriental Rug Sale

Every Rug in This
Sale Selected By
Experts

Over 300 Rugs — Choicest Eastern Weaves. Every Rug Guaranteed Hand-Made by Natives in China, Persia, Turkey or India.
To be offered at prices representing savings of

33 1/3% To 50%

As Compared With To-Day's Regular Prices.

Prices Less, in Many
Instances, Than
Machine-Made Rugs

Real Oriental Rugs for every room in the house — Small Throw Rugs, Prayer Rug sizes and up to extra large carpet sizes. Note the range and note the savings. Our windows are given over to the display of these Rugs, comprising one of the finest exhibitions in the history of this store.



Hamadans and Noboran Zaronomis

38 luxurious Rugs, in sizes that average about 3 1/2 feet by 7 feet. Remarkable values at each **\$55 and \$69**

Tein-Tsin Chinese Rugs

Of the best grade and in wonderful designs and colorings. Sizes about 6 feet by 9 feet. On sale **\$135**

Chinese Rugs

Six very choice 30-String Rugs in this group. They include the finest Chinese Rugs we've ever seen; in sizes about 4 feet by 7 feet. On sale **\$75**

Chinese Rugs

In extra large sizes, 90 and 100-string qualities; sizes about 9 feet by 12 feet. On sale **\$265**

One only Elvendi Rugs, size 6 feet 1 inch by 8 feet. On sale **\$275**
Two only Bidgars, size about 7 feet 2 inches by 4 feet. Remarkable bargain at each **\$175**

One very fine Ghorovan, size 7 feet 7 inches by 6 feet. For only **\$145**

Four only Chinese Rugs, size about 8 feet by 10 feet. Best quality. Each **\$210**

Three only Ghoridars, in good, useful room sizes. On sale **\$48, \$55 and \$69**

Three only Borlou Rugs, in sizes up to 7 feet 6 inches by 10 feet 6 inches. At **\$150, \$165 and \$185**

Persian Mosouls

16 very choice Rugs, in sizes about 3 feet by 6 feet. Take your choice while they are on sale **\$45.00**

Chinese Rugs

In small Throw-Rug size, up to 24 by 50 inches. Best 30-string quality. On sale **\$22.50**

Zaraquarts

Very rich colorings and good small sizes for den or living-room. On sale **\$33.00**

Turkish Kazacs

In sizes from 2 feet by 4 feet up to 5 feet by 8 1/2 feet. On sale **\$25 to \$125**

This grouping but partially suggests the enormity of this sale. You must see the selection for yourself. So varied is the assortment that no difficulty will be found in selecting Rugs for any home or room. Runners for halls, Mats for bedrooms, and large Rugs for living-rooms, all are here and all are included in this great sale.

Like precious old tapestries in their subtle blendings of color, all woven by hand, as they have been for hundreds of years; yet, so unusually low in price that every household can afford to own one.

You owe it to your home to participate in this sale, for the values were never more outstanding and the weaves more desirable.

Anatolian Rugs

Some very fine examples of exhibition Rugs of the highest class are represented in this group. Sizes up to about 8 feet by 10 feet **\$125 to \$235**

Kandhar and Kermens

18 of the finest Rugs, in sizes from 4 feet by 7 feet up to 7 feet by 10 feet. On sale ... **\$89 to \$400**

Akbours

20 Rugs ranging from small sizes, 3 feet by 6 feet up to extra large sizes, 9 feet 2 inches by 12 feet. Every Rug a real beauty. On sale... **\$33 to \$198**

Sarouks

Three only, but each a perfect specimen for some careful collector or lover of beautiful Oriental Rugs; sizes average 6 1/2 feet by 9 1/2 feet. On sale **\$298**

CHARGE ACCOUNT CUSTOMERS
may have these Rugs charged at sale prices and pay for them in their June account, if desired.

Any Rug selected now will be held for later delivery if not required at once.

OUT-OF-TOWN CUSTOMERS
will find this Rug Sale an important opportunity and a great saving. Rugs sent prepaid anywhere on approval on receipt of bank references.

Make selections now. Customers from Petrolia, Sarnia, Windsor, Chatham, Ingersoll, Woodstock and St. Thomas are particularly invited to come and see this display.

Stand for Hour.
The receptions preceding a big dance begin about half-past eleven. Dancing starts about the same time. The receiving party sometimes stands as long as an hour until most of the guests have arrived.

In only one affair is the old grand march still surviving in New York society—that is the annual charity ball. The dances in vogue now are the fox trot, one-step and the waltz. The latter is becoming more popular every day.

A reception without dancing, which mostly takes place in the afternoon, has music for entertainment. At these afternoon functions the formula is quite the same: the announcement of the guests, the presentation, and the handshake. There are "at home" receptions, with music, at which there are no receiving party announcements nor presentations. A guest may arrive and spend half an hour listening to the music before greeting the hostess during the refreshment period.

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Denfield, April 24.—Mrs. Richard Webb of London is visiting at the home of Mr. and Mrs. R. Parrott.

Ernie Lashbrooke, printer and chief magistrate of Rodney, was in the village on Saturday.

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Mrs. Fred Reicheld and Laura of Dutton were Highgate visitors on Tuesday. Mrs. Harry Sifton is home from the Victoria hospital, London. Her daughter Frances, nurse, accompanied her.

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TELEPHONE HELPS HOSTESS INVITE GUESTS TO PARTIES

This Custom, However, Often Complicates Matters For Hostess.

SOME "SNEAK IN"

By EDITH BRAUN
Special to The Advertiser.

New York, April 25.—It may sound surprising to the reader with no experience of metropolitan society, that entertainments on a great scale—dances, receptions with musicales, etc.—may be held without the issuance of formal invitations. All of the many guests may be invited entirely by telephone.

I do not say that is the rule, although a frequent occurrence in the case of smaller entertainments.

The great use of the telephone, which dispenses with the written response, sometimes complicates matters. There is a young woman, one of the "highest" families, who gave a dinner dance for a girl popular in society, her fiancé and attendants. She knew, of course, how many guests there would be at dinner, but of those who accepted the telephone invitation to come after the dinner, she was not sure.

Her instructions to the town house chef were that she expected about a hundred, but a hundred and forty might come in, so he must be prepared. Actually one hundred and sixty-five appeared.

Of course, this was a small affair. I know of one dance to which sixteen hundred invitations were sent out, and the chef's supper checks (this dance was given at a hotel) exceeded sixteen hundred. Some of these extra people are friends of the hostess, but some are not.

Most of the extra were people who were not invited at all. There is quite a practice of sneaking in at big society affairs when the strict rule of showing cards is not enforced.

Always Has a Reason.

A big dance always has a reason back of it beside the wish of the host and hostess to entertain. It is given in honor of a visiting relation, or a debutante daughter, or a celebrity visiting the country, or a princely personage from Europe. The host and hostess have a receiving party made up of close friends. The person honored is included in the receiving party and the guests are introduced to him or her as they arrive.

This receiving party and the guest of honor stand at the top of the grand staircase or near the door of the main reception-room. The butler announces the guests as they enter the reception-room—first whispering to ask them who they are, if he does not know them.

In case there is no announcement of the guests' arrival, and the host and hostess are busy with other guests, there never is much awkwardness about the reception of a guest, or his introduction to the person being honored. A Danish baron, who is others in the receiving party. He either mumbles his name to a member of the receiving party or steps up and shakes hands with the guest of honor, quite unabashed by his lack of identity.

Work Themselves In.

At an affair at which there was no announcement of guests, a young woman for whose "coming out" the dance was given, encountered among the guests an Italian count whom she thoroughly despised and purposefully had not invited. He came up to dance with her and she refused. Then she sent a friend to him to ask him to leave the house at once. He protested that he had been brought there by a quite well-known young man, who was a friend of the girl. Of course, he did leave, and it was later found that he had not come with the friend, but had insinuated himself into the dance. Occurrences like this are quite frequent.

Some of these unwelcome visitors are fortune-hunting foreign noblemen; others, socially ambitious persons. But there are interesting exceptions. A Danish baron, who recently in New York, was invited to a dance, and when he came to greet the hostess he had his sister with him. She had not been invited. The baron explained that he was anxious to introduce his sister, but the hostess, who happened to be an assertive young woman, was not effusive in her welcoming and treated the sister quite coldly during the evening. Neither the baron nor his sister will ever see the inside of that house again!

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FASHION CHANGES NIGHT INTO DAY

English Society Women Play Golf at Midnight and Dine "Early."

By AILEEN LAMONT.
Special to The Advertiser.
Copyright.

New York, April 24.—This was a busy day among the shops. Women were buying, in many instances the goods they had seen appear attractively on other women Easter Sunday, and had decided might adopt to their own needs. Still more women, however, started out to replenish their sport wardrobes. Those who had a chance to see Miss Glenna Collett's golf things before her departure for England were selecting for themselves suits of gray tweed and heavy sweaters of the coat type rather than those designed in the pull-on mode.

It no longer astounds London to see fashionable women, dressed in evening clothes, having dinner at about 3 a. m. according to despatches from England. Lady Mountbatten, Mrs. Richard Norton and the Duchess of Roxburgh are among those who have enjoyed "night time days." The system consists of staying in bed all day, rising about 8 p. m. for breakfast, playing golf and tennis about 1 a. m. and winding up with dinner at 8 in the morning.

Ball room muffs are taking the place of hand bags for evening wear, according to latest reports from Paris. The muffs are made of wonderful ostrich feathers, the longest and finest procurable. Inside the muffs there are little compartments for all the feminine necessities, such as powder puffs, rouge, lip stick, mouches and other articles. Huge collars of ostrich feathers now trim some of the newest and smartest evening cloaks made of lustrous silver cloth.

Many of the debutantes are wearing bandeaus of feathers or brilliants in the place where their shingles used to show and the popularity of the large hat is being indicated by the increased number of transformations used to disguise the fact that the hair has been bobbed.

One of the newest Paris importations consists of ensemble dress and coat of red crepe georgette lines, with red crepe and coq feathers. The coat is also banded by coq and is worn back so that the coq lining makes broad red feather reverses.

MAN'S SCALP WOUNDED BY FALLING Mallet
Granton, April 24.—Bert Riddell of Thorndale, R. R. No. 1, suffered a severe scalp wound when a mallet fell 20 feet, striking him on the head, while he was raising a barn for George Keith.

Reddy Fox Puzzles Jimmy Skunk Who Is Not As Free As He Thought

By THORNTON W. BURGESS.

It was a beautiful night. Mistress Moon was making it almost as light as day. It was just the kind of a night that Jimmy Skunk loves; and Reddy Fox loves that Hooty the Owl loves. Jimmy left his retreat under Farmer Brown's barn and headed straight for Farmer Brown's garden. He felt sure he would find some beetles there. Ever since he had been taking such good care of that garden that beetles and worms were rather scarce, so after a while Jimmy decided that he would go up to Farmer Brown's house and see if by chance there might not be a few table scraps.

Half way up there he met Reddy Fox. Reddy politely stepped aside. "Good evening, Jimmy Skunk," said he.

"It is a good evening," replied Jimmy. "How are you, Reddy and the rest of the family?"

"Fine," said Reddy. "How is your family?"

"Oh, I haven't any," replied Jimmy. "I'm living alone and rather enjoying it."

A funny look crossed Reddy's face. "You haven't any family?" he exclaimed. "Well, how is Mrs. Jimmy and her family?"

"Mrs. Jimmy hasn't any family either. She is living by herself under Farmer Brown's henhouse, and she seemed very well the last time I saw her," replied Jimmy.

Reddy chuckled. He opened his mouth as if to say something, but closed it again without a word. He chuckled again.

"What's the joke?" inquired Jimmy.

"I happened to think of a funny sight I saw this evening in the moonlight. I haven't time to tell you about it now, Jimmy, for I must hurry on. You know I have a family to look after and it is quite a responsibility."

Reddy and trotted on. He was still chuckling as he crossed the Green Meadows. "So he hasn't any family?" he kept repeating over and over to himself, and each time he would chuckle.

Jimmy Skunk continued on his way wondering what had tickled Reddy Fox so much. He layed led him near Farmer Brown's henhouse. Carelessly he glanced over to see if Mrs. Jimmy might happen to be about. Just then she stepped out into the moonlight and started toward him. And then Jimmy gave a startled exclamation for at her heels was a small image of herself. Behind this one walked a small image of himself. Jimmy didn't know this at the time, but it was so. The marks on this little fellow's coat were exactly like the marks on Jimmy's own coat.

Mrs. Jimmy continued to advance and behind her, a funny little procession marched out of the shadow into the moonlight. Jimmy began to think it never would end. With Mrs. Jimmy leading the way out of the shadow of the henhouse into the bright moonlight ambled nine little Skunks! Jimmy didn't count them then. He was too greatly surprised to think of counting. Could you have asked him right then how many there were I am sure he would have replied "a hundred."

"Whose are they?" gasped Jimmy, as Mrs. Jimmy came up to him.

"Yours," replied Mrs. Jimmy. "Yours and mine. The idea of asking such a question! The idea of not knowing your own children!"

"B-b-b-but this is so sudden," stammered Jimmy. "I didn't expect to see them at all," replied Mrs. Jimmy. "They are several weeks old."



"Good evening, Jimmy Skunk," said he.

"It is a big family," replied Mrs. Jimmy. "It is probably the biggest family we ever have had. Aren't you proud of them?"

Jimmy said he was. And just then he remembered Reddy Fox. And I told him we hadn't any family! No wonder Reddy chuckled," muttered Jimmy.

"What did you say?" asked Mrs. Jimmy. "Nothing of importance, my dear," replied Jimmy.

(Copyright, 1925, by T. W. Burgess.)
The next story: "Jimmy Is Still Free."

COLOR IT NEW WITH "DIAMOND DYES"

Beautiful home dyeing and tinting is guaranteed with Diamond Dyes. Just dip in cold water to tint soft, delicate shades or boil to dye rich, permanent colors. Each 15 cent package contains directions so simple any woman can dye or tint linens, silks, ribbons, kirts, waists, dresses, coats, stockings, sweaters, draperies, coverings, hangings, everything new.

Buy "Diamond Dyes"—no other kind—and tell your druggist whether the material you wish to color is wool or silk, or whether it is linen, cotton, or mixed goods—ADVISE.

Don't Throw Your Old Rugs or Carpets Away We Pay Freight or Express Both Ways in Ontario.

Save Money. Send your old Rugs or Carpets to us. We make them into "VELVETEX" RUGS

CANADA RUG COMPANY
London, Ont. Toronto, Ont. Windsor, Ont. Montreal, Que.

Phone or write for folder # 97
Phone 2485 for our Truck to call. We do the rest.

12-2-25

Here Is a Most Important Factor In Making Your Selection

BECAUSE of the long-established reputation of Kingsmill's as Rug importers, the confidence enjoyed by customers in being guided by our judgment and the knowledge that whatever Rug selected is exactly as represented, are factors of the utmost importance in making purchases at this sale.

THE ENTIRE SHIPMENT ON SALE — SECOND FLOOR
SEE WINDOW DISPLAYS.

Kingsmill's
DRY GOODS, WEARING APPAREL, CHINA GLASS, FURNITURE, FLOOR COVERINGS
"YOU'LL ENJOY SHOPPING HERE!"

After Getting Your Rugs, Visit Our New Art and Gift Department, which has just been opened.
Second Floor

In the China and Glass Departments we are showing new patterns of Glass and Chinaware from best French, English and Nippon makers.
Basement

HIGHGATE

Special to The Advertiser.
Highgate, April 24.—Russell Todd has taken over the Barker barber shop.
Mr. and Mrs. R. Wicks of Detroit were in town on Sunday, visiting the latter's parents.
Joe Murphy, Jun., came home from the Windsor hospital on Monday. He has been ill for six weeks.
Clayton Scott is spending his vacation here with his grandparents, Mr. and

Mrs. James E. Scott.
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