

"Spoofs" That Spread

FACTUAL JOKERS WHO HAVE TALKED CONTENTS.

Some time ago the story went round that someone mysterious had been favored by the local M.P. giving two pounds to every ex-hall and public libraries were being supplied by the M.P. The details of the story were so absurd that every one heard the story, it was not much good to be believed.

One of the greatest spoofs on record actually came true after a lapse of twenty-five years, when the R.R. crossed the Atlantic. The joke was that the "Raven" was the ship of the "Raven" although his ship of the spoof was only a long after.

A Hoax That Came True.

In 1844 the New York "Sun" carried the sensational headline: "Atlantic Crossed in Days." The "Sun" was the first to publish the story, and it was so absurd that every one heard the story, it was not much good to be believed.

The balloon was minutely described, and the story was supposed to have kept on the way across, the whole story looked as reliable as the real story looked when it was read.

In fact, it took New York days to realize that it had been a hoax.

From the sublime to the ridiculous, from an airship to a lead-pencil, and eventually in the small village post office, was laughing at the hoax as at one of the nearest jokes ever perpetrated.

Of course, rules, regulations, specifications, new instructions are a daily occurrence in a big Government department, and the post office is no exception in this respect. One morning a notice was widely posted, perfect official style, giving a series of instructions and a lead-pencil to put a point on a pencil!

The pencil-sharpeners were told to put the pencil in the left hand, or in the right hand if the holder was left-handed, and then, with the right, or as the case may be, to draw the line of a lead-pencil across the wood in a diagonal direction, making about three-quarters of an inch from the end, and so on.

The "Professors" Did Well.

There was a delicious final paragraph: "The question of the disposal of the residual lead now presents itself. Do not blow this away recklessly, as some have been observed to do, but carry it to the nearest waste-basket, and deposit it therein."

Professors of post office officials regarded it as "official," but were surprised that it was only "a bit of lead." It seemed so like the usual "hoax."

Valley's Comet was responsible for the meanest chicken raid on record. The professors of the Electric Institute of Montreal arrived at the ship of Towana, and distributed baited setting forth that the Institute would give prizes for the best description of the comet which would first visible to the naked eye about the following morning. A free prize in drawing was also offered.

The best sketch of the wanderer was drawn by a young man, who was a student of the Institute. He was a student of the Institute, and he was a student of the Institute.

Fourteen Silk Hats.

Recently a Paris magistrate was seized by the courtesies of a young girl from the Latin Quarter whom he had "run in" for some skylarking. For hours a procession of magistrates and curia arrived in the street where the magistrate lived, and the goods and chattels dumped at his door were six pianos, two hundred bottles of cod liver oil, half hundredweight of cabbages, and 24 hats. Among the tradesmen who were by special request were a cornicer, an undertaker, a tattooer, and an enshaver.

When following a recipe, remember that less sugar is needed if candied fruit is used instead of fresh.

Pearlman for easy washing.—July 17, 1924.

OUTSTANDING VALUES

Come, Participate, Avail of it's Goodness

From every nook and corner of the Store we have found innumerable and desirable Specials for this Week-End Sale. Some represent oddments, others we do not desire to carry over to next season for obvious style reasons.

Other choice lots are from over-stocks for this time of the year and must be reduced and turned into cash, at once—all possessing desirable qualities to give these offerings seasonableness and timeliness well worth investigating.

FRIDAY, SATURDAY and MONDAY

Madras Muslins

Rank high in favor by reason of their serviceableness

CREAM MADRAS—Pretty Cream Madras Muslins with coloured floral pattern here and there, 24 inches wide, wash beautifully. Reg. 60c. yard. **Friday, Saturday and Monday, 48c.**

MADRAS MUSLINS—42 inch Cream Madras Muslins, with a pretty coloured floral patterned border, wave edge. Reg. 70c. each. **Friday, Saturday and Monday, 58c.**

RED SHEETS—New Linen Housekeepers! 70 x 70 size in stout Twilled English Sheeting—hemmed. Regular \$5.00 pair. **Friday, Saturday and Monday, each \$2.25.**

CASEKINTS—Cream ground with wide floral border in assorted shades, 48 inches wide. Regular 40c. value. **Special 35c.**

CURTAIN LACES—44 inch Cream Nottingham Curtain Laces, a brand new lot, we are offering at **43c.**



Setting the pace in Glove Values

LADIES' GLOVES—Lisle thread, 2 button wrist; shades of Beaver, Brown, Navy and Grey; inexpensive. **Special 45c.**

LADIES' GLOVES—In finest Chambray Suede finish, shades of Beige, Ivory, Sand and New Grey; elbow length. Regular \$2.00 for **\$1.85.**

LADIES' GLOVES—Nice fine Fabric Gloves, in likeable shades: Beaver, Elephant, Pastel, Stone, Grey and Putty; 2 dome wrist. **Special 55c.**

LADIES' GLOVES—Another line of Suede finish Gloves, in shades of Beaver, Pastel and Grey; strap-over wrist, dome fastened. **Special 75c.**

Ladies' Vests

They're Job and bring an excellent value; Pure White, with round neck and shoulder strap; 55c. value. **Special 32c.**

INFANTS' FEEDERS—White Turkish Feeders, fringed and taped. This line is **Special 23c.**

CAMISOLE TOPS—Made of fine all-over Swiss embroidery with insertion shoulder straps. Reg. 40c. **Special 32c.**

"COLGATE'S" WEEK-END PACKAGES—Daintily gotten up, containing tube of Cold Cream, Tooth Paste, Talcum Powder and Cake of Soap, boxed. **Special 64c.**

TRAY CLOTHS—Embroidered and hemstitched White Linen Tea Cloths, 14 x 18 size. Dainty. **Special 59c.**

RUNNERS—18 only White Linen Sideboard Cloths, 11 x 48 inch, embroidered and wide hemstitched border; \$1.20 value for **98c.**



HOSIERY

of reputable qualities down to low level prices

SILK HOSE—Dollar value in beautiful Silk Hose; all the season's favoured plain shades; seamless. **Special 78c.**

SILK HOSE—Our regular 60c. line of Silk Hose; shades of Grey, Champagne, Beaver and Fawn, etc. **Clearing 35c.**

COTTON HOSE—A special 10 dozen lot of plain summer weight Ladies' Hose; in Heather mixtures, Grey, Brown, White and Black. **Special 28c.**

Children's Summer Shoes

Great range of them in shades of Sky, Champagne, Saxe, Grey, Brown, White and Black; some with fancy tops, others in silk with roll tops. Your choice of **19c.**

KNICKER HOSE—A special 10 dozen lot of medium weight, assorted Heather mixtures. This line **43c.**

SCRIMS

and other new & pretty hangings bring new values

SCRIMS AT 14c.—Cream and White grounds with fancy art borders; nice for summer curtains. To clear, **14c.**

WHITE SCRIMS—White Cross-barred Scrims, small pattern, very neat and very strong; 36 inches wide. **Spe. 33c.**

CURTAIN CREPE—In 36 inch fancy art patterns; pretty blendings that will look well in your living rooms; very uncommon. The yard, **Friday, Saturday and Monday 35c.**

CURTAIN LACES—50 inch White Curtain Laces, offering the newest patterns and the best values hereabouts. **Friday, Sat. & Monday, the yard 46c.**

CREAM CASEMENT—40 inch lace edged plain Cream Casedment Cloth; makes a very neat window trim. **Friday, Saturday & Monday, the yard 45c.**

BALL FRINGES—Very neat White Ball Fringes for trimming up drapes and curtains, etc. The yard **10c.**

SHEETINGS

New arrivals show that our buyers are keen on prices. See there!

WHITE SHEETINGS—72 inch plain White American Sheeting; strong and just the weight for the season. The **78c.**

TWILL SHEETINGS—32 inch pure White English Twilled Sheeting; quality tested; superior value at **\$1.05.**

INDIAN HEAD LINEN—In bolster width, 44 inch; all the rage up along, pure White. **Friday, Saturday & Monday 46c.**

BOLSTER CASES—Service-giving strong White Linen Bolster Cases, 17 x 45 size; tape the strings. **Special, each 68c.**

COTTON BLANKETS—A special line of thoroughly well-finished Cotton Blankets, with fancy borders; size 66x74. **\$3.54.**

BATH MATS—White and Coloured Bath Mats, reversible and extra thick. Worth \$1.75 each. **Special \$1.39.**



Most Extraordinary Values in LADIES' DRESSES

Silk Jerseys & Canton Crepe Dresses

Only 24 of them, bringing a bang-up value in popular Dresses of the day, in Silk Jersey and Canton Crepe; round neck, short sleeves, panels and belt; 36 to 44 sizes. Reg. \$10.00. **Special \$4.98.**

CHILDREN'S COMBINATIONS—In pure White Jersey, round neck, short sleeves and umbrellas leg, trimmed with croch. chest work. **Special, the suit 74c.**

GUEST TOWELS—In best quality White Huck with hemstitched and coloured croch. edge; all products of The Royal Society; unusual patterns. To clear, **52c.**

LADIES' JUMPERS—Uncommon looking White Cotton Jumpers in shades of Saxe, Rose and Tan; round neck, short sleeve and banded waist. **They're Special at \$1.19.**

Guamp Dresses

In pretty plain Linens; shades of Saxe, Rose and Pink; simple yet good looking Dresses for midday; white piping, pocket and black patent leather belt; sizes 36 to 44. Reg. \$1.50. **Special \$1.29.**

CHILDREN'S COATS—An assortment in Lustre, Pique and Serge, Cream and White; to fit 1 to 4 years; silk military braid trimmings. Reg. \$4.00. **Friday, Saturday & Monday \$2.98.**

SILK-JERSEY—Children's Rose shade Slip-on Wool Jerseys, V neck and fall-over collar, long sleeve; becoming, to fit 2 to 6 years. **Special, to clear \$1.08.**

HAT WREATHS—Nicely arranged Wreaths showing artificial fruit and foliage. Regular 45c. each. **Special 24c.**

BATHING CAPS—A clearing line prettily made Rubber Bathing Caps, tam shape with fancy rosettes. Up to 65c. **Special 53c.**

SNAPPY LINE OF GIRLS' WASH DRESSES Listed for Clearance



Great range of pretty models in Linens and Check Gingham; Tan, Lavender, Saxe and Peach round neck with collar; short sleeve, pocket and belt, with White Organdie Collar; to fit 8 to 12 years. Regular \$3.00. **Special 2.65.**

TRY ONE OF THESE good wearing STRAW RUGS

STRAW RUGS—Japanese Rugs in Natural and Brown tones, most serviceable Rugs for bedroom and good to the eye. Regular \$2.50. To Clear **Friday, Saturday and Monday \$1.39.**

TEA CLOTHS—Artistic White Linen Tea Cloths 31 x 31 size, showing pretty open work, embroidery and hemstitchings; Dollar Cloths for **83c.**

TABLE NAPKINS—10 dozen of them in good strong White Damask, 18 x 18 size hemmed. **Friday, Saturday and Monday, each 27c.**

PILLOW CASES—Sensible strong White Cotton Pillow Cases with hemstitched borders. A really good value. **Friday, Saturday and Monday, each 63c.**

BATH MATS—Large size ones, reversible and fringed, 28 x 52, wear overlastingly, many hues. **79c.**

To Clear **STRAW RUGS**—Yarns low, Natural Straw shade with Green border and all round edges, nice for hallways, bedroom or bathroom. Reg. \$2.50. **Clearing Friday, Saturday and Monday at \$1.79.**

DRESS LINENS—34 inch plain Blue and plain Pink Linens of exceptionally good texture, fast, fadeless shades. Reg. 45c. yard. **Reduced Friday, Saturday and Monday 39c.**

LACE CURTAINS

Some very pretty patterns in this line, beautiful wide borders and fine lace centre, 3 1/2 yards long. Regular \$4.50. **Friday, Saturday and Monday, \$4.19.**

Listing Some Clearing Lines from Our MEN'S and BOYS' Section for Friday, Saturday & Monday



LEVIS' SHIRTS—Silk fronted and silk cuffed Shirts, with full size bodies; pretty coloured stripes in Holo, Blue and Black; others in White with self stripe; soft collar to match with each. **Special \$2.35.**

MEN'S BRACES—Sensible English Braces, unusually strong, with real soft all leather fastenings. **Friday, Saturday and Monday 55c.**

SHAKI PANTS—Boys' open knee Shaki Pants, to fit 4 to 7 years. Now offered at **HALF PRICE 30c.**

HANDKERCHIEFS—Full size Men's all-over fancy Kerchiefs, hem-stitched border. **28c.**

CASHMERE SOCKS—Clocked effects in best grade English Cashmere; plain shades Slate, Brown, Fawn, Nude, etc. **Special \$1.10.**

STUD TIES—An excellent value in fancy broad spread Silk Ties, with secure stud fastenings; neatly tied up. **Special 40c.**

KNITTED NECKWEAR—Plain and fancy Knitted Ties in a medium width; nice for soft collar wear. **Special 40c.**

Boys' 3 Piece Suits

In pinch-back style, with patch pockets, in good wearing English Tweeds; sizes to fit 10 to 15 years; assorted patterns; wonderfully good value. **\$5.50 \$6.00 \$6.50**



For the Finest Values in FOOTWEAR We are the Acknowledged Centre

LADIES' SHOES—Finest Dongola Kid Oxfords with cushion sole, low heel and broad toe; real foot ease and comfort; sizes 4 to 7. To clear at **\$4.38.**

LADIES' SHOES—Strap style in good Black Patent Leather; low heel and broad toe. Reg. \$4.00. **Friday, Saturday and Monday \$3.75.**

BOYS' BOOTS—English Box Calf Boots, sizes 3 to 6; Blucher style, Goodyear welled; they will stand the test for sturdiness. \$5.00 value. **Friday, Sat. & Monday \$4.35.**

LADIES' SHOES—Two-tone Shoes showing broad strap at instep, 2 button fastening, Patent Leather and Tan Kid make, low rubber heel and pointed toe. A beauty. \$4.00 value. **Special \$3.65.**

BEAUTIFUL Crepes, Voiles and Silkettes etc., Underpriced to Clear

COLOURED CREPES—Plain shades of Pink, Yellow, Lavender and White; others in flowered patterns, value for 40c. yard. **Friday, Saturday and Monday 32c.**

KIMONA CREPES—Crepes of surpassing excellence, Pink ground, showing handsome floral patterns, very dainty. Reg. 60c. yard. **Special 54c.**

COTTON VOILES—36 inch fancy flowered Voiles in assorted shades, Light and Dark grounds. **29c.**

WINCEY—Just to hand a couple of pieces of Scotch Wincey, White, nice fine texture, for Night Shirts, Baby's Clothes, etc. **Spec. 43c.**

PRINTS—Beautiful Gingham patterned Cottons, very strong and serviceable. Great range of them. Reg. 20c. value. **Friday, Saturday and Monday 20c.**

SILKETTES—Two pieces of really beautiful looking Silkettes; 38 inches wide, rich Silver Grey shades, showing vertical and diagonal stripes. Reg. \$1.25. **Friday, Saturday & Monday \$1.08.**

SUPER LONG CLOTH—A beautifully fine sheer White Cloth, 38 inches wide, nice for under-things for Ladies and Children's wear. **Special the yard 52c.**

