

"An Example for All Rich Men"

The milk of the coconut is turned into the milk of human kindness by Leopold Schepp, veteran vendor of the grand mart, for, besides distributing large houses among those who have helped make him rich, he has established a foundation of \$2,500,000 to encourage boys to lead good lives. Mr. Schepp, head of L. Schopp and Company, New York Importers and Producers, started sixty-five years ago with a capital of eighteen cents, peddling matches on New York's famous East Side. He established his present business in 1850, and said to have accumulated \$10,000,000. Now eighty-three years old, he thinks it better to follow a growing custom of putting money to good use while he is still alive, so that he may watch it work. He began by distributing \$22,900 among his employees. An office boy, for instance, received \$500; a porter, whose wife was ill, received a check for \$700, and the head stenographer, who had been with the firm fourteen years, received \$3,000. It is in his plan to help boys be good, to increase the reward which virtue bestows upon itself, that Mr. Schepp is especially interested. He says, "I want to set an example for all rich men." Here is his description of his plan, as we quote from press reports:

"I am now setting aside \$2,500,000 for a foundation to improve young boys so that they will make better men. My idea is to take boys from Sunday-schools and such places—boys of my denomination—and get them to sign a pledge that they will abstain from all bad habits, not drink, obey the laws of their country, be fair and generous to other boys, not be rebellious to any society or club to which they belong, and comply with all rules most willingly, so that they will be a benefit to their community and to the girls they may marry. "I believe that if they will keep this pledge they will set the example for other boys. I want to call this group of boys the Endeavor Society, made up of boys who are endeavoring to improve themselves. If they keep the pledge they sign for two years I intend to give them each from \$100 to \$500 to help them get a start in whatever business or profession they choose.

"The money, however, is the least important part of my idea. The most important part is keeping the agreement. If the plan is successful I will increase the fund when it appears to be necessary. I believe this custom will set the good example among boys that many of them will want to 'Endeavorers.'"

Some of the hair-splitters will object to the plan on the theory that it offers bait for being good, and that the worth-while boy will be good anyway, observes the Albany Knickerbocker Press. But—

"After the objectors are through defining good and 'worthwhile,' both of which are relative terms, perhaps they might be willing to concede that under the definition there are lots of worth-while boys who waste a great deal of life under misapprehension of what is the right and proper thing to do.

"Mr. Schepp is striking at the thing from a new angle. It is recognized goodness is not purchasable; that morality is not for sale; that you do not put your own purpose by holding out temporal rewards for good behavior. But beyond that is the true valuation of the right things in life. If Mr. Schepp can make enough boys see that good citizenship is a profitable thing for the person who practices it, he will have established something rather definite in this day of catch-as-catch-can cubism."

Other commendation of Mr. Schepp's plan comes from the Brooklyn Eagle. Still more is to be said, it observes, about "a man who does not wait for his death to put his practical stimulus to good citizenship to work." Moreover, it is an experiment in practical altruism, not charity. As such, it will be watched with interest by the community."

Assisting Agriculture in Great Britain

As one of its measures for the relief of unemployment the British Government is assisting to finance agricultural drainage schemes. These schemes are carried out during autumn and winter and consequently next winter's programme covers a part of two financial years. In 1923-24, the latest date for which statistics are obtainable, according to figures received by the Bankers' Trust Company of New York from the British Information Service, there were 10,000 such schemes in operation, which cost the Government £203,630 and the owners £103,537. During the three years, 1921-22 to 1923-24 inclusive, there have been 1,256 schemes proposed at a total cost to the state of £187,150 and to the owners of £337,700, or in all £1,025,601. There are arrangements in force by which these schemes are repaid by the state but they have not been made public.

If Proof Were Needed of this Store's

ABSOLUTE LEADERSHIP in VALUES-- HERE IT IS

THROUGHOUT every section of this vast store, there is maintained a rigid enforcement of keeping prices down to the popular demand, down to a level making it worth while buying. Thus creating as it were a preference for the store which is to-day universally acknowledged far and near. Realizing this signal privilege, we are ever on the alert to maintain it by every means in our power. The following Specials are indicative of our efforts for this week-end.

Voile Dresses

Ladies' fancy Voile Dresses, sizes 36 to 44 bust, with and without collar, long and short sleeves, side panel and straight lines, shades favouring Navy, Brown, Helle, Rose, Sage, Black and White. Reg. \$3.50. Friday, Saturday and Monday

\$1.79



THE SHOWROOM

Contributes generously to this week's Underselling Event

- Children's Vests.** White Jersey Vests, round neck, with wing sleeve, Summer weight. Clearing **23c.**
- Night Gowns.** Children's fine Muslin Night-gowns, White, with round neck and short sleeves, embroidery trimmed; to fit 2 to 8 years. Reg. \$1.20. Friday, Saturday and Monday **75c.**
- Silk Scarves.** Knitted Silk Scarves, in White with silk fringed ends; plain and self designs; beautifully soft; values to \$6.00. Friday, Saturday and Monday **\$2.39**
- Bungalow Aprons.** In assorted fancy Wash Cottons, made up in full fitting sizes, round neck, short sleeves, 2 pockets and girde and plain trimmings. Special **\$1.42**
- Ladies' Jumpers.** Beauties in Crepe-de-Chene, Canton Crepe and Silk Jersey; 36 to 52 bust, embroidered and headed, long and short sleeves, some with side tie and girde and buttons. Reg. up to \$5.50. Friday, Saturday and Monday **\$3.95**
- Step-ins.** Ladies' two-piece crossbar Muslin Step-ins, in shades of Sky, Helle, Peach and Flesh; Vests with straps and fancy stitchings; pants wide legs and elastic waist. Regular \$1.50. Friday, Saturday and Monday **\$1.59**
- Ladies' Vests.** In finest White Jersey, round neck style, with shoulder straps; assorted sizes. **29c.**
- Silk Sweaters.** Knitted Silk Sweaters, in all White, Canary and White, Gold and White, Rose and White, Peach and White; collar and girde and buttons front; a very useful garment at this season. Were \$12.00. **\$3.98** Fri. Sat'y. & Monday
- All-Over Embroidry.** 18 inch all-over Swiss Embroideries, suitable for yokes, trimmings or Camisoles; made on fine White Muslin. Regular 75c. yard. Friday, Saturday and Monday **29c.**
- Shirred Elastics.** Fancy Shirred Garterings, in shades of Sky, Coral, Pink, Sapphire, Lavender, Cardinal, Rose and Gold. Just for Friday, Saturday, & Mon. **42c.**

- Knitted Costumes** Ladies' Knitted Wool Costumes, with Tweed Coat, belt and pockets; shades of Nigger, Brown, Sand, Sage, Copper and Grey; very newest for Spring wear. Special Friday, Saturday and Monday **\$6.19**
- Taffeta Silks** Sale of 36 inch Taffetas in shades of Nigger, Mole, Myrtle and Navy; nice soft finished Silks, suitable for Dresses, Slips and Millinery, etc. Reg. \$2.50. Friday, Saturday and Monday **\$2.69**

- Cuties Socks** Seamless Socks in White with fancy coloured rolled tops; all sizes to fit from 6 months up to 7 years old. Our Special, the pair, **24c**
- Art Linen Crash** 40 inch Dark Art Linen Crash, just the cloth for fancy workers; the width is helpful. Friday, Saturday and Monday, the yard, **95c**
- Men's Pants** English Tweed Pants in Dark Greys, Browns and Heather mixtures, etc. cuff bottoms, neatly finished; sizes 4 to 8. Special, **2.65**
- Boys' Felt Hats** Offered at just half price, round shape with dented crown; shades of Nigger, Tan, Pearl and Black. Reg. \$1.90. Special, **95c**

TOGS for Springtime

and little items helpful in imparting that fine Spring feeling

- ENGLISH CAPS—Men's English Tweed Caps, radio pattern, with one-piece crown, banded back and medium peak. Special **\$2.35****
- FELT HATS—Men's Felt Hats, in assorted Browns, Greys and Fawns; smart looking Hats for Spring wear. Our Special **\$2.90****
- RAYONELLA TIES—The very newest in Knitted Neckwear, Radio Matze pattern; ties up—snappy looking. **\$1.45** Our Special **85c.****
- SILK SOCKS—Extra special value in good looking Socks; Fawns, Greys and Browns; silk lisle top, toe and heel. Our Special **55c.****
- ALPACCA COATS—Fast Black Alpacca Coats; you will need one later on; two pockets, regulation cut; sizes 3 to 8. Special **\$4.75****
- KNITTED TIES—Double Knit Ties, in some very attractive striped patterns, fit well with soft collars. Our Special **95c.****
- SOCKS—A nice Spring weight in Silk and Wool mixture; fine ribbed tops and reinforced at points of wear. Our Special **85c.****
- LINKS—Gold filled Links with neat pearl centres; a nice range to select from. Our Special **70c.****

French Gloves

- LADIES' GLOVES—French Suede Fabric Gloves, in shades of Fawn, Beaver and assorted Greys, gauntlet wrist and fancy cuff, very dainty. Friday, Saturday and Monday **\$1.10****
- LADIES' GLOVES—Another line of charming French Suede Fabric Gloves, in assorted Greys, Beaver and Fawn, gauntlet style. Just for Friday, Saturday and Monday **75c.****
- LADIES' GLOVES—Suede Fabric Gloves with gauntlet wrist and fancy stitchings on cuff, shades of Beaver, Brown, Grey and Fawn. Friday, Saturday and Monday **99c.****

Full Size White Quilts

Beautiful White Quilts of an unusually large size, Marcella make clearly defined patterns; nice assortment to pick from. Don't miss the opportunity to secure a quilt, destined to give you years of service. Reg. \$7.00. Friday, Saturday and Monday **\$6.49**

13.00 CAPES for \$3.98

Ladies' and Misses' serviceable throw-over Capes, in Velours and fine cloths; shades of Sage and Fawn, braid and button trimmings, a remarkable value, the material alone could not be bought for twice the price. The assortment is small See this line.

- BATH TOWELS—36 x 60" size, all White, good Turkish quality; you will need one perhaps for the beach later on. Regular \$5.00 pair. Friday, Saturday and Monday, each **\$2.29****
- NAVY SERGE—32 inch Devonshire Fast Navy Serge, great for boys' brigade pants or knockabout. Just for Friday, Saturday and Monday, the yard **85c.****
- MENDING SILKS and FINE MENDING WOOLS—For milady's finest hosiery, every wanted shade to match up with our complete lines. The Card **8c****



Ratines in delightful shadings UNDERPRICED

- RATINES—Double width Ratines down to a price making it prudent to buy, good striking shades: Pumpkin, Pink, Jade, Orange, Helle, Grey, Light Blue and White; repericed for Friday, Saturday and Monday **47c.****
- SCOTCH PLAIDS—40 inch Scotch Wool Plaids, a nice assortment of new colourings. Reg. **98c.** \$1.10. Friday, Saturday and Monday **98c.****
- COATINGS—A couple of pieces of 54 inch Wool Coatings, Light Grey and Fawn shades, nice weight for Spring make up. Reg. \$2.50. Friday, Saturday and Monday **\$2.29****
- DRESS SERGES—54 inch Wool Serges, Navy with white pin stripe, a very fashionable Spring material. Reg. \$3.00 yard. Friday, Saturday and Monday **\$2.79****
- RATINES—36 inch Ratines, showing a nice silk stripe, shades of Fawn, Jade, Coral, Lemon, Helle, Slate, Henna and Light Blue, very becoming and very durable. Friday, Saturday and Monday **79c.****



Plaited Silk HOSIERY

Come in eighteen beautiful shades, Black, as well as plaited Silk, with Lisle top, toe and heel, reinforced at points of wear. Hosiery at the very peak of popularity, value for \$1.20. Friday, Saturday and Monday **89c**

HOME LINENS

savily priced—may as well see them

- PILLOW CASES—Beautiful quality Pillow Cases, hemstitched and embroidered. We would like you to see this line. Friday, Saturday and Monday each **75c.****
- BOASTER CASES—Good strong quality English Boaster Cases, linen buttoned. Reg. \$1.00 each. Friday, Saturday and Monday **89c.****
- RUNNERS—Showing pretty art centre with scalloped black sateen border, button hole stitchings in white. Friday, Saturday and Monday **95c.****
- CEYFRS—36 x 36 size, art linen centre, with plain black sateen border matches the runner herewith. Reg. \$1.50. Friday, Saturday and Monday each **\$1.39****
- CUSHION COVERS—Art linen centre, with plain black sateen border, uncommon matches the runner and centre. Friday, Saturday and Monday **\$1.25****



Everything for the Windows

- LACE CURTAINS—3 1/2 yard size, White, showing lovely scroll borders. A snap in a wanted item for Spring time. The Pair **\$3.15****
- 12 INCH SCRIMS—A new and very handsome lace and lace insertion, trimmed Scrim Curtains, in White, a decided change, you'll like it. Friday, Saturday and Monday **85c.****
- NEW CASEMENTS—40 inch Cream Casement Cloth, with an extra wide lace insertion and hemstitched edge; decidedly good looking. Friday, Saturday and Monday **79c.****
- MADRAS MUSLINS—42 inch Cream Madras Muslins, very popular Curtains; just as good after washing. Friday, Saturday and Monday, the yard **69c.****
- CREAM LACE Curtains, all-over pattern, nice limp finish. Reg. 60c. yard. Friday, Saturday and Monday **54c.****
- SILK CURTAININGS—34 inch Glistening Silk Curtainings, in pretty shades: Blue, Gold and Rose, all-over patterns; very uncommon. Friday, Saturday and Monday **\$1.10****
- CURTAIN LACES—50 inch White Curtain Laces, beautifully well covered patterns, with wide borders; a good lace. Friday, Saturday and Monday **75c.****
- WHITE SCRIMS—36 inch all White Scrims with self striped borders, useful Scrims for any room. Friday, Saturday and Monday **45c.****

Enamelware Specials

- English Blue Enamel Saucepans, heavy quality, with covers **59c. 74c., 85c.**
- English Blue Enamel Boilers, heavy quality **\$1.49, \$1.98, \$2.49, \$3.28**
- White Enamel Basins, assorted sizes **33c., 39c., 69c.**
- Granite Grey Enamel Kettles, large **\$1.19**
- Pressed Steel Frying Pans **29c. 45c.**
- Oval Trays, Japanned **19c. 22c., 37c. 45c.**



HOME NEEDS

- STAIR CANVAS—18 inch painted back Stair Canvas, all new patterns: The Floral and Imitation Straw and Oak. Friday, Saturday and Monday **43c.****
- STAIR OIL CLOTHS—18 inch Stair Oil Cloths, with White Cotton backs, mostly the lighter grounds, bordered. Friday, Saturday and Monday, the yard **36c.****
- PLUSH MATS—We have underpriced some plain shade Plush Mats, Crimson, Green and Black; good weight. Reg. \$1.75. Friday, Saturday and Monday **\$1.58****
- DOOR MATS—Axminster Door Mats, fringed. We are showing all the newest arrivals in this lot. Reg. \$1.40. Fri., Sat'y. & Mon. **\$1.25****
- DOOR MATS—Small size, plaited Coconut Door Mats, plain and with coloured border. Friday, Saturday and Monday **89c.****
- HEARTH RUGS—An excellent line of Axminster Hearth Rugs in a most serviceable weight, remarkable for their good patterns and their colourings. Reg. \$4.25. Fri., Sat'y. & Mon. **\$3.98****

Evening gowns for the warmer weather become suturing, almost any affairs.