

APRIL FOOL'S DAY

THE custom of setting aside a day for the playing of harmless pranks upon one's neighbor is almost universal, and yet nothing positive seems to be known of its origin. Some authorities gravely go back with it to the time of Noah and the ark, and the London Public Advertiser of March 13, 1768, prints the following paragraph concerning this theory:

"The mistake of Noah sending the dove out of the ark before the water had abated, on the first day of April, and to perpetuate the memory of this deliverance it was thought proper, whoever forgot so remarkable a circumstance, to punish them by sending them upon some sleeveless errand similar to that ineffectual message upon which the bird was sent by the patriarch."

Another argues that at this time in the year the passion of our Savior took place. As the Jews sent Christ back and forth to mock and torment Him—that is, from Annas to Caiaphas, from Caiaphas to Pilate, from Pilate to

Herod, and from Herod back again to Pilate—so this ridiculous and impious custom took its rise thence, by which we send from one place to another such persons as we think proper objects of our ridicule. Further confirmation is sought in the French name for an April fool—"poisson d'avril," on the supposition that "poisson" is a corruption of "passion." This is a gruesome and wholly unpleasant hypothesis regarding an innocent pastime, and fortunately it cannot be credited. All Fools' day is both too old and too young for being coincident with the time of Christ—too old, if looked upon as a day set apart for amusement at the expense of others, and too young if the merriment be specially associated with April 1.

The most plausible theory is that which ascribes the origin of this custom to France. This nation led all Christendom in commencing the new year on Jan. 1 instead of on March 21. Before the change was made the merrymaking culminated on the octave of the feast, April 1, when visits were made and gifts bestowed. With the adoption of the new calendar in 1564 New Year's day was carried back to Jan. 1, and only pretended gifts and mock ceremonial visits were made on April 1, with a view to making fools of those who were so slow as to forget

so important a change. The custom, once started, was kept up long after its origin had been forgotten, and its continuance will always be assured, for it appeals to a phase of human nature which asserts itself at all times and among all nationalities. The term "poisson d'avril" means just what it says, an "April fish"—that is, a young fish, and therefore easily hooked. Our American slang term "sucker" probably means much the same.

The Roman Saturnalia corresponds in character to our All Fools' day, although it occurred at a different season, and the same is true of the medieval Feast of Fools, when the classic wits of the pre-Renaissance period joined in all sorts of absurdities.

In Scotland a bit of foolery dating back a century or two is still practiced on April 1. It is called "Hunting the Gowk," gowk, originally a cuckoo, meaning, by extension, a fool or a simpleton. The trick consisted in sending a victim at some stated distance with a letter which contained a couplet such as this:

"This is the first of Aprile,
Hunt the gowk another mile."

The first victim then seeks a second, whom he sends some distance further; the second sends a third; and so the deception is kept up until the victim suspects or is warned.

The ancient event which is most startlingly analogous to our All Fools' day from every standpoint is the Feast of Huli in Hindostan. On the last day

of the feast, March 31, the chief diversion is the sending of people on all sorts of wild-goose chases, which furnish merriment only to the sender and those who share his secret.

It is quite probable that the English borrowed the custom from their French cousins, as no trace of its existence in Great Britain can be found prior to the eighteenth century. What are known as "sleeveless errands" have always been special favorites on this day. Great is the rejoicing if a rustic can be found so simple as to apply at the village bookstore for a copy of the History of Eve's Grandmother, at the grocer's for a pint of pigeon's milk, or at the cobbler's for strap oil. This last is a prime favorite, and the cobbler, usually familiar with the game, proceeds to give the applicant plenty of strap without the oil.

The old custom of leaving a valuable looking pocketbook with a string attached in a public place, and the trick of making it heavy and hard, so that he who contemptuously kicks it aside may come to grief as surely as he who trustingly tries to pick it up, still find their victims with April 1 of each succeeding year. The small boy of 1908 will probably take as keen delight in pinning an "April Fool" on the coat-tails of the dullest as did his great-grandfather before him.

Our American youth is bubbling over with ideas for April fooling. What solid comfort it is to the street urchin to place a brick under a hat on the sidewalk and see the passersby kick at it with disastrous effect upon the toe

or to lay a hot brick or iron carelessly where it may be picked up—and dropped! What joy to the youthful offspring who can persuade paternalists to wipe an imaginary bit of soot from his nose and be called "April Fool" for his pains!

Undoubtedly the passing years will find the youths and maidens exchanging chocolate creams filled with cotton or cinnamon drops plentifully spiced with cayenne on April 1, and we would not deny them these pleasures, for health it not been written:

"A little nonsense now and then
Is relished by the wisest men."
—Harper's Weekly.

LOVERS

Of good health should prevent sickness instead of letting themselves get sick and then try to cure it. So long as you keep your liver, bowels and stomach in a healthy and active condition you won't get sick. Ballard's Herbine relieves constipation, inactive liver and all stomach and bowel troubles. Sold by Z. C. M. I. Drug Dept., 12-14 Main Street. B

THE GONDOLIERS OF VENICE.

There are nearly twenty ferries across the Grand canal and the Giudecca. These are the gondoliers. In one sense they are like the cobblers and cab-ranks of cities built upon land; in another sense they are the unions or guilds of the gondoliers. Thus our friend, Giuseppe, is a member of the *traghetti* of San Barnabe on the Grand

canal. It was there he took me to meet his good old father, a veteran of the beechen oar, Antonio, and his brother, the mighty prize-winner, Giovanni. In a little trattoria, in the shade of the church, we toasted each other in pale, blonde beer—the foreigner and a dozen members of the *traghetti*. And the foreigner learned these things:

The police, of course, license the gondoliers, and by various ordinances govern the life of the gondolier. His real laws, however, are those of his guild. In the wooden shelter houses of the *traghetti* the guild meets and decides all questions of hours of work and choice of station. Thus, those of St. Barnabe, have each a day off every week. One of them, in turn, works twenty-four hours at a stretch. If one of the fraternity falls ill he is cared for out of the public purse, and in case of death his brothers carry him to the grave. Staunch brothers, close-knit in friendship and their work, they are perhaps the last representatives of the good old medieval crafts of Venice.

Thriftiness, and sober and laborious. Let us busy, once for all, the fanciful legend that these brown fellows are tinselled heroes out of what came upon I know not. They do not wander in the moonlight, chanting the strophes of Dante. They are hardy lads, wholesomely ignorant of literature, fathers of many children, good husbands and masters of fact money getters. On the whole I know no finer class of men than these simple watermen of the lagoons, the three rivers and the canals of Venice. In the season they charge

seven francs a day; at other times you may have as fine a gondolier as you wish for five francs a day; the average earnings are far less, two francs or three. But then life in Venice is simple. For \$35 a year one may have five or six rooms in a good quarter of the town, and a little fruit and poultry, or a fish, or an onion and a crust of bread, a pleasant thing. The gondolier has money in the bank and his life is good—here in white and purple Venice, the city of song and the sea—Venezia, Thompson, in Outing.

RACE SUICIDE

As President Roosevelt calls it is not merely the menace to increase in population that deaths among infants are. And, indirectly caused by bowel troubles, the baby's belly, cure diarrhea, the stomach, sour stomach and all ailments of this nature. Price 25c and 50c. Sold by Z. C. M. I. Drug Dept., 12-14 Main Street.

A GREAT LINE OF POPULAR WALL PAPERS AT POPULAR PRICES

Finest chamber effects on the market, superior crown tints, self-toned, duplex and chintz papers.

GEO. W. BERT & CO., 57 Main.

GEO. J. MAACK

Sign writer, decorator and designer, 54 Richards St. Bell 3017.

SPRING MERCHANDISE OF MERIT PRICED AS IN NO OTHER APRIL! IMPORTANT SPECIAL PURCHASES PROMPT THESE EMPHATIC ANNOUNCEMENTS

Next Week the Shopping Public's attention will be centered here. Scores of Important Special Purchases have prepared us to make this six days of selling a period unique in the History of Salt Lake's Greatest Bargain Events.

MONDAY.	MONDAY.	MONDAY.
100 Pieces Fine English Long Cloth 12 yards in each piece, value \$2.75, special for one day at a bolt.... \$1.89	30c White French Lawn 30c White Dotted French Swisses 30c White India Linens, 30c White Persian Lawns, 30c White Plain English Nainsooks, 30c White Checked Nainsooks. Special for One Day at a yard..... 16c	\$4.50 FRINGED MARSEILLES WHITE BEDSPREADS, square with cut corners— \$4.50 HEMMED WHITE MARSEILLES BEDSPREADS, and \$4.50 Hemmed and Fringed Colored Marseilles Bed Spreads. Special for One Day at each— \$2.85



A Mighty Sale OF Embroideries

THE GREATEST SALT LAKE HAS EVER KNOWN. AN OPPORTUNITY FOR MONEY SAVING IS AT HAND. GRASP IT AT ONCE. NOT JUST A FEW SPECIAL LINES, BUT THOUSANDS OF Dainty, PRETTY EMBROIDERIES, INCLUDING OUR ENTIRE STOCK, WITHOUT RESERVE ARE AT HAND FOR YOUR CHOOSING AND GO IN THIS MIGHTY SALE AT LESS THAN HALF REGULAR VALUE.

1,000 Pieces Swiss and Cambric Edgings and Insertions. All desirable widths in greatest variety of pattern, most of them in sets of various widths edgings and insertions to match divided into six great sale lots at a yard— 35c, 25c, 19c, 15c, 10c and 5c. 32-inch Flouncings up to \$1.25 Values at 49c. Fine Swiss Embroidery Flouncing, 22 inches wide, greatest variety of patterns to choose from, excellent \$1.25 values, the sale price..... 49c 72-inch Flouncings worth up to \$2.00, at 99c. Great variety of pattern, full skirt length Embroideries, on sale at a yard..... 99c Beautiful Vestings \$2.25 Values at 99c. 20 inch wide fine vestings for Waist front, etc., a magnificent line of patterns to choose from, all go in this great sale at a yard..... 99c ALL-OVER EMBROIDERIES Worth up to \$1.25 a yard, on sale at..... 59c CORSET COVER EMBROIDERIES Divided into two great sale lots, worth up to 60c a yard, on sale at..... 25c INTERESTING CLOTHING VALUES. Among the many attractive offerings of this section, which all the year round is thronged with exceptional opportunities, we direct your special attention to the following Bargains:	200 Pieces New Spring Suitings Consisting of fancy checks, stripes, Shepherd checks, plain and fancy Panama, chevrons, plaids and fancy Panama, heavy storm having storm Skirts, etc. Black and all colors, Regular value 60c and 75c, Special yard— 49c Black Silk Taffeta 27 inch all silk fine Swiss Taffeta, black only, special a yard— 98c
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\$2.50 BOYS' SUITS—\$1.63. This line includes several neat and attractive patterns in brown and gray effects, also plain black and navy blue. Good substantial suits at a very small price. Sizes 4 to 16 years. Special for next week at..... \$1.63 \$4.00 BOYS' SUITS—\$2.49. Boys' suit up-to-date clothing at a remarkably low price. The pattern (and there are many), are all neat and attractive, embracing all the new clever designs in stripes, check and plaid effects. Sizes 6 to 16 years. Special for next week at..... \$2.49 \$10.00 YOUNG MEN'S SUITS—\$6.45. Young Men's long pant suits of excellent quality fabrics, in a variety of stylish patterns, also plain black and navy blue. These suits are nicely tailored and are extra-ordinary values at the regular price. Sizes 14 to 20 years, or 30 to 36 broad measure. Special for next week at..... \$6.45	200 Pieces New Spring Suitings Consisting of fancy checks, stripes, Shepherd checks, plain and fancy Panama, chevrons, plaids and fancy Panama, heavy storm Skirts, etc. Black and all colors, Regular value 60c and 75c, Special yard— 49c Black Silk Taffeta 27 inch all silk fine Swiss Taffeta, black only, special a yard— 98c
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The 66c SILK SALE to be Continued Monday

ESTABLISHED 1864

Auerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

Conference Visitors to Salt Lake are Cordially Invited to visit Auerbach's, Utah's Most Popular Dry Goods House—For Forty-Four Years noted for their Immense Varieties and Low Prices.

MONDAY.	EXCEPTIONAL VALUES IN WASH GOODS	MONDAY!
MUSLIN SKIRTS Matchless Bargain \$2.75 Value For \$1.49 Monday only we place on Sale 8 different styles of Lace or Embroidery trimmed skirts, all lengths in these, best \$2.75 values at— \$1.49	That our Wash Goods Section leads in Good Value Giving is acknowledged by every one; that our assortments are larger, our Styles the best and our qualities the most reliable is universally conceded. We quote four exceptional good values for next week, every one worthy of your attention: 50 pieces New Arnold Scotch Cloths, a most attractive and serviceable fabric, for Wash Dresses, value 25c next week, a yard..... 16c 20 pieces yard wide German Lingerie Linens—in all the popular shades of the season, value 30c, next week, a yard..... 21c Imported Plaid Effect and Checked Waist and Dress Linens—the novelties of the season, next week, a yard..... 33c Another 30 pieces of the New Spider Wash Silks, the most beautiful silk and linen Dress Fabric, value \$1.00. Special next week, a yard..... 48c	Great Glove Sale Long Lisle Thread Gloves \$1.25 Grade For 75c 16 B length fine Lisle Thread Gloves, in Black or White, all sizes, best \$1.25 grade, on Sale at— 75c

Next Weeks News OF Silks and Dress Goods

Tells of Remarkable Values.

Not many weeks before Easter Sunday. Just time enough to get a completed gown home from the busy Dress Maker, but no time to waste. We are displaying in the Dress Goods and Silk section the largest and most complete stock of foreign and domestic fabrics ever assembled in Salt Lake. Numerous exclusive novelties are included, which are to be seen only here. No store in the west is quoting lower prices for equal style and quality.

New Japanese Wash Silk. All pure silk, fast colors, in neat checks, stripes and Dresden novelties, come in cream black and colors. Special, yard— 49c Black Silk Taffeta 27 inch all silk fine Swiss Taffeta, black only, special a yard— 98c	200 Pieces New Spring Suitings Consisting of fancy checks, stripes, Shepherd checks, plain and fancy Panama, chevrons, plaids and fancy Panama, heavy storm Skirts, etc. Black and all colors, Regular value 60c and 75c, Special yard— 49c Black Silk Taffeta 27 inch all silk fine Swiss Taffeta, black only, special a yard— 98c
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THE Millinery Section Offers News of Monetary Interest Here.

You know the style and character, the charm and individuality of millinery and you know that "Low Price" is a feature of Auerbach's always. But we wager you'll be surprised at the extent to which the latter applies to all the beautiful things in the Millinery Section these days.

Here, for instance—

Women's Trimmed Hats at \$6.75.
Never were Hats at this price made with such refined charm and style. Never were Hats at this price so carefully put together or materials so good. You must come in to see them. We can't begin to describe their attractiveness, and you might think we were biased, if we did.

SUPREME VALUES IN THE SHOE SECTION NEXT WEEK.

CHILDREN'S BLACK KID SHOES with spring and patent tip; sizes 6 1/2 to 7; value \$1.00—at, per pair..... 65c MISSES' BLACK OR BROWN KID OXFORDS with extension soles; sizes 1 1/2 to 2; value \$1.00—at, per pair..... \$1.40 LADIES' BLACK KID STRAP SLIPPERS with leather Cuban heels; size 2 1/2 to 3; value \$1.50—at, per pair..... 95c LADIES' BLACK KID OXFORDS with vesting or kid tops and patent tips; all sizes; value \$2.00—special price, per pair..... \$1.65
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ANOTHER SALE OF LACE CURTAINS AND A VERY TIMELY ONE!

This important sale is the outcome of the largest individual purchase ever made, and it gives you the opportunity of buying Lace Curtains just when you need them at great reductions. With the beginning of April your minds turn naturally to the improvements of your home. It will be well to attend this sale, select from the newest and handsomest designs shown this season, and they will be offered next week at prices that will never be duplicated.

All Nottingham, Ruffled Swiss and Ruffled Net Curtains— Value 60c, on sale, per pair..... 29c Value 75c, on sale, per pair..... 44c Value \$1.00, on sale, per pair..... 69c Value \$1.25, on sale, per pair..... 88c Value \$1.50, on sale, per pair..... 98c Value \$2.00, on sale, per pair..... \$1.24 Value \$2.25, on sale, per pair..... \$1.48 Value \$2.50, on sale, per pair..... \$1.69 Value \$2.75, on sale, per pair..... \$1.98 Value \$3.50, on sale, per pair..... \$2.38 Value \$4.50, on sale, per pair..... \$2.85 All Battenberg, Genoa Point and Brussels Net Curtains— Value \$2.50, on sale, per pair..... \$1.69 Value \$3.00, on sale, per pair..... \$1.98 Value \$4.00, on sale, per pair..... \$2.60 Value \$4.50, on sale, per pair..... \$3.10 Value \$5.00, on sale, per pair..... \$4.20 Value \$7.50, on sale, per pair..... \$5.30 Value \$9.00, on sale, per pair..... \$6.40 Value \$10.00, on sale, per pair..... \$7.20 Value \$12.00, on sale, per pair..... \$8.80 Value \$15.00, on sale, per pair..... \$10.70 Value \$18.00, on sale, per pair..... \$12.80 Value \$25.00, on sale, per pair..... \$16.40 Value \$27.50, on sale, per pair..... \$19.60 Value \$30.00, on sale, per pair..... \$22.40
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Crowds Monday and all this coming week. That is what we have arranged for, as you will see in a minute if you will read closely the news of most out-of-the-ordinary values we mention below. There is no getting around Bargains of this kind, is there? Best, come early Monday.

MONDAY.	MONDAY.	MONDAY.
100 Hemmed Bleached Bed Sheets the largest double bed size, 3 1/2 yards long and 2 1/4 yards wide, regular price, 17 1/2c. Special for one day at, each..... 66c	1000 yards Bleached Pillow Casing 45 inches wide, regular price, 17 1/2c. Special for one day at, a yard— 13c	Muslin Underwear SALE SPECIAL WHITE SKIRTS Beautiful \$5.00 Values on Sale at— \$2.95 A variety of elegant skirts, trimmed in lace or embroidery, all lengths, best \$5.00 values, Monday only— \$2.95

SPRING'S RICHEST OFFERINGS IN FASHIONS Smartest SUITS

A Collection of High Grade Spring Suits—
Each one displaying that sprightliness and newest of style that is the making of a smart costume—with every touch of style, at famously low prices in the way of practical, serviceable and pretty garments we had strongly in the giving of best values. Next week's offerings are superb.

Exceptional Value in Ladies' Suits at \$12.75.
Many new arrivals in this line, mostly Panamas and second Panamas in corset or semi-fitting coats, with full pleated or circular gored skirts. Blue, Brown and Black are the predominating shades. Exceptional value at \$12.75, special next week at.....
\$12.75

Exceptional Value in Ladies' Suits at \$18.75.
This is a special lot of spring's latest creations, no two alike, some Persian stripes and plain colors, mostly cutaway coats, collars and cuffs, are of Rajah Silk and full pleated skirts with deep fold above the hem. Exceptional value at \$18.75, special next week at.....
\$18.75

Exceptional Value in Ladies' Suits at \$25.00.
Among these we present for your approval many exclusive patterns in the new Butterfly and pointed coat effects, made in plain colors, stripes and shadow stripes in Panama and Venetian cloth. Exceptional value at \$25.00, special this week at.....
\$25.00

Exceptional Value in Ladies' Suits at \$32.50.
Style, fit and elegance are the particular reasons we call your attention to these beautiful suits, made of all the best quality materials and in the predominating spring shades. Every line gracefully cut and the tailoring is splendid. Exceptional value at \$32.50, special next week at.....
\$32.50

Exceptional Value in Silk Suits at \$20.00.
Beautiful two piece suits of very good quality Taffeta Silk, the waist is elaborately trimmed in color to match, skirt is of the full pleated model with 5 inch band above hem, Copenhagen, leather brown, navy blue and black. Exceptional value at \$20.00, special next week at.....
\$20.00

MONDAY SPECIAL! \$1.00 Lawn Kimonos—65c. 200 Short Lawn Kimonos and Dressing sacques, long and short sleeves in light shades, good wash colors. Regular value \$1.00. Monday only..... 65c
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66c