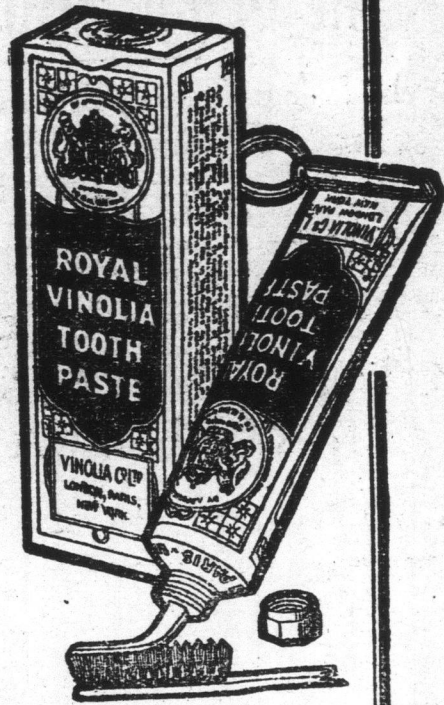


Royal Vinolia

THREE ROYAL DENTAL PLEASURES FOR YOUR CHOOSING

Tooth Paste

Truly "a Dainty Paste for Dainty People"—for it embodies not only perfect cleansing and antiseptic qualities but conveniences in use that make it unique amongst dentifrices. The winding key at the base of the tube enables you to use every atom of paste—and keep the tube neat and plump at all times. Then too, the Paste itself comes from its tube in a ribbon of special shape that clings closely to the brush—avoiding waste, saving time and temper. Owing to the antiseptic qualities of Royal Vinolia Tooth Paste, the teeth are not only made white and lustrous, but are preserved from decay. Price 25 cents.



Tooth Powder

In this remarkable Powder science has succeeded in combining that most useful of all cleansing agents, that arch-enemy of decay—OXYGEN. Hitherto this most elusive but desirable friend to the teeth, the gums and the mouth has never been fully available. Oxygen, the cleanser, the purifier, is now at

your service in Royal Vinolia Tooth Powder—which means that every tiny interstice of the teeth, every nook and corner of the mouth is searched, cleansed and purified as never before. In boxes of attractive shape, with patent top so that there is no waste in applying the Powder to your brush. Price 25 cents.



Fluid Dentifrice

The exquisite and refreshing flavour of this liquid dentifrice will be the most welcome thing about your daily ablutions, once you commence its use. A perfect tooth and mouth cleanser though it is—its action goes much further, for germs of disease as well as tooth-decay are daily eliminated from the mouth. Children delight in Royal Vinolia Fluid Dentifrice; there is no trouble in teaching them the habit of tooth cleanliness with its use. Price 25 cents.

VINOLIA COMPANY LIMITED, London, Paris, Toronto
By appointment Soapmakers to H.M. THE KING.

Problems of the Fair Sex Solved by Cynthia Grey

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn as they are received.]

Wants Longer Eyelashes.

Dear Miss Grey,—What will promote the growth of the eye brows and lashes, and absolutely prevent them from falling out?

Z. A. X.
—Glycerine rubbed into the eyebrows each night before retiring will add to the growth. Clipping just a shave off the lashes every month is recommended sometimes as a means of making them grow longer. But if I were you I should much prefer to let my eyelashes remain as nature made them. They are so near the eye, which is one of the most delicate organs of the body, that you cannot afford to take any chance of injuring them for the sake of so small a matter as lengthening the eyelash.

Remedy for Burns.

Dear Miss Grey,—What's the quickest way to take the burning sensation out of a bad burn?

A.—The best is one of the simplest and most accessible as a rule. Cover the burn thickly and there will be a partial cessation of the pain at once. It simply excludes the air from the raw cuticle.

For children's burns mix baking soda with enough lard to make a salve, or cold water and soda.

Protect the Man?

Dear Miss Grey,—Please explain why a gentleman accompanying two ladies should not walk in the center of the street.

A.—The idea is that the one walking in the center is being protected from any passing annoyance, and it looks rather ridiculous to see a man in this position, flanked by women. Moreover, it looks rather a concealed arrangement on his part, as though he imagined himself to be eminently desirable that he must not show favoritism, but must bestow his graciousness on both. Do not permit it if you are one of those concerned.

Better Ask Her.

Dear Miss Grey,—I have known a young lady for ten months. I love her very dearly, but on account of my being very busy she got angry at me. I sent her several letters and she wrote me back that she was in Toronto that she has a young man in Toronto that she has a young man in Toronto that she has a young man in Toronto. How can I find out if she loves me or not, as I intend to make her my wife?

A.—The best and simplest way to go to her and say: "I love you. Will you be my wife?" It is a formula for seduction, but it is a fact that has never improved upon. If she doesn't love you, she will refuse. That should end it for you.

Desperate.

Dear Miss Grey,—I am a young girl eighteen years of age, and am desperately in love with a young man about my age. I have never been out to places of amusement with him, but have held conversation with him. During such time he seems to be very much interested. I heard he likes another girl.

H. A. M.
A.—I judge from your letter you are building a great deal on your own ideas. He doesn't pay you any attention and he goes with another girl. But he is interested in you. There is no indication that he loves you or ever will. Can't you forget him, and make up your mind not to give your love so cheaply?

Dangers of Impure Milk [By a Physician.]

Impure milk is a treacherous harbinger of disease. The fact that it is the principal food of the baby and the young child, and an important factor in all diets, makes its consideration doubly significant from the health standpoint.

While the average vacation community has no adequate municipal supply of milk, it should be a comparatively easy thing to handle the milk problem properly.

There is no reason why proprietors of dairies, supplying the milk, should not make the simple tests for dirt, temperature and freshness.

The dairyman can pasteurize his supply. He can date the milk to show it is not over 24 hours old.

And he can keep his bottles in such shape that there can be no question about impurities from that source.

The trouble is little enough and he should take it.

It is the DUTY of each consumer to refuse to patronize a place that does not supply clean milk or does not give the facts as they are.

On the other hand it is a duty as well as wisdom to patronize the dealer who goes to some trouble and expense to have things right and tell the facts to the public.

Milk which has been carelessly handled can convey typhoid germs, diphtheria, scarlet fever, septic sore throat and tuberculosis. It can cause summer complaint among children and in some measure among adults also.

Sometimes, even with the greatest care and forethought, people find they have come into a community where the milk is very indifferent, if not positively injurious.

Then if it is not possible to change living places, or to remedy the milk supply, the resort must turn to prevention. Here will be moderately safe if he sticks to HOT milk—hot milk in coffee instead of cream, and hot milk to drink instead of cold milk.

It may not suit the taste so well, but it will be far safer.

The Most Popular Yeast.
Isn't the fact that White Swan Yeast Cakes have won admiration wherever tried proof that they are the best? Prove this to your own satisfaction by ordering a 5c package from your grocer, or send for sample. White Swan Spices and Cereals, Limited, Toronto, Ont.

All the old favorites, such as emerald green, king's blue, coronation red, geranium and sulphur, appear in the trimmings of the accessories of the new garments.

Cotton ratine is having a great vogue for misses' suits, with crystal or ball ivory buttons for trimming, and is one of the new tub materials now in demand for shirtwaists.

Millinery Showing
of Mohair Summer Hats, just arrived. Madame Allenty, 619 Richmond street. Open evenings.

Kingsmills Beautiful Foulard Silks

Silk and Wash Goods Sale

Offers very extra values for the last three days of July. COME.

Regular 50c Yard, Monday, Tuesday and Wednesday 31c

Kingsmill's Silk Sale grows still bigger. We are going after more business with a collection of beautiful Silk Foulards. Fine quality all silk, they will wear well. Colors include old rose, mauve, plenty of black and white, but the best shades go first, so come early. Never a yard sold for less than 50c. Get all you need at this great three-day sale, yard.....31c

Best Bargains Ever in Wash Goods

To make a still better record of selling for these last three days—Monday, Tuesday and Wednesday—we offer our regular stock lines at reduced prices. Come, buy and save money.

25c yard Fancy Vestings.....19c	12½c yard Oxford Shirtings.....11c
25c yard Silk Striped Gingham.....15c	12½c yard Apron Gingham.....9c
20c and 25c yard Zephyrs.....15c	12½c yard Crossbar Muslins.....8½c
18c yard Bordered Percales.....15c	50c yard Voiles (a few left).....25c
12½c yard Prints and Challies.....10c	25c yard Voile (several colors).....12½c

Every Parasol Must Be Sold, \$1.69 and 75c

We're determined not to carry one Parasol over. The few we have left will clear out Monday at a "buy quick" price. Values from \$1.00 to \$5.00. Buy any one Monday, but be early.

75c and \$1.69

Elbow Length Lisle Gloves 25c

KINGSMILL'S

\$1.25 and \$1.75 Waists, 98c

Local Playgrounds Are Popular Centres

Children Exercise and Play—Parents Enjoy the Fun, Too.
[By "The Nomad."]

There can be nothing more pleasing to the average person than to see a group of children playing together harmoniously, all actively engaged in some healthful game of recreation.

And perhaps nowhere in London is the young life of the city so well represented as at the four local playgrounds, where, day after day, they meet on a common ground, children of the rich and poor, and surely in these play-centres we have a fostering of the genuine "brotherly love" spirit, which observes no harsh laws of rank or station.

Swings and See-Saws Popular.
Down on the Parke Flats, yesterday, The Nomad spent a pleasant half-hour sharing the children's games.

could not but hope that when life's more difficult problems confront him, he may be equally steadfast.

The popularity of the playgrounds is best shown by the numbers which flock to the various centres day after day. Out at Chesley avenue school, between 200 and 300 children congregate in the afternoons, and the attendance at the other grounds is also quite large.

Supervised Play.
The various supervisors appear to observe the same rules regarding play. In the morning the children are allowed to follow their own wishes regarding the games to be played. The supervisor is present, but apart from maintaining discipline, does not direct.



ON THE "GIANT STRIDE" AT VICTORIA SCHOOL.

This is the most picturesque playground in the city, situated, as it is, in proximity to the river, and with its natural grove of trees and grass. Here one finds little ones from Grand avenue, Simcoe street and Wortley road schools, and how one envies the youngsters, with their present-day opportunities for play! All day long, the swings, "teeters," and other contrivances are kept busy, and one may say the same for each recreation ground in the city.

The sand-box, which forms a part of each equipment, proves a regular Mecca for the babies. Go to any playground, at what hour you please on a fine day, you will find tots with blue eyes, and tots with brown eyes, fairly revelling in the sand, building houses and castles and forts, then destroying them just for the fun of doing the work all over again. I recollect one sturdy little chap, garbed in blue and white rompers, who was putting all his energies into the task of filling a bottle with sand. He was so intent upon his work, and so persevering, one

rect the sports. In the afternoon, however, supervised play is in order, the instructors taking part in such games as basketball and baseball. Especial attention is being devoted just now to a number of folk-games, which will form part of the play festival to be given by the children of the city during the month of August.

Social Centres.
That the four local playgrounds are becoming social centres for the parents of the children who attend, is quite evident to anyone strolling in the vicinity of any one of them, during the early part of the evening.

Fathers, perhaps pulling away comfortably at their pipes, stand by while their young hopefuls engage in a game of ball, and the mothers sit here and there, first at the sand-box, then over by the swings, enjoying each other's company, after a busy day at home, and entering sympathetically into the joys of the little folks.

Must Look Ahead.
I don't know who wrote these words, but are they not applicable to the situation in London? "We of today must do something for the benefit of those who live here 60 years and more, from now, as well as for our own good. This generation and the one immediately preceding it have been living more and more on the energy stored up by our grandfathers and great-grandfathers—and mothers. Unless we look out for our own physical selves, and especially insure that the children of today do so, our grandchildren and great-grandchildren are going to be physically bankrupt."

Supervised play affords an excellent medium—in fact, the best medium yet discovered, for the child's development, and is a valuable school of manners and morals as well. Let us therefore lend the movement in London our hearty co-operation and support in every possible way.

Queen Victoria and Mourning

Queen Victoria always made a point of royal widows wearing something to show they remained always in mourning. Her late Majesty wore "weeds," including a widow's cap up to the very end of her life. The Duchess of Albany has always worn a veil in the evening. Sometimes it is gray, says a writer in the Gentlewoman, sometimes white, but always there, and I believe will continue to be there, though the duke must have been dead these eight and twenty years or more.

The mot d'ordre at the court of Queen Victoria was "once a widow, always a widow," and this not only applied to princesses of the royal house, but the ladies of the court as well. If these ladies ventured to make a second marriage Queen Victoria always took an opportunity of showing her disapproval, while one lady who held a post at court, and had the temerity to take to herself a second husband within a few months of the death of spouse No. 1, was never invited to court again in any circumstances whatever.

Nothing indeed shows more plainly the difference in ideas between the Victorian age and the present day than the point of view that obtains as to mourning. The civic school of the no one stayed at home nowadays, but the corpse overstayed his case perhaps in the way cycles are apt to do. At the same time it is remarkable that within a very short time of bereavement one meets the nearest relations mixing in society with the utmost cheerfulness while all such jocular allusions as widow's weeds, crape and the like are scorned by all those who aspire to be fashionable.

LAKE OF BAYS.
One hundred and forty-five miles north of Toronto on the line of the Grand Trunk Railway System, nestles Huntsville, a pretty little town near the centre of what is known as the Huntsville and Lake of Bays district. The region in this locality is replete with natural beauty and loveliness, and comprises some of the most beautiful water stretches and picturesque landscapes for which that vast portion of Northern Ontario is becoming so famous with the ever-increasing army of tourists who each year are looking for fresh fields to explore. Very few people even in Ontario realize that Canada possesses such a magnificent pleasure ground as this. Excellent train service from London as follows: Train leaving London 6 a.m. daily (except Sunday) makes direct connection at North Parkdale with express leaving Toronto 10:15 a.m. daily (except Sunday) for Huntsville and Lake of Bays points.

Train leaving London 7:30 a.m. daily (except Sunday) connects at Toronto with fast express leaving Toronto 12:20 noon for Huntsville and points on Lake of Bays.

Eastern Flyer leaving London 6:53 p.m. daily connects at Toronto with fast express leaving Toronto 2:20 a.m. daily for Huntsville and all Lake of Bays points, carrying through coaches and electric-lighted Pullman sleeping cars, Toronto to Huntsville.

Call on Mr. R. E. Rise, City Passenger and Ticket Agent, corner Richmond and Dundas streets, or Mr. H. M. Hayes, Depot Ticket Agent, London, Ont., for illustrated booklet telling you all about Lake of Bays, or write A. E. Duff, District Passenger Agent, Union Station, Toronto, Ont. 626.

Page of Interesting News for Women

Favorite Summer Desserts

Baked custards in individual cups will always be a favorite dessert at simple dinners. One egg yolk and one tablespoonful of sugar to every cupful of milk is an excellent rule for these custards. More yolks than this makes them "eggy" in flavor and the whites are not needed. In fact, the custary is much better without the whites, as they will, unless great care

is taken, form in tough strings or rise to the top in lumps while the custard is baking. Do not forget to add a tiny pinch of salt.

For simple custards a little putmeg imparts as good a flavor as vanilla or any of the ordinary extracts. Custards flavored with grated orange rind are delicious. Chocolate grated over the top just before the custard is put in the oven is a pleasant addition to custards flavored with coffee, vanilla or almond. The chocolate forms an appealing crust over the top, leaving the custard beneath its original color.

Coffee Custard.

Add two teaspoonfuls of French coffee essence to a quart of the custard before cooking. To prepare the essence place one ounce of good Mocha coffee with half a pint of cold water. Let it boil until it is reduced to two tablespoonfuls. Strain it through a cloth, pressing and squeezing it well to extract all the flavor. When it is perfectly cold it is ready for use. Desserts flavored with this extract have a much better and truer flavor of coffee than those flavored with cold coffee left in the coffee pot after breakfast.

Custards made with fresh grated cocoanut are delicious, especially if flavored with grated orange. Lemon or vanilla may, however, be used. Butter the custard cups, sprinkle over the buttered surface as much sugar as the butter will hold. Then dredge liberally with cocoanut and pour the custard into the cups. The measure of sugar in the cocoanut custards may be more liberal as the addition of cocoanut increases the bulk.

Using Tapioca.

For a tapioca custard not so many egg yolks are needed, two cupfuls of cooked tapioca taking the place of two of the yolks. Let the tapioca cook in water until it is transparent, and use only enough water to prevent its burning. Add a little salt and let it get cold before using.

Cup custards are made more festive in appearance if each is decorated on top with a spoonful of brightly-colored jelly, a candied cherry or a preserved strawberry and a rosette of whipped cream. Of, if preferred, cover the top of each with a meringue. An orange flavored custard is very nice if a tiny spoonful of orange marmalade tops the meringue.

Baked custard has a peculiar delicate flavor which boiled custard does not possess. Spoonfuls of it often make a more delicious accompaniment to desserts than a boiled custard sauce. It is especially good with fruit tarts or a dish of fresh berries or other light summer fruits.

Feathers are favored beyond all other trimmings for the dress hat.

Fashion Frivols

In jewelry beryl is much in favor at present, and the fashion some women affect by wearing a single uncut ruby, emerald or sapphire is much admired.

Dresses show slips of pale blue, yellow, pink, or lavender, with embroidered and ribbon touches to match in the trimming.

The great rage for shot taffetas finds its most satisfactory development for misses' hats, because it requires bright, youthful, complexions to offset it.

The Birthday Calendar



IF THIS IS YOUR BIRTHDAY, Keep safe all things which you value. Avoid making changes, but do not allow your attention to familiar duties to become indolent. By energy and careful attention to your health, you can make the year successful.

Those born today will have unpleasant dispositions, but if trained in self-control, will make fine characters, as they are naturally intelligent and generous.



IF THIS IS YOUR BIRTHDAY, Some change from your settled custom will cause you anxiety and worry. Your wisest course is a quiet one, with especial care for your health and a strong endeavor not to become angry and excited.

Those born today will have disagreeable dispositions, and must learn moderation and self-control. They will be rather successful and acquire wealth, which they will waste.

Of Net and Chiffon



First there is an underwaist of chiffon tinted with pink. This is gathered to a satin cord around the neck and veiled with a surplice waist of plain cream white net. Over this is a bolero of figured net in light ecru, covered with crocheted pendants.

A girle of the chiffon, covered with the white net, extends around the back of the waist, ending at each side with a rosette of pink satin, the space between these being crossed by folds of the chiffon. The rosettes are also placed at the neck as shown, the bolero being slightly gathered under them. The closing is at the back.