

The World's Home Magazine for Women

Edited by LAURA E. McCULLY, B.A.

At Catto's. World Pattern Department

Old age and conservatism are generally closely associated in the minds of most people, especially in connection with a business house. Sound business principles may keep an establishment moving prosperously, but it is only the progressive, up-to-date concern that takes the highest place in the public estimation and secures the largest patronage of the public's trade.



The millinery department occupies the whole of the two top floors of the building and a big store is constantly being created so dear to the heart of woman. Any design can be reproduced here, and any suggestion of a customer carried out. On the next floor below is the showroom. It is attractive enough to delight the heart of even the most fastidious woman.

John Catto & Son are specialists. They aim to supply the lady with every need she may have undertaken the difficult task of doing this with satisfaction to the critical sex. Mere Manages very little showing in the stock of this store.

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2077-Ladies' Japanese Lounging Gowns. Paris Pattern No. 2077. All Seams Allowed. This graceful lounging gown is developed in pale blue crepe, flowered with heliotrope chrysanthemums; the trimming band is of heliotrope silk and the fringed sash is of the same delicate shade.

Pattern Department Toronto World. Send the above pattern to NAME ADDRESS (If wanted—Give age of child's sex, etc.)

A National Fair. Arrangements are now being made for a large national fair to be held in the drill hall, Ottawa, next November, the proceeds of which are to be devoted to the proposed Tuberculosis Hospital.

Curves Unfashionable. NEW YORK, Sept. 10.—Curves will be unfashionable and hips impossible in winter styles for women according to Miss Elizabeth A. C. White, president of the Dressmakers' Protective Association of America, who is demonstrating new gowns at the annual meeting in Masonic Temple.

WOODSTOCK BEAUTIES HOME Have Been "Doing" Quebec at Expense of "S-R." The party of thirty of the most popular ladies of Oxford County who have been enjoying a trip at the expense of The Woodstock Sentinel-Review to Montreal and Quebec returned to Toronto Tuesday and Wednesday.

The Toronto World CHILDREN'S HUMANE LEAGUE. The subject for the competition closing September 14th is "What I Saw at the Fair." The letters must not be over two hundred words in length, must be plainly signed with the name and address of the writer, and must reach The World on or before the date mentioned.

WALL SHOWING OF Exclusive Millinery

On and after THURSDAY, September Twelfth, we invite our patrons to inspect our Paris and New York importations in Afternoon Carriage and Tailored Hats.

ASHBY and JACKSON 113 1/2 West King St. Telephone Main 7034

For the Housekeeper. PERSONAL. SHERBROOKE, Que., Sept. 10.—(Special.)—To-morrow morning the governor-general and party, comprising Lady Grey, their two daughters, and Capt. Newton and Hon. Sydney Fisher, will take train to Magog, where they will be met by Mr. and Mrs. E. Goff Penny, Mr. and Mrs. Roswell Fisher and Mrs. Routledge, and the residence of Hon. Sydney Fisher.

When house-cleaning a room do not forget to pass a damp cloth over the mouldings. The amount of dust collected there will surprise you, and will, if left alone, shake down gradually on your clean furniture. When curtains and fittings fail to match the new carpet, why not better them to the dyers? It is much better than to constantly endure the inharmoniousness of quarrelling colors.

Many women like to preserve the little mementoes of their children's early years. A large, plain-covered scrap book holds everything from the baby-photo to the first kindergarten entries of events important in a baby's life, when the first tooth was cut, when the short clothes were put on, and when the first school was attended.

Richard Tew and two daughters have returned from a two months' trip to the old country. Judge McTavish, Mrs. McTavish, Miss Bella Stewart and party, who are spending the winter in England, have arrived in Ottawa and report traffic on the ocean liners exceptionally heavy, so much so that Miss Anne Peterson, only daughter of the Hon. William Peterson, was married to Dr. Morley of Picton, Ont.

President Falconer of Toronto University and Mrs. Falconer have taken the Ontario Jockey Club have issued invitations for luncheon at the club house on Saturday next at 1:15 o'clock. The president and directors of the Ontario Jockey Club have issued invitations for luncheon at the club house on Saturday next at 1:15 o'clock.

BABY HAD DIARRHOEA FOR SEVEN WEEKS. Thousands of infants die annually who could be saved by the timely use of Dr. FOWLER'S EXTRACT OF WILD STRAWBERRY. There can be no doubt about it. Sixty-two years experience has proved this sterling remedy to be the best for Diarrhoea, Dysentery, Colic, Cramps, Cholera Infantum, Cholera Morbus, Summer Complaint, and all bowel troubles in both children and adults.

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Cook's Cotton Root Compound. The great Uterine Tonic, and only safe effective Monthly Regulator for women on whom depend, sold in three degrees of strength—No. 1, \$1.00; No. 2, 75 cents; No. 3, 50 cents. Sold in 30¢ per box. Sold on receipt of price. Prepared at address: The Cook Manufacturing Co., Toronto, Ont. (Corner, W. End St.)

A private street car will leave the Queen's Hotel at 12.30 for the guests.

Miss Jessie Carter of Clarence-avenue, Deer Park, the well-known ecouologist, gave a tea on Saturday afternoon to her friend, Miss Cecil Smith, who has recently been studying in Boston, Mass. The tea room was in red and white and lighted with candles. Among those present were Miss Moyes, Miss Currie, Miss Rowland, Miss Glendinning.

Hon. W. H. Cushing, minister of public works in Alberta, is in town. Mr. and Mrs. Beardmore returned from the Clifton, Niagara Falls, on Monday.

Mrs. H. R. Wood and daughter have returned from Ball d'Urtes, where they spent the summer. Mrs. and Miss McCarroll have returned to Island Park after spending two weeks at Fort Niagara and Buffalo.

Dr. and Mrs. Frank C. Trebilcock and daughter Marjorie, late of Ennisville, will spend a month with Mr. Charles Sparling, 530 Dovercourt-road.

Major and Mrs. J. Fraser MacDonal have taken a house in Brunswick-avenue. Mrs. MacBeth and Miss Meta MacBeth are expected home from England about the fifteenth of the month.

Mr. and Mrs. George F. MacDonnell are the guests of Mrs. J. M. Buchan in Furnham-avenue, before moving to their new home, Avenue-road.

Mr. and Mrs. Bruce MacDonal will be home from Niagara some time this week. Mrs. R. Strathy and the Misses Strathy will spend the winter abroad and will sail with the Rev. H. G. and Mrs. Baldwin at the end of the month.

Mrs. Charles Brewster (nee French) will receive on Friday afternoon at the residence of her mother, 189 College-street, before leaving for her home in Nebraska. Mrs. Melfort Boulton has returned from Kingston.

Miss Mary Oiler, who has been visiting in London, Ont., is returning home this week. Mr. Richard Owen, 160 Davenport-road, has left for a trip to Philadelphia, New York, and Atlantic City.

Miss C. A. Mitchell, a recent graduate of the Toronto General Hospital, and Miss Janet Plant of Renfrew, were tendered a farewell last evening in Knox Church, previous to their departure as missionaries in the far west.

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Mrs. W. G. Brown and Miss Marjorie Brown have returned from Jackson's Point, and have as their guests Mr. and Mrs. MacBeth Miller of Cedar Cottage, for the week end. Dr. and Mrs. F. W. Marlow have returned from 639 to 633 Spadina-avenue, where they will remain until the completion of their new residence at 417 West Bloor-street.

One of the events of the season took place at Zion Presbyterian Church, Brantford, yesterday, when Miss Anne Peterson, only daughter of the Hon. William Peterson, was married to Dr. Morley of Picton, Ont. The bridesmaids were Miss Helen Cockshutt and Miss Kate Marquis of Brantford, Miss Jessie McAllister of Hamilton, and Miss Nora Shenstone of Toronto. Mr. Norman Wilson, M.P. of Ottawa, supported the groom.

After the ceremony a reception was held at the home of the bride's brother, Mr. W. F. Peterson. President Falconer of Toronto University and Mrs. Falconer have taken the Ontario Jockey Club have issued invitations for luncheon at the club house on Saturday next at 1:15 o'clock.

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Many of the imitations sold are positively dangerous, as they often check the diarrhoea too suddenly and cause inflammation. Always insist on the genuine Dr. FOWLER'S. Sold at all medicine dealers at 35 cents a bottle.

Mrs. A. B. De Marchand, Bath, N.B. writes: "My baby was troubled with Diarrhoea for nearly seven weeks. I tried three different doctors, but none of them could do her any good. I was advised to try Dr. FOWLER'S EXTRACT OF WILD STRAWBERRY, and less than half a bottle cured her."

Manufactured by The T. Milburn Co., Limited, Toronto, Ont. See that their name is on the wrapper and thus insure getting the genuine.

Barrymore Wins Local Hearts. Jack Barrymore, who has the leading role in that fascinating comedy "The Boys of Company B," at the Princess this week, is a young actor whom it is to be hoped Toronto theatre-goers will see more often. He is altogether the most magnetic and original player of light comedy parts that play patrons have seen in many a day, and he has already made himself a local favorite.

Brothers Will Meet. PARIS, Sept. 10.—In a despatch from Casablanca, the correspondent of The Figaro says he learns from an excellent authority that the sultan, Abd El Aziz, left Fez for Rabat on Saturday. He was accompanied by his court. The journey will take ten days. The correspondent says he learns also that Mulia Hafiz is about to set out for the same destination. The meeting of the two brothers will, these, with Edna Davenport and Sadie result in an interesting situation.

First Rule of Health. Ask your doctor, "What is the first great rule of health?" Nine doctors out of ten will quickly reply, "Keep the bowels regular." While you are about it, ask him another question, "What do you think of Ayer's Pills for constipation?" We are willing to trust him. Are you? We have a remedy for you. It is Ayer's Pills. The formula of all our preparations. Lowell, Mass.

CASTORIA For Infants and Children. The Kind You Have Always Bought Bears the Signature of Dr. H. Fletcher. In Use For Over Thirty Years CASTORIA. THE CENTAUR COMPANY, NEW YORK CITY.

TRISCUIT is the food of health and strength. It is Shredded Whole Wheat, compressed into a wafer, and is immeasurably superior to white flour, bread, or pastries. It is delightfully satisfying as a toast. Delicious with cheese. MORE WHOLESOME AND NUTRITIOUS THAN MEAT. All Grocers, 13c a Carton; 2 for 25c.

TOMLIN'S Thirty Varieties of Bread! Each One a Gem Full Value. Best Quality. Tested and Up to the Standard. Phone for Samples, Park 553. Husted, as well as a full score of young beauties in the chorus, complete the complement.

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