

## THE GOOPS THE NURSERY

# SOCIETY

Mr. William Beardmore and Mr. F. McCarthy went down to Montreal to meet the Royal Edward, which arrived on Wednesday. Among the passengers were Mrs. William Beardmore, Mr. and Mrs. Scott Griffin, Miss Margaret Griffin, Count and Countess Jacques de Lesseps and their two young sons, Miss Ethel Mackenzie, Lord Somers, Mrs. Somers-Cox, Lieut.-Gov. Sir John and Lady Wolfe-Murray, who all came on to Toronto in Sir William Mackenzie's private car, and have gone on to Kirkfield to join Lady Mackenzie.

A theatre party was given on Thursday night in honor of Lord and Lady Edward Fitzgerald at Shea's.

Viscount des Prades de Fleurelle, captain of artillery, who has been visiting in Montreal, left yesterday on his way to Dijon, France, to rejoin his regiment.

Mr. Claud Heubach is visiting Mr. and Mrs. Andrew Allan at their country house at Cacouna.

Mrs. McGibbon, who has been staying with Mrs. Gordon Southern in Hamilton, has returned to Montreal.

Mr. and Mrs. Thomas Langton have gone to Muskoka.

The Baron de la Grange, Miss Guillemette de la Grange and Miss Helene de la Grange arrived in Montreal this week by the Royal Edward of the Canadian Northern Line.

Dr. Helen MacMurchy sailed yesterday from Montreal for England.

Lady Melvill Jones and the Rev. T. Crawford Brown sailed yesterday for England to join Mrs. Crawford Brown, who has been at the baths in Germany.

Mr. Elias Rogers has left for England.

Mr. A. B. Creelman and Miss Creelman, Montreal, have gone to England.

Lord and Lady Selby have returned to England via Montreal.

Mr. and Mrs. F. Orr Lewis, Montreal, sailed yesterday for England, accompanied by Mrs. Boneless and Mr. J. C. Priestly, K.C., London.

Miss Lillian Tippet, Montreal, is the guest of her aunts, the Misses Tippet, Ossington avenue.

Mr. and Mrs. St. Denis Lemoine of Ottawa and the Misses Lemoine will spend the summer at Murray Bay.

Prof. A. D. White, Mr. C. Johnston, and Mr. W. C. Johnston, are at the King Edward.

Mrs. Langton Johnston and a party from London are in the royal suite at the King Edward.

Dr. Percy E. Clarkson and Mrs. Clarkson have gone to Honey Harbor for two weeks.

Mr. J. J. Carrick, M.P., and Mrs. Carrick, who returned to Ottawa last week from abroad, have left for their home in Port Arthur to spend the summer.

Miss Netherlands, Louisville, Ky., and Mrs. A. C. Wolff, London, Eng., who have been at the King Edward, have left town for the coast to visit Mrs. Wolff's son.

Assisted by Mrs. W. L. Davis and Mr. A. H. Robinson, Mrs. Lionel Quest of Montreal is arranging a loan exhibition of the work of Montreal artists, which, by arrangement with a hotel, will be hung in the various sitting-rooms in order to give tourists and transient strangers passing thru the city an opportunity of seeing the work of local artists in surroundings to which they are adapted.

Mr. and Mrs. Trevo Gowyn, with their children, have gone to Britannia, Lake of Bays.

Mr. and Mrs. Oliver Macklem, their family, and Mrs. Charles Fleming have gone to St. Andrew's, N.B.

Col. Septimus Denison, Mrs. Denison and the Misses Denison have gone to Muskoka from Halifax.

Mrs. Jack Drynan left yesterday for the Wawa, Muskoka.

Mrs. J. E. Elliott has returned from the west.

Mrs. Rousseau Kleiser gave a box party at Shea's last night in honor of Miss Anna Short, who is visiting her mother, Mrs. Hill, at the island.

Mr. and Mrs. Guy French, who, since their return from their wedding trip, have been staying with Mr. French's mother, Mrs. Fred Powell, have left for Renfrew, where they will in future reside.

Mrs. Delamere and Miss Denison have gone to join Col. Delamere at Long Lake, northern Ontario.

Mrs. Bastedo is with her parents, Capt. Walker and Mrs. Walker, "Glebe Lawn," Cobourg.

Mr. Schofield, librarian of the legislative library in Victoria, B.C., who

### Youthful, Wrinkleless Skin Easy to Have

(Elberta Reid in Woman's Tribune.)

You who desire to regain a youthful appearance will do well to make the acquaintance of the two simple, but valuable, prescriptions here given. To make an ounce of active wrinkle-remover, mix an ounce of powdered exfoliate and a half-pint witch hazel. Bathe the face with the solution immediately every time the skin is affected. It acts wonderfully on sagging facial muscles, also, the lotion possessing remarkable astringent and tonic properties. To get rid of an aged, faded, freckled or discolored complexion, buy an ounce of common mercurochrome at any drug store and apply nightly as you would cold cream, creating this morning with soap and water. This will slowly absorb the undesirable surface skin, revealing the younger, brighter, healthier skin underneath. I know of nothing to equal this treatment as a facial rejuvenator.

When midsummer heat affects you, and you feel languid and played out, just try a glass of

## "SALADA"

Iced Tea. You'll be surprised how it refreshes you. "SALADA" Tea is absolutely pure.

Sealed Lead Packets Only. Allow the tea to steep for five minutes and then pour off into another vessel to cool gradually. Never use artificial means of cooling until ready to serve; then add sugar, ice and lemon.



**NURSERY**

CONDUCTED BY

Elmer Murray

Mother's Authority.

There are many who claim that a mother's authority over her children is a thing of the past, that parental discipline exists no longer and that children do as they please.

Surely this is a very dark view of the case. I do think that children we hear about and read about were seemingly more obedient and consulted their parents' wishes for a much longer period than the children of today, but that obedience was instilled by fear.

These days there is a healthy companionship between parents and children that was not dreamed of a generation ago.

The pessimist insists that the "chum" theory is based on a genuine understanding. There is still a goodly amount of authority in it, but I confess in many cases there might be more.

Mothers who lack this authority are the last ones to recognize the fact. The children are quick enough to know it. The development, keeping and increasing of the mother's authority over the child is one of the most important things we have to deal with. It is based on instilling the habit of obedience in children. Along with the exercise of authority there must be a growth of confidence on the child's part in the wisdom and loving kindness of the mother's decisions. The result of this growth is the real comradeship that every parent and child long to enjoy.

Yesterday we spoke of explaining to a child the reason for decisions, so that he might understand their justice, and not lose faith in his judge.

Common sense must be brought into play to decide just when these explanations should be made. When a child is sore with disappointment, a attempted explanation would probably lead to discussion—perhaps not kind approachable than in other cases.

Above all, consider what your authority means to your child. Take into account his position. The more mistaken it is, the harder you will need to work to change it. But win him over to your side if you would retain your influence.

## CANADA THIRD IN EMPIRE MATCH

Great Britain Leading in First Stage With Australia Second.

BISLEY, Eng., July 11.—(C. A. P.)—At the end of the first stage in the Empire match the teams stand:

Great Britain	1136
Australia	1110
Canada	1085
India	1014
British	378; Australia, 361; Canada, 243; India, 228. The Canadian scores were:

Denholm 46  
Perry 41  
Stack 41  
Bullock 44  
Freeman 44  
Hawkins 44  
Croyne 44  
Richardson 44

### Charming Muskoka

The Muskoka Lakes, of which Lake Muskoka is the principal, are situated in the district, are secluded in some of the most beautiful scenery that can be imagined, 112 miles north of Toronto on the line of the Grand Trunk Railway. They are in the midst of the "Highlands of Ontario" and have become famous throughout the North American continent for the diverse attractions which they hold for the tourist, pleasure-seeker, sportsman and those in search of health.

The curative odor of the balsam and pine and the preponderance of water area to land surface, together with the high altitude (1000 feet above the sea) render far fever impossible, the condition and perfect immunity from this annoying ailment is assured. The way to go is via Grand Trunk Railway, the line that made Muskoka famous.

Train leaving Toronto 2:20 a.m. daily carries Pullman sleeping cars (open 10:30 p.m.) and coaches making direct connection for Muskoka Lakes resorts.

Train leaving Toronto, 12:01 noon, daily except Sunday, carries Pullman sleeping cars, Pullman dining-cars and coaches, making direct connection at Muskoka Lakes for points on Muskoka Lakes.

Tourist tickets at reduced rates, good to return until Nov. 30, are on

### Daily World Pattern Service.

HINTS BY MAY MANTON.



7875 Child's French Dress, 2 to 6 years.

WITH STRAIGHT SKIRT, SHORT OR LONG SLEEVES, SQUARE OR HIGH NECK, WITH OR WITHOUT TRIMMING.

The long waisted frock is the smart one this season. This little model can be made very dressy and really elaborate or quite plain and simple as it is treated in one way or another. In the large view and in the back view are suggestions for dainty dressy frocks. In the small view is shown a treatment adapted to simple materials and to every day use. For this material, percale and gingham are suitable materials. For the little lace-trimmed frock all the little details are pretty and to make as shown in the back view will be used, finishing with all-over embroidery of plain lawn. The skirt is straight and is simply gathered and the body portion includes just the tucks needed to provide pretty fullness. As the trimming, when used, is arranged on indicated lines, the making is very simple.

For the 4 year size, the dress will require 2 1/2 yards of material 27, 1 1/4 yards 36 or 1 3/4 yards 44 inches wide with 7 yards of insertion and 6 yards of edging to trim as shown in the large view; 1 1/2 yards of flouncing 10 inches wide with 1 yard of plain material 36 inches wide and 1/2 yard of all-over embroidery 18 to make as shown in the back view.

The pattern of the dress-7875 is cut in sizes for children from 2 to 6 years of age. It will be mailed to any address by the Fashion Department of this paper, on receipt of 15 cents.

### Daily World Pattern Coupon

Send Pattern No. ....

Name .....

Address .....

Size .....

Fill out this coupon and mail with 15 cents to The Toronto World Pattern Dept., Toronto, and pattern will be mailed to you. Write plainly and be sure to give size desired.

sale to Muskoka resorts and weekend tickets at single fare, plus ten cents for round trip, good going any Saturday or Sunday and valid to return Monday following date of issue are also on sale to a great many Muskoka resorts.

Call at city ticket office, northwest corner of Queen and Yonge streets (Phone Main 4299) for copy "Muskoka Lakes" folder, tickets and full particulars.

To keep the water fresh and sweet in vases of cut flowers add to it a small bit of sugar.

After having washed lamp chimneys in soap and water, wash with clear water. They can be dried much more quickly and will be perfectly clear.

If metal teapots are not used for some time they are apt to become rusty. This may be prevented by dropping a lump of sugar into the pot before putting it away.

### HOW TO POP CORN

It is done in different ways, but the most approved method is to pop your corns with Putnam's Corn Extractor—this pop-out for sale and stay out, too, when converted by Putnam's. Try this patent remedy, yourself, 25c. at all dealers.

## BIG SHOWS HERE ALL NEXT WEEK

Col. Ferari's Organization at Bayside Park Under Shriners' Auspices.

When the Col. Francis Ferari Shows United and Trained Animal Arena erect their thirty-one cars of paraphernalia and equipment in Bayside Park, Monday morning, a week of fun and pleasure will be inaugurated. These allied exhibitions come to Toronto under the auspices of Ramesses Temple of the Mystic Shriners of this city. Caged wild animals have always a fascinating interest for the spectator. There will be every opportunity for the public to gratify their curiosity as to the habits of those ferocious denizens of the jungle, when the Bostock-Ferari aggregation opens its doors. Col. Francis Ferari, the general manager of the enterprise, has secured many zoological specimens, among them lions, tigers, leopards, bears, hyenas and elephants, nearly all of which have been trained to perform marvelous feats in the large steel arena. In addition to the animal exhibit, he is bringing to Toronto many of the attractions which made Luna Park, Coney Island, the centre of interest. Among these will be Sam Gumpertz's famous "Dreamland," the great circus sideshow, with its grotesque inhabitants, the "Follies of the World," a Broadway hit in musical comedy, De Alma's dog, pony, monkey and elephant show; Sanger's miniature circus, Trip to Mars, Snake Show, ferris wheel, ocean wave and the smallest talking horse in the world, and many other attractions and amusements. Several open air free attractions will be offered—the Aerial Howards, the hazardous high-wire artists, the two Bouncing Rubes and their hay wagon, daily flights in the Red Whiplash and band concert. There will be a daily street parade in which the two mammoth elephants, Gyp and Judy will draw the gilded band chariot, the largest vehicle of its kind in the world.

## MRS. SAUNDERS IS AGAIN AT LIBERTY

Prominent Suffragette Was Released Only Two Days Ago.

LONDON, July 11.—(Can. Press.)—Mrs. Beatrice H. Saunders, the financial secretary of the Woman's Social and Political Union, was liberated from prison tonight for the second time. Her first release on license occurred June 23, and she was rearrested only

two days ago. Abstinence from food and water so greatly weakened her that it became necessary to set her at liberty.

Mrs. Saunders' term of imprisonment is fifteen months.

To bleach handkerchiefs, towels, etc., soak overnight in a solution of half a teaspoonful of cream of tartar to each quart of water.



## Overcome by the Heat

A sizzling sun is apt to paralyze your delivery service at a time when you need it most.

Sometimes "first aid" treatment proves successful, and the horse, after an hour's delay, is on its way again; sometimes the service of a veterinary is required, and the horse is off for the entire day. Other times, if the accident is serious, he may have to be shot.

But meantime deliveries are set back, promises broken, customers become impatient and dissatisfied, and business is lost.

The firm up the street is getting most of this lost business. They do not use horses in their delivery any longer. They use electric trucks.

An electric truck is weather-im-

mune. Heat cannot affect it, nor cold. It is ready for action every minute of every day, from Monday to Saturday. It does not have to "lay off" to rest one day in five, like a hard-worked horse. It enables its owner to keep promises, to satisfy customers, to reach out and get new business, and it is always a live advertisement for the firm that employs it.

Isn't it time you posted yourself on the facts concerning the use of electric trucks in your business? Our vehicle experts have made a close study of delivery service conditions and the use of electric trucks as compared with fact-figures that will prove mighty interesting. Arrange for an interview to-day, or, if you prefer, drop in and see us.

## The Toronto Electric Light Company, Limited

"At Your Service"

12 Adelaide Street East

Telephone Adelaide 404

## SOCIETY HOUSEKEEPING

### How to Hold Trade

CLOSE, stuffy rooms, full of impure air, make people slow, listless and sleepy. How do you expect to do a rushing business unless you take pains to keep your help quick, alert and ready to attend to the wants of your customers? Furthermore, the majority of customers avoid places where they are compelled to do business in an impure atmosphere.

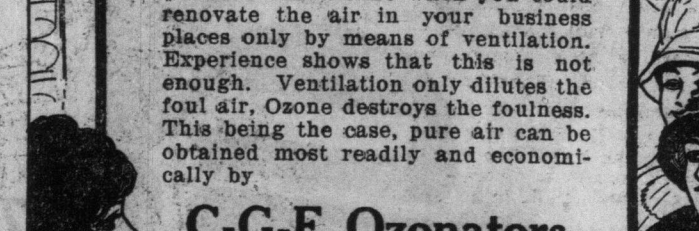
### Purify the Air in Your Place of Business

There was a time when you could renovate the air in your business places only by means of ventilation. Experience shows that this is not enough. Ventilation only dilutes the foul air. Ozone destroys the foulness. This being the case, pure air can be obtained most readily and economically by

### C-G-E Ozonators

This electrical device is not an experiment, nor is it harmful. The system is in use on the Imperator, the largest vessel in the world, and in the London Subways, but the household type of Ozonator is not expensive.

See Pamphlet 506.



## Canadian General Electric Co.

Limited

Head Office Toronto

Save Exactly \$105

on a Piano by buying a "Claxton" at \$125.00, guaranteed superior to any \$200.00 Piano sold in Toronto.

THOS. CLAXTON, Limited, 303 Yonge St. Open Evenings.

Cakes split in the centre and burn open if the heat on the top is too high, baking them too quickly.

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