



It Cleans and Safeguards

Lifebuoy Soap is always on guard against dirt and disease. In the home, at your work, for hands and face, for shampoo and bath it will be found always on the watch against germ and microbe. Withal, the rich, creamy Lifebuoy lather makes it a real pleasure to use this "super soap."

LIFEBUOY HEALTH SOAP

The old proverb "prevention is better than cure" is another way of saying use Lifebuoy Soap. Start using it to-day and see that the children use it.



The mild antiseptic odor vanishes quickly after use.

At All Grocers—
LEVER BROTHERS
LIMITED
TORONTO

PLAYS, PICTURES AND MUSIC

"YOU'RE IN LOVE."

Marie Flynn, the latest of Toronto's song-birds to break into the stellar positions, will be at the head of Arthur Hammerstein's latest musical comedy offering, "You're in Love," which comes to the Alexandra for one week, commencing Monday evening, Sept. 10, after its successful run of eight months at the Casino Theatre, New York, and two months at the Garrick Theatre, Chicago. "You're in Love" is from the pens of the authors of "The Firefly," "Katinka," and "High Jinks." The Reserve seats for "You're in Love" are on sale at the theatre box office today.

"PRETTY BABY" AT THE GRAND.

"Pretty Baby," the offering at the Grand Opera House next week, is a splendid new musical comedy that has received commendation at the hands of reviewers all over the country. All the way down from Jimmie Rodgers and Jean Yvonne, the co-stars, to the humble chorists, the voices are excellent. The production is full of new and original novelties.

SHEARS.

Blossom Sealey, probably one of the

For Acid Stomachs Use Magnesia

Quickly Stops Sour, Burning Feeling and Makes Digestion Painless.

The almost universal use of magnesia by physicians and specialists in the treatment of stomach troubles, is due to the fact that it stops food fermentation and neutralizes the acid—the direct cause of nearly all stomach troubles. Of the many forms of magnesia, such as oxides, citrates, carbonates, sulphates, etc., the most suitable and efficient, and the one prescribed by leading specialists is hydrated magnesia, a teaspoonful of which in a little warm water immediately after eating will instantly neutralize the acid, stop fermentation, and thus ensure painless normal digestion. Care should be taken to get hydrated magnesia, as its action is infinitely more effective. It is also, by the way, usually stocked by druggists in convenient compressed tablets, as well as in the ordinary powder form. Stomach sufferers and dyspeptics who follow this plan and avoid the use of pepper, charcoal, soda salts, drugs and medicines are invariably astonished to find that the stomach, relieved of the irritating acid and gas, soon regains its normal tone, and can do its work alone without the doubtful aid of artificial distasteful.

Polly and Her Pals



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Society—Conducted by Mrs. Edmund Phillips

Her Majesty Queen Mary is arranging that every scrap of waste wool is carefully preserved, to be transmitted to an organization which is devoting itself to the collection of wool for re-spinning into yarn for blankets and comforts for the forces.

Lady McBride, widow of the late Sir Richard McBride, and her six daughters have reached Victoria, B.C., from London and were met by Hon. John Hart, finance minister, representing the provincial government. Mr. W. J. Bowser and several former colleagues of the late provincial premier. The provincial government is arranging a memorial service, to be held in Christ Church this week.

Mrs. J. Douglas Hazen, wife of the minister of marine and fisheries, who has been in England since the spring, is expected back in Canada shortly.

Mrs. Arthur Peuchen, ever since her arrival in England, has been assisting Mrs. Rivers Bulkeley with the prisoners of war work, in which she would be an invaluable assistant. Miss Jessie Peuchen is at St. Dunstan's Hospital for the blind, and since she was wounded. Alan Peuchen, Royal Field Artillery, has been in the Canadian Hospital for officers in Grosvenor road, where he is slowly recovering from several serious wounds.

Mr. and Mrs. Harry Coulson are in their home at the corner of Madison and Lower avenues.

Mrs. Stuart Heath has returned from Muskoka and is the guest of her sister, Mrs. Kirkpatrick, Spadina avenue.

Dr. and Mrs. Snodgrass, their three daughters, and their son, have returned to town from Woodstock, Muskoka.

Capt. George Watt has been moved to Ottawa.

Miss Bessie Nicholls, who has been visiting Prof. and Mrs. Alexander at De Grassi Point, has returned to her home in Nova Scotia.

Miss Fraser, superintendent of the I. O. O. F. Preventorium, has returned to town from a holiday spent in Halifax, Nova Scotia.

Mr. W. B. Northrup, M.P., and Mrs. Northrup, who have been in Muskoka a few weeks at the Highland Inn, Algouquin Park, returned to Belleville last week.

Miss Mary Adams, Ottawa, is coming shortly to town, where she will attend the Bishop Strachan School.

Col. and Mrs. Toller have returned to Ottawa from St. Andrews, N.B., where they have been spending the summer.

Miss Edith Baldwin has returned from Muskoka, and will be with Mrs. Crease, a definite rank would be of invaluable assistance.

On Monday, in Kingston, the Ladies' Auxiliary of the Army and Navy Veterans and a luncheon for returned soldiers. General Hemming received the first cup of coffee from the car, and commended the parents, Mr. and Mrs. Dean of Ontario, also spoke, and several other important people.

Miss Marguerite Fleury has been visiting Miss Dorothy Henderson in Hamilton, Ontario.

Mrs. J. B. Tyrrell, 14 Walmer road, is

leaving town on a visit to her sister, Mrs. Whitman, in Canoe, Nova Scotia. She will accompany her husband as far as Miramichi on his way to Newfoundland.

Miss Volma Moffatt is visiting her sister, Mrs. Howard Robertson, in Barrie, Ontario.

Col. and Mrs. J. B. MacLean have returned from St. Andrews-by-the-Sea, Nova Scotia.

The marriage has been arranged, to take place shortly, of Captain Leonard P. Bishop, Can. Cav., eldest son of Mr. and Mrs. F. J. Bishop, Brantford, Ont., to Miss only daughter of the late Mr. Alfred E. Overall and Mrs. John Mutch, and niece of Lieut.-Col. A. W. A. C. Macdonald, 44 Addison road, W., and Whitechurch House, Whitechurch, Oxon, England.

Miss Marguerite Holden, Westmount, is visiting friends in town.

The engagement is announced of Capt. J. P. Underwood, Canadian Engineers, to Marjory Lanyon, youngest daughter of the late Mr. Edmund Hancock, Cardiff, Wales.

Mrs. C. T. Hutchins, wife of Commander Hutchins of the British navy, and more recently stationed at Pekin, China, has arrived in East York, Ontario, for her mother, Mrs. Timothy Anglin. Captain Hutchins is now in command of the largest destroyers afloat. Mrs. Hutchins is a sister of Hon. Justice Anglin.

Major Vincent Hughes and his two sons are in Toronto with the Hon. Mr. Glenholme and Mrs. F. J. Macdonald, and will return to Ottawa this week, when his sons will go back to Lennoxville to college.

Mrs. Valentine Schuchman, who has been staying with her father, Hon. Justice Britton, left yesterday for her home in New York. Mrs. J. McNeill, another daughter of the former, returned last week to Kingston.

Mr. Paul Wells returned this week from his cottage in Muskoka.

Mr. Ald. Ryding and Mrs. Ryding have returned to town from a fortnight's visit to Port Arthur.

There has been some discussion as to whether the Canadian practice of making the military nurses lieutenants was wise, as it gave a cable a few days ago which told of the demonstration given by the Roosevelt Hospital unit in France when it moved from its temporary quarters to a great permanent hospital within the American army zone, was the following: "There is a deep interest throughout the expeditionary force in the movement to bestow a commissioned rank upon the new army nurses. This they have witnessed one of the most many instances where nurses have to act on their own responsibility in ever-recurring emergencies, and these occasions a definite rank would be of invaluable assistance."

Mr. L. Bahayan has returned from a motor trip to New York and Montreal.

Mrs. H. Cresser Gaskin, who has been in the city for some time, has returned home.

Miss Ruth Campbell has arrived in Toronto to visit her sister, Miss Jessie Campbell, who is taking a course in massage at the military hospital.

Mr. and Mrs. Carl Ahrens are leaving Lennoxville this week to take up their residence in the city of Ottawa.

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HOUSEHOLD HELPS FOR WINNING THE WAR

Herbert C. Hoover Appeals to Women for Food Conservation

Mr. Herbert C. Hoover, Food Controller for the United States, with whom Hon. W. J. Hanna, Food Controller for Canada, is working in close harmony, has issued the following card of instructions to housewives:

Win the war by giving your own daily service.

Save the Wheat—One wheatless meal a day. Use corn meal, rye or barley bread, and non-wheat breakfast foods.

Order bread twenty-four hours in advance, so your baker will not bake beyond his needs. Cut the loaf on the table.

Use stale bread for cooking, toast, etc. Eat less cake and pastry.

Our wheat harvest is far below normal. Each person weekly saves one pound of wheat flour, that means 150,000,000 more bushels of wheat for the allies to mix in their bread. This will help them to save in democracy.

Save the Meat—Beef, mutton, or pork not more than once daily. Use vegetable and fish at the time.

HELP WIN THE WAR BY USING CORN

Kellogg's TOASTED CORN FLAKES

For breakfast, for that after-school hunger, for tea or Sunday supper, few dishes can be served with so little trouble or such wholesome, appetizing satisfaction as



Get the original—made from carefully selected southern sweet corn by a strictly Canadian Company in their up-to-date plant at London, Ontario.

Ask for the red, white and green package—the kind Canadian families have been buying for over eleven years. Refuse all substitutes.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Limited.
Head Office and Factory: London, Ont.

FIND DRIVER GUILTY OF MANSLAUGHTER

Jury Decides Mrs. H. Henderson's Death Resulted From Negligence.

A jury under Coroner Dr. L. Pickering investigating the death of Mrs. Helen Henderson, who was killed in a motor car accident opposite 1501 West King street early on the morning of Aug. 8, found that Clements J. McCarthy, the driver of the car, had displayed culpable negligence by reckless driving and was guilty of manslaughter. The evidence as related by two of the witnesses revealed the fact that there had been liquor in the car, and according to Detective William H. Nichols McCarthy admitted that he had taken one or two drinks. Both Detective Nichols and Police Constable Albert O. Reynolds testified to finding a broken bottle and whiskey splashed over the pavement.

Blanche Durward, who is an actress

with a stage name of Blanche Stewart, was one of the occupants of the car and sustained injuries which confined her to the hospital for some time. She was unable to throw any light on the cause of the accident. She stated that there had been no evidence of drinking nor had she seen the bottle of whiskey. Coroner Pickering was of the opinion, however, that there was sufficient evidence to show that there had been gross carelessness. F. H. Snyder conducted the investigation for the crown.

CITY'S SHARE INCREASES.

An increase of \$8,429 is seen in the city's share of the Toronto Street Railway Company's earnings for the month just closed over the corresponding month last year. During August the amount paid the city has been calculated at the rate of 20 per cent. The agreement calls for eight per cent. on the first million dollars in each year, and a sliding scale which brings the city 10, 12, 15 and finally 20 per cent. on all the takings over \$3,000,000 in the year.

The figures for August are as follows:

August, 1917	Receipts, share.
1917	\$215,066
1916	\$103,232
August, 1916	474,824
	94,964

MADE IN CANADA

B.W. GILLET COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL

ROYAL YEAST

Has been Canada's favorite yeast for over a quarter of a century. Bread baked with Royal Yeast will keep fresh and moist longer than that made with any other, so that a full week's supply can easily be made at one baking, and the loaf will be just as good as the first.

MADE IN CANADA

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WINNIPEG TORONTO, ONT. MONTREAL

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5c Per Copy

Readers and Dealers are advised that the price of The Sunday World HAS NOT been increased.

MAY REGISTER ILLEGITIMATES

Social Service Commission Seeks Authority to Keep Record.

The social service commission is seeking authority to compel the registration with the commission of all illegitimate children whose mothers have resided in Toronto less than a year. It is claimed that mothers who are not legal residents of the city place such children in boarding houses and later desert them and they become a city charge. The intention is to place, where possible, the responsibility for their care upon the father, or upon the municipality from which the mother came.

AUTO CASE REMANDED.

Charles Culbertson appeared yesterday before Judge Winchester in the county criminal court charged with criminal negligence in connection with an auto accident on Aug. 21. He pleaded not guilty and was remanded until Wednesday next. Bail was fixed at \$200.

COMMITTED FOR TRIAL.

Maurice Rostein, a young sorter, employed at the general postoffice, was committed for trial in the police court yesterday on a charge of stealing letters containing money. Postoffice officials stated that they had traced stolen letters to Rostein's possession.

CLUMBER—H good care, avenue.

DR. ELLIOTT—Pay for St. George's, Ontario.

DR. DEAN—Piles and fistulae, give satisfaction.

DR. REEVE—Diseases of the throat, give satisfaction.

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CLAS ADVE

He

WANTED—Like for night work. Apply The World, Richmond street.

WANTED—Power station operator. Salary \$100 per month. After six months with full power compensation.

SITUATION

PUBLIC SITUATION

ALVER'S PILE

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