

THE WORLD'S HOME MAGAZINE FOR WOMEN EDITED BY LAURA E. MCCULLY, B. A.

The Woman's Periodical And How It is Filled

The average periodical designed by the publishers for the feminine public is a positive disgrace to modern civilization. Old "reliable" papers that were once interesting from year to year, and the cause is one and very simple. They "talk down" to their women readers.

Have you ever been with a learned man who talked down to you, my dear woman? Didn't you resent it? Didn't you have a mad desire to see that man either slip on the ice or fall in love with you? Well, the editor of a woman's magazine who talks baby talk to his women readers is not a whit less of an aggravation.

Now, we're not "biting out" for the sake of doing it, because there are plenty of things to read fault with any day, the roads, for instance, the English clerk, the street car conductor (poor fellow), men with a "big 'm," and the socialists, not to speak of the servant girl who won't stay and the clock that won't go. But there is a real grievance, and that is a possibility of remedying it in this. Therefore we speak. WOMEN DON'T WANT TO READ TRASH.

The editor, who wishes to make his magazine a success ought to remember that to be specific let us just take a case or two. "The Ladies Home Journal" is a very popular paper. Barring slang used without quotation and freely in occasional remarks by the editor, its editorial tone is exceedingly progressive. But several departments of the paper are given far too much room. Social customs, for instance, are written upon by a very dubious authority, and the editor suggested may be proper in the lower middle class, but people of culture do not do them even if they happen to be poor. Another thing is this: The patterns of the journal are not always practical, tho attractive. Now the intention in thus criticizing a paper of great general circulation and worth is in our estimation the perfectly proper one of trying to point out that it would be better if these magazines devoted more attention to matters which are outside of a pattern agency, or an estimate book, or even a beauty doctor's practice. It is very hard to keep everything high-class when so much is attempted. Of course

women like to read about fashions, and they want them to be positively authoritative and possible of application. Now another thing is this. All women do not like always to hear of the doings of very sentimental persons of very high rank or wealth. It grows tiresome. Why does no woman's magazine ever publish a story by a great woman? Cannot any of these widely circulated papers afford to buy a story of Mrs. Ward's or of Catherine Thurston's? Why not a modern, up-to-date, alive novel instead of an endless series of "Domestic Dialogues" by Daisy Dotage or something similar?

Of course, personally, we do not sympathize with the stand taken by most women's papers on the great questions, specially affecting women to-day. Their articles on suffrage ring false and flat, and their temporizing attitude is far more ruinous to good literary style in writing than the exclamation of the most absolute opinion could be. Occasional sensational discussions do not improve the situation.

We have purposely left out of our discussion the fashion magazine, pure and simple, and the magazine which lays no claim to literary standing. "The Woman's Home Companion" is like The Journal, a really expensive gotten up and important magazine. Yet in many ways it has the same faults. These magazines should remember that a woman is something more than a daughter, wife, mother, and so on, and has her wider interests as well as man, likes, for instance, to read well-written book reviews, and an occasional little political squib, with comment on the scientific, artistic and progressive subjects of the moment. Such things make her feel her own individuality, and give her a sense of life. We note that this month brings us a magazine called, "The Home Journal," a Canadian publication for women. It is a very well-filled magazine, and it is to be hoped will receive a support wide enough to enable it to enter some of the fields left vacant by its more important predecessors. We look to the future to give us a combined "Literary Digest," "Review" and woman's magazine.

Miss Bloodgood has many friends here who will be glad to see the little lady again.

PARIS, Nov. 10.—The troupeau of Princess Marie Bonaparte, whose marriage to Prince George of Greece will be celebrated next month, has been on exhibition, and has set all Paris to discussing it.

Such a magnificent display of feminine finery had not been seen here since the third republic. There are 65 different costumes, complete, a dozen hats, a profusion of costly furs and silks, acres of linen and piles of dainty lingerie. The lingerie alone cost \$80,000, the beautiful silks and other garments which the bride will wear on her wedding day attracting especial attention.

The princess has been the subject of much criticism by Parisians because the entire troupeau was purchased at a single house, and that not French, but Austrian.

On this occasion the order was much gratified to receive a communication from His Majesty in which he graciously thanked them for their congratulations extended on the occasion of his birthday (Nov. 8).

Thomas Campbell, a painter, aged 83, 922 Eastern-avenue, was taken to the general hospital yesterday in the police ambulance, suffering from lockjaw. Two weeks ago Campbell stepped on a rusty nail.

Death of Bymen Levettus. Hymen Levettus, formerly of Birmingham, England, died on Saturday at his home, 8 Spruce-avenue, after a lingering illness. Since coming to Toronto he represented English manufacturers, being the senior member of the firm of H. Levettus & Co., 15 West Adelaide-street, and was a member of the Borden Club, and was connected with the Masonic Order. A wife and five children survive. The funeral will take place on Monday afternoon at 2 o'clock.

World Pattern Department



5670—A Smart Little Dress. No. 5670—This pretty little frock, shown in checked gingham, is cut somewhat on the princess order, and is particularly becoming to the youthful figure. A body lining is included in the pattern, but its use is optional, and provided for in the pattern. It is made of sleeveless, full length bishop sleeves. A pretty feature is the large collar of white pique, trimmed with a blue band of checked material. The turned back cuffs and belt are also made of the pique. Silk, cotton and the woolen fabrics are all suitable to the design. For a girl of seven years 2 1/2 yards of material, 36 inches wide, will be required.

Girls' Pleated Frock, No. 5670—Sizes for 2, 3, 5, 7 and 9 years. The pattern here illustrated will be mailed to any address on receipt of 10c in silver.

Pattern Department Toronto World. Send the above pattern to NAME, ADDRESS, City, State, and I will send you a copy of the pattern free of charge.

CATALOG ANNOUNCEMENT. If you have not received our new catalog showing the latest styles for fall and winter 1907-8, send it for it at once. We will send it promptly to any address for 10 cents.

NOW READY. The Toronto World Catalog of Fall and Winter Styles. This book contains a complete assortment of practical, up-to-date designs for ladies' misses' and children's garments, and the newest embroidery designs. Practical suggestions on home dressmaking. How to make fancy articles. Useful household and beauty hints.

Enclosed please find 10c for which kindly send to my address, the complete new catalog for fall and winter, 1907-8, in which is included Lessons on Home Dressmaking, Embroidery Designs, etc.

TO QUEEN VICTORIA IN LONDON, ENGLAND AND SIMILAR ENTERPRISES. Princess Louise is the patroness of the "Queen Victoria" in London, England, and she is also the patroness of the "Queen Victoria" in Toronto. She is the honorary president for Canada of the "Queen Victoria" in every part of the empire, including the Brahamas Islands in the West Indies, etc.

WHY DO WOMEN SUFFER? Such pain and endure the torture of nervous headache when 25c buys a sure cure like Nerviline. A few drops of sweetened water bring unflinching relief. You feel better at once, you're braced up, invigorated, headache goes away after one dose. The occasional use of Nerviline prevents indigestion and stomach disorders, keeps up health and strength. Every woman needs Nerviline and should use it, too. In 25c bottles everywhere.

Personal

One of the most fashionable weddings of the season in London, Ont., took place in St. Paul's Cathedral Saturday afternoon, when Miss Marjorie Campbell Gibbons, daughter of George C. Gibbons, K.C., of that city, was married to John Leith Counsel of Hamilton. Over a hundred guests from London and other parts of Canada and the United States were present.

The floral arrangements were attractively artistic in the profusion of ferns and chrysanthemums, heaped about the chancel and in the window niches. From the door to the chancel the effect of green masses and testoons of flowers about the windows was oddly beautiful. Added to this, the handsome dresses of the lady guests and the delicate white of the bride and the bridesmaid's gowns contributed to an impressive array of color.

Canon Baldwin conducted a special service at All Saints' Church yesterday afternoon, for the benefit of the Daughters of England Benevolent Society. Between 300 and 400 members attended, each wearing a white rose and the badge of the society. Canon Baldwin sang a hymn which was greatly appreciated, and the choir rendered an anthem and other musical selections.

Mr. and Mrs. George Bursat have moved from their summer home at Hillcrest to Dixon-street for the winter. Miss Elsie Dixon Craig, elocutionist, is leaving for an extended concert tour thru the States.

A large bridge of one hundred players is being arranged by the regent and members of the Alexandra Chapter, Daughters of England, in aid of Dr. Grenfell's Mission on the Labrador coast for 13th and 14th of this month. Among those who have lent their names are the Lady Thompson, Mrs. R. Cassels, Mrs. Arnold, Mrs. H. Oster, Mrs. Joseph Thompson, Mrs. D. Deane, and many others.

The Strolling Players gave a musical program on Saturday afternoon at their studio, King-street. As usual their pleasant entertainment was much enjoyed by the coterie, who frequent the studio. The following numbers were rendered: "Aurora," E. W. Thurban; "L'Esclair, Halevy; Allegro, Andante, Egyptian Ballet, Luigini; Cardas, Mendelssohn.

On Friday evening a reception was given at the home of Mrs. D. Smith, 214 Humboldt-st., in honor of Mrs. Sherman of Toronto, who leaves for Mexico in a few days, the guests numbering twenty-five, made up of a euchre party, a musical refreshment, and a social gathering. Selections were given on the piano, mandolin and guitar by Messrs. Sherman and Caldwell, and the evening finished up by dancing. After being photographed by flashlight the party broke up at 2 a.m.

Mr. and Mrs. Frederick Lutz of New York, the latter formerly Miss Lillian Gillett, daughter of the late E. W. Gillett, are spending the honeymoon at the King Edward Hotel. They were married in Chicago Saturday, Nov. 9.

Queen Quality SHOES



What, then, but extraordinary merit could have produced the greatest of all successes in its line—The "Queen Quality" Shoe.

Canon Baldwin preached an appropriate sermon, with just a word of warning.

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BRANTFORD MAIDEN. BRANTFORD, Nov. 10.—(Special.)—Gertrud Brown, who started the police on Saturday by falling into a heap from which she could not be aroused, following her arrest for theft, was taken to the police station.

FORBIDDEN MIXED MARRIAGES. MONTREAL, Nov. 9.—(Special.)—The fact that the Roman Catholic Church is opposed to mixed marriages and that it allows them only upon special dispensation being obtained, is well known, but the recent announcement that the general rule is to be strictly enforced here has brought special attention to this important question.

WAR FOR PEACE. Prof. Clark Addresses Veterans' Martial Principle. The Army and Navy Veterans held their annual church parade yesterday afternoon, in spite of the adverse weather conditions. They met at the corner of Bathurst and Queen-streets and marched to St. George's Church on John-street in a downpour of rain.

COULD NOT WAKE UP. BRANTFORD MAIDEN. BRANTFORD, Nov. 10.—(Special.)—The fact that the Roman Catholic Church is opposed to mixed marriages and that it allows them only upon special dispensation being obtained, is well known, but the recent announcement that the general rule is to be strictly enforced here has brought special attention to this important question.

COOK'S COTTON ROOT COMPOUND. The great Uterine Tonic, and only safe effective Monthly Regulator, sold in three degrees of strength. No. 1, 25c; No. 2, 50c; No. 3, \$1.00. For special cases, \$3.00 per bottle. Sold by all druggists, or sent prepaid on receipt of price. COOK MEDICINE CO., TORONTO, ONT. (Formerly W. F. Cook)

WORLD'S DAILY FASHION HINT



The older girl wears a dress of brown cloth trimmed with brown velvet. The turnover triangles which show at the neck, between the strappings, are faced with turquoise blue taffeta, and the design on the front is embroidered in the same shade. The other dress is navy blue trimmed with red and white striped taffeta, and large gilt buttons.