

THURSDAY MORNING

The World's Home Magazine for Women

Edited by LAURA E. McCULLY, B.A.

The Coming Coat.

The decided leaning in coat fashions this season is towards the middle length, between two-third and three-quarter, and the effect is seen most prettily in cutaways.

As we prophesied some months ago, this new coat will rapidly displace former styles, and even the still-worn bolero coat must soon disappear.

Very few outdoor costumes but show a touch of leather or a felt to simulate leather finish, and the driving hat with its chic small brim and soft plumes is also in imitation of undressed leather-suede finish, they call it.

The Beauty Culturist.

Very amusing are the anecdotes appearing from time to time in regard to what some women endure in the pursuit of beauty.

One wealthy New York woman figures in an interesting Sunday paper in her gymnasium suit, and as the patient in a pretty serious looking massage treatment.

Fashion, so long a fickle deity, has recently declared that a woman shall appear to be all in straight lines—the shortest distance between two points, we presume. This sounds practical, and certainly systematic.

As a matter of fact, if stout women would rather than attempt to fit the tightest line too snugly they would thereby appear much more slender.

PERSONAL.

Joseph E. Seagram, Waterloo; Charles R. and Miss H. Crocker, Weston, Texas; J. Gordon Parker, Calgary, Eng.; Mr. and Mrs. H. V. Rowe, London, Eng.; B. Pontifex, Calcutta; R. Hamilton Jameson, Victoria, B. C.; W. P. Wing, Calgary, B. C.; Mr. and Mrs. W. M. McCarthy, Mr. and Mrs. G. Kahn, Mr. and Mrs. S. H. Kahn, Mr. and Mrs. W. M. Levy and Miss Myrtle Blum, New Orleans; Mr. and Mrs. C. W. Rawley, with two children, and Miss Taylor, Calgary; Mr. and Mrs. S. Martin and Clifford Martin, St. Francis; Mr. and Mrs. C. Cohen and Charles Gifford, and J. O. Tretrevey, Cobalt; Hon. J. R. and Mrs. Stratton, Peterboro; A. Fitzpatrick, Niagara Falls; Mr. and Mrs. S. Grant, San Francisco; Geo. E. Miller, Boston; Mr. and Mrs. A. Broadfoot, Mr. and Mrs. R. Martin, Mark G. Adams, Mr. Justice MacDonald, Mrs. MacDonald, J. G. Kerr, R. P. Buchanan, Col. and Mrs. Evans; A. Pollock and H. E. Adams, Winnipeg, are registered at the King Edward.

Agnes Fairlie, Jacksonville, Fla.; Mrs. Bayne, Washington, D.C.; T. Bancroft Oughton, T. B. Oughton and R. O. Oughton (Upper Canada College), Kingston, Jamaica; M. C. Thomson, London, Eng.; Francis Melbourne and A. Williams, Adelaide, Australia; John Fullerton, Glasgow, and J. A. Alan, Regina, are registered at the Queen's.

Mr. A. G. Mackay, M.L.A., and John Charlton, Lynedoch, are registered at the Royal.

On Wednesday, at 2:30 o'clock, a notable wedding took place in Westminster Presbyterian Church, when the

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.

I wish to become a member of The Toronto World Humane League.

Name _____ Address _____

Vandervoort's Salon Belmonte

begs to announce its entry into the Millinery trade of Toronto, and to inform you that the newest ideas and creations in headgear from Paris and New York for fall have arrived, and will be ready for your inspection on and after Saturday, September the fourteenth.

Designs are exclusive and attractive, and your visit will be appreciated.

272 College Street (Near Spadina Avenue) Tel. North 4088.

World Pattern Department



2078—Boys' Russian Suit.

Consisting of a Blouse with a Removable Shield, and Knickerbockers. Paris Pattern No. 2078. All Seams Allowed.

Pattern Department Toronto World

Send the above pattern to NAME _____ ADDRESS _____

Miss Edna Hutchinson, daughter of Mr. and Mrs. Charles Hutchinson, was married to Mr. Avern Pardoe Jr., son of Mr. and Mrs. Avern Pardoe of Eighty-fourth Street, Toronto, on Monday, Sept. 10, 1907.

The Argonaut Rowing Club's regatta takes place Saturday from 9:30 to 10:30 p.m., the evening being devoted to dancing. The crews will compete during the afternoon, and some splendid work should be seen.

Mr. Charles W. Mill Temple and his family have returned from their summer home, "Rock Hill Cottage," Muskoka.

Rev. Dr. Mowatt, Montreal, is registered at the Rossin.

At the residence of the bride's parents, Aurora, a very pretty wedding was solemnized on Aug. 28 between Edna May, only daughter of Sheriff J. L. Daville, and William Bertram Thomas Amy, D.B.S., 190 Avenue-road, Toronto, son of Rev. Thomas and Mrs. Amy, Pinbrook. The ceremony was performed at 1 o'clock in the conservatory of the groom's home, only the immediate families of the contracting parties being present.

A pretty wedding took place at St. Jude's Church yesterday, when Miss Lillian Long and Mr. Norman C. Pilcher were married by the Rev. J. L. Roberts. The bride wore a black and white Brussels lace over tulle and chiffon. Her sister, Miss Edith Long, attended her as bridesmaid, wearing a gown of white emerald and brodered muslin. Miss Elva Long, for a short tour of American cities.

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Next Council Meeting Will Deal With Viaduct

Mayor is Willing That Board of Trade's Report Should Be Passed Upon Sept. 23.

The next meeting of the city council, to be held on Monday, Sept. 23, will probably have brought before it one of the largest questions with which the civic rulers have ever been confronted, namely, the building of a viaduct along the Esplanade.

The mayor said yesterday afternoon that he was personally in favor of having the report submitted to the board of trade, with or without an expression of opinion from that body, presented to council for consideration.

His worship has not, however, come out as a straight advocate of elevating the tracks. The plan of the viaduct, still in the hands of the board of trade, would not be one of opposition to the viaduct, and that he wished council to judge its merits fairly.

The report of Commissioner Joseph Thompson, who has been canvassing the board of control of leases and owners of Esplanade property, touching the viaduct, is expected to be submitted to the board of control to-day.

William Ward of Ward's Island, through his solicitors, Messrs. Gordon and Fowler, has put in a claim for \$850, claimed to be arrears of salary from Oct. 1, 1906, to Aug. 31, 1907.

Coroner Elliott Urges City to Take Steps to Prevent Loss of Life. Coroner Elliott, who investigated the Dalvine disaster, in a letter to the mayor says that the harbor lacks proper life saving appliances.

Waterfront is Unsafe. In regard to the trial of contraventions of the Liquor Act, the department has recently inaugurated a novel change in policy.

Woman's Health. Every woman may be attractive. Bright eyes, pink cheeks and red lips are her nature-given right.

Every woman who values health and good looks should become a user of BEECHAM'S PILLS.

Prepared only by Thomas Beecham, St. Helens, Lancashire, England. Sold Everywhere in Canada and U. S. America. In boxes 25 cents.

NEW QUEEN OF THE SEA SMASHING OCEAN RECORD

Lusitania Expected to Arrive at Sandy Hook After Four Days' Voyage.

NEW YORK, Sept. 11.—Ploving the seas at a speed never before attained by a steamship, the giant turbine Lusitania of the Cunard Line is sweeping along at a 26-knot clip on her maiden voyage to New York, and a wireless message received from Cape Race, Nfld., early to-day, shows that the Lusitania has broken all records for a transatlantic steamer.

If she maintains her speed thru the last 1000 miles of her trip, the hope of a four-day trip across the Atlantic will have been realized. The Lusitania came into the wireless zone of Cape Race at 5:30 o'clock to-day, and telegraphed that she had covered 225 miles southeast of the Cape at the time, 235 miles from the Sandy Hook lightship.

The dispatch to-day showed that the big ship had covered 700 miles of the voyage in approximately 70 hours thru swelling seas and murky fogs, which hindered her progress, and that she had averaged a trifle more than 24 1/2 knots an hour, a speed record never before reached by a transatlantic steamer on a westward voyage.

The Lusitania is expected to flash by the red-hulled lightship of Sandy Hook about 1 o'clock Friday morning, which would make the time of the voyage about 4 days and 18 hours, more than 13 hours better than the record trip between Queenstown and New York of 5 days 7 hours and 25 minutes, made by the Lucania of the Cunard Line in 1884.

The Lusitania's maiden voyage promises also to wrest the title of the Queen of the Seas from the Deutschland of the Hamburg-American Line. The Deutschland made a voyage from Cherbourg to New York in 1903 in 5 days, 11 hours and 34 minutes, over a course 334 miles in length, at an average speed of 23 1/2 knots.

On board the steamship Lusitania, via Cape Race, N.F., Sept. 11, Associated Press, New York.—Tuesday noon 11:36 miles from Queenstown; fog; rain; northerly wind. Lusitania marvel of construction, comfort, luxury, steady, no seasickness; all enthusiastic.

The distance covered by the Lusitania between Tuesday noon, when the above dispatch was sent and the point at which she was reported to be at the Cape at 5 o'clock this morning is about 455 miles, which distance the new vessel covered in 17 hours, indicating that she was making a little better than 26 knots per hour at that time.

Jewelry Tempts Burglars. But Attempts to Enter Three Stores Are Fulfilled. KINGSTON, Sept. 11.—(Special.)—Kingston jewelers are mystified over the action of some parties who visited their stores at a late hour on Wednesday and tried to effect an entrance by cutting three plate glass fronts.

Three men were seen by the caretaker of F. W. Spangenberg's store, Kingston, at about 11 o'clock on Wednesday and tried to effect an entrance by cutting three plate glass fronts.

The large plate glass at Kinross & King's jewelry store, on the corner of Princess and Wellington-streets, was also scratched up.

NEWBURG, W. Va., Sept. 11.—Five negroes, sitting on the Baltimore & Ohio Railroad tracks, near here late to-day, shooting dice, were run down and killed by a train. The bodies were horribly mangled.

WINNIPEG, Sept. 11.—(Special.)—Work has been commenced on the conduits to be laid by the provincial government for the wires of the provincial telephone system.

POOR, PALE, ANAEMIC. There is no better, in pallor, but plenty of weakness. Exertion makes your heart flutter, your back and limbs ache, and altogether you feel the need of something to make you strong. Ferroneze will supply it.

FALL 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

NOTHING SO FINE AS COWAN'S MAPLE BUDS.

They are an excellent confection. COWAN'S CREAM BARS, MILK CHOCOLATE, ETC., SOLD EVERYWHERE IN CANADA.

WE hail from Hull and want Grocers and all other users everywhere to see that they are fully stocked with EDDY'S Self-Opening Square Bottom PAPER BAGS

the strongest and most perfect on the market. Always Everywhere in Canada, Ask for Eddy's Matches.

HONORED 1200 VISITORS. Stationary Engineers in Convention at Niagara Falls Visit Toronto.

One of the largest convention bodies which have ever been given a civic reception was clustered in front of the city hall yesterday afternoon, when Mayor Coatsworth and Ald. J. Graham, chairman of the reception committee, presented the freedom of the city to the National Association of Stationary Engineers.

After the civic authorities had professed a warm welcome, appreciative words were spoken in reply by T. N. Keisey, Lowell, Mass., president of the association. A. M. Wickens, chairman of the reception committee of the Canadian association, was master of ceremonies.

NEW KISHINEV HORROR JEWISH QUARTERS SACKED Organized Band Ruthlessly Kill Eighty Persons and Loot Shops.

It is estimated that no less than 90 Jews lost their lives in encounters with the infuriated populace. The Jewish quarter of Kishinev was attacked by an organized band of roughs, who looted houses and shops and ruthlessly killed or wounded all those who attempted to defend their property.

Second Contingent. PORTAGE LA PRAIRIE, Man. Sept. 11.—(Special.)—The second contingent of Doukhobors, on the march to seek warmer climate, reached the town yesterday, and after a rest of a couple of hours left on the journey towards Winnipeg.

FOR HIS BROTHER'S CRIME. Hull Man Fined for Offence His Brother Committed. OTTAWA, Sept. 11.—(Special.)—Honore Germain, Chaudiere-street, Hull, has been arrested, tried, and fined a dollar for assaulting his mother-in-law, but his brother is Honoré, who married and has no mother-in-law to assault.

Keeps Cash and Goes to Jail. BEECHAM'S PILLS. Cook's Cotton Root Compound.

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