WEDNESDAY MORNING

HOUSEHOLD HINTS

An excellent cleanser for tan leather is a little turpentine on a fiannel rag. Olive oil, followed by a brisk alter-polish, is very good for patent leather shoes.

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An this ertisers asw the Toronic will out vertises per and AMBU-th Mar-'S best ulances

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Y CO. VENUED ton, on trf.

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FOR

shoes. Fine work that imposes any strain on the eyes should not be done by ar-tifical light. Salt placed on the coals when the meat is broiling, prevents the drip-ping fat from blazing. Salt water is the best and simplest solution knokn for cleaning willow ware and mattings. To sew on a hook so that it will stay,

solution knokn for cleaning which ware and mattings. To sew on a hook so that it will stay, take two or three stitches thru the hump of the hook. In case the thread at the top of the hook breaks the stitches in the hump will hold it on. Try this and you will see how seldom they will require refastening. To get a regular, even stitch in satin stitch, particularly an even edge, it is important to put the needle into the vaterial under the line of padding and ring it out beneath the opposite edge rather is an beyond it. In this way the padding is drawn up rather than flat-tened and the line is not jagged. Shad'ng to be effective must be smooth and softly blended. Great attention must be paid to light and shade. Unless this is done the work will look flat and amateurish. amateurish.

IN SOCIETY

Dr. Hare of the Ontario Ladies' Col-lege, Whitby, who has been spending his holidays in Muskoka, is returning his holidays in Muskoka, is returning to his college work. He reports an en-couraging outlook for the usual large attendance of students for the coming

Miss Cummings and Miss Minnie Miss Cummings and Miss Minnie Cummings of Dundas spent the week end in Toronto on their return from Lake Rosseau, Muskoka. Mr. Frederick C. Lockwood-Beckett has had to postpone his visit to Eng-land owing to pressure of business. Mr. and Mrs. J. Craig have returned other smending some time in the Geor-

after spending some time in the Geor-gian Bay district. Mrs. J. L. Wood of Jameson-avenue, and Miss Jessie Glover have returned

and Miss Jessie Giover have returned from Cobourg. Mr. and Mrs. Caspar Clark and fam-ily have left for Fort William. Among the Torontonians staying at the Royal Muskoka are: G. J. Beard-more, Miss M. Thompson and Miss Moodle.

Moodle. Miss Florence Scott, Major-street, is summering at the Georgian Bay. Miss Maiude Gordon has returned from New York and New Haven. Miss W. Featherston has returned to

town. Mr. and Mrs. W. J. Tremeer, Close-avenue, have returned from an extend-ed visit to the Pacific coast. Mrs. Charles O'Reilly has returned from England. Mrs. R. T. Coady is in Southampton, the guest of her daughter, Mrs. James Bourglas

Douglas. Mrs. E. C. Berkinshaw is spending a Mrs. E. C. Berkinshaw is expensive few weeks in Muskoka. Mrs. G. E. Stockwell of Los Angeles is visiting her parents, Mr. and Mrs. W. Macdonald in Brunswick-avenue.

At the Queen's Royal. at the turday evening hop

Formal Opening OF THE R. S. WILLIAMS & SONS CO., LIMITED NEW MUSIC EMPORIUM AT 143 YONGE STREET THURSDAY AND FRIDAY, AUGUST 26th and 27th

On Thursday and Friday, August 26th and 27th, the doors of our new music store will be formally opened to the public, and a cordial invitation is extended to all to call and inspect the most complete musical establishment in Canada.

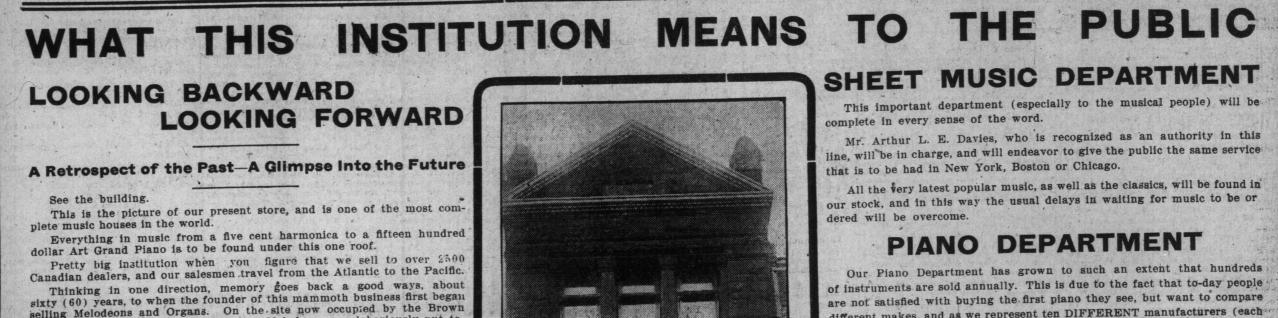
Workmen have been busy since May 1st, and only a personal visit will give you any idea of the transformation. Dressed in a new front the exterior gives one the impression of being strictly metropolitan, while the interior is inviting from the moment you enter the door. Lack of space prohibits our going into details, so all we can say is "COME" and see our new home, listen to the music, and take home a Souvenir.

SOUVENIRS TO THE LADIES

Every Lady attending our Opening on either of the above days will be presented with a handsome souvenir.

ORCHESTRA MUSIC

Fralick's Orchestra will render a delightful programme from 10 to 12 and 2 to 4 each day.



of instruments are sold annually. This is due to the fact that to-day people are not satisfied with buying the first piano they see, but want to compare ant ten DIFFERENT manufacturers (each

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AUGUST 25 1909

THE TORONTO WORLD.

Queen's Royal was one of the largest and most enjoyable of the season, a number of the tennis players having alnumber of the tennis players having al-ready arrived and the golfer being pre-sent in full force. The handsome prizes won in the recent tournament were presented during the evening by Mrs. Walter Barwick, who is spend-ing some time at the Queen's Royal with her daughter, Mrs. Ewart Os-borne, who, with Mr. Moncrieff, was the winner of the mixed foursome handi-cap. VIBRAT-243 Mc-ed 7tf BATHS, antin, 80 cap. Among those noticed at the dance RAISING street. ed were: Mrs. H. H. Suydam, looking very handsome in an ivory chiffon cloth dress with diamond ornaments and a pale blue cloak; Mrs. A. W. Barnard was also in white; the Misses Webster KANDER Barristers, were in pink and blue respectively; Mrs. Rosseau Kleiser was in rose sat-in lace; Miss Botsford wore cream NISON de West, To-

color; Mrs. Moncrieff a handsome white gown; Mrs. Walter Barwick wore a filmy black gown with diamond orna-ments and Mrs. Plunkett Magann was in white; Mrs. Ewart Osborne, black satin charmeuse with gold tissue; Miss Cooper was looking very pretty in pink; Miss Maud Weir was in white satin and lace, with pearls in her hair; Miss Jessie Thompson wore a pale blue frock; Miss May Sutton, world's champion tennis player, wore a black net dress over satin, and looked exnet dress over saun, and nooked ex-ceedingly handsome; Miss French wore cream satin and lace; Mrs. Godfrey looked charming in a black sheath gown; Miss Hazel Fitzgerald wore a very becoming mauve satin gown with fringe and pearl ornaments in her hair; Miss Gladys Edwards looked exceedingly sweet in a white satin and net dress, and Miss V. Edwards was very chic in black and white lace; Mrs. Arnodli wore pink veiled in white lace; Miss Patti Warren was gowned in white; Miss Ruby Warren wore a lingerie frock.

Among the latest Toronto arrivals Among the latest foronto arrivals at the Queen's Royal, Niagara-on-the-Lake, are: Mr. Fetherstömhaugh and wife, Messrs. Alfred and Torrance Beardmore, Mr. Clarence Bogert.

TROUBLE WITH LIVERYMEN

Inspector McClelland Tries to Force Display of Tariff Cards.

Prosecutions were begun yesterday afternoon in the police court by Inspector McClelland against liverymen charged with not carrying the tariff cards in a conspicuous place. Fred. Doane was the first, and he had Huntley Dewart, K.C., to look after his interests.

"We don't object to having the cards in our cabs," said counsel, "but we do object to paying the police 30 cents a piece for them." The case was adjourned.

WARM WEATHER WEAR Are of such fine designs and delicate fabrics that it is impossible to send them to the tub.

Where We Come In

s in the cleaning of just such dainty garments. No risk (to you), no trou-ble. Send them to us and have them returned productions

returned ready for service again. We will only keep them a day or

Send for Our Booklet. "MY VALET Fountain-The Cleaner 30 Adelaide St. West, - Toronto. Phone Main 5900. 357th

them to the tub.

ons and Organs. On the site now occupied by the Brown Furniture Company, the first Canadian Melodeon was laboriously put together.

A shift to larger quarters (a site now occupied by the great Eaton store) was coincident to branching out into the manufacture of pianos and small musical instruments. This place was outgrown, and our present building at 143 Yonge-street was erected.

The tremendous growth in our Piano Department made it necessary for more floor space, and so we decided to remodel throughout. We started in to make our store the most beautiful, as well as the most complete music house in the Dominion, and we will leave it for the public to decide whether we have succeeded or not.

Then comes the thought of what we ARE to-day-of what the house of "WILLIAMS"/IS to-day-of what it is to the people, among whom, and with whom we do business-of what it is to the music trade in general.

When we come to make a general summing up, we are really astonished at ourselves.

Thinking in the other direction, our thoughts go out to the future-to establishing and maintaining, right here in Toronto, THE LARGEST MUSIC AND PIANO HOUSE IN CANADA.

To equipping this house with every new idea and device known to the modern music trade that looks toward economy, comfort and convenience. Here we will carry one of the finest lines of pianos to be found in

Canada. We will have low priced pianos, medium priced pianos, and high priced pianos, and our stock will represent ten different manufacturers.

We will have a recital hall that will seat 300 people, and Player Piano recitals will be given every week, while our Phonograph recitals will be held monthly, as heretofore.

Our Sheet Music and Merchandise Department will be the most complete in the city.

In short, we will make this a store in which you will have pride.

A store in which every person in Toronto will take personal pride and

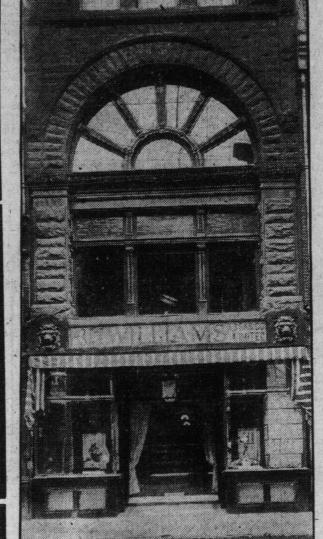
A store that you will point out to visitors as being the most complete, best equipped, best conducted general music store in Canada.

We shall strive to make every person in Toronto feel a PERSONAL **INTEREST** in it.

We shall conduct it along straightforward, business-like lines, treating our customers fairly and squarely, giving them a "square deal," making them satisfied, giving them, as we have in the past, as good a piano for less money, or a little bit better piano for the same money, than can be purchased elsewhere.

You know, when all is said and done, there must be SOME REASON, some GOOD reason, why a business grows to the size of this one, and if you will stop to think a moment, you can reason it out for yourself.

That is due to treating customers right; giving them the goods they want; not charging them too much for them, and being willing to quickly and readily adjust any little differences when they arise from time to time.



different makes, and as we repre the best in its grade), it is very easy to decide on tone, etc.

Such pianos as WEBER (New York), NEW SCALE WILLIAMS (Canada's Greatest Piano), ENNIS & CO., KRYDNER, KOHLER & CAMRBELL, STUYVESANT, and others we have in stock, are too well known for any comment, and the prices are within the reach of all.

Special pains have been taken in arranging our piano display, and the individual parlors give one the idea of just how the instrument would sound in their own home.

PLAYER PIANOS

have come to stay, and we intend making a special feature of this great instrument. We have gone into the matter thoroughly and selected the SIMPLEX NEW SCALE WILLIAMS and KRYDNER Players, feeling they were the best that money could buy, and that they could be guaranteed in every sense of the word.

Prices range from \$550 upwards.

PHONOGRAPH DEPARTMENT

The ever-increasing demand for this wonderful instrument has caused us to give serious thought as to how we could best serve our customers, and we came to the conclusion that this department should be the most attractive in our store.

We have fitted up several soundproof rooms, and fifty customers can be waited on at the same time without causing any annoyance.

We carry the largest stock of machines in the city, and our library embraces every record that is made. We have also put in the Edison Business Phonograph, which is a revelation to business men as a time saver.

Demonstrations may be had at our store or in your own office.

MUSICAL MERCHANDISE DEPARTMENT

As we are the largest jobbers and manufacturers in this line in Canada, it stands to reason that this department is absolutely complete.

Violine, Guitars, Banjos, Mandolins, Accordeons, Harmonicas, Bows, Strings, etc., are found here by the hundreds, and, in fact, there is hardly a musical instrument made that we do not carry in stock, making our claim good that we have the most complete music house in Canada.

Toronto

THE CELEBRATED WILLIAMS COLLECTION OF ANTIQUE MUSICAL INSTRUMENTS AND OLD VIOLINS (VALUED AT \$125,000.00) WILL BE ON EXHIBITION BOTH DAYS

Remember these are reception days and you will not be bored by eager salesmen looking for sales. Business will be lost sight of and our time will be given up to showing you around our establishment, that you may see what up-to-date progressiveness means.

STORE OPEN FROM 8:30 TO 5 P.M.

Remember the Date, Thursday and Friday, August 26th and 27th

143 Yonge St. R. S. WILLIAMS & SONS CO. LIMITED