

WOMAN: As She Appears for the Public Eye in the News of the Day

FAITH. Wouldst make thy life go fair and square Thou must not for the past feel care; Whatever thy loss, the most not mourn; Must ever act as if new-born. What each day wants of thee, that make thy task; What each day tells thee, that make thy task; With pride thine own performance view; With heart to admire another's doing; Above all, hate no human being; And all the future leave to All-Seeing. —Goethe.

As She Sees Him

It has been brought as a charge against women that they do not have the same sense of beauty that men possess, simply because, while good looks form so strong an attraction in the masculine eye, a woman, nine cases out of ten, never takes them into consideration when making her choice of a husband. There seems to be no limit to the ugliness which a man may possess without in any way ruining his chances of obtaining women's favor, says the New York Evening Sun. Sometimes the wife of the homely man is exceptionally beautiful; indeed, it is the exception rather than the rule, to see any ugly husband with a plain wife. With the man, perhaps his own want of beauty makes him value it more keenly in others, while in the woman's case, as would be natural, her pride is not particularly affected by his lack of what is so much a quality of her own. A man may be crippled, hideous, deformed, and yet find a woman satisfied to share his lot. Men noticing this peculiarity often sneer at women, supposing them anxious to marry that they are not fastidious as to whom they select. It is said that in this instance, as in many others, they totally misunderstand the sex. Chiefly she admires a man for his strength, physical and moral. She may not possess great bodily vigor, therefore it is not her own beauty that she admires in the world. She considers a man who can walk 10 miles without exhaustion, or one who can lift heavily in the air, as far more worthy of admiration than the Apollo Belvidere. And the man who commands obedience from other men is worthy of a king's crown. Apart from this she loves him for his noble attributes, or what she supposes to be such. Idealizing the man she admires, she naturally thinks him every sort of hero, and it would mortally offend her if you were to suggest that his qualities were commonplace ones after all.

Plea for More Coquetry

It is no more a woman's primary instinct to coquette than it is a man's, if coquetry is to mean simply the desire to attract; and the more that men and women attract each other, the better for the world, and for society at large. A little more coquetry—in its best sense—would not be amiss. —The Lady.

Lace Mending

It is easy. One must consider. And one must go slow. Plenty of time must be taken. Lace should be mended before being washed. The thread should be matched in color and in weight. Some sort of frame is necessary in nearly all lace mending. As a rule with Irish crochet, it is the background that needs repairing, and this is done with a crochet hook and just ordinary sewing cotton, working is accurately the stitches to match. To amend Irish crochet the amateur should follow these simple rules: Take three thicknesses of newspapers, laying a sheet of blue tissue paper on top, then basting the four together. The lace is woven on and shortened on the tissue paper, which is put there to protect the lace from the printer's ink. Light blue is chosen in preference to white for the reason that the contrast between the blue and the lace helps to make the mending easier.

Home-made Bread

Editor World: The interviews with prominent bakers recently as to the demand for the "standard loaf" make interesting reading matter, and would be very amusing were it not that a large majority of the public have never tasted real genuine bread, consequently they blindly continue buying and eating the miserable imitation our city bakers give them, and swallow their "interviews" as gospel. I hope the more knowing mind-ortly will put in a strong protest against the bakers ruining the "public digestion." They put a few cents worth of sugar and shortening (poor "axle grease" would be more appropriate in some cases) into a ton of dough and calling it "fancy bread" and demanding for 20 per cent. more on their little bit of "sugar and shortening." Their statement, "The public taste for the finer (?) quality has become so cultivated that the people will not have the common flour product. They want fancy bread with its sugar and shortening ingredients and don't mind paying a little more for it" is very misleading. It is simply a case of "Hobson's choice."

Another baker says: The lack of public interest in the plain product of flour, yeast, salt and water was such that for the past week he had only been manufacturing one loaf a day. That may be true, Mr. Editor, but you will see that in the interest of their own purses the bakers will all combine to make even that "one loaf a day" such that the buyer will be glad to throw it out to the dogs. As to there being "no demand" for the standard loaf, "Worker" in his letter in this morning's World throws considerable light on that statement. Another grievance—Since there have been so many fines for lightweight bread in this morning's World, they were giving us is given out so much more doughy (the better it is baked, the lighter it weighs) as to be almost unpalatable so much so that for months I have been making my own bread, and my family are all healthier for it. I believe nine-tenths of the loaf that is sold in the city can be laid at the doors of our bakers. Any good breadmaker can buy the cheapest flour and by substituting a few pennies for the "sugar and shortening" make that "plain product of flour, yeast, salt and water" so delicious that the public taste for the finer quality will be destroyed forever. I know whereof I speak, as I have proved it. Wake up public, let us hear from some more citizens, and don't let the bakers fool you any longer. By the way, are the public aware we are now paying exactly double for our bread than we were a few years ago? Yours for the public interest, Home Made Bread.

In Society

Messrs. A. F. Webster & Co. book the following to sail for Europe: Mr. H. S. Wilson, Mr. W. H. Hunter, Mr. S. H. Pipe, David Gibson, Dr. Gordon McLean, Dr. Guy Hume, Mr. H. S. Reid, Mr. Geo. Fuller, Miss W. H. Park, Mrs. Sneath, Miss Sneath, Mr. Bert Sneath, Mrs. Hart, Mr. Garnet Hart, Mr. T. B. Jefferies, Mrs. C. Crawford, Mr. F. N. Kivell, Mr. F. Gardner, Mr. T. Bridger, Mr. Robert Moore, Miss Jean Bennett, Miss Hayes, Mrs. Naffin, Mr. E. B. Griffiths, Mr. T. W. Horn, Mrs. Hibberd and two children, Mrs. A. Green, Mr. Walter Evans, Mrs. H. Shaw, Miss Ferguson, Mr. S. Galloway, Mr. H. S. Shorthouse. Messrs. N. Fraser of the postoffice is spending "three weeks" vacation at Spruce Lake, Muskoka, with Capt. Woods of Pittsburg, Pa. Phonograph Under Way. CLEVELAND, July 12.—The Plaindealer-to-day says: "A merger of independent telephone properties, extending from the Mississippi River to the Atlantic seaboard, and embracing properties worth over \$100,000,000, is again under way."

Men Swear - Women Complain

Just because their corns ache. Easy to cure them with Putnam's Corn Extractor. It acts painlessly in twenty-four hours. For corns, warts and calluses the only thing is "Putnam's." Try it.

THE END OF LIMERICKS ARE DECIDED MATTERIES

British Court of Appeal Renders a Judgment That is of Considerable Interest.



Embroidered Corset Cover

No. 817. This is a particularly charming corset cover to wear under the lingerie blouse. The pattern is the favorite butterfly design and may be worked in outline embroidery. No. 817 stamped on good quality nainsook, 50 cents. The perforated pattern for stamping, which may be used several times, and D.M.C. embroidery cotton, 60 cents.

Be Sure and State Size Required

Pattern Department Toronto World Send the above pattern to NAME ADDRESS Size Wanted—(Give age of Child's or Miss' Pattern).

SAVED FROM DROWNING

Man Falls Into Welland Canal Lock at St. Catharines. ST. CATHARINES, July 12.—(Special.)—Edward Begy and James Donnelly yesterday saved Frank O'Brien from a watery grave in the Welland Canal. As the yacht Navajo, on which O'Brien was employed, was entering Lock 8 in the new canal, O'Brien made a jump for the shore, miscalculating the distance he felt against the stone work of the lock and slipped into almost thirty feet of water.

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The Advertising World says: By their decision on June 19, in the case of Blyth v. Hulton & Co., Limited the court of appeal has put an end to the "limerick" boom. After a great deal of expressed doubt by the law officers of the crown down at staid magistrates, Lords Justices Vaughan Williams, Moulton and Buckley have decided that limerick competitions are lotteries; and lotteries, we know, are illegal. The decision is announced at a time when these competitions, conducted in many cases with great profit to both newspapers and advertisers, have shown a marked decline in popularity. It now behooves the ingenious advertising practitioner to think of some other plan for interesting and amusing the public, which shall be within the scope of the law. The case which has brought about this decision is a limerick competition promoted by Messrs. E. Hulton & Co., Limited, proprietors of a journal called "Limerick" in which this year was held a limerick competition. A prize of £300 was offered for the winner of a limerick competition, the winner to be the author of a limerick selected by the editor. There were also second, third, and fourth prizes, and in their advertisement the proprietors announced: "Besides these we shall send some 500 copies to one hundred readers by way of consolation." One of the conditions was that "the editor's decision must be in all cases accepted as final." The case which has brought about this decision is a limerick competition promoted by Messrs. E. Hulton & Co., Limited, proprietors of a journal called "Limerick" in which this year was held a limerick competition. A prize of £300 was offered for the winner of a limerick competition, the winner to be the author of a limerick selected by the editor. There were also second, third, and fourth prizes, and in their advertisement the proprietors announced: "Besides these we shall send some 500 copies to one hundred readers by way of consolation." One of the conditions was that "the editor's decision must be in all cases accepted as final." The case which has brought about this decision is a limerick competition promoted by Messrs. E. Hulton & Co., Limited, proprietors of a journal called "Limerick" in which this year was held a limerick competition. A prize of £300 was offered for the winner of a limerick competition, the winner to be the author of a limerick selected by the editor. There were also second, third, and fourth prizes, and in their advertisement the proprietors announced: "Besides these we shall send some 500 copies to one hundred readers by way of consolation." One of the conditions was that "the editor's decision must be in all cases accepted as final."

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Bell Player Piano

The Autonola

A Magnificent Instrument That Anyone Can Play

"MADE IN CANADA"

The glowing tributes that are paid to the Bell Autonola every day point to us the remarkable hold this instrument has secured upon the attention of people who appreciate the value of having piano music at command, without being able to play a note for themselves.

During the past few weeks we have been taking in part payment practically new grand pianos and uprights. Does this not indicate something to you? Can not we arrange to take yours also, and receive the difference in small sums month by month?

We mail illustrated catalogue to any address on request.

Bell Piano Warerooms

146 YONGE STREET

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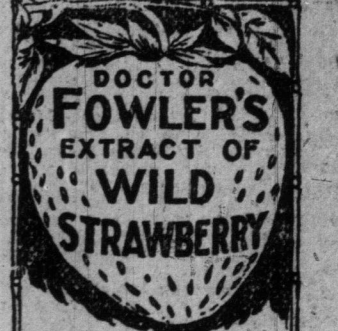
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Military Contest Coupon

This Coupon will be good for 1 vote. I consider the (Name of Corps in Full) Commanded by (Name of Commanding Officer). The most efficient Military Organization in Canada. Signature of voter



DOCTOR FOWLER'S WILD STRAWBERRY

Diarrhoea, Dysentery, Gravel, Gout, Summer Complaint and all Fluxes of the Bowels are relieved by everyone as a cooling and refreshing remedy. These diseases are so serious, too rapidly fatal, for you to experiment with cheap and dangerous imitations of the genuine Dr. Fowler's Wild Strawberry. Wild Strawberry, a remedy that has been used in thousands of homes during the past thirty-three years. When you ask for Dr. Fowler's be sure you get it. Don't let some unscrupulous cheap drug dealer palm off a cheap imitation on you. Mrs. G. Holmes, Newington, Ont., writes: "I have used Dr. Fowler's Wild Strawberry for a long time and never found any other to equal it. There are many imitations, but none so good as Dr. Fowler's." Manufactured by The T. M. M. Co., Limited, Toronto, Ont.