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Paris Fashion Letter No. 5

A Tailored Suit by Beers Is Described in Today's Foreign Mail From Our Dress Expert.

(By Mabelle Mortimer)

Beers makes as near a "strictly tailored suit" as is possible for a French designer to conceive. Permo cloth—which is a soft wool-katin—is much used by the house of Beers for its costumes this coming fall. The three-piece suit of which I am sending a picture is made of Permo cloth of pastel olive green. It shows the use of slightly more material in the skirt. This is provided, however, by additional length—through a draped effect—and not through increased width. The skirt is mounted to a high inside belt, and is finished with a folded sash, having double loop ends, which show at the side.

The coat has a slightly draped front and is belted at the back. The Directorate collar and revers are of white satin. The buttons are of brown and green galalith inlaid with silver. The sleeves are full length, coat style.

Notice the queer little slash at the back of the bottom of the skirt and the peculiar way the back of the coat is cut to button over the belt. There is a good deal of fullness over the hips and the length of the skirt will be abhorrent to Americans, who have become used to the freedom of the short skirt.



A Mother's Kind Offer

Dear Miss Grey: I am a reader of your paper. I have never written you before; am now going to ask you to help me. I have a little boy of ten years, whose health is not very good, but is able to go about; he has no little brother or sister, as he is the youngest of seven, and the others are all grown up. I was reading your page and saw where a farmer's wife had asked for a lady to visit her; now, I do not want a lady to visit me, but if there is a nice little boy that would come and spend his vacation with my little boy, I would consider it a great pleasure, as my boy is so lonely. He is gentle and unselfish, and I am sure any little boy 8 or 10 years would put in a delightful vacation with him. Anyone wishing to let me have their boy for the holidays will get my address at The Advertiser office. PARKHILL.

Wanted—More Guardian Angels

By Beatrice Fairfax.

[Copyright: 1912.]

The girl who has a good, sensible mother, and who heeds that mother, has a guardian angel sufficient for all earthly needs. But there are girls whose mothers are weak, insane, and lack judgment, though it be heresy to say it. And there are also girls whose mothers are with the real angels.

For the girls who are motherless in either way, there should be more guardian angels. Relatives, good friends, teachers, the policemen and all the laws of the land are not sufficient to keep such girls from destruction when they once set their feet that way. They fall in love with the wrong man. All who are interested in a girl's best interests argue, command, threaten and implore. All of which does no good. The girl, apt in the language of romance, believes she is "constant," and takes pride in the word.

There is a word not so pretty which describes her better—"stubborn." So stubborn is she that with a realization of the pitfalls before her she walks right into them rather than turn about and admit she has been travelling a dangerous path.

Under this word "stubborn," I would class the writer of the following letter. She concludes that all the warnings her relatives give her are based on fact, but continues on the path which will lead to her sorrow.

PLENTY OF ADVICE.

She asks advice. Are not her relatives giving it till they are black in the face? Haven't they shouted themselves hoarse with their warnings? "I keep company," she writes, "with a young man who is very kind to me. He always dresses neatly and comes to see me three times a week. I have no father or mother. I live with my older sister."

"My folks say he is not truthful, and that he is a heavy drinker. I have been told by friends, also, that after he has left me at night he has been coming out of saloons drunk as can be. Half the time he does not work, and everyone says he can hardly support himself, much less a wife. I have seen him often when he had drunk in him."

"Because I go with him, I am on bad terms with my brother and brother-in-law, and they don't speak to me. I don't like to live that way. I am twenty-four. I have a few dollars saved, and they say he is after my money. What would you advise me to do?"

A girl deliberately plays with fire, and turns from the blaze to ask for advice! Do? What shall she do? Run from the fire as fast as she can! There can be no half way measures. The man isn't truthful. He doesn't earn more than enough to support himself, and he gets drunk. To offset all these vices, she enumerates but one virtue: He is "kind" to her.

It would be more to her interest, if she knew how to be kind to herself, if she were kind to herself she would know that no man who drinks can be kind to a girl by paying her attention.

The only way he can be kind is to never go near her, or write.

THE ONLY WAY.

The only way left for him to be kind to any woman is to let that woman remain in ignorance of his existence. If he can reform, in no other way can he be kind, and he is not kind to the woman to whom he gives the task of reforming him. If he cut her to death by inches he would be more humane.

The advice this girl's relatives give her is the best there is. No one could give her better. She owes it to them to take it.

She need not hope for anything but sorrow if she marries him, and it is my earnest opinion that sorrow is what she wants, unless she goes to her relatives and acknowledge she has been in the wrong.

It may be hard to admit he has been stubborn. But such an admission will be easy compared with what the future has in store, unless she does.

Problems of the Fair Sex Solved by Cynthia Grey

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn as they are received.]

Looks Like It.

Dear Miss Grey: I have been keeping company with a young girl about one year and a half, and love her dearly, but I do not understand why she does not write to me, as she has acted as though she cared a good deal for me. I have written to her several times, she being in another city, but she has not kept up correspondence with me at all. Don't you think that her love for me has grown stale?

JOS. S. W.

A—It really looks as if she doesn't love you, but then doesn't mean it is beyond your power to win her. If you love her, tell her so in your next letter. Surely a letter as interesting as that will receive a reply. Your future conduct will, of course, depend upon her answer.

Wants an Introduction.

Dear Miss Grey: I am a young man nineteen years of age and wish to become acquainted with a young lady who is one year younger and whom I see once a week. One night I asked her girl friend, whom I knew, to give me an introduction, but she would not. Is there any other way than by introduction? ANXIOUS.

A—You are unfortunate in the refusal, but perhaps you have other mutual friends. I am sure that in some way some means will open. There is no other way. If she permitted an acquaintance without an introduction, I am sure you would not think so well of her.

Origin of Mother's Day.

Dear Miss Grey: Please say in your evening edition of The Advertiser the origin of Mother's Day, and information in connection with its observance, and oblige.

A READER OF YOUR PAPER.

A—Mother's Day was instituted five years ago by a Miss Anna Jarvis, of Philadelphia. The observance was begun by a notice being inserted in a church magazine, asking every son and daughter to honor the name of mother by wearing as a token a white carnation on the second Sunday of May. Miss Jarvis' request met with immediate response by subscribers to the magazine. The next year notices were inserted in the daily newspapers, and the movement soon became most popular, not only in American cities, but also in many parts of Canada, England, Japan, and Germany. It has been recognized in London for the past three years.

A Correction.

In the article re the Royal Colonial Institute published in a recent issue it was implied that Mr. A. R. Roche occupied a Government office in Winnipeg, when that city was known as Red River. This, Mrs. Boomer states, is slightly erroneous. She writes: "He never was in the old settlement himself, but his articles on the subject of the Hudson Bay Company crept in at intervals, arousing much feeling for and against. It was my brother-in-law, Judge Johnson (afterwards Sir Francis G. Johnson), who was at one time governor there under the Hudson Bay Company, and afterwards sent there by the Canadian Government to install the new order of things under their changed legal aspect. The founding of the Royal Colonial Institute was an aftermath of that first seed-planting when Canada had asserted her rights."

AMBER JEWELRY IN STYLE.

Amber is at present a very highly favored item of daytime jewelry. It is seen as the hatpin head, glacial in shape and of medium size, and is the ornament of combs and prongs. Magical properties were believed to be ascribable to amber in former times, but the new delight found in amber is traceable not to any occult connection, but to the fashion for every shade of gold, through all the gradations from the most pallid to the most radiant tint.

For the Country or the Shore



The coarse linens make ideal garments for vacation wear. The white is the prettiest, and some of the best designs are severely plain. This one shows no buttons or trimming except the scalloped edges, faced with buttonhole stitching. The waist closes surplus fashion, the lower edge overlapping side being fastened under the white leather belt. The skirt is separate.

EVERYTHING SUMMERY MUST GO!

Friday and Saturday we offer unusually attractive values in Summer Goods. In our determination to clear out all Summer Goods we've forgotten cost and value. COME and SAVE.

Half-Price Ribbons

"Half-price," and they're the finest ribbons you ever saw. Many imported French ribbons, plain ribbons, fancy ribbons, bordered ribbons, striped and checked ribbons. This sale includes all our novelty ribbons at half regular prices.

\$1.50 Ribbons	75c
\$1.25 Ribbons	62½c
\$1.00 Ribbons	60c
60c Ribbons	30c
35c Ribbons	17½c
25c Ribbons	15c
25c Ribbons	10c

40c Yard Curtain Madras, 25c

A big lot. Your choice of 18 patterns, all cream, 45 inches wide. Our regular 40c value.

25c

LADIES' WAISTS Special, 98c

Another case of "where we won't carry stock over" is your gain. Many different kinds, muslin, print,ingham, lawn, etc. \$1.25 to \$1.75 values.

98c

KINGSMILL'S BIG SALE OF Wash Goods

Is it any wonder interest grows in this sale, for the values get more and more attractive? In some cases the lots are small, so come early.

12½c Crossbar Muslins	8½c
12½c Apron Gingham	8c
12½c Prints (black ground)	10c
25c Voiles (a few shades)	12½c
50c Voiles, 44-inch	25c
50c Mohair (light checks)	25c
25c Gingham (all colors)	15c
30c Persian Foulards	15c

PARASOLS

We're determined to make a clean sweep. Values, \$1.00 to \$5.00. We divided into two lots.

75c and \$1.69

Only a few, so come early.

Every Hat in this store must go. Come—take your choice now.

Sale of Ladies' Hats

Interest grows in this big clearing sale of new Hats. Every one this season's newest. Many imported shapes and all styles and colors. Values \$2.25 to \$5.00.

50c, 75c, 99c and \$1.50

Children's \$1.25 Hats 35c

Just 64 Straw Hats, pretty styles. We will sell them tomorrow, each 35c.

Handkerchiefs

Another twelve dozen for Friday and Saturday. They are 15c value and they will go quickly, so come early. Scalloped edge or embroidered corner. Special, at each 10c.

3 for 25c

HOW TO KISS YOUR BABY IN SUMMER (OR ANY OTHER TIME).

Never on Lips—Even if You Are Its Mother



A KISS THAT WON'T HURT BABY.

[By Idah McGlone Gibson.]

Never kiss your baby on the mouth. Behind its tiny ear or on the back of its softly creased neck are adorable places upon which to press one's lips. Its dear little toes seem made for kisses, as does the centre of its tiny hands.

The idea of a tobacco-smoking uncle or a gum-chewing aunt swooping down upon the mouth of a poor little unoffending and defenceless baby is not pleasant. Keep your microbes for older people if you feel that you must kiss someone.

Transmit your million or so of germs to someone your own size. Baby's mouth should be washed out daily with a weak solution of boracic acid. This will, perhaps, counteract the trouble made by someone who kisses the baby when you are not looking.

There is no telling how many children have contracted disease, had their lives wrecked and possibly died through the mouth-to-mouth kiss. It is one of the greatest dangers besetting a baby.

No baby has ever said it liked to be kissed. Indeed, one sees more babies cry than smile at the salutation. Most of us kiss a baby from the purely selfish desire to feel its soft, sweet-smelling flesh against our lips. If we must succumb to this desire let's remember the poor baby's feelings and health, and kiss it any place but on the mouth.

Needlework Notes

Bags are always acceptable birthday gifts; especially if made to match the hangings of a particular room. They may be made to hold towels, corbs, old linen, laundry, dusters, and countless other things. If one is bright at writing limericks, one pinned to each bag describing the use for which it is designed, will add to the fun of the gift.

Cases for individual napery, meaning the centrepieces, side mats and tray cloths, which usually are kept in the sideboard drawers, are made of long strips of plain Irish linen, one end of which must be attached with tiny tacks to a roll of soft wood, also covered with linen. After this linen strip has been wound about the roll there will be no danger of its lack-heads tearing the individual piece of embroidered napery which is rolled about it in company with the long, plain strip of linen. Mats and tray cloths thus rolled will not wrinkle, nor will they accumulate any dust if the loose end of the roll strip is tightly fastened by means of a stout loop fitting over the crochet button.

Raspberry Shortcake.

Sift one quart of flour with two teaspoonfuls of baking powder and one teaspoonful of salt. Rub in two-thirds cupful of butter and mix with sweet

The Birthday Calendar



IF THIS IS YOUR BIRTHDAY,

Changes or removals will not be according to the best judgment, and to give perseverance along familiar lines is better for those in business. If you have any trust confided to you, see that you do not act without judgment.

Those born today will be valued for their high intelligence and practical judgment in handling commercial affairs. Their expensive tastes will keep their fortunes small, no matter how much their income may be. A happy marriage is indicated.

ADVERTISED SOAPS

Yes, madam, the P. L. and O. Stores sell nearly all the Toilet Soaps that you see advertised—and if there should be one that we've missed, we'll get it for you if it's in the city.

And some of these soaps are really good—the quality is not all in the advertising. If you are in doubt concerning your soap ask P. L. and O. We'll advise you as well as we can—and we've made a study of this soap question.

P PERCIVAL, Richmond Cor. Central Phone 1261	L LISTER, Wortley Road, cor. Craig Phone 1920	O OMOND, 468 Dundas Phone 1429
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THE PROGRESSIVE DRUGGISTS.

We close Wednesday afternoons during July and August.

THE REJUVENATING OF AUNT JANE

[By "The Nomad"]

It was perfectly clear that Aunt Jane needed rejuvenating. Everybody in the Skimins' household said so, when she arrived for a two months' visit.

She did not play bridge. Had no use for suffragettes. Hated ragtime music. Didn't care for baseball. Wore old-fashioned clothes.

So nicely persistent were the Skimins' family, that presently Aunt Jane herself began to think she needed rejuvenating. Then they set about the good work.

She was cosseted a la mode. High-heeled shoes were purchased. Also some gauze hose. They squeezed her into a tight skirt. Some "peek-a-boo" waists were bought. So was a freckish hat.

And she looked "quite elegant," said the Skimins' folks. But felt thoroughly miserable and uncomfortable. Then they took her to a band concert. The selections were excellent—what one could hear of them.

But she was being rejuvenated. The next step in the process was a "pink" tea. Here Aunt Jane was to meet a number of women whose ideas would help her to "broaden out." So the Skimins' said.

And the afternoon passed. In turn, a suffragette, a bridge fiend, and a baseball enthusiast, devoted half-an-hour to Aunt Jane. And she was bored to death, but listened to each, and dutifully strove to feel "broadened out."

Thus the rejuvenating went on, steadily and systematically. Picnics were held in honor of Aunt Jane, and she smilingly swallowed salad, and cucumber pickles, and ice cream cones, and suffered torment afterwards. But it was worth everything to be rejuvenated, and up-to-date. So the Skimins' said.

Then a terrible thing happened.

Johnnie Skimins fell ill. Father was out of town. Mother was playing bridge, somewhere. Sister was out canoeing. Brother was at baseball game. What was to be done?

Aunt Jane rose to the occasion. She sent for the nearest doctor. She relieved Johnnie's sufferings all she could. Then deliberately and daintily, Aunt Jane went to her room.

She discarded her high-heeled shoes and stylish clothes! Donned a plain muslin dress, rather old-fashioned, and a pair of house shoes. Then delving down into her trunk she brought out a white apron.

The original Aunt Jane had returned! And how comfortable she felt!

Then she ministered to Johnnie until the doctor came. And the doctor commended her work, and as he talked, they discovered two wonderful truths.

They were old sweethearts. Had quarrelled over a trivial matter. But loved each other very dearly, still. And he laughed when she told him about the rejuvenating. Said he liked her best just as she was.

So the rejuvenating of Aunt Jane ceased. She is as old-fashioned as ever. And the Skimins' say it is very unfortunate. But Aunt Jane is perfectly happy. And so is the doctor.

The House in Summer

Good taste at present leans toward wallpaper with little or no pattern. Striped papers, however, are not frowned upon by the artistic. Plain papers produce a much more effective background for pretty furniture. White or cream tints make an admirable covering for the drawing-room walls.

Paintings look well upon it. A carpet of moss green is attractive. Cover the chairs with cretonne or old-fashioned chintz.

When having sepia-colored photographs framed, a narrow ebony or brown molding will enhance the beauty of the picture. The narrow line of black upon the wall is charming. If

in the living-room or the dainty pink or blue bedroom.

Your summer draperies should be sheer and cool looking. A great variety of materials are suitable for this purpose, and range from high to low prices.

In summer the entire house should speak of coolness and comfort. Pack away all unnecessary articles of bric-a-brac, to spare the extra work of caring for them during the dusty weather.

Blackberry Pudding.

Line a pudding dish with a sweet biscuit dough and bake till a pale brown, then pour into it the stiff-beat-on white of four eggs, then slowly a cup of sugar, and last a quart of berries. Bake in a moderate oven.