

WOMAN'S WORLD.



2370

2287

2370-2287—A MOST ATTRACTIVE AFTERNOON COSTUME.

Smartness is a quality which cannot easily be defined, yet it is quite as evident as any part of the gown. Models which display it do not follow any one rule, but, rather, some of a number of rules. The gown shown is attractive in silk or worsted, because of its excellent lines, its breadth of shoulder, novel guimpes outline, and natty little cuffs on the sleeves. The undergarment may be of lace, a lingerie fabric or silk, and it may be made separately or all in one with the outer waist. The latter may be worn over any style of lingerie blouse or guimpe, if finished separately. The sleeves may be full length or shorter, as desired. The skirt is a pleasing one, having triple box pleats in front and back, and extra fullness at the side seams for under pleats. For cloth, worsted or silk, the gown is pretty, the medium size requiring 8 1/2 yards, 42 inches wide.

Two patterns: 2370—Size, 32 to 42 inches bust measure. 2287—Size, 32 to 38 inches waist.

The price of these patterns is 20c, but either will be sent upon receipt of 10c.

PATTERN DEPARTMENT TORONTO WORLD.

Send the above pattern to

Name.....
No..... Street.....
Town..... Province.....
Measurement—Waist..... Bust.....
Age (if child or miss' pattern).....

NOTE—Please enclose above illustration and mention size of pattern wanted. If the pattern is bust measure only mark 32, 34, or what ever it may be. When in waist measure, 22, 24, 26, etc. If a skirt, give waist and length measure. When miss' or child's pattern write only the figure representing the age. It is not necessary to write "inches" or "yards." The price of each pattern is 10 cents. Do not send stamps.

ADDRESS THE WORLD PATTERN DEPT., 83 YONGE ST., TORONTO.

A quiet and pretty house wedding took place yesterday afternoon at 1 o'clock at the home of Mr. Maurice Vardon, 488 Delaware-avenue, when his eldest daughter, Miss Mary (Edna) became the wife of A. Russell Cranston, son of J. K. Cranston, 122 Bank-street. The ceremony was performed by Rev. J. W. Church in the presence of only the immediate families of the contracting parties. Miss Eva Vardon, sister of the bride, was bridesmaid, and the groom was supported by his brother, Donald C. Cranston. The bride was given away by her father, and Miss Mae Dickinson

played the wedding march. After the wedding dinner Mrs. Cranston left on the 4.30 train for their future home in San Francisco.

Guelph, Jan. 30.—(Special.)—A pretty house wedding took place at the home of Mr. Francis Murdoch, of Liverpool street, Guelph, when her daughter, Bessie, was married to Mr. Alex Keith of Toronto. The bride, who was attended by her sister, Miss Roberta Murdoch, was given away by her uncle, Mr. John Hunter of Guelph. The ceremony was conducted by the Rev. R. M. Glasgow, Mr. C. E. Preston, Toronto, acted as best man. Only the immediate families and relatives of the contracting parties were present.

A WOMAN'S BACK WAS NOT MADE TO ACHE

Thousands of Women suffer Untold Misery Every Day with Aching Backs That Really have no Business to Ache.

Under ordinary conditions it ought to be strong and ready to bear the burdens of life. It is hard to do housework with an aching back. Backache comes from sick kidneys, and what a lot of trouble sick kidneys cause.

But they can't help it. If more work is put on them than they can stand it is not to be wondered that they get out of order. Backache is simply a warning from the kidneys and should be attended to immediately so as to avoid years of terrible suffering from kidney trouble.

Doan's Kidney Pills

Will cure you in the same way as they have cured thousands of others.

Mrs. Thos. Craig, Almonte, Ont., writes: "I was doctoring for six months for kidney trouble and my back was no lame I had to lie in bed. I was advised to try Doan's Kidney Pills. I did so and in one week I was able to walk with very little pain, and in five months my back was as strong as ever."

Doan's Kidney Pills are 50 cents per box or 3 boxes for \$1.25 at all dealers, or mailed direct on receipt of price by The Doan Kidney Pill Co., Toronto, Ont.

served in the dining-room at flower-decked tables.

Mr. and Mrs. J. B. Reid, of East Bloor-street, entertained a large number of their friends at a progressive euchre Friday evening, Jan. 28. Fourteen tables were called into requisition. The house was prettily decorated with palms and cut flowers. The guests present were: Mr. and Mrs. Andrew Wilson, Mr. and Mrs. Gerhard Heintzman, Mr. and Mrs. Joseph Oliver, Mr. and Mrs. A. Kleiser, Mr. and Mrs. Tudhope, Mr. and Mrs. C. Edmonds, Mr. and Mrs. W. J. Hamer, Mr. and Mrs. Hugh Munro, Mr. and Mrs. E. Malcolm, Mr. and Mrs. John Donough, Mr. and Mrs. G. Cormack (Whitby), Mr. and Mrs. A. E. Hagerman, Mr. and Mrs. J. Somers, Mr. and Mrs. A. D. Fisher, Mr. and Mrs. A. Crate, Dr. and Mrs. W. J. McCollum, Dr. and Mrs. A. Beatty, Mr. and Mrs. H. A. Yulie, Mr. and Mrs. P. M. Humphrey, Mr. and Mrs. J. Irwin, Mr. and Mrs. W. Langton, Mrs. J. S. Armstrong, Mrs. C. C. C. Rogers, Mrs. Mitchell, Mr. Fliske and Mr. Norris. The prizes were won by Mrs. McCollum, Mrs. Munro, Mr. Bradley and Mr. Hurst.

The members of the St. Andrew's Hospital Circle gave a very delightful luncheon yesterday in the schoolhouse, which added materially to the finances of the circle and was socially a very charming function.

The ladies in charge were: Mrs. Miller, Laura Mrs. J. E. Reid, Mrs. Alexander Laird, Mrs. H. S. Reid, Mrs. Cowan, Mrs. Hamilton Burns, Mrs. Maclellan and Mrs. Leonard McMurphy.

Among those who looked after the tables were: The Misses McMurrich, the Misses Garvey, the Misses Smellie, Miss M. Clark, Miss Hay, the Misses Cosbie, the Misses McArthur, Miss Florence Bell, the Misses Sanderson, the Misses McCurdy and the Misses McLaren.

Mrs. H. G. Hunt, 180 Jarvis-street, will not receive again this season on account of a bereavement in the family.

Mrs. Cochrane held a reception in the Speaker's apartments yesterday afternoon. She was assisted by a bevy of bright young ladies.

Mrs. E. W. Lawrence, 210 Major-street, will receive on Tuesday, Feb. 5, and afterwards on the first and third Tuesdays of the month.

A successful entertainment took place at the Home for Incubables. James R. Dunn took a number of ladies and gentlemen with him, and in the dining-room of the home the matron had all the patients that were able to come seated. Those that took part in the concert were: Miss Farrow, soprano; Crawford Butler, James Beebe, Robert Kenney, Mr. Jeffers, reader; and Mr. J. E. Reid, Edna and Violet Walsh of the Beethoven Company, recently formed for concertists. It was a most successful affair, and the proceeds, \$4.49, for the benefit of the Home for Incubables, were placed in the hands of the matron.

Miss Scott of Hartford, Conn., has been appointed superintendent of nurses at the Kingston General Hospital, in succession to Miss Dyren, who has resigned. Miss Scott is a graduate of the Toronto General Hospital, and has had 20 years' experience in nursing work.

Dr. Theodore Elliott of Spadina-avenue was married yesterday afternoon to Miss Maudie Elliott, the ceremony taking place at the residence of the bride's parents, 71 Euclid-avenue. Mr. and Mrs. Elliott left for their honeymoon trip and, on return, will reside at 188 Spadina-ave. Dr. Elliott is a graduate of the University of Toronto, and is a strong, energetic secretary of the bureau of labor.

Money for Bird Studies.

Washington, Jan. 30.—Representative Lacey of Iowa, who has been a persistent champion of bird study, is winning fight to-day to restore to the Agricultural Appropriation Bill a section relating to biological institutions and the appropriation of \$4,499 for the scientific study of the food habits of North American birds and mammals in relation to agriculture, horticulture and forestry.

The section was adopted without division.

Bricklayers Want More.

Ottawa, Jan. 30.—(Special.)—The Bricklayers' and Stonemasons' Union have notified the building contractors that they demand an increase to 50c an hour on and after May 1.

Trust to Nature.

A great many Americans, both men and women, are afflicted, pale and puny, with poor circulation, because they have indulged in too much eating, by consuming alcoholic beverages, or by too close confinement to homes, and all the time feeling the effects of the stomach must be treated in a natural way before they can rectify their many such people, in fact, are very thin and thin-blooded people, do their work with great difficulty. As a result, fatigue comes early, is extreme and lasts long. The demand for nutritive aid is a demand for blood. To insure perfect health every tissue, nerve and muscle should take from the blood certain materials and return to it certain others. It is necessary to prepare the stomach for the work of taking up from the food what is necessary to make good, rich, red blood. We must go to Nature for the remedy. There were certain roots known to the Indians of this country before the advent of the whites, which later came to the knowledge of the settlers and which are now growing rapidly in professional favor for the cure of obstinate stomach and liver troubles. These are found to be safe and yet certain in their cleansing and invigorating effect upon the stomach, liver and blood.

These are: Golden Seal root, Queen's root, Stone root, Bloodroot, and Black Cherry bark. The medicinal principles residing in these native roots when extracted with glycerine as a solvent make the most reliable and efficient stomach tonic and liver invigorator, when combined in just the right proportions as in Dr. Pierce's Golden Medical Discovery. Where there is a languid liver, indigestion, constipation, bad nutrition and thin blood, the body acquires vigor and the complexion improves. It is a most favorable effect of this sovereign remedy.

Although some physicians have been aware of the medicinal value of the above mentioned plants, yet few have used pure glycerine as a solvent and usually the doctors' prescriptions call for the ingredients in varying amounts, with alcohol.

The "Golden Medical Discovery" is a scientific preparation compounded of the glyceric extracts of the above mentioned vegetable ingredients and contains no alcohol or harmful habit-forming drugs.

DOCTOR'S CERTAIN CURE FOR LA GRIPE

PRESCRIBED BY A WELL-KNOWN TORONTO PRACTITIONER.

The following very valuable prescription will be appreciated by many who are suffering from la grippe, as it is a certain cure, and will save many a doctor's bill. It is almost a certain preventive as well: "When you feel that you are taking cold or have that chilly feeling or aching in part of the body or head, go immediately to your druggist and get:

One bottle Psychine (pronounced Sitch-keen).

One dozen 2-grain quinine capsules.

"Take two teaspoonfuls of Psychine in one quantity of water or cherry brandy, and one lemonade or other hot drink. Do not be alarmed if you perspire freely—so much the better. The quinine will be without effect if you take it if preferred. Use it until cured. It will give certain relief."

The same authority says he has found this prescription invariably successful in affording quick and permanent relief in cases of cough, cold, catarrh, bronchitis, and other throat and chest trouble.

"I had been suffering from la grippe. My lungs were weak and I had a cough, but Psychine cured me."

MRS. H. BEDAN, Cheapside, Ont.

Psychine can be procured from any druggist at 50c and 75c. It is a very popular and largely used remedy.

CORPORATIONS ARE ACTIVE IN OPPOSING ASSESSMENT

Manitoba Government Being Flooded With Protests—Preparations for Elections.

Winnipeg, Jan. 30.—(Special.)—A deputation from Manitoba University waited on Premier Roblin and Attorney-General Campbell this morning and asked for a grant of \$50,000 towards buildings and, at least, \$50,000 towards new chairs in modern languages, engineering, history, political economy and law.

The amendments to the charter which are being asked for by the City of Winnipeg, by which assessments on corporations will be greatly raised, is being strenuously opposed by the business community. The city and the legislative buildings are being crowded with deputations and lobbyists from various big corporations. The city council has refused to consider the amendments, and the city council has refused to consider the amendments.

Both political parties are making vigorous preparations for the elections, which, it is thought, will be brought off in March. It is said March 19 is a very probable date. Nominations will soon be all over and the Conservative candidates will be T. Taylor, M.L.A., and J. P. Gordon, M.L.A., two of the present members, while ex-Mayor Andrews and J. Mitchell are spoken of as the other likely candidates.

Mr. and Mrs. E. W. Lawrence, 210 Major-street, will receive on Tuesday, Feb. 5, and afterwards on the first and third Tuesdays of the month.

INTERNATIONAL RIFLE MATCH.

Ottawa, Jan. 30.—(Special.)—Negotiations are under way to have a rifle match between H. Co. of the 43rd D.C. O.R. and A. Co. of the M.V.M. of Boston, Mass.

Against Level-Crossings.

Ottawa, Jan. 30.—(Special.)—Ald. Davidson, of the Ottawa Board of Works, in announcing his policy declares against level-crossings.

Womanly Troubles

SHOULD NOT BE ALLOWED TO UNDERMINE HEALTH.

It is impossible to go into details on this subject, but the experience of mad poor women who are crippled for life just because she didn't use a good remedy in time, should be a warning to others.

When the first stages of womanhood appear in a young girl, a great deal depends on getting her over this critical stage, so that in years to come she will not develop green sickness or consumption.

When she complains of flushed face, headache, bearing-down feelings, give her a course of Ferrozene, which will carry her past the crisis.

In the adult woman, if any irregularities occur, Ferrozene will be found a remedy of remarkable potency and power.

Ferozene is the ideal regulator and causes all organs of the body to perform their work properly.

It purifies the blood, tones up the nerves and vital energies. The stomach is strengthened, and digestive and assimilative processes are improved by the good work of Ferrozene. It regulates the bowels, cures constipation and piles, and replaces disease and decay by health and strength.

There is nothing better for the common blood and liver troubles, the dark circles from under the eyes, removes and cures all manner of skin eruptions, gives brightness and brilliancy to the eyes, a rosy tint to the cheeks, whitens the teeth and develops a well-rounded, plump and handsome figure.

Ferozene is the ladies' favorite, and should find a place in every household. It is a coated tablet, convenient to take. Price per box, 50c, or three boxes for \$1.25. Sold by all druggists.

COLD STORAGE FOODSTUFFS NOT THE MOST APPETIZING

Chief Wiley of U. S. Chemistry Bureau Even Declares Bulk Oysters Are Poor Food.

Washington, Jan. 30.—Dr. Harvey Wiley, chief of the chemistry bureau of the department of agriculture, and the government's pure food expert, gave some interesting testimony concerning the deterioration of foodstuffs in cold storage before the house committee on agriculture, whose hearings on the agricultural appropriation bills have just been made public.

"Milk, cream and eggs begin to deteriorate right away," said Dr. Wiley. "Fruit is improved, and sometimes continues to improve for three months. Meat improves up to about six or eight weeks. But after that time for meat to do not care how hard it is frozen," you can see that it has reached the maximum, and it begins to go down. Dr. Wiley stated that most foods improved when properly kept for a short time, but he said, the object of his experiments is to tell the public, and particularly the cold-storage people, how long they may safely keep articles of food in storage. He said that, as yet, he has been unable to determine whether drawn or undrawn poultry keep better.

Writers to be Avoided.

Dr. Wiley said that the oysters opened and shipped in buckets should be prevented from entering into interstate commerce, as they are dead. "An oyster is dead an hour after it is opened," said Dr. Wiley, "and is not good; it loses flavor." As to the advisability of freezing oysters to preserve them for shipment, Dr. Wiley said that they ought not to be frozen. That ruins them, and as soon as they thaw they are dangerous. He said that they should be shipped alive and in the shell. Dr. Wiley said the oysters opened in tin cans are all right, but declared that bulk oysters shipped in tubs and buckets are either dangerous with some preservative or are dangerous near the ptomaine line.

Gelatin Unit for Use.

Gelatin was denounced by Dr. Wiley, who said of it: "It is made out of hides, of the scraps from hides. These hides go into the tanneries, and these hides that smell to heaven are treated and trimmed, and these trimmings are used to make gelatin. The tanneries have a service found the tanneries' germs in gelatin."

He said that this gelatin is sometimes used in the making of candies, and that it is not fit for glue is made into gelatin. As to the uses of this gelatin, Dr. Wiley said: "It is used for putting into ice cream and putting into candies, and for making capsules that you take your medicine in."

He added that there is no objection to gelatin if properly made, and that there is plenty of wholesome raw material to make it of.

Public Amusements

Viola Allen, who comes to the Princess Theatre Monday for a week, will present her massive production of "Cymbeline" on Monday, Wednesday and Friday evenings and at the Saturday matinee. A special feature will be the "Mummy Girl," an old French comedy in three acts, by Marivaux, recently played in Paris in 1730, and "Countess Jeanne" a one-act drama, will be given on the alternate evenings and at the Wednesday matinee. The new plays will be given their first performance in English in Montreal to-morrow night. The comedy was translated by M. L. Girault and Harriet Ford, who are the authors of the brief drama which will precede it. As in the case of "Cymbeline" Miss Allen is said to be at her best, and the roles she will enact in the new plays are, we are told, of totally different character, and are calculated to reveal the versatility of this gifted actress' art. The supporting company is made up of such well-known players as William Harcourt, Howard Gould, Fuller Melish, Sidney Herbert, C. Leslie Allen, Henry J. Haddfield, Alison Skipworth, Zeffie Tilbury, Margaret Montross and Iva Benton.

Who has not read of Dublin in the early days of the last century, when it was the theatre of some of the most exciting events in European history, and contained some of the most profound thinkers and brilliant orators, whose every utterance set the populace on fire, and who would not

be alienated? In that period and among those scenes Theodore Dunt Sayre has written a most romantic drama, "Eileen Ashore" (Eileen, my treasure), in which Chauncey Olcott is seen this season. Mr. Olcott opens a special engagement at the Grand Theatre, Monday, when the play will be given its first production in Toronto.

For the week of Feb. 4, the extraordinary attraction secured by Manager Shea is Mrs. Langtry, the distinguished English actress, in one act play, "Between the Nightfall and the Light." The securing of Mrs. Langtry for this week in Toronto is one of the biggest surprises of the theatrical season, as it is for a few weeks only that the actress is in this country.

CHAUNCEY OLCOTT
At the Grand Theatre Week.

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BEST BARGAIN OF ALL THE JANUARY SALES.

50 50 LADIES' LONG Loose Coats \$3.98

THE REGULAR \$10 COAT

Fashionable mixed tweeds in grey and blue effects.

\$5 PLEATED SKIRTS FOR \$1.98.

Fancy Tweeds, black and navy chevrons. We are making Men's Suits to order for \$9.75—fancy tweeds—regular \$18 value.

CRAWFORD BROS., Limited, THE TAILORS,

Corner Yonge and Shuter Streets.

MAIL ORDERS PROMPTLY ATTENDED TO.

EVERYONE WHO VALUES GOOD HEALTH, AND THE PURITY OF THE GOODS THEY ARE USING, WILL BUY

COWAN'S PERFECTION COCOA

(MAPLE LEAF LABEL)

The little child, the delicate invalid, and the robust and strong can take it; it is good for all.

THE COWAN CO., Limited, Toronto.

EPPE'S

A delicious drink and a sustaining food. Fragrant, nutritious and economical. This excellent Cocoa maintains the system in robust health, and enables it to resist winter's extreme cold.

COCOA

Sold by Grocers and Storekeepers in 1-lb. and 2-lb. Tins.

MONEY IN CANARIES

addition was made to the net surplus, which now amounts to \$550,000, and, as the statement says, "The year's work from a financial standpoint, in the best in the company's history." Policyholders will be reassured by the statement that the assets of the company are invested in the best class of security, and that a detailed list of these securities will be put in the annual report, which will be distributed among the policyholders. Full stress is put upon the fact that full reports are sent to the government, and that every month there is an audit of the books of the company. Regret is expressed at the resignation of First Vice-President Hon. Sir William Meredith, K.C. Altogether, the report reflects much credit upon President Baikie and Managing Director Goldman and their assistants, and there every line is evidenced the determination to see that the business of this company is increased on thoroughly conservative lines.

COTTAM BIRD SEED

36 BATHURST ST. LONDON, ONT.

COTTAM BIRD SEED

WITH BIRD BREAD

KEEPS CANARIES IN HEALTH AND SONG AT ALL GROCERS. 1240

Who Gets the Most Out of Life?

Not the wealthiest, not the most learned, nor the idler—but the man who has good health and works for his living. This truth is trite, but not trivial.

Every man should guard his health as his most valuable possession. The more so because health is easier to retain than money.

Keep your grip on health by regular exercise, reasonable care in eating and regular sleep. Take Beecham's Pills occasionally, to tone the stomach and keep the liver and bowels in good working order. And don't worry.

Observe these simple rules and you will agree that the one who gets the most from life is

The Man Who Uses BEECHAM'S PILLS

Prepared only by the Proprietor, Thomas Beecham, St. Helen, Lancashire, Eng. Sold everywhere in Canada and U.S.A. America. In boxes 25 cents.