

NEWS OF SPECIAL INTEREST TO WOMEN

PERCY HASWELL'S MATINEE HELPS TO SWELL HOSPITAL SHIP FUND

Benefit Performance at Princess Theatre Was Splendidly Patronized by All Ranks of Life — Patriotic Aids Created Furore.

Yesterday afternoon at the Princess Theatre was something beautiful to remember. It will live a lifetime in the minds of those fortunate enough to be present, for it witnessed the initial benefit performance given in Canada for the Canadian women's hospital ship. Three days previously Miss Haswell had announced that she would give herself, her company and the entire house of the Tuesday matinee to the fund, and in that short space of time sufficient interest had been aroused to achieve what was termed by the box office "the finest emergency benefit ever given in Toronto."

Patriotic airs by the orchestra opened the performance. Every well-known selection evoked enthusiastic applause and the national anthem, introduced in the middle of the number, brought the audience in one great wave to their feet. The Girl Guides in their middie uniforms went about amongst the audience with pretty baskets slung over arm or shoulder, filled with choice bloom and queenly roses from the conservatories of Lady Pellatt and the Dunlop florist company. Candies given by Patterson sold like wildfire and choice photos of Miss Haswell, contributed by Aylmer, were also among the offerings. The Boy Scouts, Gordon Cummings and Charlie Truscott, sold programs and Miss Haswell herself after the second act came down amongst the audience carrying floral offerings to further tempt their generosity.

The play was "Jane Eyre," and many who had read the story in years gone by gave Miss Haswell and her assistants the tribute of their tears and laughter as the acts went on. Always sweet, the much loved actress was at her best and the gentle and dignified portrayal she gave in the principal role won her renewed warmth and admiration with her audience. She was recalled several times after each act, and her address, in which she expressed the appreciation which she as an American woman felt at being the first to have the honor of giving, a benefit for the hospital ship of the Canadian women, was applauded to the echo.

Scored a Success. Francis J. Gillen demonstrated a very fine appreciation of the character of Lord Rochester, which in its varying moods was somewhat hard to enter into. Little Miss Violet Dunn as Adele, the little ward of Lord Rochester, was wonderfully at home in her part for so young a child, and Guy D'Enery as Achille de Leon and Sydney Briggs as Barney provided the laughs that plentifully lightened the play. The support all thru was of the best.

Extra numbers were the duet "Roses," by Mr. Fletcher and Miss Ogden; the "Kerry Dance," by Miss Long; "Our Flag," by Little Miss Dunn; dances by Mr. and Mrs. Viola; violin solos by Max Sheishman, accompanied by Prof. Hambourg, and a patriotic song by the Boy Scout Stintbury. All numbers were encored. The box receipts will be published when all returns are in. Meantime Miss Haswell and her company are to be congratulated upon the success of this, the first "benefit" in Toronto, for the hospital ship.

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GOOPS

By GELETT BURGESS



Marjorie Mellish

Marjorie Mellish, when you pass her cake or candy, is the lass Who handles every piece, to get The one on which her mind is set. She is a Goop!

You look—then take the one you wish.

Don't Be A Goop!

WOMEN OF ORILLIA SET FINE EXAMPLE

Raised Fourteen Hundred Dollars for Hospital Ship in Eight Hours.

ORILLIA, Ont., Aug. 11.—The women of Orillia today made a record of the town on behalf of the proposed Canadian hospital ship, and raised between \$1300 and \$1400. A committee of women covered the whole town between 10 a.m. and 6 p.m. They had requisitioned all the automobiles for their campaign. The sum realized exceeded the most sanguine expectations. The townspeople responded generally and generously, the subscriptions running from five cents to \$25.

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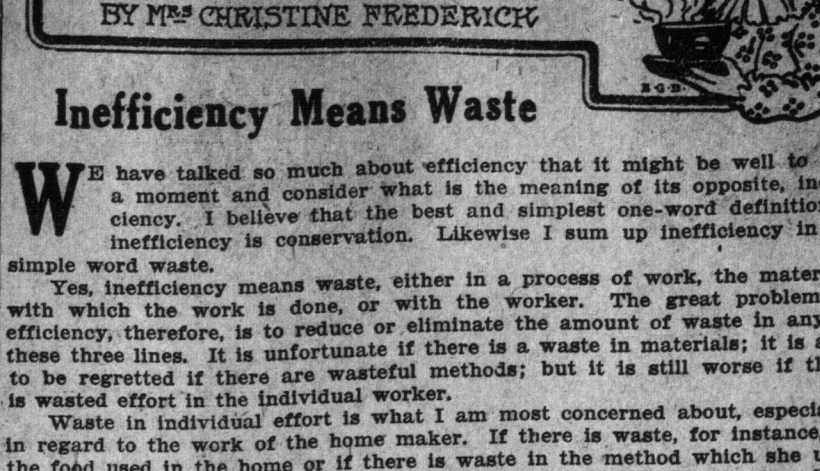
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THE NEW HOUSEKEEPING

BY MRS. CHRISTINE FREDERICK



Inefficiency Means Waste

WE have talked so much about efficiency that it might be well to stop a moment and consider what is the meaning of its opposite, inefficiency. I believe that the best and simplest one-word definition of inefficiency is conservation. Likewise I sum up inefficiency in the simple word waste.

Yes, inefficiency means waste, either in a process of work, the materials with which the work is done, or with the worker. The great problem of efficiency, therefore, is to reduce or eliminate the amount of waste in any of these three lines. It is unfortunate if there is a waste in materials; it is also to be regretted if there are wasteful methods; but it is still worse if there is wasted effort in the individual worker.

Waste in individual effort is what I am most concerned about, especially in regard to the work of the home maker. If there is waste, for instance, in the food used in the home or if there is waste in the method which she uses at work I regret it, but I am most sorry when she herself wastes her own effort so that she herself is deprived of unnecessary energy.

In fact all our efforts are finally aimed to benefit the human worker. If I tell a woman to raise her sink, or if I show her how to market economically, I am doing so only that her personal effort shall be diminished. Some women write me that they feel that this efficiency idea would be an added burden on top of their present work, that it would be harder to impose new schedules and new plans than to go on with what they are now doing.

I tell these women that they do not understand what real efficiency means. It does not in any way mean added effort. For instance, the other day a woman said to me, "If this efficiency idea of yours means a lot of expensive utensils I'm not going to have anything to do with it." Or, another writes: "You don't mean that I should add a complicated system of work to my present duties?"

On the contrary, it means that both these women and others should merely sit down and study how to do their work more efficiently. They need only see how they work now; see what amount of materials they use now; notice what waste motion or effort there is at present in various tasks or routines, and then merely eliminate some of this unnecessary work, this waste motion and this superfluous effort.

If a woman once gets firmly fixed in her mind that efficiency means the elimination of waste she has the key to this whole new stimulating idea. It may be a waste in her food supplies; in the fuel she is using; a waste of time; between various tasks; a waste of effort walking twenty feet unnecessarily; but somehow, somewhere, there will be waste. Then if she cuts down this waste in whatever department she finds it, in whatever task or routine she is in at the time, she will become efficient.

And the result will be not only saved materials and time but the great final saving effected by all efficiency effort.

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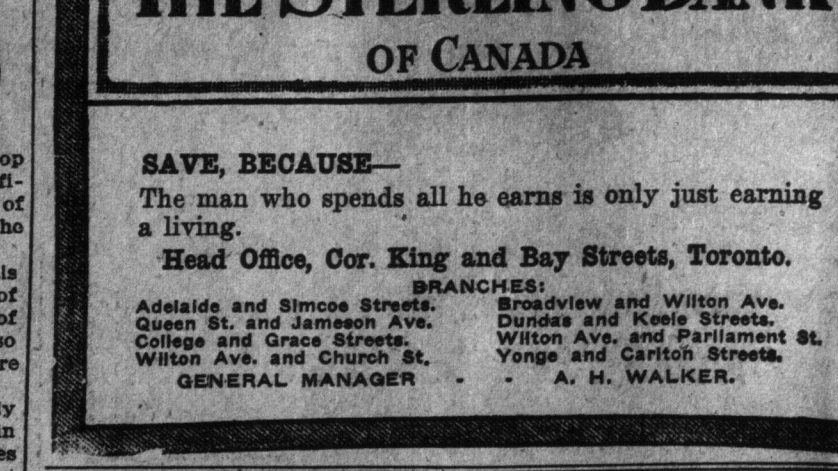
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THE STERLING BANK

OF CANADA



SAVE, BECAUSE—

The man who spends all he earns is only just earning a living.

Head Office, Cor. King and Bay Streets, Toronto.

BRANCHES: Adelaide and Simcoe Streets. Queen St. and Jameson Ave. College and Grace Streets. Wilton Ave. and Church St. GENERAL MANAGER A. H. WALKER