It was first sold thirty-five years ago as Johnston's Fluid Beef (VIMBOS). It was subsequently perfected and sold under the name of BOVRIL.

Used in Cream Soups, Chowders; and Sauces it adds piquancy and nutrition. Bottled automatically. Never touched by hand,

# SOCIAL NOTES

The presence of their excellencies and the splendid work done by the amateurs in the Earl Grey competition has been drawing very fashionable ing the past week, and numerous supflowers being presented to Mrs. Gibthe government house party, and Lady dieen Roberts. Her excellency was onds and a cream colored wrap, hile Lady Sybil Grey was in grey and

Mrs. and Miss Gibson were in ack and in pale mauve respectivehiffon. The upper boxes on the right the executive committee of the Daughters of the Empire, and on the opposite side box parties were given by the Hon. J. K. and Mrs. Kerr, and r. and Mrs. Sidney Small. Major F. Macdonald, who was at the Prince George for the week, was also in one of the boxes, and Sir Mortimer and Lady Clark with their daughters ere sitting nearby; also Mr. and Mrs. R. A. Smith, Mr. and Mrs. David Alexander, Mr. and Mrs. Cawthra Mu-och, Mr. John C. Eaton, Prof. Mavor,

Prof. and Mrs. Ramsay Wright, Mr. D. R. Wilkie, Mr. J. K. Osborne. Tuesday.

xtra Old

ame even

Go., Ltd.

veglasses

ectacles

3, Optician

GANZA

Tea Pot Inn

Youge Street.

Grand Opera House)

Early in April.

SOVAL

renovated and

American Plan

admired in a cleak and big

radise feather.

main at Lake-

returned to the

RY SISTER

and sure cure for a liceration, Dieb. Profuse, Scanty and Tumors or back and bowels, s. creeping feeling to cry, hot flashes, les where caused by

10 days' treatment

pleasant eight and Atlantic

to 6 p.m.

HOTELS.

mellew

Wednesday. On Wednesday the executive of the

# Tanish Your Wrinkles drawing rooms were lovely with American beauties and white flowers, an orchestra was also in attendance and orchestra was also in attendance and orchestra was also in attendance and orchestra was spent by Younger

International Beauty Specialist
Says Newly Invented Process
Is Most Practical, Surest and Quickest Method of Banishing Wrinkles and Developing the Bust.

Toronto World FREE BEAUTY COUPON



prominent New York physician says: This discovery is a new departure for Osborne were among those giving in-the advancement of women that should formal suppers at the Toronto Club who seek to improve their personal appearance." The discoverer of this process says she demonstrated its efficacy in her

FREE BEAUTY COUPON

You will receive by return mail fre particulars of the new process for re-moving wrinkles, developing the bus-and clearing the complexion.

lily of the valley and roses, and a similar basket was presented to her excellency, who remarked that the luncheon was the most enjoyable and best served she had ever attended. to give their services in such a worthy The guests were: Mrs. Gibson, Lady cause. The newsboys' fund is steadi-Alleen Roberts, Mrs. Nordheimer, Mrs. ly gaining ground, and the popular week, and numerous sup-ave been given after the On Monday evening MacNoughton, Mrs. Arthur Van the vice-regal party entered to the strains of the National Anthem and were escorted by the reception committee to their box where her expectations where her expectations are strained with the vice-regal party entered to the Koughnet, Mrs. Eagen, Mrs. E. F. B. Johnston, Mrs. Ramsay Wright, Miss Clarke, Mrs. Wilson, Mrs. Feather-stonhaugh, Miss Constance Boulton, Mrs. James George, Mrs. Willison, Religious received a large cluster of Mrs. H. S. Strathy, Mrs. McGillivray Mrs. Hamilton Burns, Mrs. Scott Griffin, Miss Isabel Jackson, Miss Nord-leimer, Miss Vivyan Boulton, Miss Denison. The same afternoon a large tea was given at the Ladies' Club for her excellency, who was wearing a pale grey gown and hat with ermine furs; Lady Sybil Grey being in golden brown. In the evening Miss Merritt's poo does away with so much of the in-play, "A Little Leaven," was produc-convenience and bother accompanying and Lady Aileen Roberts were black ed at the Royal, and during the peron Wednesday and also entertained on Thursday and Friday.

Thursday. On Thursday morning their excel-lencies and the vice-regal party paid an informal visit to the armories to witness the shooting of the Ladies' Rifle Association; Lady Sybil Grey week for a while and see the results and Lady Alleen Roberts shooting off a match, resulting in a tie. Later a girls' luncheon of eighteen covers was even by Lady Chapter a property of the Ladies half, do this two or three times a hair, do the hair three times a hair R. Wilkie, Mr. J. K. Osborne.

Tuesday.

On Tuesday their excellencies and Clark in honor of Ladies Sybil Grey and Alleen Roberts; the lunch table was decorated brittle. arty went to London to open the new with lily of the valley and sweet peas, berty went to London to open the new observation hospital, and the "Made I London" Fair. The Hon. Adam and Mrs. Beck entertained the party, which returned in time to attend the performances at the Royal Alexandra part in the competition. Their excel-Lieutenant-Governor and Mrs. Gibson, and face irritations. All the latter wearing a black gown with E. G. West & Co., Agents. On Wednesday the executive of the latter wearing a black gown with 10.D.E. gave a luncheon of 36 covers white lace and pink roses and her excellency being in pale grey satin and the latter wearing a black gown with white lace and pink roses and her excellency being in pale grey satin and chiffon with pearl ornaments. Lady be ladies of her household. The table cellency being in pale grey satin and chiffon with pearl ornaments, Lady Sybil was in rose chiffon and silver, with white lace and the Misses Gibson wore pretty grey chifton frocks. The tea table, set in the ball room, was arranged with daffedils while the claimeeting of the council last night.

a very pieasant hour was spent by Friday. On Friday Mrs. George T. Denison gave a girls' luncheon at Heydon Villa in honor of Lady Sybil Grey and Lady Aileen Roberts. His excellency was present at the Ontario Bar Association banquet at the King Edward before attending the theatre, and after the performance the vice-regal party was entertained at a large supper at the Toronto Club by the committee of the

Earl Grey competition. On Saturday the ladies Sybil Grey and Alleen Roberts, which the party, left for a visit to Niagara Falls, and the whole party returns to Ottawa this

Mrs. Frank A. Coryell (Evelyn Reynolds) held her post-nuptial reception last week at her pretty new home on Jameson-avenue, where the daintily furnished rooms were greatly admired 'a large number of visitors. The handsome large drawing room was decorated with pink roses and ferns, and the bride was assisted by her mother, wearing a black satin gown with gold embroidery, lace yoke and sleeves, and bouquet of pink sweet peas. Mrs. Coryell was looking charming in her wedding gown of white embroidered corsage bouquet of lily of the valley. She was also assisted by Mrs. Kennedy, in white embroidered chiffon over satin, Richmond roses and Leghorn hat faced with black velvet and trimmed with ostrich feathers and ribbon. In the dining room the polished nogany table was pretty and artistic with a centrepiece of pale yellow tulips surrounded by smaller vases of white sweet peas, the whole lighted by a handsome gold-colored Tiffany shade. The table was presided over by sappear, developing the bust and clearing and beautifying the complexion. Some markable reports are being received from women who have tried the process. Mrs. Frances Nichols, of Newark, N. J. dicsi-"I can hardly believe my eyes en I fook in the mirror and see that with pink feathers. She was assisted by Miss Coryell, Miss Mabel and Miss Mattie Scroggle, Miss Wiraley and Miss Beggie Marsales (Buffalo), the pridestraids, wearing their low tulips surrounded by smaller vases wrinkles in my face really disappear. falo), the bridgermaids, wearing their after using the freatment only two pretty yellow freeks. Mrs. Corsell will not receive again this season. Mr. J. K. Osborne and Mr. Henry C.

Nurses' Extravaganza. we case. "My wrinkies and the complexion of the complexion, an undeveloped list, scrawny neck or sunken cheeks, can the complexion out the list, scrawny neck or sunken cheeks, can the complexion out the list, scrawny neck or sunken cheeks, can the complexion out the list, scrawny neck or sunken cheeks, can marriculars by cutting out the list of the complexion of the Toys" from "The Babes in Toylard." "Dr. Cook's Eskimos." burlesque of "The French Chantecler Ballet," "Kris Kringle's Reindeer Ballet," "Little Soldiers of To-Day," with pecial settings of the Rhymes, "The Great Jingling Brothers Animal Act." National Dances of Eng land, Ireland and Scotland, "The Original Troupe of Islanders," "The Spanish Bull Fight with Toreadors," "A Clinic on the Muzzled Dog," and the beautiful finale of a procession and tableau of two hundred uniformed nurses. Plan open Monday morning.

## TALENTED ARTISTS WILL HELP HOME SCHEME

Newsboys' Concert in St. Andrews' Hall Next Friday Will Be Splendid Affair,

For the newsboys' concert on Friday April 15, in St. Andrew's Hall, the fol owing talented and popular artists ave tendered their assistance:

Misses Marletta La Dell, Belle Thompson and C. De Roy Kenney, elocutionists and entertainers; the Shepperley Sisters, instrumentalists; Messrs. Wilson and Master George Rich, comic vocalists; Williard W. Demmery and Howard Russell, baritones; Albert David, tenor; Miss Corbett, soprano; John A. Kelly, ventriloquist; Ethel Rich, in character songs, and Harold Rich, planist and accompanist.

On behalf of the newsboys of Toron to. The Sunday World expresses its rit which prompted these entertainers to give their services in such a worthy there is no question whatever but that

## Beautiful Hair Comes With Dry Shampoeing

(From Woman's National Journal)

Dry shampooing always has bee woman who takes pride in long, abundant, and glossy hair. The dry shamformance Miss Merritt was presented drying hours and abolishes the danwith a beautiful basket of Killarney ger of catching cold-indeed, is so all-roses from the Ladies' Rifle Associa- around satisfactory, that one wonders roses from the Ladies' Rifie Association. His excellency gave a small luncheon for men at the Toronto Club find any followers whatever. Dry shampoos certainly stimulate the growth of hair. There can be no doubt as to that. Just mix for ounces of powdered orris root wi four ounces of therox, sprinkle a tablespoonful of this mixture upon the head, brush the powder well thru the hair; do this two or three times a

A BEAUTY BRINGER.

pleasant skin tonic. Its frequent use keeps the pores in their natural condition, and the skin shows a healthy color and texture good for all their natural conditions. part in the competition. Their excellencies received with his honor the
Lieutenant-Governor and Mrs. Gibson.

Lieutenant-Governor and Mrs. Gibson.

The Parkdale Rink Introduces a

Owen Sound to Give \$20,000 Loan. OWEN SOUND, Ont., April 8.—The ratepayers of Owen Sound will vote on a bylaw to sanction a loan of \$20,000 to the Imperial Portland Cement

THE PIANO



## For Practice and for the Finished Player.

Some people think that any kind of a cheap piano is good enough for a practice instrument. That is a mistake. How can a child's ear be trained to learn the expression so necessary to a good musician; how can you expect a quick, true action in a cheap piano ?

Buy The Newcombe For a practice piano and you

give all possible assistance to the student. When the practice period is over the Newcombe Piano tone is as sweet as ever, the action as true as ever-nothing impaired, and

An Investment Point of view, you're money in pocket, because

When you buy a Newcombe you buy a Piano for life See the new models—Hear the magnificent tone, test the flexible action, examine the rich design and superb finish, then you'll not wonder at the enor mous demand for Vercombe City Agents. Mulholland.

Newcombe, 7 Queen East. Open THE NEWCOMBE PIANO CO., Limited HEAD OFFICE, TORONTO

GREATEST bargains in Pianos ever offered by a piano house is the universal verdict of the many who have made themselves acquainted with and profited by the

\*

REMOVAL SALE of Pianos. Player-Pianos and Organs Held by "Ye Olde Firme" of

# HEINTZMAN & CO.

[Limited], Makers of Canada's Finest Piano.

Ordinary sales sink into trivialities alongside of it. The noise of the carpenter's hammer and the mason's trowel will be heard around our new premises, 193-197 Yonge Street, for a while-but not long -making ready for our occupation of new warerooms. Then we move and this sale ends.



ment Everybody. Price in Plain

**Figures** 

Piano

on Every

## Cut Out This Coupon and Mail it To-day

Heintzman & Co., Ltd., 115-117 King street w., Toronto, please mail me special lists and all particulars of your Removal Sale, as announced in to-day's

**>>+>+** 

Bargain tunity To-day. morrow Un-

known



New Feature This Week.

What is a Metropolitan carnival? The answer might be that it is one big night of fun, nothing but fun from beginning to end.

For this carnival there is no cosumes, but every skater on the floor that night takes part, the rink furnishes a variety of funmaking devices and for novelty attraction there is nothing to equal this, so those going to the Parkdale Rink next Thursday night want to prepare for a big time. The rink will open at 7.30 sharp.

On Tuesday evening, April 12, Parkdale is holding another block party. Two prizes will be given. These block parties are very popular, and the un-certainty-of the winner until the end of the contest makes it very exciting. Parkdale Roller Rink is drawing big crowds these days; in fact, some nights the rink runs entirely out of skates.
It certainly is a treat to sit in the balcony, watching a large crowd of skaters. Some are skating alone, some couples, others are two-stepping and the sight is worth seeing.

It would be a big surprise to any citizen of Toronto who has never visited Parkdale Rink to sit in the balcony some night and see the perfect conditions that exist out there. The ventilation is the very best, cannot be improved upon. The rink is always in a nice clean condition, the floor looks like a sheet of glass, but the same time is not slippery. Parkdale Rink is an ideal place to spend an

Editor Gets Purse of Gold. WATFORD, Ont., April 9.-(Special.)
-Mr. H. F. Williams, for years a resident of this town and well-known to newspaper men thruout the country as editor of The Watford Guide-Advocate, was last night, at a public Advocate, was last night, at a public meeting, made the recipient of a purse of \$100 in gold by the citizens of Watford. Mr. Williams leaves in a few days for Vancouver, where he will take up his future residence. Mr. Williams' column of squibographs made him very popular as a humorist.

## FAT FOLKS FAVOR

Home Mixture That Takes Off the Fat Rapidly—Causes No Wrinkles—No Stomuch Ills and Requires Neither Dicting Ner Exercise.

Too much fat is both uncomfortable and dangerous, but usually fleshy people prefer to put up with its inconvenience rather than punish themselves with the thresome exercising usually pruscribed, or endanger their health by taking the socalled "cures" and patent fat "reducers,"

called "cures" and patent lat reacters.

The self-sacrifice of comfort and health to overabundant fat is entirely unnecessary, however, as Mrs. Luella Bigger tells us there is a home receipt that is far superior in every way to anything money will buy for reducing superfluous flesh. It is said this simple mixture will take the fat off of man or woman at the rate of at least a couple of pounds a week without even causing wrinkles. Moreover, it does not disturb the stomach, but is a good thing for the system. Clearing away pimples, and, best of all, it does not interfere with the clear. You



BEULAH WATSON. "A Gentleman from Mississip-Princess Theatre, week April 18.

"A Gentleman from Mississippi, which has been playing in Chicago for many months, defying all kinds of weather and breaking records for boxoffice receipts, comes to the Princess Theatre for one week commencing April 18, with the entire Chicago cast headed by Burr McIntosh, one of America's greatest character actors, and Will Deming, a brilliant young light

The play deals with the adventures of a southern senator and his ramily in Washington, and is the work of Harrison Rhodes, a well-known courharrison Rhedes, a well-known ournalist and author, and Thomas Wise,
the comedian. The play has been
given a lavish production by Wm. A.
Brady and Joseph R. Grisner, from
whose workshop came such fire piofreshments. whose workshop came such fine pic-ductions as "The Man of the Hour." "Way Down East," and many other successes. There is a splendid com-pany headed by Burr McIntosh and

lengthened 35 feet, the C. P. R. steamer At a hase cleared to-day from the new yard of the Collingwood Ship-uilding Company for Owen Sound. The steamer is now 291 feet over all, and the additional length gives it a fine appearance, Captain James McCannel is in charge with William Lockerbie as chief en-

SOCIETY NOTES.

An orchestra furnished the music for the occasion with Professor Fallon presiding at the plano, dainty refreshments being served at 12 o'clock. The couples returned to the parious whe dancing was kept up until 3 in the

CHOPIN CENTENARY—Musical Event of the Year Master Pianist—Acclaimed MBOURG World's Greatest Chopin

MASSEY HALL, MONDAY, APRIL 11th

AT 8.15 p. m.
Prices—50c. 15c. \$1.00 \$1.50. Phone orders

DYEING and CLEANING

Ladies' and Gents' Wearing Apparel, Curtains, Drapes, Feathers, Gloves, Etc.
Everything handled by the most modern and scientific methods. Goods called for and delivered Express paid one way on out-of-town orders.

A. F. BURTWELL'S WORKS 347 Dundas St., Toronto. Phone Park 2257. Estab. 1900.

Royal Money & Stamp Co. 150 Nassau St., N. Y. City

SEND FOR FREE BOOKLET No.

on Wednesday evening, the occasion Golden, winning the prizes. After re-freshments, music and dancing were indulged in until an early hour. The out-of-town guests included friends Unequalled for Quality and Value

LOAF

has gained a name and fame.

Customers perfectly satisfied is our best reference. Your neighbors enjoy it, so should you.

Phone College 3561

"Way Down East," and many other successes. There is a splendid company headed by Burr McIntosh and Will Deming.

ATHABASCA A NEW BOAT

ATHABASCA A NEW BOAT

C.P.R. Steamer Lengthened to 291
Feet—Clears for Owen Sound.

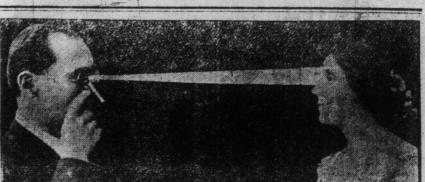
COLLINGWOOD, April 9.—(Special.)

—After being thoroly overhauled, all traces of the accident at Flower Pot Island last October removed, and lengthened 35 feet, the C. P. R. steam—

Indicate the following guests included friends from Buffalo, London and Oshawa.

Mrs. G. L. Vivlan's euchre was a bright event Tuesday afternoon. The hostess received her guests wearing a handsome gown of black ninon de sole with jet trimmings. Seven tables were played, the prizes being won by Mrs. Patterson, Mrs. Aprold, Miss Edna Megill, Mrs. J. G. Harvey, Mrs. W. A. Denton, Miss L. Devine, Mrs. Devaney. Mrs. J. Kennedy. A dainty tea was later served in the dinling-room, which was profusely decorated with American beauties and smilax. Among those present were: Mrs. G. W. McIntyre, Mrs. C. M. Ricketts, Mrs. P. W. Matthews, Mrs. Nieholl.

GW McGill, Mrs. J. C. Gilbank, Mrs. R. G. W. McGillian Clouston of 280 Robert-street, Thursday evening, by quite a large number of friends and was thoroly enjoyed by all.



clearing away pimples, and, best of oil. It does not interfere with the diet. You are use it mist at the same time of wight the clear you will be are time of wight. This receipt is as follows that the same time of wight. This receipt is as follows the part of the same time of wight. This receipt is as follows the part of the same time of wight. This receipt is as follows they had enjoyed every monor, or the bours spath.

Mr. and Mrs. George W. McGill and the course of perpendicular and two courses the ergagement of their young-est daughter. Edna Christine, to Arthur after each meal and at bedtime.

Mrs. Bigger, as is well known, is a famous beauty expert, and whatever she recommends is sure to be found eminent. In an injoyable evening was spent at the home of Mr. and Mrs. P. J. Golden, Hours—9 to 6 Dally, and Therefore.

An enjoyable evening was spent at the home of Mr. and Mrs. P. J. Golden, Hours—9 to 6 Dally, and Tuesday, Thursday and Saturday Evenings 7 to 3 p.m.