

est Matches
e World
e Cheapest
ARE

DY'S
IT 500'S"

DY COMPANY
LIMITED
CANADA

a new way, looking at
angle which seldom
the average person. She
by Frank Mayo, a lay-
otton picture fans, and
a screen beauty whose
ave always won sincers

obertson at Strand.
morrow and Wednesday
e Strand Theatre will
age of seeing the world's
Sir Johnston Forbes-
a supreme and super-
of Charles Reade's
aces." The great actor
ounded by what it is as
o describe as the finest
d either for the
the screen. Among the
actors and actresses in-
cast may be mentioned
exander, Sir John Hare,
croft, H. H. Irving, Ben-
rude Elliot, Winnie
Cooper.

Walsh at Madison.
sh does some marvelous
ave and Bold," the Wil-
lution, in which he is
Madison Theatre today.
Wednesday. The photo-
g, humorous and as full
hot tamale."

d of Paradise." The
two will present Richard
s Hawaiian romance
Paradise," at the Royal
eatre for one week, com-
ing evening, Aug. 26.

n to the Right."
no shots or shocks and
reference to the war in
Right," the comedy of re-
s, sweet women and
which opens the new
series. Monday, night,
Winchell Smith and John
the authors, have woven
tender heart interest
which ranks with Ma-
er successes. "Brewster"
The Fortune Hunter
placed on sale Thursday

ghter of the Sun."
r of the Sun," an Hawai-
charm, will be the op-
n at the Grand Opera
tencing Monday, Aug. 26.
one of superstition, in-
onance and the interest
thruout. "The love affair
American and "Loa," an
atterly, lend to the play
charm.

Need
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Say

ankful I was to get
and fully made up
that I would write
you how useful Dr.
ointment was.
survivor of the Gal-
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and that it afforded
relief from poison
bites and bushes, and
ing it for all manner
or wounds and

Sterrett

LAGE

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DOROTHY DIX'S TALKS THE TWO POINTS OF VIEW

BY DOROTHY DIX
The World's Highest Paid Woman Writer.

Perhaps there never has been a time when youth and age looked at the problems of life from the same standpoint. Certainly they do not now, when each generation makes for itself a new world with a new outlook, and this is particularly true as regards the feminine sex and all that pertains thereto.

The girl of today is no more like the girl that her mother was than if she were an inhabitant of the planet Mars, who had accidentally been dropped down on New York or Boston or Suesunk. The things that mother found thrillingly interesting, simply bore daughter stiff. The hopes and ambitions that fired mother's breast do not interest daughter. The things that daughter finds interesting and wants to do and is determined to do wild horses couldn't have dragged mother into doing with her, and she is a disappointment to mother. I know how she feels about me. She feels like a swan who has hatched out an ugly duckling, and she wonders how she came to do it.

"What mother would like would be for me to be just the same sort of a girl that she was. I would be just as just to please her, but you can't turn back the hands of the clock. When mother was my age she had nice, dainty little tootsie wooties and wore a number two shoe. I have played golf and tennis and taken hikes all of my life, and I wear a number four shoe. Mother had worn a tight corset since she was thirteen, and had an eighteen-inch belt measure. I have a natural waistline.

"All of that goes mentally as well as physically, and I can no more get into mother's point of view about what a girl should be and do, than I could get into the clothes she wore when she was a girl. They don't meet on me by six inches. Poor mother, and poor me!

"Mother can't understand why I want to go to work and do something worth while in the world, some real work that counts, and that shows results in dollars and cents. I can't make her see why it seems to me utterly silly for a human being who has a brain and who has spent ten years in cultivating it at a good school, to spend her time in doing what is called woman's work, in embroidering dinky little dollies, or crocheting miles of silly little edging, or fussing over putting in miles of hand work on underclothes that nobody sees.

"A criminal waste of time, I call about nine-tenths of the work that women do, but mother thinks it is the refined and proper thing for a gentle woman to do, and that there is something abnormal in a girl who can't feel that it is her great mission in life to run pink and blue ribbon in her lingerie.

"And as for trotting around irresolutely, and going from party to party, and lunch to lunch, and dinner to dinner, meeting the people who have never done anything else all of their lives, and to whom the most important question in the world is what sort of an entre is going to be served, to whom the greatest discovery of the age is a new cocktail, and the most vital issue of the times, whether the Jones have a new car, or the Smiths can afford the style in which they are living, why I simply haven't the strength to do it, not even to please mother, for I am not the stuff, of which martyrs are made. I would perish of softening of the brain in a year if I had to listen to that twaddle.

"I know that people consider those of us girls who don't have to work, and yet insist upon working, as freaks. They say we are career mad if we go in for professions, and that

"She wants to go to work. She says that she considers it is disgraceful for a woman to be a loafer, an idler and a spendthrift for a man to be on, and that she simply cannot look herself in the face unless she is engaged in some productive labor that is of use in the world, and she is begging her father to let her take a course at a commercial college and go into his office on the same plane that he would take on any other girl—and especially on the same plane that he would take his son into his business.

"What do you think of that? And all these years I have been so thankful to think that we would be able to give our little girl ease and luxury and protect her from the hardships of life! Why, I have never seen a girl standing behind a counter or bending over a typewriter that I didn't have a little drop of gladness that Ellen would be safe from that, and now that is

the very thing that she is pining to do. And I could weep with disappointment for myself. I thought we would have such fun going out together in society, and the only place she will go to go to is a business office. I thought I would have such joy in dressing her up, and all the clothes she will have are plain little tailor-made things. I thought we would have such good times in gossiping to do, and the only things she is interested in discussing are heavyweight topics, about the betterment of social conditions or the future of the steel trade or the price of stocks.

"Yes, Ellen is a pretty girl, and a good girl, and a clever girl, but she is a problem, and believe me the problem daughter is a million times more of a problem than the problem son."

And the girl says: "I am awfully sorry that I am such a disappointment to mother. I know how she feels about me. She feels like a swan who has hatched out an ugly duckling, and she wonders how she came to do it.

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"Shampoo, Sir?"

There would be decidedly less baldness if more men knew the great comfort and simplicity of the Lux shampoo. Its rich lather thoroughly cleanses and invigorates the hair and scalp. Washing the hair is oft-times something of a task but with Lux it is no trouble at all.

Lux will remove only the superfluous oil—the dust and grime—it is so pure it can injure nothing that pure water itself may touch.

Rinses out absolutely clean leaving the hair soft, silky and glossy with new vigor and health.

LEVER BROTHERS LIMITED, TORONTO

LUX

we are not only hunters if we get jobs as stenographers or clerks, but because we don't need money is no indication that we don't need something that money can't buy. And one of these things that money can't purchase is a real, vital interest in life. We have to find that thru our own efforts—by work.

"I am sorry for mother. I wish I could go back and get her point of view, that woman is a parlor ornament instead of a cog in the machine of life, but I can't. I belong to my day and she belongs to hers, and there is a gulf of thirty years between us, that neither of us can cross. That is all there is to it." (Copyright, 1918.)

SOCIETY

Conducted by Mrs. Edmund Phillips

The premier and Lady Hearst and Mrs. Stevens, New York, their guests, motored to Niagara-on-the-Lake on Saturday, and returned at the Queen's Hotel, going on to Niagara Falls, spent Sunday at the Clifton and returned to town today.

Brig-Gen. Cruikshank has returned from overseas after spending some time in France and also after a visit to the grand fleet.

Sir George and Lady Foster are expected back in Ottawa from Dalhousie, N.B., where they have been for several weeks at the Inch Arran.

Sir John and Lady Aird arrived in Vancouver last week. They were accompanied by Miss Aird. They motored to Victoria from Nanaimo, whence they sailed for Japan to spend a few weeks with Bishop Hamilton.

Sir Sam Hughes motored down from Eagle Lake yesterday and went on to Ottawa last night.

Sir Henry and Lady Pellatt entertained the regent, Mrs. Ambrose Small, and the members of the Sir Henry Pellatt Chapter, I.O.O.F., at their country place at Lake Marie on Saturday afternoon. A private car was provided for the Metropolitan.

motors conveying the 100 guests on to the house. The beautiful grounds were justly admired, a number of the younger guests going boating on the lake. Sir Henry as usual was a most thoughtful host, exhibiting everything of interest including a museum, containing specimens of fur and feather captured on the estate. Dinner was served at small tables placed on the lawn, the tables decorated with roses and ferns from the gardens at Casa Loma. Lady Pellatt had asked a number of her friends, who, under her guidance, provided for the wants of everyone. Mrs. Small thanked the host and hostess in a neat little speech, and the party broke up singing "For They Are Jolly Good Fellows."

Mrs. James Dunn is at the King Edward.

Captain and Mrs. Whitmarsh, Providence, R.I., are in town.

Mr. and Mrs. J. S. Dignam have returned from their farm at Muskoka.

Mr. R. F. Gagen has returned home from New York, where he was with his mother, Mrs. Queenie Lancelotti, who has been at Athlery for a visit, returning home today.

Lady Borden, of Cambridge, N.S., who has been visiting her son-in-law and daughter, Dr. and Mrs. Gordon Hewitt, will be home for some weeks, leaving next week for her home in Canada, and will be accompanied by Mrs. Hewitt, who will remain with her for the next few days.

Mr. and Mrs. J. B. Clark have returned from a visit to Orillia.

Mr. and Mrs. George MacBeth and Mr. and Mrs. Kenneth MacBeth are at the Queen's Hotel, Niagara-on-the-Lake.

Darcy MacMahon and her daughter, Miss Hope MacMahon, are the guests of Mr. and Mrs. Fred Carling at their summer residence at Fernbank on the lake.

Mr. and Mrs. Galey motored from Waterbury, Conn., and are staying at the King Edward.

A military wedding was solemnized at Bloor Street Presbyterian Church when Marjorie, only daughter of Mr. and Mrs. A. Forest Angus of Regina, Sask., was married to Lieut. W. W. Hansen, R.A.F., of Toronto. The ceremony was conducted by Major Crawford Brown, chaplain of the Royal Air Force. The bride was attended by Miss Nora Hamilton, Regina, and Lieut. Youngblood was groomsmen.

During the signing of the register the bride's brother, Cadet Kenneth Angus, R.A.F., sang. Cadets of the R.A.F. formed a guard of honor on the steps of the church. Lieut. and Mrs. Hansen left for Muskoka and other points.

RESCUED FROM BOATS.
Life-Saving Crew Bring in People Who Were Stranded.

With the exception of two runs made by the life-saving crew, the week-end passed quietly along the waterfront. The cooler weather has reduced the number of pleasure craft on the bay.

At noon Sunday, the lookout at the station reported a launch on fire about a mile off the Eastern Gap. The crew immediately got out, and was successful in getting the flames under control, after the deck and part of the hull of the boat had been burned away. Two men and two women were brought in, none of whom were hurt. The hull of the burned boat was towed in by the crew.

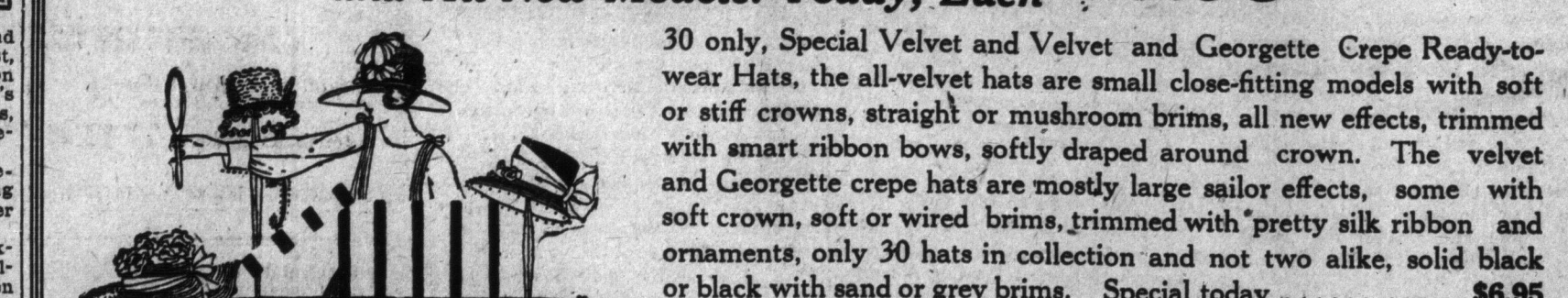
About 9:30 Sunday morning, a telephone message was received from the New Toronto pumping station, to the effect that a sailboat was seen in distress out in the lake. The crew put out, and after a lengthy run succeeded in locating a yawl belonging to the Queen City Yacht Club, which was in the lake. The men in the boat were forced to remain out on the lake all night, until they were seen yesterday morning.

TO MEET SATURDAY NIGHT.
Local 113 of the International Union of Street Railwaymen at Sunday afternoon's session at the Labor Temple decided to hold a mass meeting next Saturday night to consider the grievances of the men. These grievances are in respect to the schedules now in force, and which it is alleged, place the men to great inconvenience.

Murray-Kay, Limited AUGUST CLEARAWAY SALES

Murray Store: 17 to 27 King St. East
Kay Store: 36 and 38 King St. West
Store Hours—8:30 a.m. to 5 p.m.
On Saturdays we Close at 1 p.m.
Telephone Exchange Connecting All Departments in Both Stores—Adelaide 0019

A Record Breaking Offering in the Millinery Room 30 Beautiful Hats—No Two Alike \$6.95 and All New Models. Today, Each \$6.95



30 only, Special Velvet and Velvet and Georgette Crepe Ready-to-wear Hats, the all-velvet hats are small close-fitting models with soft or stiff crowns, straight or mushroom brims, all new effects, trimmed with smart ribbon bows, softly draped around crown. The velvet and Georgette crepe hats are mostly large sailor effects, some with soft crown, soft or wired brims, trimmed with pretty silk ribbon and ornaments, only 30 hats in collection and not two alike, solid black or black with sand or grey brims. Special today \$6.95

Charming New Neckwear In a Wide Range of Effects \$3.50 Values, Today \$1

Surely these new designs in Neckwear will not only accentuate the beauty of your dress or suit, but will also offer unlimited opportunities for a variety of dressy effects.

Ruffings, Guimpes, Collars, Collar and Cuff Sets and Vestees vie with each other for highest popularity, and can be had in georgette satin, organdie and pique.

Georgette Collars, deep square model, some hand-drawn, others trimmed with lace and insertion, as well as tuxedo effects. Organdie Collars, Collar and Cuff Sets and Guimpes, either all white, or white with colors, some embroidered, some lace trimmed, others with fitted edge.

Satin Gypsy Collars and Collar and Cuff Sets, either square or tuxedo effects. Pique Collars and Collar and Cuff Sets as well as crepe collars in all white or white with black, suitable for mourning wear. Collars in this collection priced up to \$15.00. A real bargain at today's price, each \$1.00

Dainty Handkerchiefs
20c Value, Today, Each, 12½c
You'll buy these by the dozen. Dainty little handkerchiefs of fine white dimity, all white, with colored borders, and embroidered corner, also white with black border. Regularly each 12½c 20c, at today's price 12½c

A Collection of \$4.00 Hand Bags
Priced for Today, \$2.00
In our Leather Goods Section today notable values are to be the order of the day. Here are satin, silk and more than 1000 silk lined in black, brown, grey, taupe, sand, green and tan, and in each one you'll find a small mirror and a change purse. These are our regular \$4.00 hand bags, for today we've marked \$2.00 the price to, each

Tables Piled with Bargains in Wash Goods
A table of fancy and plain Scotch gingham and chambrays. Stripes and neat checks; 50c value, today for 35c
A table comprising 300 yards Tortois's fine cord piques and crepe ratine and 250 yards 36 to 40 inch velvets and Irish shirtings, values 60c to 75c a yard. Today, a yard 39c
A table of silk and cotton brooches and zephyrs. All white and plain colors. Rich, lustrous fabrics for dressing gowns. Value 75c. Today, yard 59c

Imported Coats for Women
Odd Garments Formerly Priced up to \$80.00, on Sale, Each at \$15.00
They're lovely Coats — they bear the imprint of aristocracy in style and the materials are delightfully fine. It's a final season end clearaway. Make sure that you're here early enough to secure a choice. Here's a partial list of the garments; there are many others equally attractive.

A Pale Blue Cord Velvet Coat, lined throughout with white silk, square collar, white buttons, belt overlapping in front. Regularly \$37.50.
A New York Model, Navy Broadcloth, beautifully lined with tan colored satin, deep cape collar with pointed ends and tassel at back. A \$75.00 model.

A Taupe Colored Coat, Paris model, Basket cloth, with navy satin lining throughout. Handsomely trimmed with blue and taupe French braid at collar, cuffs, pockets and back. Regular value \$75.00.
A charming Pink Silk Poplin Coat, in allover style trimmed with white fur collar, cuffs, and fur pompons at end of sash. One of our \$37.50 models.

An Evening Wrap of Rose Broadcloth, lovely black silk collar, and heavy silk cord and tassel at side of collar. Regularly \$37.50.
Another Evening Wrap of Cream Colored Gabardine, blue silk lining, new sleeveless effect, round cape collar with tassel, braided covered buttons adding smartness. An \$80.00 New York Model.

Deep Sand Colored Coat, Bulloz French Model, white silk lining throughout, with long revers, collar and cuffs, as well as pockets and new shawl collar of white wool cloth. The original price \$50.00.

Boys' English Sailor Suits
The New Fall Models Have Arrived
What with submarines and other handicaps, shortage of material and labor, one wouldn't be surprised if we hadn't been able to get a single one of these English Sailor Suits this season—but they're here, we're glad to say, and the qualities are just the same as we've been supplying for a number of years. Now we advise you to make your selections at once, and be sure to get all you can. It's a question whether we'll be able to bring over any more this season—a customer told us the other day that there was nothing under the sun so picturesque and distinctively English as these sailor suits. Wasn't it a nice way to describe them?

Boys' Navy Serge Sailor Suits, for ages 3 to 7 \$12.00
Boys' Navy Serge Man-o-war Suits, for ages 3 to 7 \$13.50
Boys' Navy Serge Man-o-war Suits, for ages 3 to 7 \$14.50
Boys' Navy Serge Man-o-war Suits, for ages 3 to 7 \$16.00
Boys' White Drill Sailor Suits, for ages 3 to 5 \$5.50
Boys' White Drill Sailor Suits, for ages 3 to 5 \$6.50
Boys' White Drill Man-o-war Suits, for ages 3 to 5 \$6.75
Boys' White Drill Man-o-war Suits, for ages 3 to 5 \$7.25
Boys' White Drill Middy Suits, for ages 3 to 5 \$7.25
Boys' White Drill Middy Suits, for ages 3 to 5 \$8.00
Boys' Galatea Sailor Suits \$10.00 to \$12.00
Boys' Galatea Middy Suits \$4.50 and \$5.00

EMPIRE DAUGHTERS
SPEND DAY ON FARM
Sir Henry Pellatt Chapter Have Delightful Outing at Lake Marie.

Lovely Lake Marie, which centres the scene situated about 22 miles from Toronto, known as the Pellatt farm, was the rendezvous on Saturday of the Sir Henry Pellatt Chapter, I.O.O.F., the members of which had been invited by honorary regent, Lady Pellatt, to spend the afternoon at this exceptionally attractive spot.

A private car was in waiting to take the party along the route of the Metropolitan line, and at the end of the 20-mile drive conveyances of many kinds took the members of the chapter to the house. Four fine horses drawing a great wagon load carried the first contingent, and this was followed by carriage, car and motor, all piled with the daughters, who laughed and sang with the joy of children let loose from school as they drove along the country road under the sun of an ideal August day.

Sir Henry Pellatt and his brother were on hand to help the travelers to alight, and Lady Pellatt welcomed her guests on the shady verandah. After registering in the visitors' book and a few minutes' rest in the comfortable lounging spots which the house and verandah afforded, the party, piloted by the host, made a tour of the farm. The route led by fields of vegetables in fine condition and bordered in many cases with tall, glowing sunflowers.

Lake's Source a Spring.
Charming and most surprising to be found in such a spot is the lake which was the loadstone that drew Sir Henry to choose the location as a site for his farm. The beautiful water has no apparent source—it is in fact a spring—it is very deep in the middle, a hundred feet down not finding bottom. The lake is fringed with beautiful trees and bass and trout were caught on the very morning of the visit. A tree-shaded path leads down to the boat-house and some of the party availed themselves of the opportunity for a delightful row upon the smooth sheet of water.

Returning to the lawn, tea was found spread out on long tables, the meal having been prepared in a stationary kind of marquee from one corner of which the Union Jack floated. The generous menu was done full justice to by the party, whose appetites had been sharpened by the outing and never were hungry mortals waited on more charmingly, the hostess herself going among her guests seeing that nothing was overlooked.

When carriages and wagons were again called, and before a start was made for the return, Mrs. Ambrose Small, regent of the chapter, called for a hearty clap for Lady Pellatt after which someone started "He's a Jolly Good Fellow" in recognition of Sir Henry, who had been an untiring and most informing guide through the rambles of the afternoon.

Owing to some hitch, there was a somewhat longer delay than had been anticipated in making a start on the Metropolitan line, but matters were finally righted and a delightful ride in the cool of the beautiful August night closed, what was for all, a memorable and most enjoyable outing.

FIRE AT STOUFFVILLE.
Stouffville, Aug. 18.—At 5:25 this evening fire broke out in the premises of the Stouffville Bread Co. The fire brigade made a quick run and soon had the blaze under control. The building was gutted and fixtures and stock destroyed by fire and water. A carload of flour was damaged.

ANNOUNCEMENTS
Notices of future events, not intended to raise money, 2c per word, minimum 60c; if held to raise money solely for Patriotic, Church or Charitable purposes 4c per word, minimum \$1.00; if held to raise money for any other than these purposes 6c per word, minimum \$2.50.