THE LAUNCH OF THE LEAVES.

Whose whispering waters run to seek the sea. Where slender alders and pale aspens

gleam And every wych-elm seems a golden

But each gay galleon is a faery's The good folk throng the craft from

Tho to sweet reedy pipes they laugh

The Hunter's moon is rising, broad

A bronze lamp in the ashen colored sky, To light their shallops down the

stream to-night—
Far thru the woods I hear the white

From the low bridge I watch them on

their way, Fleeing the sunless, starveling days

"Tell a woman you can make her beautiful," says one of the greatest scoundrels in the "beautifying of women" traffic, "and she will give you all the money she has or can get." And it would seem so, judging from the results recently made public of examining some 20 of the hair dyes, lotions, creams, that are sold with promise 10

give vigor to woman's hair, or to re-move all kinds of defects from the

face. Not only were the most of these frauds found to be frands, but alsowhat is infinitely worse—they were found to contain such drastic substan-

ces as salts of mercury, lead or zinc And all this in the face of the adver-

ly conducive to fatal poisoning. "But" say a number of women writing to us.

"why does not some law protect us from these frauds?" They overlook the

real question: Why are women such fools as to use these concoctions? A

woman can protect herself infinitely better than any law can protect her.

Let her stop being a fool.

The case is not always quite as ra-

The case is not always quite as represented. We are accustomed constantly to buy certain articles in the market for certain definite purposes, and supposed to be of a certain quality. For instance, cold creams are commonly used for sunburn, irritable surface and other slight skin troubles.

When we buy a pot of cold cream in a reputable shop we naturally expect it

to be at least up to the average, and

we are bound to receive protection

from the government in the case of

mire the style (a French corset), color-

ing (often every realistic) and hair

bad drugs.

ms, that are sold with promise 10

and sing:

owls cry.

VE REPAIRS, FOR e in Canada. 380 East Phone Main 6252. BALISTS. OINTMENT CURES Varicose Vein, Piles, presented money reay-street, Toronto.

OTELS. L, FRONT-STREET HOTEL is now at 90 till new premises ddy Evans.

ELERS. Queen West, deal-ds and jewelry, etc.

RIMSTIN CO., exclu-

DEALERS. DLEY, wines and West Queen-street, Toronto. Goods de-parts of the city.

wines and liquors, and Sherbourne. BIRDS. TORE, 109 Queen-st

LICENSES. rriage licenses go to SSUER OF MAR-INGS AND HATS. STON, 415 Parlia-pposite Gerrard. N.

STOVES AND S, 371 Yonge-street, oves and Ranges, adminand. Phone M.

PHARMACY, 351 FRAMING. 1 SPADINA-OPEN D DECORATING.
O, LIMITED, 64-68
fain 922.
RAPHERS.

The Great Group 492 Spadina-avenue tos a specialty, cor-Queen. Phone Main West Queen-street, aphs made at night.

LER, Artist and formerly of 294 est, now 452 Queen lain 6215. CO., LIMITED, 313-ARD, 246 Spadina-

RANTS. ITED, restaurant ters, open day and aty-five cent breaknd suppers. Nos. 35 een-street, through eet. Nos. 38 to 50. CO., 142 Victoria-or Jones' high speed and family ma-

AND STENCIL oved to 137 Church I. 1028. FURNACES. 304 Queen W. M.

KING EAST .red shoes. Phone BRO., 717 Yonge-

ND BAGS. ATHER GOODS

Tel. Main 3730.

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931 Queen-st. w.

ce in connection.

undertaking par-ueen-street. Main

ERINARY SUR-Dentist, 181 Spa ne Main 4974.

MOUR-BARRIS-

Notaries, etc., 103 elephone Main 963. Eric N. Armour.

HTCHELL, BAR-

presentatives at

WALLACE-en East, Toronto,

RISTER, SOLICI-ey, etc., 9 Quebec King-street, cor-

nro. Money to

H. BARRISTER

NEIRS.

SURGEONS.

ARDS.

(carefully brilliantined) of a pret y woman they see, would be the first to COMPANY, "Star condemn her folly, did it cost her her removed from 530 East Queen-street, et. Main 4857. hair, her health, or the smoothness et. Main 4857 That beauty is desirable is no doun true. Like every other valuable asset, irect importer of it must necessarily be prized. But the ridiculous things that are written, played and sung about mere physical good looks, and are not either true or specially healthy—these are the things that cause women to make ridiculous for best value. 128

dolls of themselves. One remembers very well the early days at a secondary school, when one girl was very much ridiculed by the others because she wouldn't wear corsets and pad. Pads were as fashionable then as straight lines are now. And the little maids of 13 and 14, who good of our country?

mane League.

World Pattern Department



The ladies' Home Journai comes out with a special editorial directed against one of the more permicious instances of faddism among the feminine members of the community. The case is put as follows:

Tell a woman you can make he:

2106—Girls' Dress.

Paris pattern No. 2106. All seams allowed. In green and blue checked mochair suiting, this dainty little frock is most serviceable for school and everyday wear. The waist has a wide tuck over each shoulder in the front, and cioses at the centre-back under a box plait. The full skirt is gathered and attached to the waist, under a belt of the material. Two rows of green velowing the straight collar and shaped cuffs. The pattern comes in four sizes—6 to 12 years. For a girl 10 years, the dress requires 33-8 yards of 36-inch material, and 103-4 yards of velvet ribbon. Price of pattern, 10 cents. Please do

Pattern Department Toronto World

end the above pattern to

tisyWanted-(Give age of Child's or Miss' Pattern.)

And all this in the face of the advertised assurance that these things are perfectly harmless"! Yet here are ingredients that, when rubbed into the gredients that, when rubbed into the gredients that, when rubbed into the perfectly harmless"! Yet here are ingredients that, when rubbed into the perfectly harmless ingredients that, when rubbed into the prediction of the p to buy, for from stem to stern this immense ship of commerce has been loaded with the goods the people want and will need this winter; and, for pleasureseekers, there was something worth ning for, as all who were there yesterday will testify.

The festival will continue right up till Thanksgiving Eve, so if you were not there yesterday come to-day.

For the Housekeeper. THANKSGIVING DINNER

A Thanksgiving dinner without the turkey seems rather an anomaly, but an excellent menu is suggested by one American paper, as follows: Canapes of Anchovy with Chopped MENU. Parsley.
Oysters, Horseradish, Celery,
Salted Nuts, Olives,
Cream of Corn Soup.

As for the beauty specialist, he is a natural product of the time. It is amusing to note how men who ad-Fish Sauce, dressed Cucum. bers. Potate Balls. Leg of Lamb, Mint Jelly,

Bermuda Potatoes. Yellow Turnips Lemon Sherbet, creme de Menthe Capon Breast with dressed Lettuce. Wafers, Cheese

Coffee. Vancouver's First Baby.

We Sell

McCall's Patterns,

10c and 15c.

"HOME OF THE HAT BEAUTIFUL"

McKENDRY'S, LIMITED

McCall's Patterns are the best, that's why we've got them

NOW FOR TWO RECORD-BREAKING DAYS, TO-DAY and SATURDAY

Wonderful what enthusiasm comes from successful merchandising. What crowds of pleased women have crowded the store during the first weeks. What pleasant things they say about our goods and our prices. Every employe is on the tip-toe of expectation for two record days, and they've all worked like beavers to produce hundreds of the daintiest Hats ever seen in Toronto, at prices that simply captivate every customer. THERE'S NO MISTAKE IN BUYING BARGAINS LIKE THESE

Brown and Navy Dress Hats, 3.90 Extra special for Friday and Satur-

Misses' Trimmed Hats at 2.25 Brown, navy, and all colors in Misses' Fine Felt Flop Hats, trimmed with wide bows of silk and ribbon. Special for two days at 2.25

Street Hats at 1.00 There are only 18 in this lot, so they are only good for Friday morning. New York Street Hats, for all ages, very smart. Regular \$1.98, \$2.25, and \$2.90. Out they go at, each 1.00

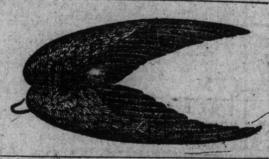


Another 98c Sale

286 dozen is a good many Hats to buy in one lot. How many millinery stores in Canada could buy 'em? We did. They are the newest shapes extant. We got a big bargain; so will you. Plenty of tans, browns, navy, black, white, and every color you can think of; fine qualities. All at one price.

Lovely Wings and Pompons, 25c

Large Wings, Soft Mounts, and French Pom-Poms, in black, white, brown, navy, emeraid, and all colors. The greatest Wing offering ever made in Canada. Never mint what they're worth; look at them; they speak for themselves. For two days, your choice, at... 25



Children's Hats, 49c

Hundreds of the dainty Felt Napoeons, trimmed in different styles, all colors, always sold at \$1, \$1.25, and \$1.49, what a bargain at 49 Pattern Hats reduced to half-price.

2nd FLOOR BARGAINS

Lovely Coats at \$10.00

Ladies' Black Cloth Coats, Kersey and beaver and box cloth, artistically trimmed with silk braids, velvets, and self strapping, \$15.00 Coats all over town. Here 10.00

3-4 Coats at \$5.00

Ladies' Medium and Dark Tweed Coats, 3-4 and 7-8 lengths, semifitting and box styles, all sizes; regular \$7.50 and \$8.50. For 5.00

Misses' Skirts \$1.49 Little Misses' Skirts, made of good tweeds, vicunas, and Pansmas, 24 to 33 inches long; 1.49 regular \$2.00 to \$2.75. For

Fur Ties at 65c Girls' White Coney Neck Ties, with clasp fastener and tails. .65

Fur Scarfs Priced Low

Women's Isabella and Opossum Scarf, shaped, three specials for Friday and Saturday, \$3.75, \$5.00. and \$7.50. Muffs to match at \$3.00.

\$7.50 Fur Ties for \$5 Women's Marmot Ties, shoice skins, very prettily marked, 5.00

We're clearing out White Waists. See the fine bargain lots on the tables.

FRIDAY BARGAINS

Sample Boots and Oxfords And Fur - Trimmed Boots JOC

In all styles. A large manufacturer's sample lines purchased at 50c off the regular price.
Your choice of these fine samples to-morrow. Regular prices 98c.

Women's Boots and Fancy Slippers, Regular \$3.50 to \$4.50



Women's Spats, all sizes, 49c. Reduced from 1.00

Boys' and Girls' Boots at 1 Regular 1.75 to 2.50 Quality Box Calf, Vici Kid. Velours Calf, Patent Leathers On bargain tables in basement store.

McKENDRY'S, LIMITED,

226 AND 228 YONGE STREET

Miss Ada Greer, Miss Mauda Fergu-son, Miss Ethel Parker, Miss Beatrice

Personal.

Referring to a despatch from Prince Rupert, to the effect that the town's first-born is a Jap. a Vancouver citizen writes The World:

"Vancouver's first baby was a 'white' girl, married a short time ago to the comptroller of the British Columbia Electric Railway Company. Which town got the best start in population for the good of our country?"

At the King Edward: F. E. Stafford, Alex MacKay, London, Eng.; I. F. Bradbury, Birmingham, Eng.; L. D. Stuart, Sydney, Australia; Mr. and Mrs. Invitations are out for the final hop of the Kew Beach Club to be held Saturday night at their club house, lake front of Lee-avenue. These weekly events have become immensely popular, with the younger members of the club, and a large turnout is expected for the last of the October ser-

And the little maids of 13 and 14, who are to become the mothers of stalwart (?) sons, began then to crush their waists into steels. No one wanted to play tennis. No one wanted to skafe except with the boys, and so it went. And to be absolutely just, the boys (and the men, too) admired and still admire the type of girl who was spendthrift of youth, vigor and what makes for a steady head and clear thinking.

The Children's Aid Society of Toronto is appealing to the scholars of the technical, high and public schools of Todad and still of the child-saving work of the society.

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The Children's Aid Society of Toronto is appealing to the scholars of the technical, high and public schools of Todad and now resident at Bangkok, Siam, was united in marriage to Miss Annie Capt. C. Edlefsen, on Sept. 16. The civil ceremony took place at 9.30 a.m. at the British legation, and this was followed by a religious ceremony at the Wang by a religious ceremony at thinking.

Shopping a Pleasure at Eaton's These Days.

Shopping a Pleasure at Eaton's These Days.

Shopping a Pleasure at Eaton's These Days.

Settle Days These Countries The Days These D

ray-street, last Friday afternoon. Mrs. Parsons wore her wedding gown of silk gauze over silk and chiffon. The deep yoke was composed of Irish lace and finished with ruchings of bobe ribbon on net. Mrs. J. W. Cooper assisted her sister, and Mrs. Eugene Parsons was in charge of tea room, which was charmingly arranged with pink satin ribbon draped from the chandelier to the four corners of the table with pink roses and maidenhair fern. Miss Ada Greer, Miss Mauda Fergu-

The Toronto World

CHILDREN'S HUMANE LEAGUE

I wish to become a member of The Toronto World Hu-

extending from Chicago to San Francisco. The trip will be made by the Santa Fe Railroad, and concerts will be given all along the line of that road, some of them in the reading-rooms which the Santa Fe conduct along their line. It is expected that the tour will be begun by a number of concerts in Chicago.

Those composing the quartet are Miss Sadie Amy, first soprano; Miss Neille Robson, second contraito, and Miss Ella Switzer, second contraito. The quartet will be assisted by Miss Pearl Ruth Hopper of Woodstock, daughter of Mr. A. S. Hooper, formerly secretary of London Y.M.C.A.

Those composing the quartet are Miss Sadie Amy, first soprano; Miss Neille Robson, second soprano; Miss Neille Robson, second soprano; Miss Hilda S. Westman, first contraito, and Miss Kay, Mrs. Melvin-Jones, Mrs. Mrs. C. R. R. Cockburn, Mrs. J. B. Macleau, Mrs. Weston Brock, Mrs. W. C. Matthews, Mrs. and Miss Cattenach, Mrs. Victor Cawthra, Mrs. E. F. B. Johnston, Mrs. C. C. James, Mrs. and Miss Somerville, Mrs. and Miss Somerville, Mrs. and Miss Somerville, Mrs. and the Misses McLeod, Mrs. J. Gordon Macdonald, Mrs. J. Herbert Mason, Mrs. Charles Lee, Mrs. Fraser Macdonald, Mrs. D. Rielford Mrs. son, Mrs. Charles Lee, Mrs. Fraser Macdenald, Mrs. E. O. Bickford, Mrs. Jas. C. Mason, Mrs. R. J. Christie, Mrs. Harry Beatty, Mrs. MacMahon,

sence of immediate relations, Mr. Frank Ryan, youngest son of Mr. Feter Ryan, was quietly married to Miss Emma Louise Gain.

The Women's Musical Club will meet for the first time this season on Nov

The marriage of Miss Bessie Bethune to the Rev. Thomas Campbell takes place on Nov. 14.

A twilight musicale and tea will be given at the Woman's Art Association, La Plaza, Jarvis-street, on Nov. 7.

Another debutante of this season is Miss Evelyn Taylor, youngest daughter of Mrs. Taylor of Sherbourne-Mr. and Mrs. Arthur Jameson will return to town to-day, and will stay at the King Edward.

At St. Thomas on Wednesday Mr. Edward P. Pepper of Toronto was

Pickles and Miss Ada Pike assisted in serving refreshments. Cook's Cotton Root Compound The great Uterine Tonic, and only safe offectual Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, \$1; No. 2, 10 degrees strenger, \$2; No. 3, for special cases, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free paraphlet. Address: The Gook Memoira Co., Tozokfo, GN f. (Jormer. y Windsor) Mrs. John Kay held a tea on Wednesday afternoon to introduce her daughter, Miss Edith. Her home on St. George-street was decorated with flowers, and the tea room especially with American beauty roses. Mrs. Kay were a black and white striped chiffon with diamond ornaments, and Miss Kay was in rose pink. The tea

Lord and Lady Hindlip of Hindlip

The Earl and Countess of Strad-broke, Henham Hall, Wangford, Suf-folk, England, are the guests of Lieut,-Col. and Mrs. Hendrie, Hamilton.

The Frances Willard Home Board assistant and Miss Harris The business committee is composed (convenor), Mrs. month, and Miss Cowan gave an account of her work at the Union Sta-tion, where she has rendered assist-ance to 150 persons. Afterwards the way. district W.C.T.U. went into session to

Mrs. Bruce Harman is leaving for

Miss Gertrude Warren will spend the winter in Florida. Sir Samuel Faire and the Misses Faire are the King Edward. The Bishop of Ontario and Mrs. Mills

are at the King Edward.

On Wednesday evening last a pretty wedding took place in St. Mary's Church, Bloor and Delaware-avenus, when Miss Lillie Young, daughter of Mr. and Mrs. H. Y. Young, was married to Mr. Harry McCarter of Belfast, Ireland. The Rev. Mr. Harte performed the ceremony, assisted by Rev. Harry Young, brother of the bride. The bride, who was given away by her brother, Mr. Alex Young, was gowned in a dress of white silk with lace train and tulle veil and wore a

and carried a bouquet of white chrysanthemums. The groom was assisted by Mr. Harry Reid. After the wedding supper at the bride's residence in Marqueretta-street, Mr. and Mrs. McCarter left for their honeymoon in the United States. The bride and bridegroom, were the recipients of many valuable and useful presents.

Mrs. George Redingfield has gone to Detroit, and will not be home until Xmas.

married to Miss Catharine E. McPherson, the ceremony being conducted by Rev. E. L. Pidgeon, pastor of Knox Church, at the home of the bride's father. Mr. Allan McPherson, Rose-

Hall, Worcester, and Alsop-en-le-Dale, Ashbourne, Derbyshire, are at the King Edward Hotel.

Controllers Give Employers Little ORDERED OFF FREIGHT TRAIN Encouragement Toward Canceling Restrictive Clause.

The board of control was waited upon yesterday by a deputation from elected their officers for the year at a meeting held yesterday morning, Mrs. Woodley being chairman, Mrs. Poole secretary, with Miss Forbes as ada Foundry Co.; William Inglis, A. K. Williams and other iron manufactur-ers, with reference to the urging of machinists that the nine-hour day of Mrs. Hilborne (convenor), Mrs. Woodley and Mrs. Seldon. Mrs. Crawford, the matron, made a report on thirteen cases assisted during the waterworks engines be enforced.

The visitors neld that the clause ap-The visitors neld that the clause applied only to field, not to shop work,

but the mayor didn't look at it that district W.C.T.U. went into session to discuss building plans and other matters of business.

Mr. Percival Ridout is at the Queen's Hotel

Mr. Percival Ridout is at the Queen's Hotel

Mr. Percival Ridout is at the Value of the clause dropped at the present time to enable employers to win their fight with the machinists. Mr. Williams retorted that before June next the men would be working 11 hours a day for

10 hours' pay. No promise was given the visitors other than that their representations would be considered.

City Not to Own Spur. The board of control does not view with favor the proposal of the works committee that the city build the spur line into Ashbrodge's marsh, at a cost of \$90,000, as Mr. Rust maintains that the line would have to be operated by one of the railways. The controllers will pay a visit of inspection.

Rumor has it that the Mackenzie-Mann interests will require the Simco Park, comprising 150 acres, in cone: tion with their smelter project for Ash-

bridge's marsh. Exhibition Car Line. The exhibition management will pr pose to the city that instead of a bylace train and tulle vell and wore a coronet of orange blossoms. She carried in her hand a bouquet of white bridal roses. The bridesmaid. Miss Sadie Reid, was dressed in white silk and carried a bouquet of white share and the city \$25,000 yearly out of the surplus, the remainder be devoted and carried a bouquet of white share a carried a ca law for an eastern entrance and car

Money cannot buy better Coffee than Michie's finest blend Java and Mecha, 45c lb.

Michie & Co., Limited

Brantford Man Stumbled and Lost Right Arm.

GALT, Oct. 24.—(Special.)—Liloyd Brown, claiming Brantford as his nome, met with very painful injuries on the C. P. R. afternoon westbound freight train, necessitating the amputation of his right arm above the et-

Brown was endeavoring to obtain free transportation to some western point and when discovered on one of the oil cars and ordered to get off, stumbled and fell underneath the wheels.

To those who witnessed the accident it is surprising that he did not meet with instant death. He was removed to the Galt hospital in the ambulance. AN OPPORTUNITY FOR ONE AND A

HALF HOURS' PLEASURE. The R. S. Williams & Sons Co. Limited, 143 Yonge-street, will give their regular Edison monthly recital to-morrow, Saturday, evening, at 8 o'clock in their large Recital Hail, and all owners of phonographs and their

friends are cordially invited. Do not miss this, as the new issue of November records contains some very fine selections.

A CRIPPLE'S REVENGE.

NEW YORK, Oct. 24.-Promised a position for life, if he would withdraw a damage suit for the loss of his right leg, then given a job at a dollar a day and kicked into the street when ne. went to protest. Maranio Petrosano, a youth of 18, took the law into his owa

of Chief Engineer Taffney of the Erie

Cold after cold, cough after cough. Colds Colds another one comes. It's a bad habit, this taking-cold habit. What you if Ayer's Cherry Pectoral is want is a medicine that will break up strengthen weak tissues. J. C. Ayer Go.

not just the right medicine for such cases. He this habit, healinflamed membranes knows all about it. Then follow his advice. strengthen weak tissues. F. O. Ayer to