

SUMMER SALES ARE BOON FOR SHOPPERS

Merchants Make Big Reductions to Clear Out Their Stocks.

Shopping should be easy today if forecasts from yesterday hold good. Walking among the shops, it seemed as tho the situation could be summarized as "a slump in prices—a chance for all to prove that the H.C.L. has disappeared and trade in a number of lines is back to normal."

Summer sales were advertised in almost every store. "Reduced to half" was by no means unusual. It seemed too good to be true, but the remembrance of the fact that the reduction was but a temporary affair made the low prices more credible. The enormous stock in evidence in certain lines was another reason for believing that the prices advertised were no fairy tale, for with the reduction in the hands of the merchants it could be easily understood that they could not be kept; they must be got rid of in some way. Hence the summer sales.

Meantime, the goods seem to be the star of the shopping public is in the ascendant. The only pity is that it is that portion of the community who are forced to live up to their weekly envelope who will profit least by the chances of the summer sales. The fortunate ones who can call upon their bank account are those who can buy with ease, while others can only longingly gaze and think of what might have been if they only had a nest-egg somewhere for just some such chance as this.

Figures That Speak.
But it is figures that speak, and here are a few: If you are a man looking for a pair of shoes, a window up Yonge street shows a great assortment of white, black and chocolate boots and shoes which are ticketed as reduced from prices as high as \$15 to \$8.90. Women's footwear in low white shoes are reduced from \$8 and \$7 to \$2.95. The goods seem to speak for the things asserted of them. Another establishment had a window filled with untrimmed straw hats in several colors and trimmed saleros—the lot selling for \$1 each. A glass case held treasures in the shape of fancy-colored blouses, in georgette. A few weeks ago one would not have dreamed if these had been priced in the most casual way at \$12.50. They now modestly put their value at \$8.95; men's silk ties, that at Christmas would cost \$1 or \$1.50, are now reduced from those prices to 49c. Dainty lingerie blouses, in many styles, are priced down from \$9.50 to \$1.95, and a smart, nifty suit for a young man may be got for \$9.95. Silk stockings, too, seem to be a glut on the market, for these were being marked down from \$4.50 to \$2.95.

Drop in Book Prices.
A line of merchandise which carries a certain amount of pathos in connection with reduced rates is that of the book department. Here good-sized volumes bound in cloth, which, when first put on the market, would probably value themselves at \$2.50, had in hundreds of cases been forced to draw in their proud flag. In a lot that was selling at \$2.50 a volume was found marked on the inside at \$1.90. In a second collection, books of but a few pages, in paper covers, job-notebooks with volumes bound in cloth, originally marked at \$1.05, the lot selling at the mere pittance of 50c.

These are but a few of the things that seem to indicate that wholesale charges as to the H.C.L. are not true. On the other hand, coal is still high, and cooked ham is still 80c a pound.

SOCIETY

Conducted by Mrs. Edmund Phillips.

The garden party given by Col. and Mrs. Charles Nelles at Oaklands, Niagara-on-the-Lake, on Wednesday afternoon, in aid of the cottage hospital, was a great success, and those going over from Toronto for the event were well repaid for the journey across the lake in seeing the lovely gardens, where Mrs. Nelles received, looking extremely well in white, with a mauve hat, trimmed with panicles, and a very pretty black wrap. Her daughter-in-law wearing a yellow frock, with amber beads, and a very becoming yellow hat. The stalls with work and beautiful things for sale were arranged in the garden, where tea was also served. A band played during the afternoon, and the guests danced in the house.

A marriage has been arranged and will shortly take place between Major Maurice F. J. Clark and Lady Lady, daughter of Sir Joseph and Lady Pope, Ottawa, and the Countess St. Maurice de Moncau de Bergendal, second daughter of le Comte and Countess Jean Jules du Moncau de Bergendal, Chantmont-Gietoux, province of Brabant, Belgium.

Mrs. Bongard and the Messrs. Gordon and Strachan Bongard are at the Bigwin Inn, Lake of Bays. Miss Marjorie Bongard has been in Boston, and this week has been seeing something of the Shambles' racing powers.

Mrs. Bertha Hambourg has returned from Ottawa, where she was the guest of Mr. and Mrs. Thomas Gibson. Mr. and Mrs. H. M. Amis gave luncheon in his honor, and Col. H. C. Osborne, C.M.G., also entertained for him.

Miss Jessie B. Reade and her brother are spending a few days with the provost of Trinity College at his country house on the Georgian Bay.

Mrs. Douglas Ross and her children are with Mrs. J. J. Clark at Jackson's Point. Mr. and Mrs. Ross have moved their town house to the top of Forest Hill road.

Miss Wilhelmnia Aird is staying with Mrs. Adam Ballantyne at her country house on Go Home Bay.

Miss Dorothy Roberts will spend the week-end at De Grand Point.

Mrs. Kenneth Ross, Sault Ste. Marie, and Mrs. George McMurrich at De Grand Point.

Mrs. Thoms. Corson is paying a visit in Oakville this week.

Mr. and Mrs. George Broughall and Miss Harriette Broughall are leaving town this week for the Lake of Bays. Cadet Geoffrey Beament, who recently returned from Esquimaux, B.C., and Miss Ethel Beament, are at the country house on the Rideau Lakes, and will leave at the end of the week for Muskoka.

Mr. and Mrs. Hugh Allan and Miss Rachel Allan are passengers by the Empress of France, sailing from Montreal for England.

Mrs. Harold Beatty and her children are leaving this week for the Lake of Bays, also Mrs. Hubert and Miss Audrey Watt.

Mrs. Philip Toller is in town from Ottawa for a few days en route to the Grand Point to stay with her mother, Mrs. George McMurrich.

Mrs. and Mrs. Roy Buchanan, and her lovely little boy left yesterday for the Queen's Royal, Niagara-on-the-Lake.

Miss Cecese is left on a motor trip to Cleveland.

Mr. Claude Pearce is spending his holiday at Pine Dale on Gull Lake, Muskoka.

St. Mary's Church, Westmoreland, where the scene of a wedding, when Emma Parkes (Dolly), only daughter of Mr. and Mrs. John Hoey, was married to Mr. Thomas Head, eldest son of Mr. and Mrs. H. Head, The bride wore a gown of white tulle and satin and tulle and carried with orange blossoms, and carried a shower bouquet of Ophelia roses. Her father being unable to be present, she was given away by her only brother, Mr. Thomas Hoey. She was attended by Miss Wistaria, Miss Rose Cooke, her sister-in-law, Mrs. Thomas Hoey, acted as matron of honor. The groom was attended by his brother, Mr. H. Head, and his cousin, Mr. M. Fry. After the ceremony, which was conducted by the Rev. J. Patterson, a reception was held at the home of the bride's parents, 820 Dovercourt road.

Later Mr. and Mrs. Head left for a trip thru Ontario and American cities, the bride traveling in a navy blue tailored dress with cream and ribbon hat. On their return, they will live at 820 Dovercourt road.

SHOE TRAVELERS MEET IN MONTREAL

Have Now a National Organization With Two Hundred Members.

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Tonight there was an informal dance at a display of footwear on living models.

Ex-President's Daughter Married at Murray Bay

Montreal, July 15.—The marriage of Miss Helen Taft, daughter of William H. Taft, ex-president of the United States, and Frederick Johnson Manning, took place at Murray Bay today. Miss Taft is the president of Bryn Mawr College and Mr. Manning an instructor in history at Yale University.

The wedding took place at the Union Church, the bride, who was given away by her father, wore a gown of white tulle, trimmed with old Brussels lace, and carried a bouquet of white sweet peas, a gift from the groom, and campanulas and white roses.

Miss Edith Morgan, of New York, the maid of honor, and the only attendant, was gown in light blue chiffon with a large pink hat trimmed with yellow flowers, and carried a bouquet of yellow roses. The bride's train was borne by Master William H. Taft, second, and Robert Taft, nephew of the bride, dressed in suits of yellow satin. The mother of the bride was gown in brown satin draped with orange chiffon and lace, and wore a large brown hat. Mrs. Robert Taft appeared in tan robe de chambre, with a large black hat.

The ceremony was performed by Rev. Dr. Herbert Symonds, of Christ Church Cathedral, Montreal.

WIFE OF CANADA'S PREMIER



Mrs. Arthur Meighen is well fitted for the exacting social duties which have fallen to her lot.

UNIVERSITY PRIZE LIST

Medals, Scholarships and Prizes.

First year—The Alexander T. Fulton scholarship in mathematics and physics, M. S. Bell; the first Alexander T. Fulton scholarship in natural science, W. J. Clapton; the second and third Alexander T. Fulton scholarships in natural science, G. C. Kelly, C. W. Switzer (equal); the Jean Balmer scholarship in science, W. J. Clapton.

Second year—The John Macdonald scholarship in philosophy, W. M. Mustard; the first Alexander Mackenzie scholarship in political science, R. Wood; the second Alexander Mackenzie scholarship in political science, G. G. Brown, R. de la P. Stewart (equal); the William Mulock scholarship in mathematics and physics, Miss F. P. Halliday; the Edward Blake scholarship in biological and physical sciences, J. H. Couch; the Edward Blake scholarship in chemistry and mineralogy, F. L. Hutchinson.

Awarded by the Council of University Colleges.

First year—The Moss scholarship in classics, L. A. Mackay; the Edward Blake scholarship in moderns, Miss K. B. Manson.

Second year—The George Brown scholarship in moderns, Miss E. A. J. Shaw; the William Mulock scholarship in classics, J. E. A. Johnston; the Toronto Alumna prize in English composition, Miss H. M. Cochran.

Awarded by the Senate of Victoria College.

First year—The Robertson scholarship in classics, Miss R. V. Kendrick; the Austin Perley Misenar scholarship in original languages, F. G. Ward; the class of 1902 prize (1st in pass English), F. G. Ward; the Hamilton Fisk Biggar scholarship, Miss H. A. Yocum; the L. V. Smith scholarship in English composition, Miss F. E. Morgan; the V. E. Moyer, Miss M. M. Mulvihill, Miss I. Pamphill (Org. Chem., Econ.), Miss L. J. Payne, W. L. C. Richardson, G. H. Riddells, M. E. Steele, Miss M. I. Weir.

The following were successful at the June senior matriculation examination with the exception of those candidates whose names are followed by a subject or subjects in brackets, in which case supplemental examinations must be passed: A. G. Fennie (Gk. and Rom. Hist.), Miss M. K. Hunt, Miss A. Boyle (Gk. and Rom. Hist., Alg. and Geom.), C. G. Park, Miss M. M. Porter (Alg. and Geom.).

Department of Pharmacy.

The following were successful at the recent examinations in the department of pharmacy and are now eligible for the degree of bachelor of pharmacy, except where a candidate's name is followed by a subject or subjects in brackets, in which case supplemental examinations must be passed: W. J. Abell, W. D. Alkenhead, Miss M. E. Amy, W. W. Armstrong, T. A. Bell, G. T. Benninghaus, Miss L. Bousnell, H. H. Boyd, E. L. Brien, G. W. Brooks, E. C. Brown, C. R. Carter, S. P. Chapman (Pharm.), H. G. Clemens, L. E. Closs, I. L. Cohen, A. E. Coultas, H. E. Cox, C. W. Craven, C. E. DeLeon, J. H. Dyer, F. C. Farrant, H. B. Fennell, J. W. Foote, J. C. Geddes, D. Gray, R. M. Grieve, Miss G. M. Griffiths, E. R. Hall (Bio.), R. C. Hedger, A. L. Hooker, W. S. Horne, G. N. Howson, R. W. Irwin, J. C. James, W. R. James, J. E. Keating, R. E. Kelly, J. H. Knight, G. E. Knowles, J. S. Laing, W. A. Leslie, C. K. MacDougall, R. S. McHardy, D. A. McIntosh, D. C. McKay, H. J. McKay, R. B. McKendry, J. McMillan, S. B. MacPherson, Miss H. S. Mitchell.



MAGIC BAKING POWDER

Contains no alum



Laid Corner Stone of New Citadel

Salvation Army Makes Remarkable Progress in Earlsclough District.

The stone-laying ceremony in connection with the new citadel of the Earlsclough branch of the Salvation Army, was held last night on the partly built hall, over a thousand people being present. Lieut.-Col. Otway presided. Commissioner Richards gave an address on "What Mean These Stones," and spoke of the work and progress of the Army and the generosity of the people of the district. "No longer will the Earlsclough branch be out in the wilderness which it has been for so many years, but will now be housed in this beautiful new citadel," he said. The commissioner then laid the first stone. Reeve Miller of York township followed. Mr. Miller said that it was forty-three years ago since the first corps of the Salvation Army came into this district, and when there were very few families. "I take the deepest interest in the work of this branch," he said, "and I wish this new effort of theirs the best of success."

Alex. MacGregor, who laid the third stone, spoke of the broad spirit shown in the Army's work, and said the Salvation Army had his earnest support. He respected their work, their earnestness and their splendid uplifting community work. C. B. Morgan, on behalf of the business men's committee, laid the fourth stone, the entire ceremony being accompanied by band music. Among the speakers who followed were: Ald. Brookes Sykes, who said he endorsed the work of the Earlsclough branch, had seen something of the growth in the district. Alex. Gordon, secretary of the Earlsclough branch, also spoke briefly.

Col. Abdy rendered a solo appropriate to the stone-laying and the S. A. Songsters sang special hymns. Reg. A. Everett responded for the press. A generous collection was taken up, the large crowd showing the keenest interest in the meeting.

CIVIC EMPLOYEES ARE INTERESTED IN INQUEST

William Locke, president of the Civic Employees' Union, has instructed the chairman of the grievance committee of the union to take all necessary steps to have the interests of the union adequately protected at the inquest being held over the remains of the late Brother William Greengrass, late of 172 Sumach street.

NEED TO CONSERVE FARMING WEALTH

Prof. Bracken Says Only Way to Continue West's Agricultural Regimes.

Winnipeg, Man., July 15.—Canada must take a lesson from the pages of history if the Dominion's great agricultural regimes in the west are to continue in successful operation indefinitely—a lesson of learning how to save from the "fat" years to tide over the "lean" ones.

That was the solution for the future agricultural welfare of the country offered by Prof. John Bracken, newly appointed principal of the Manitoba Agricultural College, to the members of the commission of conservation in conference on soil fertility and soil here today.

Is Matter for State.
Prof. Bracken told the 100 members of the commission that the state's future cannot be left to the individual, especially the state's agricultural future.

"It is the business of the state to conserve the state's future—not the business of the individual. If Canada, thru this commission, takes the initiative the individual will follow."

NO ACTION YET TAKEN TO ASSIST SHIPBUILDING

Ottawa, Ont., July 15.—(Canadian Press).—No action has yet been taken by the government under the act to assist shipbuilding, which was passed at the recent session of parliament, altho it is believed that a number of applications for the endorsement of notes have been received. It was stated, when the bill was before the house, that a number of orders from foreign firms would be placed with Canadian yards as soon as the financial assistance provided for in the act could be given.

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ANNOUNCEMENTS

Notices of future events, not intended to raise money, 25 per word, minimum 50c; if held to raise money solely for patriotic, church or charitable purposes, 40 per word, minimum \$5.00; if held to raise money for any other than these purposes, 60 per word, minimum \$10.00.

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