BAKER FINDS IT HARD TO ADJUST

Claims to be Harder Hit by Raise in Prices Than Most Trades.

A claim made by the confectioners of Toronto and suburbs that cakes and doughnuts at least should be exempt from the two per cent. sales tax, lead to inquiry regarding pre-war costs comparing with present conditions, establishing it was claimed, that the bakers more than any other business men have had less chance to adjust themselves to changing conditions. The following main items were given:

	1914.	1920.
Coal, per ton	$6.00	$15.50
Sugar (brown), per cwt.	4.11	21.20
Flour (fall), per bbl....	4.10	13.50
Flour (strong), per bbl..	4.30	15.00
Shortening, per lb.	7¾c.	30¾c.
Milk (powder), per lb.	12½c.	20-30c.

The above list gives wholesale figures, and it will be seen that the lowest advance is more than doubled and the highest is four times that of 1914.

Overhead expenses have grown the same as every other business concern's who have made adjustments as high as 400 per cent. unhampered by tax restrictions. It was pointed out, too, that, while $22,800 was set aside for the grain dealers for five days when there was a shut-down of the exchange while new schedules were being made prior to the wheat board taking on, there was never any provision during the whole war to compensate the bakers and confectioners who had to conform to all the regulations of economy and which cut down their business 50 per cent.

The confectioners' sales, which sold in 1914 for 10, 15 and 20 cents per dozen, are selling now at 20, 30 and 40 cents per dozen, an increase not in proportion to the increased cost of what they must use in their trade.

RELIGION GREATEST FORCE IN WORLD

Demonstrated Thruout Centuries, Says Rev. Dr. Ribourg—Deals With Truths.

Rev. Dr. Ribourg, preaching at St. Alban's Cathedral Sunday evening, on "The Greatest Force in the World," said in part: "It has been demonstrated by the experience of centuries that the greatest moral force in the world is religion, because it deals with truths that have been stamped forever into the human soul. These truths do not belong to the remote world of speculation, but to experience. They are not truths of philosophy, but of life itself. They pertain to sin, death, sacrifice, duty, righteousness, sanctity. Religion has stamped these realities upon the soul of the race as permanent powers. Religion, therefore, must be our chief concern. 'Religion makes the nation,' says Sir W. M. Ramsay; 'the loss of religion destroys it.' Individual life and national life are impoverished by the lack of religion. We glory in the heritage of past achievements, but we often forget that the men who have left behind them the institutions of which we are so proud, were men whose lives were influenced by religion. We do not owe our proud heritage to a skeptical and God-defying ancestry.

"If religion is such an important factor in the making of strong characters, it is necessary that we should give it its right interpretation. Our light then must shine before men. Men must mark our uprightness, and see in us the exemplification of the law of Christ, our integrity our love, our sympathy.

"The greatest obstacles to the progress of the Gospel are not to be found without, but within, the church. The worst enemies of religion are not the avowed unbelievers, but the unfaithful, indifferent and disloyal members of the church. If religion does not exercise the influence it should, it is because of the slackness and disloyalty of the Christian people. The fault is not with religion, but with its professors.

"The test of genuine religion is the holy life, the outgoing of the heart in deeds to men, keeping oneself unspotted from the world."

CAUGHT RED-HANDED.

Caught while in the act of rifling the premises at 108 Sherbourne street on Saturday night, Joseph Bruno, 51 Teraulay street, and Joseph Hyndman, 67 East Queen street, were arrested by P. C. Armstrong on a charge of shop-breaking. The thieves entered by forcing the rear door, and when arrested had a suit of clothes and a quantity of cigars and candies in their possession.

"What's in a Name?"

Facts about your name; its history; its meaning; whence it was derived; its significance; your lucky day and lucky jewel.

By MILDRED MARSHALL

SUSANNA.

Susanna is another of the "holy names" with which the Scriptures abound. Tho it has been contracted rather generally to Susan, the proper form, and the one which possesses an interesting history, is Susanna. It signifies "lily" and comes from the ancient Hebrew name Schuschannah, which, in sound, more nearly resembles the French Suzanne.

The story of Susanna, related in the additional chapters of the Book of Daniel, and repudiated by St. Jerome, has been commemorated in ballad, tapestry and painting. The name also belonged to one of the holy women of the sepulchre and it was in the church calendar for two virgin martyrs who suffered death in the times of persecution.

The most famous Susanna of history was the "Lily of Tiflis," the Queen Susanna who was put to death by the Mahometans for her religious faith. All the picturesque romance of the early ages centres in her history.

The English call this name Susannah and by a curious coincidence almost without equal in etymology, the French, German, Swiss and Bavarians agree upon Susanne as a favorite national name.

The garnet is Susanna's talismanic stone. It promises her true friendships and a pleasing personal magnetism. Thursday is her lucky day and four her lucky number.

Plays, Pictures and Music

"Daddies."

Tom Wise, Lorna Volare, Edward H. Robins, Reina Caruthers and the Robins Players, in the latest and most successful of David Belasco's comedies, direct from the Belasco Theatre, New York city, "Daddies," that is the promise held out by Edward H. Robins at the Royal Alexandra Theatre all this week, commencing tonight. "Daddies" will next season be sent to four of the principal cities of the United States for indefinite runs, and the showing to be made by the Robins Players will be the only opportunity local theatregoers will have of seeing the comedy that rocked blase Gothamites for 40 weeks during the present season. Miss Volare, credited with being the greatest child actress in America, will be seen in her original role. The matinees will be on Wednesday and Saturday.

"The New Henrietta."

Just one laugh after another is about true of "The New Henrietta," Winchell Smith's greatest comedy, which Edward H. Robins and his Players, with Tom Wise in the leading role, will present next week at the Royal Alexandra Theatre.

At Loew's This Week.

"The Love Expert" presents Constance Talmadge as a boarding school girl, the feature film at Loew's Yonge Street Theatre and Winter Garden, this week. The vaudeville embraces "Let's Go," a miniature musical comedy; Bernevici Bros.; The Volunteer Four; Jim McCauley, "The Virginia Splinter"; Jean Germaine, in melodies of the moment, and the Hennings, in unique juggling exploits.

"The Courage of Marge O'Doone"

"The Courage of Marge O'Doone," by James Oliver Curwood, is the offering at the Regent Theatre this week, and, according to all indications, it will be one of the strongest features to be shown here in some time. It is a story of the northland, where man is a law unto himself, and depicts the life of a youth who penetrates those regions to find himself. He has had an unfortunate love affair, and vows he will never trust a woman again, but soon he is on the trail of a pretty face dwelling somewhere in the great open space. A picture of this girl lures him on and on until he arrives on the scene in time to save her from an existence worse than death. The story is intensely dramatic, and one that requires a cast of all-star players. Ernest Caldwell, the well-known baritone, is the soloist this week.

Dorothy Dalton at the Strand.

Do you believe that dreams come true? They do in the most mysterious way in "The Dark Mirror," starring Dorothy Dalton, the unusual picture, which opens a week's run at the Strand today. The story is from the famous novel by Louis Joseph Vance. Miss Dalton is seen in the strikingly contrasted roles of a New York society girl and a belle of the Bowery dance halls. The former is mistaken for the latter, kidnapped by an underworld gang, and is involved in many astonishing adventures, including a murder mystery. Thrills and romance are deftly mingled, and Miss Dalton plays both roles with dash and conviction.

AROUND-THE-BAY TRIP

The inaugural around-the-bay trip of the Trillium of the Toronto Ferry Company will be held this afternoon, and every afternoon, if the weather permits. There will be music, and it is expected that the innovation will make a hit with the public. The boat will leave the Bay street dock at 2.30, returning at 4.30.

CHARGED WITH THEFT

Walter Courtney, 934 West Queen street, was arrested on Saturday night by Detectives Sullivan and Waterhouse. Courtney is charged with the theft of a quantity of auto tires from the Southam Press.

AN ATTRACTIVE SUIT

This charming Eaton suit is made even more attractive by adding a roll collar, gilet and cuffs of net and two different kinds of lace, a form of trimming that is taking front place in fashion just now.

SOCIETY

Conducted by Mrs. Edmund Phillips.

Lord and Lady Congleton, Montreal, will spend most of the summer at Point au Pic.

Sir Robert and Lady Kindersley and Miss Kindersley are spending a short time at the Chateau Laurier, Ottawa, before sailing for England on the 13th inst.

Admiral Sir Charles Kingsmill, Ottawa, left last week for Grindstone Island, Portland.

Miss Ivy Gladstone, Bowden Hall, Bath, England, who has been touring the United States and Canada, is in Ottawa for a fortnight, the guest of Mr. and Mrs. Charles G. Copeland. Miss Gladstone, who is a grand niece of the late Hon. W. E. Gladstone, was a V.A.D. worker for four years, and has been on this continent for a rest.

Col. George Royce, Mrs. Royce and Miss Georgia Royce are leaving town on Tuesday for the Royal Muskoka, where they will be for the next two months.

Dr. and Mrs. F. J. A. Davidson and Miss Davidson returned home last week by the Canopic to Boston from Italy, after spending the winter in Egypt, and are at their house in Mimico. His Eminence Cardinal O'Connell returned from Rome to Boston by the Canopic also.

Mr. and Mrs. R. S. Williams and their family will spend the summer on the Georgian Bay. Miss Irma Williams will spend some time at the Lambton Club.

Mr. and Mrs. W. K. George and Miss Jean George went over on Friday to the Clifton, Niagara Falls, Ont., to spend the week-end.

Capt. Bandrovsky, Col. Rimsky-Rossahoff and M. Albert have arrived at the King Edward from Japan, via Vancouver.

Mr. and Mrs. Sidney Jones and their family have left town to spend the summer in their cottage at Shanty Bay.

Mrs. Charles Clarkson and Dr. and Mrs. Harold Clarkson have returned from a ten days' stay in Atlantic City.

Miss Irma Williams gave a dinner-dance of sixteen on Saturday night at the Lambton Club for Miss Margaret McCuaig, whose marriage will take place on Tuesday very quietly to Major Sinclair. The guest of honor wore pink crepe, with bouquet of orchids and sweet peas. Miss Williams was in white georgette crepe, with overdress of lace. The dinner-table was artistically decorated with bluettes. Those present included the Misses Dorothy and Amy Bull, Miss Shirley Hamilton, Miss Madeline Williams, Miss Dorothy Pearson, Major Sinclair, Mr. Spence, Mr. Symons, Mr. Duggan, Mr. Haas, Mr. Gouinlock, Mr. Robertson, Mr. Ross.

Mr. and Mrs. Morden Neilson and their family have left town for their country house on the Lake of Bays for the summer.

Col. and Mrs. Richard Greer are leaving this week to spend a few weeks at Tadousac.

Mrs. John Bassett is in town from Ottawa, staying with her mother, Mrs. F. W. Avery.

Mrs. Lawrence Bogart has been visiting Mr. and Mrs. J. F. Shaw in Ottawa.

Mrs. Philippe Couture and her baby are in town from Ottawa visiting Mrs. George Elliott.

Mr. and Mrs. Walter B. Ramsay, Montreal, are taking a holiday at Rockport, Mass.

GELLATLY—CALLAN.

A very quiet wedding was solemnized at St. John's Presbyterian Church, when Essie Jane, fourth daughter of Mrs. Callan, 80 Northcote avenue, was married to Mr. John Bruce, Gellatly, only son of Mrs. Gellatly, Wilton avenue. The Rev. T. H. Rogers officiated. The bride, who was given away by her brother, Mr. W. H. Callan, was gowned in ivory taffeta and georgette crepe, her tulle veil was fastened with orange blossoms, and she carried a shower bouquet of Ophelia roses and sweet peas. Her only attendant was her sister, Miss Edna Callan, who was becomingly gowned in blue georgette crepe with hat to match, and carried Dunlop roses. The groom was supported by Mr. Robert Black. During the signing of the register, the organist played "O Promise Me." After the ceremony a reception was held at the home of the bride's brother, 512 Carlaw avenue. Later Mr. and Mrs. Gellatly left for Niagara Falls. The bride traveled in a navy blue tailor-made with leghorn hat. The groom's gift to the bride was a check, to the bridesmaid a ring, and to the best man a cigaret case.

A garden party that promises charm and amusement is that of the Women's College Hospital, which will take place on the lawn of the nurses' residence, 149 Rusholme road, on Wednesday, July 7, from 3 to 10 p.m. Postponed previously because of the car strike and uncertain weather, the party, it is hoped, will profit by the delay in the shape of a more complete program and added interest on the part of the public. A delightful musical treat is promised that will please all comers. For grown-ups there will be afternoon tea and for the kiddies delectable ice cream and cake. Added attractions will be the fish pond in which fishers may try their piscatorial skill and always be sure of a catch. The wheel of fortune will point to lucky winners and gypsies will ply their art in most approved fashion. A cordial reception will be given to all comers by the hostesses, Mesdames Rutherford, Torrington, Cameron and Bowman. Don't forget the date, Wednesday, July 7.

REGISTERED LETTER COST.

According to an amendment to the postoffice act passed during the recent session of parliament, the registration fee on letters and other matter mailed in Canada is fixed at ten (10c) cents per each letter or article.

The above fee shall apply to all registered mail matter posted in Canada on and after July 15, 1920.

The public are advised in order that they may see that all registered matter is fully prepaid as regards both postage and registration fee.

"Trans-Canada" Limited All Sleeping Car Train Toronto-Winnipeg-Vancouver.

From Toronto 9.00 p.m daily via Canadian Pacific. Twenty-five hours to Fort William. Thirty-seven to Winnipeg. Sixty-one hours Calgary; 88 hours to Vancouver. A business day saved on transcontinental journey. This train carries first-class sleeping car passengers only. Further particulars from Canadian Pacific ticket agents.

SOLDIER'S WILL SETTLED

P. Stewart, head office agriculturist of the soldiers' settlement board, has returned from a tour of inspection in New Ontario, where he visited numerous settlers at Sudbury, Sault Ste. Marie, Liskeard, Fort William, Dryden and Emo. He found, generally speaking, very satisfactory results.

A development in the board's policy is the granting of progress loans to settlers, thus enabling them to devote their time to clearing and improving the land, and, when such improvements are made, to obtain advances from the board on account of the increased value of the land, due to their labor.

ONE EVERY MINUTE.

By BILLY SCOTT

IN QUEST OF JASMINE AND MUSK.

SPEAKIN' about wastin' other people's time! Say! There's one dame that needs bunchin' and that's Hil. She's gettin' to be a regular walkin' Vanity Fair and Dear Kiss fan and goes zippin' after every new fad like she's Somebody.

Last night we got jammed in a second show push at the flickers, and all of a sudden Hildegarde caught a whiff off of some jane what exhaled a load of slick perfume what reminded Hil of a wonderful night in Cairo, where she'd never been.

After chiselin' ourselves in, we got settin' down behind a number seventeen collar fringed with hair annointed with Bay Rum. Talk about punch! Fwhew!! It was so strong it had me corned. Hil insisted upon movin' because it didn't mix good with the aroma she was tryin' to locate, and at the end of the sixth reel she was in a deep grieve, for the scent seemed gone for good. But next day she got it again while we was in a department store lift, and right away she jammed it to the smell section, and had the silk stockin' behind the counter sway corks in front of her beak for the most part of an hour. She thought every flavor was IT, then discovered it wasn't, then, after givin' the test to the whole stock, she knocked the jane for a goal and breezed off without even tossin' a "thank you," but, believe me, not without the "clerk's-curse" on her and a loud baulin' out from yours truly for springin' a false alarm.

Not that I don't like the smell of buds and spices all mixed together, but me for the perfume of grape and hickey do. There's a new scheme of gettin' a smell specialist to mix up a perfume to suit your individuality, but the trouble with that system is too many people would be usin' corn-beef-and-cabbage aroma if the guy revealed their true personality.

Perfume may give you that stylish, indefinable somethingness what every frill is after, but, like walkin' is good when there's lots of it, so is castile soap the essence of refinement when it comes to smells.

EIGHTEEN RESCUES DURING WEEK END

Life Saving Stations Kept Busy to an Unprecedented Extent.

According to officials of the life saving department, eighteen people were rescued from various kinds of difficulties on the lake between mid-day Saturday and 11 o'clock Sunday evening. In most of the cases, canoes with their occupants had been carried out towards the centre of the lake and had to be towed in by the life guards. The first case occurred at noon on Saturday during the storm, when a man was rescued from drowning by Officer Wise, of Scarboro Beach station. The man fell into the lake opposite Leuty avenue and the attention of the station was attracted by his cries for help. At 1.32 Massey Arkwell also lost his balance and fell in, and was rescued by Officer Buckman, of the same station. At 2.54 p.m. a dinghy containing R. C. Wisey and his sister, capsized half a mile from the shore and the team from Scarboro station effected another rescue; at 3.10 two men who had been clinging to the bottom of an upturned canoe were brought ashore; at 8.15 A. Wood, of Heath street, and his sister, were carried two miles out to sea in their canoe and both were rescued; at 8.30 the same thing occurred to T. F. Guest, of Amroth street, who also drifted two miles. All of these were rescued by Officers McGarrity and Buckman.

Drifted Three Miles.

At 8.35 J. Parson, of Woodbine avenue, was picked up and brought ashore from about three miles out, whither he had drifted in his small launch. At 9.15 Miss Murray, of Montreal, and Miss Wilbey, of Don Mills road, were brought ashore in an exhausted condition, the storm having carried them three miles from the Scarboro beach, and it is believed that had not the lifeguards acted so promptly a double fatality might have occurred.

At 10.45 Sunday morning a man was fished out of the lake near Coatsworth Cut, and at 5.20 last evening two boys, A. Wilson and H. Hutchins, of New Toronto, were towed in to safety; A. F. Brown and H. Owens were also towed in at 7.35 p.m. The life-saving department believe the past week-end to have been a record one.

MOVIE OPERATORS HUNGRY FOR MORE

Fifty dollars a week for movie operators on continuous performances at all theatres with a capacity of more than 500, forty-five dollars a week for other than continuous shows, and a dollar an hour at all theatres, large or small—these are the demands of the Union of Moving Picture Operators which are to be presented next month. William Covert, vice-president of the union, stated that not more than 20 per cent. of the theatres in Toronto had a capacity of more than 500, but all theatres would naturally be asked to increase the wages from the present rate of 90 cents an hour to a dollar an hour.

RAIDED UNDER O.T.A.

In a raid conducted by Detectives Mulholland and Clarkson, on 26 Caer-Howell avenue, on Saturday night, Ellen Barofsky was arrested on a charge of B.O.T.A. The woman is said to have had two bottles of liquor.

FIRE DAMAGES GROCERY.

Fire of unknown origin broke out at 241 Berkeley, a grocery store owned by Frank West, at 6 a.m. Sunday. Damage to the building was $200 and to the contents $400.

VISITOR IS HELD ON THEFT CHARGE

William Hern, Sandusky, N. Y., Alleged to Have Paid Boy to Purloin Grip.

William Hern, Sandusky, N.Y., was arrested Saturday afternoon by P.C. Morris (302) charged with the theft of a suit of clothes and a club bag from E. E. Palmer, who has a place of business at 120 West Wellington street.

According to the story told by the police, Hern paid a small boy twenty-five cents to steal the club bag and suit of clothes from Palmer's auto, which was standing on Bay St., and to bring them to him at the corner of King and Yonge, which the boy did. After removing the suit from the box that it was in and placing it in the club bag, he instructed the boy to take it to the Union Station and have it checked and return with the check to him at the King Edward Hotel.

The cleverly conceived plan miscarried, however, as the owner recognized the club bag while the boy was walking along Wellington St. on his way to carry out the instructions of his employer.

Upon questioning the boy confessed to what had happened and agreed to assist in having Hern arrested. It was therefore planned between the two that the boy should go to the Union Station, check the club bag and return to the King Edward Hotel, where he was to hand over the check to Hern. This was done and the lad received another twenty-five cents for his trouble but when Hern commenced to go east on King St. he was followed by both Palmer and the boy, who advised the first constable in sight and had him arrested.

Hern, the police claim, had several other baggage checks on his person when arrested and it is believed that he has successfully worked the scheme on a number of occasions.

ALLEGED OPIUM JOINT.

Sam Lee, 207½ York street, was arrested on Saturday night by P. C. Oxland and P. C. Clarke, on a charge of keeping an opium den. Charles Hind and Charley Yock, both living at 212 Wallace avenue, were also arrested by the officers, the former charged with smoking, and the latter with being in.

Real-Fruit Desserts The Rarest Sort

The only gelatine dessert which has fruit-juice flavors sealed in glass is Jiffy-Jell.

No artificial flavor can take the place of fruit. For Jiffy-Jell the fruit is crushed, condensed and sealed in vials. A bottle of this liquid essence comes in the package. And sugar is used—not saccharine—to sweeten Jiffy-Jell.

Jiffy-Jell comes in ten flavors. Try loganberry and pineapple for desserts. Try lime-fruit flavor for tart salad jell. Try mint for a refreshing mint jell.

ALL THE LITTLE ODD THINGS

Your Spats, Gloves; your dainty Slippers, Ribbon, Lace, the many silk Veils and Scarfs. Send them to

RELIABLE CLEANERS AND DYERS

Phone A. 629. 813 King St. West.

ANNOUNCEMENTS

Notices of future events, not intended to raise money, 3c per word, minimum 50c; 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 $1.00.

MRS. SOLOMON SAYS—

Being the Confessions of the Seven-Hundredth Wife.

BY HELEN ROWLAND.

(Copyright, 1920, by The McClure Newspaper Syndicate.)

My daughter, what is the most dangerous moment of a man's life?

Verily, verily, it is that moment after a love affair, when he thinketh himself most impregnable and most immune!

Lo, velvet is soft to the fingers, and the cooing of doves to the ear, but the heart of a discarded lover is the softest and most impressionable thing in all the world.

And melted tar is as granite, beside one who cryeth, "Never again!"

Now, a youth came unto me, saying: "Behold, I am DONE with love; and women are henceforth but danger signals on the path of life, for me!

"For the One Woman hath cast me off, and shattered mine illusions.

"And henceforth, my middle name shall be 'Woman Hater'!

"Yea, I shall live and die a BACHELOR!"

Then I lifted my hands and admonished him, crying:

"My son, my son, beware!

"Oh, watch thy step, my son!

"For thou walkest upon the brink of marriage, and knowest it not!

"Thou art as one that goeth blindfolded amidst automobiles and uncovered coal-holes. Behold, in that moment, whensoever a man forswareth a thing, whether it be tobacco, or folly, or matrimony, or a woman, there is silvery laughter thruout Gehenna. For lo, it hath become his pet TEMPTATION!

"Therefore, beware. For thou art a shorn lamb prepared for the sacrifice! Yea, in the love-chase thou art as a marked!"

But he mocked me with his hand and went his way, rejoicing.

And it came to pass, after three months, that I received a message graven upon white parchment, announcing his WEDDING.

Go to, my daughter! Have I not said that a man who hath been thrown over landeth always upon his KNEES—to another woman?

For no man is ripe for matrimony, until his heart hath been broken at least once; and no man's heart was ever shattered that it could not be repaired and put in working condition, within a month.

And, peradventure, tho she knoweth not, every wife is a consolation prize and every husband is a discard.

But the woman who throweth a man over is a philanthropist and an angel in disguise.

Yea, without her, there would be no marrying nor giving in marriage, and the nations would perish, and the earth be peopled with spinsters and old bachelors.

For the masculine heart, which has never been broken, is harder than the conscience of a newsboy, colder than yesterday's kiss, and less impressionable than a boarding-house steak.

But a "bruised heart" is softer than asparagus tips, and tenderer than the words of a John McCormack ballad.

Go to Love is like unto a springboard, which, when it bounceth a man off, plungeth him in deeper than ever. Selah.

Ask for O'Keefe's

Wherever liquid refreshments are served, you can procure O'Keefe's Dry Ginger Ale. Bear this in mind, and when you order, order O'Keefe's———.

For purity, quality and delightfulness of flavor, O'Keefe's lead. For young and old, there are no better thirst quenchers.

The following are some of the O'Keefe Beverages on sale at grocers, cafes, restaurants and hotels:

Belfast Ginger Ale	Orangeade
Ginger Beer	Cream Soda
Lemon Sour	Sarsaparilla
Special Soda	Cola, etc., etc.

O'Keefe's Ginger Ale

O'KEEFE'S TORONTO—PHONE MAIN 4202