



DAINTY little person in white, snuggled in the cushions on her roof-top rest room at Bath Beach, New Jersey, is feeling very sure that pretty soon the New York Sundays will be publishing her picture and the critics saying nice kind things about her first appearance on the stage of the Metropolitan. Who? Well she is not an American. No, she was born in Sicily among the sulphur mines, not far from where old Ulysses used to put wax in his ears so as not to hear the sirens of Scylla. And about six years ago the late Dan Frohman—drowned on the Lusitania—went to a little village opera house. There he heard Mile. Aguglia in folk songs. He induced her parents to let her go to New York for training. Now she's ready for the grand bow to the 400 next November.



PLEASE notice that this rustic wagon carries not merely as fine a load of femininity as any eye-glass critic could say "The duce!" to; but likewise a cargo of real brains. These are all undergraduates of Toronto University going to camp from the berry plantations at Beamsville, Ont.



350,000 VOTERS IN THE SOUTH Have as much Political Power as the 1,500,000 VOTERS OF NEW YORK!



The Ocean Accident & Guarantee Corporation
 Personal Accident, Health Liability, Automobile, Plate Glass, Guarantee, Burglary and Fire
 Canadian Head Office: Ocean Insurance Building, Toronto
CHARLES H. NEELY
 General Manager for Canada.
 J. K. CARROLL, Agent, Kingston.

MERRYWEATHER'S ROSES



Nurseries Southwell, England
 Orders should be placed by September 10th Catalogue Post Free on Application.
M. A. BRUSH
 204 Wellington St. West, TORONTO
 Phone—Main 3480.

CANADIAN NATIONAL EXHIBITION

Aug. 25 TORONTO Sept. 10

Jubilee Spectacle
 1,200--Performers--1,200
 Fifty years of fascinating history dramatically told

Super-Climax in Patriotic Pageantry
 Innes' and Twenty other leading Bands Persian, Italian, U.S. and Canadian Art

Mobilization of National Resources
 Constructive and Destructive Needs for War

Giant Live Stock Agricultural and Tractor Display

National Motor Show Trap Shooting Dog and Cat Shows

Entire New MIDWAY
 biggest and best yet

Hosts of Free Attractions -- Air Flights and Fights--Model Camp--Trench and Bomb Attacks--Naval Display--Day and Night Fireworks --Stars of Hippodrome and Circus World.

Reduced Fares on all lines of Travel
Aug. 25-TORONTO-Sept. 10

Upper Right--

CLEARLY understand, the person with the man on the step-ladder is no lady. She is a poster. The man on the ladder is an artist. You observe at once that if this poster is to advertise anything it must be something out of the common. The style of decoration used looks suspiciously like the wreck of an aeroplane. But it is

real art. Any artist will tell you that it is--Futurism. As to what this extraordinary poster advertises--ah! It is to be a show, a lavish and spectacular presentation in the Strand, London, of what some people used to consider a great drama. Sh! keep this quite under your hat. The name of the thing is Three Weeks! And the poster-person is supposed to be the lady in the case.

Lower Right--

FIRST photograph ever published in Canada of negro women on parade. This was, of course, in New York, where if you want anything you have to march down Broadway to get it. These coloured ladies are justly indignant over the race riots and lynchings that took place not long ago in St. Louis. They organized this parade to advertise their protest.



Who says wash-day is blue Monday in Quebec?



Now listen to the artists rave about these two Quebec cottage scenes: The Roly-Poly Churn and the Girl with the Water-Yoke.



Tinting of the Hair
 Tinting of the hair should only be performed by an experienced operator, guided by a past master in the art. When visiting the Toronto Exhibition consult W. T. Pember, Canada's leading expert on treating the hair and scalp, and tinting the hair to any shade desired. Hair goods of the finest texture and latest designs in wigs, Toupees, Transformations, Pompadours, parted on side or centre, Switches and Bangs in great variety. Make the Pember store your headquarters at Exhibition.

THE PEMBER STORE
 129 Yonge Street

Isbell, Plant & Co.

Members Standard Stock Exchange

Specialists in Mining

Standard Bank Building, Toronto
 TORONTO MONTREAL

New York Stocks
N. Y. Curb Stocks
Porcupine Stocks
Cobalt Stocks

WEEKLY MARKET LETTER SENT WITHOUT CHARGE ON REQUEST.
KEMERER, MATTHES & CO. 108 Bay Street TORONTO
 (Members Standard Stock Exchange), (Members Philadelphia Stock Exchange)
 Offices: New York, Philadelphia, London, Hamilton.