

Society

FROM 10 A. M. TO 6 P. M.

To insure publication society news should reach the Journal office not later than 6 p. m. All communications should be signed, not for publication but as a guarantee of good faith.

ALBERT REINSCHMIDT, JR. CELEBRATES FIFTH BIRTHDAY.
Saturday afternoon proved a most enjoyable one for Albert Reinschmidt, Jr., and a number of his little friends who helped him celebrate the occasion of his fifth birthday. Games were played on the big grassy lawn at the home of his parents, on 18th avenue and Gadsden streets. A peanut hunt was enjoyed, Vera Carroll winning the girls prize and Edward Pinney the prize for the boys. Music on a victrola added to the pleasure of the afternoon and the children were delighted with interesting stories told by Mrs. James Phillips and others of the ladies present. Pink and white was the color motif used for the party and this was prettily carried out in the refreshments which were served from a table placed on the lawn, lavishly decorated with pink and white flowers and centered with the huge white birthday cake decorated in pink and with five burning candles. The cream was served in cones and Misses Irlita Purdy and Bessie Reinschmidt assisted by Misses Virginia Purdy, Catherine Pinney and Dorothy Anderson, waited on the small guests. Among those who spent the afternoon so happily with Albert were: Ann and Scarritt Purdy, Edward and Marlow White, Warren and Ruby Anderson, Tom Bingham, Jack Hopkins, Edwin Pinney, Helene Olsen, Sylvia McAdam, Kenneth White, Clarence and Mary Reinschmidt, Ernest Vinson, Vera Carroll, Quillar McAllister, Francis Adress, Olive, Juliette and Anna Mary Mayson, Edward and John Lipscomb, Durie Quick, Ruby and Mildred Phillips, Madelaide and Dick Tourant, of Mobile; Leah Adress, C. J. Reinschmidt, Jack Reinschmidt, and the honor guest, Albert Reinschmidt, Jr. Mrs. Reinschmidt was assisted in entertaining by Mesdames John Purdy, Ed White, Steve Sweeney, C. M. Sweeney, A. R. Mass, James Phillips, L. D. Marzoni and Ben Olsen.

HOP AT FORT BARRANCAS.
Services and civilian society were guests at a delightful hop held in the pavilion at Fort Barrancas, Friday night. There was a large attendance and the occasional rainy showers lessened not one bit the merriment of the evening only serving to make the atmosphere cooler and more pleasant. Excellent music was furnished by a combined army and navy orchestra under the direction of Charles Troxell and Sergeant Casey acted as floor manager. Chaperones for the evening were Col. and Mrs. Hughes, Mrs. Ludwick Graves, Mrs. James A. Code, Jr., Mrs. James B. McCarthy and prominent matrons from town.

MEETING WOMAN'S MISSIONARY SOCIETY FIRST METHODIST CHURCH.
The Woman's Missionary Society of the First Methodist church will hold their regular monthly meeting in the Sunday School rooms of the church this afternoon at 4 o'clock. All members are urged to be present and a cordial invitation is extended to all ladies of the church to attend.

DORCAS SOCIETY MEETS THIS AFTERNOON.
The Dorcas Society of the Knox Presbyterian church meets at the church this afternoon at 4 o'clock. A full attendance is requested.

BELLANS FOR INDIGESTION
6 BELLANS Hot Water Sure Relief
BELLANS FOR INDIGESTION

Children's Sox
Solid Colors
Lisle and Silk
Dainty Colored Tops
To Suit Every Child
Sizes 4 to 9 1/2.
MEYER SHOE CO.
Pensacola's Popular Shoe Store

FRESH ARRIVAL
LITTLE NECK
CLAMS
from New York
Served on the shell in San Carlos Restaurant, and also in the soft drink bar.

Martha Washington Candies
90c lb
SOX, CANDY & CO.
1720-Phone-1731

Why Actresses Never Grow Old

Nothing concerning the profession seems more puzzling to the dear old public than the perpetual youth of our feminine members. How often we hear remarks like, "Why, I saw her as Juliet forty years ago and she doesn't look a year older now!" Of course allowance is made for make-up, but when they see us on the stage at close range, they need another explanation. How strange women generally haven't learned the secret of keeping the face young! How simple a matter to get an ounce of mercurochrome wax at the drug store, apply it like cold cream, and in the morning wash it off! We know how this usually, imperceptibly, absorbs old cuticle, keeping the complexion new and fresh, free from fine lines, sallowness or over-redness. We know, too, that this mercurochrome wax is the reason actresses don't wear freckles, moth patches, liver spots, pimples and the like. Why don't our sisters on the other side of the footlights learn the reason, and profit by it?—*Theatrical World.*

way, but with the satisfaction that this was only the first of many such entertainments to be given during the summer months. The hotel bears the distinction of catering to a very high class clientele, and the bookings for this season far surpass the records of any previous years. The management has made extensive improvements and one can have at the Gordon every convenience of a thoroughly appointed city hotel and at the same time enjoy the restfulness and invigoration of country atmosphere and live closer to the heart of nature where the climate is always delightful and cool.

IMPORTANT MEETING PENSACOLA LIBRARY ASSOCIATION.
An important meeting of the Pensacola Library Association will be held at the library rooms this afternoon at 5 o'clock. A full attendance is requested.

SAD NEWS RECEIVED BY MRS. J. C. ADAMS.
Mrs. J. C. Adams has the sincere sympathy of her many friends in the sad news received by her of the death of her sister-in-law, Mrs. H. M. Barry, which occurred at her home in Baltimore, Md., Saturday morning. Mrs. Adams left Saturday night to attend the funeral services. She expects to be absent from the city about two weeks.

For Burning Eczema

Greasy salves and ointments should not be applied if good clear skin is wanted. From any druggist for 35c, or \$1.00 for extra large size, get a bottle of zemo. When applied as directed it effectively removes eczema, quickly stops itching, and heals skin troubles, also sores, burns, wounds and chafing. It penetrates, cleanses and soothes. Zemo is a clean, dependable and inexpensive, penetrating, antiseptic liquid. Try it, as we believe nothing you have ever used is as effective and satisfying.

The E. W. Rose Co., Cleveland, O.

GUESTS AT HOUSE PARTY AT GARDNER HOME.
Misses Elizabeth Dunham and Judith Maxwell and M. J. Muldon, Jr., are among Pensacolians who are guests at a delightful house party being given by Miss Nancy Gardner and her brother, Lieut. Hamilton Gardner, at the Gardner's summer home near Buffalo, N. Y. After enjoying the round of gayeties there, Miss Dunham will visit for several days in Cleveland, before returning home, expecting to arrive within about two weeks.

FLORIDA WELL REPRESENTED AT NATIONAL MUSIC CONVENTION.
Florida is well represented at the 11th biennial convention of the National Federation of Music Clubs now in session at Petersboro, N. H. Among Floridians well known in the musical world attending are:

MRS. M. E. HOYLE HAS GAINED 30 POUNDS

"I've Never Found Anything to Equal Tanlac," She Says—Troubles Overcome.

"If I could speak with everybody personally who has stomach trouble and rheumatism," said Mrs. M. E. Hoyle, of 1229 Pennsylvania avenue, Kansas City, Mo., "I would advise them to take Tanlac, for I have tried it myself, and have never found anything to equal it. I have suffered with rheumatism during the past ten years until I thought I would go distracted. The pain would extend from my hips down to my ankles, the muscles and leaders felt like they were drawn, my knees were so stiff I could hardly bend over, and many a night the pain was so severe that I could hardly keep from crying. My appetite was very poor and my stomach was so out of order that what little I did eat made me miserable. I suffered terribly from indigestion and would bloat up so badly from the gas on my stomach that I could scarcely breathe, and there was also a dull aching pain in the pit of my stomach. My complexion was very bad—sallow and yellow looking—and I just felt badly all the time.

"But Tanlac has been a wonderful blessing to me and no one could see the change that has taken place in me during the past few weeks and doubt it being a great medicine. All my rheumatic pain and stiffness is gone now, and you may know I feel like a new person. My appetite is splendid. I am never bothered with indigestion or gas any more, no matter what I eat, and my color is fine. Not only have I been relieved of rheumatism and stomach trouble, but I have also gained thirty pounds in weight besides. Now these are my reasons for thinking so well of Tanlac and I will gladly tell anyone who cares to call on me what I have found out by experience about it."

Tanlac is sold by leading druggists everywhere.—Adv.

Mrs. James H. Hirsch, of Orlando, the southeastern district president; Mrs. Helene Saxby, of Tampa, state president of the Florida Federation of Music Clubs; Mrs. Grace Porterfield Folk, of Miami, state delegate; Miss Marion Rous, of Winter Park, president of the faculty music club of Rollins Conservatory, besides the official winners in the state music contest held last January at the Gainesville state biennial music festival, Miss Christine Stout, of Southern College, Sutherland, piano winner, and Mrs. D. H. Trezevant, of Tampa, winner in the vocal contest, will take part in the young artist's contest.

The opening days of the convention June 26 and 27 were devoted to meetings of national and auxiliary executive boards. Saturday was state president's day, and American music Sunday will be observed on July 29, the opening of the convention proper was yesterday.

LT. COMMANDER CARO ARRIVES IN PENSACOLA FOR VISIT.
Lt. Commander Philip Caro arrived in the city to join his wife, at the home of her father, Mr. D. D. Shuttleworth. Lt. Commander Caro arrived in the states on Saturday, leaving at once for Pensacola to spend several days with his wife and little daughter, before joining his ship at Charleston, preparatory to leaving again for France on Thursday.

Mrs. Caro, who has been very ill for some time at the hospital in Norfolk, was recently joined by her sister, Miss Genevieve Shuttleworth, and on convalescence, returned to Pensacola with her, where she will remain until entirely recovered.

Yesterday was the tenth wedding anniversary of Lt. Com. and Mrs. Caro, and many relatives and friends extended their congratulations at this happy reunion. Lt. Com. Caro is attached to the U. S. S. Zellander, and has made seventeen trips across, in transport service. While in France he met both Louis and Harry Shuttleworth, meeting the former at St. Lazare and the latter at Bordeaux. Both expect to arrive home some time in July.

CHOIR REHEARSAL AT FIRST BAPTIST CHURCH.
Choir rehearsal will be held at the First Baptist church tonight at 7:30 o'clock, and all members of the choir and all of those who will sing in the choir are especially requested to attend.

BITES-STINGS
Wash the affected surface with household ammonia or warm salt water; then apply—
VICK'S VAPORUB
"YOUR BODYGUARD"—30c. 60c. \$1.20

Covo
SALADS and COOKING
AND, of course, you will want to use COVO for salads when you remember what a delightful nut-like taste it adds to all dressings.

Have You Visited the San Carlos
NEAR BAR
(Put your foot on the rail)

Same old Bar Fixtures, same old foot rail, same old counter, same old cooling fans, and everything.

New drinks of all kinds as good as the old but minus alcohol. Old-fashioned bar-room lemonade. Try our cocktail lemonade. A specialty of BUTTERMILK LEMONADE. Camouflaged Creme de Menthe.

FEED—Choice Cold Meats, Salads and Cheese, Florida Lobster Salad, French Sardines, Surpassing Coffee with Pure Cream.

Open Day and Night.
LADIES INVITED.

G. A. GRUND
THE TAILOR

Formerly located at Warrington for 7 years, announces removal into new quarters, July 1st, at 30 East Garden St.

YOUR PATRONAGE SOLICITED

JULY SALES

This Biggest Sale of the Season Offers
Every Voile and Organdy Dress in the Store at 1/3 Off

Plain and Printed Voiles and Fluffy Organdies in all shades.
Every woman who knows the best fashionable wear will recognize these pretty frocks for every wear, as the most exclusive and desirable dresses of the mode.
You simply must see these Dresses to realize the wonderfully little prices at which they are offered.

\$7.50 Voile Dresses, this week Special	\$5.00
\$10 Voile and Organdy Dresses	\$6.70
\$15 Voile and Organdy Dresses	\$10.00
\$20 Voile and Organdy Dresses	\$13.35
\$27.50 Voile and Organdy Dresses	\$18.35

ALL SILK AND WASH SKIRTS AT 1-3 OFF.

THESE SPECIALS ARE FOR THIS WEEK ONLY AND OFFERS "HEART OF THE SEASON" MERCHANDISE AT CLEARANCE PRICES.

EXTRA SPECIAL
Our Millinery Department Offers Your Unrestricted Choice of any Hat in the store, prices from \$2.50 to \$30.00
at One-Half Price
LA MODE
"The Best Place to Shop After All"
122 and 124 South Palafox St. Phone 337

The Favorite Summer Resort
WAYNESVILLE, NORTH CAROLINA
Three Thousand Feet Altitude.
Highest Town East of the Rockies—in the heart of the Blue Ridge. Recognized the Switzerland of America; The Land of the Sky; Leading Hotel **HOTEL GORDON**
Thoroughly Modern; Hot and Cold Running Water in Every Room. Best Hotel in the Mountains—Sleeping Porches. Entertainment and Social Life Special Features.
None are Strangers. CONTINUAL AMUSEMENT, First Class Orchestra, Dancing, Fishing, Bathing, Horseback Riding, Beautiful Drives, Tennis, Automobileing. Social Life in the Town centers at the GORDON. Write at once for reservations. F. O. DUNHAM, Proprietor.

THE DUNHAM HOUSE
Waynesville, N. C. (3000 ft. alt.)
Private and Public Baths, Electricity and All Modern Conveniences. Private Board; Home-like Atmosphere; Excellent Table; Fresh Country Produce. Service Pleases the Most Exacting. Most Beautifully Located; a full view of all the Mountains, which is grand, inspiring and never to be forgotten. Trees, flowers and wide verandas. Courtesies of the Hotel Gordon extended to our guests.
Rates: \$2.50 to \$3.00 per day. \$14.00 to \$17.50 per week. MRS. D. L. DUNHAM, Prop. (A woman of years experience in this business).