



Two Clubs -- That Thrifty Women Who Do Their Own Home Sewing Will Appreciate

The "White" Sewing Machine Club and the "Hall-Borchert" Dress Form Club--Each Open to 100 Members Monday and Tuesday

To the woman who makes her own dresses as well as the professional dressmaker a good dress form and a good sewing machine are inseparable necessities.

Knowing that there are scores of women who for lack of sufficient cash to purchase outright either of these home necessities are without them, we have organized the two above-mentioned clubs, enabling those who join to at once own a genuine "White" Sewing Machine or a "Hall-Borchert" Dress Form--acknowledged by all the best in their respective lines--by merely paying little weekly sums.

One Dollar Makes You a Member of Either of These Clubs

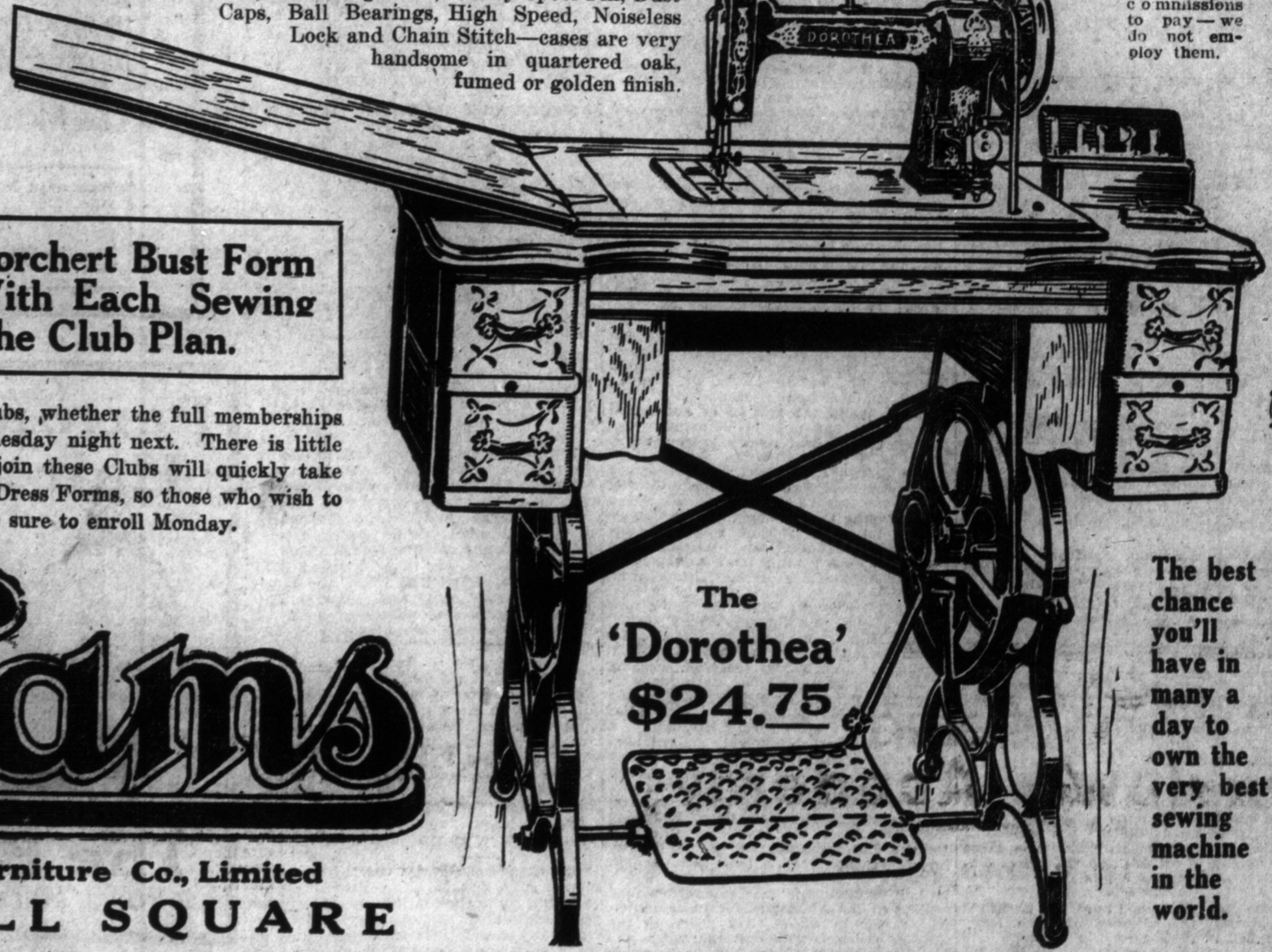
You can have the Dress Form or Sewing Machine you choose sent home at once--Small Weekly Dues Soon Pay for Them.

The immense advantage and pleasure that comes with having a Sewing Machine that does its work faultlessly and with ease, making the finest and most perfect stitches, tucks and frills and all the other fancy effects in sewing that the dainty woman likes, is a delight only known to those who own a "White" Sewing Machine.

Will you let a mere \$1 a week stand in your way of owning one?

You have your choice of any of the new models of "White" Sewing Machines, which are marvels of perfection in construction and finish. Some of the special features are: Rotary and Improved Vibrator Shuttle, Automatic Lift, Tension Indicator, Stitch Regulator, Rotary Spool Pin, Dust Caps, Ball Bearings, High Speed, Noiseless Lock and Chain Stitch--cases are very handsome in quartered oak, fumed or golden finish.

Any style of 1915 "White" Sewing Machine may be purchased on the Club Plan--prices start at \$24.75. Just \$1 down--balance easy. No extras or interest charged. No Agents' or C. A. N. V. S. commissions to pay--we do not employ them.



The 'Dorothea' \$24.75

The best chance you'll have in many a day to own the very best sewing machine in the world.

More Dresses and Better Dresses for Less Money

Women who are planning new attire, who like nice things, will find in a "Hall-Borchert" Dress Form a veritable miracle worker towards a stunning perfect fitting, yet inexpensive wardrobe.

One Adjustable H-B Dress Form Does for All the Women in the Family

The adjustable forms may be set to four exact measurements, thus doing away with wearisome fittings, so much abhorred by every woman. Then again you may observe the effect of your waist or dress, fitting and altering it before you even try it on yourself.

Dress Form Prices Start at \$3.49

The "Juliette"--a perfect shape, four part, adjustable dress form; made telescopic and will close up to about half size when not in use. Neatly covered box goes with each. Special Club price, \$3.49.

Other Prices \$6, \$8, \$10, \$12, \$15 and \$18

By joining the HALL-BORCHERT DRESS FORM CLUB you can own the most perfect adjustable dress form by merely paying \$1 tomorrow, and small weekly payments after, while you are making full use of it. You pay only the cash price. No extras. No interest.

Join this Club Monday--Others are planning to--Only 100 can.

A Genuine Hall-Borchert Bust Form given FREE With Each Sewing Machine Sold on the Club Plan.

For business reasons these Clubs, whether the full memberships are taken or not, will close on Tuesday night next. There is little doubt, however, that the rush to join these Clubs will quickly take up all the available Machines and Dress Forms, so those who wish to avoid being disappointed should be sure to enroll Monday.



The Adams Furniture Co., Limited
CITY HALL SQUARE

SEVERE EARTHQUAKE SHOCK IN JAPAN

LONDON, May 1, 2:57 p.m.--A severe earth shock was recorded early this morning at the observatory at Cardiff and the Isle of Wight. The indications recorded suggest that the centre of the disturbance was in Japan.

WASHINGTON, May 1.--Earthquake shocks, described by scientific observers at Georgetown University here as un-

usually severe and probably destructive were recorded on the seismograph there today between 12:12 a.m. and 2 a.m. The tremors continued almost two hours and reached greatest intensity at 12:45 a.m. at an estimated distance from Washington of 5500 miles.

'Me an' dat woman been trabblin' double 'bout 'leben days. I done tuk her to be de wife o' mah buzzum, an' she done stung me in dat buzzum, an' fudehmo'.

MINE CONFERENCE ENDS IN DEADLOCK

Men Reject Ten Per Cent. Increase--Leave it To Asquith

LONDON, May 1.--The conferences which have been going on in London between the mine-owners and the mine laborers have ended in a deadlock. Representatives of the men today definitely rejected the offer made by the owners of a 10 per cent. increase and decided to leave the matter in the hands of Premier Asquith, who will appoint an arbitrator to settle the dispute.

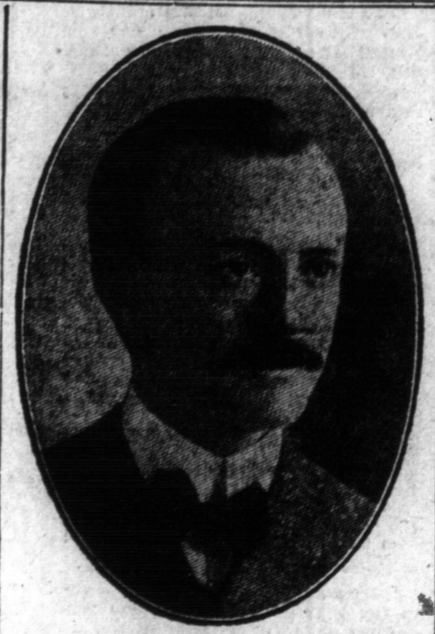
ISLAND SEASON HAS STARTED

Sunday Schools and Societies Can Now Secure Dates for Picnics.

There will be no more delightful nor convenient places this summer for churches, Sunday schools and societies to hold their annual outings and picnics than at Island Park and the New City Park, Hanlan's Point. Both these pleasant resorts are now assuming their summer grandeur. Owing to the low water this season all the island grounds will be remarkably dry, and especially suitable for lunch parties and those who love to dine in the open air, and indulge in athletic games. Superintendents and secretaries of the various organizations, should not delay in making their arrangements with the Toronto Ferry Company for the holding of their outings, so that the conflicting of dates may be avoided as far as possible. There will be facilities for the procuring of hot water and other necessities at both parks. The big boats leave both sides every twenty minutes, starting today.

NEW BRIDGE OPENED.

VANBUREN, Me., May 1.--A new international railroad bridge connecting the Bangor and Aroostook Railroad, on the American side of the boundary, with the Canadian Pacific International and national transcontinental lines, which traverse northern New Brunswick, was formally opened to traffic today. The bridge crosses the St. John River from this town to St. Leonard's, N.B.



Mr. F. E. Mutton's New Post

The many friends of Mr. Frank E. Mutton will be interested to hear of his important new connection as secretary and general manager of the International Time Recording Company of Canada, Limited. For the past three years Mr. Mutton has been very successful as managing director of J. J. Gibbons, Limited, advertising agents, and it is felt that his experience in that capacity, added to his many years as manager of the National Cash Register Company in Canada, makes him especially fitted for the direction of the International Time Recording Company, lately reorganized, and whose product is the best known of its kind in the world.

While Mr. Mutton was with the Cash Register Company, his district, Canada, under his management, rose to be pre-eminently the first in sales, quality of sales, etc., in the history of the National Cash Register Company. With this record, extending over many years, it is not surprising that Mr. Mutton should wish to revert to a field for which he is so well fitted, and the International Time Recording Company offers him a fine field for his special abilities. Mr. Mutton's new office and sales room will be located in the Ryrie Building, corner Shuter and Yonge streets. Mr. Mutton is a prominent motorist, a past-president of the Ontario Motor League, and is also very well known in lawn bowling and golfing circles. Mr. Mutton has just returned from his Florida home to take up his new duties, having spent the winter south.

WAR SPECIALTIES ACTIVE ON WALL ST.

Practically All Saturday's Trading in Speculative Shares

NEW YORK, May 1.--Active speculation in war specialties and allied stocks was resumed today, trading in the two-hour session being devoted almost entirely to these issues, while better-known investment shares were pushed in the background, where they dropped on moderate selling pressure. Westinghouse Electric was again the spectacular feature, altho it failed to repeat its high quotation. Pressed Steel Car, Lackawanna Steel, Baldwin Locomotive and Studebaker made heavy gains of two to four points, but these were largely lost towards the end. U. S. Steel rose and fell within fractional limits, and coppers as a whole were inclined to sag. The general list made some recovery in the later stages, with a steady close. Bonds were irregular.

ON SECRET MISSION.

BUCHAREST, Roumania, May 1. via London, 5:12 p.m.--Gen. Savoff, at one time minister of war of Bulgaria, has arrived here. He will remain a few days and then proceed to Petrograd on a secret mission.

The Second Sunday World

CLASSIFIED BUSINESS and PROFESSIONAL DIRECTORY

will be published in our issue of May 9th.

Watch For It

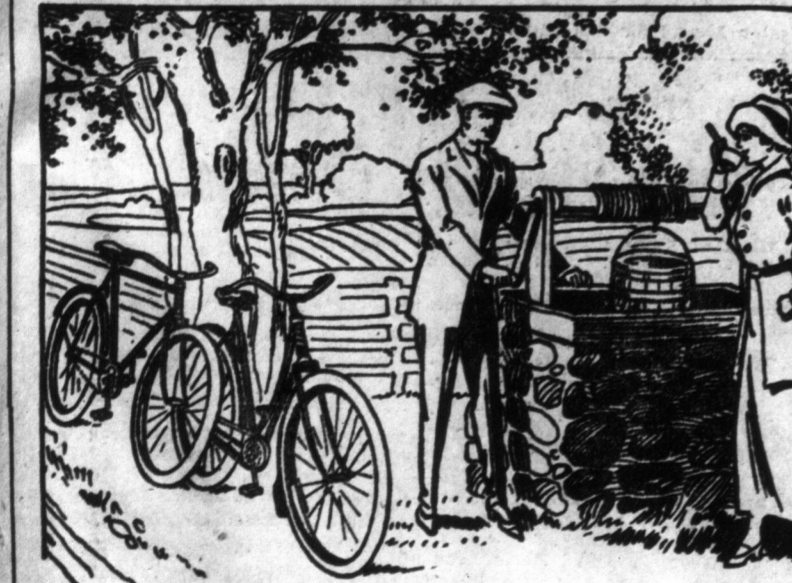
A handy guide to Toronto's representative commercial and professional institutions.

DEMANDS ARE REFUSED.

PEKING, May 1.--The Chinese Government has definitely refused some of the most important demands made by Japan. On learning of China's decision, the Japanese minister, Shi Hoki, said to the Chinese foreign minister, Lucheng-Hsiang: "I am sorry. I believe my government will be disappointed."

COLON FIRE SWIFT.

COLON, May 1.--More than half the City of Colon was swept by a disastrous fire last night. Ten persons are known to be dead, including two native policemen, and several hundred persons have been injured, while between 10,000 and 12,000 others, mostly negroes, have been rendered homeless. The loss is estimated at about \$2,000,000.



Enjoy Life!

After a ten-mile spin through the open country on a

MASSEY BICYCLE

"Made in Canada" you know the real "Joy of Life."

Divide MASSEY'S price by the years it lasts. See HOW LITTLE it costs to ride! Look for the 3-plate crown; the "CCM" hanger; the exquisite finish; the "Hercules" brake. They distinguish MASSEY as one of the world's four finest wheels. Prove that only the BEST is used in this famous machine.

For a host of happy holidays at mighty little cost -- get a MASSEY today.

R. G. McLeod, 181 King St. W., Toronto

CANADA CYCLE & MOTOR CO., LIMITED--WEST TORONTO



Dominion Shot Shells

Characteristics that have made Dominion of Canada, have gained instant recognition for the perfectly balanced, hard-hitting "Canuck."

Like the Imperial, Regal and Sovereign, the Canuck is loaded with practical combinations of standard smokeless powders, double chilled shot and the best wool-felt wads. It is especially designed to meet the demands of sportsmen who want a medium priced shell that will give complete shooting satisfaction. Try Canuck next time you shoot. It proves up. Ten cents brings you 16 beautiful game pictures.

Dominion Cartridge Company Limited
844 Transportation Bldg., Montreal

