

NEWS OF SPECIAL INTEREST TO WOMEN

CHARMING SILK AFTERNOON FROCK

Empire Model of White and Apple-Green Displays Latest Features.

SMART ACCESSORIES

Graceful Hat and a Chic Parasol Lend Distinction to Latest Designs.

There is one particularly fascinating empire design this season which will prove itself indispensable—that of the quaint little frou-frou or silk afternoon frock with a flimsy bit of lace, a few yards of velvet ribbon and a flower or two.

A fascinating little model recently conceived by an exclusive couturier was developed in white tulle, shot with apple green and exploiting a design of conservative little square figures in the green. The sleeveless bodice was set on a French lining and crossed softly in a surplus "V"-cut very low, to reveal the transparent undergarment and long, banded sleeves of delicate all-over lace. The fullness of the sleeve was confined by three bands of narrow green-velvet at the wrist, which also binds the simple round neck line.

Two-Piece Skirt

Charming to a degree was the dainty two-piece skirt gracefully caught into side puffs to reveal the petticoat of ruffled lace, exploiting the bound edges of the green velvet ribbon. The chic little girdle outlining the very high waist was also of the velvet with the streamers in centre-front caught to the bodice with a bow and a single daisy.

To complete this delightful costume was worn a broad-brimmed white sailor, drooping artistically back and front, displaying a simple trimming of black velvet streamers and large daisies.

A chic green sunshade with centre section of black was carried, while green-heeled white kid shoes added a finishing note to this absolutely up-to-the-minute creation.

Would You Not Rather Have a Housewife Read Your Furniture Advertisement BEFORE, Rather Than AFTER She Has Bought Her Furniture?

The woman who is buying furniture today has read the furniture "ads" in her morning newspaper BEFORE MAKING HER FINAL DECISION AS TO WHAT TO BUY AND WHERE TO BUY IT.

AFTER she has purchased all of the furniture she needs, or can afford to buy just now, the furniture "ads" will have less immediate interest for her than they had THIS MORNING.

And the same thing is true of all other kinds of goods.

The merchant whose "ad" attracts the attention of the shopper JUST BEFORE THE SHOPPING IS UNDERTAKEN is the merchant whose message COUNTS. And the morning newspaper is the only message-carrier able to deliver its messages AT THE TIME BUYING DECISIONS ARE BEING FINALLY MADE.

EVERY MORNING, in a majority of the homes of this city, the store "ads" in this newspaper HELP HOUSEWIVES TO DECIDE ABOUT THE DAY'S BUYING. They offer suggestions that are ACTED UPON—make special offers that ARE SURE TO BE INVESTIGATED by the shoppers IN THE COURSE OF THAT DAY'S BUYING-TOURS.

Polly and Her Pals

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Small Coal for Your Kitchen Range

Take advantage of Summer Prices and BUY YOUR COAL NOW.

The Coal That Satisfies

Conger-Lehigh Coal Co., Ltd.

Branches in All Parts of the City
95 Bay Street, Toronto. Phone Main 4890.

Notes of Women's World

A three days' suffrage convention with unusually attractive features is to be held early in June at the home of Mrs. L. A. Hamilton, Lorne Park, when members of the various local organizations and others throughout the province will convene among the orchards and gardens by Lake Ontario.

The Girl Guides' annual service will take place in Convocation Hall on Sunday, when the Rev. Burgess Browne and Rev. Dr. Patterson will officiate and preach. The organist of the university will play and guides and women of the Dominion and local councils will bring flowers which will later be distributed among the hospital.

Among enthusiastic patriotic workers are the Imperial Bank Red Cross Auxiliary, which lately sent eight pairs of sheets and numerous other articles to the University Base Hospital.

The Canadian Society for the protection of birds meets this evening at 6 o'clock in the Royal Canadian Institute, when a lecture will be given by Prof. Coleman on "Birds From a Geological Point of View."

The Central W. C. T. U. meets at 2.30 today in Willard Hall for the election of officers and other business.

Dreadnought chapter I. O. D. E. bandage meeting takes place in St. Simon's parish house at 10.30 this morning.

The sewing meeting of the Lord Seaton chapter I. O. D. E. will be held at the L. O. D. E. headquarters, 16 King street east, this morning at nine o'clock.

Harbord Alumnae Association will hold their annual June tea on Wednesday, June 2, at four o'clock, in the Midway Room, King street west.

The ladies' committee of the United Empire Loyalists' Association will be held at 594 Jarvis street at four o'clock this afternoon.

At Foresters' Hall on Saturday and Monday evenings a program of classical and national dances will be given by pupils of Miss Steinhilber, of the benefit of the Toronto Base Hospital.

Mrs. Penner, Mrs. Alexander, Mrs. Gus Walker and Mrs. Fetherstonhaugh of the Patriotic League were ushers and receivers of tickets at the first of the weekly luncheons to be given during May and June under the auspices of their league for the purpose of increasing the fund for patriotic work.

The Apple Tree Inn on Yonge street just beyond stop 36 on the Metropolitan Railway at Newtonbrook is to be opened on Monday in charge of the Admiral Hood chapter I. O. D. E. proceeds to go to patriotic and relief work.

SUBSCRIPTIONS GIVEN ARE NOW SUFFICIENT

A meeting of the executive committee of the University Base Hospital was held yesterday morning in the biological building, at which the business in connection with the appeal for funds for hospital was wound up. The subscriptions already in hand being sufficient, the members are now free to devote themselves to making surgical supplies, which will be in demand as long as the hospital is needed. The University of Toronto Women's Club will also assist other branches of the Red Cross.

HONOR TO GRADUATES FROM LORETTO ABBEY

Series of Functions and Meetings Being Held and Luncheon Was Given.

A series of functions and meetings are taking place at Loretto Abbey this week in honor of the first four university graduates of the institution. Miss Mona Clark and Miss Mary Power of Toronto, Miss Gertrude Ryan of Mitchell and Miss Theresa Coughlan of Hastings.

A luncheon was given on Wednesday at which these young women were the guests of honor.

High mass will be sung in the chapel this morning, and Rev. F. E. Burke, C.S.F., will preach the sermon. In the evening at 8 o'clock Rev. R. McBrady, C.S.B., will be the speaker. On Saturday evening at 8 o'clock the "Princess" will be presented by the students.

Officers Are Elected.
The election of officers of the Abbey Alumnae Association resulted as follows: Hon. president, Rev. Mother Stanislav; hon. vice-pres., Mrs. John Maloney; president, Mrs. Thos. Lator; vice-presidents, Mrs. T. P. Phelan and Mrs. P. Rooney; treasurer, Miss Daisy Dorian; recording secretary, Miss R. Devaney; corresponding secretary, Miss Victorine Rooney; convener of committee, Mrs. F. McLaughlin; convener of entertainment committee, Miss Helen Setz; convener of membership committee, Miss Gretta Maloney; convener of press committee, Miss Anne Kelly.

MORE CANADIANS ARE SAFELY LANDED

Safe Arrival of Cameronia in English Port is Announced.

OTTAWA, May 20.—The militia department announced today that the steamship Cameronia has arrived safely in England, carrying the 24th Battalion of Montreal and other Canadian troops. She sailed on the 11th and arrived in England yesterday.

An Easy Way to Get Fat and Be Strong

The trouble with most thin folks who wish to gain weight is that they insist on drugging their stomachs with "fat-laden blood," or following some foolish physical culture stunt, while the real cause of thinness goes untouched. You cannot get fat until your digestive tract assimilates the food you eat.

Thanks to a remarkable new scientific discovery, it is now possible to combine into simple form the very elements needed by the digestive organs to help them convert food into rich, fat-laden blood. This master-stroke of modern chemistry is called Sargol, and has been termed the greatest of flesh-builders. Sargol aims through its regenerative, reconstructive powers to coax the stomach and intestines to literally soak up the fattening elements of your food and pass them into the blood, where they are carried to every starved, broken-down cell and tissue of your body. You can readily picture the result when this amazing transformation has taken place and you notice how your cheeks all out, hollows about your neck, shoulders and bust disappear and you take on from 10 to 20 pounds of solid, healthy flesh. Sargol is absolutely harmless, inexpensive, efficient.

Leading druggists of Toronto and vicinity have it and will refund your money if you are not satisfied, as per the guarantee found in every package. Caution: While Sargol has given excellent results in overcoming nervous dyspepsia and general stomach troubles, it should not be taken by those who do not wish to gain ten pounds or more.

UNIVERSITY ALUMNI SIXTEENTH ANNUAL

Has Taken Active Part in War Matters, Distributing Literature for Hospital.

Reports on the year's work were read yesterday afternoon at the sixteenth annual meeting of the University of Toronto Alumnae Association, held in west hall, main building. Since its formation the association has interested itself in many problems concerning the university, and during the past year has taken an active part in matters relating to the war, distributing literature on behalf of the University Base Hospital and other projects.

The secretarial fund, raised by Sir John Gibson when president of the association, has now realized \$1,281.95, about \$65 outstanding.

Due to the financial stringency resulting from the war, "The University Monthly" has suffered by the decrease of advertising, a deficit of \$190.46 remaining for the year.

Election Results.
The elections for the ensuing year resulted as follows: Hon. president, Hon. Sir John M. Gibson; president, J. C. McLennan; vice-presidents, J. A. M. Atkins (Winnipeg), John M. Clark (Toronto), H. M. Darling (Chicago), R. W. Harris (Vancouver), S. McLean (Ottawa), A. M. McMechan (Halifax), J. Squair (Toronto), T. Kinnard Thomson (New York); secretary-treasurer, J. Patterson. The executive council of thirty: Miss C. C. Benson, Miss Constance Laine, Mrs. J. R. L. Starr, J. W. Bain, R. G. Beattie, G. S. Brett, L. H. Cameron, J. D. Falconbridge, J. C. Fields, J. T. Fotheringham, D. J. Goggin, H. F. Gooderham, E. A. Gray, W. A. Kirkwood, A. T. Laine, A. E. Lang, George H. Locke, Vincent Massey, J. T. McLaughlin, J. P. McMurrich, A. O. O'Leary, E. Parks, Peter Sandiford, Wallace Seccombe, H. G. Tyrrell, S. Vogt, R. Hodder Williams, C. R. Young.

CONVENTION TRAIN SERVICE FOR MUSKOKA COTTAGES.

For the convenience of cottagers and other interested parties desiring to make arrangements for the summer, the Muskoka and Victoria Canadian Pacific Railway will operate their train No. 25, leaving Toronto at 9.15 a.m. on Saturday, May 22nd, Monday, May 24th, and Saturday, May 29th, through to Muskoka, making connection with steamers for Muskoka Lakes points, steamer leaving Balaklava 2.15 p.m. On the same date, train No. 26 will also be operated, starting from Muskoka, leaving that point at 8.10 p.m., making the usual stops through to Toronto.

Commencing May 31st these trains will be operated daily except Sunday, making close connection at Balaklava with the Muskoka Lakes points. Full particulars from any Canadian Pacific ticket agent, or M. G. Murphy, District Passenger Agent, Toronto.

LOCAL POLICE FORCE MUST BE EFFICIENT

Chief Says No Favoritism Shown and Promotion Based on Merit Alone.

Chief of Police Grasett discredited the story in a morning paper that favoritism had been shown to any nationality or religion on the police force. All the men had an equal chance for promotion and the changes were entirely based on merit, without regard to anything else. The inspectors were called in merely to find out the efficiency of the new men, as Deputy Chief Stark had not made a report on the efficiency of the new officers before his death.

Four boats to Niagara Saturday.
The steamer service across the lake will be increased to four trips each way on Saturday the 22nd. Family Book Tickets at \$6.50 are now on sale. One trip tickets may be purchased either at 48 Yonge street or the Yonge street wharf.

Panama and Leghorn Hats Cleaned and Remodeled

to the latest style.
NEW YORK HAT WORKS.
566 YONGE STREET, Phone N. 5161

GALLAGHER & CO., LIMITED

Specials for Friday and Saturday:

Choice Fresh Caught Trout, 10c per lb.
Fancy Frog Legs and a Car of Louisiana Strawberries
107 KING STREET EAST. MAIN 7497-7498

Swift's "Red Steer" Fertilizers

It Pays to Use Them

THE application of SWIFT'S FERTILIZERS will make your lawn more velvety, protect it from burning out in the summer and give it a much earlier start in the spring.

Why buy your vegetables this summer when you can grow same in your lot with the application of SWIFT'S FERTILIZERS? Stable manure is a very good fertilizer, but it does not contain all the required plant food elements required by the plants.

SWIFT'S RED STEER HIGH-PHOSPHORUS FERTILIZER contains a liberal supply of available plant food. It will enrich your soil and enable you to grow more and better vegetables.

SWIFT CANADIAN CO., Limited,
Fertilizer Department
West Toronto, Ontario,
Phone Exchange 1700.



A Garden of Blue Blossoms

In answer to a special request, we give the names of a number of plants whose blossoms are blue, purple-blue, pale blue, dark blue, and various tints of blue.

As a general rule, blue blossoms are the most beautiful of all the flowers, and, strange to say, these blue blossoms, with the exception of the hyacinths, are quite devoid of the least fragrance.

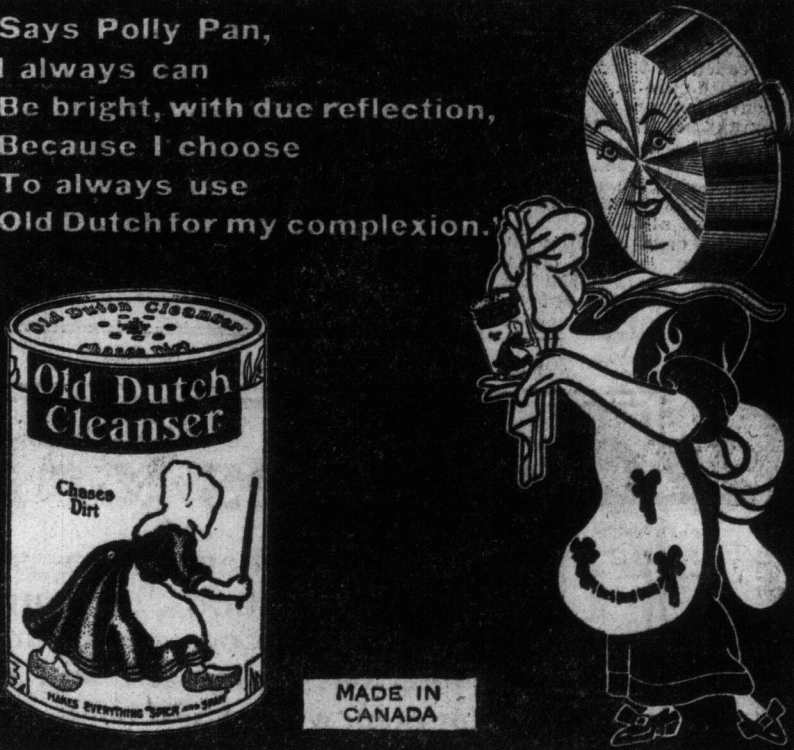
Coming in the very early spring are the various early blooming bulbs that send out their blossoms into the world, and from this on till the end of November, other plants continue the work of blossoming blue. These first blue blossoms are the various sky-blue, than which no other bulb tribe can give a more wondrous riot of blue tints. The squills range from pale lavenders to the deepest black-blues.

Then there are the tiny grape-hyacinths, whose stiff spikes of blossoms are only beautiful for their intense sky-blue shades. Come the Roman hyacinths next, along with these other hardy bulbs, the tulips and their contemporaries. I need not discourse here on the beauties of the blue hyacinths.

Of the vines, we have the purple and pale blue wisterias, and farther south the passion flowers, but no other vines that bear blue blossoms.

Of the aquatics, we have the blue and purple lilies, French and German, Spanish and Japanese, the latter being by far the most wonderful of all the blue lilies.

And little forget-me-not, a blossom of pale blue, is not to be despised. Its perfect sky-blue time has not yet come.



MADE IN CANADA