

Silk Knit Sports Coats

Handsome display of new styles, in a wide assortment of colors, including white, cream, gold, mauve, burgundy, green, blue, black, pink, plum, etc. Good variety of popular styles. \$2.00, \$2.50 and \$3.00. \$10.00, \$12.00 to \$15.00.

Ladies' Waists

White Voile Waists, in fine display of new styles; also in stripes, with handsome embroidered fronts, \$2.00, \$2.50, \$3.00 and \$3.50. Good variety of popular styles. \$10.00, \$12.00 to \$15.00.

Millinery

We continue our special offering of Ladies' Trimmed Hats at the attractive prices of \$2.00, \$2.50 and \$3.00. In all the latest styles, each model having tone and elegance that will be appreciated.

Dressmaking Departments

Now in full swing and are prepared, as usual, to execute all orders on short notice. Special attention given to mourning orders. Samples, estimates and reasonable alterations sent to out-of-town customers on request.

Automobile Rugs

A warm rug is essential for comfortable motor travel. We are showing an exceptionally fine assortment of reliable makes, including the famous "Family Tartan," as well as plain colors. Large choice of quality rugs, ranging from \$5.00 to \$10.00, \$10.00, \$12.00 to \$20.00.

Viella Flannels

Famous on account of its durability and unshrinkable qualities. Shown in beautiful range of plain colors, including the famous "Family Tartan," as well as plain colors. Large choice of quality rugs, ranging from \$5.00 to \$10.00, \$10.00, \$12.00 to \$20.00.

MAIL ORDERS PROMPTLY FILLED

JOHN CATTO & SON

120 KING STREET EAST, TORONTO

FARMERS ORGANIZE FOR VICTORY CROP

Cheltenham Production Club Anxious About Seed Wheat Prices for Next Year.

Special to The Toronto World. Cheltenham, May 15.—A new phase of the anxiety of farmers for increased production was set forth in a meeting of the Cheltenham Production Club, which was organized, and the movement for Ontario's victory wheat crop was launched.

As the weeks pass it becomes increasingly apparent that the 1917 crop of winter wheat will be far below the average, both as to yield and quality. In many districts it is a complete failure.

Anxiety is felt that high prices will drain the country of practically all the old wheat, and that the new crop will be insufficient in quantity or quality to sow a normal acreage. This uncertainty about seed, if unremedied, will almost surely cause reluctance to prepare land for wheat.

Present prices of wheat—between three and four dollars per bushel—have been a serious hindrance to the element of risk is, that when the crop comes to market, the price may be back to normal in which case the farmer would lose his seed money.

The government arrangement, to bank loan for seed, is a commendable one, but it is not sufficient. It is quite out of the question to have the winter wheat problem. Private loans to farmers on a share plan as effected through the good offices of Peter MacArthur, is perhaps an ideal solution, but is naturally limited in its operations.

It is realized by the farmers that the country needs the wheat regardless of prices and the purchase of seed is a matter of necessity. Since the public interest requires extensive sowing, it seems reasonable for the public to share the risk and thus encourage large acreage. Selfishness is not the motive of the farmers, as many of them expressed willingness to have the crop claimed by the government on any reasonable basis, if the good of the country requires that. Two farmers who still have wheat on hand said they were willing to have it taken by the government for seed for next year at a price far below the market. Quite a number voluntarily promised to make a special offering now, when this fall if supply of seed is assured.

Quite a diversity of opinion was expressed as to how the desired results could be attained, but the meeting was unanimous in the following resolution:

"That in our opinion it is imperative that some organized effort be made to meet the difficulty regarding the seed of fall wheat."

"That the government be asked to take such steps as may be necessary to insure a supply of fall wheat seed."

A committee was appointed to get into touch with the various farmers' organizations to see if similar sentiment exists in other parts of the province, in which case the matter may be brought to the attention of the government.

The committee urges the farmers in other parts of the province to take up this matter immediately, to organize informally and to send opinions to the press. It is also requested that the agricultural papers take up the agitation promptly, as any action to be effective must be immediate.

THE WEATHER

Meteorological Office, Toronto, May 15.—Light showers have occurred today in Nova Scotia and rain and snow has been general near the Gulf of St. Lawrence, while in the rest of the Dominion the weather has been fair and a little warmer from the Ottawa Valley eastward and quite warm in the western provinces.

Minimum and maximum temperatures: Dawson, 34-63; Prince Rupert, 36-54; Victoria, 42-54; Vancouver, 44-60; Kamloops, 46-57; Calgary, 46-75; Edmonton, 46-56; Medicine Hat, 56-90; Battleford, 58-92; Prince Albert, 58-94; Winnipeg, 58-96; Port Arthur, 46-84; Parry Sound, 32-52; London, 34-63; Toronto, 40-60; Kingston, 32-55; Ottawa, 32-60; Montreal, 32-40; Quebec, 32-44; St. John, 40-52; Halifax, 38-56.

—Probabilities.—Lower Lakes and Georgian Bay—Moderate west to southwest winds; fair and warmer.

Ottawa Valley and Upper and Lower St. Lawrence—Moderate to northwest to west winds; fair and a little warmer. Gulf and North Shore—Moderate to fresh northeast to northwest winds; cloudy and cool, with a few local showers.

Maritime—Moderate to fresh northwest and west winds, and for the most part fair; higher temperatures.

Superior—Moderate winds; fair; not much change in temperature.

Manitoba—Fair and continued warm.

THE BAROMETER.

Time. Ther. Bar. W. W. 8 a.m. 48. 29.69 12 N. W. Noon 50. 29.66 14 N. W. 2 p.m. 50. 29.66 14 N. W. 4 p.m. 51. 29.49 12 N. W. Mean of day, 50; difference from average, 2 below; highest, 40.

STREET CAR DELAYS

Tuesday, May 15, 1917. King cars delayed 6 minutes at 2:27 p.m. at G.T.R. crossing by train.

Bathurst cars delayed 6 minutes at 6:26 p.m. at Front and John by train.

In addition to the above, there were several delays of less than 5 minutes each, due to various causes.

DEATHS.

BLANCHARD—Midhurst, on Tuesday, May 15th, 1917, Robt. Blanchard, formerly beloved husband of Martha A. Blanchard, in his 71st year.

CROWTHER—Killed in action in France, 3rd Battalion, Toronto regiment, eldest and dearly loved son of Wm. and Mary Crowther, aged 28 years.

MATTHEWS—Suddenly, Tuesday, May 15th, 1917, Annie J. Matthews, beloved wife of W. D. Matthews, 39 St. George street, Toronto.

PEPPATT—Killed in action in France, 3rd Battalion, Toronto regiment, beloved husband of Margaret Buckner and youngest son of Ellen and the late Thos. Peppatt, aged 25 years.

PERRY—James Alexander, suddenly, at 24 Queen street west, Tuesday, May 15th, in his 72nd year.

Funeral from the residence of his sister, Mrs. J. B. Peppatt, at 2:30 p.m., to Mt. Pleasant Cemetery, (Motors).

THOMAS—Died, Tuesday, May 15th, at his residence, 130 Carlton street, M. J. Thomas, 65 years of age.

Funeral from above address Thursday at 2 p.m. Interment in Forest Lawn Mausoleum. Please omit flowers.

Established 1922. FRED W. MATTHEWS CO. FUNERAL DIRECTORS

665 Spadina Avenue Telephone Colive 791.

No connection with any other firm using the Matthews name.

UPPER CANADA BOYS PREPARE GARDENS

Ten Acres to Be Worked by Girls' Production Clubs.

Responding to the invitation of Mrs. J. B. Tyrrell, the convener of the women's garden committee of this city, many of the boys of Upper Canada College are now engaged in preparing a ten-acre field near the college for cultivation by various women's clubs throughout the city.

The boys who were under the supervision of Mr. R. Taylor, were very enthusiastic, and with the use of farm implements, which were borrowed from the neighbors in the vicinity, have started to spread manure over the ground in readiness to be plowed. The women's garden club's do this work.

The ground, which had been cultivated before, but has now become overgrown with weeds, was burned off by the fire department yesterday afternoon. The work of clearing the ground is expected to be completed by the end of the week.

Seeding is expected to take place by the Public School Teachers' Association, and as soon as this operation is carried out the ground will be turned over to the following clubs: The Canadian Bank of Commerce Girls' Club, the Sherbourne Club, the Epworth League and the Rosary Hall Girls' Club, and will be divided into half-acre plots for which the clubs will be charged \$5 to cover the rental.

Speaking to a World reporter, Mrs. Tyrrell said that up to the present time over 3000 gardens have been started in Toronto through the activities of a few women under the name of the garden committee. She also said that they were going to appeal to some of the ladies' organizations in Toronto to take up the work on the grounds so that the girls could come direct to their plot without losing any time.

It is estimated that the value of \$100 have been placed at the disposal of the committee through the kindness of Mr. Ross Connors, of Woodworth's.

It is also requested that the agricultural papers take up the agitation promptly, as any action to be effective must be immediate.

Special to The Toronto World. Woodstock, May 15.—The park commission has plowed up over three acres of south side park land, and will divide this up into one-eighth-acre plots for those who wish to cultivate.

Already about thirty applications have been received for plots.

Food Production and Thrift

BAKERS DISCLAIM HOME-MADE BREAD ALL RESPONSIBILITY IS ONLY ANSWER

Say New High Prices of Bread Allow Them Little Profit. There is No Other Way to Meet Steadily Advancing Prices.

HOLD SECRET MEETING COMPETITION STARTED

Representatives of Trade Toronto World Offers Cash Prizes for Best Home-Made Loaves.

Warning nods and ominous glances told a reporter for The World last night that the government, other than that handed out to the press earlier in the evening, was to be made that would acquaint the citizens of what took place at the late session of the Bread and Cake Manufacturers' Association in the King Edward Hotel last night. He was convinced of the fact when H. Edwards, secretary, explained that the conference broke up at 10:30. There was nothing further to be added to what had already been announced, but the fact remains that the members of the conference were in discussion for more than two hours. It was solemnly declared that the members of the conference were in discussion for more than two hours. It was solemnly declared that the members of the conference were in discussion for more than two hours.

The conference, which was composed of bakers from all parts of the Dominion, was called to consider the advanced price of wheat and the unprecedented price of bread and the people a frank statement of the bakers' position. It is held by the delegates that the bakers are being subjected to unfair criticism, and the primary object of the meeting, they declared, was to dispel the belief that they are responsible for the advanced price of bread.

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The action of breadmaking will be demonstrated by experts in this line of work. Thru a series of moving pictures, the process of breadmaking will be shown from start to finish, and so exact and clear will be the showing that even the least experienced housewife will be able to make an attempt at husbanding resources by baking their bread in the home.

Every woman should see these demonstrations, which will be shown at Leew's Theatre, beginning next Monday and continuing through the week, to this giving a clear idea of the way in which the bread is made, and more than one of the object lessons which will be given.

After this a second interesting phase of the work will begin. Pursuing the follow-up system, which is acknowledged by the national work which has been found out results, The Toronto World will hold an exhibit of bread made by women in the homes. A demonstration of the process of breadmaking will be shown from start to finish, and so exact and clear will be the showing that even the least experienced housewife will be able to make an attempt at husbanding resources by baking their bread in the home.

To encourage competitors and to add zest to the contest, prizes will be awarded: the first, a prize of \$25; second, \$15; and the third, \$10. Results of the judgments will be recorded daily at the end of the week of contest the prizes will be awarded.

By taking an interest in the opportunity offered to the women who enter the lists of contestants will not only be helping themselves immeasurably, but they will be assisting in the national work which has been found out results, The Toronto World will hold an exhibit of bread made by women in the homes. A demonstration of the process of breadmaking will be shown from start to finish, and so exact and clear will be the showing that even the least experienced housewife will be able to make an attempt at husbanding resources by baking their bread in the home.

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WINNIPEG MAN CURED

Says Dr. Cassell's Tablets Saved him from Nervous Breakdown.

Mr. G. C. Inman, 380 Harcourt street, Sturgeon Creek, Winnipeg, for many years a well-known man in the business life of Canada, says: "I was terribly run down and really had no appetite, and I suffered if I forced myself to eat. My nerves were in a bad way, and my sleep very disturbed. Everything pointed to a nervous breakdown. Then I got Dr. Cassell's Tablets. The first result was that I began to eat, and then my sleep rapidly improved. It was really astonishing how my strength and fitness came back."

Mr. Inman is now in England, managing the well-known firm, W. J. Inman and Son, Printers and Publishers, Leeds. Letters will reach him there. A free sample of Dr. Cassell's Tablets will be sent to you on receipt of 5 cents for mailing and packing. Address: Harold F. Ritchie & Co., Ltd., 10, McCaskey's, Tablets are the surest home remedy for Dyspepsia, Kidney Trouble, Sleeplessness, Anemia, Nervousness, Nerve Paralysis, Fatigue and Weakness in Children. Specially valuable for nursing mothers and during the critical periods of life. Sold by druggists and storekeepers throughout Canada. Price: One tube, 50 cents; six tubes, \$2.50. Beware of imitations. Dr. Cassell's Tablets is known only to the proprietors and no imitations can ever be the same.

Sole Proprietors: Dr. Cassell's Co., Ltd., Manchester, Eng.

Editor World: At the present time there is a big demand for foodstuffs, and some have gone so far as to suggest plowing up the race tracks and other available acreage for food crops.

Sir, there is no need of this, as in Pickering Township there are three farms—20 miles distant from Toronto and within 1 or 1½ miles of Kingston road—which are practically deserted. Not because this land is infertile, but because it is deserted by the owners. This land will grow beans, potatoes, sweet corn and other crops. It is up to the citizens of this county, aided by the government, to see that all agricultural land is properly tilled—bearing suitable crops. Why not have an immediate investigation and see if the owners of these farms are properly managed?

G. A. Gillespie, Dunbarton, May 15, 1917.

Harper, customs broker, 36 West Wellington st., corner Bay st.

SEEDING'S NOW WELL UNDER WAY

Reports From Government Representatives Show Great Advance in Work.

Reports sent in by district representatives of the Ontario Department of Agriculture point to a marked advance during the past week in the work of seeding in the new crop. Over 75 per cent of spring seedling has been accomplished, for while in many quarters the work has been practically completed, on low land or on poorly drained fields it has dragged somewhat. The soil as a rule worked up nicely this spring, better than for many years. Fall wheat in beginning to pick up again, also here and there more of it has been seeded with barley or oats. Clover is doing a little better than wheat, but few fields are up to the form, and at present the prospects for hay are not bright. Pastures have been largely mowed so far, and in some cases the week were ready for sheep and young cattle only, although some have put more animals than was wise. Early potatoes have been planted more extensively than in previous years, but the soil has not been so well prepared, and will be trying to the planted seed. The indications are that a much larger acreage of early corn will be planted this season. The former will be more largely grown in several counties where heretofore the acreage has been only a small limited one. Exact figures are not yet available, but it is estimated that growing never has been so much in favor of early corn as now. A record for 1917 has been set for the growing of early corn and town home-grown vegetables. Potatoes and spraying have been largely completed during the week by progressive orchardists.

Live Stock. Live stock are in good condition. Most of the young cattle are on pasture, but the grass is not sufficiently advanced for general grazing. In most districts cattle are scarce, but since County reports that probably the best used are as good. Young cattle for market are firm in value everywhere at from 10 to 12c a pound. Fat cattle are selling at 12c to 14c a pound. Sheep are getting scarce. Milk production is largely keeping up to the normal, as pastures are backwardly advanced for a good year. Leeds County reports that the milk production is up to a pound a day. The milk production is up to a pound a day. The milk production is up to a pound a day.

While several returns state that conditions are unchanged, others say that the weather is very dry, and that the soil is not sufficiently advanced for general grazing. In most districts cattle are scarce, but since County reports that probably the best used are as good. Young cattle for market are firm in value everywhere at from 10 to 12c a pound. Fat cattle are selling at 12c to 14c a pound. Sheep are getting scarce. Milk production is largely keeping up to the normal, as pastures are backwardly advanced for a good year. Leeds County reports that the milk production is up to a pound a day. The milk production is up to a pound a day. The milk production is up to a pound a day.

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THE STERLING BANK OF CANADA

SAVE, Because---

The habit of saving generates other good habits.

Amusements. Amusements.

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