

NEWS OF SPECIAL INTEREST TO WOMEN

FROCKS OF VOILE ARE IN DEMAND

Dainty Stripes and Figured Designs Win Marked Approval.

WHITE PIPING CHIC

And Applied Hems, Long Sleeves and Pretty Girdles Shown.

Such pretty little frocks are being fashioned from voile this season. The popularity accorded this dainty material is well earned, and a host of charming new designs and novel weaves have made the models fashioned from it "quite the rage."

The dark polka dot on a light background is extremely modish just at present, and is used with excellent effect in a frock of the "apron" tunic type. The skirt is of the full, gathered variety with very deep hem, and the tunic, attached to a high waistline in shirred effect, points to within six inches of the hem in front.

The waist is a dainty little model with the shirt-waist front adorned with cut buttons, and a nifty little black bow-tie at the "y" opening. Long sleeves set in medium armholes have narrow pleated frills at the wrist, and a row of the buttons extending up the outside seam. A soft girdle in rich black satin completes this charming frock.

A very attractive model in a gay striped material exploits a pattern of tiny flowers in rose, on stripes of navy and white. The skirt, black in front, and applied hem made crosswise of the material provide a chic contrast, and the pipings of white on sleeves and front sections further enhance this very stunning but simple costume.

Novelty figure designs are very popular as are a large range of stripes and checks of various sizes.

By the Seashore.

A holiday by the seashore is the form of vacation most appreciated by thousands of people from the inland centres. Portables, and their abundance with attractions to suit all tastes, from the quiet retirement of Cape Elizabeth and Cushing's Island to Old Orchard and Kennebunk, popular chiefly for their beaches and surf bathing. "Mountains of New England and the Sea," issued by the Grand Trunk Railway System, contains full information, complete list of hotels and boarding houses, etc., and may be had on application to C. E. Horning, District Passenger Agent, Union Station, Toronto, Ont.

CARETAKERS' ANNUAL PICNIC.

The Board of Education Caretakers' Association held their second annual picnic to Grimsby Beach on June 28. A large number of caretakers and their friends attending, making the day a great success. A large number of events were run off and greatly enjoyed by both old and young. The baseball game between the east and west end caretakers resulted in favor of Capt. Hozack's west end team. W. W. Hillis acted as starter of the races, with Messrs R. M. Spire, Johnson and Brown as judges.

ITALIAN RED CROSS PRESIDENT

In view of the fact that newspaper reports have been made that P. McKenna with being president of the Italian branch of the Red Cross Society in Toronto, we are requested by Primo Nardello, Act. R. Vice-Consul of Italy, to state that Mrs. McKenna has no connection whatever with this branch of the Red Cross, and is in no wise authorized to act for the organization.

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Polly and Her Pals

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Notes of Women's World

St. Margaret's Camp, Daughters of Scotland, will not meet today.

The Lord Nelson Chapter will not meet today for the regular work, but on each succeeding Thursday in room 7, Central Y.M.C.A. building.

The Richmond Hill Red Cross Auxiliary is holding a garden party this afternoon and evening on the lawn of Mr. Amos Wright, Yonge street.

The Look-Out Club will hold a sale of home-made dairies and ice cream in the store on the northeast corner of Bloor street and Delaware avenue, Saturday afternoon in the interest of the Red Cross.

The swimming pool at the Young Women's Christian Association building will remain open this year during the months of July and August. Special rates will be offered so that all young women may have the opportunity of learning to swim.

The sewing meeting of the 45th Highlanders' Chapter, I.O.D.E., will be held tomorrow in St. Andrew's Institute, Simcoe street, at 11 a.m. There will be a magazine shower for the soldiers, and as this is the last meeting till August, a full attendance is requested.

This is "Tag Day" for the Toronto Humane Society. The proceeds will go towards the society's fund for the care of animals, and the willingness of over five hundred Toronto women to help raise money for this very urgent work will undoubtedly result in a most gratifying sum.

The Toronto Humane Society tag day committee have succeeded in securing a large army of workers for today's great event. About five hundred men and women will be working in various parts of the city, while the island, the beaches and other city recreation spots will be adequately covered. The parade notably "Gay Bird" a fine white-grey horse, which, tho on pension, is emerging from his retirement, and will be a fine object lesson to horse owners in the humane consideration which might well be shown towards animals whose services have justly entitled them to considerate treatment in their declining years. A feature of the street will be a number of dog collectors, doing their share towards one of the society's great aims, the establishment of an animals' rest home.

WANTS MINISTERS OF HEALTH APPOINTED

Ontario Medical Council Concludes Annual Meeting.

Dr. Edmund E. King, in addressing the Ontario Medical Council at its annual meeting yesterday, expressed the opinion that Dominion and provincial ministers of public health should be appointed. The doctor seconded a motion of Sir James Grant, Ottawa, that "more care and watchfulness should be exercised in the infant stage of childhood by a special class of trained nurses." Dr. McCullough, deputy registrar-general, placed the infant mortality at 140.3 per thousand.

A delightful summer vacation can be spent at the seashore of the Connecticut Coast at New London, Watch Hill, Block Island and Fisher's Island, where the following attractions are offered: Warm sea bathing, surf bathing, and deep sea fishing. Easy of access, one night's run from Montreal, via Grand Trunk and Central Vermont Railways. Write for handsome illustrated booklet containing full information to E. B. Horning, District Passenger Agent, Grand Trunk Railway, Toronto, Ont.

Union smut is reported in Ontario for the first time, and means have been adopted to keep it under control.

ANGLICANS LEAD IN CHURCH CENSUS

Laymen's Committee Tried Interesting Experiment in North Toronto.

COVERED THE DISTRICT

House to House Canvass Made in Effort to Stimulate Church Membership.

At the recent banquet of the Laymen's Missionary Movement in North Toronto a committee of laymen was appointed to take a church census of the section beginning at the Belt Line Railroad and extending north to the city limits. The recent rapid growth of this district made this desirable, and it was decided to do the work in three evenings, and to have it done entirely by business men.

The Anglican, Baptist, Methodist, Presbyterian and Roman Catholic and two mission churches entered into the plan, each church furnishing one captain and taking a district. The full reports have just been submitted to the committee by the secretary, Col. Langton, and the work will be followed up by the clergy and laymen, in order to induce, if possible, everyone in this district to identify themselves and their children with the churches and Sunday schools.

Reports show that the Anglicans lead with 1889 adults and 1275 children. The Methodists come second with 1588 adults and 749 children. The Presbyterians have 1027 adults and 639 children, and the Baptists 339 adults and 218 children. The Roman Catholics, 207 adults and 167 children. There were twenty different denominations represented, and the total population was reported to be 8483-8166 of whom were adults and 3292 children under 20 years of age. There were 204 adults that reported no denominational preference and 101 children included in their families.

It is generally considered that this was practically a perfect piece of work, and the most thorough canvass taken in any Ontario city. About 100 business men participated in the effort, and all were enthusiastic over the work and reported a cordial reception practically everywhere. Mr. G. Edwin Davis & Co., and it is all in all, a very successful piece of work. There has been a request by both clergy and laymen that the committee be continued for co-operation with the clergy in the next year's census, and plans along church and mission lines for this important section of the city.

BANK CLEARINGS AT MONTREAL.

MONTREAL, June 30.—Bank clearings in Montreal for the five days ending today amounted to \$38,185,967, compared with \$40,824,633 for the corresponding period in 1914, and \$48,111,798 in 1913. The past month's aggregate was \$1,964,472, as compared with \$2,347,737 for June, 1913. The earnings for the half year ended today were \$1,050,287,000 as compared with \$1,247,944,000 for the first six months in 1914.

FALLS MAY NOT GO DRY.

Special to The Toronto World. NIAGARA FALLS, June 30.—Dr. George Musgrove, M.L.A., said today he did not believe the Ontario License Commission would take any action that would affect the sale of liquor at Niagara Falls. A few weeks ago it was reported that licensees planned to limit the hours of sale in this city, and limit the sale of "hard drinks" to dealers not living up to the order against selling intoxicants to soldiers in uniform.

AVIATOR GILBERT INTERNED.

PORRENTREY, Switzerland, June 20.—The French government has interned the Zeppelin pilot at Friedrichshafen was M. Gilbert, one of France's finest pilots and the man who flew from Paris to Madrid in 1913. Gilbert had afterwards to land on Swiss territory thru engine trouble and has been interned.

C.P.R. OFFICIALS HERE.

A party of C.P.R. officials arrived in Toronto yesterday in their private car. They included A. Price, assistant general manager, C. E. Foster, assistant passenger traffic manager, and W. H. Snell, general agent. They came to Toronto in connection with company business and will leave for Hamilton today.

HELD STENOGRAPHER AT REVOLVER POINT

Two Men Entered Office on Pretence and Got Away With Sum of Money.

Two men entered the office of E. T. Lightbourn, 60 East Adelaide street, yesterday afternoon and after asking the stenographer, Miss Annie Kehoe, for permission to use the telephone, one of them proceeded to rifle the cash drawer, while the other covered her with a revolver and cautioned her to remain silent if she valued her life. Purloining \$180, the men disappeared quickly into the crowd, after again threatening the girl.

The only a meagre description was obtained, the police hope to apprehend them shortly.

BABY KILLERS' RAID ON ENGLISH PORT

Bombs From Zeppelin Killed Hundred People and Set Buildings Afire.

REDUCE TOWN TO RUINS

Letter to Toronto Woman Tells of Havoc Wrought by German Airmen.

In the letter following, written to Mrs. Beach, 4 Rose avenue, by John and Fanny Ray, brother and sister, is a description of a Zeppelin raid on the town in which her brother and sister live:

"We are sorry to say Fanny's brother, Harry, has lost a son. He was in the Hussars and we got word the other day that he has been killed; a fine young fellow he was. Fred is in the hospital (somewhere in France) with various veins, brought on by the hardships he has gone thru, and he is having a rest to see if it will do him any good. We had a letter from him this morning.

Well, this is a terrible time and we have had a share of it here this week. On Sunday night Hull had a visit from an eppelin, which bombarded us properly, killing about 100 and setting fire to several places. One struck Edwin Davis & Co., and it is all in ruins. It was a terrible time for us all. Crowds are spending the nights in the fields, and are suffering very badly, and we don't want it again. Hundreds injured and property wrecked all over the city. Church street, Bryn Mawr, is practically all in ruins.

"We have also just received the paper showing Eric has joined the Highland Regiment and is leaving for his training at this side. We know it will be a blow to you, as we are going thru the same now, but we can only hope and trust they will both return safely and without a scratch, and in years to come they will be able to say they did their bit in defending their King and country in the greatest war of the world has ever known. We sincerely hope that before Eric's period of training is over the war will be finished.

"Well, we hope you and Douglas are in good health. You must cheer up as you know Eric has shown himself a Briton by volunteering to do his bit, and it is wrong of mothers keeping their sons back when our arch-murderers are to be crushed."

TORONTO BARRISTER FOR FRONT.

Arthur B. Colville, barrister, of Toronto, vice-president and general controller of the Electric Power Co., Limited (controlling the Seymour Power and companies), has volunteered for action in the 38th Battalion, Canadian expeditionary force, at Belleville, which is one of the overseas battalions of the third contingent.

L-COL. COHOE APPOINTED.

LONDON, June 30.—It was announced today that Lt.-Col. J. E. Cohoe of the 1st London Regiment, was appointed commander of the 1st London concentration camp. He will report here in a few days.

FRUIT BULLETIN.

Mrs. Housewife, see your Grocer for those delicious White Oxeart Cherries arriving daily. The Red Sour Cherries for pie and preserving are ready. Red currants coming along next week, all Niagara Peninsula grown. See your grocer today.

TORONTO WOMEN ASSIST JACK TAR

Spacious and Lovely "Fallingbrook" Scene of Patriotic Effort.

SEA SCOUTS FEATURE

Galaxy of Girls in Middy Suits Work for Sailors' Institutes.

Flying from its tall slender mast rose the "flag" that has braved a thousand years," signalling to all that here was the spot where the interests of Jackie Tar were much in evidence. Following the wide road bordered by picturesque young cedars, travelers on foot and in cars found themselves yesterday afternoon in the middle of the charms of "Fallingbrook," the home of Lady Mann, kindly lent for the garden party in aid of the sailors.

Pretty red and white tents rose among the trees, in which tea and ices were served by a bevy of Toronto's brightest girls, looking their best in white middy suits. In one small canvas house elaborately hung with rugs a palmist told wonderful things to the wondering line who awaited her dictum, while a party of gay Italian Signorinas in yellow skirts, red scarfs and caps made bright color on the landscape.

The band of the 48th Highlanders, every man of whom looked brave and bonny in his kilt and plaid, made the air reverberate to the thrill of martial music played with patriotic spirit, and a piper skirled his pipes beautifully while S. C. Downing, a member of the band, toed in and out in a wonderful way between two crossed swords on the grass. By and by the dancer appeared again, this time in sailor's dress, and the biggest applause of the afternoon for the skillful way in which she executed the "Sailor's Hornpipe."

Sea Scouts Novelties.

Novelties were furnished Toronto when a body of Sea Scouts appeared and executed a series of manoeuvres in which skillful sword exercises were a feature. Many parties strolled down thru the wooded ravine to the lake and were rewarded with the aromas from the fresh earth and a sight of the pretty brook flowing under the rustic bridge and to which the estate owes its name.

Lady Mann and Lady Willson were out among the guests, and Rev. Alfred Hall, senior chaplain of the Canadian National Ladies' Guild for Canada, under whose auspices the party was given, was a distinguished figure in the uniform of a captain of the navy. Miss L. A. Brodigan and her girls made themselves useful at every point.

The proceeds of this successful venture are for the sailors' institutes which are already established at Halifax, St. John, Montreal, North Sydney, Charlottetown, Union Bay, Vancouver and Victoria. New ones will be founded at other centres near the sea.

Balm Beach Regatta Pictured in This Week's Sunday World.

A series of interesting views of the big regatta held by the Balm Beach Canoe Club on Saturday last will appear in the Art Section of this week's Sunday World. Other illustrations show the notorious Harry Thaw on Broadway, New York; the Belgian training ship, L'Avant, in New York harbor; the United Suffrage Clubs of Canada; motor cars assembled for the annual regatta; the "Cliff" organization committee of the Young Men's Association. All of the above and others appear in this week's Sunday World. Place your order for a copy with any newsdealer or newsboy.

THIS IS HUMANE TAG DAY.

Today is "Humane Tag Day," and 500 ladies will be on the street from 8 this morning until 5 in the evening, selling flags to assist the Humane Society. The society will have several stalls in the horse parade, notably a fine white-grey horse named Gaybird. Many of the best looking dogs of various classes will also be exhibited.

BRITISH NAVAL AVIATOR KILLED

LONDON, June 30.—Naval Flight Lieutenant L. E. Watson was killed near Eastbourne today while making a flight in a biplane. The machine became uncontrollable while at a height of 1,000 feet and plunged to the earth.

Give the Boy a Chance

A man's food must contain the elements that repair the daily waste of brain, tissue and muscular energy. A boy's food must supply the elements that not only repair waste, but build new brain, muscle and bone. The food that meets both requirements is

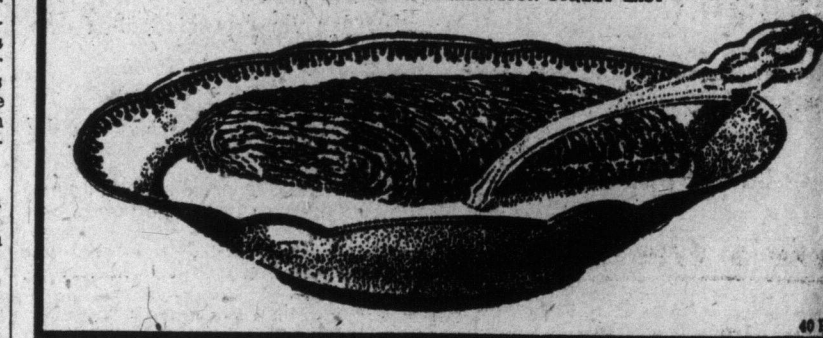
SHREDDED WHEAT

a man's food and a boy's food, rich in the proteins that repair waste tissue, that perfectly nourish a growing youngster.

Don't blame the boy for mental backwardness. Feed him right. Shredded Wheat contains all the body-building material in the whole wheat grain made digestible by steam-cooking, shredding and baking. Eat it for breakfast with milk or cream. Eat it for lunch with sliced bananas and cream. Eat it for supper with luscious ripe berries or other fresh fruits.

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TORONTO OFFICE: 49 WELLINGTON STREET EAST



PLEA FOR RAILWAYS BY LABOR OFFICIAL

Calvin Lawrence of Locomotive Engineers Wants Higher Freight Rates.

OTTAWA, June 30.—The eastern freight rates case ended today after being before the railway commission exactly four months.

The last incident in the case caused a surprise all around. It came from Calvin Lawrence, legislative representative of the Brotherhood of Locomotive Engineers, one of the largest and most influential labor organizations on the continent. He appealed to the board in behalf of the engineers and railway employees in general for the granting of the application, or rather, to have a rate set that would not cause further interference to the business of the railways, "for as they suffer so will the employees, and fully

40 per cent. of the population depends on the railways and the railway employees for a living."

Mr. Lawrence said that it was not for him to say what rate the board should fix, but he was of the opinion that better service would be rendered to the public by raising the freight rates than by reducing them.

Dominion Opposes Change.

J. F. Ord, K.C., special counsel for the Dominion government, spoke strongly against the application. He said he was holding a watching brief for the public, and the public rightly assumed that their interests were safe in the hands of the board. The application, he said, came as a shock to the people. He held that the present was not the time to ask the public to carry the increased burden of the railways.

The board, he continued, may have to take up the question of duplication of lines in Canada. In times of prosperity these lines might have been justified, but the country was now faced with the situation of too many railways.

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A FLAG FOR YOUR HOME

By Sterrett

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