

UNADORNED COLLAR NOT AS ATTRACTIVE

Comfort of "V" Cut Neck
Has Gone and Throat
is Wrapped.

FOR HOUSE FROCKS

Pretty Green Serge With Deep
Pointed Cuffs Plainly
Striped.

The high collar—simple and unadorned—is not as a rule becoming. It is certainly not an attraction, and in a great many cases mars the effect of an otherwise faultless apparel. And yet because Dame Fashion decrees for many weeks the devotee has relinquished the comfort of the becomingly cut "V" neck and wrapped her throat in fabrics right up to her ears. There are certain types of the high neck that are very smart and attractive. In these are rapidly disappearing the severe lines of the extreme models which first appeared when the order for "chokers" first was issued.

On the newest frocks being shown for spring, street and house wear the collars verge on the alluring—so successful have the designers been in modifying the severe lines and choosing the softer and less extenuating. Vesting, which is being used extensively this season, is most adaptable for the military type, and some very stunning little models are being launched.

Smart House Frock.
One is a pretty green serge, ex-plotted collar vestee, and deep pointed cuffs in a plain striped vesting—blue and green being combined in a pattern on white—the collar being very straight till the small tabs turned over beneath the chin. Small brass buttons fastened it closely and lent a distinctly military air.

Afternoon Frock.
An afternoon frock had a high collar in sheerest organdie, whose otherwise severe appearance was modified by circular cut ruffles top and bottom of the band. A smart suit coat showed a chic collar of striped taffeta, which rose in double tiers, flaring at the back. A narrow black velvet band with cravat bow held the sides in position and allowed more freedom of the neck at the same time observing the rule of the high neck.

Notes of Women's -:- World -:-

Rosary Hall Association held its regular monthly meeting yesterday morning, when arrangements were made for the directors' meeting, which takes place at Rosary Hall at 8 p.m. today. This is the last meeting of the directors before the annual meeting.

Mrs. H. I. Mason, retiring regent of the Lord Seaton Chapter, I.O.D.E., was presented with a charming tribute in the shape of a handsome offering of American Beauty roses, violets and lily of the valley.

A most successful season of work was reported at the first annual meeting of the Lord Seaton Chapter, I.O.D.E., which took place in the assembly room of St. Andrew's College. The amount realized, \$500, had been donated to the several funds thru the girls' club; a large donation of surgical supplies was made to the Canadian Hospital in England. A large quantity of woolen goods and clothing has also been distributed thru the sewing circle.

The following officers were elected: Regent, Mrs. A. A. McWhorter; 1st vice-regent, Mrs. W. J. Fraser; 2nd vice-regent, Mrs. C. A. Davies; secretary, Mrs. F. E. Hubbard; treasurer, Miss Hilda Lailly; standard-bearer, Mrs. Lyman Howe; municipal representative, Mrs. F. J. Dunbar; secretary of "Exhonor," Mrs. J. E. Scholfield; Mrs. H. C. Scholfield; Mrs. Elliott W. Langley; Mrs. J. E. Scholfield; Mrs. I. D. Brodway; Mrs. Keachie, Mrs. Murray White, Mrs. Wilson C. Eddis, Mrs. W. N. Eastwood.

A sale of home-made dainties will be held under the auspices of the Northern Y. W. C. U. in St. Paul's Methodist Church, Avenue road, on Saturday afternoon from 8 to 6 o'clock.

Miss Winifred Rose and Miss Ethel Baldwin, who have charge of the work done for the men at the front by the Bishop Strachan School Association, have collected and shipped 184 articles.

The Toronto branch of the "Seours National" held a meeting yesterday, at which arrangements were

Stomach Troubles Due to Acidity

80 DAYS EMINENT SPECIALIST.
So-called stomach troubles, such as indigestion, wind and stomach-ache, are in probability nine cases out of ten simply evidence that fermentation is taking place in the food contents of the stomach, causing the formation of gas and acids. Wind distends the stomach and causes that full, oppressive feeling sometimes known as heartburn, while the acid irritates and inflames the delicate lining of the stomach. The trouble lies entirely in the fermenting food. Such fermentation is unnatural, and is caused by the use of food not only unsuitable, but may involve most serious consequences if not prevented. To stop the fermentation of the food contents of the stomach, and to neutralize the acid and render it harmless, a teaspoonful of bisulphate of magnesia, probably the best and most effective corrector of acid stomach known, should be taken in a quarter of a glass of hot or cold water immediately after eating, or whenever wind or acidity is felt. This stops the fermentation and neutralizes the acidity in a few moments. Fermentation, wind and acidity are dangerous and unnecessary. Stop or prevent them by the use of a proper antacid, such as bisulphate of magnesia, which can be obtained from any druggist, and thus enable the stomach to do its work properly, without being hindered by poisonous gas and dangerous acids.



FURS Priced Regardless of Cost FOR FINAL CLEARANCE

This is a **complete** clearance. Not a fur must be carried over this month. And prices have been cut with this in view. If the furs are tempting in their beauty and quality, they are irresistible in price. We never thought to quote lower prices than have marked past selling, but the neces-

sity of clearing out everything forced us to smash prices more completely than ever before. This is an extraordinary sale in every way—extra quality and beauty in the furs and far more than extra value at these marvelous new low prices.

EVERYTHING MARKED DOWN TO A FRACTION OF ITS REAL VALUE

\$100 SCOTCH MOLE SETS, FOR \$25.00

The Stole is made on the large Scarf style, 8 inches wide and 88 inches long, some finished at ends with silk tassels, others plain round ends; Muffs in large, plain pillow style, eider-down bed, soft silk linings, silk wrist cord. Regular price, per set, \$100.00. Special **\$25.00**

\$100.00 COPPER FITCH SETS, FOR \$50.00

These Sets are made from best quality skins, Stole made on the fancy animal style, crossing over shoulder, finished with heads, tails and paws; Muffs are large, plain pillow style, or trimmed with heads, tails, and paws; eiderdown bed, soft silk linings. Regular price \$100.00. Special **\$50.00**

ONE ONLY, LABRADOR MINK COAT, made

from the finest quality skins. This Coat is made on a Paris model style, all dropped skins; large fancy Cape Collar, two striped Cuffs; lined with beautiful golden silk lining and trimmings; size 38 x 54. Regular price \$3,500. Special **\$1,500.00**

ONE ONLY, PERSIAN LAMB COAT, trimmed

with large Shawl Collar and Cuffs of best quality Alaska Sable. This is a model coat, made on full box back style, straight fronts; size 40 x 52. Regular price \$750.00. Special **\$350.00**

\$360.00 CROSS FOX SET, FOR \$179.00

One Cross Fox Set, made from four choice skins, animal effect style, trimmed with heads, tails and paws. Regular price \$360.00. Special **\$179.00**

\$350 PERSIAN LAMB COATS, FOR \$149.

These Coats are made from the best quality Persian Lamb skins, beautiful glossy curls; large shawl collar and deep cuffs; lined with No. One quality soft fancy colored silk linings; large Ornament buttons, 36 x 40 and 45 inches long. Regular price \$350.00. Special **\$149.00**

ONE ONLY, NATURAL LEOPARD COAT, cut

on the very latest model, rounded in front, large Shawl Collar and Cuffs of Canadian Beaver; lined with fancy silk brocade; size 34 x 52. Regular price \$250.00. Special **\$125.00**

ONE ONLY, LADIES' NATURAL CANADIAN

BEAVER COAT, made from selected skins; semi-fitted back, straight front; heavy brown satin lining; size 38 x 50. Regular price \$300.00. Special **\$150.00**

SELLERS - GOUGH

FUR COMPANY, LIMITED

244-246-248-250 YONGE ST.

Montreal Store:—St. Catherine Street
West and St. Alexander Street

Mail Orders

Our Mail Order Department will continue to offer our out-of-town patrons the same selection of furs from this sale. The most experienced salesmen will select your purchase with the same care that you would use if here in the store yourself.

Further perfected for the receiving of clothes, hospital supplies and other donations. Rooms to be used as headquarters will be opened at 92 and 94 Bay street.

Under the auspices of the Progressive Research Club, J. Simpson will deliver an address on "War and its Effects on Labor," on Saturday evening in the Oddfellows Temple.

Miss Victoria Booth-Clibborn will give an address at a special meeting of young women, to be held in the Y. W. C. A. Hall. The gathering will be under the auspices of the education department of the Y.W.C.A. and a limited number of tickets of admission may be procured at the office at 21 McGill street on Saturday.

A comfort shower will be held at Mrs. A. E. Kemp's residence, Castle Frank, Rosedale, this afternoon.

To emphasize the unity of democratic ideals in the British Empire and the United States, addresses will be given at a dinner to be held at Cunningham's on Tuesday evening, under the auspices of "The Canadian War," the patriotic publication to which a number of Canadian writers are contributing. Tuesday's gathering will be the outcome of an article published in a late issue and written by B. A. Gould, an American who has been for some years in Toronto, in which he expresses his views on the duty of himself and others similarly situated.

Tickets for the benefit concert for the needy of Riverdale district, to be held on Wednesday afternoon, Feb. 24, under the auspices of the Royal Canadian Bicycle Club, may be had from any member of the committee: Mrs. Robert Scott, 47 Grant street; Mrs. J. Redmond, 143 Westside avenue; Mrs. E. Baker, 746 Logan avenue; Mrs. J. W. Howden, 69 Lee avenue.

BARON WIMBORNE IS INSTALLED IN OFFICE

Succeeds Lord Aberdeen as Lord Lieutenant of Ireland.

DUBLIN, Feb. 18.—Baron Wimborne was today sworn in as lord lieutenant of Ireland at a meeting of the p.m. council held in Dublin Castle. The ceremonial which is customary on this occasion was fully observed. Baron Wimborne succeeds Lord Aberdeen, who has held the position of lord lieutenant for the past nine years.

TRUE BILL ENTERED.

A true bill was brought in yesterday in the criminal assize court by the grand jury against the McCutcheon brothers and Marshall Cook, charging them with conspiring to defraud.

DODD'S KIDNEY PILLS
FOR ALL KIDNEY DISEASES
CURES RHEUMATISM, BRUISES, DIABETES, GRAVEL, ETC.

CAPTAIN McCANNELL FULLY EXONERATED

Not Held Responsible for Wreck of Steamer Assiniboia Last July.

The blame for the wreck of the C. P. R. steamship Assiniboia was yesterday lifted from the shoulders of Capt. James McCannell, when the Dominion Wreck Commissioners completely exonerated him for the wreck of the steamer on Bad Neighbor Shoal, Lake Superior, in July last. The light-house-keeper at Cove Harbor was found guilty of negligence. He did not have the necessary steam up to blow the fog horn properly and placed an 18-year-old boy in charge of the light instead of a man. The report says that the vessel drifted on to the shoal on account of the irregular currents at that place, of which the captain could not be aware.

PROBATION IS ASKED FOR THREE ESTATES

An application was made yesterday by Rev. D. W. Best, to probate the will of his father, who died in Toronto Jan. 24. The estate totals \$10,550. George W. Thompson and James A. Thompson, both of Toronto, have applied for probate of the will of their mother, Mrs. Mary Ann Thompson, who died Feb. 5. The estate totals \$908.

In a will dated Sept. 22, 1913, William St. Jennings, 129 Riverdale avenue, leaves an estate of \$4600.

NO SCHOLARSHIPS FOR THEM.

No scholarships will be granted this year to 21st-year medical stu-

98c War Book Coupon 98c
This Coupon entitles you to one copy of
**THE LONDON TIMES
HISTORY OF THE WAR**
if presented at the office of this newspaper with 98 cents to cover our cost of handling. If the book is ordered by mail, send the coupon and \$1.25, with your name and address.
A \$3.00 Book for Only 98c
Through our special advertising arrangement with The London Times we are able to make this great book offer to our readers, for a limited time only.
The London Times History of the War is the one really great book on the European War. It cost \$70,000 to produce and is acknowledged to be the standard authority on the great conflict. It is a book you should own, so do not miss this opportunity to obtain it at one-third cost. It contains 400 interesting and instructive pictures. It is a big book, size 7 1/4 x 11 inches, weighs about 3 pounds—superior paper, bound in cloth.
Cut-out this Coupon Now

SUES WINNIPEG FIRM.
M. Solman & Co. 95 Church street, are suing A. J. Brenton Co. Limited, Winnipeg, to recover the money for 128 Persian lamb skins, which Brenton bought in 1913 from Solman & Co. Brenton claims that 75 of the skins were of inferior grade. The case continues.

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