

THE WORLD'S HOME MAGAZINE FOR WOMEN



We Invite
an inspection of our
Burglar and Fire
Proof Vaults.
**Boxes Rented,
Parcels Stored.**

There's a Science
In Dress Making
Study Your Own Style and Be
Dressed Artistically if Not
in Fashion.

Women Physicians
For New Hospital
Local Council Will Memorialize
Governors—Coming Trip to
Vancouver, B. C.

Clothes have far too long been treated as a subject fit only for the trifling. Are they not the outward expression of the wearer's position, taste, degree of enlightenment and regard for his fellow-men? In the case of women they become an absolutely essential subject of real thought. "Wherewithal shall we be clothed?" Does it answer that question to say—Short sleeves are going out (and they are, too)? Or to declare, the picture hats will be worn for all dressy occasions this summer, somewhat modified as to the brim? Ains for the woman who rushes to her dressmaker and milliner inspired by such ideas only, forgetting that her clothes must be the expression of and in harmony with herself. To bring this down to practical application—in the first place, if you are short and stout do not wear the princess dresses, unless with a train. They are designed to make medium women, not short ones, look tall. If you have a train with them, then they can look becoming, but by all means avoid horizontal lines of trimming on the skirt. Brown is a color which might be thought becoming to everyone. But it really is not. Certain brunets should never wear it. It goes without saying that black hair, unless accompanied by a singularly clear skin, does not suit brown.

Study your own style, and do not be afraid to follow it out. It is better to be dressed artistically in something which isn't absolutely the latest thing than to wear a thing entirely at variance with your personality. Some English girls look exceedingly smart in tailored suits and white collars and cuffs. The sailor hat, so much worn now, completes this costume. The real charm and effectiveness of such a rigout is in simplicity, and a skin which speaks of good soap and careful treatment. Do not wear your sailor hats if it were a halo. Only the rarest beautiful face can stand it. A tall woman should aim at making her skirt less conspicuous than the waist. At the same time lines that shorten the skirt are becoming. How, then, to get the effect desired without applying fussy trimmings? Shorten your skirt by horizontal lines of good material, if it is made, cut on the bias, or tucked (if silk is used). These are neat and break the long lines from the waist down.

I saw a beautiful costume on a brunette the other day. It was a simply-made white muslin, with a bolero coat of organza of the heavier sort, trimmed with frilly lace insertion and edging. Her complexion was none too fair, but next to her face, on a dainty finger she wore a ring of a bow of pearl pink ribbon. This color, if pale complexion, never fails to clear a dark complexion. The effect was right. Try it.

A BAD BEGINNING.
The nervous bridegroom caught at the sleeve of the clergyman in the vestry. He was still in doubt as to whether he should or should not do it. "Is it customary?" he asked. "It is customary to kiss the bride."

THE END IN SIGHT!
ONLY A MATTER OF TWO MORE WEEKS AT THE LONGEST.

JULY FIRST THE TIME LIMIT.

R. S. WILLIAMS & SONS CO.'S SENTENCE CONTEST CERTIFICATES WILL EXPIRE AT THAT TIME.

On July 1 the credit certificates given as prizes during our recent sentence contest will expire, and people holding same and wishing to purchase pianos will have to hustle.

They are just as good as gold towards the purchase price of a piano, for our prices are the very lowest and the certificates are accepted at full face value.

The balance can be made in easy monthly payments, and you enjoy the use of the instrument during that time.

There are no better pianos on earth than the "New Scale Williams," Canadian's greatest instrument, and the "Cavendish," "Krydner," "Kohler" and "Campbell" and Palmer, and all are included in this great sale.

We have sold over 100 pianos in the last three weeks, which only goes to show that the public has confidence

The executive of the Toronto Women's local council met yesterday afternoon at the Canadian Institute, the president, Mrs. Torrington, in the chair. After the usual routine business the resolutions for the agenda of the national council were read and acted upon. A communication was read detailing the traveling arrangements which are now completed for the trip to Vancouver, where the national council meets. The tickets are good from July 4 to Sept. 15, with stop over privileges at Seattle, Tacoma and Portland. Delegates are urged to purchase their tickets thru to Victoria, as the local council of that city desire to entertain them. There is a variety of routes that may be taken, including the direct route of the C.P.R., the Northern Pacific, or the great Northern via Kootenay and Crow's Nest Pass, and going by the Soo and Chicago without extra charge. It is hoped that a large number of women will avail themselves of this opportunity to visit the Pacific coast, as the arrangements are especially fine and the cost reduced to a minimum. Further particulars may be had from Mrs. Willoughby Cummings, 44 Devon-street.

HOUSEHOLD ECONOMIC ASSOCIATION.
The last meeting of the year of the Canadian Household Economic Association was held on Thursday afternoon at the residence of Mrs. J. L. Hughes, Balm Beach. Mrs. Hughes presided in the absence from the city of the president, Mrs. Huestis.

The business of the year was wound up and the program for next year discussed. Refreshments were served. Between 25 and 30 members were present.

Methodist W.M.S.
The annual meeting of the Methodist Women's Missionary Society was held on Wednesday evening at the residence of Mrs. G. D. Gibson, Pictou. Vice-presidents Mrs. Gibson (Napawan), Mrs. Dr. Harrison (Keweenaw), Mrs. A. R. Campbell (Peterboro), recording secretary, Mrs. Campbell, corresponding secretary, Mrs. A. W. Grange, Napawan, treasurer, Mrs. L. W. Yeomans, Belleville.

The Rev. James H. and Mrs. Harris announce that the marriage of their daughter, Florence Grace, to Arthur William Connor, B.A., C.E., will be solemnized in St. Peter's Church, Carlton-street, Toronto, on Tuesday, June 22, 1937, at 12 o'clock noon.

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IN JUNE.

The rose and the bee were to wed
E'er the very first lilacs were shed,
But the caterpillar grieved
When the cards he received
And found he must stay home instead.

Said the grub, here's my coat, tough
as leather.
How can I appear in such feather?
I'll just have to state
That the season's so late
I'm kept in on account of the weather.
L. E. McC.

PERSONAL.
Miss Strathairn and Miss Winnifred Huestis are going up on Monday to spend a week with Mrs. Stewart Houston at her summer home in Barrie.

Miss Wingham of Montreal is visiting her sister, Mrs. Thomas Kirkwood, at 207 Madison-avenue.

Mrs. Aubrey McElhinney, Ottawa, is the guest of her mother, Mrs. W. H. Ferguson, in Manning-avenue.

Mrs. W. J. Roulston, New York, is spending the summer with her uncle, Mr. F. W. Henry, 189 Beatrice-street.

Invitations are out for the closing exercises of Westbourne School, to be held in the studio on Thursday evening, June 20, at 8 o'clock.

Mr. and Mrs. T. Runciman left yesterday for England and the continent. They will also spend some time in Haddington, Scotland.

Henry Gooderham, Mrs. Archibald Huestis and Miss Florence Archibald Huestis have gone down to the "Chateau Frontenac," Quebec, for a short stay.

The annual military ball, given in honor of the officers of the camp, is to be held at the Queen's Hotel Casino, on Tuesday next, at 9 o'clock.

Upper Canada College Cricket Club have sent out invitations for an afternoon dance, on Saturday next, after the annual match between the College and Trinity College School teams.

Lord and Lady Strathcona and Lord Mountstephen are invited to the state ball in honor of the King and Queen of Denmark.

Rev. G. F. Salkin of Dominion Methodist Church, Ottawa, who preaches his farewell sermon next Sunday, will not go direct to Stratford, but will leave in the course of a couple of weeks for Algonquin Park, where he and his family will holiday the greater part of the summer.

MONTREAL, June 13.—(Special).—To-day, at Senneville, Mr. and Mrs. R. B. Angus celebrated their fiftieth anniversary of their marriage, and although the golden wedding was a comparatively quiet re-union, it was none the less joyous to the members of the Angus family, all of whom, except three grandchildren, were present.

At Montreal yesterday, the marriage of Miss Lulu Forget, daughter of Senator Forget, to Mr. W. Waldo Skinner, took place at the residence of the bride's mother, Mrs. Skinner, when Miss Margarette Forget was bridesmaid, and D. J. Angus, brother of the bride, acted as best man. Mr. and Mrs. Skinner sail from Quebec on the Empress of Ireland for Europe, where the honeymoon will be spent.

WOODBIDGE, Ont., June 13.—A pretty wedding was solemnized on the porch of the Anglican church, when Miss Maggie Burton, daughter of Robert Burton, was married to Will Dunn of Toronto. The bride was given away by her father, and the groom was assisted by Charles Peters of Woodbridge. Rev. Back of Maple officiated.

GOT ADVANCE REPORTS.
Ottawa Paper Accuses Official of Betraying Secrets of Office.

OTTAWA, June 13.—(Special).—An Ottawa newspaper to-day states that before the report of the insurance commission was brought down to the house of commons, and "while the public was not supposed to know its purport, an insurance man secured from the office of the finance department an advance copy. The officer from whom he received it got a neat little note, which he endorsed in payment of a grocer's bill."

H. T. Ross, who was secretary of the insurance commission, denies the statement. He says that only five copies of the report were prepared. Of these, one was laid on the table of the house of commons, and was sent almost immediately to the printing bureau. Another copy was handed to the press gallery, and the other three, which have never been out of his possession.

HIS MONEY BACK.
A woman's honesty yesterday restored to W. G. Cross, the Kingstreet liveryman, a large sum of money which he lost early in the week. He advertised in The World and received a prompt reply, asking him to identify the wad, which he did.

Toronto Man's Prize.
NEW YORK, June 13.—Degrees were conferred upon seventy-two graduates of Cornell University Monday night. One of the John Metcalf Polk prizes for best work during four years' course was awarded to Robert E. Gaby of Toronto.

Not Guilty.
COBBOURG, June 13.—James H. Drivewater, the Centreville merchant, arrested in the non-jury assizes at Toronto on a charge of forging the name of his wife, Frank Wait, to a promissory note for \$400, was to-day found not guilty and was discharged.

Was Greeley's Secretary.
ALLEGAN, Mich., June 13.—Don C. Henderson, once private secretary of Horace Greeley, and for many years publisher of the defunct Allegan Journal, has been taken to the insane asylum at Kalamazoo.

No Case Against Hillock.
BRAMPTON, June 13.—(Special).—The June sessions of the County of Peel closed to-day. George Hillock of Caledon, charged with stealing a horse from a man in Caledon, was honorably acquitted.

World Pattern Department



1932—Ladies' Low-Necked Tucked Dressing-Sack.
Paris Pattern No. 1932.
All Seams Allowed.

This new model of a dressing-sack in pink tulle with ecru Valenciennes lace is dressy enough for a tea-jacket. It may be confined at the waist with a ribbon or hang free. Made in China silk, either flowered or plain, or in challis, it would be appropriate; or in any of the thin white materials.

The pattern is in 4 sizes—32, 36, 40 and 44 inches, bust measure. For 36 bust the saque requires 2 3/4 yards of goods 20 inches wide, or 1 5/8 yards 36 inches wide, or 1 1/2 yards 42 inches wide. If sleeve ruffle is made of the same material, 1 1/4 yards 20 inches wide, or 1 1/4 yard 36 inches wide, or 5/8 yard 42 inches wide, extra, will be needed. As illustrated, 2 yards of wide ribbon, 2 yards of narrow ribbon, 20 1/4 yards of insertion, and 1 1/2 yards of edging.

Price of pattern, 10 cents.

Pattern Department
Toronto World
Send the above pattern to:
NAME.....
ADDRESS.....
Size Wanted—(Give age of Child or Miss' Pattern.)

APPEAL TO THE TEACHERS.

Humane Society Asks Co-Operation in Preventing Cruelty to Animals.

Archdeacon Sweeney, president, and J. J. Kelso, vice-president of the Toronto Humane Society have issued a circular letter to the teachers of Toronto "On behalf of the birds and dumb animals for whose care the society exists."

"May we not then count upon your hearty co-operation," they ask, "ere the summer holidays begin, to present to the children in an attractive form the good they may do as active agents in the prevention of cruelty? Teach them that the birds, the butterflies, the squirrels, and the rest of God's creatures were put into the world to add to human happiness, and not to be needlessly slaughtered; that, for example, the horse is one of the most useful animals and should be regularly fed and watered and harnessed with judgment, as well as driven with care and consideration; that dogs and cats were intended to be companions in our homes and that their ill-treatment or desertion is empty-headed when the family is moving from one place to another is both heartless and cruel."

The society receives no grant, but depends entirely for its support upon the generosity of the public.

C.O.F. ELECT OFFICERS.

L. V. McBrady of Toronto President of Catholic Order.

CHATHAM, June 13.—The election of provincial officers of the C.O.F. was concluded this afternoon. A close contest for the position of provincial chief ranger was ended by the election of L. V. McBrady, K.C., of Toronto, by a small majority over James Foley of Ottawa. On a previous vote the two candidates were tied, and on the last ballot Mr. McBrady won by a slight margin.

Vice-Provincial Chief Ranger A. T. Montrull of Walkerville was re-elected by acclamation; provincial treasurer, George W. Seguin of Ottawa; provincial secretary Vincent Webb of Ottawa was re-elected, his opponent being M. P. Logan of Toronto.

Five provincial trustees were appointed, namely, T. Gignac, Penetang; J. G. Foley, Ottawa; Dr. Cavanagh, Cornwall; Rev. J. J. Feeny, Acton; Harry F. Noonan, Perth. P.H.C.R. B. G. Connors of Renfrew and C.R. F. I. Doyle of Chatham were elected as delegates to the international convention by acclamation.

The remaining thirteen delegates were elected by ballot, as follows: Rev. A. Beausoleil, Perth; G. W. Seguin, Ottawa; D. St. Pierre, North Bay; C. S. O. Boudreau, Ottawa; John Acheson, Cornwall; M.F. Morgan, Toronto; Rev. P. McGuire, Downeyville; J. G. Foley, Ottawa; A. W. Dwyer, Perth; Harry F. Noonan, Perth; J. J. Nightingale, Toronto; Rev. J. J. Feeny, Acton.

The meeting is concluded.

A Check on Farmers.
LONDON, Ont., June 13.—London representatives at the next meeting of the Ontario Union of Municipalities will that body to secure legislation aimed to prevent fraud by farmers on the markets. The action of the city comes as the result of repeated complaints about the selling of short-

CASTORIA.
Bears the Kind You Have Always Bought
Signature of *Wm. D. Little*

Bread Reduced to 8 Cents

On Monday I raised the price of bread to 10 cents a loaf. Since then I have become aware of certain things that have decided me to make a radical change in my plan of business. I am now reducing the price to 8 cents a loaf, which is the wholesale price at which I offered my bread to store-keepers. I now revoke the advertisement of Monday and again offer my bread retail, at the wholesale price.

25 Tickets for One Dollar

This means that I am going in for one class of business only, —the individual, household, cash trade; that I will not sell my bread to stores any more, and that hereafter

Lawrence's Home-Made Bread Will be Sold Direct to Customers Only

There are several reasons for this change, and as it has been my custom when doing things that affect the price of bread in this city, I take the public into my confidence. They deserve this confidence on my part for it is their confidence in me which has helped to build the largest bread business in Canada. The reasons for my change of plan are briefly these:—

- (1) Store-Keepers have been making customers pay 10 cents for my bread when the price should have been 8 cents.
- (2) Thousands who have paid their money at the stores, asking for my bread, have been given inferior substitutes, thus injuring my reputation in the minds of such customers.
- (3) Grocers insist on the baker taking back loaves that remain unsold. Bakers cannot afford to lose this bread, and they therefore hand it over to their drivers to sell again to private customers who pay a higher price for it.
- (4) I insist on my customers being supplied with fresh bread, and that is impossible where several hundred grocers are throwing back stale bread for me to re-sell, as they have been doing and are still doing to other bakers. My only remedy is to confine my sales to the retail, private customers only.
- (5) This action on my part is a guarantee to the consumer, for when he wants Lawrence's Bread he can get it direct from my Bakery; it is a guarantee that he will not have to pay an extra profit on my bread; it is a guarantee that he gets fresh bread, that has not been exposed to dust and flies all day, and has not been handled by any one outside the bakery.

The result of this action of mine is that there will be No More Lawrence's Bread Sold in Grocery Stores

This price of 8 cents to the public will be permanent, provided of course there is no increase in the price of materials which might in the future make another change necessary, but no such increase is anticipated.

It costs me a great deal of money to induce people to ask for my bread, and when they once do try it, and like it, and want more of it, I propose that they shall have it. The only way to be sure is to sell it to them direct—from my own waggon.

Buy Your Bread Direct from the Baker

If you want the Best Bread—proved best by the vote of 8,000 families who have tried all kinds—order from me—direct—by telephone or postcard, or stop the driver anywhere and order from him. Remember the new price

25 Tickets for One Dollar 8 Cents a Loaf Lawrence's Home-Made Bread

GEORGE LAWRENCE, Baker :: :: 21-31 CARR STREET 38-44 DENISON AVE.