

NEWS OF SPECIAL INTEREST TO WOMEN

**SIMPLE DESIGNS GREATLY FAVORED**  
Hairdressing Counts Not the Least and Adds Attractiveness.  
**PROBLEM SIMPLIFIED**  
Large Summer Hats of Many Styles Make Task Much Easier.

To be faultlessly and completely fashionable the devotee must study herself from a critical and unbiased standpoint—not falling to note her weak points at the same time acknowledging her attractive features. Clothes, whether simple or gorgeous, have an astonishingly important effect on the appearance of the wearer. Footgear, if properly chosen, adds distinction to the entire apparel, and accessories are known to "make or mar" a lady's costume.

But, of possibly greater importance than might be imagined is the style in which the fresses of the devotee are arranged. The art of hairdressing is one which demands the utmost care, and in this, as in every other department of exclusive fashion the "extreme" should be sacrificed for the individual becomingness.

**Problem Simplified.**  
With the approach of the summer months, and incidentally the hat of huge dimensions, fragile net, chiffon, lace and exquisite flowers, the problem of modish hairdressing is simplified, for the greater the styles of hats and fresses the greater the number of becoming ways for wearing the hair.

With the artistic drooping chapeau of elongated brim, the "bob" is sweet when the devotee possesses the "oval" type of face, with not too pronounced features. A less extreme style which is becoming to a great many is the soft low coil at the base of the neck, the front hair sweeping softly fairly low on the brow and just crossing the tip of the ears. Parts are all tidden, and graceful swirls are favored.

Artistic models of classic line are charming, with the quaint caprice frocks desired for summer wear, and at all times simplicity is the keynote of success.



**NURSERY**  
CONDUCTED BY Elmo Murray

**Fireworks**  
If you allow your children to have fireworks and fireworks you should instruct them carefully how to attend to slight burns and how to put out a fire. Personally, I do not approve of fireworks or firecrackers for young children. I don't think I'm a crank exactly, but I don't like the noisy, smelly things much, and I suppose that is why I cannot understand anyone enjoying them. Today and tomorrow we give some treatment for burns. There might be an accident in your backyard, and anyway, the knowledge will not hurt.

Children should be taught first aid in such matters. They should be told how to put out a fire, that if their clothing catches fire they must lie down and roll over and over, to smother the flames, or to wrap a rug or blanket about themselves or the person burned. The biggest mistake one can make is to rush about for some one to put out the flames.

Little girls and young children who are allowed around camp fires should not wear thin petticoats and dresses. These blaze up so quickly that aid may come too late.

First aid knowledge has been given us for many years, yet it is amazing how few people have really made a study of these things so that in emergency they would know exactly what to do. Few people keep olive oil or lard in the house, and in case of accident.

But probably what we need most of all is the presence of mind to keep cool and brainy in the face of sudden need.

And we need careful, constant vigilance over everything we do—care how we leave boiling water or hot oil or scalding fruit within reach of tiny, grasping hands; care how we train our children concerning matches and fire.

**GENERAL HUGHES GOES EAST.**  
By a Staff Reporter.  
OTTAWA, May 23.—Gen. Hughes left early this morning for the maritime provinces. He is due at St. John tomorrow. He is expected back in the capital on Wednesday.

**Notes of Women's World**

On Thursday evening, May 27, the Duke of Teck Chapter, I.O.D.E., will present "A Midsummer Night's Dream" in Oddfellows Hall.

Tickets for the dinner to be held on "Rose Day," June 10, in the King Edward Hotel are now on sale at the Victoria street offices. The number of tickets is limited.

The splendid sum of \$442 which was cleared at the motion picture show held in St. George's Hall last week has been handed over by those in charge, Mrs. W. J. MacWhinney and Mrs. Thistle, to Mrs. F. N. G. Starr, treasurer of the University Base Hospital Fund.

Dr. Clarke, superintendent of the General Hospital, has been notified by the Imperial Order Daughters of the Empire that members of their organization in Cleveland have expressed their desire to contribute to the fund assisting the University Base Hospital. The matter has been referred to authorities in Toronto and it is expected that Canadian residents in Cleveland will be joined by American citizens interested.

The Junction exchange of the Bell Telephone held a most successful patriotic dance at the Lambton Inn on Friday evening.

As the roads are in excellent condition for motoring up Yonge St. the Daughters of the Empire who are serving luncheon and afternoon tea today at the Apple Tree Inn (between stops No. 36 and No. 37), are looking forward to serving many of their friends. The gross proceeds are for patriotic and relief work.

The Maiden Canada held a most successful cigar and candy shower at the home of Miss Beatrice Browne, where over 300 articles were brought for the Canadian wounded soldiers in No. 2 Canadian General Hospital, France.

Mrs. A. E. Kemp, regent of the Chamberlain Chapter, I.O.D.E., left last night in a private car to attend the annual meeting of the Imperial Order Daughters of the Empire, at Halifax, accompanied by Mrs. R. S. Wilson, regent of the Municipal Chapter, Miss Elizabeth Dixon, the Municipal Chapter secretary, and Mrs. L. Hunter, regent of the Grenadier Chapter. The party was escorted to the station by Mrs. Kemp's executive, including Mrs. Richard Neville, Mrs. Albert Brown, Miss Clara McColl, Miss Constance Boulton, Mrs. Frank Ball, Mrs. Stearns-Hicks, Mrs. Jerrill Ball, Mrs. Moore, Mrs. Joseph Miller, Mrs. W. G. Haynes, and Mrs. George Beatty. In a neat little speech, expressing the best of wishes for the success of the trip, Mrs. Kemp presented Mrs. Kemp with a handsome bouquet of roses tied with shot pink ribbon.

**CONVENIENT TRAIN SERVICE FOR MUSKOKA COTTAGES.**  
For the convenience of cottagers and other interested parties desiring to make arrangements for the summer at Muskoka and vicinity, the Canadian Pacific Railway will operate their train No. 25, leaving Toronto at 2:15 a.m. Saturday, May 29th, through to Muskoka, making connection with steamers for Muskoka Lakes points, steaming leaving Bala at 2:30 p.m. On the same date train No. 26 will also be operated, starting from Muskoka, leaving that point at 3:10 p.m., making the usual stops through to Toronto.

Commencing May 31st these trains will be operated daily except Sunday, between Toronto and Sudbury, making close connection at Bala with steamer for Muskoka Lakes points.

Full particulars from any Canadian Pacific ticket agent, or M. G. Murphy, District Passenger Agent, Toronto.

**CHEESEMEN MAKE GIFT TO REGULAR BATTALION**  
Extra Comforts Will Be Provided Soldiers at Belleville—Church Parade Held.

By a Staff Reporter.  
BELLEVILLE, May 23.—At a meeting of the Belleville Cheese Board yesterday, a grant of \$500 was made to the 38th Battalion, mobilized in this city, for the providing of extra comforts which are not supplied by the government.

The Sons of England, Orangemen and Prentice Boys of this city today attended divine service to commemorate Victoria Day.

Mrs. Cyrus Gil of the Township of Ameliasburg died suddenly this morning of an attack of apoplexy.



**The Garden**  
CONDUCTED BY R. TODD

**Tall Scarlet Blooming Plants for July and August**  
No less than seven different requests have been received by this department within the last ten days, for special articles on plants sending out real red—no crimson, but red, scarlet, blossoms. And so this week we shall devote exclusively to scarlet blossoms, most of the best of which bloom in July and August, altho some do last as late as September.

Since many of these scarlet bloomers are perennials, and also very tall plants, seems wise to speak of them this early so that amateurs who do not know some of these about to be described, may know just where to place them and what to do with them in the matter of cultivating, transplanting, watering and so on. And while, just here, we shall speak in general of a few of their main characteristics, each plant will be dealt with in a separate article, so that our gardeners may have special ideas about each one.

As I pointed out above, most of the really desirable ones are tall and perennial, so that the best place of all for them is at the back of the herbaceous border, if you have such a border. If not, some spot where their roots will not be encroached upon by small annuals, vines, bushes, trees, or the like. These flaming blossoms from July to September, are our need sun—and more—sun—and they want space and abundance, and plenty of air-space, and above all things, if the clumps are to be divided they must be divided and transplanted now, if indeed they have not been done before.

Or the "bliss" of old-fashioned scarlet honeysuckle, its great trumpet blossoms dripping gold and honey from July to September, is our one great standby, as regards climbers. You will know where to place such a plant, I hope, without any suggestions from me.

In the perennial class come the scarlet anemones, blooming now, and on into early July, scarlet lightening (lychnis or lamp-flower), known for centuries to old English gardeners; red-poker plant, which also travels under the name of "old-fashioned torch lily," flame flower, all of which names emphasize the spectacular effect of its peculiar, tall spike of blazing blossoms. Cardinal flower, which is not strictly a scarlet, but a pale cardinal "blossom," penstemon (beard-tongue), the especial sort here being P. barbatus torreyi or scarlet beard-tongue, papaver, oriental, orange scarlet, "languish" inside the gorgeous cup with purple, and these last five bloom from about the middle of June until late in September.

Real pure scarlet—not crimson, not red—but pure scarlet flowers are as rare as are the true blues so often spoken of in this department. The true scarlet are touched in an indescribable fashion by a hidden hint of orange or yellow, which gives the startling flame-like appearance so characteristic of these plants.

As a rule these brilliant blossoms do not bloom so late in the fall as the "true blues," but could you expect it to be so?

"True blue"—Yes, I know I did. I forgot to mention several blue blossoms the other day. There are besides the last given, lobelia, loosestrife, the wonderful shakeroot flower, the cornflowers, the peacock or bell flowers, and several others.

**HOME GUARD PARADE.**  
The regular parade of the Toronto Home Guards Sharpshooters Association will be held at the armory, 78 Pearl Street, this evening at eight o'clock. All members and others wishing to join are requested to attend.

**LADIES' Straw, Panama HATS**  
Cleaned, Dyed and Remodelled, Latest Styles.  
New York Hat Works  
566 YONGE ST. Phone North 8165.

**THEATRES**

**CONFUSION.**  
This afternoon at the Alexandra Theatre, a week of fun and jollity will be inaugurated by Miss Percy Hawwell and her clever company when that uproariously funny farce "Confusion" will be presented. The comedy abounds in many ludicrous situations and complications, and when originally produced in London, this melange of mirth was hailed as the funniest ever presented. The many inquiries and the unusually large advance sale indicate that this will be a banner week of Miss Hawwell's engagement. In addition to the special matinee this afternoon the regular matinees will be given on Thursday and Saturday.

**SECOND AND LAST WEEK OF CYRIL MAUDE AT SHEA'S.**  
"Grumpy" with Cyril Maude, the eminent English actor, continues in its great popularity at Shea's Theatre, where this evening the piece begins the second and last week of its engagement. Mr. Maude has been received with unmistakable favor by the Toronto public and it is safe to say that his short stay here will prove equally as successful as was his great New York triumph. Mr. Maude will devote his entire week's profit to the Royal Canadian Patriotic Fund. Matinees will be given on Wednesday and Saturday.

**"HIS LAST DOLLAR" AT THE GRAND.**  
Opening with a special holiday matinee today, the Phillips-Shaw Company will present David Higgins' famous racing play "His Last Dollar," a heart interest and the atmosphere of the race track. A complete new scenic equipment has been provided for the play, and the big feature of the act will show the horses in action, finishing the race for the great Futurity stakes. Mr. Phillips will be seen in the role of Joe Braxton, the ex-jockey and millionaire, a part made famous by David Higgins, while Miss Shaw will portray the role of the prettiest southern girl who comes north with her horse to win the rich stakes and save her father's estate from being sold under a mortgage. As the company in its entirety is an exceptionally able one, a first-class production in every respect is assured. Besides the holiday matinee today, the regular Wednesday and Saturday matinees will be given.

**SUMMER STOCK SEASON AT THE GRAND.**  
Commencing next Monday evening the Phillips-Shaw Company will inaugurate the summer season of stock, opening with the popular book play, "St. Elmo."

This company is noted for its big productions and the small prices charged. At the matinee on Wednesday and Saturday the prices will be fifteen and twenty-five cents and at the evening performances the scale will be fifteen, twenty-five, thirty-five and fifty cents, nothing higher.

**LOEW'S WINTER GARDEN.**  
Neil McKinley, celebrated "nut" comedian, peculiar type of funmaker offering his own entertainment as he goes along, will top the bill at Loew's Winter Garden this week. McKinley, who has been called "the world's premier xylophonist," Paul Cunningham, well-known writer of popular songs, and his partner, Marian Bennett, stunning beauty, will offer songs written by Mr. Cunningham. The Four Rubes, presenting the Bing-bing Minstrel, will present comedy and song in a unique way. Walsh, Bentley, "the belloboy and the athlete," and others will appear on the same bill. Keystone and other feature photoplays will complete the program.

**HIPPODROME.**  
This week's bill at the Hippodrome includes among a number of feature offerings Will J. Ward and his Five Piano Girls in a musical melange, Ed. Howard and company in their laughable comedy sketch, "Those Were Happy Days," and The Clown Seal an amphibious marvel. Vaudeville patrons will remember Howard and company in their sketch which is one of the few that is worth seeing a second time, while the feats of the clown seal are said to be little short of marvelous. Magyeus Kirk has a unique novelty, while Boltra and Beltra have a spectacular offering which they call "A Musical Dairy." Gilbert and Berrett, singing comedians have some new songs, while Mack and Irwin in "Bright Bits of Musical Comedy," introduce many pleasing songs and some feature dancing. Feature film attractions of current events comedies and dramas complete the bill.

**HOLIDAY AT HANLAN'S.**  
Many events are scheduled for the holiday at Hanlan's. Baseball both

**THE HOME BANK OF CANADA**

**NOTICE OF QUARTERLY DIVIDEND.**  
Notice is hereby given that a Dividend at the rate of SEVEN PER CENT. (7%) PER ANNUM upon the paid up Capital Stock of this Bank has been declared for the THREE MONTHS ending the 31st of May, 1915, and that the same will be payable at the Head Office and Branches on and after Tuesday, the 1st of June, 1915. The Transfer Books will be closed from the 15th to the 31st of May, 1915, both days inclusive.

By Order of the Board.  
JAMES MASON,  
General Manager.

Toronto, April 21st, 1915.

**GIRL SEVERELY BURNED IN GASOLINE EXPLOSION.**  
Miss Vera Fitzpatrick of Brockville Suffers Painful Injuries, But Will Recover.

Special to The Toronto World.  
BROCKVILLE, May 23.—Miss Vera Fitzpatrick, daughter of Joseph Fitzpatrick, is a patient at the hospital as the result of burns received from the explosion of a gasoline iron which she was using. In an instant her clothing was ablaze, but with the aid of a heavy wraps her mother and sister smothered the flames, and in doing so were ignited from the scattering fire. The victim of the accident, whom the doctors say will recover, will be marked on the hands, arms, face and neck. She suffered greatly from shock.

**LADIES' DAY.**  
Every Tuesday, beginning May 25, will be ladies' day at the ball game. All ladies will be admitted free. This arrangement will continue through the entire baseball season.

**HOLIDAY AT SCARBORO.**  
Billy Bouncer's Circus will be the big feature at Scarborough Beach Park this week, and is said to be one of the funniest acts on the road. So great a novelty is it, indeed, that Billy Bouncer has had his act copyrighted in the United States. The feature of the show is the performance given upon the trampoline, or "bounding bed," by volunteers, who are rewarded for their mirth-provoking assistance by valuable prizes. Fred and Albert, the aerial sensationists, and moving pictures in the open air are other features of the bill. The band of the 48th Highlanders will give a concert each evening. On May 24 there will be a special fireworks display.

**SONS OF ENGLAND PARADE.**  
Special to The Toronto World.  
CORNWALL, Ont., May 22.—This morning the Sons of England, members of Monroe Orange Lodge, and soldiers paraded to the Methodist Church, headed by the Citizens' Band, and listened to an eloquent sermon, delivered by the pastor, Rev. J. D. Richardson, M.A.

**Today's Paper is Full of Important "Business News"**

Home management is a "business" of greater importance, and engages the attention of more people, than any other business in the world. Every family is a business concern. If the management is wise, the family prospers in a material way. If the management is careless, inefficient, the family is always on the verge of business failure.

Home-managers have learned that buying for the home, and for the home-folks, is a purely "business matter." That's why, to them, this newspaper is, primarily, a "business newspaper." For, in its advertising columns, it affords them timely suggestions for carrying on this great business of home-management **WISELY AND ECONOMICALLY.**

The interested home-manager watches the "ads" in her morning paper for buying opportunities with that concentrated interest a business man shows in "news" bearing upon his particular branch of industry or trade.

She **UTILIZES** the cash-value facts and suggestions which she finds in the "ads" in her morning newspaper—for they are presented to her **AT A TIME OF DAY WHEN THERE IS STILL OPPORTUNITY TO VISIT THE STORES ON THE SAME DAY.**

**MADE IN CANADA**

Woman's work is never done, but the woman who knows the nutritive value and culinary uses of **SHREDDED WHEAT** can find time for other duties, pleasures and obligations outside of the kitchen. The servant problem does not disturb her—nor does the unexpected guest. **SHREDDED WHEAT** is ready-cooked and ready-to-serve—so easy to prepare a delicious, nourishing meal with it in a few moments.

**SHREDDED WHEAT** is made in two forms, **BISCUIT** and **TRISCUIT**—the Biscuit for breakfast with milk or cream, or with fruit. The Triscuit, the wafer-toast, delicious for luncheon with butter or soft cheese, or for any meal as a substitute for white flour bread.

**MADE AT NIAGARA FALLS, ONTARIO**

Toronto Office: 49 Wellington St. East

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**MADE AT NIAGARA FALLS, ONTARIO**

Toronto Office: 49 Wellington St. East

**Polly and Her Pals**  
Copyright, 1914, by Randolph Lewis.

It's Mighty Small Consolation for Pa

By Sterrett  
Great Britain Rights Reserved.

**BAD FORM ME EVE!** MY SUMMER-FURS IS EVERY BIT AS STYLISH AS YOURS POLLY!

**I WAS REFERRING TO THE FUR MUFF MA. THEY'RE NOT BEING WORN THIS SUMMER!**

**I DON'T CARE! I'LL WEAR MY MUFF IF I LIKE!**

**OH, WELL, IF YOU WANT TO MAKE A FOOL OF YOURSELF I SHOULD WORRY!**

**IS THAT SO! WELL IF IT COMES RIGHT DOWN TO IT MUFFS AINT NO FOOLISHER THAN NECK PIECES!**

**WHAT DO YOU KNOW ABOUT IT? Y' POOR FISH?**

**I DON'T KNOW ABSOLUTELY NUTHIN' THANK HEAVEN!**

**WELL THANK HEAVEN I'VE LIVED TO HEAR YOU ADMIT IT!**