

ADVERTISING WINS SOLDIERS FOR KING

Great Recruiting Campaign in British Isles Described by Press Agent.

STIRRED UP IRELAND

O'Leary's Father Favored War on Hearing of German Atrocities.

Advertising in getting soldiers for the King's armies. Nothing had ever so demonstrated the usefulness of advertising...

PLOEKEN CAPTURED BY ITALIAN FORCE

Austrian Communications Endangered by Successful Stroke.

BIG FIGHT FOR GORITZ

Enemy in Force Drive Back Advance Guard and Suffer Terribly.

trian communications are endangered by this successful stroke. A big contest for the possession of Goritz is proceeding with the Italian artillery tearing huge gaps in the Austrian ranks...

CANADIANS ADOPT LOST SMALL BOY

Five-Year-Old French Child With Base Hospital in France.

FOUND BY WAYSIDE

Police Unable to Find Parents of Little Chap—Favorite With Men.

Canadian Associated Press Cable. LONDON, June 11.—Describing his visit to one of the Canadian hospital bases in France, a correspondent narrates the following interesting discovery...

Special Cable to The Toronto World. LONDON, June 11.—At the weekly American Club luncheon today, Headly Le Bas, the Englishman who has been directing the great advertising efforts to raise the huge British armies, told of the success of his ad-

DONATIONS FROM INDIANS. The Canadian Red Cross Society has received a cheque from the Rev. Edwin Lee, of Catandria, Ontario, for eighty dollars, donated by the congregation of Christ Church Anglican Six Nation Indians.

Special Cable to The Toronto World. LONDON, June 11.—Ploeken, 15 miles south of the main highway, between Laibach and Innsbruck in Austria, is in Italian hands, and the Aus-

Found Half Dead. It appears that a number of Canadian ambulance men who were trawling up the British troops found this little French child half dead from exposure on the roadside. They had taken him in and cared for him.

HERE'S A REAL PUZZLER FOR WISE HEADS Do you know the Province of Ontario? Can you recall the names of twenty towns and cities? Here is a puzzle that will try your knowledge of Canadian geography...

Remember! Singers, public-speakers, athletes, toilers—all know the advantages of keeping the mouth moist and refreshed—the throat soothed, with



WRIGLEYS Give the kiddies all they want—use it yourself, regularly. Chew it after every meal!



Sealed in wax-wrapped packages to insure your getting it always fresh, full-flavored and clean. Two Delicious Flavors mighty pleasant to the taste—and long-lasting. Great thirst-querchers.



The toothsome tang of fresh Mint leaves, or the cooling, soothing flavor of Peppermint, double strength. Dee-licious! Wm. Wrigley Jr. Co. Ltd., Toronto

JINGOES DISAPPOINTED IS COMMENT OF BRYAN

Wilson Note Not Belligerent Communication—Some Papers Expected.

WASHINGTON, June 11.—Former Secretary Bryan today issued a statement expressing his gratification over what he termed a change in the tone of the press regarding the American note to Germany. The statement follows: "I am glad to note the change in the tone of the press in regard to the note to Germany. From the time the papers began to publish forecasts down to yesterday the jingo editors have been predicting that the matter would be dealt with in the most belligerent manner that Germany would be told that there must be no more delay in the acceptance of this country's demands, etc."

LOYD GEORGE AGAIN HINTS AT COMPULSION

Shells Must Be Secured and No Shirking Will Be Tolerated.

LONDON, June 11, 5:32 p.m.—Addressing representatives of engineering firms at Cardiff, Wales, David Lloyd George, minister of munitions, said that it was his purpose to organize South Wales to speed up the output of munitions just as Lancashire had been organized, and to establish two or three war factories. Referring to the direct need of ammunition, Mr. Lloyd George said: "I hardly like to say it, but we are still short of shells. We must get them, and it will not do for some to undertake the responsibility and come to shirk. There must be equality of sacrifice and contribution. I do not want to talk about compulsory powers. It is an unpleasant topic. But if you know of anyone who is likely to be a shirker, it is just as well that you remind him of the Defence of the Realm Act, and the powers under which parliament created the ministry for which it is responsible."

LITTLE BALKAN ALLIES ARE AGAIN ON MOVE

Montenegrins and Serbians Make Incursions Into Albanian Territory.

ROME (via Paris), June 11.—The Scutari, Albania, correspondent of the Giornale d'Italia, in a despatch dated June 10, concerning operations in Albania, states that a detachment of Montenegrins occupied Dugajin and Luna, continuing as far as Spasch and Remet, the plan being to occupy the plateau of Zaorina, which overlooks Alessio.

COTTON MILLS TIE-UP WILL BE PREVENTED

Basis of Satisfactory Settlement is Apparently in Sight.

LONDON, June 11, 7:45 p.m.—As a basis of settlement of the cotton trade dispute the board of trade has requested the Manufacturers' Association and the operatives organized to submit to the decision of the committee on production as to what, if any increase of wages shall be made. It is understood that acceptance of this proposal will be followed by an immediate resumption of work and the withdrawal of the demands of the operatives and the notices threatening lockouts issued by the manufacturers.

TWO FISHING BOATS SUNK BY A ZEPPELIN

Crews Rescued by Dutch Steamer Off Coast of Holland.

LONDON, June 11.—A German Zeppelin bombarded and sank two small English fishing boats, the Welfare and the Laurestina, in the North Sea, off the coast of Holland, according to Amsterdam despatches today. The crews were rescued by a Dutch steamer and taken to Massilia.

MODEL SCHOOL CLOSING

On Friday, June 18, Model School, Toronto, will hold the closing exercises in the public hall.

Do not suffer from itching, bleeding, or protruding piles. Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a box at Squires, or Edman, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 10c stamp to pay postage.



HOW TO SOLVE THE PICTURES The artist who drew the above cartoons wrote out the names of all the towns and cities in the province and from his list chose the names he illustrated as above. Your best move is to follow him and first of all write down all the names of towns and cities in Ontario that you can think of.

Table with 2 columns: Prize description and Amount. Includes 1st Prize (Twin Cylinder 1915 Indian Motor Cycle, Value \$310) and 2nd Prize (\$50.00 Cash).

This Contest is Absolutely Free of Expense. You do not have to spend a single cent or buy anything in order to compete. We are the publishers of EVERYWOMAN'S World, the Great Canadian Magazine that is the established favorite in more than 50,000 of Canada's best homes.

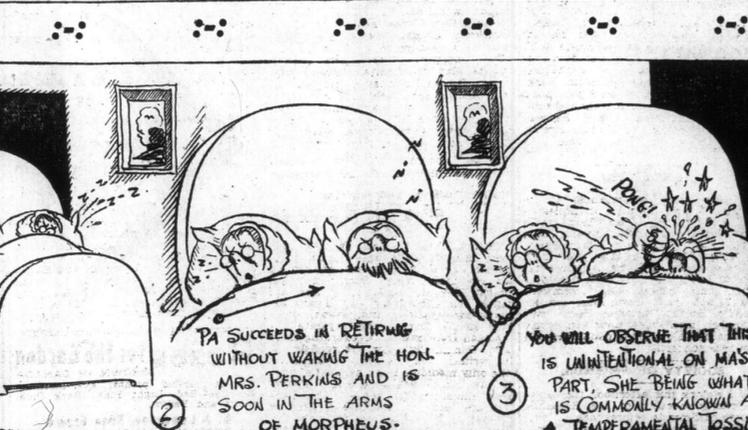
Follow these Simple Rules Governing Entry to the Contest 1. Write your answers on the side of the paper only and put your name and address on the upper right hand corner.

FARMERS WELCOME RAIN. continued the greater part of the day. Farmers welcomed the downpour of rain, as the crops were suffering from the long continuing drought.

BE PREPARED TO DECORATE THIS FLAG COUPON together with \$1.48, for the complete set, or \$1.10 for the flag alone, which covers the cost of the distribution. THE TORONTO WORLD 40 Richmond St. W., Toronto, and 15 Main St. East, Hamilton.

Polly and Her Pals

Dear Readers—MANY OF YOU HAVE BEEN INCLINED TO DOUBT PA'S BLACK EYE STORY. (NAMES—THAT HE WOKED UP WITH THE SAME.) FOR THE BENEFIT OF THE SKEPTICAL THEREFORE, WE HUMBLY SUBMIT THE FOLLOWING



By Sterrett

PA PERKINS! WHERE'D YOU GIT THAT BLACK EYE? WHADDYVE MEAN BLACK EYE? IT IS SAID THAT POOR PA MADE A DESPERATE EFFORT TO REGAIN CONSCIOUSNESS BUT FAILED AS THE MORNING PROVED