

## 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.

Special Cable to The Toronto World. LONDON, June 11.—At the weekly American Club luncheon today, Hedley 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-

vertising in getting soldiers for the King's armies. "Nothing had ever so demonstrated the usefulness of advertising," he said, "as the recruiting scheme which was carried out, recruiting there became wholly satisfactory. In Ireland, Le Bas said, Michael O'Leary, who won the Victoria Cross, is a national hero, greater even than John Redmond. The recruiting poster with O'Leary's picture and the caption, "One Irishman can kill ten Germans," is most popular. Le Bas told of a recruiting meeting in a small village near O'Leary's home. O'Leary's father, who is somewhat of a local politician, made a speech, in the course of which he said: "When this war first broke out I was not so much in favor of it, but now I am. I changed my ideas when my son wrote to me from France how the Germans were killing the wounded."

### DONATIONS FROM INDIANS.

The Canadian Red Cross Society has received a cheque from the Rev. Ed. J. Le Bas, of the Anglican Church, for fifty dollars, donated by the congregation of Christ Church Anglican Six Nations Indians.

## 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.

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-

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. When the Italian forces came up to this point Austrian artillery opened fire and huge masses of Austrian infantry were thrown forward, forcing the Italian advance guards to fall back several times. Italian guns opened fire on the town and a heavy fire on the ranks of the enemy, who lost 8000 to 10,000 men. Goritz is filled to overflowing with wounded. From Rome comes reports of savage fighting for the control of a bridge over the Isone River, five miles northwest of Goritz, and the defeat of fresh Austrian attacks for the recapture of Freigebel Pass.

Hottest Fight at Goritz. The fight at Goritz has been the hottest on the Anzuso. On the front between Caporetto and Montebello the Italians are carrying everything in the way of their advance. A thousand Austrian prisoners have been taken on this sector. Tolmino is being bombarded by Italian heavy artillery, which has come up and is based on the heights several miles away.

In their endeavors to retake the mountain passes, occupied by the Austrians, the Italian army has been taken on this sector. Tolmino is being bombarded by Italian heavy artillery, which has come up and is based on the heights several miles away.

### 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 with great firmness; that Germany would be told that there must be no more delay in the acceptance of this country's demands, etc. "Instead of waiting until the note was issued they put their own construction upon it in advance and colored it to suit their own purposes. It is a relief to find the papers now emphasizing the friendly tone of the note and pointing out that it does not necessarily mean war.

"Something has been gained if the warrior journalists at last realize that the country does not want war, but that, on the contrary, it will support the president in his efforts to find a peaceful solution of the difficult problem raised by the use of the submarine against merchantmen."

### 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 Duganji and Luna, continuing as far as Spasch and Remeni, the plan being to occupy the plateau of Zaorina, which overlooks Alessio.

A Serbian detachment, says the correspondent, after occupying Pograsia, Starova, Lueque and Kermenika, occupied Elbasan, and then pushed on against light resistance and entered Tirana. He states that a battle is believed to be imminent at Durazzo.

### 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.

### CHARLOTTE TALCOTT TO SPEAK.

At the Friends' Conference social in Zion Church, College street, tonight, Charlotte Talcott, a friend and an editor of The Women's Century, will give a highly entertaining address on Palestine.

## 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. Seated at the head of the table was a child of five dressed from head to foot in an authentic Canadian uniform. The little fellow did not know what happened to his parents. They had been swept along with thousands of others in front of the Germans. The French police have tried in vain to find the boy's parents.

### Found Half Dead.

It appears that a number of Canadian ambulance men who were trailing 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. "He is loved by them all like a son and there is competition to be allowed" to do things for him. As I passed out of the dining-hall shouts of "Who will bathe him tonight" reached my ears.

### LLOYD 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 some 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."

### 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.

### MODEL SCHOOL CLOSING.

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

### PILES

Do not suffer from Piles, Hemorrhoids, Protruding Piles, or Stricture. No surgical operation required. Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a box at dealers, or Edman, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 10c stamp to pay postage.

## WIN THIS DANDY \$300.00 Indian MOTOR CYCLE

\$200.00 Cash Prizes Also Given

HERE'S A REAL PUZZLER FOR WISE HEADS

Do you know the Province of Ontario? Can you recall the names of its many fine towns and cities? Here is a puzzle that will try your knowledge of Canadian geography. Each of the six pictures below represents the name of a town or city in the Province of Ontario. What are they?

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1915 Model, Twin Cylinder—Two Speed. Completely Equipped. Ready for the Road.

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# Remember!

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

## WRIGLEY'S

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-quenchers.

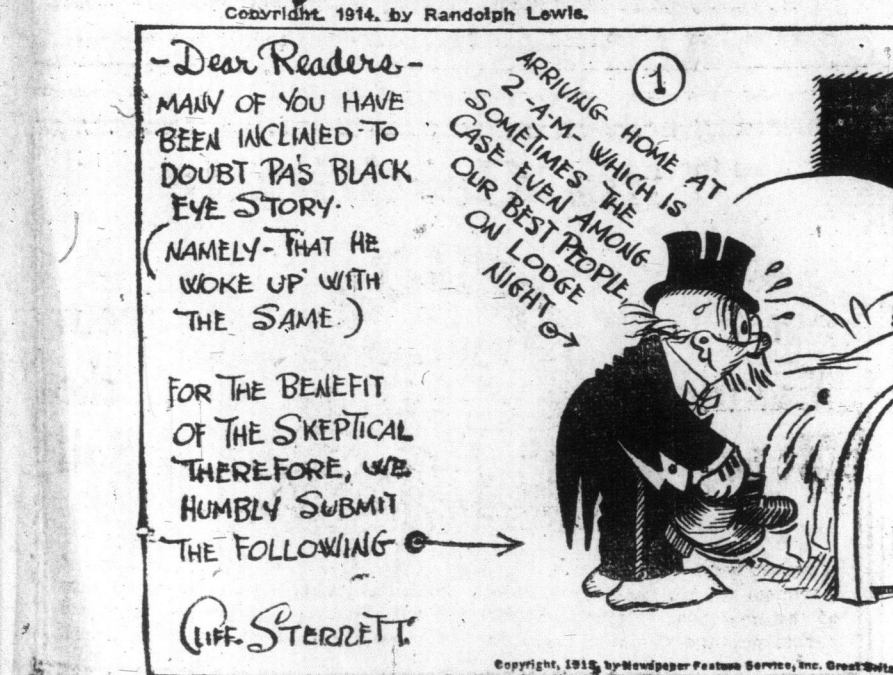


The toothsome tang of fresh Mint leaves, or the cooling, soothing flavor of Peppermint, double strength. Dee-licious!

Wm. Wrigley Jr. Co. Ltd., Toronto

### Polly and Her Pals

Copyright, 1914, by Randolph Lewis.



### 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.

Will, When Presented or Mailed to the Office of The TORONTO WORLD

40 Richmond St. W., Toronto, and 15 Main St. East, Hamilton, Entitle the reader of this paper presenting same to his or her choice of:

The Full-Size Flag, Alone; or The Complete \$4 Flag and Outfit

MAIL ORDERS.—If complete outfit is wanted send the \$1.48 and 10c additional for postage in 10c note (or 15c in other notes of Province); for greater distances ask your postmaster amount to include for 3 lbs.; if flag alone is desired, send the \$1.10 and 10c additional postage in first note (or 15c in other notes of Province).

A FLAG FOR YOUR HOME

By Sterrett

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