TORONTO IS BEST

ant of the Chevrolet

Motor Co.

Hundred and Work

Starts Soon.

"It is to be a Canadian company

do a large business over on the other

side, especially in the British posses-

sions, and the Canadian plant will be

Going by September.

The plant that is to be erected

oposes to build here has just

Four-Ninety' was placed on sale.

the close of business June 19 the

nevrolet Moto: Company had ac

utors (every contract secured by cash

a fairly good record for 17 days

"W.C. Durant, President,"

FOR QUOTA OF Q.O.R.

cepted orders from dealers and distri-

deposit) for 47,611, valued at \$23,329,-

work. Since June 19 we have received

"A little child can sell it.

HAVE NAMED OFFICERS

Son of Premier Hearst is Lieuten-

ant in New Company, and P.

G. Davies Commands.

Officers to command the Queen's

Own quota were appointed yesterday.

Among those recently appointed is Lt.

H. V. Hearst, son of Premier Hearst; P. G. Davies, in command; Lts. H. J.

McLaughlin and J. M. Wood. Capt.

orders for more than 1000 cars per

Canadian management.

held responsible for the supply.

immediate working."

The Toronto World

FOUNDED 1880.

Amerning newspaper published every fay in the year by The World Newspaper Company of Toronto, Limited; H. J. Maclean, Managing Director.
WORLD BUILDING, TORONTO, NO. 40 WEST RICHMOND STREET.

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-\$3.00will pay for The Daily World for one year, delivered in the City of Toronto, or by mail to any address in Canada, United Kingdom, Mexico and the British possessions enumerated in section 47 of the Postal Guide.

will pay for The Sunday World for one year, by mell to any address in Canada or Great Britain. Delivered in Toronto and Hamilton by all newsdealers and newsboys at five cents per copy.

Postage extra to all foreign countries.

UNITED STATES. Daily World \$4 00 per year: Daily World or its illegitimate use we for per month; Sunday World \$3.00 per fence against the law.

There appears to be a

it will prevent delay if letters contain-ing "subscriptions," "orders for papers," "complaints, etc.," are addressed to the Circulation Department.

The World promises a before 7 s.m. delivery in any part of the city of suburbs. World subscribers are invited to advise the circulation department in case of late or irregular delivery. Telephone M. 5308.

FRIDAY MORNING, JULY 9.

High Art in Mud Walls

the way along the water front on the deal with them. splanade would be a more beautiful Sunnyside. The bridge at Sunnyside can win, it is true, but not unless can readily be compared with the mud they put forth every utmost effort. In wall which rises between High Park England the press is not silent about and the lake shore a little farther the possibility of some sudden

Two of the local papers have abusd those who think that a mud wall , not the last achievement in archi- the fullest response from the mansecture. Abuse is a sad weapon in hood of the empire can avert disaster, matters of art criticism, but it is such as one paper says must not even understood that feeling runs high in be whispered. Those who hang back art circles, especially in high art have the blood guilt of civilization on circles, where mud walls are popular; their heads. and those who have not risen to the lieight of mud wall art cannot be expected to understand how dear the mud wall idea is to those who have embraced it.

The mud wall on the Esplanade is nels thru the wall are to be 230 feet long. This pleasant surprise is slowly sinking into the inner consciousness of the board of trade.

High art has to be imbibed gradually, but once the idea has been assimilated, it bre ds like a hook-worm. Some board of trade members who believe that the engineering talent of the world has committed itself to the neud wall thesis, are prepared to wear a button inscribed: "The Mud Wall or mud wall before it has been seen in action. Before you get a mud wall it of employes. While the steps taken appears to be the finest thing in cre- have been necessary for military rea ation. This is due to the activity of sons, the result has shown that railthe imagination. When the dreamer way service can be immensely imthe Lake Shore road at the High Park the lesson will not be forgotten when entrance; or when he has viewed the the war enls. fake from High Park, from behind the mud wal there, in imagination, or thru one of the short tunnels, he will have a better conception of what is going to be put across the Esplanade-and the citizens.

Some members of the board of trade neering opinions about the whole matfive years for the completion of the to them like what they really want.

A Democratic War Loan

Public men in Britain are all engaged in preaching the gospel of thrift. The war is costing more than twice the estimated annual surplus income of the people and they are now being told that by increasing that surplus they are helping to provide the sinews of war. As an additional inducement, and one which promises to gain results, the government in its latest! and greatest war loan has radically departed from the previous custom of n.et in the west by a weight of gunpractically limiting investment to the fire sup rior to his own. To leave the moneyed class. It has also to a con-Russian lines unbroken at this stage cial agent and provided the means due time reappear in greater strength whereby even the working man can than ever. contribute his mite to meet the country's need and share in the benefit of a sound investment at exceptionally TEMPERATURE HIGHER bigh interest for a gilt-edged security. This is a great step towards the

for five shillings and multiples of that Temperature higher and quite sea amount carrying five per cent. interest, and when these total five pounds greatly improved during past weekthey must be exchanged for four and Late sown crops promise to be above a half per cent. government bonds. the average."

paid before the war on deposits and the worker has the further satisfaction of knowing that at the most momentous crisis in the country's history he is doing his bit in creating the silver bullets that will eventually decide the war. Another notable feature is that the loan is unspecified altho of course it is limited in the end to the amount sanctioned by parlia-

A Badge for the Willing

Repeated requests have been made that a badge be issued by authority to those who have desired to serve at the front, and who have been, from one cause or another, considered unsuited. It need not be a very expensive matter, and the cost might be less than a cent a badge. It might be made in nickel or in aluminum. The main point would be to have it an authoritative sign, the forging of which or its illegitimate use would be an of-

There appears to be an idea that its main object would be a personal one for the convenience of those who wear it. A still greater and more important object is the classification of the men of eligible fighting ability into those who are shirkers and those who are not. All who are properly employed MORE VETERANS COME TO BUILD CARS HERE in regular work. either in connection with the army or navy or in producing supplies for their use or in indispensable civilian labor which could not be

performed by substitutes, would be entitled to have the "service badge" Some of our friends have doubts as would then he easily distinguished, or something akin to it. The shirkers to whether a mud wall extending all and public opinion might be left to

It is to be feared that many do not

crushing blow setting back the campaign for many months, or even years. Only the completest preparation and

Unification of Railway Control

The advantages attending the unification of administration in the case of company-owned and operated railto be pierced by tunnels 230 feet long roads is very well exemplified in Great at every street crossing, and this is regarded by the mud-wallers as a redeeming feature of the plan. A tunnel 230 feet long, repeated at intervals as a long the "inds", by the regiment yesterday were three veterans, one of whom was thru the South African war, another of whom had two years active service in India, and a third war, another of whom had two years active service in India, and a third war formerly sergeant instructor in the plane of the priling of the plane. of one book from York or Ba" to thru the rillway executive committee Cherry street, is expected to lighten established under an act passed in

The committee is composed exclusively of the general managers of the is leading railways, except in the case of of Toronto for placing \$1000 life inthe official chairman, who is the president of the loard of trade, and a tingentscannt minister. The existence of the committee, however, has not en-Death!" Such is the fascination of a tailed any change in the civilian staffs except so far as has been rendered necessary by the voluntary enlistment proved thru unification of control, and

Is Germany After Calais?

Petrograd has announced that the grea: German drive eastward has been checked, and professes absolute confidence that Warsaw cannot be taken. have been getting independent engi- Altho the Russian armies have been reinforced, they can scarcely be a ter, and as they expect to have to wait match for the German forces that have been operating in that quarter, and mud wall, they are turning the mat- the natural inference is that these ter over in their minds, and it does have been weakened by with irawals not look quite so satisfactory a solu- wes ward. That there has been such tion of the Esplanade problem as it a movement appears to be confirmed did at first. A specifier, cheaper and by advices from Holland and Switn.ore attative plan, which would zeria d, that the frontiers are again Lr.ng the Union S ation into service closed. Any extensive concentration start on Wednesday next. in less than five years, begins to look of Ge. nan troops in Flanders can only mean a renewal of the attempt to reach Calais. England remains the object of German hate.

Much has been heard of the shortage of munitions in the British lines. particularly of high explosive shells. On the other hand, repeated official assurances have been given that not only is there a sufficiency, but that an ample reserve has been accumulated. If the German staff is relying on any supposed lack in this direcaw kening, .cc, as Mr. Hilaire Belice

CROPS LOOKING GOOD

sonable. Conditions of all crops

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JAMES MASON, General Manager

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1226 YONGE STREET (Subway), Cor. ALCORN AVE.
2261 YONGE STREET, NORTH TORONTO, Cor. EGLINTON AVE.

BIG PROCESSION TO GET RECRUITS

Torchlights Will Head Great Ideal Centre, Says W. C. Dur-Parade at Weston Tonight.

One Was Thru African Cam- New Plant Will Employ Five paign, and Two Others Were Regulars.

The Mississauga Horse has extenied its recruiting campaign to the Town purely and simply, making Canadian of Weston, and Mayor Charlton of cars for Canadian people," said A. B. o dect than several bridges such as yet understand the gravity of the that place has called a mass meeting C. Hardy of the Chevrolet Motor Co., that which crosses the railway at situation. Great Britain and her ailles to be held in the town hall tonight, Flint, Mich., who is now in Toronto with the object of stimulating local recruiting, Mayor Church of Toronto will be one of the speakers, and the meeting will also be addressed by Lt.-Col. Mason of Toronto, and a number of officers of the Mississauga Horse. The meeting will be preceded by a torchlight procession, headed by the Weston Town Band, which will start at Mount Dennis at 2.30 o'clock, and torchlight procession, headed by the Weston Town Band, which will start at Mount Dennis at 2.30 o'clock, and reach the town hall before the speakers are scheduled to address the common will begin operations as soon as possible. ers are scheduled to address the crowd. Placards have been posted up company will be the Chevrolet Motor Co. of Canada, Limited, and will have a capital of \$500,000. We expect the output of the plant will be 15,000 cars all over the town, and very great in-terest is being taken in the meeting. The recruiting tent of the Mississauthe first year.

"Our representatives have gone all over Canada to pick out a suitable place to locate, and we have come to the conclusion that Toronto is the ideal centre for both manufacturing

The recruiting tent of the Mississauga Horse, outside of the armories, continues to draw large numbers of recruits, and Capt. W. E. Ogden, the medical officer of the regiment, who has been on duty almost night and day for the last week, is one of the most exhausted men in Toronto.

Thru African War.

Among the "finds", by the regiment yesternay were three veterans, one of the conclusion that Toronto is the ideal centre for both manufacturing and distribution. The personnel of the directors has not yet been named, but Thomas Houghton, superintendent of the Dominion Carriage Works, will be the production manager of the new plant. None of the stock will be of the Br.tisa regular army at Alder-

and a forn the severe simplicity and the massive solidity of the mud wall as it ranges cast and west between the citizens and the bey The countries that an emergency has arisen of the payment of citizens and the bey The countries that an emergency has arisen of the payment of citizens and the bey The countries that an emergency has arisen of the countries that the countries that an emergency has arisen of the countries that are considered in the considered in the countries that are considered in the c as it ranges cast and west between the citizens and the bay. The mud wall is to be 230 feet thick, and the tunpayment of active service rae of \$1.10 just passed thru here and it has stood per day to each man as soon as he has passed the medical examiner; and unuse them as the secretary of state shall firect. The act also provides that the directors, officers and staff of the railways must obey his directors, children under 14 or widowal modern and to passed the medical examiner; and until he is moved to the Niagara Camp he is allowed an additional 75c per day for subsistence. A separation allowance of \$20 a month is also allowed to wives of soldiers who enlist, or to children under 14 or widowal modern. gers and will sell for the same price. ed to wives of soldiers who enlist, or to children under 14, or widowed mo-thers in cases where the person en-listing was their sole support. There is also the provision made by the City "A 'Four-Ninety' has just been ship-ped to South Africa and we expect to rance on every man resident in the city who enlists with any of the

Formal Consent Has Been Received and All Arrangements Are Being Prepared.

Lt. Col. Sir J. S. Hendrie, lieuten-ant-governor, has consented to offi-ciate at the opening of the Canadian National Exhibition on Monday, Aug. President Joseph Oliver received 39. President Joseph Oliver received his honor's formal consent yesterday afternoon. Everything possible is being done by Dr. Orr to lessen the congistion and confusion incidental to the inauguration of the big event.

The executive, at a special meeting yesterday, decided to continue the sale of six-for-a-follar tickets this year, but the number will be limited, and the sale given to legitimate preference will be given to legitimate users rather than to the speculators who rave been monopolizing the sup-

WINNIPEG MAN HONORED.

CHICAGO, July 8,-H. W. Dewar of sident of the Field Workers' Union of

An Added Comfort

To our already splendid service we have added a new feature. Mr. R. J. Orr, a foot specialist, has been retained to advise and instruct in cases where foot conditions are not normal. Our orthopedic department will permanently correct fallen instep, flat-foot, weak ankles, corns, bunions or callouses. This department is at your service. Consultation is free and appointments may be

& C. Blachford LIMITED 286 Tonge St., Opposite Wilton Avenue. thus avoiding many men the incon-

ry phoning

John Graham, formerly of the 36th Peel, has been appointed medical ofto be foll wed by region in a testa-tion. The medical tests will be made here instead of at the Niagara camp,

venience of being sent back as unfit

for active service after being taken in the ranks.

FIRE DEPARTMENT

Chief is Matter of

Neglect to Go Thru Necessary Formalities Complicates Situation.

The mess that has been made of fire FOR HIS BUSINESS One passed accepting the resignation of John Thompson, so that the bylaw which made John Thompson chief is still in operation. The city legal department has made a report to the board of control to this effect, but so far it has only been considered privately. On the other hand, council accepted the resignation of John Thompson, his pension was approved, and a payment is unlerstood to have been made on account of it so the

and a payment is unierstood to have been made on account of it, so that while a bylaw letting him out of the position has not been put thru, this is only a formal matter and can be attended to at any time.

In the case of Acting Chief Smith, however, it may be somewhat different, and if he has not been properly appointed to the position it may be an easy matter to set aside his dismissal of District Chief Gunn. There seems to be no doubt that this is what Mr. Gunn had in mind when he took his to be no doubt that this is what Mr. Gunn had in mind when he took his case to a solicitor.

terday told the board of control that the city had no power under which it could investigate the internal work-ings of the local hy-iro-electric sys-tem, an investigation having been suggested on account of the recent charges of the County Orange Lodge. If there is to be an investigation it will have to be ordered by Sir Adam will have to be ordered by Sir Adam

that the city architect be given con-trol over the inspection of all illumibe the production manager of the new plant. None of the stock will be of-fered for sale.

Taked signs through the city.

City taxes remaining unpaid amount ford for sale.

"The name of the car will be the Four-Ninety." It will be a five-passenger car of the touring type. It will have a head and valve motor and will be not lacking in power by any "The name of the car wil! be the city to send the alderman to this invention in other years. The controllers yesterday refused o adopt the recommendation of a mmittee of the works tors to say what it will sell for in To-

tee, that a 42 foot asphalt pavement be put down on Ossington avenue, from Bloor to Hallam street. The ronto. A roadster is to be built also at this plant that will carry two passenfrom Bloor to Hallam street. The pavement would cost \$23,713, and the people on the street are opposed to it.

Avenue Lighting Heid Up.

The board of control do not approve the expenditure of \$12,000 for the improvement of the lighting on University avenue and have strick out rsity avenue, and have struck out the recommen lation of the parks committee that this work be done.

"By Sept. 1 the plant ought to be in operation and we are in hopes that we D. D. Reid has been awarded \$9838 by Official Arbitrator Drayton, on accan get a building that will lend itself count of certain land expropriated in connection with the Duplex avenue extension. The city pays \$1324 for in-C. Durant is a well-known automobile man, having been the mainstay of the Buick Company, having General Motors Company (Buick, Oakland, Oldsmobile and Cadillac

Companies in the combination). The company of which Mr. Durant is now books of the hydro will be liscussed.
The auditing has been done by outside firms in the past.

the president started in 1911 and has made rapid progress since its incep-The Chevrolet Motor Company has a plant in New York City, Tarry-town, N.Y., and Flint, Mich. Forento the is not to be a branch of he parent company, but will operate distinctly upon its own basis under \$27,300. The type of car that the company

n sale in the open market since June,

IS PRIZE PUZZLE

Who is Entitled to Act as Doubt.

BYLAWS NOT PASSED

department matters by the civic fathers seems to be getting worse. It now appears that the department is without a head at all, unless it be that John Thompson is still the legal head of the department. No bylaw was passed by council giving Acting Chief Smith his appointment, nor was

case to a solicitor.

In any case, before the dismissal of District Chief Gunn can go into effect the action of Acting Chief Smith will have to be approved by the board of control. The acting chief made his report to the board yesterday, and it will be dealt with at the next meeting, which will be on Wednesday.

Seard Has Not Power.

Assistant City Solicitor Fairty yesterday told the board of control that the city had no power under which

Beck. The controllers have recommended

extension. The city pays \$1324 for injury to claimants' property and fences, and \$8154 for the land. The claim was for \$23,000.

At the meeting of the Hydro-Electric Commission today the question of having the city auditor audit the books of the hydro will be discussed. organized it and built up its present business. He created and built up the General Motors Company (Buick

firms in the past.

School Alterations.

Two city schools are to be enlarged, the permits having been issued yesterday by the city architect's department. The addition to the Scarth Road School will cost \$22,000. and that to the St. Clair Avenue School \$27,200.

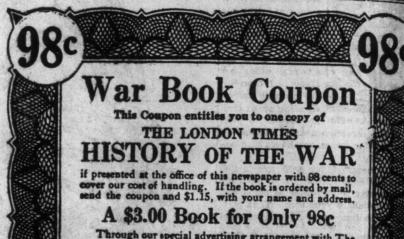
Works Commissioner Harris reports that the receipts from the civic car lines have increased 25 per cent. so

ut the following letter to Thomas Houghton of Toronto will show what steps have been taken to put it upon the street and what confidence the sales agents have in the product: vent speculators from handling them. street or Yonge street wharf. Thomas Houghton, Toronto, Canada. "Dear Sir: We are pleased to reort as follows: On June 1, 1915, the

Buy Matches as you would any other household commodity---with an eye to full value!

When you buy EDDY'S MATCHES you receive a generously filled box of SURE, SAFE LIGHTS.

ASK FOR **EDDY'S "SILENT PARLOR"** MATCHES



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 7½ x11 inches, weighs about 3 pounds—superior paper, bound in cloth.

Cut out this Coupon Now

New Men Joining Ranks Like to Have Khaki Clothes Ready for Them.

Many of the regiments are at a dis- MICHIE & CO., LIMITED advantage in securing recruits, from the fact that they have not a ready supply of uniforms to issue to the supply of uniforms to issue to the men. The 48th Highlanders have a good supply on hand and the quartermaster issues them as soon as the recruits are taken into the regiment. The Queen's Own Rifles in the past has been announced thru lack of has been handicapped thru lack of supply, but in the future uniforms will be given out upon enlistment. The 36th Peel Regiment has an inducement to offer the men by providing comfortable quarters for them at the Peacock Hotel, on Dundas street, epposite Royce avenue. There are now about 75 men being accommo-

dated there. Capt. Wandless, who is in charge of the 36th recruiting station on West Adelaide street, said recruiting was sather dull yesterday, but the results so far are very satisfactory.

CAMERA MAN UNDER MILITARY DETENTION

Foster Tried to Take Picture of Scene of Wreck.

NIAGARA FALLS, Ont., July 8.-Fred Foster, newspaper photographer from Toronto, was arrested at scene of the wreck because he is ed on taking photographs in defiance of the military authorities who are or the mintary authorities who are guarding the scene, and was taken to the military camp at Niagara-on-the-

Late Boat to Hamilton Saturday. that the receipts from the civic car lines have increased 25 per cent. so far this year.

The sale of six-for-a-dollar Exhibition tickets will commence on Wednesday morning next. It is understood that only a limited number will be issued this year, in order to prebe issued this year, in order to pre- tickets at 75c are on sale at 46 Yonge who now are returning from America."

3 FOR 25c At the Cigar Dept., 7 KING ST. W.

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-To Any Address on-

Hanlan's Island Telephone your order to The World, Main 5308, or order can be given to the carrier. edtf

ARM MONTENEGRINS WITH AUSTRIAN RIFLES

Population of Scutari Ordered to Surrender Arms and Ammunition.

LONDON, July 8 .- A despatch from Cettinje, Montenegro, to Reuter's Telegram Company today says: "The Montenegrin authorities who recently took possession of Scutari, Albania, have ordered the population to give up all arms and ammunition. As a result a large amount of rifles and cartridges of Austrian origin were handed over ,and they will be used to

arm several thousand Montenegrins, British Empire



55 to 61 K **RUSSIA S**

DAINTY

SUM

BLOUSES-

HAWLS

Shawls, includes the shawls, included the share with at very special s

EXTRA VAL Ladies' and G Handkerchiefs, ity, Size, Hem etc., etc., beit

TEUT Germans and fer Seven

Centra ADVANCE

Muscovite Make He

LONDON, July are holding the mies between to Vieprz rivers, bridges emy to remain resulted in some

on the right bank
The enemy was

This is the late battle for the poland, in which engaged.

Petrograd repe of stubborn fight Lublin, with the of the enemy to on the right bank
The enemy was

The gland disarred the starred complete disordegainst the sector. The dispersion tro-Germans now the roads leading the Bystritza and Here the Russian press their offen the enemy and

the enemy and and several ma oollection. An a Maslomentche V jevka sector ne River, was easily slan fire.

The offensive road from Lemi Checked that he

derful Sol

Germ LONDON, July unveiling today eph Chamberlai

among all our freminions, was abstory. It had no creation scarcely reation scarcely randfathers, an actual operation when they welco could not forget produced this ma the British Emp been admit the British I which they saw

DO