ctice.

Standards

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andards for our we set for others. rtising manager of Co., chairman."

# **TANDARDS**

Should Be In-Advertising ence.

all standards was Barrett Andrews of magazine men in session yesterday he advertising end reful supervision of tter submitted. It the motto "Truth." nce of the editorial ising influence was Andrews. In order advertiser had to the literary side of might be at times standpoint of the t it was not in the e magazine, it rend false friends." ew York, "are easiodern day, by an rowing more and eir rights and inrogressive era, and upon closer conffairs whether goveconomy "direct" ortant word in their ecially has this besing.

## S WANT FOR MONEY

ng Looks to the hristine Frederick

tically that adverte the consumer exiders. Frederick. "I, the trout; you adhermen, and you all e plentiful the bait rous the fishermen. s and fastidious

ffect of advertising has been to help to Pure food chamod laws have told to keep out of an est manufacturers, have told us what here we can get it.

### Ontario No.1 **ELKS** Visiting Brethren SSOCIATION

ENTION ing the Convention sames and number of the office of the before 5 p.m., Wedrose of attending a street Cars from the immediately after the afterwards at the fembers of Toronto attendent and assambles.

IKMAN. Supreme Organizer. McFARLANE, Grand Secretary

embers of Toronto attend and assemble entrance at 10 p.m.

the Toronto World

THUNDEROUS WELCOME GIVEN PREMIER

EIGHTEEN PAGES—WEDNESDAY MORNING JUNE 24 1914—EIGHTEEN PAGES

VOL. XXXIV.-No. 12,278

Four-Year-Old Tommy Taylor Met Death in Blaze Which Destroyed Shanley Street Stables - Mother Severely Burned in Attempt at Rescue.

ridge of 165 Shanley street at 5, clock yesterday afternoon. Accordthe police the unfortunate child kindled th his own hands the fire which tool

All afternoon Joe Bainbridge, age 6. nd little Tommy had played together in an intelligent little chap, told the sinclothesmen of the Ossington avenue police station that Tommy sugrested they have a fire, and went into his own home to get some matches berricaded off with a storm door, and Canadian Associated Press Cable. hay filled the enclosure. The Taylor

lade and market larrenteh Mother's Brave Fight.

Altho twice forced back by the nes she refused to discontinue her efforts, until some person pulled consulted the Unionist executive, but her out of danger. Just as she was the present intention of the opposipulled from the door of the burning tion in the lords is that the amending stable, the whole roof collapsed. With bill, when they have transformed it, most of her hair burned from her head, shall be sent back to the commons her arms, face and shoulders terribly scorched, the plucky mother was car- ing with the home rule bill proper, It ried to her own home in a fainting is their official policy to reject the condition, where she received atten- home rule bill itself on its second readtion from two physicians. Mr. Taylor ing, but they wish to delay this stage did not hear of the tragedy until he in the hope that before then, there may returned home at 6 o'clock.

out on business when the children time limit and any such amendments fired the barn. He had made searching enquiries of his own boy, who told the amending bill will be circulated the story as related above. His lass this morning. will be about \$600, partly covered by

When The World called on Mr. Taytor last night he was heartbroken over
the occurrence. He stated that as he Father Heartbroken. the occurrence. He stated that as he was not at the scene of the accident he could give little information on the occurrence. Mrs. Taylor still lies at her home, but may later be removed

to a hospital. Firemen from Ossir gton avenue station recovered the body, which was Attempt to Rob Apartments removed to the morgue for the purpose of holding an inquest.

### **STEAMERS COLLIDE PASSENGERS LANDED**

Koenigin Luise and Smaller Vessel Were Badly Injured by Impact.

Canadian Associated Press Cable. HAMBURG, June 23 .- The North Jerman Lloyd steamer Koenigin Luise nd the German passenger steame

Cobra were in collision today. Both were damaged. The passengers were handed safely. The stem of the Koenigin Luise

was stove in and her forepeak was leaking. The Cobra. which is a small steamer of 412 tons, belonging to the Hamburg-American Line, was badly dam-

aged amidships. The collision between the Koenigin Luise and the Cobra occurred during the regatta at Cuxhaven.

Both vessels had on board a large umber of people, who had gone out watch a regatta, and a catastrophe was narrowly averted.

The shock of the collision was se severe that several of the passengers deck of the Koenigin Luise.



inbridge's back yard. The former, Drastic Changes Slated for Measure After Second Reading - Main Bill Delayed.

LONDON, June 23 .- It is stated that

barricade on the other side of which out any time limit. There may be

trol of the customs and postoffice. Lord Lansdowne refrained from discussing the bill in detail until he had before there has been any final dealbe some mishap to the government or Speaking to The World, Mr. Bain-orings stated last night that he was sion of the whole province without the must be disagreed with. The text of

Was Made in Early Hours This Morn-

ing.

At 2.15 this morning the Audley Court Apartments at 70 Kendal avenue were entered from the ground floor by burglars who escaped the police. A tenant of one of the ground floor apartments told the police that she had been awakened by a noise at the window, and watched for three minutes in absolute terror the hands of a man workin gat the catch Finally she arose and turned on the light, when the intruder jumped to the ground and vanished. Upon opening her bedroom door another man scuttled down the hallway and leaped out the back vestibule window. Altho a constable was on the scene

the report, no person was apprehended MONTREAL TO PROBE

SEWER CONSTRUCTION

within a few minutes of the receiving o

MONTREAL, June 23 .- Irregularities alleged by Chief City Engineer prominent temperance speakers from Janin to have been found in connection with sewer work by contractors in, at 8 o'clock, but the doors will be open Notre Dame de Grace ward led the at 7. The Queen's Own Band, under board of control today to decide on the leadership of Bandmaster Barrow, will render a selected program from 7 an official enquiry into the manner in the solution of the s carried out last summer. Pending the will have placed in his hand a program of unusual strength and attractiveinvestigation the city engineer says between \$50,000 and \$60,000 of sewer Dr. A. S. Grant, Rev. Canon R. W. E. contractors' guarantes on deposit at Greene, Rev. John McNeill, Mrs. A. E.

All Evidence Expected to Be in Thursday — Liner Lies Seventy-Five Feet Deep — Voyages.

Canadian Press Despatch.
QUEBEC, June, 23.—The Empress of Ireland wreck enquiry continues to draw out interesting information. It is expected that evidence other than that of the experts will be concluded tomorrow. With a day devoted to this estimony, and another day or two deinvestigation is expected to be closed by Saturday.

Edward Cossboon, the diver who ost his life at the wreck, had his story told bl G. W. Weatherspoon, the salvage expert who has charge of the work of getting the bullion out of the vessel. Cossboon found that the Empress is pointing northeast, is lying in 15 to 20 feet of mud, and rests half on her side, and is 75 feet cannot be raised

Capt. Walsh of the C. P. R. denied that officers were promoted for making rapid voyages.

Lord Mersey conversed with Mr. Haight over the latter's anxiety to solimbed over the barricade to the hay and ignited it. The child was unable to climb back to safety and was almost instantly suffocated by the flames which immediately shot to the roof of the stable. The other lad ran to his house and told his mother of the occurrence.

Mrs. Taylor saw the flames almost immediately and rushed to the stable to rescue her child. Altho the blaze was already pouring cut the open door she forced her way in almost to the barricade on the other side of which second reading home rule bill a second reading in order that they may for this work, asking when Mr. Haight found out that Bernier was an interested party, and saying that he himself always scrutinized the evidence of such witnesses carefully for bias. Lord Mersey told Mr. Haight that if this was true, it applied with equal force to each Storstad witness.

The direction in which the majority of the peers intend to amend the bill has been already indicated. It is the demand of Protestant Ulster for the seclusion of the whole province withscript of the collision, but they added nothing to the particulars in the scrap log book. find out if Adelard Bernier, the pilot

Miners Who Met to Discuss Peace Plans Were Fired Upon by Depu-

Canadian Press Despatch,
BUTTE, Mont., June 23.—Crowds which pressed on Miner's Hall tonight in consequence of a scheduled meeting there at which President C. H. Moyer of the Western Federation of Miners was to outline a peace plan, were fired upon by sheriff's deputies stationed in the hall, and three men were shotone killed and another is believed to

be fatally wounded. Most of the shots were fired into th air by the officers. The shooting of the three men apparently took most of the nerve out of the crowd, and they quickly backed a distance of two blocks from each side of the hall. A hundred deputies with sawed-off shotguns are holding Miners' Union

UNSEATED CONTROLLERS MUST FACE ELECTORS

Canadian Press Despatch.
O'TTAWA, June 23.—Judge MacTavish ruled today that the four controllers who were unseated in the courts ten days ago, on the ground that they were illegally elected last January, must be re-elected by the electors and not by the city council, as some legal authorities claimed was the proper way. The four controllers are: Dr. Rufus Parent, J. W. Nelson, E. R.

# **MANY SPEAKERS AT**

All Arrangements Completed for "Banish the Bar" Meeting Tomorrow Night.

All arrangements are practically complete for the monster "banish the bar" rally in Massey Hall on Thursday evening of this week. The gathering will be one of provincial importance as well as local interest and other points in the province will be present. The meeting is timed to start on the Cobra were thrown onto the the city hall probably will be held by son, Charles E. Steele, J. J. Madeck of the Koenigin Luise.

Stevens, Charles E. Steele, J. J. Madeck of the Koenigin Luise.

# BY GREAT GATHERING IN MASSEY HALL FIGHTING SPEECH MADE BY LEADER

### TORONTO BAROMETER OF ONTARIO?

It is impossible to believe, if the government is present-Denial That C. P. R. Cap- ing its policy and performances to the constituencies of the tains Are Promoted for Fast province in the practical terms which so profoundly appealed to the thousands in Massey Hall last night, that their opponents will be able to make any deep impression on the serried ranks of the Conservative Party. For the first time in his official carrer Sir James Whitney has met with fairly serious opposition. It was seriously met last night by himself and his two colleagues, Sir Adam Beck and Hon. I. B. Lucas. There were no evasions and no flinching of issues. The question that undoubtedly aroused the most intense enthusiasim was the bilingual issue. All three speakers dealt with it, and there oted to the addresses of counsel, the could be no doubt about the resolve of the government to have an English speaking Ontario. Sir Adam Beck's assertion that there were 250,000 Germans of his own race who, when they had accepted the liberty, had also accepted the language of the land, aroused wild cheering. Sir James declared his thention to stand by the legislation on the statute books, and taunted Mr. Rowell with having three different bilingual policies. Mr. Lucas dwelt on the general policy of the government and its integrity, emphasing the value of the Workmen's Compensation Act. Sir James spoke for 61 minutes with all below the surface. He believes she his old mental alertness, ingenuity of phrase, brilliancy of epithet, and incisiveness of attack. He was an unreconstructed Conservative, he said, and unrepentant. His energy and eloquence showed, to use his own language, that his "health and strength were pracically fully restored." He was sorry he and strength were practically fully restored. He was sorry ne remarked, to find that Mr. Rowell was prepared to gamble for political power on his health. He was prepared to bring electric power to the door of every farmer in Ontario and they night. Sir James had come again in an all-round progressive states than any of his predecessors of had a huge scheme for building 50,000 miles of good roads voice and vigor, and his platform ap-thru the farming communities, while hydro-radials were to peal sounded forth with the same vigridiron the province. Sir Adam Beck added to this that the brant quality as of the past. government were about to develop an immense amount of electric power from water available at Niagara, at a point outside the park, while there and elsewhere the province would have 500,000 horse power of their own generation. Sir Adam Beck placed the Hydro-Electric policy for rural Ontario as the real answer to the high cost of living and the depopulation of the ontario Government, he record of the ontario Government and the ontario Gove affecting the province. Sir James spoke feelingly of the gigantic evils of the drink traffic and habit, and promised that the question would never be let out of sight. His condemnation of the evils of the liquor shops made it a logical inference that legislation in this direction is to be looked for. His reading of | 111 health, and also for side-stepping a letter from a mother whose husband and son were victims of the shops was otherwise without point.

## **BELGIAN VESSEL RAN ON ROCKS** MONTREAL PASSENGERS ABOARD

northeast of the Bishop Rock, Scilly Islands while on her way from Montpassengers and between 250 and 300 | gone to the scene of the wreck.

MONTREAL, June 23.—The Belgian | left Montreal on June 12. The Gothland steamer Gothland, which went ashore is a Red Star vessel running under today on the rocks two miles to the the management of the Canadian line The Gothland struck during a dense fog. Lifeboats from St. Agnes and St. real to Rotterdam, carried 89 steerage | Mary's, in the Scilly Islands, have

## LAWSUIT OVER CARLETON SEAT

fied on Technicality, Will Enter Action Against Returning Officer.

Canadian Press Despatch.
OTTAWA, June 23.—The returning officer in Carleton County, J. E. Craig, has asked advice of the attorney-general's office at Toronto as to whether he will declare R. H. McElroy (Conservative) elected by acclamation. He asserts several of the names on the nomination papers of Col. R. B. Hamilton (Liberal) are not paper and fifty are required there are sufficient ineligible, to warrant him declaring Mr. McElroy elected by acclama-tion. The returning officer, pending in-structions from Toronto, has refused to grant a poll, and Colonel Hamilton has decided to enter an action against him for damages.

Col. Hamilton is a brother-in-law o
Sir Henry Pellatt of Toronto.

EAST INDIANS RAISE **CRY OF RETALIATION** 

Canadian Associated Press Cable.

LONDON, June 24.—At a meeting of East Indians, held in Caxton Hall tonight, a resolution was passed expressing profound indignation at the exclusion of Hindus by Canada. Retaliatory action by excluding people of other British colonies from India and trade restrictions were suggested.

UP IN THE AIRSHIP.

At 11.30 this morning the St. Louis and the price you have to pay is no delegation of ad men will make an more than charged for inferior quality, escent in the atrahip, at the exhibition. Dincen's store is at 140 Xonge street.

# EMPIRE FACES CIVIL CONFLIC

Liberal Candidate, Disquali- Earl Grey Gave Solemn Warning During Discussion of Asquith's Amended Bill.

Canadian Associated Press Cable. LONDON, June 24. - Earl Grey, speaking on the amended bill of the nome rule measure, presented to the house of lords this afternoon by Lord Crewe, warned the house that an outbreak of civil war in Ireland would mean civil war in the United Kingdom and thruout the empire. He urged that those of voters in the county, and as the latter only had fifty-four names on the ought to be called to secure a settle-The bill was read a first time.

> Men's Straw Hats of High Grade. The straw hats made in England are considered something unusually



Dineen's. They are Canadian agents for the sale of many of the best makers back and forth for five minutes.

Meetings and Intense Enthusiasm Was Manifested-Premier Declared Temperance Cause Had Been Greatly Injured by Partisan Addresses From Pulpits and Accused Opponents of Spreading False Reports Regarding His Health-Firm in His Own Opposition to Bilingual Schools, He Challenged Liberal Leader to Declare His Position-Sir Adam Beck and Hon. I. B. Lucas Also Acclaimed

Thousands Unable to Gain Admittance Attended Overflow

"Before I conclude I would like to express my gratitude for the kindness shown me during my illness. This gratitude was shown by both Conservatives and Liberals alike. Coming back as I did, by God's mercy, from the shadow of the valley, I am more impressed than ever with what I owe to the people of this province. They have given me confidence in full measure, heaped up, pressed down, shaken together and running over. As long as my health holds good I will be at their disposal. With a heart full to overflowing, may God bless you every one."—Sir James Whitney at Massey Hall.

If Ontario ever entertained fear that | The Prophet of the People! Sir James Whitney would not come that fear was borne away on the gales of tremendous applause which greeted

A heavy volley was trained upon Mr. a stand on bilingualism. Those minslogans from the pulpit were assailed for the "desecration of their offices." would receive such a blow that a gen-

eration would not right it. Clear Stand on Bilingualism. To all these utterances, thundered forth in vigorous style, and the plea, bursts of applause. "On the bilingual regulations now enforced, the government will stand or fall."

When the prime minister, the sam rugged, bluff personality, perhaps a little grayer, but none the less vigorous, stepped to the edge of the platform, more than 4000 throats opened in one tremendous burst of applause. Again and again the clamor broke oose and great waves of sound volleyed and thundered to the root.

Flood Gates Were Opened. The effect was tremendous. The air was surcharged with enthusiasm. Men did not wait to hear the first word. His preliminary gesture seemed to loose another gate and again great floods of vocal tribute poured The Borden ovation two years ago did not approach the blood-stirring climaxes of last evening.

Grateful for Recovery. When the train of speakers filed in with the premier in the lead the denonstration was so imperative in de nands that Sir James remained standng for several moments bowing to the

tribute When Sir James in his closing words touched on the matter of his health back from the shadows of the dark valley, with God's help, he felt the wonderful debt of obligation to the people under which he was placed. His final appeal, voiced in the words of Tiny you every one," was drowned in a clamor that rolled and reverberated from the platform.

Three thousand persons stood in the streets or crowded overflow meetings

ciplinarian of its reactionary wings.

And Sir James will listen to the voice of the nation that speaks thru organized parties, organized movements, and the voice of those who advocate the fullest measure of justice, to each and to the whole. All these voices can still trust Sir James, for the best of the practical and the possible.

practical and the possible.

Sir James Whitney is Old Man Ontario at his best, and therefore the prophet the people will choose again on Monday next.

They who drove Sir Wilfrid Laurier out of office will hold up the arms of Sir James as they will in all probability atrip away the as they will in all probability strip away the mantle from off the shoulders of Sir Rodmond Roblin in Manitoba next month, the same people who may later on ask even others to account for the talents of silver that were put in their keeping. These are the days of the just steward; they are trying days for the unjust, or the unready one. Str James is not the man the people are looking for. Nor in another sense is Mr. Rowell the man that they seek. For the moment good pace-maker.

at Victoria Hall. Chairman W. H. Price presided.

Sir James' Address. "It is now considerably over a year since I took it upon myself to address an audience on any subject, political or otherwise," said the premier in begin-

ning. "When I came here tonight it was with a little curiosity as to the gait I'd strike." (Laughter). "I have just come here tonight to say that my health and strength being practically restored—(applause)—I am ready and desirous of continuing the work in which I and my colleagues have been associated for the past ten

years. (Cheers and whistling.) "Today I am proud to say that if a stranger from Morocco, for instance, were dropped from a barrel into the province he could be told in succinct language the handling of the problems near to the people. I say this because the people understand the manner in which they have been handled by the government of which I am the head."

False Reports Spread. He had never been pleased at saying anything harsh or unkind about Mr. Rowell, but the time had come when he was forced to it.

"Mr. Rowell is prepared to gamble for power on the condition of my health or ill-health," he declared, "He has said that the Conservatives never

Liberal newspapers had not used the statement. If, however, they denied it; he (Sir James) would take steps to

prove his position. Mr. Rowell's henchmen were going Tim Cratchit's prayer, "May God bless about today spreading in secret what they dared not do otherwise, and W. L. Mackenzie King-(groans)-said it

> Fulfilled Every Pledge. "We have fulfilled every one of our (Continued on Page 4, Column 12