All the Latest News and Gossip of the World of Sport

M'GILL DEFEATED BY VARSITY 26-22

Montreal Men Practically Put Out of Running for Championship.

ELLIOTT GREENE STARS

Plays Wonderful Game and Helps the Toronto University to Victory.

[Special to The Advertiser.]

Montreal, Oct. 28. — McGill was defeated by 'Varsity 26 to 22, in one of the greatest battles ever seen on the local campus here this afternoon. The outcome of the game was always in doubt, and it was not until the final whistle blew that it was decided. It would be useless to attempt to give the credit to any player in particular, as both teams put up an excellent article of football. 'Varsity's back division were the better catches, and from McGill's tumbles the visiting team gained much ground.

Elliott Greene played a wonderful game, catching, running and punting, and worked excellently with Maynard and Ramsay. The latter caught faultlessly and played his best game of the year.

Sinclair and Hassard tackled like fiends, and Rusty Bell was prominent always. The game put a great damper on McGill, as it practically wrecks all hopes of the championship, as no team can afford to lose a home game.

'Varsity's Demonstration.

'Varsity supporters, of whom there were a large number at the game, carried Capt. Maynard and a number of the players shoulder high off the field and then formed a procession to the hotel. This has been truly a great victory for 'Varsity, and one that will long be remembered.

The teams took the field in the following order:

McGill—Full Lack, J. Lee; halfbacks, Murray, Billington, Masson; quarter, McEvenue; scrimmage, Rogers, Savage, Turnbull; wings, Johnston, Waterous, Lang, Digby, Gardhouse, Lewis.

'Varsity—Full back, McDonald; halfbacks, Green, Ramsay and Maynard; quarter, Campbell; scrimmage, Curtis, Bell, Knight; wings, Clark, German, Sinclair, Corey, Taylor, Hassard.

Referee—Walter Burland.

Umpire—McMaster, Montreal.

DUNLOP TIRE TROPHY CYCLISTS IN LONDON

Thirty-Five Arrived Here on Sunday and Reported a Splendid Run.

Thirty-five motor cyclists from the Toronto Motorcycle Club arrived in the city on Sunday at 12:30 o'clock from Hamilton. After having dinner here, the party left at 2:15 for Stratford, the next stop in the run. They left Toronto on Saturday afternoon at 2:30 o'clock, going to Hamilton, where they spent the night. This morning they will leave Stratford for Toronto, arriving at home in the evening.

The contest is for the $350 trophy given by the Dunlop Tire Company. It is an annual affair, and awakens a great deal of interest in the Queen City, and also in the cities and towns along the route.

The cyclists were accompanied by three automobiles. The pathfinder laid out the route. The second car contained the officials of the run, and the third machine carried the Dunlop Tire Company's repair crew.

They left Hamilton at 7 a.m., and were timed for the 80-mile run in 5½ hours. Promptly at 12:30 they began to arrive, and at short intervals they came in. The contestants were supposed to make the run in a time specified. Some of them were a trifle late when they struck the city pavements, and they certainly made a great run to Mitchell's garage.

At the outskirts of the city the local Motorcycle Club met the visitors and escorted them down town.

Mr. E. Williams, local manager for the Dunlop Company, was on the scene early, and looked after the comfort of the cyclists.

The competitors found the roads good, and they all came through with little trouble. The new Dunlop tire, called the traction tire, was given its first test, and worked beautifully. One of the tires was punctured twice, but otherwise it gave the very best satisfaction.

On their arrival here a carrier pigeon carried in the official car was liberated with a message for the Dunlop Company, Toronto, and the officers of the Motorcycle Club, announcing the safe arrival of the tourists.

"It was a very fine run," said Mr. Williams. "The men had an excellent day, and everything passed off well."

Herbert Kipp, sen., and Herbert Kipp, jun., the latter the champion motor cyclist of Canada, acted as timers.

ST. MICHAEL'S GIVEN BEATING BY ALERTS

Hamiltonians Hand Collegians An Awful Walloping—Score, 52 to 2.

Hamilton, Oct. 28.—The season's second O. R. F. U. fixture in Hamilton brought together St. Michael's College and Alerts at Britannia Park this afternoon, the latter winning by 52 to 2. A cool, clear day provided ideal football weather. A much smaller crowd than witnessed the opening game here was in attendance. The Alerts' lineup was weakened by the enforced absence of Ross Craig, whose fractured rib has not sufficiently healed to let him in the game. Bill Murray, the strong middle wing, and captain of the college team, was back in the game, after having been kept out for two weeks with water on his elbows. The lineup:

St. Michaels—Flying wing, Hanrahan; halves, Flanagan, M. Gonter, W. Gonter; quarter, Canfield; scrimmage, Gorman, Dwyer, Holland; inside wings, Hickey, Roach; middle, Andrews, Murray; outside, Ryan, Reanne.

Alerts—Full back, "Ge" Fickley; halves, Carr, Flannery, W. Becker; quarter, Harper; scrimmage, Pheiffer, McCarthy, R. Craig; inside wings, Graham, J. Grey; middle, H. Becker, Clarke; outside, Rockmaker, Fisher.

Referee, Frank Robbins; umpire, P. Munroe.

The score by quarters was: Alerts, 17, 23, 35, 52; St. Michaels, 0, 1, 2, 2.

TIGERS TROUNCED BY OTTAWA 23-9

Hamilton Supporters Did Not Anticipate Result and Bet Heavily.

THE LOSSES WERE GREAT

Score by Quarters: Ottawa 8, Tigers 0; Ottawa 2, Tigers 2; Ottawa 23, Tigers 2; Ottawa 23, Tigers 9.

[Special to The Advertiser.]

Ottawa, Oct. 28. — Hamilton Tigers were trimmed at play and financially at Lansdowne Park here today, when Ottawa defeated the visitors handily, by 23 to 9.

Fine weather prevailed for the struggle. A strong wind blew down the field, and a kicking game resulted. The Tigers had a large crowd of rooters up with them to back the yellow and black, and they had all the songs and yells of the Hamilton Rooters' Club along. The Tigers' supporters asked odds of 4 to 3, and lost a barrel of money on their favorites. The best crowd of the season viewed the struggle. The Ottawa team had a large bunch of supporters out, and had a new line of yells for the occasion. Billy McMaster handled the whistle, with Hugh Gall acting as umpire, both the clubs having agreed on these two men. Referee McMaster gave the preliminary lecture.

The teams lined up as follows:

Tigers—Full, Oliver; halves, McKillvery, Smith, McNeilly; quarter, Burton; scrimmage, Nevilles, Awrey, McCann; outside, McFarlane; Pollicary; middles, Woodley, Gatenby; insides, Isbester and Thompson.

Ottawa—Full, Johnstone; halves, Robertson, Girrard, McCann; quarter, Snelling; scrimmage, Wilkinson, Kilmartin, Black; outsides, Ryan, Glassford; middles, McLoughlin, Kuhn; insides, Phillips, Vaughan.

American Football

WEST.

At Ann Arbor—Michigan 9, Vanderbilt 8.

At Minneapolis—Minnesota 24, Iowa, 6.

At Evanston, Ill.—Wisconsin 28, Northwestern 3.

At Bloomington—Indiana 12, Washington 0.

Purdue 5, Depauw 0.

At South Bend, Ind.—Notre Dame 80, Loyola 0.

At Columbus, O.—Ohio State 3, Ohio Wesleyan 0.

At Boulder, Col.—University of Wyoming 3, University of Colorado 18.

At Lincoln, Neb.—Nebraska 34, Missouri 0.

At Denver—South Dakota 10, Denver University 0.

At Chicago—Marquette 18, Depauw University 0.

At St. Louis—St. Louis University 24, Rolla 6.

At Wooster, O.—Hiram College 6, Wooster College 0.

At Akron, O.—Buchtel College 6, Marietta College 0.

At Indianapolis—Butler College 46, Moore's Hill College 0.

At Bloomington, Ind. — Indiana 12, Washington 0.

At Dayton, O.—Earlham 39, St. Mary's 0.

EAST.

At Cambridge—Harvard 24, Brown 6.

At New Haven—Yale 23, Colgate 0.

At Exeter — Exeter 12, Princeton Fresh. 0.

At Philadelphia—Pennsylvania 6, Penn. State 22.

At West Point—Army 20, Lehigh 0.

At Easton—Lafayette 0, Carlisle Indians 19.

At Princeton — Princeton 20, Holy Cross 0.

At Cambridge—Harvard Fresh. 11, Cornell Fresh. 0.

At Williamston, Mass.—New York U. 6, Williams 8.

At Syracuse — Springfield Training School 9, Syracuse 5.

At Hanover—Dartmouth 6, Vermont 0.

QUEEN'S—OTTAWAS WAGE BATTLE AT KINGSTON

Capital College Crew Wins Out by a Score of 12 to 8 — Half-Time Count 11 to 4.

Kingston, Oct. 28. — A fair-sized crowd turned out this afternoon to witness the game between Queen's and Ottawa College, and they saw a game in which the strong wind from the south played no small part. Ottawa won 12 to 8.

The result meant much to both the teams. Victory for Ottawa means that they are decidedly in the running for the championship, while a defeat for Queen's is the blasting of their last hope. The weather was cold and rather raw, and even the excitement did not keep the fans warm. The Ottawa team came up accompanied by about two hundred supporters.

The teams were:

Queen's—Back, Leckie; halves, Hazlett, Dick, Macdonnell; quarter, McNeill; scrimmage, Cochrane, Barker, Dunlop; wings, Siller, Rodden, Kinsella, McLeod, Erskine and H. Smith.

Ottawa College—Back, Corneillier; halves, Heffernan, Quilty, Shanter; quarter, Killan; scrimmage, Cyr, Kennedy, McDonald; wings, Nagle, Harrington, O'Leary, Sullivan, Prohl and Gilligan.

LIKE FATHER LIKE SON RULE IN CAMP FAMILY

Walter Camp, Jun., Plays Spectacular Game—Yale Beats Colgate 23 to 0.

New Haven, Oct. 28. — Yale won an easy victory here this afternoon over Colgate's eleven, 23 to 0. Walter Camp, jun., appeared in the Yale lineup for the first time this season, playing a spectacular game at half-back, and featuring with smashing gains through the Colgate line.

The first period ended without a score, Yale's fumbles proved costly, while the visitors carried the ball into Yale territory twice, getting first down.

DUNDAS PROVES EASY PICKING FOR T.A.A.C. CREW

Toronto Men Shut Out Their Opponents in Very One-Sided Battle.

[Special to The Advertiser.]

Toronto, Oct. 28.—Toronto Amateur Athletic Club took the lead in the first quarter today, with the greatest ease, and defeated Dundas by 34 to 0.

The Toronto men were considerably heavier than their opponents, but both showed fair in the practices.

Supporters of the locals anticipated an easy victory, and did not turn out to the match.

The score by quarters follows: T. A. A. C., 19, 29, 34, 34; Dundas, 0, 0, 0, 0.

The teams:

T. A. A. C.—Full, Smith; halves, De Gruchy, Flett, Fleming; quarter, Mills; scrimmage, Cory, Williams, Moore; inside wings, Badsall, Crawford; middle wings, Burkhardt, Gage; outside wings, D. Burkhardt, Harcourt.

Dundas—Full, A. Boyle; halves, Mann, Martlin, Bowlby; quarter, Barton; scrimmage, Tillman, Morrison, Smith; inside wings, Lightfoot, Rycroft; middle wings, Norton, B. Boyle; outside wings, Martin, Fleming.

Referee—Dr. Wood.

Umpire—J. Donald.

$90,000 NOT ENOUGH TO GET JOHNSON INTO RING

Champion Writes He Can Write a Check for $100,000 and Has Retired for Good.

New York, Oct. 28.—Champion Jack Johnson now abroad, in a letter to Tad, the famous sporting cartoonist, reiterates his cabled statements that he has retired from the ring for good. The letter in part reads:

"I noticed in your paper a few days ago a great headline that Jack Johnson was broke."

"Does this appear like a man who is broke? I can write a check any day in the week for $100,000. Besides this, I have property in the way of automobiles and jewelry. I value my cars at $25,000 and jewelry at $60,000, and I have a few thousand in my pocket. Outside of that I'm kind of shy.

"Just received an offer to box Langford in the States. I don't know whether it is genuine or not but nevertheless I have retired for once and all. It would not make any difference if they offered me $90,000. I shall never fight again."

JOHNSON DENIES COBB IS GOING TO YANKEES

Ban Also Says Stovall Will Not Manage Senators—Has No Scheme to Stop Scalping.

Chicago, Oct. 29.—Ban Johnson president of the American League, returned yesterday from the scene of the Athletics' triumph in the east. The first thing that Ban set about to do was to puncture the rumor that Ty Cobb was to leave the Tigers to join the New York Highlanders at his or anyone else's request. Having nailed this report as an untruth, he also declared that the announcement that he had developed a system by which ticket-scalping at future world's series games could be prevented was made out of whole cloth.

"The national commission has tried for several years to prevent ticket-scalping at the big series, but so far has been unsuccessful," he declared. "The evil was more pronounced this year than ever before, and fully ten thousand tickets found their way into the hands of scalpers for every game that was played in New York. There is not the slightest doubt in the world that someone connected with the New York club is responsible, and to discover the identity of this person will be the subject of an investigation on the part of the national commission which will take place within the next two or three weeks.

Cobb Won't Move.

"That stuff about Ty Cobb going to New York, and that I was supposed to have a hand in his leaving the Tigers is the veriest nonsense. Ty will play with Detroit as long as he wants to or is wanted. George Stovall will not be manager of the Washington team next season, though I am not prepared to say at present who will get the position.

"I expect to remain in Chicago for several days to get rid of the work which has piled up in my absence, but on Tuesday, if possible, I intend to leave for Mercer, Wis., to join Charles A. Comiskey and his party and forget for a short time all things incident to the national pastime."

GRIDIRON STAR PLAYS WHILE UNCONSCIOUS

Pete Lawlor, of Trinity Team, Is Kicked in Head During Play and Loses Memory.

[Special to The Advertiser.]

Hartford, Conn., Oct. 29.—That Pete Lawlor, the star half-back of Trinity team, played practically all of the sensational Trinity-Wesleyan game on Trinity field yesterday while unconscious, was the statement of Trinity tonight. Lawlor's case puzzles the physicians at the college, who declare it one of the most remarkable cases of temporary lapse of memory ever known, and say it is still more wonderful when at the end of the game Lawlor insisted that only one quarter had been played and continued to attempt line plunging against his teammates. Lawlor in a scrimmage during the first period was kicked in the head, being rendered unconscious. He continued to play, however, and not one of his team-mates noticed his condition. They realized that he missed a couple of signals and was slow on others, but as he was one of the Trinity's strong players, nothing was said to him. Throughout the remainder of the first period, the whole of the second and third periods, and for about six minutes of the fourth period Lawlor continued to play, and while his work was at times somewhat different than his usual style of playing, his team-mates did not suspect that he was playing while unconscious.

Lawlor today told his team-mates that he had remembered nothing from the time of the scrimmage shortly after Wesleyan had scored its first touch-down.

The mutton of the world is reckoned at 450,000,000 head, of which Australia is credited with 95,000,000. England ranks next with one-third that number.

SMIRLIE LAWSON BACK ON GRIDIRON

Appears in Uniform of Argos, Who Trim Montreal.

A VERY CLOSE BATTLE

Mallett, of Winners, Fails to Enthuse the Crowd With His Fumbling Demonstrations.

Toronto, Oct. 28.—The first appearance, save for the Varsity old boys' game, of the great and only Smirlie Lawson, who came out in an Argo uniform, and Mr. Mallett's exhibition of his ability to fumble anything that came his way, were the early features of the Montreal defeat by the Oarsmen here today. The score was 12 to 8. The Argo line had it on their eastern rivals all the way, but the back division seemed able to lose and advantage which their line could gain. Scott, at centre half for the visitors, showed as the most valuable man on the field, while Murphy at middle wing for the Argos was playing some football. The lineup:

Argos—Back, Parkes; halves, Mallett, Lockhart, Smith; quarter, O'Connor; scrimmage, Russell, W. Brown, Addison; inside, Sinclair, Gale; middle, Arnoldi, Murphy; outside, Moore, Murray.

Montreal—Back, Bailey; halves, Scott, Brophy, Craig; quarter, Ross; scrimmage, McAllen, Roberts, Kalsmine; inside, W. Kelly, Kelly; middle, Norcross, Porteous; outside, Savage, Cameron.

Referee, Dr. Hendry; umpire, J. B. McArthur.

OLD COUNTRY SOCCER

London, Oct. 28.—The results in the various leagues were as follows:

First League—

Blackburn R., 1; Sheffield U., 0.
Bury, 1; Aston Villa, 1.
Everton, 1; Bradford City, 0.
Manchester C., 3; Woolwich A., 3.
Middlesboro', 3; Liverpool, 2.
Notts Co., 0; Manchester U., 1.
Sheffield W., 1; Newcastle U., 2.
Sunderland, 4; Oldham A., 2.
Tottenham H., 6; Preston N. E., 2

League—Second Division—

Barnsly, 2; Stockport C., 1.
Blackpool, 1; Lancester Fosse, 1.
Birmingham, 2; Grimsby T., 2.
Bradford, 0; Derby County, 1.
Bristol C., 2; Nottingham F., 2.
Clapton Orient, 1; Chelsea, 4.
Fulham, 3; Burnley, 4.
Glossop, 0; Wolverhampton W., 1.
Huddersfield T., 2; Gainsboro T., 2.
Hull City, 1; Leeds City, 0.

Southern—

Watford, 3; Brighton-H. A., 3.
Reading, 1; Stoke, 1.
Plymuoth A., 4; Coventry C., 1.
Southampton, 3; Leyton, 2.
Crystal Palace, 6; Norwich C., 0.
New Brompton, 1; Northampton, 3.
Exeter City, 1; Swindon T., 4.
Grentford, 2; Bristol Rovers, 2.
Queen's Park R., 4; West Ham U., 1.
Millwall Athletic, 1; Luton, 1.

Rugby—

Harlequins, 13; Cambridge, 6.
Oxford, 34; Richmond, 0.
Blackheath, 16; London Scots, 7.
Northampton, 20; Un. Services, 12.
Cardiff, 3; Neath, 0.
Northumberland, 20; Chesire, 11.
Newport, 0; Swansea, 6.
Devonport-Albion, 17; Coventry, 10.
Moseley, 5; Nottingham, 0.

Rugby Scores of Saturday

Interprovincial.

Senior.

Argonauts 14, Montreal 8.
Ottawa 23, Tigers 9.

Intermediate.

Capitals 14, Argos II. 1.
Tigers II. 8, Rough Riders 24.

Intercollegiate.

Senior.

Varsity 26, McGill 22.
Ottawa 12, Queens 10.

Intermediate.

R. M. C. II. 26, McGill II. 8.
Varsity II. 11, McMaster 7.

Junior.

Varsity III. 16, O. A. C. 7.

Ontario Union.

Senor.

T. A. A. C. 34, Dundas 0.
Alerts 52, St. Michael's 2.

Junior.

C. Y. M. C. A. 23, T. A. A. C. 15.

City League.

Intermediate.

Judean 22, Capitals 7.
High Park 8, Beach 1.

Junior.

Capitals 21, Riverdales 11.

R. M. C. 2; M'GILL 8.

Kingston, Oct. 28.—At Royal Military College campus this morning, R. M. C. I. defeated McGill II., 26 to 8, in the return intercollegiate rugby game. At Montreal a week ago the Cadets defeated McGill 35 to 14. The teams:

McGill II.—Full-back, Craig; halves, Williamson, McLeod and Kendall; quarter, Gilmour; scrimmage, Gallagher, Dixon and Bull; wings, Rold, Tining, O'Brien, Clarke, Pennerek and Lucion.

R. M. C. I.—Full-back, Lawson; halves, Taylor, Carruthers and McAuley; quarter, Blackstock; scrimmage, Green, Mallory and Greenwood; wings, Sweeney, Storms, Roberts, Pierce, Shaunberger and Gwynne.

Referee—E. O. Silter, Kingston.

Umpire—G. R. Dolan, Kingston.

RIVERS AGAIN CLIMBS LADDER

Mexican Does Come-Back Stunt With Kirkwood.

Los Angeles, Oct. 28. — Joe Rivers, the Los Angeles featherweight, "came back" in decisive fashion at Vernon today, defeating George Kirkwood, of St. Louis, in the eighth round of their scheduled 20-round bout. Referee Charles Eyton stopped the fight to save Kirkwood from further injury. Kirkwood was semi-conscious and had no chance to win, and Rivers was given credit for a knockout.

GIANT PLAYERS DIVIDE PROCEEDS

New York National Club Members Get $2,436.39 Each for World's Series Play.

TRIP TO CUBA CERTAIN

Manager McGraw Remains in Charge During Cuban Invasion.

New York, Oct. 29.—A check for $2,436.39 was in the hands of each of nineteen players of the New York Nationals yesterday as their share of the proceeds of the world's series.

Two other players, Catcher Hartley and Infielder Paulette, divided one of the remaining shares, the former getting $1,827.29 and the latter $609.10. One full share remains, and that will probably be divided between Coach Wilbert Robinson, Pitcher Maxwell Outfielder Burns and Trainer Ed. Mackall.

The players made up a contribution among themselves for Al Bridwell, who was traded to Boston in the middle of the season whereby the latter will draw down the equivalent of one-half a regular share.

Will Play in Cuba.

Having lost out in the series, the players have decided to accept the proposition of the Cuban promoters and take a jaunt to the island for twelve games. Such a trip would not have been permissable had they won the world's series.

The players will leave here on Nov. 10, and will sail from Cuba on the return trip on Dec. 10. Games will be played on Sundays, Mondays and Thursdays for four successive weeks, making twelve games in all. The players have been guaranteed $500 each and all expenses for the trip.

McGraw in Command.

Manager McGraw will be in charge of the team during the Cuban invasion, but he will not have his full team. Meckle and Murray will be out of the line-up, their places being taken by Devlin and Becker.

Some of the star battery men will also be missing. Chief Meyers will leave next week for his home in California to give personal attention to his fruit farm.

Nine of the party are married men and they are accorded the privilege of taking their wives along, all expenses paid.

The Giants will make their last appearance of the year in uniform tomorrow afternoon when Larry Doyle will assemble the team for a game with Ty Cobb's All-Star club. Marquard will pitch.

LONDON WILL MEET GALT JUNIORS TODAY

Exhibition Match to be Played at Tecumseh Park This Afternoon.

The fast Galt junior O. R. F. U. Rugby football team plays the locals today at Tecumseh Park. A clean game is promised. Galt has attained a reputation for always being out to win, and most always succeeding; but the locals state that today's game will be one "that Galt men will not be able to hang on their belts."

This match should prove of value to London, as it will afford an excellent work-out for the boys, and should give them a good opportunity to work their signals with the full team.

Galt will bring quite a number of rooters along, and a large crowd will be at the park. No charge is being made for the grand stands.

The London lineup will be: Grafton, Smithson, Morrison, McKay, Moore, McKinnon, Little, Fitzgerald, Thompson, Sage, Callahan, Fletcher, Stevens, Molland, Sing, Lackie, Strickland.

RUGBY RECORDS

Intercollegiate.

	Won.	Lost.	—Points— For.	Agst.
Varsity	3	1	70	40
Ottawa College	2	1	42	52
McGill	2	2	89	54
Queens	0	4	35	81

Interprovincial.

	Won.	Lost.	—Points— For.	Agst.
Argonaut	4	0	40	21
Hamilton	2	2	69	35
Ottawa	2	2	42	58
Montreal	0	4	18	55

JOHNSON TO "COME BACK."

London, Oct. 29.—Jack Johnson refused the use of a hall for a lecture by the Edinburgh Corporation, objected to by the white Masons of Scotland and England, after taking one degree, and prevented from boxing in England against whites, is quoted as saying that France and America are the only countries where the negroes have a show. He may soon return to the United States.

National Pool Room

Thirty-One Tables

American and English billiards, also pool. The finest, lighted and brightest poolroom in Western Ontario. zw

$25.00

For the best advertisement of THE LIVE OAK HALL, LONDON, written by a boy attending public or separate schools in Canada

First prize $10.00
Second prize $5.00
Third prize $3.00
Fourth prize $2.00
Fifth prize $1.00
Sixth prize $1.00
Seventh prize $1.00
Eighth prize $1.00
Ninth prize $1.00

Each boy may send as many ads. as he likes, but can receive one prize only.

Size of space to be occupied in newspaper, 4½x8 inches. Limit, 250 words.

The lay-out of the ad. and directions to printer will count, as well as the text and neatness.

To each ad. attach coupon printed below and properly filled out for identification.

CONTEST CLOSES LAST DAY OF NOVEMBER.

AD. CONTEST COUPON.

Name... ... ...
Address .....
School attended ....
Age ... ...
Date of birth .....

Mail or bring in your copy to Boys' Ad. Contest.

The Live Oak Hall

LONDON

A Hip-Pocket Message to Londoners

Subject: The All-Conquering Motorcycle

To the Editor of The Advertiser:

Today marks an epoch in the history of Motor Vehicle travelling; the Motorcycle has made good.

For the first time in the annals of Ontario a score of men have proven that the Motorcycle can be regulated and controlled for an even speed over a distance of nearly 400 miles.

London should feel proud that she was the "turning point" in this, the first Motorcycle Endurance Run of the banner province; and also, for what is probably the first time on the continent, that her newspapers should receive a paid-for advertisement carried from the advertiser to the publisher—a distance of 225 miles—in a Motorcycle rider's pocket.

Last September the Dunlop Company donated a Trophy for a Motorcycle Reliability Run, with Winnipeg as the starting and finishing point. It was the first event of the kind ever held in Canada. Success crowned it as it crowned the undertaking which is the subject of this letter, and which was carried out under the auspices of the Toronto Motorcycle Club, in competition for the Dunlop Trophy. Won three times this trophy becomes the property of the rider. It is expected that the Endurance Run will be an annual affair.

There can now be no doubt that the Motorcycle is here to stay. It fills a commercial as well as a social necessity, and as time goes on will no doubt become popular with every class of society.

The Dunlop Company, as the pioneer tire-makers of Canada—and the originators of all the basic ideas in tire-construction—welcome this latest achievement of the Motorcycle industry.

When the history of all these achievements is being recorded in the chronicles of Motorcycling, full tribute will no doubt be paid to the power for good which the Dunlop first Reliability Run meant to the cause.

Very truly yours,

(Signed) JOHN WESTREN,
General Manager,

DUNLOP TIRE AND RUBBER GOODS COMPANY, LIMITED.