

The Toronto World

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FRIDAY MORNING, JUNE 25.

Who Pays for Advertising?

Is advertising a factor in the cost of production and salesmanship which must be in the last analysis paid for by the consumer? In other words, if all advertising ceased would the cost of living go down? The board of commerce seems to have had some such notion when it declared that advertising was a method of selling goods which, without increasing the merit, increased their cost.

This rather cheap smartness of the board recently drew forth a scathing reply from T. M. Humble, the well-known advertising expert, of Toronto. Mr. Humble took advantage of the invitation of the Advertising Club of London, Ont., to show that judicious advertising did not increase the cost of any commodity to the consumer. Advertising, as Mr. Humble pointed out, may actually cheapen the cost of commodities. The factory which makes five hundred thousand pairs of shoes per year can afford to sell them for less per pair than the factory which only makes two hundred and fifty thousand pairs a year. The hotel with a thousand rooms can afford to charge less per guest than a similar hotel with two hundred and fifty rooms. If advertising promotes an increased demand and therefore increased production, the unit cost is decreased and the consumer probably pays less instead of more.

Mr. Humble's address was received with great applause, and its general tenor was summed up when he said: "If the manufacturer advertises a product nationally and creates increased demand for that product and has the advantage of turning out larger quantities and consequently buying his raw materials in larger quantities, doing a larger business under practically the same system as he did a smaller business, he is then reducing the cost of the unit of manufacture, and is able to reduce the cost of the product."

The same reasoning no doubt applies in the case of the retail merchant. If, as Mr. Humble says, by advertising he "stabilizes the demands" of his customers, if he stimulates their buying, if he attracts new customers, he increases his business, the overhead cost is distributed more widely and the merchant can actually sell more cheaply.

The First Great Canadian Roll.

This afternoon in Lafontaine Park, Montreal, will be inaugurated the monument to Dollard and his companions who, in 1690, saved New France from the Iroquois at the Long Sault, on the Ottawa River, close to what is now Gravelle, in Argenteuil county, half-way between Montreal and Ottawa. The early settlement of the St. Lawrence hinterland was filled with heroisms, as all wrestling of territory from untamed nature and untamable barbarians must always be. But nothing that has happened on this continent, or, indeed, on any continent, excels in splendor the fight which Dollard and his sixteen brother Frenchmen and five Indians lost for themselves but won for their country, and for all Canadian history.

Word was brought to Quebec that an army of Iroquois was coming down the Ottawa to join with the Algonquins in exterminating the white men. Young Adam Daulac, or Dollard, Sieur des Ormeaux, with a band of friends, obtained permission of the governor to intercept the Iroquois. They made their wills, received ecclesiastical blessing, and set forth. They took post in a palisaded fort at the foot of the Long Sault rapids, that was built the year before by some Algonquin hunters, and awaited the enemy. Forty Hurons and Algonquins were with the French, but

all except five deserted when the fight began. Dollard and his band repeatedly repulsed the Iroquois, who sent down the river for reinforcements. For eight days the French kept the Iroquois outside the palisades, killing many and wounding more. Hunger, thirst and sleeplessness, and an assault of seven hundred Iroquois which broke down the palisades, brought annihilation to the incomparable heroes. But the barbarians had had enough, and they returned to their accustomed territory, and the French settlements were safe.

The monument to be disclosed today is said to be worthy of its subject. Nothing cannot too vividly commemorate an achievement that so sublimely consecrated the soil of this country to peaceful civilization. Dollard and his men fought and perished. Their glory will never be dimmed so long as Canadian history is read.

We have inherited the fruits of what they did, and what all the pioneers accomplished thru toil, and suffering, and unconquerable courage. An immense share of the picturesque elements of Canadian history belongs to our French compatriots. It is fitting that Dollard's story be first commemorated in Quebec. But there is every reason why everywhere in Canada the deeds that elevated our history should be permanently commemorated. The honor roll is long and splendid, and in it the Sieur des Ormeaux has a shining place.

Keeping the Shipyard Busy.

We are all of us glad to have a substantial shipbuilding industry in Canada. Greatly stimulated by the ravenous demand for new tonnage occasioned by the submarine disasters and the needs of the war, this industry has made remarkable strides in this country. Just now the shipyards are looking for fresh orders, and the government has decided to partially finance these orders to some extent by making the paper of the purchasers immediately negotiable.

The government endorses fifty per cent. of the paper of the purchasers after they have actually paid one-fourth of the cost of the vessel. The government is protected on its endorsement by a mortgage on the vessel. The procedure is not unlike that adopted by the United States government during the war by discounting the notes of foreign purchasers. In that case the government looked to the exporter who negotiated the paper to save it from any loss, while in the case of the ships built in Canada the Dominion government takes a lien upon the vessel which is worth approximately double the amount of the lien.

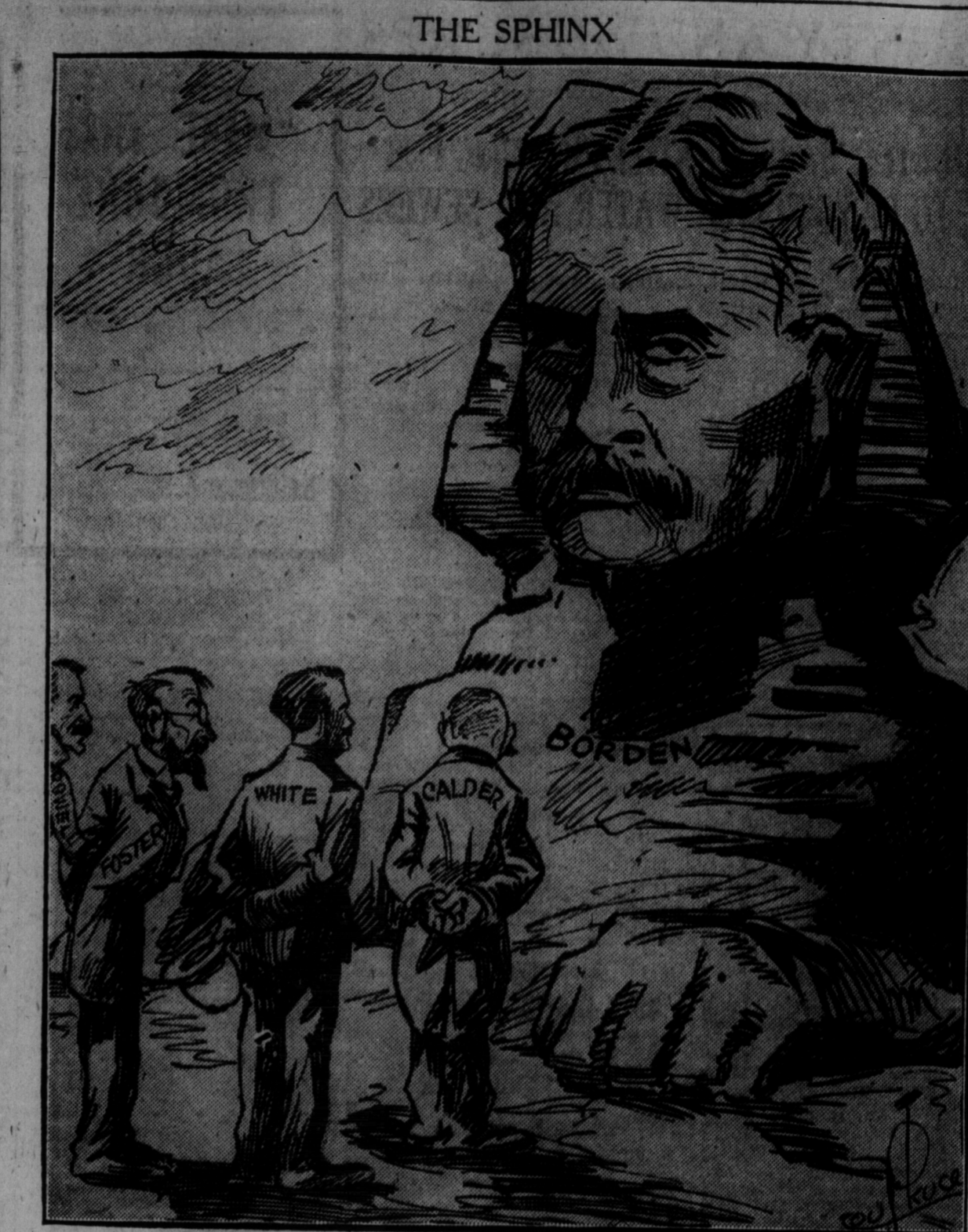
It might seem at first blush as though it would be hard to foreclose a mortgage on a ship which may be selling all around the world, but as a matter of fact the admiralty laws of all civilized countries are so standardized that a vessel can be libeled for a lien or debt in almost any port. The chance of loss for the government is slight and the assistance to the shipbuilding industry will keep thousands of men at work and develop a most desirable industry. If the government's credit along this line is to be extended to Canadians The World would further suggest that the ships thus built should be registered in Canada and remain on the Canadian register until the government's lien is satisfied. There should also be reserved, we think, to the government, some control over marine traffic rates.

DR. AMYOT IS PRESIDENT OF HEALTH ASSOCIATION

Vancouver, B.C., June 24.—Following are the officers elected on Wednesday by the Canadian Public Health Association, in convention here: President, Dr. Amyot, deputy minister of public health department, Ottawa; secretary, Dr. H. D. Davies, Toronto; treasurer, Dr. Fred Adams, Winnipeg.

U. S. MANUFACTURERS COMING.

Montreal, June 24.—The Canadian Manufacturers' Association have taken advantage of the annual convention of the National Association of Manufacturers of the United States, to be held at Niagara Falls, N.Y., on July 7 next, to invite delegates at the convention to visit the cities of Hamilton, Toronto and Montreal. The invitation has been accepted and the United States delegates will go to Hamilton and Toronto and thence come to Montreal on Saturday, July 10.



MENNONITES LEAVE WEST DURING JULY

Go To Mississippi—Sell Canadian Holdings For Five Million Dollars.

Regina, Sask., June 24.—(Canadian Press).—Mennonites will leave their lands in the Swift Current district some time in July, according to a statement made to the Canadian Press representative today by J. E. Friesen, administrator of the colony. Mr. Friesen, with J. J. Friesen and John Letkeman, were in Regina for two days completing final arrangements for the sale of the great tract of land that has been farmed on a community basis for many years. The Flood Land Company here holds the option, and it is understood that the sale is practically completed. The deal involves \$5,000,000, including the crop.

Mr. Friesen said that the Mennonites have purchased 125,000 acres in Mississippi at \$18 an acre. "We will get away next month," said he, "and the advance party will start putting up buildings as quickly as they can. There is no doubt that the sale is going thru."

SAY FEDERAL OFFICIAL REPORTS ON PORTSMOUTH

Kingsport, Ont., June 24.—That Ottawa is "sitting up and taking notice" of the demand by Brigadier-General Ross for an investigation into Portsmouth Penitentiary affairs here is evidenced by the fact that a representative from the department of justice is in Kingston looking into the matter. Mr. Friesen said that a report direct to Ottawa, General Ross is now in Ottawa. It is recalled that many of the recommendations made by the last investigation commission a few years ago have not been adopted.

FALLS WHILE FAINTING.

Kingsport, Ont., June 24.—(Special).—Walter Campion was seized with a fainting spell while sitting on a railing at the Kingston Yacht Club, and fell a distance of twenty feet or a cement floor and escaped with a few bruises.

WORLD'S DAILY BRAIN TEST

By Sam Loyd.
10 MINUTES TO ANSWER THIS.
No. 228.

6	57
2	19
3	3
4	6
5	

Here we see how the even digits can be arranged to total 5 and the odd digits arranged to total 6. Now let us see who can arrange two other sums in which the odds and evens total alike. It can be done without employing improper fractions.

ANSWER TO NO. 228.
The sausages suggested Ground Hog and Lox.

THE SPHINX

LONDONDERRY MAKES APPEAL TO SIR HAMAR

London, June 24.—Sir Hamar Greenwood, chief secretary for Ireland, today received another urgent telegram from the Londonderry magistrates expressing their alarm that no action was being taken by the government in response to the appeal they made early in the fighting in that city between Unionists and Nationalists.

They consider the situation desperate and fear it will become worse. The message adds that food supplies are running out and the gas supply for the city is almost exhausted. Request was made by the magistrates for some assurance from the government that immediate action would be taken to allay the panic among the citizens of Londonderry. In replying Sir Hamar said General Carter Campbell, in command of British troops in the city, would take every possible step, with the government's approval, to remedy the situation.

Carpenters' Convention Told of Membership Gain

Peterboro, Ont., June 24.—At the opening session of the Provincial Council of Carpenters here today, President P. Green referred to the increase in membership. He believed that the locals organized in Pembroke and Arnprior would have the effect of putting an end to the "One Big Union" in the Ottawa Valley so far as the carpenters are concerned. The membership has grown from 5294 to 7451.

TORONTO POINT AU BARIL SLEEPING CAR SERVICE VIA CANADIAN PACIFIC

Sleeping car service between Toronto and Point au Baril for the year 1920 will be as follows: Northbound—first car from Toronto 7:00 p.m., train No. 27, Friday, June 25, and each Monday, Wednesday and Friday thereafter until last car from Toronto September 10. Southbound—first car from Point au Baril, 1:00 a.m., train No. 28, Monday, June 28, and each Monday, Wednesday and Friday thereafter until last trip September 13.

Exception to above: Car, northbound, July 30, will return, leaving Point au Baril, Train No. 28, Tuesday, August 3, account Toronto Civic Holiday. Car, northbound, Friday, September 3, will return Tuesday, September 7, Train No. 28, account Labor Day.

Further particulars from Canadian Pacific ticket agents.

EXHIBITORS' OFFICERS.

Woodstock, Ont., June 24.—(Special).—The Exhibitors' Association officers elected were: Past president, J. S. Mock; president, C. B. Turner; 1st vice-president, Grant Cole; 2nd vice-president, E. B. Curzon; all of Toronto; assistant secretary, Bob Jones, New York; secretary, Gordon Keith; treasurer, M. Archibald, both of Toronto.

DIES AT WOODSTOCK.

Woodstock, Ont., June 24.—(Special).—The death occurred today of Catherine E. Patterson, widow of the late Peter Patterson. She was in her 85th year. She was born at Thornhill, Ont.

BUBONIC PLAGUE SPREADS.

Mexico City, June 24.—Two suspected cases of bubonic plague are reported at Cerillos, state of San Luis Potosi, according to the federal health council today.

JUDITH OF BLUE LAKE RANCH

By JACKSON GREGORY.

CHAPTER FOUR (CONTINUED).

She looked up at him critically. "What's come over you, Lee? I took you for a cool head—Heaven knows I need a few cool heads around me right now!—and here you show up with red in your eye, barking at me." "Let's pass up what I look like," said Lee stiffly. "What can I do for you, Miss Sanford?"

"Hm," said Judith. "On your high horse, are you? All right, stay there. What I want is some information. How long have you been on the Blue Lake pay-roll?"

"A little over six months," he answered colorlessly. "A quick look of interest came into her eyes. 'Trevors hired you? Or dad?'"

"Then"—and a sudden, swift smile came for the first time that morning into the girl's eyes—"you're square! Thank God for one man to be sure of."

She had risen with a quick impetuosity and put out her hand. Lee took it into his own and felt it shut hard, like a man's.

"Just how do you know I'm square?" he asked slowly.

"Dad was human," she replied softly. "He made some mistakes. But he never made a mistake in a horse foreman yet. He has said to me a dozen times: 'Judith, watch the way a man treats his horse if you want to see him up! And never put your horse into the care of a man who isn't white, clean thru.' Dad knew, Bud Lee!"

Lee made no answer. For a little Judith, back at the long table and looking strangely small in the big, bare room before this massive piece of furniture, stared into vacancy with reminiscent eyes. Then, with a little shrug of her shoulders, she turned again to the tall foreman.

"Why did you tell Trevors this morning that you were going to quit work?" she asked with abrupt directness.

"Because," he answered, and by now his flush had subsided and his grave good-humor had come back to him with his customary serenity. "I felt like moving on."

"Because," she insisted. "you know that there was some dirty work afoot and did not care to be messed up in it?"

Now here, most positively, Bud Lee said within himself, was a person to reckon with. How did she know all that? She was just a girl, somewhere, as old Carson had put it, between eighteen and twenty-two. What business did a kid like this have knowing so much?

"You've got your rope on the right pair of horns," he said after his brief pause.

"How did you know that Trevors was working the double-cross on this deal?" she demanded.

"I didn't know," he said stiffly. "I just guessed. The same as you. He was spending too much money, he was getting too little to show for it, he was selling too much stock too cheap."

"What's the matter with you?" cried the girl, surprising him with the heat of her words and the sudden darkening of her eyes. "Why do you insist on being so downright stand-offish and stiff and aloof? What have I done to you that you can't be decent? Here I am only putting foot on my own land and you make me feel like an intruder."

"I am answering your questions," said Lee grinning and a new look crept into his eyes. "Being Bud Lee," he answered frankly, "I wouldn't stand it for one little tick of the clock. If you want me to swap talk with you all day at ninety bucks a month, all right. I'd say there's two kinds of men, too. There's my kind; there's the Dave Burrill Lee kind. You see, he's a sort of relation of mine, is Dave Burrill Lee, and I'm not exactly proud of him. He's the kind that wears dress-suits and sticks in a bungalow. He's proud of his name Burrill and Lee, both, because big men down South wore 'em before he died and they were relations. He's swelled up over the way he can dance and ride after a fox, and over the coin he's got in the bank. That's there, Bud Lee who ducks out of that sort of a scrap-heap and beats it for the open."

"Like a half-automated trained iceberg, yes. Can't you act like a human being? Oh, I've got your number, Bud Lee, and you are just as narrow between the horns as the rest of the outfit. You are narrow and prejudiced and blindly unreasonable. I know as much about ranching as any man of you; I know more about this outfit because the best man that ever set foot on it, and that's Luke Sanford, taught me every crook and bend of it; and now, just because I'm a girl and not a boy, you stand off like I had the smallpox. Just when I have loyalty and understanding and when the Lord knows, I've already got a double handful of trouble, I can't count for a minute on men that have been taking my pay for months. Get some of the mildew and cobwebs out of your head and tell me this: What reason in the world is there why you choose to think I haven't any business wearing my own shoes?"

"That's sure putting it straight," said Lee slowly.

"You just bet it's putting it straight," she announced vigorously. "And you'll find that it's a way I have of putting things straight. I was trained to the business by a better man than you'll ever be, Bud Lee."

"Maybe so," he admitted without heat. "I'll take off my hat to Luke Sanford for a man. And I'll take off my hat to you, if you want to know. But training or no training, this is no job for a lady, and shooting up Trevors and riding the Prince isn't going to make it so. Sure enough it's none of my butt-in-what sort of thing you do. But at the same time there's no use for me to say you're doing this when I don't see it that way."

"What you're looking for," sniffed Judith contemptuously, "is a female being extinct this one hundred years. You'd have every girl wear tails to her gowns, and duck and down behind fans and faint every time she jabbed her thumb with a pin!"

"I can't see that a woman's place is riding bucking broncos and rampaging around."

"A woman's place!" she scoffed. "Her place where a blunder-headed man puts her! How do you know what her place is? Do you suppose the blood in a healthy-bodied, healthy-minded woman is any different from your blood? How would you like to be told just what your place is? Do be landed, for instance, into a little bungalow in a city; to be squeezed into a dress-suit and told 'Stay there and look sweet'; to be commanded not to get up at ninety bucks a month, nor to kick over the traces with which some woman had hitched you to the cart of convention. How'd you like it, Bud Lee?"

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