



## In Case of Emergency

A SUDDEN attack of cramps, toothache, neuralgia in the night, and there is general confusion and a scurrying for remedies which, while good, are old-fashioned and slow. An Electric Heating Pad works instantaneously, and is always ready. Attach cord to socket—turn button—apply. Three motions—three seconds. Any degree of heat—warm, hot, very hot—regulated by a three-heat switch. More effective than a hot water bottle, as it conforms closely to every line and curve of the body. Covered with a cosy eiderdown finished cloth—it should last a lifetime.

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Adelaide 404.

The Toronto Electric Light  
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12 Adelaide Street East

## Toronto Cribbage League Records

A general meeting of the Toronto Cribbage League was held in the S.O.E. Building, when a very gratifying report was presented by the secretary. Although owing to the formation of a military league the number of the clubs in the league had not been so large as during the season of 1911, still it was hoped that there would be at least 10 or 12 clubs in the Toronto League next season. At the meeting for election of officers and organization with the place about the middle of September, any club wishing to enter a team (12 players) should notify the secretary, Sergeant Major Price, a full minute before that time. The following are the results of the season's play:

Team	Play	W.	L.	P.C.
Midland Club	10	6	4	320
Davenport Albions	12	6	6	320
Royal Grenadiers	12	6	6	300
Sons of Eng.	12	6	6	300
Mid. Counties	12	8	4	310
Queen City	12	4	8	280
Sons of England	12	4	8	280

Individual players scoring 50 or more: J. Aldrich, S.O.E.B., 66; T. Cameron, S.O.E.B., 66; J. Blackledge, M.C.A., 62; H. Munton, M.C.A., 62; H. Seal, M.C.A., 62; F. Gosling, Queen City, 62; D. W. Slater, Queen City, 62; W. to-day at 3 p.m.

### Maher's Sale.

The attendance was very fair at yesterday's auction sale at Maher's Horse Exchange. The offerings were of good quality and great variety. Auctioneers Jackson and Pritchett officiated in the room and handled the crowd in their usual good manner. The bidding was fair on horses of medium quality, but very drab on the best. The following were among the buyers present: J. H. Hulse, Aurora; E. Constantine, Zurich; D. E. Ineson, Whitby; R. H. Conway, Hamilton; M. V. Bennett & Co., Ltd., Farmal Road Co., Ltd.; J. Lucas, Nelsons, Ltd.; G. W. Hunt, E. Storms, The Dominion Bakery; E. Torrance & Co., V. C. Connor, J. McGuigan, The Canadian Express Co., Price's Dairy, Taylor & Edmonds, E. Bailey, E. Hed, H. Struthers, W. Hunter, F. Musgrove, A. Boyd, P. Edmonds, P. Pearson, J. J. H. Hulse, The Union Dairy Co., the City of Toronto, R. G. Riddell, S. Beacock, F. McGowan, M. Patton, R. H. Root, George Appleby, R. Davies, A. Townsend, L. Rawlinson, T. R. Rowan, E. Concord, T. Robbins.

Hounds Meet To-Day.  
The hounds will meet at Bedford Park to-day at 3 p.m.



Time has tested all its parts. Ford security is physical as well as financial. Vanadium steel has given it maximum strength and toughness—with minimum weight. And by all tests it is the one safest car in America this year will be a Ford.

All Fords are Model T's—all alike except the bodies. The two-passenger runabout costs \$775—the five-passenger touring car \$850—the delivery car \$875—the town car \$1100—f.o.b. Walkerville, Ont., completely equipped. Catalogue from Ford Motor Company of Canada, Limited, 106 Richmond Street West, Toronto, or direct from Walkerville.

### Day's Doings in

## YORK COUNTY

West Toronto  
North Toronto  
East Toronto

## YORK TOWNSHIP COUNCIL CALLED A HALT

Would Not Ask T. E. Light Co.  
to Cover All the Highways—  
Great Conservative Rally  
Up in North Toronto.

YORK TOWNSHIP COUNCIL CHAMBER, May 6.—(Special).—The York Township Council to-day called a halt on the exploitation of the township highways, which has been going on at the instance of the Toronto Electric Light Company and allied interests in an attempt to force the early advent of the hydro-electric. The motion was so decisive and clear-cut as to merit a word of praise.

At the last meeting of the council the Toronto Electric Light Company made a vain effort to get an extension of their rights on Yonge street, north from the York Mills hotel to the top of the "big" hill, but unsuccessfully. To-day, represented by Mr. Allan, they renewed it and asked for a right to go to the top of the hill, along Mercer-avenue and on to Bayview-avenue, thence southerly to Joe Kilour's farm. The extension was supplemented by a letter from W. H. Moore, acting on behalf of the Toronto Electric Light Company, to the council, asking permission to allow the latter company to put the hydro-electric line on the C.N.R., which it was desired to light by electricity.

Every member of the York Township Council with one exception put foot down squarely on the project. "This thing has gone far enough at present," said Councillor Barker, "and we will do nothing until we know where we are at with the hydro-electric." So said Councillors Seabrook, Ogilvie and the rest. They would do nothing to prejudice the hydro-electric to show its hand.

A large number of requests were received for consideration of land plans, but council declined to entertain them as the session was not a special one. The Progressives' Association asked for the putting down of a sidewalk laid to S.S. No. 48.

J. R. L. Starr stated that the Motion Dennis people would formulate charges and submit evidence at once. The British Columbia Land & Securities Co. stated that they would give the 22 feet frontage on the York and Vaughan roads on the west to within 800 feet of Cape-avenue; the north boundary is the southern limit of Robt. Davies' property, and the southern boundary the city limits.

If they would take in the whole of Don Mills-road it would simplify the matter, said Mr. Clarke. The following letter was yesterday received by the York Township Council from the Toronto Dominion Express Office:

J. R. L. Starr: Dear Sir.—Re the Township of York and Cemetery road. Mr. Gibson of North York writes us a few days ago the agreements in the matter, signed by the Township of York and North Toronto. We are, however, inclined to think that the agreement is not so effectual to carry out their intention without being confirmed by legislation. You might let us know your view as to this, and we would also like to hear from you as to whether you have brought before the township council the contents of our letter as to the opening of the roadway to the east end of the cemetery property. You will remember the latter part of our letter, in which we stated which you stated you were going to place before the township council. We would you kindly give the township council and let us know what action the council have determined to take in the matter, and trace they have determined to open that roadway, will

## DEATH OF SPUR NOT DUE TO POISON

Coroner's Jury Returned a  
Verdict of Death From Natural  
Causes, Induced by  
Constant Use of Alcohol—  
Dr. Evans Wanted to Be  
Called to Tell His Story.

"That John Revell, alias John Spur, came to his death from natural causes, induced by the constant use of alcohol." This was the verdict of Chief Coroner Johnson's jury, returned at a stormy sitting of the inquest at the morgue last night. When the report of Provincial Analyst Ellis was read, declaring that no trace of any poison had been found in any of the organs submitted to him, an expression of great relief came over the faces of the prisoners, Dr. J. G. Evans and Dr. W. J. Harvey. This grew even more noticeable when Dr. G. Silverthorn, who had performed the post-mortem, declared that he, too, had found no trace of any poison, but that he had found a condition indicating an inflammation of the liver, a disease which was due to alcoholism and was progressive to a point where death would ensue.

you kindly let us know when this will be done? Ker Davidson, Paterson & MacFarland.

Mr. H. Mills presented the petition signed by 125 residents of the district east of Woodbine-avenue, and embracing Coleridge, Cedarvale, Glendon, Clarendon, Main and Chisholm-streets, asking township council to use their influence with the city to procure water for them. Out of thirty-nine wells, thirty-two are dry, and the situation is serious. Council will look into the matter.

### NORTH TORONTO

Conservatives Held Great Closing Rally Last Night.

NORTH TORONTO, May 6.—(Special).—The closing rally of the North Toronto Conservatives Association, held in the Masonic Hall to-night, was in all respects a magnificent success, and a fitting climax to the season's work. The enthusiasm manifested and the heartiness with which the members of South York were welcomed must have been alike gratifying to the latter and president of the association. No man has done more to make the association what it is than the president.

Following a number of patriotic songs by several of the members, Mr. Maclean, M.P., spoke at some length, touching on the success of the Conservatives in the last election and complimenting North Toronto Conservatives on the splendid showing made in the town.

Mr. Maclean struck a strong imperial note, contrasting the relative positions of the British Isles and the United States, and later dealing briefly with the shattered idol of the Liberal party, "Reconciliation," which, he declared, was dead and buried beyond any hope of resurrection. He never again will any party in Canada seek to introduce and pass through the House of Commons the resolution of the president of the United States, was intended to make Canada an ally of the United States to the south of the international boundary line.

Mr. Maclean, amidst great applause, said the City of Toronto, he pointed out the enormous task which would be for all time reaped by the Cities of Toronto and Montreal, and the Atlantic to the Pacific seaboard. "Before you know where you are, Toronto will have a population of a million, and she will not stop at that, and nothing but progress can mark our path. The future remains to be decided, and the traditions and history of the British Empire, said the speaker, will be the basis of our future. South York, amidst a volley of applause, Mayor Brown, ex-Councillor Irwin, William Bailey and others, spoke in a congratulatory vein, and expressed the belief that next winter the club would have a membership of more than two hundred.

The idea of a picnic in the near future was thrown out by one of the speakers and taken up with the greatest enthusiasm by the members. Being named on the spot. The members of the committee are: Messrs. Ellis, Bromley, McGarry, Robins, Lofthouse, Irwin, Muston, Baker, Patterson, Leake, Wray, Brown, and others. The picnic will be held on the 15th inst. at the Rye and Ball. President Howe will also be a participant with the committee.

Following the program, luncheon was served by Harry Rye.

For quick and profitable sale, list your North Toronto properties with R. N. E. Burnaby, 44 Confederation Life Building, Main 5746.

### WEST TORONTO.

WEST TORONTO, May 6.—(Special).—Pacific Lodge, No. 232, A. O. U. W., held an especially well-attended meeting to-night in the hall of the Pacific Lodge, when the members were addressed by W. Bro. E. W. King, North D.D.M., the occasion being his first visit to the lodge. After the meeting members and visitors endeavored to be present at the banquet.

Mr. H. M. Watson, chief clerk of the West Toronto Dominion Express Office, left today for Highgate, Ont., where he intends to take up his father's real estate business.

Mr. J. H. Stinson has been appointed church officer of the Victoria Presbyterian Church, which position was vacated by the resignation of William Russell, who is shortly leaving for Toronto.

The monthly meeting of the Rummymen's Club was held in the hall of the Herbert-street public library building to-night.

The annual banquet of St. John's A. P. A. was held to-night in the new hall of the Victoria Hotel, when an excellent program was rendered and a number of toasts were drunk. The speaker, Rev. M. Smith, occupying the chair, declared that he had drawn up a program of summer excursions and picnics, which would take the place of meetings in the hot months.

what he declared was an attempt of the part of his partner to unload the whole matter on to his shoulders. He promised when he goes into the box to again go into the matter. Mr. Henderson declared that during his lifetime he never had a partner who was as unscrupulous as the man who was now in the box. He admitted that he knew a man to have been the same man.

A fishing expedition. A passage-at-arms again occurred between W. A. Henderson, counsel for the defence, when County Crown Attorney Greer called upon Dr. Harvey to again go into the box. Mr. Henderson protested that the whole inquest had been a fishing expedition by the crown to unearth evidence to bolster up charges of forgery which he said, are to be laid against his clients. He protested that they would be bound in court by the statements that they should make at the inquest.

The chief coroner remarked that as these statements would doubtless be the truth, they would be bound by that tie in any event. Harvey's Statement. Dr. Harvey went into the box and made a statement of the case. "If the whole details of this case were known you would relieve us from testifying here," he said. "Before God and man I am innocent." "Let the crown continue," he said, "I am trying to get statements now and hold over heads the threats that we will be charged with forgery. We have no right to get out of the box. If the general public knew what is being done in this case they would revolt against it." To this Chief Coroner Johnson replied that the doctor now had the opportunity to tell the public anything he might choose. The doctor did not avail himself of the opportunity. His counsel instead launched into a renewal of the declaration that the search party which he declared was being conducted.

## Lowering the Cost

REDUCED to its simplest terms, the price of an article is the cost of material, labor of manufacture, transportation, distribution, sale and delivery—plus a profit on each of these.

Let us take the case of a fountain pen to show what price is.

First, the materials must be produced—the rubber in Para—the gold in South Africa or the Yukon—iridium in Siberia.

Then all these must be transported to the factory. There the rubber is vulcanized into holders; the gold refined and stamped into points; the iridium tipped on to the gold; and so on.

The labor operations on a fountain pen run well over the hundred mark, and expensive machinery is required for almost every one of them.

Manufacturing completed, the pens are sold to jobbers and retailers—transported hundreds and thousands of miles. And profits are taken at every step, remember that.

After the wholesale distribution, the retail sale is made—delivery

completed, and the pen at last put to its destined use.

Suppose you have paid \$2.50 for one of the standard well-known fountain pens. Do you begin to realize what an imposing number of things that \$2.50 has paid for? Haven't you a pretty clear idea that, if these operations were applied to the making of one single pen, it would break an oil magnate to buy it?

Is it not perfectly plain that Quantity controls price by one of the simplest of natural laws?

Para rubber by the shipload—gold and iridium by pounds instead of milligrammes—labor of thousands organized and directed—transportation in car lots—and sales by the million—to every schoolboy, stenographer, business man—to everyone who writes.

It is all this gigantic expenditure, divided by the countless units of millions of sales, that makes it possible to buy a fountain pen for \$2.50. The more sales, the smaller becomes the cost of the unit.

We know that Advertising has raised Quality.

We know it has standardized prices.

And now we see that Advertising increases sales, shortens the road between producer and consumer—and lowers prices.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or through the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

## TORONTO'S MILK MUST BE PURE

Dr. Hastings Has Notified All  
Dealers That Care Must Be  
Taken—Examination of In-  
take Accounts Adjourned  
Owing to Judge Mabey's  
Death—Garden Suburbs.

The order to make sure that the city will receive pure, clean milk, which is the standard, the medical health officer, Dr. Hastings, has issued notices to the various milk dealers in which he insists upon the proper quality of milk being sold and the proper precautions being taken regarding the shipment of the supply. All milk, according to the notice, must be received by the producers in sealed cans and must conform with the standards in every way or the dealer will be asked to forfeit his license.

In order to avoid any trouble in this regard, Dr. Hastings advises all dealers to make the necessary specifications in their contracts. He suggests that each producer or farmer have his cans stamped with an identification number on the seal. Dr. Hastings claims that such precautions are necessary if Toronto is to secure ideal milk. Already, he says, there has been a great improvement in the supply. Ninety months ago 49 per cent. of the city's milk was found to be adulterated, while to-day there is little more than 5 per cent.

Intake Accounts. Judge Winchester's enquiry into the accounts of the intake repair work had just got underway yesterday afternoon when the news arrived of Judge Mabey's death. The enquiry was consequently adjourned till to-day. All that was accomplished yesterday was an examination into the records showing the time spent on the different sections of the work.

On hearing the news of Chairman Mabey's death, Judge Winchester expressed his deep regret. He referred to the late chairman of the railway commission as a man esteemed by all. He was a great lawyer and a great judge, he said, and the most able chairman the railway commission ever had.

Garden Suburbs. Over \$100,000 has been subscribed to the Toronto Co-partnership Garden Suburbs Association, and negotiations are now underway to purchase land for the purpose of erecting model houses. Mayor Geary stated yesterday that this

## WEBSTER'S NEW ILLUSTRATED DICTIONARY COUPON

MAY 7th, 1912.

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CONSTITUTE A SET.

Cut out the above coupon, with five others of consecutive dates, and present them at this office, with the amount herein set opposite any style of Dictionary selected (which covers the items of the cost of packing, express from the factory, checking, clerks hire and other necessary EXPENSE items), and receive your choice of these three books:

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**WEBSTER'S**  
**New**  
**Illustrated**  
**DICTIONARY**  
Bound in full Limp leather, flexible, stamped in gold on the cover, and sides, printed on cream paper, with red edges and corners rounded; beautiful, strong, durable. Besides the general contents as described elsewhere there are maps and over 600 subjects beautifully illustrated by three-color plates, numerous subjects by monochrome, 16 pages of valuable charts in two colors, and the late United States Census. Present at this office six consecutive Dictionary coupons and the

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**Illustrated**  
**DICTIONARY**  
It is exactly the same as the \$4.00 book, except in the style of binding—which is in half leather with olive green edges and corners. **EXPENSE items are omitted.** **SIX Consecutive Coupons and the**

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Is in plain cloth binding, stamped in gold and black; has same paper, same illustrations, but all EXPENSE items are omitted. **SIX Consecutive Coupons and the**

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work would be commenced in the near future. On Saturday Mayor Geary will deliver the Titanic relief fund closed, and the proceeds will be forwarded to the Lord Mayor's Mansion House Fund in London on Monday. In the meantime, it has been decided to place a box at the entrance of the city hall in order to receive small cash contributions to this fund.

It was announced yesterday that the proceeds of the special performance at the Princess Theatre had amounted to \$269.25. Great progress has been made in the

## Dr. Martel's Female Pills

Nineteen Years the Standard  
Prescribed and recommended for women's ailments, scientifically prepared, remedy of proven worth. The result from their use is quick and permanent. For sale at all drug stores. 216