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January 1st, 1914

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On this first day of a New Year we aim to impress on every purchaser of a motor car---yes, on every citizen --- how much his own personal interests are advanced by the developments in Canada of a manufacturing enterprise of the size of ours.

The building up of such an industry requires years of time and large expenditures of money, but it has a real value to every citizen to an extent that few realize.

\$3,711,532,00 IN WAGES. MATERIALS, ETC.

In the past two years this Company has paid out for wages and salaries in Canada the sum of \$1,678,132.00. In its own shops and offices it has directly employed the year round an average of 1,240 people.

This is only part of the employment afforded. Although the Company manufactures the greater portion of its cars, it buys raw materials and supplies outside, such as lumber, steel, rubber, rubber tires. bodies, leather for upholstering, for belting, oils, greases and lubricants, copper, brass and aluminum, electric fixtures, glass, plate glass, brushes, brooms, factory supplies, building materials, structural steel, hair for upholstering, canvas, bolts, nuts, screws. machinery, paints, varnishes, catalogues, printed Russell material, electricity for power, gas for lighting and manufacturing purposes, and a host of other minor items.

So great a volume do these attain, that in the two years, our purchases amounted to the sum of \$2,033,400.00, distributed among 1,014 Canadian corporations and firms.

In other words, this company did an average business of over \$2,000.00 each, with more than 1,000 Canadian corporations and firms.

SUPPORTS 8,000 PEOPLE

This means that our industry has been, and is, responsible for the employment of approximately eight hundred more work people in the other offices and factories in Canada from whom we buy. Add these to our 1,200 employes. That makes a total of 2,000 people in employment in Canada as a result of our factory. If, as is generally assumed, one worker supports, on an average, three others beside himself, this industry is directly responsible for the maintenance of 8,000 people in Canada, and the retention in Canada of over \$3,700,000.00 of money, the larger part of which would have gone out of the country had the goods been imported instead of made here.

A NEW CITY

The area of the City of Toronto is (roughly) 34 square miles, or 21,-600 acres. The population in 1912, according to the Police Census, was 425,000, or 20 inhabitants per acre. In other words, an industry of our size is responsible for the population of a district comprising (roughly) 400 acres, populated at the average density of the City of Toronto.

If this business is developed to double its present size, it means

the addition of another 8,000 people to the country's population. It means a new town in Canada larger than any of the following: Collingwood, Lindsay, Orillia or Oshawa in Ontario; New Glasgow or North Sydney in the East; Portage la Prairie, Pince Al-bert or Medicine Hat in the West.

Is there a public corporation manufacturing firm, merchant, newspaper, real estate dealer, or professional man who does not, directly or indirectly, benefit by the growth and extension of such an industry?

Other manufacturers should consider what it means to them. Not a few of them may be seen riding down in imported cars to meetings and conventions to boost the sale of "Made in-Canada" goods, in which they themselves are interested. Is their position sound?

WHAT IS THE CONCLUSION ?

Should everyone buy a car from our company because it is made in Canada? No 1. They should buy the car which suits their requirements, which, according to their peculiar needs, offers the most for their money. But this much we are confident is clear from the above, viz .: That before they send their money away, they should try the car pro-duced at home. We have no quarrel with the man who looks over our goods and, not finding what he wants, buys elsewhere. But are the hundreds of citizens fair who, because of old prejudices, carelessness, or for any other reason, purchase cars from abroad, and send their mon-ey, made in **Canada**, to the building up of rival cities across the line, without an inspection or test of that which is now produced at home?

Iowa City. IOWA CITY, Iowa, Dec. 81 .-- University of Toronto International Polity Club delegates have taken a prominent part at the convention of the National Association of Cosmopolitan Clubs in session in this city. Dorothy Ferrier was appointed to the committee or

STUDENTS' REUNION

AT SAN FRANCISCO

Is Planned for Nineteen-Fif-

teen at Congress in

Goforth to the study group committee Over twenty nationalities were represented at the convention by students attending U. S. and Canadian, universities. Governor Clark of Iowa welcomed the delegates in a speech in which he declared "the student in a foreign land is a student not only of bcoks but also of the nation. Atten-dance upon the universities of a coun-try by the foreigner and these asso-ciations of representatives of different lands cannot but lead to much good and to an extension of the spirit of brotherhood to all men." A world student reunion is being planned for San Francisco in 1915. A. K. Watenbe, a Japanese, and pre-sident of the local chapter of Cos-mopolitan Clubs, declared that na-tional isolation was no longer tenable dents attending U.S. and Canadian

foreign extension lectures and Paul

mopolitan Clubs, declared that na-tional isolation was no longer tenable and that exclusion must be cut out of international politics. The idea of the cosmopolitan movement was not to destroy the old national conviction of different peoples, but simply to en-large the scope of their activity. Dr. George Nasmith, the past presi-dent of the association and one of the most prominent men at the convention most prominent men at the convention, accepted an invitation from the In-ternational Polity Club of the Univer-sity of Toronto to speak to its mem-bers on Jan. 9.

NEW YORK'S BUILDING MECHANICS GET RAISES

Twenty Thousand Men Start New Year With Advances of From Five to Ten Per Cent.

NEW YORK, Dec. 31.-(Can. Press.) -More than 20,000 building mechanics in this city will start the New Year with increases in wages, according to announcement made by the Building Trades Employers' Association. About 12,000 bricklayers will re-ceive an advance from \$5.60 to \$6 a day. About 5,500 stonesetters will have their wages advanced to the same figures; 3,000 composition roof-ers will receive an increase from ers will receive an increase from \$3.25 to \$3.50 a day; about 3,000 electrical workers will get an advance from \$450 to \$4.80 a day. The \$6 a day to be paid the brick-layers and stonecutters is the highest rate ever paid to sourceymen in these trades in New York and probably in the United States.

HENRY CLAY BARNABEE



We have only one request to make, viz.: That you who are in the market for the season of

1914, resolve that, before purchasing elsewhere, you will inspect and try the car in which you have

Master of Mirth in Music America's Master of Mirth is the loving title given to Henry Clay Baras one of the most active singers of opera roles of his time. He was the opera roles of his time. He was the original Sheriff of Nottingham in. "Robin Hood." and played Sir Joseph Porter in "Pinafore" the first time it was presented in America. He was for over sixty years known as the only man who could sing "The Cork Leg" and the ballad "O Loving Heart, Trust On," written for him by Gottschalk, the famous composer. Shortly after the famous composer. Shortly after the Civil War Mr. Barnabee began playing with the Boston Museum Com-pany and later began his work as an entertainer, making a circuit of minor towns and cities, combining music and declamations. Mr. Barnabee was leading spirit of the old Boston Ideal Opera Company, which continued for many years as one of the most popular musical organizations ever known to American opera lovers. In his eightight year he completed a re-markable book of reminiscences, en-titled, "My Wanderings," which met with an enormous sale. In later life he retained his splendid quality of voice, still singing many of the songs

voice, still singing many of the songs which he made famous, "O Loving Heart. Trust On" and others of the Barnabee Songs are to be found in that beautiful volume, "Heart Songs," now being distributed by this paper Look elsewhere for the coupon liking the terms to our reader. giving the terms to our readers.

KARL SMUCK TOO YOUNG.

Because of his youth, the license commissioners refused to allow Karl W. Smuck to purchase the Parkdale Hotel, 1302 West Queen st., now owned and run by William Hall. The price which would have been paid had the sale made was \$75,000. Chief Inspector R. S. Burrows re-ported that Smuck was entirely too

young to be in charge of such a large





Bills for the judicial investiga into the contracts and accounts of the board of education are all in, and total

Judge Winchester, \$1747.20; E. M

TORONTO.

JUDGE WINCHESTER GETS

Bills Are in for Three Year Probe Into Board of Educa-

tion.

NEARLY TWO THOUSAND