FRIDAY MORNING

MUST ADVERTISE

Toronto Advised to Spend

Sixty Thousand Yearly

for Three Years.

ATTRACT AMERICANS

Valuable Address Delivered by

President of Ad Clubs of

World.

Toronto should spend \$60,000 a year for three years at least thru an in-dependent business organization with an executive directing head, in ad-

an executive directing head, in ad-vertising to attract American capital, according to the advice given by Her-bert S. Houston, president of the Ad-vertising Clubs of the World, to 165 members of the Toronto Ad Club at the Carls-Rite Hotel last night. Why, how and what should Toronto advertise? These were the three ques-tions to which Mr. Houston addressed himself.

The first of these he answered by

dividual desired to disseminate. It was this controlled advertising that counted, that gave expression to pur-

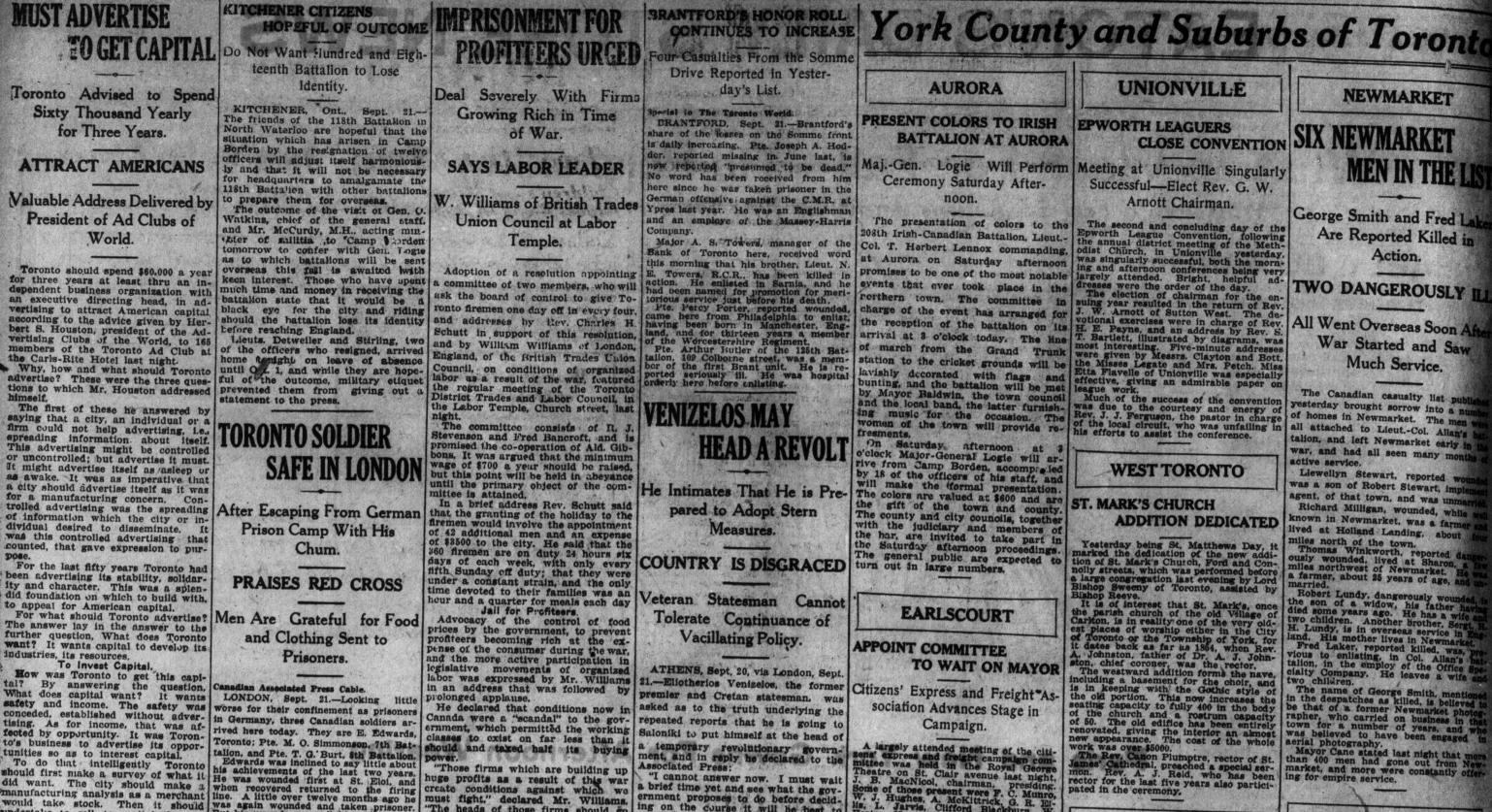
For the last fifty years Toronto had been advertising its stability, solidar-ity and character. This was a splen-did foundation on which to build with, to appeal for American capital.

industries, its resources. To Invest Capital.

THE TORONTO WORLD

SEPTEMBER 22 1916

Action.



To invest Capital. How was Toronto to get this capi-tai? By answering the question. What does capital want? It wants safety and income. The safety was conceded, established without adver-tising. As for income, that was af-fected by opportunity. It was Toron-to's business to advertise its oppor-tunities so as to interest capital. To do that intelligently Toronto should first make a survey of what it did want. The city should make a manufacturing analysis as a merchant would take stock. Then it should undertake to sell to capital the op-portunities so discovered, but first, Toronto must envisitage its oppor-tunities, its facilities for manufactur-ing, its cost of materials, its trans-

To do that intelligently Toronto is hour and the second of the second of

Saloniki to put himself at the head of

Canada were a "scandal" to the gov-ernment, which permitted the working classes to exist on far less than it should and taxed half its buying power.

Meutral. Morale of Army Gone. "We have had ten months of mobi-lization with all the consequent hand-ships to the families of the men con-corned, while both Balkan wars only included thirteen months with greater funds available for the relief of the families of the soldiers. We have had all the fint mial burdens of war and the cost of maintaining a useless To Regulate Sales. Questions argued at some length by the council were involved in motions to have the city regulate the sale of "And if Greece does not enter the war?" he was asked. "If the Germano-Bulgars are suc-cessful," replied M. Venizelos, "cer-tainly all of Macedonia is lost to us. You have seen what the Germano-Bulgar guarantees are worth in their written pledge that they would not occupy Kavala, Drama or Seres. "If the entente allies are victorious, as I profoundly believe they will be, we risk, first, a separate peace be-tween the allies and the Bulgars, whereby the latter may be permitted to retain the Greek territory they have occupied with the consent of Greece. second-hand goods to prevent the spread of disease and to have the government either regulate the sale of commodities or increase the allow-ances of soldiers' wives or dependents and widows and orphans. The first motion was referred to the municipal committee for investigation and report, and the second will be sub-mitted in an official letter to the Na-tional Trades and Labor Congress, which meets in convention here next veek. It is proposed that the request be submitted to the government by the convention representing dominion-wide organized labor. Secretary T. A. Stevenson reported that the convention Greece. ommittee would complete its work to-

Campaign.

A largely attended meeting of the citizens' express and freight campaign committee was held in the Royal Georg Theatre on St. Clair avenue last night. J. B. MacNicol, chairman. presiding Some of those present were F. C. Munro W. J. Hughes, A. McKittrick, G. R. Billis, L. Jarvis, Clifford Blackburn, W Foster, H. A. Newman and C. McCullen, Mr. Munro gave an address dealing with the stages leading up to the present stuation, tracins the inception of the work for two years when an appen was presented to the Dominion raith board asking, for an extension of the service to the points not yet covered Chairman Drayton on that occasion stat ed that a decision would be handed down in the near future. The sum of \$150 was added to the funds, the result of Wed a temporary revolutionary govern-ment, and in reply he declared to the Associated Press: "I cannot answer now. I must wait a brief time yet and see what the gov-ernment proposes to do before decid-ing on the course it will be best to ing on the course it will be best to adopt in the event that Greece docs not enter the war. "As I said on Aug. 27. If the king will not hear the voice of the people, we must curselves devise what it is best to do. I do not know what that will be, but a long continuation of the pre-sent situation would be intolerable. Al-ready we have suffered all the agonies of a disastrous war, while remaining neutral.

The case of infantile paralysis ro-ported from Scarboro Township and enerally ascribed to Agincourt, is ocated at school section No. 1 Clarks

concluded.

SCARBORO

CASE NOT SERIOUS.

the Teuto All Went Overseas Soon After Kaimakcal War Started and Saw tainous dist sides are 1 Much Service. pitious for actions pre The Canadian casualty list that the all sterday brought sorrow into a nur come up in mes in Newmarket. The men all attached to Lieut.-Col. Allan's In Tra alion, and left Newmarket early in bably becau war, and had all seen many m in the Dol Liewellyn Stewart, reported was a son of Robert Stewart, in western er strong defe agent, of that town, and was u Richard Milligan, wounded, while known in Newmarket, was a farmer lived at Holland Landing, about the enemy The Fre culars of the on the north corps, which Some mistak French offici miles north of the town. Thomas Winkworth, reported ously wounded, lived at Sharon. miles northwest of Newmarket. a farmer, about 25 years of age, a Robert Lundr French offici establishmen probably bee visions and t tary establis the organiza man losses. into action 2 the enemy n Thus, this of of a compan German batti tions. married. Robert Lundy, dangerously wounder the son of a widow, his father has died some years ago. He has a wife two children. Another Brother, Sergi H. Lundy, is in overseas service in liand. His mother lives in Newmarke Fred Laker, reported killed, was, vious to enlisting, in Col. Allan's talion, in the employ of the Office s cialty Company. He leaves a wife two children. n the despatches as killed, is belie e that of a former Newmarket p spher, who carried on business in wn for a number of years, and as believed to have been engaged via photography. tions. A signifi-ficial commu-Russian from and reached later and on it suffered er with the hole erial photography. Mayor Cane stated last night that han 400 men had gone out from narket, and more were constantly by for empire service. sending of it men, may in future. This other divisio NORTH TORONTO



tended as ho ferring troo 1500 miles.

purpose of h in the Balks

Bosnia and Turkish

command. : ment is Geri

signifies that for standing have consider are banking of the British G

Kaimakcala

ATHENS, 1.—The Gre

21.—The Gree the capture o by the Russo-important mil campaign up t which is 7800 in Serbian te western door The local Ser capture, whic mountain feat

TO WELCO

A small c bointed by

League to and Mrs. C.

convener.

Serie and

The F

Nº Co

Great

T fell to

cisive . Von M

that generative. This ed in the moral effe

that overra

by their bo

arrival of

ed the Ro

Russia is ne

Straig

effect of advertising within is quite as great as the effect without," said

Remarkable Results.

Des Moines, Iowa, was Mr. Hous-ton's shining example of the effect of

Otherwise in a democratic country,

Otherwise in a democratic country, politics was bound to work in to the hetriment of the advertising. It should be an independent business or-business organizations, the board of trade and so on. He would advise that, when the organization was form-ed, a capabic, efficient man should be put in charge as executive under the direction of the committee. New York when they had anything to do they always formed a committee, in the twist for the size of the committee, in the seems you have had some experience here with a committee of one hun-dred; perhaps I had better withdraw "The vote of thanks was noncent that suggestion," said he.

The vote of thanks was proposed by F. M. Rowe and seconded by Col. J. B. MacLean, R.S. Croyell, president of the Teronto Club, presided.

HAD ANKLE BROKEN.

When a heavy piece of iron fell on him When a heavy piece of iron fell on him while at work on the railway tracks at Duf-ferin street and Geary avenue yesterday at-ternoon, John McMillan, 23 Mariborough ave-nue, a C.P.R. section hand, had one of his ankles broken. He was removed to the Wes-tern Hospital in the police ambulance.

BOY DIED FRCM BURNS.

Gordon Johnson, four years old. of 115 Ontario street, who was seriously burned a weck ago while playing at the ome with mete died last night in the Hospital for Sick Children.

Guelph Jait Farm, where he was sorv-ing a four-month term, by Detective Montgomary last night, to face a

WIFE IS THANKFUL.

Can Hardly Believe That Her Husband

Chum.

Remarkable Results. Des Moines, Iowa, was Mr. Hous-ton's shining example of the effect of advertising a city. He described the methods and the truly remarkable re-sults attained there by the expenditure of \$20,009 a year for three years. On the experience of that city he based his answers to a number of questions that followed his address. Relatively, Toronto should spend \$100,000 a year, but the war had made a differ-ence. He would suggest that Toronto should spend \$60,000. It would be useless to go into the advertising busi-ness for anything less than three years. Des Moines had gone on for five years. Toronto would probably do similarly. He would advise that the advertising organization should be entirely divorced from the civic administration, tho a civic grant might be accepted. Otherwise in a democratic country, politics was hound to more the ended accepted. Otherwise in a democratic country, politics was hound to more time, but he needed song." **Is Not Dead.** "I cannot believe it until I hear from him. But I do hope it is true. I am plane he would successing the re-port that her husband. Lance-Corp. Ed-ward Edwards of the Princess Patricias, had escaped from a prison camp in Ger-many and after traveling over 150 milles of the people in Holland. "T have heard so many different stor-ies. At first I was told he was killed, bate from him in which he asked me to send him on a box of socp to wash his clothes. He said in that letter that base had enough tobacco, cocco and coffee to last him for some time, but he needed song." **A Former Grenadier**

British army. "Over a year ago my hushand was shot in the foot," said Mrs. Edwards. "He returned to the trenches and was just three weeks back when he was posted as missing. That was a year ago last May. For a long time I had no word of what had happened to him until I had a letter from him.

from him

Inad inspected to nim until I had a letter from him. Visits From Comrades. "Many of the returned Princess Patricias come to see mi. Only last Sundary one of them said to me when talking of my husband: "The will be escaping from the Geimans some of these days." But he and two with him must have suffered terr by in the time they were h ding thru 150 miles of the enemy's country. I wish I had him home now. "I heard from him regularly every six weets by letter. Cease onally he would send the analy the would send me a postcarl priveen the letters."

He phrase that it could not last for over, He always wrote bright and cheerful letters." At No. (3 Stordich avenue lives the

Ast hight in the Hospital for Sick Children. GHARGED WITH THEFT. Pat Lyons was brought back from Guelph Jait Farm, where he was serv-ing a four-month term, by Detective Montgomery last night, to face a the grad state of stealing a club bag from K. J. Egken. in the set of the second section is

day. The circulation of printed matter by the recruiting league not carrying the union label and circulated in the labor hall was referred to a committee for investigation. President James Richards presided.

OVERCOATS ARE NEEDED.

Hickey's Offerings For Saturday Are of the New Fall Model.

With the advent of the chill days of With the advent of the chill days of autumn men are on the lookout for some-thing with which to keep the cold from their bodies. For this purpose an over-coat is a necessity, and Hickey's is the place to secure one of the right kind at the right price. A Saturday offering at Hickey's store, 97 Yonge street, is a line of new model fail overcoats for young men and men. These overcoats are guar-anteed to be of the best workmanship. and manufactured of many new fabrics that are hard to find outside Hickey's store. They can be had with plain or velvet collars, snug and loose draped, at the popular prices of \$15, \$18 and up to

Morphine Found in Purse of Woman Placed Under Arrest

Ada Lavery. 734 Spadina avenue, was arrested last nicht by Policeman 351 on a charge of having morphine in her pos-ression. When franched, two packages of the drug were found in her purse. She is also charged on a "arrant with evad-ing her balk bord when arrested some time ago on a charge of vagrancy.

 The from were found in her purse. She the fruits charge of a "arrent with evading her balk bond when arrested some time ago on a charge of vagrancy.
 Tublic School Teachers Give To Toronto and York Fund
 The forming & Verk County Patriotic for the patriotic for the patriotic fund by the public school teachers. Hic school teachers.

added to the funds, the result of the nesday night's concert. A committee was appointed to wait upon the mayor and arrange for counsel and the pre-sentation of the case to the railway board. A fot of important business was

SCHOOL TRUSTEES **IGNORE ADVANCES**

Recent Introduction of Religion Into Appointment of

Teacher.

APPLICATION REFUSED

Board Won't Accept Miss

Daisy Dorrien as Kindergarten Directress.

Altho the members of the board of education in the city hall last night disapproved and openly denounced the efforts of a representative of the Pro-testant Bible League to prevent the appointment of a Roman Catholic teacher as kindersonic discussion. appointment of a Roman Catholic teacher as kindergarten directress in Bolton Avenue Public School, and al-tho they listened with little attention to a letter from the members of the Woodgreen Methodist Tabernacle pro-testing against the proposed appoint-ment, by a vote of nine to three a short time afterwards they decided against the appointment. Taggart, Hopkins.

"Or, in the event of a complete al-lied conquest of Bulgaria, why should the Serbs, for example, return to us, who have not kept our treaty alliance against the appointment. It was anticipated that the clause It was anticipated that the clause in the management committee's re-port recommending the promotion of 1 Miss Daisy Dorrien would result in 1 some comment, but it was little ex-pected that matters would turn the way thy did. Indeed the reception ac-corded G. Booth, who appeared pro-testing against the proposal on behalf of the Bible League, gave the impres-sion that the trustees would accept the recommendation. who have not kept our treaty alliance with them, those parts of Greek Mace-donia they and their allies have not taken from us, who gave them up unresisting, but which would then have been reconquered at the point of the bayonet from the Bulgars, to whom we had surmendered them?" Gresce's Shame. "And Saloniki?" it was suggested. "Who is to say," replied M. Veni-zelos. "that the entente allies may not consider the circumstances necessita-

Armed With Arguments.

Armed with Arguments. Armed with a bulky roll of papers Mr. Booth immediately made state-ments which made the discussion en-tirely obnoxious to the members. He consider the circumstances necessita-ting the ultimatum of June 21 were not also of a character to nullify the allied powers' previously given guar-inice of Greek integrity? Who is go-ing to plead Greece's case in the peace tirely obnoxious to the members. He urged that the recommendation should be turned down on the ground that the teacher was a "Romanist." "Toronto public schools are not Pro-

conference if we are not represented therein? Who is ever going to think testant schools, neither are they Roof Greece, save with shame, if we have stoodly idly by while half the world has battled for civilization?" manist schools; they are public schools," interrupted Chairman Houston.

"There are no Protestant teachers in separate schools," commented Mr. Booth, but he was taken up by Trustee

GUILT IS DOUBTED Fairbairn, who pointed out that such a discussion would not help the trus-tees at all in their consideration of the REGINA. Sept. 21-Before the Wet-more Commission this morning P. J. Collinson, provincial police officer, told of conversations he had with the late J. F. Lindsay, Swift Current, who died while under arrest for his supposed con-pection' with J. P. Brown's road work frauds. problem. He also made it clear that it was extremely discourteous of them to enter into a discourteous of them with the separate school board, as they Lad rothing to do with it whatever. The visiter then read extracts from 0 paper concerning the actine of the course. Alleging all sorts of things, Trustee

The visitor then read extracts from to paper concerning the actions of Ro-mar. Catholic teachers in other places, tut he was soon held up by the mem-bers, practically all of whom requested him to discontinue. Trustee Vokes came to his rescue, however, pointing out that they had decided to hear him and it would be courteous to let him cor clude his argument.

corclude his argument. "Subject to Rome" "I only want to show you that this firl is not a proper person to be a eacher?" he said. "She is subject to sirl is

teacher?" he said. Rome." "Is this to go on, Mr. Cnairman?" in-quired Trustee Fairbairn.

seas Battalion yesterday, one at Univilie, one at Newmarket, and another at Newmarket, and another makes for active recruiting we through the county. Four members the 220th, Lieutenants Hunter, Scher Walta and Winchester, have left with draft for overseas. design of the school base of the school has been re-

The climax came when Mr. Booth made and finally the members went into a paroxysin of laughter. A few minutes later Mr. Booth made his cit.
A letter was read from the members of Woodgreen Methodist Tabernacle.

Two Hundred and Twenties

of Woodgreen Methodist Tabernacle, in which they lodged a protest against the appointment, but the trustees were apparently satisfied as to their course apparently satisfied as to their course of procedure and the reading went by almost unheeded. Recommendation Lost. When the report of the management committee containing the recommen-dation was considered shortly after-wards it was referred back by a vote of 9 to 3. The vote was as follows: H For; Trustees Houston, C. A. Brown and Fairbairn. Against; Trustees Noble. Shaw, Steele, Hunter, Vokes, Edmunds Dr. Carolyn Brown Mc-Taggart, Hopkins. **NEW ALLIED BLOW**

(Continued from Page One).

hands of New Zealanders, as well an a large number of dead in front of their line.

"The heavy rainfall continued last

night. "Numerous raids on German tr The question of night schools gave The question of night schools gave Trustee Dr. Noble an opportunity to air his views once again. He did not believe in hight schools, one reason being that so many adult foreigners attended them. "Our hard earned taxes go for these foreign devils," he were made on other parts of the front during the night, with success for the raiding parties."

The questiton was gone into at some length, nearly every member of the board expressing his opinion on the subject. Trustee Brown thought that Dr. Noble's statements formed the greatest argument in favor of evening tuition: Miles Vokes stated that the education of the thousands of foreign-ers annually arriving in Canada should be one of the board's first considera-tions, while Dr. Hunter pointed out "According to late accounts the greater German counter-attack yes-terday on the north bank of the Somme was delivered by the 18th Somme was delivered by the 1sth corps, which was withdrawn from the Alsne front, and by the 214th division. This division was already entrained for the Russian front when it received be one of the board's first considera-tions, while Dr. Hunter pointed out that as most of the immigrants be-longed to allied nations it would be a wonderful opportunity for Canada to repay in some slight measure the great work they had entered into on behalf of Great Britain and France. Trustee Edmunds took up another phase of the question, stating that the fees for evening tuition had been in-

Thus the framework of the first the fi

Trustee Shaw, explaining the in-crease, said that he had made a thoro canvass of the schools and had ascer-tained that practically every pupil was in a position to pay more where the schools and had ascer-in a position to pay more where the schools are pupil was in a position to pay more for the

Alleging all sorts of things, Trustee Alleging all sorts of things, Trustee Noble again went at the foreigners. He stated that as soon as they ob-theined a little money they took up their residences in better districts with the result that property values depreciated; in the ward they slept five and six in a room, and also broke all sorts of bylaws. He made some reference to the foreign vote and its relation to municipal polities. Dealing with the recommendation concerning the appointment of teach-rers for night school, Trustee Vokes asked why the name of E. W. Hagarty a speared among those to be appointed as teachers at night school to be com-menced at Harbord Collegiate Insti-tute. He did not think that Mr. H2-garty was principal of the institute at

"A French air pilot yesterday

brought down a German aeroplane which fell near Moislains, to the north

work they had entered into on behavior of Great Britain and France. Another Phase. Trustee Edmunds took up another

The text of the French official com-munication of tonight follows: "On the Somme front during the day our artillery continued energetically to The questiton was gone into at some shell the enemy's works. Took More Prisoners.

DIED UNDER ARREST