

THE TORONTO POWER COMPANY CAMOUFLAGE

The Toronto Power Company
Advertises Publicly

Sir Adam Beck's Camouflage

The Chairman of the Hydro-Electric Commission states publicly;

"TORONTO ELECTRIC LIGHT COMPANY has picked its customers to the detriment of Hydro."

"Hydro was left to take care of munition plants."

The Facts Are:

Hydro evidence before Royal Commissioner was that total of munition requirements on HYDRO AND ONTARIO POWER SYSTEMS was 169,638 H.P. TORONTO POWER COMPANY, including Toronto Electric Light system, supplied 35,000 H.P. of this, leaving 134,638 H.P. served by HYDRO AND ONTARIO POWER COMPANY.

Toronto Power Company total of loads to plants manufacturing munitions WAS 147,500 H.P., including power supplied Hydro and Ontario Power customers.

---ACTUAL RESULTS---

	Total	Munitions	Per Cent.
Hydro	210,000	134,638	64
Toronto Power	173,000	147,500	85

The Toronto Power Company, Ltd.

It is not the policy of the Hydro-Electric Power Commission of Ontario to waste its energy in public controversy with its unfair critics, but the subjoined advertisement recently published by the Toronto Power Company is such a flagrant misrepresentation that the Commission must, in justice to itself and the co-operating Municipalities, publish the facts.

THE FACTS ARE:

Toronto Power Co. advertises total available supply of power	173,000 h.p.
Toronto Power Co. advertises power supplied to munitions	147,500 h.p.

On the basis of the above figures, the power supplied by the Toronto Power Company for purposes other than munitions, is 25,500 h.p.

BUT—The Toronto Power Company in sworn evidence before the Royal Commissioner (Exhibit No. 3, Page 43) testified that its sale of power to customers, other than munition manufacturers, is 84,007 h.p.

Hereunder is the list of customers as set forth in the above exhibit:

Toronto Railway Co.	32,000 h.p.	Off Peak Customers other than munitions:	
Toronto Electric Light Co.	20,500 h.p.	Peerless Pulp Co., Thorold	1,800 h.p.
Ontario Power Co. (old contract)	13,500 h.p.	Ontario Paper Co., Thorold	3,500 h.p.
Niagara, St. Catharines and Toronto Railway	4,000 h.p.	Customers below 100 h.p. demand	57 h.p.
Riordon Pulp and Paper Co.	650 h.p.		
Toronto and York Radial	6,000 h.p.		
Toronto Suburban Railway	2,000 h.p.		
		Making a total of	84,007 h.p.

If, having 173,000 H.P. available, the Toronto Power Company sells 84,007 H.P. to customers other than munition manufacturers, it follows that the power sold FOR MUNITION PURPOSES IS ONLY 88,993 H.P.

Summarizing the above, the following results will show:—

Total power available as advertised	173,000 H.P.
Total power sold for purposes other than munitions, as per sworn evidence,	84,007 H.P.

On the above basis the conclusion is that the Toronto Power Company sells for munition purposes 88,993 H.P. and not 147,500 H.P.

Alleged Comparative Figures as Advertised by the Toronto Power Company

	Hydro.	Toronto Power Co.
Total available power	210,000 h.p.	173,000 h.p.
Supplied for munition purposes	134,638 h.p.	147,500 h.p.
Percentage for munition purposes	64 p.c.	85 p.c.

True Comparison Based on Sworn Evidence

	Hydro.	Toronto Power Co.
Total available power	210,000 h.p.	173,000 h.p.
Supplied for munition purposes	134,638 h.p.	88,993 h.p.
Percentage for munition purposes	64 p.c.	51 p.c.

Hydro-Electric Power Commission of Ontario

D.O.C. APPROVES BRANT HOSPITAL

Col. Gunn Pays Tribute to
Gen. Fotheringham
and C.A.M.C.

"If a large part of the staff are allowed to go back into civil life imagine what a job we would have in getting personnel when the call comes," is what an authority at headquarters yesterday said when questioned regarding the complaints which have been made that the staff at Brant Hospital is larger than is absolutely necessary to meet the present requirements.

Speaking of the conditions at Brant Hospital, Col. Gunn, D.S.O., the district officer commanding, said that the hospital was not condemned, but that certain repairs had to be made after taking it over, and that when these are completed the hospital would be an efficient organization.

The officer commanding the district asked that the public and the press give the army medical men a fair and sympathetic hearing. These men are not in the army for what they are getting out of it. They have a sense of public duty and they are doing all that is human towards furthering the cure of the men.

"I feel it to be my duty to take this opportunity of expressing publicly my admiration for General Fotheringham's indefatigable efforts while A.D.M.S. of the Second Canadian Division in France that the health of that division was raised to the high standard that it was, and during his regime the health of the second division was equal to that of any other division in the British army. General Fotheringham only left the field after great pressure had been brought to bear."

Col. Gunn expects the Orthopaedic Hospital and the St. Andrew's Roadside Hospital to be ready in time to take care of the men "turning in the spring, and besides these there were other large hospitals in the district which would provide ample accommodation for the soldiers in need of treatment.

THIRTEEN ON FRIDAY THE 13TH.

Mayor Church announced yesterday while opening the harbor bond tenders that he had been run against for mayor after the next election, but as he said a few months ago that he would have quit long ago if the war had been over, officials in the city hall are not banking too much on his statement. In spite of the fact that it was the 13th and a Friday, and that there were thirteen tenders, the flotation of the loan seems to have been a success from every standpoint. "In spite of the war conditions and the money market, the price was very favorable," stated the mayor.

ROYAL GEORGE, L.O.L., INSTAL PAST-MASTERS

Royal George, L.O.L. 2340, held their regular meeting on Wednesday, Dec. 11, in the lodge-room, St. Julien's Hall, West Bloor street, when D. Finlayson was initiated into the mysteries and secrets of the Orange degree.

The following officers were installed by Wor. Bro. Staples, D.M., assisted by Wor. Bros. Soady, McMullen, S. Knowles, and Sawyer; Bro. E. Nicholson, W.M.; Bro. H. Butler, D.M.; J. Foley, chaplain; F. Wray, rec.-sec.; Bro. Levens, 1st. lect.; Bro. A. E. Hobbs, 2nd lect.; Bro. Barron, 1st. com. Wor. Bro. Staples, D.M., with a few well-chosen remarks, presented to the lodge, with a past-master's collar, and Wor. Bro. Elliott presented the past-master's jewel. The retiring master, Wor. Bro. MacPherson, suitably replied. A supper was provided by the members of the lodge, and among the speakers were Controller A. Maguire, Ald. Brook Sykes, Ex-Ald. McMullen, Bell, S. Knowles, Sawyer, Gordon and Pogue. A pleasant and enjoyable evening was concluded by the rendering of "God Save the King."

SALESMAN CONVICTED.

Twenty days at the jail farm was the sentence meted out yesterday by Judge Winchester to Ralph Dowling, salesman, convicted of the theft of \$20, the protest of T. C. Robinette, K.C., Dowling's counsel, that there was a law for the rich and another for others being of no avail.

I KNOW A WOMAN'S SUFFERINGS

I am a woman.
What I have suffered is a far better guide than any MAN'S experience gained second-hand.
I know your need for sympathy and health. And the treatment that gave me health and strength, new interest in life, I want to pass on to you, that you, too, may enjoy the priceless boon of health.
Are you unhappy, unfit for your duties? Write and tell me how you feel and I will send you ten days' FREE trial of a home treatment to meet your individual needs, who have passed through your troubles and regained health; or you can secure this FREE treatment for your daughter, sister or mother.
If you suffer from pain in the head, back or bowels, feeling of weight and dragging down sensations, falling or displacement of internal organs, bladder irritation with frequent urination, obstinate constipation, pain in the sides regularly or irregularly, bleeding dyspepsia, extreme nervousness, depressed spirits, melancholy, desire to cry, fear of something evil about to happen, creeping feeling up the spine, palpitation, hot flashes, weariness, mallow complexion, with dark circles under the eyes, pain in the left breast or a general feeling of life is not worth living. I invite you to send today for my complete ten days' treatment entirely free and postpaid, to prove to yourself that these ailments can be easily and surely overcome at your own home, without the expense of hospital treatment, or the dangers of an operation. Women everywhere are escaping the surgeon's knife by knowing of my simple method of home treatment, and when you have been benefited, my sister, I shall only ask you to do the good word along to some other sufferer. My home treatment is for all—young or old.

FOUR NEW PUBLIC SCHOOLS NEEDED

Unless War-Time Embargo is
Lifted, Toronto May
Lose Grant.

Four new public schools, at an approximate cost of \$750,000 for sites and buildings, will have to be started next spring to cope with the increase of the school population.

A report of credits for the building department of the board of education shows a total of over \$400,000.

Trustee C. A. B. Brown, chairman of the finance committee; Trustee McTaggart, chairman of management committee, and Dr. Caroline Brown, chairman of the property committee, have assented to a war period shut down on buildings, but the time limit is now regarded as being passed.

Chief Inspector Cowley has warned the board of education that unless prompt action is taken to provide the necessary school buildings, without further loss of time, Toronto will technically forfeit its provincial government school grants.

GOVERNMENT STORE FISH FOR WINTER

Government fish are being placed in cold-storage in London and St. Thomas for the use of the residents of the districts during the coming winter. It is planned to store up 200 tons for future consumption, and all fish are of an excellent quality, comprising herring, pickerel and whitefish, and are the product of Lake Erie. It is expected that the work will be completed toward the close of next week.

GRANT FOR YORK ROADS.

A deputation of residents of York County appeared before Hon. P. G. Macdonald at the parliament buildings yesterday to request for an increased provincial grant of funds for the maintenance and improvement of the roads within the county. The requirements of the various roads which are entitled to provincial aid were outlined, and it was advised that the increase be voted at the next session of the legislature. The minister of public works promised consideration.

SURRENDER OF GERMAN FLEET.

The Universal Film Mfg. Company secured what is considered one of the greatest scoops in the history of the news pictorial, that is, in securing moving pictures of the surrender of the German fleet.

In these pictures a detailed account of this important spectacle is given, showing King George, Admiral Beatty, Sims and German high seas fleet commander and the whole procession of surrendered ships, from the flagship to the last U-boat. In these pictures the whole nation will be able to see for themselves the humbling of the German nation and the efficiency of the British fleet, of which all British subjects are proud.

After the official photographs were first on the Atlantic and then met by a sea-going tug, brought the negatives, which were rushed to the laboratory, where the prints were made in the shortest time ever taken in the history of pictures, and thru the universal enterprises, the home nation can see the most wonderful event of the world war, the crumbling of the Hun power.

These films are coming to Toronto by special messenger from New York, and the films will be here Saturday, ready for showing in the leading theatres next week.

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Newspaper Advertising Sells Bonds

BEFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Newspaper Advertising. Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of \$676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of the printed word, through the medium of advertisements in the newspapers of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds. Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No argument was overlooked. No selling point was neglected.

The result is that Canadians today are a nation of bondholders. They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habits was brought about by advertising in the newspapers of the nation. Newspaper advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words are:

"The wonderful success of the Loan was due in large measure to their (the newspapers of Canada) splendid and untiring efforts during the whole of the Campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee, having oversight of the campaign to raise Victory Loan, 1918, said: "The press publicity campaign ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee, said: "I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The reason is the splendid work the newspapers have done. I take off my hat to the press of Canada."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed words, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods you are interested in selling.