CADILLAC SHOWS NEWEST MODEL

Two Speed Direct Drive Axle 'Marks Another Epoch in Motor Car Development.

Greater Efficiency Promoted Donald McMaster, M. P. by New Device Which Lessens Fuel Consumption.

Motorists, minaful of the Cadillac achievements in the development of the automobile, and therefore accus-tomed to look to that car each year tomed to look to that car each year for new and progressive features are reading with avidity the 1914 announcement just issued in which at last is revealed the nature of the latest models. In view of past Cadillac accomplishments, which included the introduction of the first practical electric cranking device, and therefore the relegation forever. of the sawkward relegation forever of the awkward method of pumping the engine into activity by means of hand dabor, the keenest curiosity was aroused as to what the new mechanical element

what the new mechanical element would be.

That curiosity has been appeased by the announcement that the 1914 Cadillac will be endowed with a two-speed direct drive axel. While curiosity has been somewhat satisfied, the new mechanical element has started a buzzing of discussion and comment, because the device will have a revolutionary effect on the results attained in luxeffect on the results attained in lux-ury, flexibility and economy. Execu-tives of the Cadillac are already as-

tives of the Cadillac are already assured by letters telegrams and a rush of visitors that no other forward step ever taken has created such a profound impression or aroused more widespread interest.

The methods by which the 1914 Cadillac two speed direct drive axle secures increased luxury, efficiency and economy are most appreciated by the man who is thoroly versed in automobile mechanics. Some ideahowever may be given of this revolutionary feature in more or less non-

It is not merely as an axle that this It is not merely as an axle that this mechanism is a great advance in motor car construction. Its peculiar function is of another nature. Heretofore the power of the engine has been transmitted to the rear axle by a single bevel pirnon and a single bevel driving gear. Therefore there could be at all times, and under all the various conditions of travel which might arise, only one ratio between the revoarisc, only one ratio between the revo-lutions of the engine and the revolu-tions of the rear axle as it absorbed the yower, except for the changes af-forded by the shifting of the trans-mission gears by the hand lever. Now, however, by means of the new axle, the Cadillac will have two direct drive

Usually the single direct drive gear ratio ranges from 3.5 to 1 down to 4 to 1, according to the car and according to the success of the mechanicording to the success of the mechanical designer in securing that ratio best adapted to his particular car. That single ratio had to do the best it could under all circumstances. New, with two ratios, there is just double the means for promoting the economical and efficient application of the power developed by the engine to the power developed by the engine to the

on the 1914 Cadillac the low direct driving of the car.

On the 1914 Cadillac the low direct drive gear ratio is 3.66 to 1; the high direct drive gear ratio is 2.5 to 1. The low is especially adapted for city driving when traffic problems are metwhere speed must be low and stops and starts frequent. A simple convenient electric switch changes the gear ratio from the low direct to the high direct and the car is ready for conditions which permit a speed rate of 16 miles per hour or more.

With the high direct gear ratio in operation at any given speed of the engine, the speed of the car is increased about ferty-two per cent. over what it would be with the low direct gear ratio. This point is illustrated thus: At an engine speed of 700 revolutions per minute, with the low direct gear, the car speed is 21 miles per liours. Employing the high direct gear will increase the speed to thirty miles per liour without any increase in engine speed. per hour without any increase in en-

gine speed.
One of the prime benefits claimed is lower fuel consumption because of the facts just stated and because the fuel is used to greater advantage. Other advantages include less friction in high gear by reason of the parts moving more slovely love less when you almost the entire climination of vibra-tion. There is also greatly increased comfort due to a luxurious smoothness of operation: yet these desirable re-sults are obtained without complicat-ing the engine.

There are several other features of the i914 Cadillac that are attracting much attention, an improved and sim-plified Cadilla: Delco electrical auto-matic cranking, lighting and ignition system; a more efficient carburetor; stunning body designs and many restunning body designs and many refinements of detail.

One of the new cars is now on exhibition at Hyslop's garage

WATCHMAN BECOMES SUDDENLY WEALTHY

ST. CATHARINES. July 28 .- (Special.)—Alex. Thompson, a nightwatch-man at the factory of the Welland-vale Manufacturing Co., has been no-tified that he has fallen sole heir to a large estate by the death in Paisley, Scotland, of a bachelor cousin. The deceased was a wealthy manufacturer. Thompson has tendered his resignation as nightwatchman and



"SEEING TORONTO" IN FIVE HOURS

British Parliamentarians Pay Fleeting Visit to Queen

INCREASED LUXURY TAKEN ON AUTO TRIP

Talks of Britain's Trade . Rivals.

Short, but filled with many incidents, was the visit of the Imperial aPrliamentary Association to Toronto yesterday. The association is on its way to Australia, and when the plans were made for the trip, several days were allotted to the visit in Toronto and at Niagara Falls. These plans had to be changed suddenly, so that there would be plenty of time to catch the ocean liner at Vancouver, and only five hours were spent in Toronto. The trip to Niagara Falls was also cut off in spite of the fact that the women in the party talked of mutiny when they were told of the cancellation of the trip to the wonder scene of the western hemi-

The party's special train was met at the Union Station by Acting Mayor Church at 7 o'clock, and when he was thru shaking hands with each of the twenty or more visitors, he was ready for the breakfast which the city had ordered for the party at the King Edward Hotel. After breakfast the party, with the controller as cicerone, left the hotel to tour the city in motor cars. All the most attractive sights in the Queen City were taken in

All the most attractive sights in the Queen City were taken in, and on the word of Lady Emmott, the leading lady, the members of the party were delighted with what they saw.

The tour thru Rosedale brought a surprise to those members of the party who have never been in Canada before. The absence of any stone fences around the houses was noticed by Stuart Wortley, M.P.

Like Fenceless Plan.

"I like your frank way of placing your houses out in the open," said Mr. Wortley, "so that one can see them and admire them. The modern fashion in England seems to be to screen your house with cheap bushes."

Just before the motor rides were taken, the party were bombarded by newspaper men seeking interviews on newspaper men seeking interviews on "home rule for Scotland," "the Borden naval contribution," "Senate reform," the "depopulation of England" and other imperial and political ques-tions. The visiting statesmen were very polite with the reporters, but said nothing that would back up a scare

"Are the general conditions in the old country satisfactory, and is the motherland heiding her own?" was one of the questions which he an-

Her Trade Rivals. "The old country is increasing her trade," said Mr. MacMaster, "but when we compare the lead she had over other countries ten years ago, with her present diminished lead, it is clear that she is hear overtaken by her that she is being overtaken by her vigorous competitors, the United States and Germany."

Mr. MacMaster stated that between 200,000 and 250,000 persons were emigrating every year from the old land. He believed that they were leaving because they felt that they could do bet-ter in the colonies, and he was rather alarmed at the exodus, seeing that the rich as well as the poor were leaving

in large numbers.

The party left at 12.30 for Port Mc-Nicoll, where they will leave for Port Arthur by boat. The trip thru the west will then be made and the party will sail for Australia on Aug. 10 from

GRAMAPHONE PLAY

Rev. Mr. Singer's Meeting in "Ward" Was Held Under Difficulties.

Surrounded by four constables and our plainclothesmen, Rev. Henry Singer held a Christian missionary meeting last night at Kensington avenue and St. Patrick street, the corner at which he was stoned two weeks ago by residents of Kensington avenue. The police expected difficulty on account of articles that appeared a week ago in certain Jewish newspapers of the city, but barring a continuous blast of gramsphone music, there was no rioting last night

resignation as nightwatchman and will leave for Scotland as soon as his post is filled.

A large frame barn on the farm of John Hennegan, in Niagara Township, was completely burned, along with several tons of hay and a quantity of grain. The loss is \$5000, partly covered by insurance.

In or loting last night.

From the time Mr. Singer began to speak until 9.30 o'clock, when he finished his meeting, the police were never called upon to interfer. The Jewish residents on the street, however, did not leave everything to Mr. Singer, for just after he began his meeting they started one about a hundred yards up the street. The Jewish meeting they started one about a nun-dred yards up the street. The Jewish meeting grew and grew until at 9 o'clock more than 300 people were in the circle. Mr. Singer had an audi-

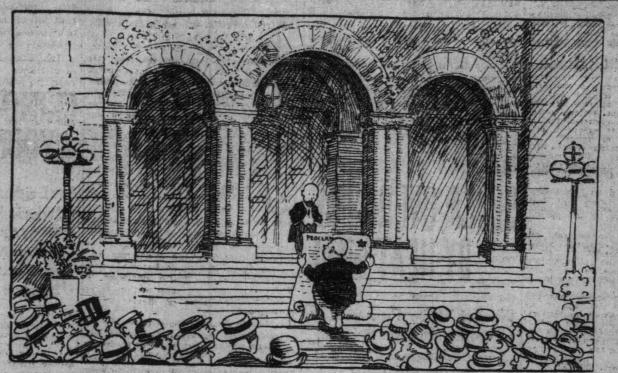
The evangelist's meeting was made sort of joke from a religious point f view by a gramophone that was set up in a window in a store at the north-west corner of St. Patrick street and Kensington avenue. The automatic dispenser of muste had been placed in position by some "jokes-smith." judging by the selections which it played. Mr. Singer, however, completely scorned the gramonhone, and when it ame to speaking and singing he even incomed out the months. irowned out the noble voice of Caruso in the brayers the gramonhone had he best of it and the missionary's coice could not be heard.

Mr. Sinter announced that on civic holiday there would be no meeting.

ing would be held.

Message to the Men of Toronto

A Second Brockton Shoe Store Opens Today at 264 Yonge Street



APPY JIM reached Toronto Sunday evening. He slept at the King Edward, and yesterday morning got thoroughly cleaned up before proceeding to the City Hall to deliver his message to the men of Toronto. Our illustration shows him reading the message, which is reproduced below. At first they wanted to put Happy Jim in a side room, but he insisted on the biggest and best room in the municipal pile, and soon it was filled with prominent citi-however he had stood the long walk to this city, and he had to explain that he wore a pair of Brockton Shoes, which automobiling and seeing the sights Happy Jim is a wonder. We hope you will hear of him again.

HAPPY JIM'S INTERESTING MESSAGE:

TO THE MEN OF TORONTO :

Brockton, Mass., July 17, 1913.

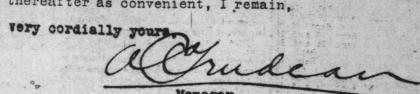
I want to thank you for the generous patronage you have given the Brookton Shoe Store at 119 Youge Street. The Company knew when it decided to open a store in this city that once the men of Toronto came to know the superior quality of Brockton Shoes a good trade was assured, but it did not expect that the patronage would have been so liberal as it has been ever since the store was opened.

It has now become necessary to enlarge. The present store is not big enough to properly take care of customers. So another store has been leased and fitted up in modern style at 264 Yonge Street, on the west side almost opposite Wilton Avenue. This store will be formally

The same shoes, the same service, the same values will prevail in this second store as in the pioneer store at 119 Youge street. We are, in fact, going to put forth fresh effort to give even better service, if that is possible. We shall continue to crowd every cent's worth of value into every dollar's worth of goods that we sell. We are going to give you store service that is right. Only expert, experienced salesmen will be employed -- selesmen that you cannot worry -- who know their business and will be glad to do anything in their power to suit and please. Every pair of shoes will be brought up to a standard, not down to a price. We will be satisfied with a smaller profit than most stores get; but we want a big turnover. We desire to keep our stock moving and our store busy. We will guarantee every shoe we sell. Our stock is so chosen that we can suit and please the man of moderate means and the millionaire. In short, we want your shoe business, and in return we will give you shoes and service that will pay you to make this your shoe store. The very best \$4 shoe value in all Canada you will find here.

As every men in Toronto must wear shoes, it becomes a most important matter to see that full value is given for the price charged. We feel our responsibility as good citizens of this growing, prosperous city to live up to our obligations as merchants, and as you have already given us a generous share of your confidence we bespeak a continuance of it in the new store, assuring you of our deepest interest in your shoe welfare.

Again thanking you for past favors, and inviting you all to come to our new store today, or as soon thereafter as convenient, I remain,



Come today and see the new styles whether you buy or not. You will find Brockton Shoes the best-made shoes you ever saw, and once you wear them you will prefer them to every other. No feature contributing to wear and comfort has been overlooked in the Brockton Shoe.

THE BROCKTON SHOE CO., Ltd. Two Stores in Toronto 119 Yonge Street. 264 Yonge Street

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Amusements Scarboro Beach

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AFRICAN CHIEF WILL ADD NEW LANGUAGE

Enters Harcard With Flying Colors-Will Prepare a Grammar for Tribe.

Special to The Toronto World. CAMBRIDGE, Mass., July 28.-A full-blooded African chieftain has just passed his entrance examinations at Harvard with flying colors, and will enter the university next September as a member of the class of 1917. He is P. Gbe. Wolo.

His people, 300,000 strong, are the Krus of Liberia. They have no written language, so that the only way he can communicate with his family is thru traders on the coast, who send the message by word of mouth along the trail. With the assistance of Mrs. Charles E. Dickerson, wife of the principal of Northfield Seminary, and Prof. Frank L. Duley of the seminary, he has begun the stupendous task of reducing his language to writing, making a grammar and translating the Bible. At Mount Harmon, his preparatory school, Wolo made an excellent record in his studies. He delivered the Latin oration at his commencement. He speaks French fluently and English without the trace of an accent.

Qangers of Wireless.

The latest in the list of occupational maladies is "wireless-operator's disease." A German authority reports that the men who send the C. Q. D. signals suffer often from impoverished blood headaches, and other untoward symptoms. That these are directly due to the powerful electric waves sent out by their machines has not been directly proved—but incidents are cited that make this appear at least probable. make this appear at least probable. Other conditions only indirectly connected with wireless telegraphy may of course add to the effect.

His Exper to Actio tion-Summa

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