

SON COMPANY LIMITED Monday, April 20

Coats \$3.98

Smoking Jackets, makes, in fancy, a variety of, to match, sizes 50, 8.00 and 3.98

Hats 95c

English fur and planter, variety of dark, trim fedoras, 95c

sockties

Web Socks, regular, 25c

Fine Wash, 2, 2 1/2, style, regular, 12 1/2c

HAMILTON

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ROTONTO: ngs and Gould, liege and Ossington

Household Goods

ers, Wringers, Carpet Sweepers, Coffee Mills, Meat Cutters, Roller Clothes Mangles

E LEWIS & SON, LIMITED

ing and Victoria Sts., Toronto

R. SOPER R. WHITE



SPECIALISTS IN FOLLOWING DISEASES

Insomnia, Neuralgia, Headache, Diabetes, Lumbago, Paralysis, Dementia, Stricture, Cancer, Emissions, and all Special Diseases of Men and Women.

is advisable, but if impossible send and two-cent stamp for reply. Cor. Adelaide and Toronto Streets, Toronto, Ontario

R. SOPER and WHITE

Private Diseases

Prostacy, Gonorrhoea, Syphilis, Gleet, and Stricture, treated by Galvanism, the only sure cure and no pain.

SKIN DISEASES: Itchy result of Syphilis, not. No mercury used. Treatment of Syphilis. DISEASES OF WOMEN: Painful or Profuse Menstruation, and all other ailments of the Woman.

W. H. GRAHAM, LANCERS SQ., COR. SPADINA AND

SACRIFICE SALE: Vicinity Spadina and Wilcocks, detached rest-house, use rooms, new drains and plumbing, good furnace, owner leaving city. E. H. WILLIAMS & CO., 26 Victoria Street.

MAY BE NO MILK FOR PORRIDGE TO-MORROW

Farmers From Whom Local Dealers Have Been Getting Milk Will Strike To-Morrow.

The past twenty-four hours have been fraught with great interest to the parties to the struggle, now going on between the Toronto Milk Producers' Association, and the retail dealers of the city. Judged from the dealers of the city. Secretary Reynolds was in the city yesterday, and stated that in the townsmen of Scarborough, the war would be complete. Not one authentic case has been produced out of the 500 members of the association where they have signed any hard and fast agreement to sell at a lower rate than agreed upon, namely, \$1.30 per can of 2 gallons.

At Agincourt, where the City Dairy get a big load every day, some will come out. S. Price & Sons usually get 200 cans northeast of the city. On Wednesday this will be cut off unless the firm pay the price asked. Reports received yesterday from these centres, Emory, Weston, Islington, Clarkson, Thornhill, Burnhamthorpe, Manchester, Union, the Ellice, and Scarborough Junction show the members standing united.

It was freely stated by the retailers yesterday that in the event of trouble, the cans, which were largely their property, would be withheld from the farmers, putting them to great inconvenience and loss. It was stated by a large manufacturer of cans that since the enforcement of the law compelling the stamping of cans, the number of the farmers had ordered and paid for their own. This will minimize the trouble from this source to some extent.

One of the largest producers of milk in York County was in the city yesterday and discussing the matter. He incidentally said that the World gave utterance to some ordinary common piece every day remarks, which, he said, clearly show the inequality which exists between the prices received by the farmer and the dealer. Said he: "The farmer to-day gets just \$1.10 a can from the retail man, the latter in return gets \$2.56 from the general public. That is a difference of 110 per cent. more than 100 per cent. profit. The farmer gets up before daylight, and in many cases the whole family is pressed into the service. We do all the work, the retail man gets all the profit. No wonder," continued the farmer, "that they are so discontented with them living in mansions, and the family spending four months of the year in Muskoka or at the seaside, while we and our families toil and sweat in the day for that gone past." said the farmer as he wended his way out into the street.

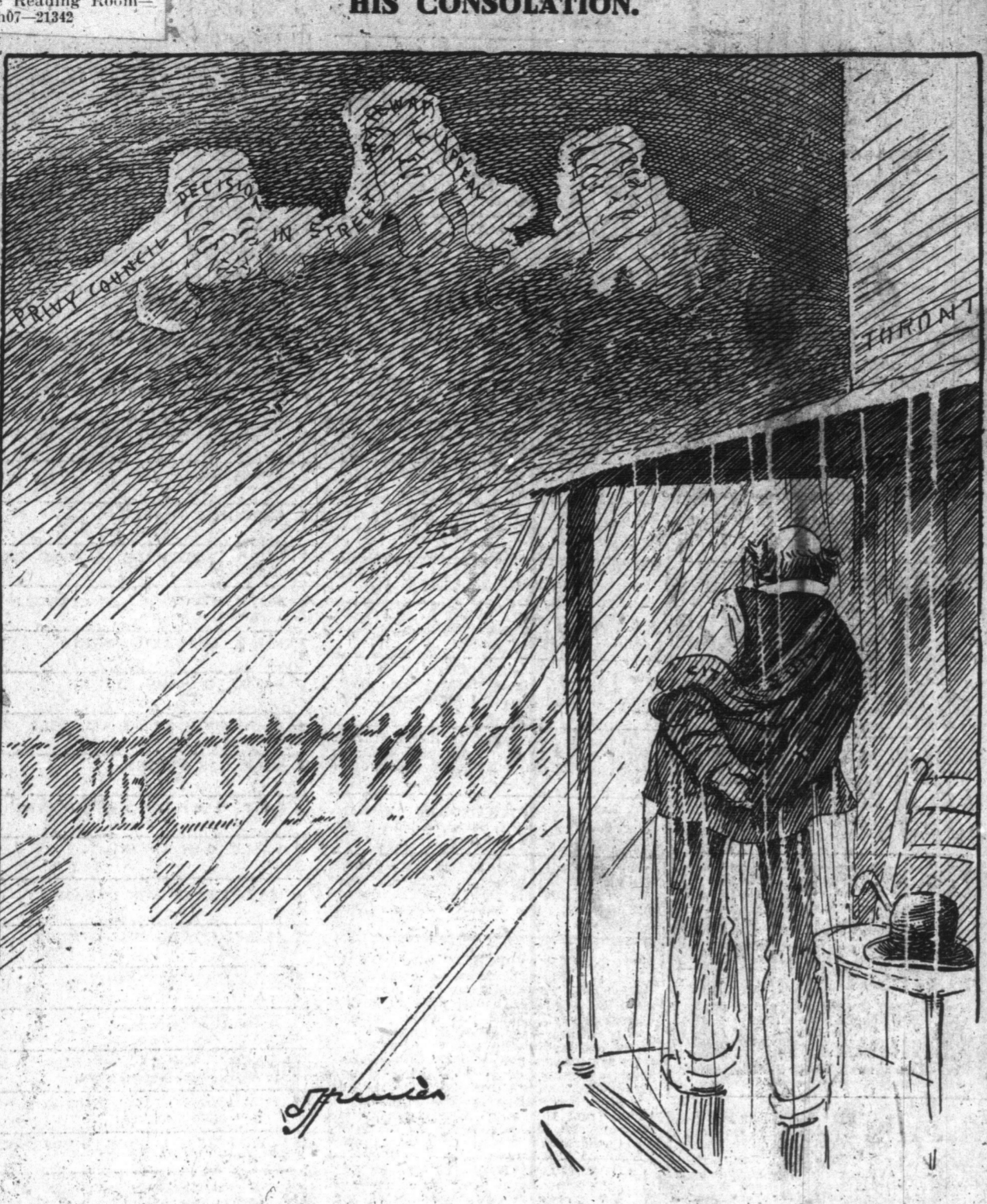
A new phase of the situation, and one which has not hitherto been brought out until within the past week, is the fact that the dealers are to be brought to a standstill in the next fortnight to become a live issue, is the proposal to establish a distributing station at some convenient point here, to be managed by the Toronto Milk Producers' Association, delivering directly to the customer. The idea has caught on, and it would not be surprising if the direct result of the present difficulty was the establishment of a central depot, directly under the control of the producers' association.

Dealers Confident. A meeting of the dealers was held at the offices of the Retail Merchants' Association last night, President Borden in the chair. There were somewhere in the neighborhood of 100 members present, and to judge from the glowing reports given out the close by Secretary Townen, little or no difficulty will be experienced on Wednesday morning in supplying the normal demand. A resolution to the effect that the dealers refuse to pay more than \$1.10 on the train delivered, and \$1.15 on the wagon delivered, during the summer months, was adopted. Some of the members, according to Mr. Townen, have secured all they require at these figures; while others have received assurances from their old patrons that all would be well for the dealers. "In short," said Mr. Townen, "we have succeeded in breaking up the farmers' combine."

No Cans Going Out. From a disinterested source it was learned that the dealers were far from optimistic regarding the outcome and that the amount offered was so small as to practically tie up the trade. The same authority stated that the number of cans leaving for the country points (and this is the most significant feature of the struggle so far), was reduced to a minimum. The cans being sent out last night are the ones which, in the ordinary course of trade would be returned on Wednesday morning. That they have not been ordered makes it clear that the battle will be carried to a finish. Hub Hotel, cor. Yonge and Alice Sts. Remodeled under new management. First-class hotel, in the best connection. W. J. Davidson, Prop. W. P. Godson & Company, Chartered Accountants, City Hall Square, Manning Chambers, Phone Main 4381. Oscar Hudson & Company, Chartered Accountants, 5 King West. M. 4785

The Toronto World

14 PAGES—TUESDAY MORNING APRIL 30 1937—14 PAGES On Trains Five Cents. ONE CENT



Mr. Toronto (who has been caught in the shower): It's not pleasant to get "soaked," but my, it ought to help the Public Ownership sweet peas.

FRED G. COX DEAD FROM PNEUMONIA

One of the Youngest and Most Successful Insurance Managers, in Canada Succumbs. Fred G. Cox, second son of Senator George A. Cox, died at 12.30 this morning, of pneumonia, at his residence, 41 Queen's Park. He had been ill about a week and pneumonia developed on Saturday night, the patient gradually falling until death ensued shortly after midnight. Senator Cox, the two brothers of the deceased—E. W. and H. C.—and one sister—Mrs. A. L. Davis—were at the bedside when the end came. Another sister, Mrs. A. E. Ames, is ill in New York. The late Fred W. Cox was until a few months ago vice-president and general manager of the Imperial Insurance Company, resigning the dual position



THE LATE FRED COX.

to accept the presidency of the Provident Investment Company. He was also vice-president of the Central Canada Loan & Savings Co. Shock to Insurance World. One of the youngest insurance managers on the continent, the sudden demise of Mr. Cox will come as a shock to the Canadian insurance world, in which for the past ten years he has labored with great success and credit to himself, and to the institution of which he was the head. The Imperial Life stands to-day a monument to his experience, judgment and indefatigable efforts. For the past seven years, until he resigned the general management a few months ago, he had devoted his entire time to the furtherance and development of an insurance company that would not only rank as a first-class concern but which, under his careful and shrewd directorship, has become one of the most extensive insurance institutions in Canada. At the time of the insurance investigation last year, Mr. Cox took a great

Continued on Page 7.

HIS CONSOLATION.

Only Public Appearance of Brilliant Writer and Moral Reformer in Toronto Will Be Before "My Fellow Craftsmen" in Toronto. W. T. Stead, who will address the Toronto Press Club this evening, is the greatest English-speaking advocate of national peace and has always been prominently associated with the Hague movement. He has recently been conducting a peace campaign thru the capitals of Europe, finished at The Hague in the presence of the peace delegates assembled there for the purpose of conducting the recent League Convention. As a young journalist Mr. Stead took great interest in European politics at a time when Alfred Milner was his sub-editor of The Westminster Gazette. The two daring spirits planned and carried out the most enterprising journalistic ventures in the domain of European politics that British journalism records. It was during these flying visits on the continent that Mr. Stead became acquainted with the present czar of Russia, with whom he has great sympathies and professes some admiration. Mr. Stead is mainly conspicuous as an exponent of the unpopular side of popular movements. During the days against the British soldiers and British policy in South Africa aroused great indignation and many of his meetings were mobbed. It was during this time that the curious spectacle was seen of Mr. Stead engaged in political conflict with his old-time colleague—by that time become Sir Alfred Milner and later Lord Milner, high commissioner of South Africa. England to-day is in a much better position to appreciate the stand taken by Mr. Stead in those days, and Englishmen generally are saying now, too perhaps with less warmth and bitterness, the things Mr. Stead said during the South African war. Mr. Stead will be remembered by many people on this side of the Atlantic as the author of the celebrated "If Christ Came to Chicago." Years before Mr. Chamberlain came into national celebrity Mr. Stead foretold his place in the affairs of the nation in a sagacious political brochure entitled, "Joseph, the King's Chamberlain." Mr. Stead is an admirer of Tolstoy and is himself an ardent believer in the reality of the spirit world and spirit phenomena, in support of which he has contributed some interesting literary essays. One of the journalistic ventures with which Mr. Stead's name will long be associated was the issue of a large library of the world's best poetry and fiction, in volumes that sold at one penny each, which brought standard literature to the doors of the poorest poor. Perhaps Mr. Stead is best known to the world at large as the editor and proprietor of The Review of Reviews, which is published simultaneously in America, London and Australia, and circulates thruout the five continents. Mr. Stead will arrive in the city this

STEAD, PEACE APOSTLE TO TALK TO PRESSMEN

afternoon. His only public appearance in Toronto will be before "My Fellow Craftsmen," as the subject for his address this evening is announced. Mayor Coatsworth has accepted an invitation to be present.

MONEY NOT SO TIGHT NOW OUTLOOK MUCH BRIGHTER Sir Henry Pellatt Secures Large Loan in New York at Four Per Cent. Money tightness is one that has had its influence on every branch of industry for several months and it is extremely interesting to find that some relaxation is at last in sight. Canadian manufacturers and merchants have carried accommodation loans with considerable difficulty of late owing to the congested condition of the domestic money market. It should be a cause for congratulation that at last relief is promised. Sir Henry Pellatt, who has returned from New York, expresses the strongest kind of optimism regarding the future. To The World yesterday Sir Henry said: "Yes." "At what rate?" "Well, I would rather not like to say." "Beyond this the knight was uncommunicative, but it is rumored that a loan of considerable dimensions was arranged at as low a rate as 4 per cent., and that local financial institutions would shortly have to meet the competition of outside financial concerns."

SOCIALISTS DETERMINED Bound to Hold Parade and Touble is Feared. MONTREAL, April 29.—(Special.) The socialists have been deprived of their stamping ground as the Montreal National have returned the money and will not permit the meeting, hence the decision to hold the demonstration in the Champ de Mars. Mr. St. Martin, the leader of the socialists, declares this evening that the parade will take place as arranged. Civic authorities are considering the advisability of stopping the proposed socialist demonstration on Wednesday, but the socialists are determined to hold a parade and some disorder is feared. MILLIONAIRE BURLAND DYING. MONTREAL, April 29.—Word has been received here from California that G. B. Burland, the millionaire president of the British American Bank Note Co., is dying there of heart trouble. He is 78 years old. Dr. Andrew MacPhail, his son-in-law, left here to-day for California. Dunlop's Roses. A synonym for all that is beautiful and perfect in the flower world, the most exquisite fragrant roses in all colors. Express to any point in perfect condition. Send for price list. Night and Sunday phone Park 792. Your Wedding Flowers. See Jennings' roses; beautiful blooms on long stiff stems. 123 W. King St. Phones M. 7210 and Park 1637. 135 Geddes, Picture Framing, 431 Spadina. Contract Awarded. The extensive interior decorations of Richmond Hill Methodist Church have been awarded to the Thornton-Smith Co., adding another to their already long list of churches this season. For Loose Leaf Supplies call M. 6874 Universal Systems, Limited. Ask for representative to call.

DAVIES BREWING CO. FIRE SWEEP LOSS WILL BE ABOUT \$150,000

Big Blaze in East End Early Today—Davies Brewing Comp'y, Ontario Storage Co., Crown Bottling Co. and Dustless Method Cleaning Co., the Sufferers.

FLAMES BREAKING THRU ROOF BEFORE ALARM WAS SENT IN.

Fire swept the buildings of the Davies Brewing Co., at Queen-street and the Don Esplanade this morning. The loss may reach \$200,000. Those who suffer loss are: The Davies Brewing Co., \$80,000. The Ontario Storage Co., \$40,000. The Dustless Method Cleaning Co., \$6000. The Crown Bottling Works, \$5000. John Dick, owner of a portion of the buildings, \$30,000. The blaze originated in the old elevator of the brewery, now occupied by the Ontario Storage Co. The cause is unknown. The John Dick, owner of a portion of the buildings, \$30,000. The blaze originated in the old elevator of the brewery, now occupied by the Ontario Storage Co. The cause is unknown. Chief Thompson was one of the first to arrive and promptly sent in a call for reinforcements, the firemen from Bay, Queen, Yonge-street and Rose-avenue stations responding. There was a dense smoke, and the fire was hard to get at. At 1.30 John Dick, who owns the building, warned the firemen to beware of the east wall, which he said, was in danger of collapsing. A few minutes later the blaze got into the main house of the brewery, and in less than an hour the roof had fallen in. It was feared that the storage department would ignite, but at 2.30 a.m. Chief Thompson said the thought they would be able to save it. Losses. A corrugated iron building, occupied by the Dustless Method Cleaning Company, was badly damaged. Two tanks of gasoline were in the building, and made the task of the firemen very dangerous. A building occupied by the Crown Bottling Works was scorched. Arthur H. Davies is proprietor. The Davies Brewing Company includes Arthur H. and Franklin J. Davies. They estimate the loss to the amount of \$20,000 on the tanks and \$20,000 on building. The storage warehouse is valued at \$60,000. The building occupied by the Storage Company is owned by John Dick, and was valued at \$30,000, and fully insured. John H. King is proprietor of the Storage Company. The horses were taken from a stable which was threatened. The residence of A. H. Davies, on River-street, was in the danger zone, and the contents were removed. Firemen Hampered. The structure of the buildings, with few doors and windows, greatly handicapped the firemen in getting at the blaze. The storage building was beyond saving when the firemen reached the spot, and the attack of the sheets of flame on the surrounding buildings could not be resisted. The engines from Berkeley, Lombard and Bay-streets were in commission, and a good water pressure was the result. A big crowd, in spite of the rain, gathered and watched the fire, which at 2.30 was making a splendid spectacle. Under Control. At 2.45 a.m. the fire was under control. When the east wall of the brewery fell it demolished the machine shop of the Smart Bag Co. SOCIALISTS DETERMINED Bound to Hold Parade and Touble is Feared. MONTREAL, April 29.—(Special.) The socialists have been deprived of their stamping ground as the Montreal National have returned the money and will not permit the meeting, hence the decision to hold the demonstration in the Champ de Mars. Mr. St. Martin, the leader of the socialists, declares this evening that the parade will take place as arranged. Civic authorities are considering the advisability of stopping the proposed socialist demonstration on Wednesday, but the socialists are determined to hold a parade and some disorder is feared. MILLIONAIRE BURLAND DYING. MONTREAL, April 29.—Word has been received here from California that G. B. Burland, the millionaire president of the British American Bank Note Co., is dying there of heart trouble. He is 78 years old. Dr. Andrew MacPhail, his son-in-law, left here to-day for California. Dunlop's Roses. A synonym for all that is beautiful and perfect in the flower world, the most exquisite fragrant roses in all colors. Express to any point in perfect condition. Send for price list. Night and Sunday phone Park 792. Your Wedding Flowers. See Jennings' roses; beautiful blooms on long stiff stems. 123 W. King St. Phones M. 7210 and Park 1637. 135 Geddes, Picture Framing, 431 Spadina. Contract Awarded. The extensive interior decorations of Richmond Hill Methodist Church have been awarded to the Thornton-Smith Co., adding another to their already long list of churches this season. For Loose Leaf Supplies call M. 6874 Universal Systems, Limited. Ask for representative to call.

YESTERDAY'S NOMINATIONS FOR FREE TRIP TO LONDON

Names of 26 More Young Women Added to Those Published in Monday's World—Hamilton Well Represented.

- MISS VERA WEEKS, 614 West Queen-street, Toronto. Nominated by William H. Lake. MISS GRACE KAY, 320 East Queen-street, Toronto. Nominated by John Nettleton. MISS MABEL M. WILCOX, 218 Quebec-avenue, Toronto Junction. Nominated by John E. Bulmer. MISS L. M. GRIFFIN, 662 King-street, London. Nominated by G. J. Bryan. MISS MARTHA E. LITTLE, 120 Denison-avenue, Toronto. Nominated by J. Vise. MISS N. B. WHALEY, 394 Yonge-street, Toronto. Nominated by E. D. Burnett. MISS E. LAND, 314 Markham-street, Toronto. Nominated by Wallis Fisher. MISS EDITH MAIRS, Markham, Teacher, High School. Nominated by Major W. H. Collins, J. P. MRS. W. A. GARDINER, 982 Yonge-street, Toronto. Nominated by T. Kinnear & Co. MISS ANNIE MORROW, 211 Cawlin-street, South Hamilton. Nominated by J. A. C. Morrow. MRS. B. VENSON, 42 West Main-street, Hamilton. Nominated by John Bradley. MISS TYSON, 55 Cathcart-street, Hamilton. Nominated by B. Harris. MISS MAUDE SMITH, 253, Bold-street, Hamilton. Nominated by A. Rickards. MISS M. WICKINS, 119 East King-street, Hamilton. Nominated by C. Cosgrave. MISS MAY BRAIDEN, the A. A. Allen & Co, Toronto. Nominated by John L. Brown. MISS KATIE MURRAY, 151 Morse-street, Toronto. Nominated by Abe Calehr. MISS N. McILLMURRAY, 270 Logan-avenue, Toronto. Nominated by Mr. Ballentyne. MISS ETHEL WOODWARD, 138 Shaw-street, Toronto. Nominated by W. H. Morris. MISS M. JOHNSTON, 271 Carlton-street, Toronto. Nominated by John Bastedo. MISS A. M. LANE, 82 Sydenham-street, Toronto. Nominated by George St. Leger. MISS FLORENCE WAUGH, 9 Grosvenor-street, Toronto. Nominated by G. A. Scaife. MISS M. E. VIRTUE, 225 Sherbourne-street, Toronto. Nominated by E. Floody. MISS M. ALLEN, Whitby. Nominated by James Rutledge. MRS. J. A. ALLEN, 44 Pembroke-street, Toronto. Nominated by A. B. Conger. MISS B. E. LITTON, 242 Jarvis-street, Toronto. Nominated by A. V. Jones.

The World's Trip to London voting contest is being discussed here and there and everywhere. It matters not whether one strolls into the rotunda of any one of the large downtown hotels, or into some little village on the outskirts of the province, the invariable question heard amongst the women folk is "Have you entered The World's Trip to London contest?" The nominations are pouring into the Trip to London Editor with increasing volume as each day passes. In this race, which lasts until the 2nd of July, 1937, an early start means much. Have you entered the race? In the World of Monday next will be printed the standing of the candidates as they appear at the end of the first two weeks of the race. It is advisable that your name be prominently among the list of contestants. Send in your nomination to the Trip to London Editor and then start to work. Nothing Like It. One of the best known of the women physicians in town, when asked what she thought of the physical benefits of The World's Trip to London, said: "There can be nothing which would be of more benefit to any person, man or woman, than an ocean voyage. It is an absolutely new sensation to which you can compare nothing you have ever experienced, the rest, the change, the invigorating sea air—all these things cannot be estimated. Then there can be no doubt that London itself is the greatest city in the world. The old saying, 'See Rome and die,' might well be altered to 'See London and die,' for certainly there could be nothing more wonderful, nor of so much educational value as a day in London. "One feels so much at home in London because you see so many of the things you've always known about, the things in which you feel that you've had a share, that you inherit a part. "Then you recognize that you know more than your thought. Perhaps one point of historical interest will bring to your mind a host of memories. See a Little Thoroughly. "If I might suggest, I would say let this trip be so intelligently directed that these guests of The World may not try to see and do too much in too short a time. "A few of the big things seen properly will be of so much more benefit than a number of things, hurriedly gone over. "It is a trip that every employer should be glad to gain for his employees if only from a business point of view, because they will gain so much in health and experience that they will be more valuable in business." The name of Miss Lawler is dropped from this contest as her request, the publication of her name as a contestant was a mistake, and arose out of a private conversation. Further, it might be said that Miss Lawler has already three times crossed the water, so that the enjoyable trip that The World has planned for eleven women of the Province of Ontario has no particular charm for her.

CONSERVATIVES GETTING READY FOR CAMPAIGN

R. L. Borden and Principal Followers Will Make a Tour in the Near Future.

MONTREAL, April 29.—(Special.)—It is understood that R. L. Borden and leading followers in parliament will hold a series of political gatherings throughout the country during the present season, and that before the house again meets both the upper and lower provinces will have been visited by the Conservative leader and his chief lieutenants. It is also stated that particular attention will be given to the special sections of the Province of Quebec and five districts of Montreal. Three Rivers and Quebec, as well as the Eastern Townships, will have the Conservative P. J. G. H. Bergeron, M.P.; T. Chase Chagnon, ex-M.P.; Hon. Thos. Chappala, Hon. L. P. Faldier, L. T. Morehead, together with such English speakers as Messrs. Rufus M. Pope, ex-M.P.; H. B. Ames, M.P., and others.

NO. 9. Not Good After 12 o'Clock Noon May 13, 1937

Trip to London Ballot

THIS BALLOT GOOD FOR ONE VOTE

For District No. Address County City

When fully filled out and received at The World Office by mail or otherwise on or before expiration of date shown above. Not good after that date. Void if name voted for has not been properly nominated. No ballot will be altered in any way, or transferred, after being received by The World.