

LABOR CANDIDATE GOES AFTER BECK

Discusses Wages Paid in Box
Factory to Girl Em-
ployees.

CRITICIZES HYDRO RATES

Declares Them to Give Toronto
an Unfair Advantage Over
London.

The Labor candidate, John D. Jacobs, spoke for a brief time on the market square last night.

After asking the Labor men to "finish Beck" and "abolish Stevenson," he wanted to know why London should pay \$5.50 more per horsepower than Toronto, and giving this as a reason why London did not get more factories.

In referring to the verses published in a local paper last night, Mr. Jacobs characterized them as "the sloppiest piece of goods I ever read in poetry." Labor Laureate Composes.

"The poet laureate of the Labor men composed the following verse just before I left the committee rooms," said Mr. Jacobs. "I doubt if the newspaper has the nerve to print it. Here it is anyway:

"Who was it, when his girls were sore,
And for labelling boxes asked ten cents
per hundred more,
Who was ready to put them out the door?
Sir Adam."

"The girls in his box factory wanted
one-tenth cent more per box in their
wages, and he told them they couldn't
have it, and then he says he is a friend
of labor."

Another Meeting Tonight.
In conclusion, the candidate stated that there would be a mass meeting tonight on the market square, and that he had invited Controller Rose, Ald. Stein, Ald. Donnelly and Henry B. Ashplant to speak.

Controller Rose, Ald. Stein and Ald. Donnelly are Labor members of the civic governing bodies, and were in-
vited last January by the Trades and Labor Council.

STRUCK BY AUTO; HURLED OVER MACHINE

Pedestrian Thrown Completely
Over Hood of Car When
Hit on Dundas St.

William E. Haynes, 38 Adelaide street, Chelsea Green, experienced a remarkable escape from death or serious injury, when he was struck by an automobile driven by Charles Sumner, yesterday afternoon. Mr. Haynes was crossing Dundas street, just west of the Advertiser office, when he walked in front of the auto going west, and which he did not see. He was thrown clear into the air by the force of the collision, striking the pavement on the other side of the machine with his back and shoulders. Mr. Haynes was taken to his home by Mr. Sumner. His injuries were found to be not dangerous, although severe. Many who saw the accident declare it a marvel how Mr. Haynes escaped death, so heavy was the shock of the collision, and so high was he hurled into the air. He was crossing the street on a slant, and did not notice the auto coming.

WORSHIP AGAIN IN CHURCH

First Congregationalists Able to Hold
Services in Basement.

Reconstruction of the First Congregational Church, damaged some time ago by fire, has so far progressed, that tomorrow the congregation will meet morning and evening in the basement of the church building instead of in Hyman hall. Sunday school will be held in the afternoon.

At the morning service Rev. H. D. Whitmore will preach on the question, "What will you do with the boy tomorrow?" It will deal with "the boy or the bar" issue of the election on Monday.

PILES

Do not suffer needlessly with itching, bleeding, or protruding piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once, and as certainly cure you. See all dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample free. Write for this paper and enclose 2c. stamp to pay postage.

WALL PAPER

Large selection and cheapest place in the city to buy. Come and let us prove it.

OPEN EVENINGS.

Hartman & Co.,

300 Dundas St. Phone 3357

Everybody Admires a

Good-Looking Woman

Wherever you go you hear people comment upon this or that pretty woman and it is really her beautiful hair more than perfect features that gives the appearance of charm, youth and beauty.

Any woman can merit this praise, for beautiful hair is only a matter of care. Just as a plant needs attention and nourishment so must the hair have care and nutriment to make it grow long, thick, soft, fluffy and lustrous. The scalp must be free from dandruff, and the hair roots properly nourished, as nature intended.

Parian Sage, which is delicately perfumed and easily applied, is just what is needed. It tones up and invigorates the roots of the hair and furnishes the necessary elements to make it grow long, soft, abundant and full of life.

One application of this scientific tonic removes every trace of dandruff and cleanses the hair of dust and excessive oil.

Why not start now to beautify the hair by using Parian Sage, the great tonic treatment? It is inexpensive and easily applied at home. It can be had from W. T. Strong or drug and toilet counters everywhere, and will surely do wonders for your hair.—Adv.

A CALL TO THE ELECTORS OF ONTARIO TO "BANISH THE BAR"

Sovereigns crowned; one moment only,
Who, with ballot in your hand,
Rule the future of this province,
And its destinies command.

Know ye what that mandate meaneth?
Know ye of the lives at stake,
Hanging on that single moment,
And that little mark you make?

Think before you mark that ballot;
On its import ponder well;
For it sets a star in Heaven,
Or it lights a fire in hell.

Grit nor Tory can deny it;
This is no mere party fight,
Angels, demons, wait its answer,
Make it YOU! or Wrong? or Right?

Destinies immortal, priceless,
In the balances are hung,
Pause before you dare to answer;
On your vote, sir! they are hung.

Comes before you, bold and cunning,
Hades' agent, seeking still,
YOU his PARTNER! Your PERMISSION!
For his diabolic will.

Ruin here, and death eternal,
For your dearest, noblest, best;
Such his will! Who dares deny it?
Shall YOUR VOTE grant that request?

Ye who own Jehovah's Sovereign,
Sworn His mandates to obey,
March! YE, beneath the banner
Of His enemies today?

Dare ye place before HIM, PARTY?
Dare ye take that fatal stand?
Be, of HIM, pronounced Unworthy?
Choose to bear the traitor's brand?

Who are they who cloud the issue?
Who are they who swear black is white?
God's your Judge! To Him you'll answer,
MAKE THAT VOTE FOR GOD AND RIGHT.

Owen Sound, June 10, 1914.

—J. Bruce Strath.



MR. HARRY J. NEAL,

President of Neal London Bread Company, Limited, successors to James Ruddy. He is well known in the baking trade of Western Ontario, being secretary of the Neal Baking Company, Windsor, and also operates a large bread factory at Sarnia.

VOICE OF THE PEOPLE.

THE BILINGUAL ISSUE.

To the Editor of The Advertiser.

It is amazing how the Hon. Mr. Hanna and Sir Adam Beck are, in their political addresses, trying to hoodwink the public. At Theford, last week, the former dealt incidentally with the bilingual schools. He is reported as saying: "If we let the bars down as regards the teaching of French then farewell to English in Ontario." Of course, Hon. Mr. Hanna means by "letting the bars down," giving the French-Canadian child here in Ontario an opportunity to be educated in its mother-tongue, as well as in English. Well, let us see what other Canadian provinces do in thus "letting the bars down." The French-Canadians of Ontario are about one-tenth of its population, while the French population of Manitoba is one-fourteenth; the French population of New Brunswick one-fourth; the French population of Nova Scotia one-eighth, and the French population of Prince Edward Island one-sixth of the total. In all these four provinces "the bars are let down," so that French-Canadian children can receive a good education in their mother-tongue, and yet there seems to be no "farewell to the English." In these provinces, one-half of the school time is given to French.

Sir Adam Beck referred also to this question last Thursday evening in Massey Hall, Toronto. He is reported as saying: "There are 25,000 Germans in Ontario. Whoever heard them ask for bilingual schools?" I will here put a question to Sir Adam: "If German was one of the official languages of Canada; if 2,000,000 Germans at our door, solidly entrenched, had produced a national literature equal to and in some respects superior to our English native literature, and were represented in Parliament by one-fourth of the members of the House—in that case, Sir Adam, do you not think that the Germans would clamor for their just pound of educational flesh? As a matter of fact, too, German is taught in the public schools of Ontario, though these schools are not designated "bilingual schools."

The French-Canadians of Ontario are reasonable in their demands, and they seek only simple justice, and this they will surely, sooner or later, obtain.

THOMAS O'HAGAN.

Windsor, Ont., June 24.

REV. CANON CRAIG'S VIEWS.

To the Editor of The Advertiser.

I am one of those "silent ministers" you have been writing about. I do not belong to the Ministerial Alliance, I agree with the conclusion of the General Synod of the Church of England in Canada that "the bar is a public menace." But, surely, I may be allowed, without being a hypocrite, or a coward, to have an opinion about the best means of getting rid of the bar. That is where a great many of us "are at."

I am in favor of local option, with the three-fifths clause, which means a strong public opinion. I am not very enthusiastic, from my experience, about the Scott Act. I would be willing, however, to see it submitted. But when the question of dealing with the liquor traffic is mixed up with other questions, these, whatever my sympathies, I must, as a citizen, consider those other questions so far as I have mental ability to do it, and come as an honest, fair-minded man to

conclusion which may agree with your contention or may not. I am a teetotaler, first, last and always.

Yours very truly,

W. CRAIG.

Church of St. John the Evangelist.

June 26, 1914.

To the Editor of The Advertiser:

I think it is a small potato on the part of the Government to try to wriggle out of paying the garbage tax on the normal school. There is a domestic science kitchen there with about 200 students, and besides the general garbage tax is only justified at all on the grounds of public health; and surely there is no other place in the city that ought to pay such a tax more than an institution that has hundreds of students boarding round the city. Mr. Beck, or whoever is responsible, should be ashamed of trying to get out of paying this particular tax.

(Signed) LONDON SOUTHER.

WHAT IS A REBUS?

Very Old in Origin But Very
New in Its Modern
Development.

Like most other items of modern knowledge, the rebus has been duly classified and a whole literature evolved concerning it.

A rebus is the representation of a name or thing by means of figures or pictures, instead of words or parts of words. A good illustration of this type in the long ago is the ancient tale concerning a gallant who had expressed his tender passion for a lady named Rose Hill by painting in the border of his gown a rose, a hill, an eye, a loaf and a well. This in the style of the rebus would be deciphered as "Rose Hill I love well." But nowadays we are more exact and "loaf" would scarcely be considered a fair equivalent. In heraldry, the word "rebus" is used to describe a coat-of-arms which bears an allusion to the name of the person—as three castles for Castleton.

Man's first known literary efforts, in the form of picture writing, are readily classifiable in the rebus division, as they endeavor to express their meaning by pictorial representation. In fact, all alphabets have been evolved in much the same fashion and many of our perfect letters still bear some resemblance to the rude drawings from which they originated. The ancients were past masters in the use of the rebus, as many Egyptian and Chaldean tablets attest, and even among the Greeks it was much in vogue. But the latter dealt more in word combinations than the pictured form.

The Romans had many unique ways of using the rebus in the economy of their homes, and sometimes the answer was included: as in the well-known letters at the side of their front doors, "Cave Canem" (Beware of the dog) accompanying the representation of a savage type of the animal itself. American Indians employed rebus signs extensively.

In modern days the rebus form is widely used, as in the abbreviations of business, advertising and social presentations. Even the tramps utilize it, and the odd chalk designs we often see on city sidewalks and on the gateposts of country homes, tell a significant story of the reception likely to be accorded to the itinerant applying within.

A good illustration of the word form in the rebus is found in that old one so many of us have encountered in our school days, usually written in exercise books or upon slate, when teacher's back was turned:

stand take

I you throw all my

which, of course, reads: "I understand

you undertake to overthrow all my undertakings."

Nowadays we have the rebus very much perfected and far more attractive, as in the Summer Pastime at present running in this paper. This is a pictorial and artistic type, with valuable educational and pleasurable features.

Our Summer Pastime is making a great hit and in many homes there are several members of the household each engaged in working out his or her list of answers. It is a really fascinating form of employing spare time. Moreover, all participants have the added incentive of valuable prizes to spur them on towards accuracy and industry in their solving.

People who never wore

Astoria Shoes

are the ones we like to sell to. Wearers of the ASTORIA shoe so well praised they always come back.

J.P. COOK CO

LIMITED

THE STORE THAT SERVES YOU BEST

DEATH KNELL OF FAKIR SOUNDED

Today—Saturday—Store Closes at Six o'Clock



Store closes Saturday and all days preceding holidays at 6 o'clock.

Shop Before Six.

"Scott Tissue" Towels



Replacing the Insanitary Roller Towel

These are used once and thrown away.

3 Towels for 1c

150 Towels in a roll, perforated

12 Rolls for \$5.00.

Large consumers — hotels,

banks and office buildings —

buying this way, will find them

cheaper than laundry bills.

12 rolls of 150 Towels, each

perforated, 1,800 Towels, for ..

\$5.00

They dry like a blotter, absorb-

ing all moisture perfectly; size

18x11 inches.

Holders for rolls, 35¢ and

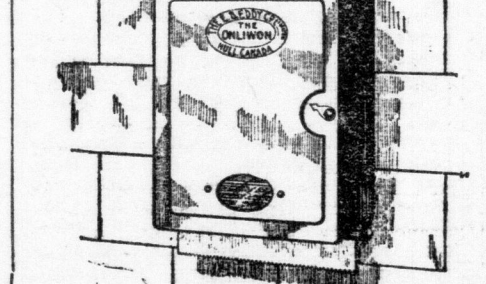
\$1.50.

At Toilet Counter.

FOR YOUR TOILET

A HANDSOME NICKEL

CABINET FREE



With every \$2.00 package of Onliwon Toilet Paper, the makers, E. B. Eddy Company, are giving a handsome nickel cabinet holder free, which holds one pad of 100 sheets, which sells for 12¢ each. By buying a carton of this paper, 16 packages, you will receive the cabinet shown in illustration free, which is worth at least \$1.50, and is made specially for this paper to prevent waste in using. Locks with key and cannot be opened without. Order yours from this shipment.

At Toilet Counter.

AFTERNOON TEA.

Dainty Lunches served from

3 to 5:30, in Restaurant, 15c.

SMALLMAN & INGRAM

LIMITED

"The Law Permits Them To Sell

This Poison; Permits Them To

Do Away With a Man's Brain"

A stinging indictment of the liquor traffic was heard in the London Court House at the trial of Tom Riley, charged with the murder of George Blackburn.

It came from the lips of Edmund Meredith, who was solicitor for Riley. If it had not been for the demon rum, Blackburn would be alive today, and Riley would not be in prison.

Here is what Mr. Meredith said to the jury:

"The real trouble in this case was the accursed liquor that the prisoner had been drinking. The law permits them to sell this poison, permits them to do away with a man's brains, and this very hotel must have been selling him liquor, when he was in no state to be given it. God knows the ramifications that liquor will take with a man,

and God knows, when the liquor is doctored, what may happen."

Edmund Meredith.

and God knows, when the liquor is doctored, what may happen."

"Truth" in Advertising Demanded at Convention of Ad Men

The above headlines appeared in a Toronto daily paper on the front page Wednesday over the report of the proceedings of the previous day when over 5,000 ad men from all parts of America met in convention in that city.

That "Truth" should be the keynote of the entire convention is significant that during the past 50 years there must have been "some" ads the truthfulness of which could not be vouched for.

The keynote of this convention is nothing more than the voice of public sentiment, which has been demanding "Truth" in advertising for nearly half a century. The evidence of this is plainly seen by the success of the merchant who has kept strict watch on his advertising and adhered to truthfulness, and on the other hand the failure of the so-called fake advertiser, the exaggerator and misrepresenter, who quickly loses public confidence and soon or later drops out of the race.

OUR POLICY INDORSED—Every delegate at this great convention, without exception, came to exchange ideas, but, on this one point, "Truth in Advertising," every speaker struck the same note, by indorsing and forcefully advocating the policy which for a century has been strictly adhered to by this store, by allowing nothing but a plain statement of the facts to appear over the signature of the firm, to undervalue rather than overestimate when price reductions are made, and never considering a transaction closed until the entire satisfaction of the customer is assured.

"Truthfulness" the convention may well indorse as the only safe path to permanent success.

Parasol Selection at Best Now

At this time the Parasol section is stocked with a variety of favored lines, greater than in any other past June. The 1914 styles have reached the highest mark for quality and prettiness of any year in the past, and this gathering for the holiday selling has been freshened by the arrival from the maker of a shipment of the very newest and most desirable styles. See these early. Paddy green, bell shapes, \$2.50, \$3.00 and \$5.00. White embroidered, \$1.00 to \$2.00. Bell shapes, \$2.50 and \$3.00.

NEW BABY BUGGIES, SULKIES AND GO-CARTS



Collapsible, \$5.95. Pullman Sleeper, \$15.00. Reed Cart, \$6.50.

Another new shipment of Sulkies just arrived. These popular vehicles we have had great difficulty in getting enough of this season to supply the demand, which is evidence that the values are not excelled by any other maker. They are from the largest factory in the world making wheel goods today, and the fact that they are taxed to their capacity to fill their orders is proof of the merit of their products.

The models we are showing are all new, as this is a new department added this season.

SULKY GO-CARTS \$2.50 TO \$9.00

Sulky Go-Cart, with reed body, well made and comfortable body, with rubber tires.

Price \$2.50

Sulky Go-Cart, reed body substantially made, large and roomy with high back, rubber tires. Price \$4.50

Also others, better equipment, up to \$9.00.

Collapsible Go-Cart, a remarkably fine Cart for the price, high-grade finish and construction, 10-inch wheels with 3/4-inch rubber tires, reclining back, steel springs, fibre seat and back, reversible folding hood of leather cloth. Special, \$5.95, as illustrated.

REED PULLMAN SLEEPER—14-inch rubber-tired wheels, gearing enamelled in dark green; body and hood light finish; full cushion hood, lined and padded in Bedford cord. Special, as illustrated \$15.00

Basement.

SMALLMAN & INGRAM LIMITED

SPECIAL Children's Parasols, 75c values, for 49c.

HOTEL BELLECLAIRE

NEW YORK

BROADWAY AND 77th STREET

(SUBWAY 79th STREET)

In the most charming Residential Section of New York City. Away from the dirt and noise of lower Broadway—yet within 15 minutes' ride to all best shops and theatres. Broadway cars pass the door.

Hotel Belleclaire is thoroughly modern and fireproof. It appeals particularly to people of culture and refinement who appreciate perfect service, delightful surroundings and excellent cuisine. Rates are moderate. Many rooms overlook the Hudson River. Apartments single or en suite.

Write for Moore King's new Illustrated Book in colors. It contains 150 photo views of things worth seeing in the metropolis of America. It is free to those contemplating a visit to the Hotel Belleclaire.

ROBERT D. BLACKMAN, Manager

Edmund Meredith.

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