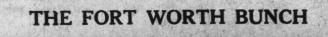
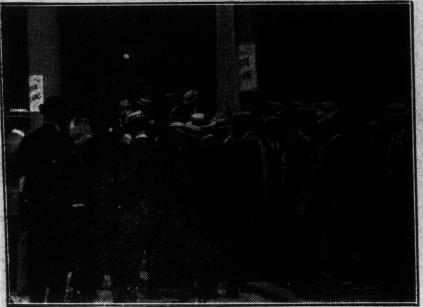
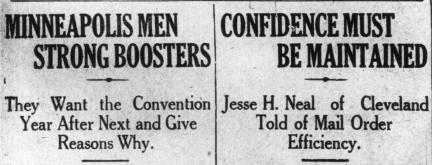


agents of Boston and all other locali-tics. I feel free to state that it is the common desire and the united purpose of a dominant majority of the agents of all of these different shame. A clean newspaper goes to the agents of all of these unternet in clean home, and the clean home is localities to make sacrifices, if neces-sary, toward improving all advertising conditions during the year 1914."





This is the delegation from a live Texas town.



On the subject of "Locating and "Minneapolis in 1916" was the cry yesterday of delegates to the big ad Maintaining Confidence," Jesse H. men's convention from the central Neal, of the Root Newspaper Associanorthwestern cities of the United States. A large body of Minneapolis boosters, headed by Mac Martin, president of their Ad Club, paraded about the Exhibition ground yesterday calling for votes for their city. Many reasons why were given. Speaking of anything else is at the bottom of the facilities Minneapolis affords at a successful selling by mail. The lack large convention yesterday Mr. Mar- of confidence in business can wreck a "We are about the most central point to be reached by Canada and the lack of confidence on the part of the United States. The changing of the name of the Associated Ad Clubs of America to the Associated Ad Clubs of America to the Associated Ad Clubs Continuing the speaker dealt with of the World is significant, and a meeting in 1916 at Minneapolis will be with-the easy reach of all delegates. The city has 15 first-closs hotels, three of

tin said:

tion, Cleveland, speaking before the direct advertising session in the Horticultural building, said: "In the busi-ness world confidence is paramount. it is the foundation of the entire 100 commercial system, and more than anything else is at the bottom of concern," he said, "and most all the business panics are caused by the

the "faker" who sells his wares by mail, who is commonly known as the which are of the million dollar type. "confidence man." The chief post-These could accommodate a large con- office inspector of the U. S. A., in his report of 1913, stated that in three he meeting, and a better place could years the mail order swindlers had cleaned up \$183,000,000.

MAY ALTER AGE LIMIT.

Chairman McTaggart has called a special meeting of the board of educa-tion for 7, o'clock tomorrow night to deal with the superannuation age limit. innovations that grease the wheels of progress. Day before yesterday they woke up. Today young blood is in the saddle. They have thrown off that aura of the lethargic as a mantle-

According to city hall reports the outlook is favorable for the motion permitting the re-engagement of super-annuated teachers by the year being adopted; also for the re-engaging of Miss Gray as principal of Hester (How School, but it will require a two-thirds majority, and the absence of one opmajority, and the absence of the op-ponent of the age limit may make the superannuations as previously adopted final. TAXES WERE REDUCED. TAXES WERE REDUCED. TAXES WERE REDUCED.

E. Kelley, special writer for those papers. and Eric R. Dennis, manager of The Weekly Mail and Homestead, arrived in Toronto from the maritime The court of revision allowed a reduc-tion of \$50 in the taxes of Mary Barrett, and advised her to write to the chief of police and medical health officer and tell them of the conditions existing near her place. The lady owns property at 758 Bast Queen street, as well as 756, 760 and 762 East Queen street, and she declared that living next to her premises were 15 Italians and two horses, and the odors arising from these places were extremely obnoxious. court of revision allowed a reduc

G.T.R. CONDUCTOR FINED.

FAILED TO OBEY SIGNALS.

journalists in the Dominion; while Mr. Kelley is spoken of in the maritime Robert McFadden, G.T.R. conductor, was fined \$1 and costs in the police court profession as "the best newspaperman east of the Quebec boundary," and will yesterday because he obstructed Bay street with an engine for the space of seven minutes. The defence was that there were too many freight cars on the train. be remembered as a magazine writer of prominence. W. H. Dennis and E. R. Dennis have lifted the burden from the shoulders of the more illustrious

member of the family. They were never made the favorites of a nambypamby training. They learned the business "from the case up," and since

For neglecting to obey the policeman at the corner of Yonge and King streets, William Reid, street rallway motorman, was charged in the police court yester-day, and remanded for sentence till callcollege days hustled with the cubs and the printers' "devils." Advertising the East.

PLAYED BALL ON STREET.

John Marshall and Joseph Chapman were fined \$2 each in the police court yesterday because they were disorderly on John street by playing ball. ocean terminals in course of construc- | pthetic support.

## few years ago these bluenoses thought more of the memory of a Howe, a Cornwallis, a Bulkley or a Haliburton, than they did of those all-essential incovations that grasse the wheels of

others were of the opinion that the others were of the opinion that the salesman route was the best. Means of getting responses from the retail merchants was under discussion, and Mr. Ingersoll, of the Ingersoll Watch Co., had the results of some experi-mental ideas which he worked out. It was advisable the house arcen they have caught step with twentieth century progress. Comes now the councils of the princes of world advertising, what may well and properly be termed the re-presentative cream of the Nova Cco-It was advisable, the house organ men agreed, to have the color scheme as attractive as possible, and to this end it was advised that as nearly as possible they may be in keeping with the season of the year in which the book was issued. Attractiveness was the keynote to its success.

> DOWN WENT THE PRICE OF NICE COLD MILK

metropolis. These are names, no doubt, new to ad men and citizens of That big, dark stranger, with the big doubt, new to ad men and citizens of this city, alike; but down by the sea they are synonymous with down-to-the-minute publicity methods and standards. The Dennis' brothers are sons of Senator Dennis, owner of those journals, himself one of the best known black gun shot up the restaurant at the Exhibition grounds yesterday at the Exhibition grounds yesterday at noon. This may not have been dir-ectly responsible, but if it was 5000 thirsty delegates should thank him for it—the price of milk came down from 10 cents to 5 cents per glass at 1 o'clock. Some of the sers from out El Paso way predict this is the first pebble in a general landslide of prices for eats. Everybody hopes it is.

tion there, and costing a round \$85,-000.000; and a great, and equally par-donable pride in the fact that Nova Scotia gave to Canada her present first minister. Sir Robert Laird Borden, Sir Charles Tupper and a splendid army of dominant Canadian states-men, who have writ their names large on the pages of world bistory.

These three young progressives come to Toronto "all swelled up" over their own province. They speak of Halifax as "The Capital of the Province of Perpetual Prosperity"; take fine pride in their splendid harbor, in the new occent terminels in course of construct. Men, who have writ their names large on the pages of world history. Toronto is sincere in a cordial wel-come to this little Nova Scotian dele-gation. Ad men of America will take Nova Scotia's advent into their ranks as an earnest of a whole-hearted sym-





Gienn Hutchinson, G. R. Blickhahn, W. Appleton Ferree, F. J. Semple, Humphrey Sullivan, H. S. Gardner,

of the magazine or paper should be certified and the subscribers should be classified to the advertisers. Mr. Shuman went on to say that if By doing so the trade is diverted into the right channels, and the country and the citizens are benefited instead of being debauched. LOOKING THEIR BEST

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The

TO



Fort Worth delegates with their two "Sacred Bulls."

President of St. Louis League Magazine Men Have Commit-Detained by His Son's ted Themselves to Wide Illness. **Open Competition.** 

will be the subject of Mr. Ferree's ad-dress. Among the St. Louis delegates attend-ing the convention are the following : H S. Gardner, president, Gardner Advertis-ing Company: Charles R. Ketchum, cir-culation manager. Farm Progress; C. L. Griggs and wife Nelson, Chesman & Co.; George Walker, Multiplex Fisture Com-nany; F. Garrison. The Drygoodsman: G. R. Blickhahn, Lambert Pharmacal Com-pany; J. H. Hobleman, Nugent Bros.' Drygoods Company; Humphrey, Sullivan, Suthwestern T. & R. Company: R. M Kellogz, assistant sales manager. Sim-mons Hardware Company; J. F. Semple, vice-president, Simmons Hardware Com-pany; W. Appleton Ferree, Nelson-Ches-man Company; Glenn W. Hutchinson, Gardner Advertising Company.

V. L. Price, president of the St. Louis foremost ad. men of the Western United states, will not be able to attend the con-cording to a telegram received last night by the St. Louis delegates. Mr. Price, who is vice-president and chairman of the executive committee of the National candy. Company of St. Louis, was detain-ed on account of illness of his son. Hes before the Toronto convention, and his absence, it is said, will be regretted exe-redingly by many visiting ad. men. W. Appleton Ferree of Nelson-Chesman the Future of the Specialized Storer "The Future of the Specialized Storer "Ill be the subject of Mr. Ferree's ad areas. Among the St. Louis delegates attend.

**CLEAN POLICIES** 

AND TRUE AUDITS

By another clause of the standard of practice the magazine men agreed to exert all their influence in behalf of a clean editorial policy, and to keep that policy free from advertising in-

petition," was the emphatic declara-tion of Lee Maxwell, chairman of the

that policy free from advertising in-fluence. Opposition to free press bur-eaus and all other agencies for free publicity was made an essential point of the policy of the magazine adver-tising men, and heated speeches were made by some of the delegates against this form of publicity. "We commit ourselves to open com-petition," was the emphatic declara-



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**PRICE IS UNABLE** 

**TO ATTEND HERE**