

SALE

8-PAGE COMIC SECTION BEGINS JULY 12 FIRST AND FINEST IN THE WORLD

THIRD EDITION

The Toronto Sunday World

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34TH YEAR—PAGES 1 TO 16

TORONTO SUNDAY MORNING JUNE 28 1914

VOL. XXXIV—No. 12,282

WHAT'S WRONG WITH TORONTO? IT IS APATHY

Opinions From Observant Men at Ad Club Convention Simmer Down to Lack of Recognition of Advantages

CITY NOT AWAKE TO ITS WONDERFUL SIZE

Hotels, Sad Sunday, Lack of Public Conveniences, Apathetic Mood, Overhead Wires, Reluctantly Knocked

"Knock" is not in the vocabulary of the Ad man. The Ad man is a booster, to boost his religion and a resolution was passed by the general assembly of the Advertising Clubs of the World that decried any member who knocked the goods boosted by any other members, it was pretty hard to get an Ad man to knock.

What is wrong with Toronto? It is not that it is a city of 300,000 people, but that it is a city of 300,000 apathetic people. It is not that it is a city of 300,000 people, but that it is a city of 300,000 apathetic people.

Don't Like Our Hotels. But after a little coaxing invariably came the same answer. "The hotel system."

Posted all over the inside and the outside of one of our Toronto hotels were signs calling for "Truth in Advertising," said one delegate.

PRIZE PLAY WRITTEN BY MEMBER OF COMPANY. The Sunday World has learned that the \$1000 prize for a Canadian play offered by Miss Adele Blood, who is heading a stock company in Toronto, was awarded to a member of her company.

KETTLES. Kettles that will give you the best of both worlds. They are made of the finest materials and are guaranteed to last for years.

Magazine Section Becomes the Women's Section. With this issue of The Sunday World there comes a change in the title of one of its parts.

Development will continue now along one line—that of making the part increasingly attractive to the many thousands of women who read The Sunday World.

ONTARIO CROPS RETARDED BY COLD, DRY WEATHER

From reports received by local grain dealers from their correspondents, the prospect of Ontario grain crops being up to the average has brightened considerably during the past week. Present indications are that the winter wheat crop will be about 75 per cent. of the average, or a little less than last year's small total of 16,000,000 bushels.

Campaign Notes

Virtue is its own reward, is the sobriety offered to Premier Whitney by those who wish to displace him from the office in which he has presided over the abolition of 1200 bars.

It is not what Toronto says that will settle the fate of the bars, the license laws. But the rural constituencies are going to have a good day, and they have cleaned out their share of 1200 bars in the last nine years. They may be as loyal to Whitney as Toronto is.

Sir James Whitney, unlike some of his followers, has not attempted to make little of the evils of the drink traffic and habit. He has deplored them in measured language, and he has promised to continue his efforts to curtail those evils as far as public opinion will permit it.

Little is being said in the campaign about the great development of the financial resources of Ontario by the Whitney government. In its nine years of office the revenue has been hugely increased without increasing the burdens of the taxpayer, and the municipalities have received a share of the revenue which has been of considerable local assistance.

When the laymen are so ready to declare what is and what is not Christianity in relation to politics, there should not be much objection to allowing the persons to have their say on the matter.

No Liberal has been elected in Toronto to the legislature since Mr. Joseph Tait in North Toronto in the election of 1891. If the unexpected always happens it is about time for another Liberal to get a Toronto seat.

In the historical development of the political parties in Ontario the Liberals have followed the Whigs, while the Conservatives have taken a more radical course. The individualism of the Whigs comes out in the incorporation of the Ontario Liberals, while the public ownership legislation of the Whitney government has been described as socialist.

HUERTA SPARRED FOR TIME TO MASS MEN AGAINST U. S. Delegates Are in Toronto to Confer With General Felix Diaz, Who is Representing General Huerta

That Gen. Huerta's recent agreement with the United States, signed at the Niagara Falls mediation conference, was only to gain time to strengthen himself with followers in Mexico City for an aggressive movement against the United States forces occupying Vera Cruz, was the assertion Saturday morning of Senor Luis Elguero, who, accompanied by Senors Rodriguez and Rabassa, was in Toronto to confer with Gen. Felix Diaz, on what the envoys termed "an important communication from President Huerta."

Magazine Section Becomes the Women's Section. With this issue of The Sunday World there comes a change in the title of one of its parts. The change marks the gradual development of the part formerly called the Magazine Section into a section devoted exclusively to Women and the Home.

AN 8 PAGE COMIC IN TWO WEEKS

When Rudolph Dirks, originator of the Katzenjammer Kids, brings his famous funny fellows (the genuine Katzenjammers) back to Toronto—The Sunday World comic section will blossom forth into an eight page part.

It will be the funniest, finest humor section printed in any one newspaper. It will likewise be the first eight page comic section. It will be more than twice as funny on July 12.

It will contain the big features that are now in The Sunday World section of fun and will contain other features like Rudolph Dirks' Kids.

It will be all comic cartoons, clean, bright, wholesome—except the regular page for the children, the Smiling Face Club, and that will be one of the eight pages. The children won't be able to keep the grown-ups out of their club then.

As for the Katzenjammers—accept no substitutes.

TORIES CONFIDENT ON ELECTION EVE

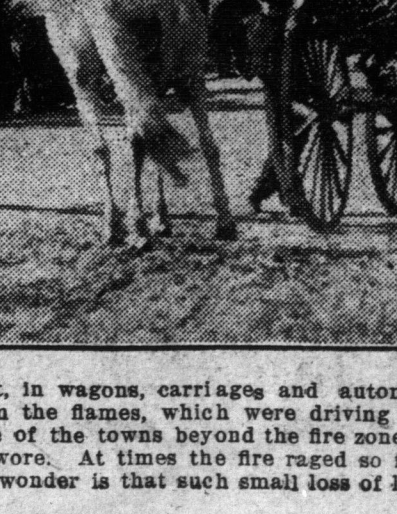
Hon. Dr. Pyne Says Every Toronto Seat is Safe—Go Back Strong as Ever

The Conservative party is quite confident as to the outcome on Monday. They are looking for another great renewal of confidence by the people and expect to send back to the house a government practically as strong as that today.

THE WORLD IS FAIR

"By its non-partisan and fair way of reporting the political meetings and the assertions of ministers from their pulpits during this campaign, 'The World' has won many friends," said Rev. W. H. Hincks of Trinity Methodist Church in an unsolicited testimonial to 'The World.'

THOUSANDS SEEK SAFETY IN FLIGHT FROM THE \$25,000,000 CONFLAGRATION WHICH SWEEP SALEM



Long lines of refugees on foot, in wagons, carriages and automobiles, carrying whatever household effects they were able to snatch from the flames, which were driving them from the city, waiting in line, to make their way towards Beverly, one of the towns beyond the fire zone.

MINISTERS INTEND TO HAVE LAST WORD

Few Toronto Pastors Will Mention Political Parties, But They Will Mention "Abolish the Bar" in Their Pulpits Sunday—Some Will Give Temperance Sermons and Let Hearers Draw Their Own Conclusions

NOT MANY WILL LEAVE SUBJECT ALONE

A large majority of Toronto pastors will today (Sunday) appeal from their pulpits for their congregations to support the policy of abolish the bar, but this in most instances will be done in an entirely non-partisan stand by both Conservative and Liberal ministers.

Ministers of almost every denomination will ask their congregations to support the temperance policy, because they consider it their duty to support any great moral issue. Several Toronto pastors have expressed themselves as against the introduction of politics into the pulpit, but this campaign is considered so different that their sense of duty, they assert, demands their public support.

"I will give a general talk on self-restraint and the evils of the liquor traffic and leave my hearers to draw their own conclusions," said the Rev. Dr. W. H. Hincks of Trinity Methodist Church, Bloor street west, to The Sunday World when asked his intentions.

BURNED TO DEATH UNDER AUTOMOBILE

SAUGUS, Mass., June 27.—Miss Powers of Boston was burned to death and Oscar J. Mansueti, also of Boston, was badly injured when an automobile in which they were riding skidded into a ditch, overturned and caught fire today.

Manitoba and Saskatchewan Report Splendid Crop Conditions—Alberta Needs More Moisture

GENERAL REPORTS FROM WEST ARE GOOD

Rich Lands Are Idle, While Cities Grapple With Unemployed Question—Travesty on Common-sense

WINNIPEG, June 27.—Vice-President George J. Bury of the Canadian Pacific Railway has returned from an extended trip thru the Canadian prairie west. When asked about crops he said: "It must be remembered that this year there is one and three-quarter million acres sown in grain in Manitoba, Saskatchewan and Alberta more than last, making a total crop acreage of almost twenty-one million acres."

SHIP BREAKING UP ON SUPERIOR SHORE

SUPERIOR, Wis., June 27.—The steamer Matafa is reported by customs office officials to be going to pieces at the Superior entry to the Twin Ports Harbor. The life-savers are working in an effort to save the crew. There is a tremendous sea running.

RAIN ALLAYS FEAR OF DROUGHT IN MANY PARTS

Special to the Sunday World. QUEBEC, June 27.—Capt. Kendall lost his head and the steering gear of the Empress broke down in the emergency, was the conclusion of the investigation held in Quebec today.

Declares Captain Lost His Head. Capt. Kendall lost his head. His steering gear went wrong that morning. The jamming of the gear was the only reason that could be given for his startling order to put the engines full speed astern from full speed ahead when the other ship was from two to four miles away and on a safe and passable course.

Sunday Weather: SHOWERY

ENQUIRY OVER, HALF MILLION WORDS TAKEN

Collier's Counsel in Empress Enquiry Presses Contentions That Captain's Evidence Did Not Fit Facts

STEERING GEAR BROKE DOWN IN EMERGENCY

C.P.R. Commander Lost His Head—Ship's Position, as Found by Divers, Does Not Correspond With Evidence

THE STORSTAD COUNSEL

QUEBEC, June 27.—The steering gear of the Empress was defective. That was the emergency for Capt. Kendall ordering her full speed astern. Capt. Kendall lost his head entirely that night. The ship lies now to the northeast, just as she would have if she had been coming on the course the Storstad laid out for her.

THE EMPRESS COUNSEL

QUEBEC, June 27.—The two ships would have passed a half mile apart if one of them had not altered its course. The ship which changed its course to blame for the accident. The Empress never altered her course. The Storstad admits that its wheel was put to port, then hard a starboard, but asserts that steering gear had been lost. The wheelman at his post says it was not lost. Therefore, Mr. Aspinall says, the Storstad swung her head to starboard and came into collision with the Empress of Ireland.

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