



The Man With the Grouch

HE don't believe in advertising anyway -- tried it once -- or twice and because the fool public--he said it just like that--fool public-- didn't come running in with 10 dollar bills in their fists and buy out his entire stock on the second day--he knows that advertising is a fake--and all advertising men, qualified members of the Ananias Club.

I've met seventeen or eighteen such, and this is a composite picture of the bunch as they were--but I gave them each and everyone a little quiet talk--reasoned with them as it were, and now they have a different view point.

Here's the essence of the quiet talk--

You never drove a nail with one blow of the hammer. You never ate a beef steak at one bite. You never shovelled snow with a tooth-pick--you never built a house with one brick--how do you expect that a measly little 'ad' once in a while is going to make you rich?

Results cure most grouches.

Charles Edward Peabody
Resultful Advertising



Toronto
28 Adelaide St. West
Room 28
Phone 6310 Main
Human Interest Talk--Number Eight

MRS. HOODLESS EXPIRES ON LECTURE PLATFORM

Prominent Society Woman of Hamilton Drops Dead in St. Margaret's College.

In the midst of a lecture on "Women in Industrial Life," at St. Margaret's College, at 4 o'clock on Saturday afternoon, Mrs. John Hoodless of Hamilton dropped dead. She had not been speaking more than five minutes, when suddenly she stopped and asked for a glass of water. Mrs. Palmer, who presided over the meeting, and who was sitting behind her at a table on the platform, handed it to her. With shaking hand she took a sip, and as she was saying "The interest in domestic" she dropped to the platform. As she was falling she uttered a few unintelligible words. In the deathlike stillness of the hall her last words sounded hollow and strange. An soon as she had finished murmuring she sighed weakly, her head fell back, and she was dead.

The 56-year-old woman had merely fainted, but a hasty examination by Dr. Julia Thomas showed that she had expired. Several physicians worked over her for some time, but their efforts were unavailing.

Mrs. Hoodless was prominent in the highest social circles of Hamilton, and was also a prominent member of the National Council of Women. She was greatly interested in the department of household science, and was largely responsible for the introduction of that subject into the curriculum of the public schools of Canada.

The deceased was 53 years of age on Saturday and leaves a husband, a large furniture manufacturer of Hamilton, two sons, Bernard, and two daughters, Miss Marie and Miss Bostwick, all of Hamilton. Mr. Hoodless was notified by telephone and arrived with Mr. Bostwick at 11 o'clock on Saturday.

The funeral will be held from the family residence, "Eastcourt," at 2:15 on Tuesday afternoon.

Excursion to Buffalo, Via Grand Trunk, Tuesday, March 1, Only \$2.10 Return.

Good going via 9 a.m. Buffalo Express. Tickets valid returning until Wednesday, March 2. Remember, the Grand Trunk is the only double-track route to Niagara Falls and Buffalo.

Secure tickets at city ticket office, northwest corner King and Yonge streets. Phone Main 4209.

Says He Used Threats.
CANNINGTON, Feb. 26. (Special.)--According to latest information, Rowland Dugan compelled Mrs. Shiley to accompany him under a threat that he would shoot either Mr. or Mrs. Shiley should she refuse to go with him. This affair has created consternation in this section, as well as in and around Beaver and Throat.

Miss Robson Weds.
NEW YORK, Feb. 26. (Special.)--Eleanor Robson, the actress and Mrs. Belmont, the millionaire, were married at 5 p.m.

DO CORNS LEAD TO CANCER?
As yet this has not been proved, but interested parties will find nothing better for corns than Putnam's Corn Extractor. Acts painlessly--cure in 24 hours--use only Putnam's.

AUTOMOBILE BUYERS ARE WISE THIS SEASON

Heaviest Demand at Show is For High-Grade Cars of Canadian Manufacture.

With the automobile show at the St. Lawrence arena in full swing, brisk buying is going on among those who, at the opening of the show, contented themselves with a leisurely inspection and comparison of the different makes. The trend of interest and the predominant sentiment among purchasers. There is no mistaking the fact that the trend is very strong toward Canadian-built cars. There is no lack of good cars of foreign make, which receive a fair share of attention, but the Canadian car is assuredly the star feature. Furthermore, the most remarked-upon characteristic of buyers this season is the demand for cars known to be of the highest grade quality. The rather reckless tendency of some past seasons of buying without sufficient assurance of the car's quality has largely disappeared, it is said.

This is clearly seen, for example, in the heavy sales of Russell cars, the leading Canadian make, a car which has this year doubled its output. Probably no car is more closely identified with the "quality doctrine" and its success is as logical as it is interesting.

The Russell exhibit at the show is a good deal of a surprise to the layman who has not yet realized to what an extent automobile manufacturing has developed in Toronto. It includes no less than 12 different cars, prominent among them being the "35" and the "22" horse-power models, fitted with the Silent Knight motor, for which this car has the Canadian rights. Both are shown with luxurious touring bodies.

Of even greater interest to those not buying the higher-priced cars are the Russell "30" and the seven-passenger model, the latter a decidedly popular novelty, being the first regular seven-passenger touring car at a medium price to appear on the Canadian market; the two extra tonneau seats are easily removable.

In addition to the regular touring body the "30" is shown with the survey, special roadster and toy tonneau bodies. The double rear seat of the survey is removable, leaving a handy baggage compartment when needed. The special roadster is a fast powerful looking model with rakish, sweeping lines. The toy tonneau gives the attractive close-coupled effect now so popular, but is sufficiently roomy for comfort. This latter car is finished in battleship gray relieved by trimmings of scarlet and scarlet upholstery.

Two other beautiful cars are a Limousine and Victoria, both of them luxurious models of great attractiveness. The bodies of these two cars are interchangeable on one chassis and are intended to appeal especially to those desiring town cars for both summer and winter use. The Russell coupe is another fine car entirely enclosed and especially useful for town use in severe weather.

All in all the Russell exhibit is the best which its makers have ever made.

SYSTEM OF RECIPROCITY IS AIMED AT BY TAFT

U. S. Administration Working Quietly Toward a Definite End in Regard to the Tariff.

NEW YORK, Feb. 27.--The Washington correspondent of The Tribune (staunch Republican) wires:

A tariff war with Canada would cause genuine regret, quite as much from the fact that Canada is the close neighbor of the United States as from any financial considerations. In a spirit of friendliness and conciliation Secretary Knox has proposed that the British ambassador, that two representatives of the United States, a member of the tariff board and a representative of the department of state, go to Ottawa to discuss with the Canadian officials the questions at issue. It is felt that personal and friendly negotiations of this character will be more conducive to an understanding than more formal exchanges carried on thru the British embassy.

There has been, apparently, some delay in the submission of Mr. Knox's proposition to the Canadian authorities, but a reply is now looked for in the not distant future.

Effect of French Treaty. Canada has extended her conventional rates to France and to several other countries, and the officials at Ottawa have thus far insisted that they could perceive no advantages offered by the minimum tariff of this country which would warrant according conventional rates to the United States.

It is possible, however, that the president, taking into consideration the comparatively small cost of transportation to the Canadian market, may not consider it necessary to insist on precisely the same concessions that are accorded to European countries, which must ship their exports so much further.

On the other hand, there is a strong demand for American goods at the lowest possible figure from the entire Canadian northwest, a demand to which Sir Wilfrid Laurier is keenly alive, although it is apparently beyond the ken of the Eastern Canada press. It is therefore too early to forecast the results of the negotiations with Canada.

The New Reciprocity. With a realization of the benefits derived from the maximum and minimum clause of the Payne bill will also come an appreciation of the fact that if this country had more to offer even greater concessions could have been obtained. President Taft is determined to set the tariff board to work immediately after the close of its present labors to ascertain the actual cost here and abroad of all classes of goods protected by the Payne bill. There is reason to believe that many instances will be found where still further reductions of the rates of duty could be made without injury to American industries.

Then the scheme of reciprocity referred to will be proposed. This will consist of inducing Congress to empower the executive to grant such reductions as can be made without injury to American manufacturers. Such countries as will make special and adequate concessions to imports from the United States. In other words, it will not be proposed to give further reductions without return, but to obtain therefor generous concessions for the American foreign trade.

In this, as in all things else, the Taft administration is working quietly toward a definite end, with a carefully conceived and far-reaching policy in view, and one which, as it develops, must strongly commend itself to the American public.

Is This Fair?

Certain Proof Will Be Made That Stuart's Dyspepsia Tablets Cure Stomach Trouble.

A Trial Package Sent Free.

Stuart's Dyspepsia Tablets are made to give to the system, through the digestive tract and the stomach, the necessary chemicals not only to digest food, but to enrich the fluids of the body so that it may no longer suffer from dyspepsia or other stomach trouble.

We will send you a quantity of these tablets free, so that their power to cure may be proven to you.

Thousands upon thousands of people are using these tablets for the aid and cure of every known stomach disease. Know what you put into your stomach, and use discretion in doing so.

Stuart's Dyspepsia Tablets contain fruit and vegetable essences, the pure concentrated tincture of Hydrastis, Golden Seal which tone up and strengthen the mucous lining of the stomach, and increase the flow of gastric and other digestive juices; Lactose (extracted from milk); Nut, to strengthen the nerves controlling the action of the stomach and to cure nervous dyspepsia; pure aseptic Peppermint of the highest digestive power and approved by the U. S. Pharmacopoeia. (One of the ablest professors of the University of Michigan recently stated that this Peppermint was the only aspeptic pepper he had found that was absolutely pure--free from all animal impurities); Bismuth, to absorb gases and prevent fermentation. They are deliciously flavored with concentrated Jamaica Ginger in itself a well known stomach tonic.

Liquid medicines lose their strength the longer they are kept, through fermentation, fermentation and chemical changes, hence Stuart's Dyspepsia Tablets are recognized as the only true and logical manner of preserving the ingredients given above in their fullest strength.

If you really doubt the power of these tablets, take this advertisement to a druggist and ask his opinion of the formula.

It is due your stomach to give it the ingredients necessary to stop its trouble. It costs nothing to try. You know what you are taking and the fame of these tablets proves their value. All druggists sell them. Price 50 cents. Send us your name and address and we will send you a trial package by mail free. Address F. A. Stuart Co., 150 Stuart Building, Marshall, Mich.

Model "7" Touring Car 7-Passenger

Price \$3600 F.O.B. Oshawa



FAMOUS McLAUGHLIN-BUICK MODEL "7"

See Our Display at the Motor Show

It will be well worth your while to make a special trip to the Toronto Motor Show if only to see the exhibit of the famous McLaughlin-Buick Cars.

We are making a special effort this year. Never before have we had such a splendid and complete line of cars to offer for your inspection, and while McLaughlin-Buick Cars have always been the best that money and brains can produce, we have added this year certain features that simply put our line in a class by itself.

Every type of car will be represented and it will afford us the greatest pleasure to talk with you about them and explain anything you may wish to know.

DON'T FAIL THEN TO PAY US A VISIT

You cannot know the McLaughlin-Buick product from one model--you must take into consideration the full line, which comprises every type of car known to motordom--from the shaft-driven Runabout to the big six-cylinder Touring cars and Limousines; all with magnetos ignition. If interested, write for catalogue. We are sole Canadian Agents for Welch Cars and Reliance Motor Trucks.

McLaughlin Motor Car Co., Limited

HEAD OFFICE, OSHAWA

Toronto Salesroom--Cor. Church and Richmond Streets

HETTY GREEN'S GOOD THING

Sued for \$5000 Note on Which Interest Already is \$14,500.

ST. LOUIS, Mo., Feb. 27.--Mrs. Hetty Green was sued Saturday in the circuit court to compel her to refund a note for \$5000 on which she has drawn 8 per cent. interest since 1874. Although the interest for that period has amounted to \$14,475, Mrs. Green has repeatedly refused, according to the petition to accept \$5000 in cash and resign the investment. Her son, Colonel E. H. R. Green, is named with her as a defendant.

The note was executed on December 31, 1874, by Mrs. Catherine Holland, and secured with a mortgage on real estate. It was to be payable in five years and draw 8 per cent. interest. The loan was made by the trustees of the estate of E. M. Robinson, father of Mrs. Green. Colonel Green is now administrator.

Mrs. Holland died in 1908, after paying \$13,800 interest on the \$5000 note, and her son, Chas. H. Holland, brings the suit. He says he vainly offered Mrs. Green \$5475, principal and interest for 1910, for the note February 11, at the Chemical Bank, in New York.

TIRE OF NAVAL DEBATE

Gordon, Liberal M.P., Wants Agony Ended Soon.

OTTAWA, Feb. 27. (Special.)--Dis-satisfaction with the long drawn out nature of the naval debate is becoming general.

A move is expected to be made tomorrow in the house by D. A. Gordon, the Liberal member for Kent, who will ask that the debate be brought to an early termination. At the present rate of progress it will continue for several weeks to come.

Meanwhile other public business is falling behind. The estimates are not half disposed of and all those that are to come are contentious. Yet the financial year will close on March 31. The revision of the Bank Act is to come yet. Another important measure is Hon. Mackenzie King's anti-combine measure.

These will occupy a considerable time and it is hardly possible if all proposed measures are dealt with, that parliament will prorogue before June.

GOLD TAKEN BY CONTINENT.

NEW YORK, Feb. 26.--In the international money markets the most interesting incident last week was noted in the announcement from London that the \$2,250,000 of South Africa gold offered in the open market had been taken for the continent. This was the first time in many weeks that the Bank of England had not secured a large portion of such Transvaal arrivals.

Competition of the continent for this gold caused an advance of about one-eighth penny in the price of bar gold, the first change since October. As the Bank of England also withdrew \$1,555,000 of gold bullion for shipment to Paris, international banking interests began to wonder how much further the drain upon Lon-

QUEBEC BY-ELECTIONS

Nominations for Two Vacancies in the Legislature.

MONTREAL, Feb. 27. (Special.)--Nominations took place yesterday in Argenteuil and Drummond, the vacancy in the former county being caused by the elevation of Hon. W. A. Welr to the superior court bench, and by the resignation of H. Laferte in Drummond. In the last named county, Hon. Jules Allard, minister of lands and forests, who has resigned his seat in the legislative council, was nominated by the government party, while Mayor Garneau was put up by a coalition between the Nationalists and Conservatives.

Hegri Bourassa and Armand Lavergne, M.L.A.s, were on hand as the opponents of Sir Lomer Gouin, but as Drummond has at least five hundred of a Liberal majority, it does not look as if the coalition would amount to much at the polls.

In Argenteuil, however, the contest will be closer, as the Conservatives hold the seat in the house of commons. Messrs. Slater and Hay were nominated by the Liberals and Conservatives respectively, and while Hon. Messrs. Mackenzie, treasurer, and Decarie, minister of agriculture, championed the Liberal cause, Mr. Teiler, leader of the opposition, and Mr. Perley, M. P., spoke for the opposition.

TO BREED TAILLESS CAT

Odd Experiments Being Made in Dark Cavern on Long Island.

NEW YORK, Feb. 26.--To determine the effect of darkness upon various forms of animal life, experiments are being conducted with insects and fishes at the Carnegie Branch of the Experimental Evolution at Cold Spring Harbor, L.I. The experiments are in charge of Dr. A. M. Banta.

A concrete cave has been built, 42 by 10 feet, and eight feet in height. It is five feet underground. It is equipped with tanks in which live fishes of various kinds have been placed, while crickets and other insects have been placed in compartments that are dry but without a ray of light. Other odd experiments have been in progress for some time, one of them being the effort to breed a tailless cat.

St. Anne's Men's Association. Dr. Albert Ham will give a talk on some celebrated composers of church music to the Men's Association of St. Anne's Church to-night.

Self Cure

Prof. A. McConnell's System of Human Electricity. No drugs or appliances. Scores in this city have attained perfect health. References given. Indigestion, Constipation, Kidney and Nervous Troubles, Rheumatism, etc., etc., positively cured. Full information at The People's Institute, 33 College St. Phone N. 1078.

U. S. SUNDAY PAPERS BARRED

Residents of Canadian Border Towns Deprived of Usual Reading.

BUFFALO, N. Y., Feb. 27.--Canada has given the thumbscrew on the Sunday law another twist. Sunday papers are barred absolutely from Fort Erie, Ont., under an order just issued. The orders, which the government has just issued, prohibit the sale of newspapers in Fort Erie on Sunday and forbid all persons to bring newspapers into the village on Sunday, even for their own use. The foregoing law, relative to Sunday newspapers, has been more or less enforced in other parts of Ontario for two years, but heretofore Fort Erie has been exempt because of the many Americans living there.

It is believed that the recent protest of the Ministerial Association at Windsor, Ont., over the importation of Detroit papers, is the cause for the new order of enforcement all along the line.

PEARSON LOSSES IN OIL

English Firm Said to Have Lost \$3,750,000 in Fight With Standard.

LONDON, Eng., Feb. 27.--Referring to the cutting during the past year of the Mexican oil industry between the Waters-Pierce group, backed by the Standard Oil Company, and English interests represented by Sir Westman Pearson, The Standard says the losses of Pearson's Limited have been greatly exaggerated.

Some American newspapers have placed these losses at \$10,000,000. The Standard states that a fairly accurate estimate of the English losses would be between \$5,000,000 and \$5,500,000. The Pearson interests have no intention of retiring from the fight in the Mexican oil fields.

WINS ROCKEFELLER'S \$100,000

Cleveland Y.M.C.A. Raises \$130 a Minute in Last Day.

CLEVELAND, Feb. 27.--When the millionaires, newsmen, doctors, clergymen and merchants who have been canvassing the town for a \$500,000 building fund for the Young Men's Christian Association wound up their campaign to-night, they had \$50,151.69, \$33,000 of which was raised to-day. The money was raised at the rate of \$130 a minute.

The full amount had to be pledged at midnight to retain \$100,000 given by John D. Rockefeller.

Macleod Has \$25,000 Blaze. MACLEOD, Alta., Feb. 26. (Special.)--Fire broke out about 10:30 this morning in the Grier Block, on Second-avenue, from an overheated furnace. The building was damaged badly.

The storekeepers in the block were a fashion barbershop, R. H. Richard, clothing; Miss A. M. Wilson, millinery; R. B. Barnes, druggist. Upstairs were R. G. Mathews, insurance; J. Hicks, attorney; and a young men's club. The storekeepers were all insured. The total loss is estimated at from \$10,000 to \$25,000.

TRIAL COURT FOR MINISTER

Rev. David Hicks is Accused Under Three Headings.

WINDSOR, Ont., Feb. 27.--An investigation committee composed of Rev. J. Philp, chairman, of Essex; Rev. T. Blatchford, of Cootnam; Rev. D. Wren, of Maldenstone, and Rev. S. T. Toll, of Walkerville, met at Essex yesterday afternoon to investigate the affairs of the Methodist Church, and the condition in which it was left by the erstwhile pastor, Rev. David Hicks, who is now occupying a pulpit of the Methodist Church in Corunna, Mich. Mr. Hicks will be given an opportunity to explain matters at a court of trial which will be held in Essex in three weeks.

The investigation committee discovered that the missing pastor left debts to the amount of \$1300. The committee formulated three charges against Rev. David Hicks; first, obtaining money under false pretences; second, falsehood, and, third, leaving the work irregularly.

A letter was received from the Toronto missionary authorities in which they denied that they ever received \$210 from the Gesto people.

Distichs by Charlemagne.

ROME, Feb. 27.--The Tribune publishes an interview with Cardinal Rampolla, who says that he has discovered in the Vatican library an old manuscript in two pieces, containing an elegy in Latin distichs, written by Charlemagne in memory of his son.

The cardinal does not doubt the authenticity of this document, the value of which is only equalled by Charlemagne's epitaph on Pope Stephen.

Accused on Conspiracy Charge.

*BOISE, Idaho, Feb. 27.--Wm. F. Kettnerbach, George H. Ketter and Wm. L. Dwyer, whose trial on a charge of conspiracy to defraud the government of valuable timber lands was concluded yesterday, were acquitted by the jury.

The verdict ends a case which has been on the docket five years. Kettnerbach and Ketter, at the time of the indictment, were president and cashier respectively of the Lewiston National Bank.

